

**A STUDY ON THE IMPACT OF GOVERNMENT SOCIAL ADVERTISING
AMONG THE GENERAL PUBLIC**

A Project Report Submitted to

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

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Manonmaniam Sundaranar University, Tirunelveli

in partial fulfillment of the requirements

for the award of the degree of

MASTER OF COMMERCE

Submitted

by

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Place: Thoothukudi

Date: 10.04.2021

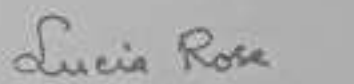


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Last but not least, I thank my parents and friends for their moral support and encouragement in bringing out this project a successful one.

- **ANTONY MARIA GAYATHRI .P**

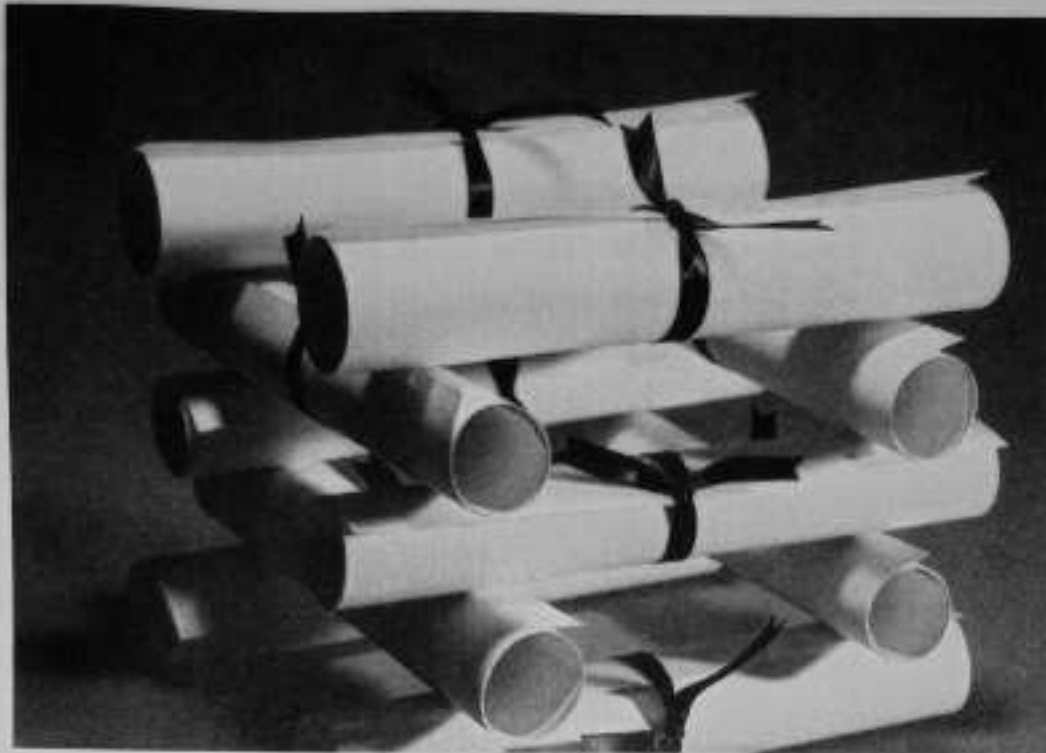
LIST OF CONTENTS

Chapter	Titles	Page No.
I	Introduction and Design of the study	1-12
	1.1 Introduction	
	1.2 History of advertising	
	1.3 Impact of advertisements	
	1.4 Purpose of advertising	
	1.5 Social advertisement	
	1.6 Statement of the problem	
	1.7 Review of literature	
	1.8 Objectives	
	1.9 Scope of the study	
	1.10 Collection of data	
	1.11 Construction of tools	
	1.12 Sample design	
	1.13 Frame work analysis	
	1.14 Period of the study	
	1.15 Limitations of the study	
	1.16 Scheme of the Report	
II	Theoretical Frame Work of the Study	13-37
III	Analysis and Interpretation of Data	38-72
IV	Findings and Suggestions	73-76
V	Conclusion	77
	Annexure	78-84
	Annexure – Bibliography	
	Annexure – Questionnaire	

LIST OF TABLES

Table No	Title	Page No
3.1	Age Wise Classification	39
3.2	Gender Wise Classification	40
3.3	Educational Qualification	41
3.4	Marital Status	42
3.5	Income Wise Classification	43
3.6	Occupation Wise Classification	44
3.7	Knowledge About Social Advertisements	45
3.8	Respondents Watching Social Advertisements	46
3.9	Government Indulgence In Social Advertisements	47
3.10	Effective Tool For Benefits To The Society	48
3.11	Frequent Advertisements Seen	49
3.12	Frequent Welfare Scheme Advertisements	50
3.13	Media Usage	52
3.14	Search Level For Social Advertisements	53
3.15	Level Of Cautiousness	54
3.16	Influence Of Celebrity Appearance	55
3.17	Preference Towards Government Schemes	56
3.18	Reasons For Preferring And Not Preferring	57
3.19	People Attempting For Government Schemes/Facilities	58
3.20	Visit For Availing Benefits	59
3.21	Problems Faced In Receiving Government Facilities	60
3.22	Types Of Government Schemes/Facilities	61
3.23	Awareness Created	62
3.24	Middleman Requirement	63
3.25	Preference Towards Privatization	64
3.26	Media Preferred	65
3.27	Overall Satisfaction Level	66
3.28	Impact Of Government Social Advertising	68
3.29	Influencing Factor Of Government Social Advertising	69
3.30	Garrett Ranking	71
3.31	Problems In Getting Government Schemes And Facilities	71

CHAPTER I



INTRODUCTION AND DESIGN OF THE STUDY

A STUDY ON THE IMPACT OF GOVERNMENT SOCIAL ADVERTISING AMONG THE GENERAL PUBLIC

"The more informative your advertising, the more persuasive it will be"

- DAVID OGILVY

1.1 INTRODUCTION:

Over the years, many debates have been held in a bid to answer the crucial and all-pervasive question - Is Advertising Essential? Advertising is a powerful communication force and vital marketing tool helping to sell goods, services, images, and ideas through the channel of information and persuasion. It is a highly visible force in society. All of us receive many advertising messages daily. It is essential to the success of any type of business and industry. Non-business organisations such as government, college, and universities, and Public Service groups employ more and more advertising strategies.

Social Awareness Advertising or Public Service Advertising refers to those advertising efforts that are done as a part of social responsibility by such entities as advertising agencies, Government, NGOs as well as other business organizations.

Today, Social Advertising has become very popular and is considered to be one of the most effective means to create social awareness and bring about a change/shift in the mindsets of people. In the 21st century and the population crossed 120 billion in the country and the majority of the Indian population resides in rural areas about 65% approximately and the majority of them are illiterates and knows communication of normally one language of mother tongue this creates a major problem to the Government and advertising agencies to deliver/communicate the information and messages to the entire population of the country.

All advertising contains both information and persuasion. Today we can say advertising is a communication, marketing, public-relation, information, and persuasion process. Advertising reaches us through a channel of communication referred to as a medium. It is usually aimed at a particular segment of the population of the target audience.

When it comes to effective Social Advertising, it is essential to keep the target audience in mind while creating the social message. A thorough understanding of the target group further improves the impact of the message being delivered. Social Advertisements should

carry a short message which is to the point. Such messages can be dramatic and should ideally stand out from the clutter of all other advertisements. However, the modernisation has put its foot in the life's of the public it has become necessary for the Government and non-Government agencies to inform them the harms and drawbacks of the life style of public and health hazards and not only health and safety hazards but also numerous public beneficial schemes provided by the Government.

Some of the issues discussed through Social Advertising campaigns over the years include –	
<ul style="list-style-type: none"> • Female Feticide • Blood Donation • AIDS Awareness • Importance of Going to School • Use of Condoms • Right To Vote • Save Electricity, Save the Planet for our Children 	<ul style="list-style-type: none"> • Polio Eradication • Eve Teasing • Anti Smoking Campaign • Respect for National Anthem • Family Planning • National Integration

1.2 HISTORY OF ADVERTISING:

Advertising is an important element of our culture because it reflects and changes our lifestyle. The concept of advertising dates back to early civilization. It had to undertake a long journey through centuries before- it attained its present form. Advertising is directly related to the need of men to communicate their message and attract each other. Our knowledge of advertising in ancient times naturally is fragmentary.

Early advertising can be traced back to the archaeological shreds of evidence available in Greece and Rome. In 3000 B.C. Babylonia merchants hired parkers to hawk their wares to perspective, customers and placed signs over their doorways to indicate what they sold. Advertisements were found on walls in the streets of the excavated Roman city of Pompeii. Another evidence of a piece of papyrus preserved in the British Museum provides the earliest and direct reference to written advertisement. An Egyptian had advertised 3,000

years ago asking for the return of a runaway slave. The word of mouth or oral advertisement or spoken publicity was still older. The use of handbills, posters, and newspaper advertisements emerged after Gutenberg which developed movable type in the 15th century. When Benjamin Franklin established the Philadelphia Gazette in 1729, it soon became a favorite medium of advertising. When the weekly Pennsylvania packet and General Advertiser became a daily in 1784, it featured an entire front page of advertisement.

1.3 IMPACT OF ADVERTISEMENTS:

Advertising creates and sustains an ideology of consumption and it is a social force affecting Indian homes today. Therefore, its impact should be analyzed.

- The first impact of advertisement is that the viewers have no choice of their own in making a preference for the consumer goods they want to use in daily life. The advertisement imposes choices and preferences on the public mind through language, conversation, jingles, etc.
- Advertising in India has created an incredible awareness among the people in the past decade growing into a big industry. It was grown along with the press and today it has found its way into the other three media - Radio and Television and Internet.
- Advertising diffuses information about commodities, markets them, and persuades the common man of their place in his life.
- Advertising plays a role in social change. It celebrates change and internalizes change for those who become better by using a certain product/service. In short, advertising is the voice of technology; because of that, it represents the intention to affect life.
- Advertising, though originally used to market products, now, unfortunately, seems to market feelings, sensations, and styles of life; an astounding 'revolution in manners and morals. All this has been possible through an efficient communication network that has revolutionized changes.
- Advertising in India has played a vital role in the development process by creating a demand for consumer goods and raising the living standards of millions.
- Advertising has speeded the introduction of useful inventions. It has spread markets, reduced the price of goods, accelerated turnover, and kept people in employment.
- Advertisements of fertilizers, pesticides, farming equipment, and cattle feed, etc. have reached the rural market successfully.

- A substantial amount of advertising expenses are utilized on advertisements of capital goods, intermediaries, consumer durables, and services, most of which promote investment, production, and employment.
- Advertising which was originally an American concept has found its place in a country like India, so much so that the number of commercials has doubled in the media. Television is the most sought-after medium for advertising.

1.4 PURPOSE OF ADVERTISING

Advertising constitutes a part of the marketing efforts of an organization. Advertising is undertaken by organizations to attract the attention of people towards products and services. Thus, the basic aim of advertising is to create awareness in the minds of people, about the availability of products and services and influence them to buy the same. The ultimate aim is to enhance the sales of the organization. Therefore, advertising complements and supplements the company's selling efforts. The main purposes of advertising are as follows:

- **Communicates information:** One of the most important functions of advertising is to convey or communicate the information to others. In the modern day world, where science and technology contribute to innovations and inventions, now and then new goods and improvisation of the existing goods and services are entering into the market. If their use or knowledge is restricted to a limited number of people, social advancements cannot take place. Consumers are, therefore, provided the information about new products and services which enter the market, through advertising. Besides, the demand for existing products and services has to be maintained as well as enhanced with the help of advertising. The ultimate purpose is to enhance sales either by creating or increasing demand for goods and services.
- **Creates ground for personal selling:** Since the main purpose of advertising is to create and sustain demand for products or services and expand the market, the prospective buyers automatically become interested to buy such products and services. In this way, advertising supports the efforts of the sales force of an organisation and creates ground for the salesmen to approach the prospective buyers.
- **Educates people:** Advertising serves another important purpose of educating people about products and services. As consumers are not aware of the use of several products and services, advertisements provide adequate knowledge to the people at

large about the usage and utility of several products and services. For example, as consumers, we are not aware of the composition of baby food, health drink, etc. which are made known to us by advertisements only. In fact, advertisement provides us knowledge of various aspects of products and services which benefits and educates consumers in making wise purchase decisions.

- **Creates and extends demand:** By arousing the interest of the people and attracting their attention, advertising seeks to create and sustain demand for a product or service and expand the market for the same. Thus, advertising is a two-edged weapon. It creates demand for products and services and also helps to maintain and extend the demand. There are innumerable wants that lie dormant within us. Advertising and publicity try to bring out the hidden want within us and create demand for goods and services. Thus, new demand within the population is created and consumers are encouraged to buy more.
- **Creates image for the product or service:** Another important purpose of advertising is to create an image both for the product as well as for the organisation. This is done by emphasizing the distinctive features of the products or services through advertisements. Similarly, the reputation and goodwill of the organisation can also be emphasized in advertisements. Further, some advertisers also communicate information about discoveries, new ideas, and new products and thereby create a good image of their firms. They also highlight their high points like low prices, special discounts, customer services, etc. which contribute to building a favorable image of the organisation.
- **Builds goodwill:** Advertising serves the purpose of promoting goodwill for the organisation. Many advertisements aim at impressing the consumers that the firm is patriotic, progressive, imaginative, and very much concerned with quality. This creates goodwill in the minds of the general public about the firm. This goes a long way in creating a favorable impression about the organisation on the prospective buyers.
- **Obtain dealer support:** Dealers dealing with products and services need constant support from the manufacturer in the form of advertising. In other words, advertisements make products and services quite familiar to the prospective buyers. As a consequence, products and services are pre-sold through advertising. Such products and services become quite familiar to the consumers. Dealers also prefer stocking

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those products and services which are well-advertised and having a constant demand in the market.

- Counters competition In the present day competitive marketing environment, a firm cannot escape the responsibility of spending on advertising. To counter the competitor's advertisement campaign, every firm has to undertake an advertisement of its own. Therefore, competitive forces compel firms to spend on advertising.

1.5 SOCIAL ADVERTISEMENT:

In today's competitive business world every organization depends on the advertisement. Non-commercial organizations are also using an advertisement for their publicity. Today the world is characterized by fast changes taking place in all spheres of business be it products, society, culture, etc. The advertisements which contain publicity about social concerns of the human being are called Social Advertisements. Social advertising refers to those advertisements which deal with social causes aimed at the welfare and well-being of the people. In other words, such advertisements create awareness among the people, inform and educate them about socially relevant issues like conservation of Oil, Petrol, Water and Energy, Health, Family Welfare, Literacy, Natural Resources to mention a few. They aim at communicating social causes, social issues, ideas, or messages to the people. The tremendous success of commercial products can largely be attributed to advertising. The successful use of advertising for commercial products has paved the way for a gradual increase in the use of advertising for noncommercial products, services, and ideas as well i.e. for social causes or what is popularly known as "Social Advertising." This is evident from the fact that even a bureaucratic organization like the government has to fall back on advertisements for propagating social causes such as Health, Child Care, Family Welfare, Literacy, etc. As compared to the West, Social Ads are of recent origin in India. Way back in 1964 the government of India decided to tackle advertisements on family planning. In the late sixties with the increasing socio-economic problems and popularization of TV, Social ads were given increasing attention. Since then they have become part and parcel of life and the government sanctions some crores of rupees for the telecast of various social ads such as family planning and child care to mention only two. Besides from time to time ads are also shown on communal harmony. Apart from indigenous advertising which has a major role to play in communicating about social causes to the general public, various

government departments/ministries, National and International Agencies, Voluntary Organizations, and Autonomous Bodies deal with different social causes.

The main objectives found in social ads are:-

(a) Image building

(b) Action Inuring

(c) Giving Awareness

(d) Information of non-commercial things like disease, flood donation competes for issues.

1.6 STATEMENT OF THE PROBLEM:

Government and other organizations are spending a huge number of resources like money, manpower, and time to facilitate the schemes and services to the public for the social and individual development towards positive social, socio-psychological, economical, and environmental changes. But there is a gap in communicating the information and its reach to the general public by using different available media mix. It creates a need to study and review the present methods and procedures followed by the government and other organizations to create awareness. And my report is entitled "the study on the impact of government social advertising among the general public" and this study helps us to know the impact assessment and analysis of social advertisings.

1.7 REIVIEW OF LITRETUARE:

The reviews of previous studies are,

- ❖ Shukla, A. N. (2001). MEDIA AND SOCIAL AWARENESS. *Humanities & Social Sciences Reviews*, Power of media can transform the whole society, especially in developing countries. I think the most important use of media is to educate the people about the basic human rights. The dilemma of the developing countries is that people are not fully aware of their basic rights and if they know, about what to do and where to go. They don't know their collective strength. Even they don't know how to protest and what is the importance of protests.

- ❖ Pradeep Kumar Dwivedi, Ingita Pandey **ROLE OF MEDIA IN SOCIAL AWARENESS** International Journal of Humanities & Social Sciences Vol 1 (01) August 2013, [ISBN 978-93-83006-16-8] The media plays a very constructive role in today's society. Media play an important role in increasing of public awareness and collect the views, information and attitudes toward certain issue. Media is the most powerful tool of communication in emerging world and increased the awareness and presents the real stage of society.
- ❖ J, Madhumathi & Sinha, Rina & Veeraraghavan, Balaji & Walia, Kamini. (2021). Use of "Social Media"—an Option for Spreading Awareness in Infection Prevention. *Current Treatment Options in Infectious Diseases*, 13. 10.1007/s40506-020-00244-3. Purpose of review There is a need for enhanced adoption of infection prevention and control (IPC) practices in both healthcare settings and the entire community, more so during pandemics. The exponential increase in the use of social media (SM) has made it a powerful tool for creating awareness, education, training and community engagement on IPC. Here, we review how social media can be used effectively to implement strategies to combat public health issues especially vis-à-vis infection prevention and control.
- ❖ Xinyue & Zhao, Bo & Nguyen, Thien & Wang, Shaohua. (2019). Social Media and Social Awareness. 10.1007/978-981-32-9915-3_12. The human behaviors and interactions on social media have maintained themselves as highly dynamic real-time social systems representing individual social awareness at fine spatial, temporal, and digital resolutions. In this chapter, we introduce the opportunities and challenges that human dynamics-centered social media bring to Digital Earth. We review the information diffusion of social media, the multi-faced implications of social media, and some real-world cases. Social media, on one hand, has facilitated the prediction of human dynamics in a wide spectrum of aspects, including public health, emergency response, decision making, and social equity promotion, and will also bring unintended challenges for Digital Earth, such as rumors and location spoofing on the other. Considering the multifaceted implications, this chapter calls for GIScientists to raise their awareness of the complex impacts of social media, to model the geographies of social media, and to understand ourselves as a unique species living both on the Earth and in Digital Earth.
- ❖ Kastova Deliana And Blecher Evan (2013) in their research "Does Advertising Matter? Estimating The Impact of Cigarette Advertising on Smoking among Youth in

Developing Countries" they have focused to evaluate the impact of cigarette advertising on smoking among youth in developing countries. Using micro-level data from 19 developing countries, they examined the structural relationship between smoking behaviour and advertising exposure and the reduced-form relationship between smoking and advertising bans. Instrumental variables are used to address the endogeneity of advertising exposure. Country-specific unobserved heterogeneity is further reduced by controlling for measures of antismoking sentiment and cigarette prices. After accounting for the endogeneity of advertising, the authors found that the positive correlation between smoking and advertising exposure in their sample could largely explained by the disproportionately higher propensity of smokers to observe advertising rather than a direct causal effect of advertising on smoking.

- ❖ Michael T. Ewing (2013) in his study "The Good News About Television: Attitudes Aren't Getting Worse Tracking Public Attitudes toward TV Advertising" Have explained Periodically tracking public sentiment toward television advertising (TVA) is an important barometer for the advertising industry and its myriad stakeholders. To date, however, most studies of consumers' attitudes to TVA have been cross-sectional. The author alternatively, provides a quasi-longitudinal examination of Australian attitudes toward TVA across four time points (2002, 2005, 2008, and 2010). Findings suggested that although attitudes toward TVA are generally negative, in fact they have not deteriorated over time. Considerable scope consequently exists for improving consumer attitudes toward TVA.
- ❖ Georgiadis Maria (2013) in her study "Motivating Behavior Change: A Content Analysis of Public Service Announcements From the Let's Move! Campaign has discussed that childhood obesity is an important issue being faced worldwide. As a result, public health programme the Let's Move! campaign have been implemented to prevent this growing epidemic. The Let's Move! campaign released a series of print, TV, radio and outdoor public service advertisements meant to influence public and motivate behavior change. Through a content analysis of the print and TV PSAs from the Let's Move! campaign, the study found that health messages were strategically communicated with a series of separate but cohesive PSA ads that displayed consistency in messages, logos and themes, ultimately creating a brand for the campaign that was easily recognizable to public. Furthermore, messages were tactically targeted to parents and kids of different ethnic and socio-economic backgrounds for appeal across a broader audience. PSAs used techniques drawn from

the social cognitive theory and health belief model to increase self efficacy by showing rather than telling target audiences how to make the requested action, influencing attitudes towards childhood obesity, and ultimately motivating behavior change.

1.8 OBJECTIVES:

The objectives of the study are;

1. To know the concept of social advertising,
2. To study the various social advertising campaigns of government,
3. To study the extent of the level of motivation and awareness of social advertising,
4. To study the factors influencing the effectiveness of different media,
5. To identify the best media mix for the creation of social awareness for government schemes and facilities,
6. To suggest alternative strategies for selecting different advertising media for social advertising.

1.9 SCOPE OF THE STUDY:

This research deals with different ways of communicating with the general public with higher appeal and impact on social advertisements. The research aims to try and bring out an efficient measurement of media effectiveness, thereby establishing a hypothesis aiming towards the selection of an ideal media mix for achieving the given objectives. Social advertising is a means to change public attitudes and behaviour to bring about positive social change. Some people cannot read the written messages because of illiteracy and even they cannot understand different languages other than their mother tongue, but some media would help all get aware of social causes. It's about applying marketing and advertising principles to promote health and social issues and bringing about positive behavioural change in people for their better living. The advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the people about non-commercial issues, such as Government facilities/schemes of Health, HIV/AIDS, political ideology, energy conservation, and deforestation, etc. Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating a large number of audiences. Hence, the study tries to describe the impact and need for social advertisements.

1.10 COLLECTION OF DATA:

The data for the study was collected through the survey. Data is of two types. They are,

1. Primary Data.
2. Secondary data.

Primary Data:

Primary data was collected by framing a questionnaire. A set of questionnaires was prepared and was given to the selected public to know their views.

Secondary Data:

The secondary data was collected from magazines, brochures, pamphlets, websites, and the web data has also been collected. The daily newspaper was a competent tool in collecting secondary data.

1.11 CONSTRUCTION OF TOOLS:

The study was taken among the general public. Based on their awareness towards social advertising by the government and a questionnaire was constructed to elicit the required information from the respondents. 80 copies of the questionnaire were taken and distributed among the respondents. A copy of the questionnaire is appended.

1.12 SAMPLE DESIGN:

By adopting a convenient sampling method, a sample of 80 respondents was selected among the general public and the questionnaire was distributed to get the primary data from them.

1.13 FRAMEWORK ANALYSIS:

Regarding the study on the impact of government social advertising among the general public, I have collected all primary and secondary data to make a clear view of the project. The data collected through questionnaire and schedules were tabulated classified and analyzed based on,

- ✓ Use of pie diagrams.
- ✓ Bar diagrams.
- ✓ Percentage analysis method.
- ✓ Garrett's ranking method.
- ✓ Likert's Scale Technique.

1.14 PERIOD OF THE STUDY:

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

1.15 LIMITATIONS OF THE STUDY:

The period has some major limitations, they are,

- The resource constraints have limited the scope of the study.
- The answers of the respondents, mainly from their point of view, might have caused errors.
- The service of data is not adequate. Some of the replies of the respondents may be biased.

1.16 CHAPTER SCHEME:

The study on the impact of government social advertising among the general public is organized into five chapters. They are,

1. The first chapter deals with the Introduction and Design of the study.
2. The second chapter deals with the Theoretical Framework of the study.
3. The third chapter deals with the Analysis and Interpretation of Data.
4. The fourth chapter deals with the summary of Findings and Suggestions.
5. The fifth chapter deals with the Conclusion.

Annexure-1 Bibliography.

Annexure-2 Questionnaire.

CHAPTER II



THEORETICAL FRAMEWORK OF THE STUDY

THEORETICAL FRAMEWORK OF THE STUDY

CONCEPT OF ADVERTISING:

Advertising is a powerful communication force and vital marketing tool helping to sell goods, services, images, and ideas through the channel of information and persuasion. It is a highly visible force in society. All of us receive many advertising messages daily. It is essential to the success of any type of business and industry. Non-business organisations such as government, college, and universities, and Public Service groups employ more and more advertising strategies. It is one of the parts of the marketing and communication process. Advertising convinces people to buy products. All advertising contains both information and persuasion. Today we can say advertising is a communication, marketing, public-relation, information, and persuasion process. Advertising reaches us through a channel of communication referred to as a medium. It is usually aimed at a particular segment of the population the target audience (Consumer and business). It is a medium of dissemination of information and persuasion. It always creates a glamorous area. Today advertising covers almost every area of the thought process and action of society. It is considered to be a highly sophisticated communication force and powerful marketing tool. In other words, we can say that it is a complete psychological treatment of the consumer and a very creative and glamorous area also.

DEFINITION:

The word advertising came from the Latin word "adventure" means "to turn the mind toward". The American Marketing Association (AMA) recommends the definition, "Advertising is any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor". The AMA points out that advertising is a tool of marketing along with the product and its packaging, price, distribution, and personnel selling. Its task is to present and promote the idea of goods and services. According to this definition, promotion is "non-personal. It is directed "to whom it may concern". If advertising is effective, it is because the audience is receptive to it.

John V. W. expressed, "Advertising like salesmanship is an attempt to influence the thoughts and action of people".

HISTORY OF INDIA ADVERTISING:

In ancient India, some of the typical seals used by the Mohenjodaro and Harrapa people were directly connected. But formally, the history of advertisement in India parallels the history and development of the Indian Press during the past 200 years. In other words, we can say that advertising is the father of Journalism. Because the first Indian newspaper started by James August Hickey on January 29, 1780, was called the "Bengal Gazette" or "Calcutta General Advertiser", it was full of informative advertisement. In 1785, the Bengal Journal was published with Government advertisement free of cost. The power of advertising increased rapidly with the growth of trade and commerce. With the Industrial Revolution in our country, the number of advertisements from British Business Houses rose considerably. The Times of India and The Statesman started their facilities for layout and copy of the advertisement. The development of advertising agency was founded by the development of Indian industries provided by the Swadeshi Movement of 1907-1977. The well-known advertising agencies were, The Calcutta Advertising Agency, Alliance Advertising Associates, Publicity Society of India, J.Walter Thompson (Now Hindustan Thompson). During the mid-17th Century, the newspaper started appearing in Europe, and newspaper advertising was initiated in full swing and a large number of advertisements started crowding the newspaper announcing the publication of books, new beverages, travel plans, and matrimonial offers. All early advertisements were the only announcement. In England, some of the advertisements, which were known as "Pioneering advertisements" were Coffee (1652), Chocolates (1657), and Tea (1658). The Industrial Revolution, the discovery of the growth of transportation facilities, the invention of the radio and television, and the revolution in printing technology discovery of the steam power in England and America played a keen role in the development of advertising. After the Second World War and with the independence of India, many British advertising agencies were brought to India by an Indian businessman. During the above period, print advertising had to be used to raise funds. By 1932 there were 109 advertising agencies in India, advertisement became the main source of revenue of print media. In 1950 the advertisement of cosmetics was on the top of the list of items advertised and in 1960 consumer goods continued to dominate with textile advertisement. 1970 was the important year of the growth of advertising in India. When 'Vividh Bharati' and 'Doordarshan' played a great role in the form of commercial broadcasting and telecasting, now radio commercials made a real dent in the rural audience and urban working class. Besides these many periodicals like 'India Today', 'Bombay', 'New Delhi';

Surya', and various film magazines made their appearance in Indian advertising. The role of tabloids in English and the Indian languages were very popular examples in the field of advertising in India. The programs and plans of the government were also publicity announcements as also those of the TISCO, DUNCOP, Caltex, Philips, Godrej, and Hindustan Lever. These media gradually started emerging as a mutual competitor for advertising revenue also. With the beginning of the 21st century, the advertisers themselves became more serious and their approach becomes more sophisticated. Print, Radio, T. V. and Internet Commercials have created a deep impact on Indian advertising. Indian advertisement does not doubt to register a rapid growth and has acquired a certain amount of professional character. In India, it has played a vital role in the development process by creating a demand for consumer goods and raising the standard of living of millions.



First print advertisement in India 1780,
Modern advertising history began with classified advertising. Ads appeared for the
first time in print in Hickey's weekly newspaper, the Bengal Gazette.

SOME IMPORTANT YEARS IN INDIAN ADVERTISING HISTORY

In 1780 Modern advertising history began with classified advertising. Ads appeared for the first time in print in Hickey's weekly newspaper, the Bengal Gazette. Newspaper studios trained the first generation of visualizers and illustrators to produce advertisements for the print media.

- ✓ 1905 B. Dattaram & Co, one of the early companies making advertisements for newspapers was launched in Mumbai.
- ✓ 1912 – ITC (then Imperial Tobacco Co. Ltd.) launches Gold Flake
- ✓ 1920 – 1922 Years of the Swadeshi movement
- ✓ 1920 - 1929 The first foreign-owned ad agencies were set up.
- ✓ 1931 The first ad agency, the National Advertising Service was established.
- ✓ 1951 The Indian Society of Advertisers was formed.

In the government sector, advertisement of the railways also dominated which was soon joined by the public sector advertisement. The massive government campaign for family planning was a new attempt to penetrate the conservative psyche and practice of Indian massive. Mani Shankar Iyer has also won laurels for his unique campaign on cancer prevention.

In the 20th century, advertisement bloomed to its full form. More emphasis was laid on advertisement copy. Art services and advertisement production became more and more important.

DIFFERENT TYPES OF ADVERTISING

Advertising is the promotion of a company's products and services carried out to drive up sales of the products and services. It is also done to build a brand image and communicate changes in old products or introduce new products/services to the customers. Advertising has become an essential element of the corporate world and hence companies allot a considerable amount of resources towards their advertising budget. The reasons for advertising are as follows

- ✓ Increasing the sales of the product/service
- ✓ Creating and maintaining a brand identity or brand image
- ✓ Communicating a change in the existing product line.
- ✓ Introduction of a new product or service.
- ✓ Increasing the buzz-value of the brand or the company

Thus, these are the several reasons for advertising. Similarly, there exist various media which can be effectively used for advertising. Mentioned below are the various categories or types of advertising.

❖ Pay media advertising:

Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web pop-up's, skywriting, bus stop benches, human billboards, and forehead advertising, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes ("Logojets"), in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts, and passenger screens, musical stage shows, subway platforms, and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles ("Grabertising"), the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

❖ Television advertising / Music in advertising

In 2014, a study conducted over 7 years found that the television commercial is still the most effective mass-market advertising format. The study's findings stated that for every £1 (GBP-Great Britain Pound) invested in TV advertising, it returned £1.79. This is reflected by the high prices television networks charge for commercial airtime during popular events. The annual Super Bowl football game in the United States is known as the most prominent advertising event on television - with an audience of over 108 million and studies showing that 50% of those only tuned in to see the advertisements. The average cost of a single thirty-second television spot during this game reached US\$4 million & a 60-second spot double that figure in 2014. Virtual advertisements may be inserted into regular programming through computer graphics. It is typically inserted into otherwise blank backdrops or used to replace local billboards that are not relevant to the remote broadcast audience. More controversially, virtual billboards may be inserted into the background where none exist in real life. This technique is especially used in televised sporting events. Virtual product placement is also possible.

❖ Infomercials

An infomercial is a long-format television commercial, typically five minutes or longer. The word "infomercial" is a portmanteau of the words "information" and "commercial". The main objective of an infomercial is to create an impulse purchase so that the target sees the presentation and then immediately buys the product through the advertised toll-free telephone number or website. Infomercials describe display and often demonstrate products and their features, and commonly have testimonials from customers and industry professionals.

❖ Radio advertising

Radio advertisements are broadcast as radio waves to the air from a transmitter to an antenna and thus to a receiving device. Airtime is purchased from a station or network in exchange for airing the commercials. While radio has the limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage. Radio is an expanding medium that can be found on air, and also online.

❖ Online advertising

Online advertising is a form of promotion that uses the Internet and the World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Online ads are delivered by an ad server. Examples of online advertising include contextual ads that appear on search engine results pages, banner ads, in pay per click text ads, rich media ads, Social network advertising, online classified advertising, advertising networks, and e-mail marketing, including e-mail spam.

❖ Domain name advertising

Domain name advertising is most commonly done through pay-per-click search engines. However, advertisers often lease space directly on domain names that generically describe their products. When an Internet user visits a website by typing a domain name directly into their web browser, this is known as "direct navigation", or "type in" web traffic. Although many Internet users search for ideas and products using search engines and mobile phones, a large number of users around the world

still use the address bar. They will type a keyword into the address bar such as "geraniums" and add ".com" to the end of it. Sometimes they will do the same with ".org" or a country-code Top-Level Domain (TLD such as ".in" for India, ".co", ".uk" for the United Kingdom, or ".ca" for Canada). When Internet users type in a generic keyword and add .com or another top-level domain (TLD) ending, it produces a targeted sales lead. Domain name advertising was originally developed by Oingo (later known as Applied Semantics), one of Google's early acquisitions.

NEW MEDIA

Technological development and economic globalization favours the emergence of new communication channels and new techniques of commercial messaging.

Product Placements

❖ Covert advertising

Covert advertising is when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand, as in the movie *Minority Report*, where Tom Cruise's character John Anderton owns a phone with the Nokia logo written in the top corner or his watch engraved with the Bulgari logo. Another example of advertising in film is in *I, Robot*, where the main character played by Will Smith mentions his Converse shoes several times, calling them "classics", because the film is set far in the future. *I, Robot* and *Spaceballs* also showcase futuristic cars with the Audi and Mercedes-Benz logos displayed on the front of the vehicles. Cadillac chose to advertise in the movie *The Matrix Reloaded*, which as a result contained many scenes in which Cadillac cars were used. Similarly, product placement for Omega Watches, Ford, VAIO, BMW, and Aston Martin cars are featured in recent James Bond films, most notably *Casino Royale*. In *"Fantastic Four: Rise of the Silver Surfer"*, the main transport vehicle shows a large Dodge logo on the front. *Blade Runner* includes some of the most obvious product placement; the whole film stops to show a Coca-Cola billboard.

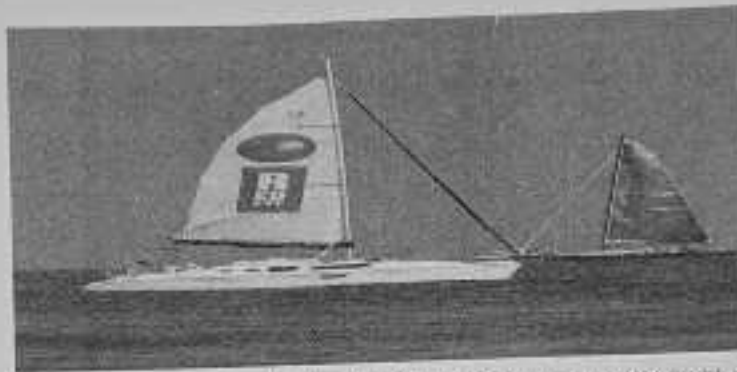
❖ Press advertising

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with

a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics. A form of press advertising is classified advertising, which allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service. Another form of press advertising is the display ad, which is larger ads (which can include art) that typically run in an article section of a newspaper.

❖ **Billboard advertising**

Billboards are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic; however, they can be placed in any location with large amounts of viewers, such as on mass transit vehicles and in stations, in shopping malls, or office buildings, and stadiums.



The RedEye newspaper advertised to its target market at North Avenue Beach with a sailboat billboard on Lake Michigan.

❖ **Mobile billboard advertising**



Early days of mobile billboard advertising of film in Kerala, India

Mobile billboards are generally vehicle-mounted billboards or digital screens. These can be on dedicated vehicles built solely for carrying advertisements along routes preselected by clients, they can also be specially equipped cargo trucks or, in some cases, large banners strewn from planes. The billboards are often lighted; some being backlit, and others employing spotlights. Some billboard displays are static, while others change; for example, continuously or periodically rotating among a set of advertisements. Mobile displays are used for various situations in metropolitan areas throughout the world, including target advertising, one-day and long-term campaigns, conventions, sporting events, store openings, and similar promotional events, and big advertisements from smaller companies.

❖ In-store advertising

In-store advertising is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters (a.k.a. POP – point of purchase display), eye-catching displays promoting a specific product, and advertisements in such places as shopping carts and in-store video displays.

❖ Sheltered outdoor advertising

This type of advertising combines outdoor with indoor advertisement by placing large mobile, structures (tents) in public places on temporary bases. The large outer advertising space aims to exert a strong pull on the observer, the product is promoted indoors, where the creative decor can intensify the impression.

❖ Street advertising



Early days of street advertising of public messages by government in India

This type of advertising first came to prominence in the UK by Street Advertising Services to create outdoor advertising on street furniture and pavements. Working with products such as Reverse Graffiti, air dancers, and 3D pavement advertising, for getting brand messages out into public spaces.

❖ **Celebrity branding**

In this type of advertising, they focus upon using celebrity power, fame, money, popularity to gain recognition for the products and promote specific stores, products, and Social causes. Advertisers often advertise their products, for example, when celebrities share their favourite products or wear clothes by specific brands or designers (Amithab Bachan for Polio campaign, Raid and Taylor clothing, Amir Khan for Sathya Meva Jayathe. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products and social messages. The use of celebrities to endorse a brand can have its downsides, however; one mistake by a celebrity can be detrimental to the public relations of a brand. For example, following his performance of eight gold medals at the 2008 Olympic Games in Beijing, China, swimmer Michael Phelps's contract with Kellogg's was terminated, as Kellogg's did not want to associate with him after he was photographed smoking marijuana. Celebrities such as Britney Spears have advertised multiple products including Pepsi, Candies from Kohl's, Twister, NASCAR, and Toyota.

❖ **Customer-generated advertising**

This involves getting customers to generate advertising through blogs, websites, wikis, and forums, for some kind of payment, the majority of the time the messages were spread one to one without any payment, it is similar to Word of Mouth (WOM) advertising but it includes technological support.

❖ **Aerial advertising**

Using aircraft, printed balloons, or airships to create or display advertising media. Skywriting is a notable example.

CONCEPT OF SOCIAL ADVERTISING:

The use of advertising to plead a cause rather than sell a product is not new. Yet, as noted by Green, we are currently witnessing a surging growth in the area of what is loosely termed as "issues/causes" advertising. Much of the difficulty in labeling stems from the fact that it covers such a wide variety of objectives, audiences, and communication tools. That there is a lack of consensus on the terminology is revealed by the findings of an international survey on social advertising. No one term satisfactorily conveys the meaning of this type of advertising. At various times it is referred to as "Public Service", "Institutional", "Idea", "Non-Product", "Social", "Advocacy", and "Public Relations" advertising. Sometimes it is derogatorily termed as "Propaganda". An international survey on social advertising revealed that there is a lack of agreement on terminology in this regard, however, a few commonly used connotations in this context are: Public Interest advertising, Public-affairs advertising, Public Service advertising, Viewpoint advertising, public-affairs advertising, public Service advertising, View point advertising, Strategic advertising, Opinion advertising, Advocacy advertising, Adversary advertising, cause-and-issue advertising. Accordingly, various authorities have conceptualized the term to suit their point of view. Coming out of the jumble of words, in the following paragraphs, a few viewpoints are presented to clarify the concept. In the words of Garbett, Public Service advertising is "that kind of advertising either government or association-sponsored which promotes causes and activities generally accepted as desirable". By its nature, public service advertising is usually non-controversial. It may then be paid or resented by the media without charge. Most importantly, it is associated with "good works" about which there is consensus. Another expression commonly used in this context is public service advertising. Such advertising may be undertaken by public bodies such as municipal corporations. It may also be undertaken by business concerns in the public interest. As the name of the company will normally appear in the advertisement, some payoff from such advertising, to the company's goodwill may be there. However, where the primary purpose of such advertising is to promote a social cause, it may be considered noncommercial. While there can be no categorical classification of ads, it is the basic motive which counts. From the above definitions of social advertising, certain characteristics of social ads are highlighted here,

1. Public service advertising is a type of public relations advertising and has a non-product, non-service, non-profit perspective.

2. The main focus of this advertising is on some matters of social importance.
3. The social-economic or cultural issues dealt with in the advertising are worthy of public attention, and often, need public action.
4. The media pay for the time or space it is paid for by someone other than the sponsor.
5. This kind of ad is sponsored by the government, voluntary organizations, and sometimes by business houses.
6. It promotes those causes and activities which are generally accepted as desirable or about which there is a consensus.
7. It is usually non-controversial.
8. It contains the idea of folk culture usually.
9. Rural concern is the main target of these ads.

WHY SOCIAL ADVERTISING?

Today the world is characterized by fast changes taking place in all spheres—sciences and technology, business, products, processes, society, culture, economy, etc. This has created a variety of socio-economic problems for the entire human species. It has influenced different economies in very many ways. The problems so created have both indirect and direct impacts on the working of different types of publics. The government is the guardian of the society is pursuing to deal with problems on different counts in a variety of ways. But the government has its limitation. As a result of which problem has largely remained unsolved and only aggravates with time. A few organizations at their own to carry out their social responsibility of business come out and help the government propagating for a social cause also known as public service advertising.

TYPES OF SOCIAL ADVERTISEMENTS

1. Political Advertisements:

These ads skyrocketed in the elections way back in 1976, the US presidential candidate spent a huge amount on this. The Lok Sabha election of India 2004 is the best example of political advertisement 'India Shining' and 'feel-good factor' are known by each

countryman. Lintas and HTL which are the main agencies of advertisement were involved in the 1989-90 political campaign of congress.

2. Charitable Advertising:

It is distinguished from social cause advertising. It is used to raise donations on a regular or emergency basis. Where the money will be used to help the needy unfortunate or sick.

3. Social Cause Advertising:

In America, for many years the advertising council Inc., a Nonprofit organization financed by the American industry has used advertising to promote social causes such as safe driving, aid to education, etc. It accepts several causes each year and arranges for the donated services of advertising agencies and media to prepare and broadcast this advertising. It tends to leave more controversial causes. Social cause organizations such as ecology groups, family planners, and women's liberation organizations have also stepped up their advertising budget to get their message out to the public.

4. Government Advertising:

At times various government units are frequent advertisers. They take funds to advertise a particular task. For example encourage tourism, tax payment, etc. Police departments issue a message to the general public on the safety issue.

5. Private nonprofit advertising:

Universities, museums, hospitals, and religious organizations all have stray communication programs and develop annual reports, direct mailing, classified advertisements, broadcast messages, and other forms of advertising. Various professionals whose ethical code formerly formed advertising - social workers psychologists, etc. are now free to advertise. 6. Association Advertising Professional and trade association have substantially increased their use of paid advertising. Their objective is to improve their public image and also the knowledge of their services. Public service advertising programs have recently been undertaken by associations representing lawyers, accountants, doctors, and other professionals.

7. Advertorials:

The advertorial deals not merely with the selling of particular goods and services but also with the advocacy of particular concern's point of view on a controversial manner. It is this that we mean by Advertorials -the expression of a position by an individual, group, or organization, on a topic of some controversy, through the medium of advertising. The fact is that the advertorial formed its presence in the last two decades than ever before in history. It will be helpful, then, to recognize two very general subcategories, viz. non-business 'causes' advertising and advocacy advertising.

8. Institutional Advertising:

It is one of the earliest types of social advertising. Very often used by the business corporation, its goal is to communicate to the public the activities of the organization that might otherwise go unreported through other media channels. A business firm, for example, may want to let the public know about its extensive research facilities or its active role in community affairs. Some have referred to this type of Advertising as "image" advertising or even "Corporate image" advertising.

9. Advocacy Advertising:

Unlike institutional advertising, advocacy advertising is usually argumentative deals with the controversial subject and is directed at either specific or general targets or opponents. In brief advocacy advertisement is directed at an opponent at times a specific opponent and at unspecified one which is considered to be "The enemy". The target can be political activities, the media, competitor's consumer groups, or government agencies.

AREAS COVERED UNDER "GOVERNMENT SOCIAL ADVERTISING":

CORONA VIRUS GOVT. CAMPAIGN TO SPREAD AWARENESS ABOUT 'APPROPRIATE COVID-19 BEHAVIOUR':

A new or enhanced public campaign for self-sanitization, physical distancing, and wearing of masks is essential as the center has recently issued guidelines for further opening up of public facilities that allow more social activities. The government has ordered all telecom firms to make a 30-second audio clip on coronavirus as a caller tune of mobile phone users to

create awareness among the masses about the epidemic -- an order that state-owned BSNL and Reliance Jio have fully complied with while other telecoms are yet to follow. Top sources said on a request from the Ministry of Health and Family Welfare, the Department of Telecommunications (DoT) ordered superseding of the phone ringing tone that one hears on dialing a number, with 30 seconds information clip.



HEALTH CARE

Advertisements on health include ads on Cancer, AIDS, DOTS, etc. Such advertisements highlight causes, symptoms, target group, preventive measures, etc. For instance... newspaper advertisements on AIDS highlight what causes AIDS, what are the symptoms, who are the most susceptible / target group, what preventive measures can be taken, etc. The same holds for cancer and other health ads.



The significance of this cause is reflected in the fact that the world observed 7th April 1990 as the "World Health Day". Health and human development form an integral component of the overall socio-economic development of any nation. India, after freedom, has consistently followed the path of planned progress. The main objective of this planned development has been to fulfill the common man's basic minimum needs and to bring about an upward shift in the quality of his life. The health plan has been an intrinsic part of the overall development. The broad objective of the health programs so far has been "to control

and eradicate communicable diseases and to provide curative and preventive health services..." Emphasis is also being laid on preventive and primitive aspects by organizing effective and efficient health services.

FAMILY WELFARE

The demographic situation in the country today is a matter of great concern. One of the most crucial problems facing the country today is the galloping population which has been growing at an alarming rate. As against the 1947 figures, India's population by 1981 is observed to have doubled itself. The rate at which India's population is increasing annually can have serious repercussions on the socio-economic development of the Nation and therefore pose a crucial problem for all concerned. In this context, the Family Welfare program needs to go hand in hand with our Health programs so that population stabilization becomes a realistic goal shortly. This situation can be tackled effectively nearly proving better health care facilities but educating the people about the evils today in our country. Very many ads are floated in this context. In India, ads on Family Welfare include ads such as Family Planning, Vaccination, Immunization, Cleanliness, etc.



CHILD CARE

The all-around development of women and children is an important component of Human Resources Development. Therefore, the special treatment given to these two groups apart from the benefits they derived from the general development program in the country. The government efforts for this target group include establishing a separate department of women and child development to revitalize the existing development programs for women and children. The Centre and the State government share the responsibility of implementing welfare and developmental program for women and children. The Centre formulates welfare

policies and programs apart from coordinating guiding and promoting the implementation of various programs by the Central Ministries/ departments, the State government, and the voluntary sector.



The department of Women and Child development is the modal agency to guide, co-ordinate and review the efforts in this area, both governmental and non-governmental. The major thrust of the programs being to ensure a state of wellbeing for women and children, particularly those of the weaker section of the society through integrated programs. The department consists of bureaus one of which is the Nutrition and Child Development. The technical support to the activities of the department is provided by the Planning, Research, and Statistics Division. Further, the department in its functioning is assisted by the Central Social Welfare Board and National Institute of Public Co-operation and Child Development both of which are doing a notable job. These efforts are further substantiated by the voluntary sector through the help it renders in carrying out the task. The Bureau is also responsible for overall policy and coordination of child development, apart from implementing programs for the welfare and development of children.

DOWRY PREVENTION

This is one of the most burning problems of the country today. It is rather distressing to note that this problem was as acute before Independence as it is today. Despite all claims of progressing towards the 21st century and all efforts towards education and so forth, this problem persists unabated.



Bride bumming/harassing continues to persist even among the so-called educated, the intelligentsia of the society. More disappointing is that the so-called women organizations and society at large stand mute witness to this issue. Apart from the women/their organizations /the society, this issue is a matter of grave concern for the government also and poses a serious challenge to it. It also indicates the existing government efforts or laws are inadequate for the existing government efforts or laws are inadequate for the elimination of such a deep-rooted evil cause. One of the most vulnerable targets of this problem is young brides of the upper and middle classes. And it is this section of the society that needs a change in public opinion. Although the government has amended the Dowry provision Act 1961-as the Dowry prohibition (Amendment) Act 1986 what is needed to tackle this problem is strategic planning consistent efforts on part of all concerned and a different approach and outlook towards this problem.

UNTOUCHABILITY



This is one area where one fails to recall having seen an ad on Untouchability. And yet fact remains that after all the education, literacy mission, and such other efforts, this problem continues to persist even today. Efforts are required to stress on a person as an individual and dignity of labor rather than look down on a person/section of society just because of their nature of work. Despite over 44 years of independence besides other problems India is still plagued with the problem of untouchability. The government has been making efforts to do away with this problem through various educational programs, voluntary organizations, and other efforts. Efforts in this direction include laws framed by the government from time to time. One such law is the untouchability (offenses) Act 1955 which

has been amended by the Untouchability (Offences) Amendment and Miscellaneous Provisions Act 1976 which came into force on 19 November 1976.

The idea behind this amendment was to enlarge the scope of the previous Act and to make the penal provisions more stringent. The name of the principal Act has been changed to the Protection of Civil Rights Act, 1955. The Act provides for penalties for preventing a person on the ground of untouchability from enjoying the rights accruing out of the abolition of untouchability.

WOMENS' EDUCATION

Women's Education plays an important role in the socio-economic development of the country as they constitute 50% of the country's population. Hence unless they are well educated any country cannot move towards the path of progress. In its Literacy Mission, the government recognized the significance of education of girls and women to accelerate the socio-economic development of the country. In this context, the government has Formulated a variety of measures from time to time.



The National Policy on education envisages that education would be used as a strategy for achieving a basic change in the status of women. The National Education System is expected to:

1. Plays a positive interventionist role in the empowerment of women.
2. Contribute to the development of new values through redesigned curriculum and textbooks.
3. Promote women's studies as part of various studies.

The government also reimburses tuition fees to girls in Classes IX-XII. Even though the education of girls is free up to class XII.

SWACHH BHARAT MISSION

Swachh Bharat Mission (SBM), Swachh Bharat Abhiyan (SBA), or Clean India Mission is a country-wide campaign initiated by the Government of India in 2014 to eliminate open defecation and improve solid waste management (SWM). Phase 1 of the mission lasted till October 2019. Phase 2 will be implemented between 2020-21 and 2024-25.



Initiated by the Government of India, the mission aimed to achieve an "open-defecation free" (ODF) India by 2 October 2019, the 150th anniversary of the birth of Mahatma Gandhi. The objectives of the first phase of the mission also included eradication of manual scavenging, generating awareness and bringing about a behavior change regarding sanitation practices, and augmentation of capacity at the local level. The second phase of the mission aims to sustain the open defecation-free status and improve the management of solid and liquid waste. The mission is aimed at progressing towards target 6.2 of the Sustainable Development Goals Number 6 established by the United Nations in 2015.

PULSE POLIO



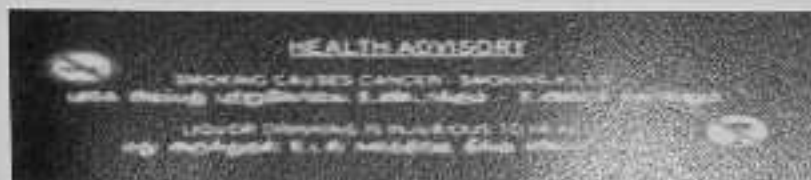
Pulse Polio is an immunisation campaign established by the government of India to eliminate poliomyelitis (polio) in India by vaccinating all children under the age of five years against the polio virus. The project fights polio through a large-scale, pulse vaccination program and monitoring for poliomyelitis cases. Vellore, (Tamil Nadu) was the first Indian state to become 100% polio-free through the pulse strategy, and the rest of India adopted the strategy in 1995.

ANTI-SMOKING

Smoking in public places was prohibited nationwide from 2 October 2008. There are approximately 120 million smokers in India. According to the World Health Organization (WHO), India is home to 12% of the world's smokers. Approximately 900,000 people die every year in India due to smoking as of 2009 Anti-smoking: Social Awareness Campaign for both Smokers (Active and Passive) and who love them.



NO SMOKING



“Don't kill yourself and us too” was Submitted by THE SMOKE BUSTERS Debi Prasad Dash, Gaurav Dhamija and Samarth Chudasama. In INDIAN TOBACCO MARKET there are almost 275 million tobacco users. Cigarette production is valued at around Rs.22000 Crores and 12% out of this is exported, among youth (age 13-15), 4% smoke cigarettes (boys 5%; girls 2%). The consequences of smoking may cause, that smokers die 6 to 10 years earlier than non-smokers. 27% of youth age 13-15) are exposed to secondhand smoke at home, while 40% of youth are exposed to secondhand smoke in public places. In India, the total spending by the government and NGOs on antitobacco activities is less than 5% of the total spent by the tobacco companies for advertisement.

RIGHT TO VOTE

One of the most critical ways that individuals can influence governmental decision-making is through voting. Voting is a formal expression of preference for a candidate for office or a proposed resolution of an issue.



Voting generally takes place in the context of a large-scale national or regional election, however, local and small-scale community elections can be just as critical to individual participation in government.

PRADHAN MANTRI KAUSHAL VIKAS YOJANA

The PMKVY scheme aims to encourage aptitude towards employable skills and to increase the working efficiency of probable and existing daily wage earners, by giving monetary awards and rewards and by providing quality training to them. The average award amount per person has been kept as ₹ 8,000(US\$110).



Those wage earners already possessing a standard level of skill will be given recognition as per the scheme and the average award amount for them is ₹ 2000 to ₹ 2500. In

the initial year, a target to distribute ₹ 15 billion (US\$210 million) has been laid down for the scheme. Training programs have been worked out based on National Occupational Standards (NOS) and qualification packs specifically developed in various sectors of skills. For this qualification plans and quality, plans have been developed by various Sector Skill Councils (SSC) created with the participation of Industries. National Skill Development Council (NSDC) has been made coordinating and driving agency for the same.

JAL SHAKTI ABHIYAN (WATER CONSERVATION)



Jal Shakti Abhiyan or **JSA** is an initiative of the Government of India that aims to create awareness for water conservation and water security among the masses. The program was launched by Union **Jal Shakti** Minister Shri Gajendra Singh Shekhawat on 1 July 2019 in New Delhi. The campaign is launched along the lines of the Swachh Bharat mission to make water conservation a *Jan Andolan*. At present only 8% of the total rainwater is harvested in India.

BETI BACHAO BETI PADHAO (BBBP)

The BBBP scheme was launched on 22nd January 2015 at Panipat, Haryana by the Hon'ble Prime Minister to protect the interest of the girl children and ensure their education. Ministry of Women and Child Development is the Nodal Ministry for implementing the Scheme.

The census 2011, reveals the extensive and significant decline in Child Sex ratio (CSR) recording an all-time low of 918 girls for every 1000 boys. 13 out of 35 states and UTs have CSR lower than the national average. Therefore Government of India selected 100

districts based on low Child Sex Ratio as per Census 2011 covering all states / UTs on a pilot basis covering at least one district in each state.



In Tamil Nadu, Cuddalore District has been chosen for the implementation of the BBBP scheme as the Child Sex Ratio is the lowest in the State. However, the Child Sex Ratio for Tamil Nadu is 943/1000 which is above the national ratio of 918/1000.

SATHIYAVANIMUTHU AMMAIYAR NINAIVU FREE SUPPLY OF SEWING MACHINE SCHEME

Free supply of Sewing Machine Scheme is being implemented by the Social Welfare and Nutritious Meal Programme Department, to enhance the income of widows, deserted wives, women from economically weaker sections, differently-abled men and women, and socially affected women through self-employment.



The cloths for the Free Supply of Uniform Scheme are being supplied by the Department of Textiles and Handlooms to the 32 cutting centers functioning under the control of the Social Welfare Department. The cloth cut in the cutting centers is given to the concerned Tailoring societies for stitching the uniform and the stitched uniforms are delivered to the 413 AEEOs and 67 DEOs of the education department through these societies.

THE PROHIBITION OF CHILD MARRIAGE ACT 2006

Child marriage, according to Indian law, is a marriage where either the woman is below age 18 or the man is below age 21. Most child marriages involve underage women, many of whom are in poor socio-economic Child marriage remains a common phenomenon in India, despite endeavors on the part of the Government and civil society to eradicate it. To eradicate child marriages within the society, the Government of India enacted the Prohibition of Child Marriage Act, 2006 repealing the earlier legislation of the Child Marriage Restraint Act, 1929. conditions & lack of awareness.



This legislation is armed with enabling provisions to prohibit child marriages, protect and provide relief to victims and enhanced punishment for those who abet, promote, or solemnize such marriages.

CHAPTER III



ANALYSIS AND INTERPRETATION OF DATA

ANALYSIS AND INTERPRETATION OF DATA

Analysis of data is a process of inspecting cleaning, transferring, and modeling data to highlight useful information, suggesting conclusions, and support decision making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science, and other domains. Data mining is a particular data analysis technique that focuses on modeling and knowledge discovery for predictive rather than purely descriptive purposes while business intelligence covers data analysis that realizes heavily aggregation, focusing on the business information. Data analysis and interpretation are done by giving a questionnaire to the respondents and the data analysis is done on the view of respondents by using statics and other methods. The data analyzed are done by using various methods like graphical method, pie diagrams, bar diagrams, Likert's Scale Technique, and Garrett's Ranking method.

Table 3.1
Age-wise classification

S. No	Age	No. of respondents	Percentage (%)
1	18-25	48	72
2	26-35	19	18
3	36-45	13	6
4	46-55	2	4
5	Above 55	0	0
	Total	80	100

Source: Primary Data

FIGURE 3.1



INTERPRETATION:

From the above chart, it is revealed that 60% of the respondents are under the age of 18 years – 25 years, 20% of the respondents are under the age between 26 years – 35 years, 10% of the respondents are under the age between 36 years – 45 years and 10% of the respondents are between the ages of 46 years – 55 years.

INFERENCE:

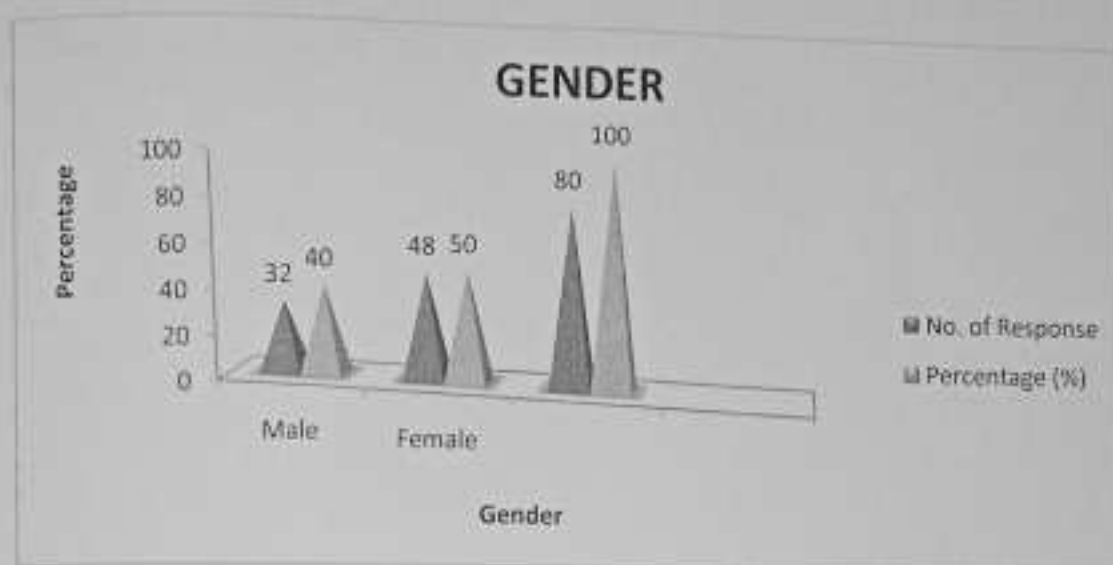
Thus, the majority (60%) of the respondents are between the age of 18 years – 25 years.

TABLE 3.2
GENDER WISE CLASSIFICATION

S. No	Gender	No. of Respondents	Percentage (%)
1	Male	32	40
2	Female	48	60
	Total	80	100

Source: Primary Data

FIGURE 3.2



INTERPRETATION:

From the above chart, it is revealed that 40% of respondents are male and 60% are female.

INFERENCE:

Thus, the majority of the respondents (60%) are female.

TABLE 3.3
EDUCATIONAL QUALIFICATION

S. No	Education	No. of Respondents	Percentage (%)
1	SSLC	8	10
2	HSC	8	10
3	Diploma	24	30
4	Under Graduate	24	30
5	Post Graduate	16	20
6	Others	0	0
	Total	80	100

Source: Primary Data

FIGURE 3.3



INTERPRETATION:

From the above table, it indicates that 30% of the respondents are undergraduates, 30% of the respondents are diploma, 20% of the respondents are postgraduates and 10% of the respondents are HSC and 10% of the respondents are SSLC.

INFERENCE:

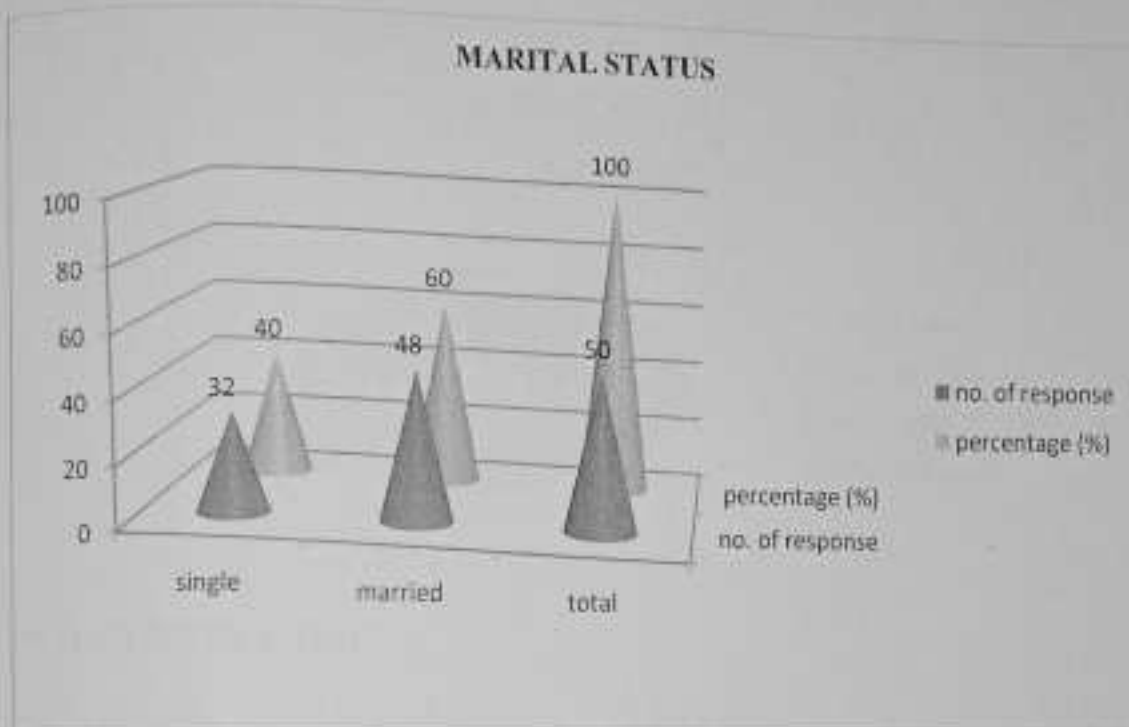
Thus, the majority of respondents (30%) are undergraduates and diplomas.

TABLE 3.4
MARITAL STATUS

S. No	Status	No. of respondents	Percentage(%)
1	Single	32	40
2	Married	48	60
	Total	80	100

Source: Primary Data

FIGURE 3.4



INTERPRETATION:

The above table indicates that 40% of the respondents are single and 60% of the respondents are married.

INFERENCE:

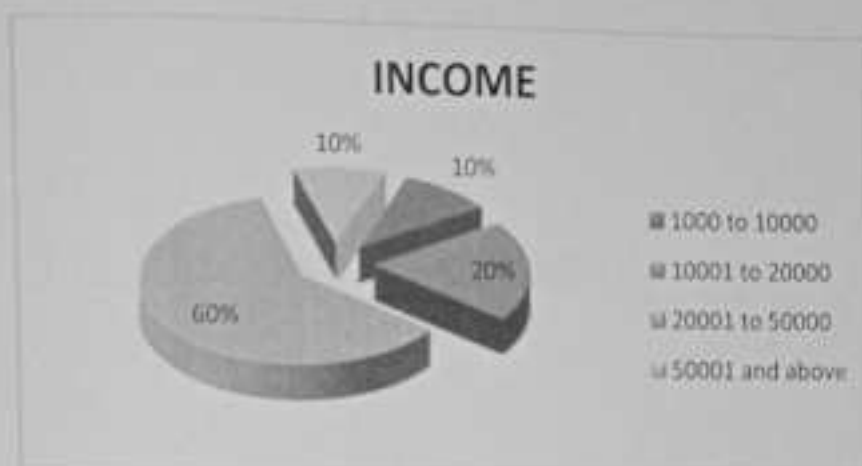
Thus, the majority (60%) of the respondents are married.

TABLE 3.5
INCOME WISE CLASSIFICATION

S.No	Income	No. of Respondents	Percentage (%)
1	1000 to 10000	8	10
2	10001 to 20000	16	20
3	20001 to 50000	48	60
4	50001 and above	8	10
	Total	80	100

Source: Primary Data

FIGURE 3.5



INTERPRETATION:

From the above table, it reveals that 60% of respondents earn an income between Rs.20,001 – Rs.50,000, 20% of respondents earn between Rs.10,001 – Rs.20,000, 10% of respondents earn that Rs.1,000 – Rs.10,000 and remaining 10% of respondents earn an income of Rs. 50,001 and above.

INFERENCE:

Thus, the majority of the respondents (60%) earn an income between Rs.20,001 – Rs.50,000.

TABLE 3.6

OCCUPATION WISE CLASSIFICATION

S.No	Occupation	No. of Respondents	Percentage (%)
1	Employed	40	50
2	Self-employed	16	20
3	Professional	8	10
4	Student	16	20
5	Others	0	0
	Total	80	100

Source: Primary Data

FIGURE 3.6



INTERPRETATION:

From the above table, it is inferred that 50% of the respondents are employed, 20% of the respondents are self-employed, 10% of the respondents are students and the remaining 20% of the respondents are professionals.

INFERENCE:

Thus, the majority (50%) of the respondents are employed.

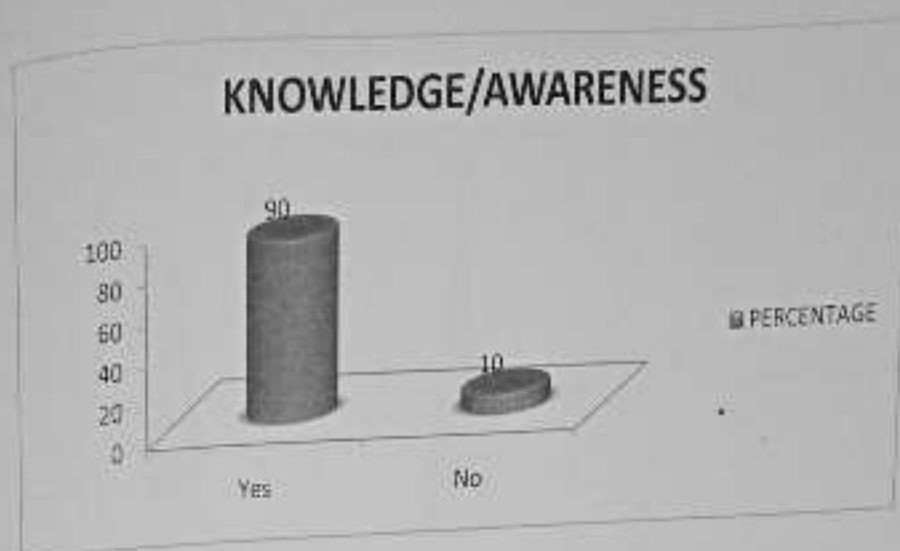
TABLE 3.7

KNOWLEDGE ABOUT SOCIAL ADVERTISEMENT

S. No	Usage	No. of Respondents	Percentage (%)
1	Yes	72	90
2	No	8	10
	Total	80	100

Source: Primary Data

FIGURE 3.7

**INTERPRETATION:**

From the above table, it is evident that 90% of the respondents have knowledge/awareness about social advertising, 10% of the respondents have no idea about social advertising.

INFERENCE:

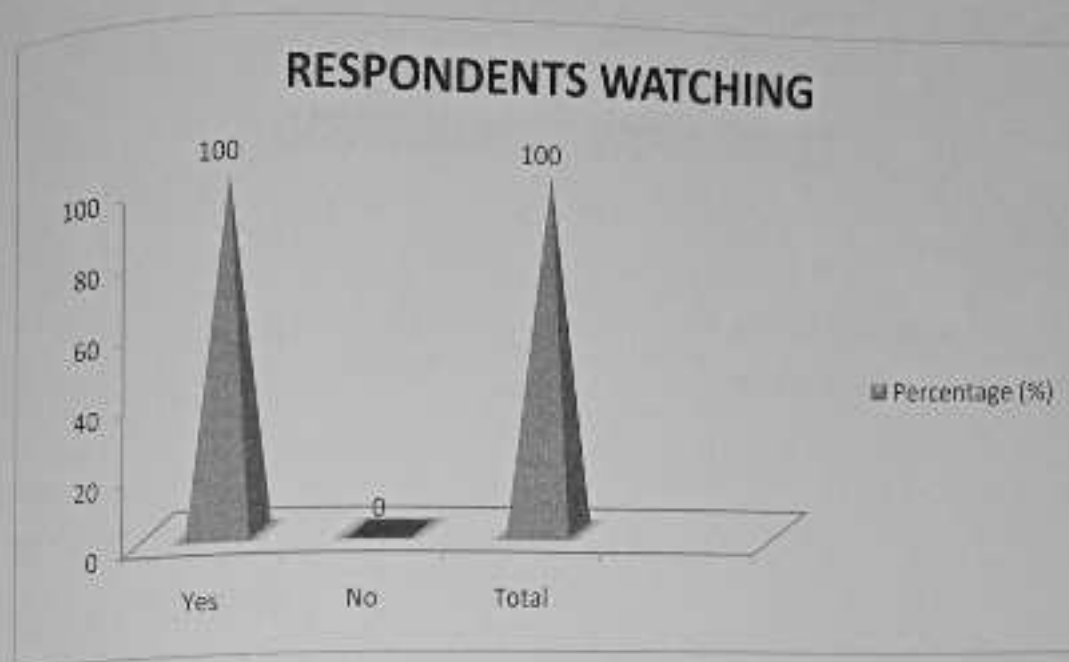
Thus, the majority (90%) of the respondents know/awareness about social advertising.

TABLE 3.8
RESPONDENTS WATCHING SOCIAL ADVERTISING

S. No	Watching	No. of Respondents	Percentage (%)
1	Yes	80	100
2	No	0	0
	Total	80	100

Source: Primary Data

FIGURE 3.8



INTERPRETATION:

From the above chart, it is found that 100% of the respondents are having watched social advertisements.

INFERENCE:

Thus, the majority (100%) of the respondents are having watched social advertisements.

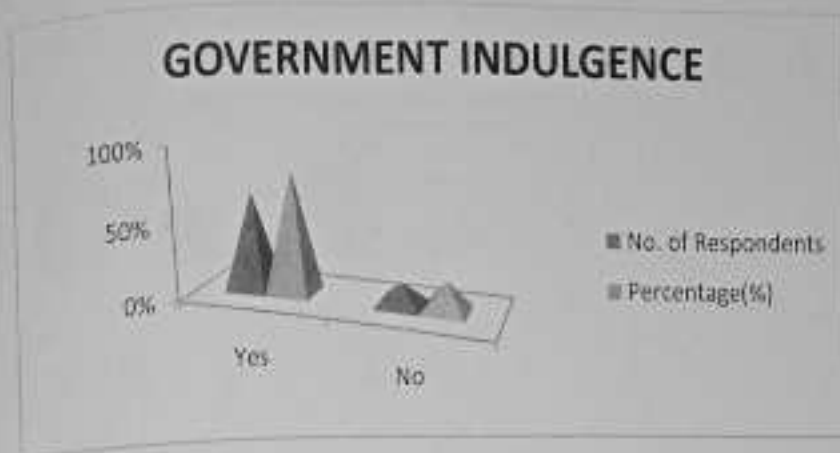
TABLE 3.9

GOVERNMENT INDULGING IN SOCIAL ADVERTISEMENTS

S. No	GOVERNMENT INDULGENCE	No. of Respondents	Percentage (%)
1	Yes	65	81
	No	15	19
2	Total	80	100

Source: Primary Data

FIGURE 3.9

**INTERPRETATION:**

From the above table, it is revealed that 81% of the respondents are interested in government indulgence in social advertisements and 19% of the respondents are not interested in government indulgence in social advertisements.

INFERENCE:

Thus, the majority (81%) of the respondents are interested in government indulgence.

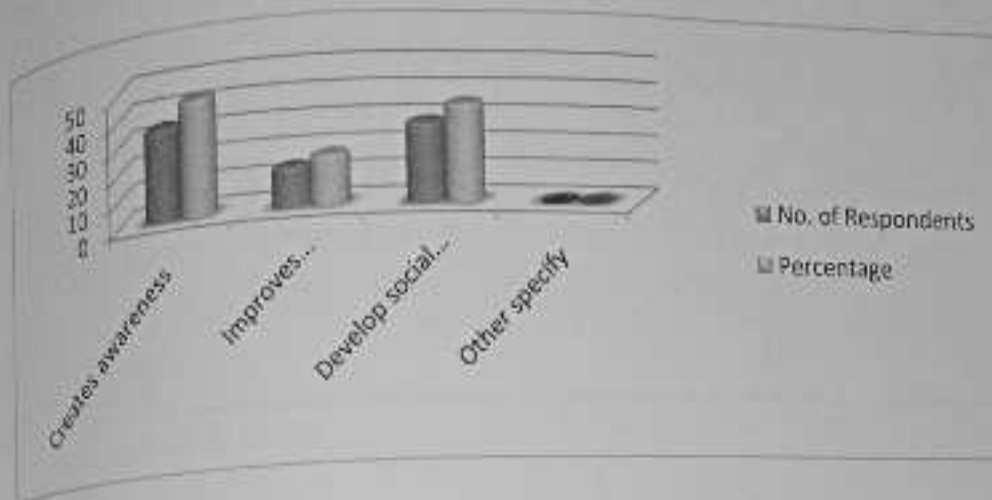
TABLE 3.10

EFFECTIVE TOOL FOR BENEFITS TO THE SOCIETY

S. No.	BENEFITS	No. of Respondents	
		Percentage	
1	Creates awareness	35	44
2	Improves knowledge	15	19
3	Develop social responsibility	30	37
4	Other specify	0	0
	Total	80	100

Source: Primary data

FIGURE 3.10



INTERPRETATION:

From the above table, it is found that 44% of the respondents feel that it creates awareness, 19% of the respondents feel that it improves knowledge, and 37% of the respondents feel that it develops social responsibility.

INFERENCE:

Thus, the majority (44%) of the respondents feel that it creates awareness.

TABLE 3.11
FREQUENT ADVERTISEMENT SEEN

S.No	ADVERTISEMENTS	NO. OF RESPONDENTS	PERCENTAGE
1	Covid awareness	25	31
2	AIDS awareness	3	4
3	Swatch Bharat	5	6
4	Water conservation	0	0
5	Girl education	5	6
6	Polio eradication	0	0
7	Scholarship	10	13
8	Anti smoking	20	25
9	Save plant	0	0
10	Right to vote	7	9
11	Others specify	5	6
	Total	80	100

Source: Primary Data

FIGURE 3.11

ADVERTISEMENTS SEEN FREQUENTLY



INTERPRETATION:

From the above chart, it is portrayed that 31% of the respondents have seen covid awareness advertisement, 25% of the respondents have seen the anti-smoking advertisement, 13% of the respondents have seen scholarship advertisement, 9% of the respondents have seen right to vote advertisement, and 6% of respondents have seen girl education, swatch brand and other advertisements

INFERENCE:

Thus, the majority (31%) of the respondents have seen covid awareness advertisements in recent days.

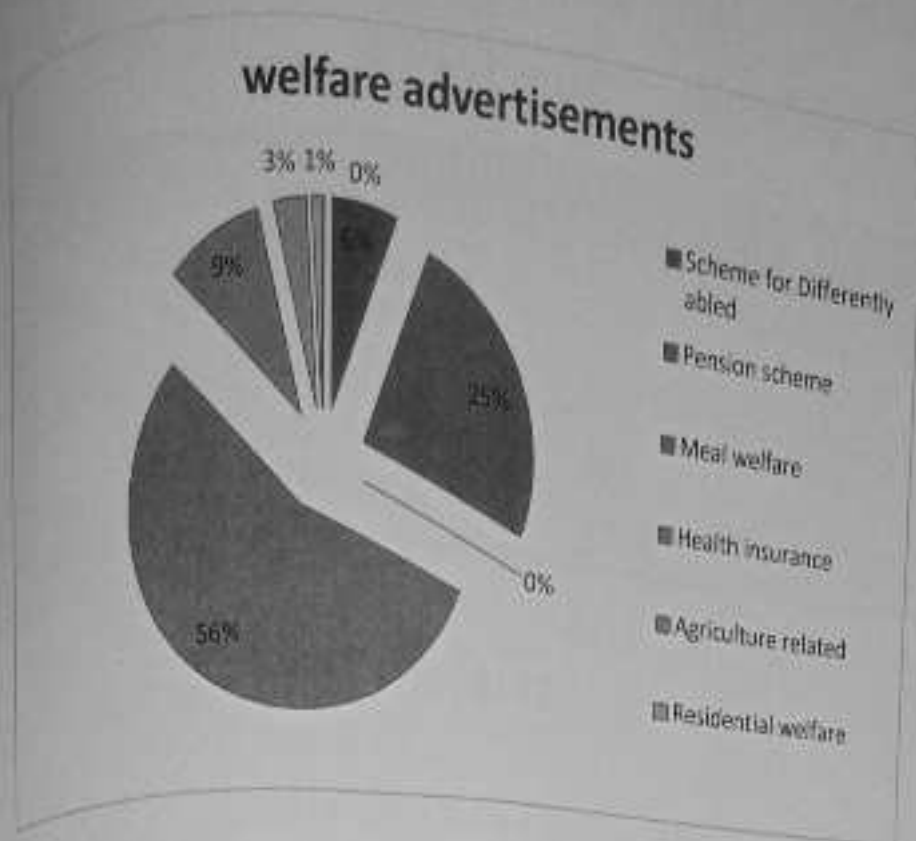
TABLE 3.12

FREQUENT WELFARE SCHEME ADVERTISEMENTS

S. No	ADVERTISEMENT	No. of Respondents	Percentage (%)
1	Scheme for Differently abled	5	6
2	Pension scheme	20	25
3	Meal welfare	0	0
4	Health insurance	45	56
5	Agriculture-related	7	9
6	Residential welfare	2	3
7	Youth employment	1	1
	Others	0	0
	Total	80	100

Source: Primary Data

FIGURE 3.12



INTERPRETATION:

From the above chart, it is evident that 56% of the respondents are familiar with health insurance advertisement, 25% of the respondents are familiar with pension scheme advertisement, 9% of the respondents are familiar with an agriculture-related advertisement, 3% of the respondents are familiar with differently-abled schemes, 3% of the respondents are familiar with residential welfare advertisement, and 1% of the respondent are familiar with health employment-related advertisements.

INFERENCE:

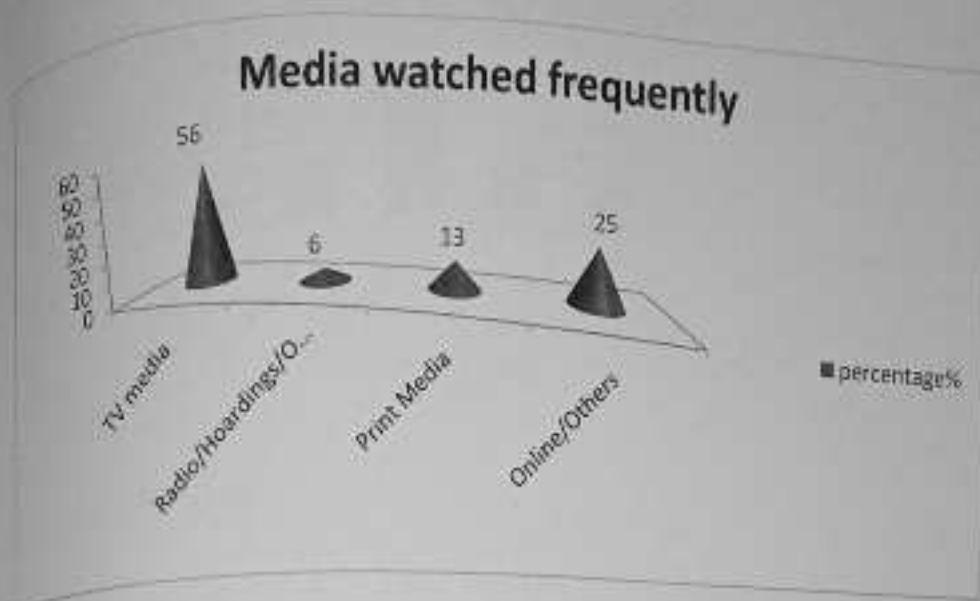
Thus, the majority (56%) of the respondents are familiar with health insurance-related advertisements (Pradhan Mantri Jan Arogya Yojana).

TABLE 3.13
MEDIA USAGE

Media	No. of Respondents	Percentage (%)
TV media	45	56
Radio/Hoardings/Outdoor ads	5	6
Print Media	10	13
Online/Others	20	25
Total	80	100

Source: Primary data

Figure 3.13



INTERPRETATION:

From the above table, it is revealed that 56% of the respondents watch TV media frequently, 25% of the respondents watch online media frequently, 13% of watch print media, and 6% of them watch Radio/Hoardings/Outdoor ads.

INFERENCE:

Thus, the majority (56%) of the respondents watch TV media frequently.

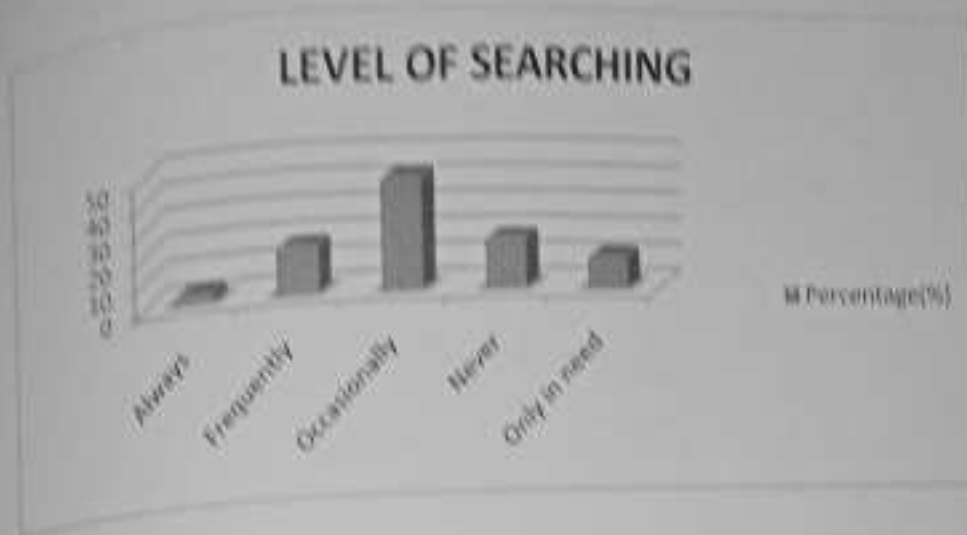
TABLE 3.14

SEARCH LEVEL OF SOCIAL ADVERTISEMENT

LEVEL	No. of Respondents	Percentage (%)
Always	3	4
Frequently	15	19
Occasionally	35	44
Never	16	20
Only in need	11	13
Total	80	100

Source: Primary Data

FIGURE 3.14

**INTERPRETATION:**

From the above chart, it is found that 44% of the respondents go through social advertisements occasionally, 20% of the respondents never go through social advertisements, 19% of the respondents go through social advertisements frequently, 13% of the respondents go through social advertisements only in need and 4% of the respondents go through social advertisements regularly.

INFERENCE:

Thus, the majority (44%) of the respondents go through social advertisements occasionally.

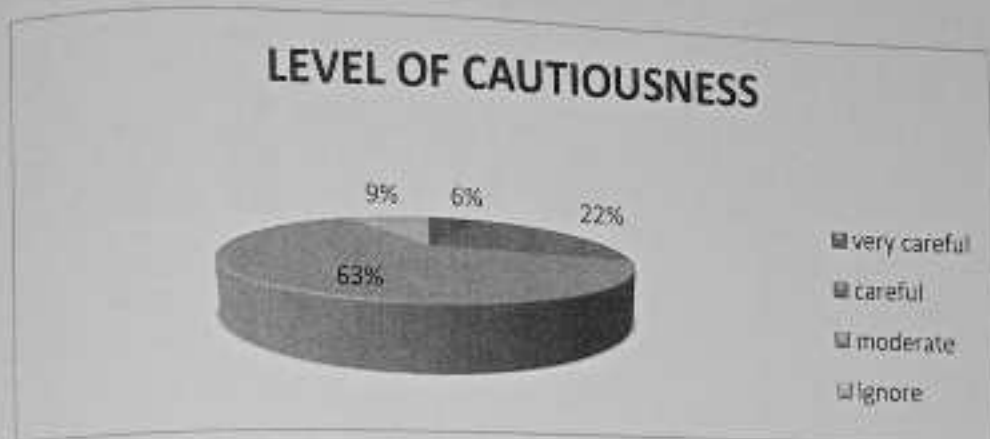
TABLE 3.15

LEVEL OF CAUTIOUSNESS

S. No	LEVEL OF CAUTIOUSNESS		
	LEVEL	No. of respondents	Percentage (%)
1	Very careful	5	6
2	Careful	18	22
3	Moderate	50	63
4	Ignore	7	9
	Total	80	100

Source: Primary data

FIGURE 3.15

**INTERPRETATION:**

From the above chart, it shows that 63% of the respondents read or watch social advertisements moderately, 22% of the respondents watch carefully, 9% of the respondents ignore social advertisements and 6% of the respondents watch the social advertisements very carefully.

INFERENCE:

Thus, the majority (63%) of the respondents read or watch social advertisements moderately.

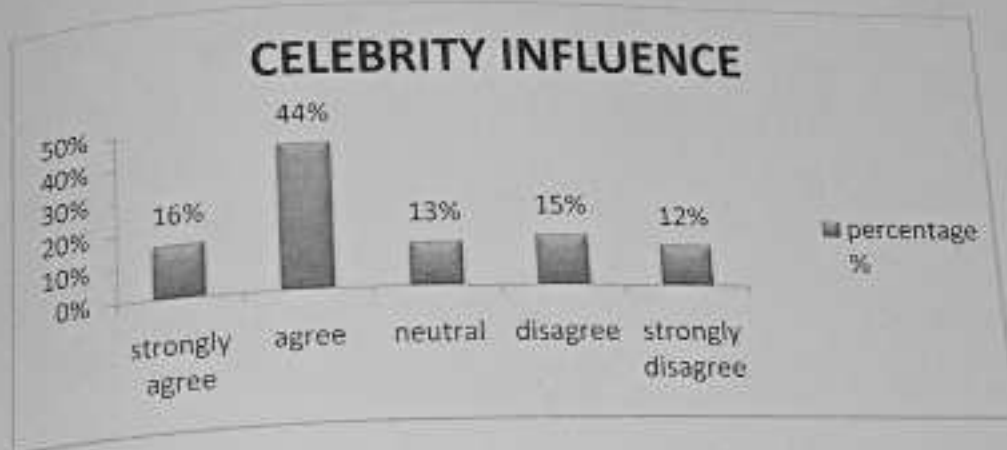
TABLE 3.16

INFLUENCE OF CELEBRITY APPEARANCE

INFLUENCE OF CELEBRITY APPEARANCE		
LEVEL	No. of Respondents	Percentage (%)
Strongly agree	13	16
Agree	35	44
Neutral	10	13
Disagree	12	15
Strongly disagree	10	12
Total	80	100

Source: Primary Data

FIGURE 3.16



INTERPRETATION:

The above table, it represents that 44% of the respondent agree that celebrities influence their thought, 16% of the respondent strongly agree that celebrities influence their thought, 13% of the respondent are neutral that celebrities influence their thought, 15% of the respondent disagree that celebrities influence their thought, and 12% of the respondent strongly disagree that celebrities influence their thought.

INFERENCE:

Thus, the majority (44%) of the respondent agree that celebrities' appearance in advertisement influences their thought.

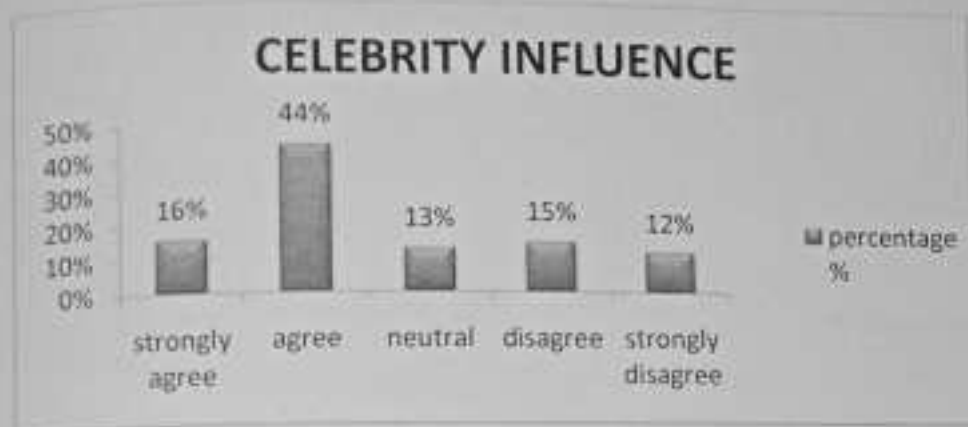
TABLE 3.16

INFLUENCE OF CELEBRITY APPEARANCE

INFLUENCE OF CELEBRITY APPEARANCE			
S No	LEVEL	No. of Respondents	Percentage (%)
1	Strongly agree	13	16
2	Agree	35	44
3	Neutral	10	13
4	Disagree	12	15
5	Strongly disagree	10	12
	Total	80	100

Source: Primary Data

FIGURE 3.16



INTERPRETATION:

The above table, it represents that 44% of the respondent agree that celebrities influence their thought, 16% of the respondent strongly agree that celebrities influence their thought, 15% of the respondent disagree that celebrities influence their thought, 13% of the respondent are neutral that celebrities influence their thought, and 12% of the respondent strongly disagree that celebrities influence their thought.

INFERENCE:

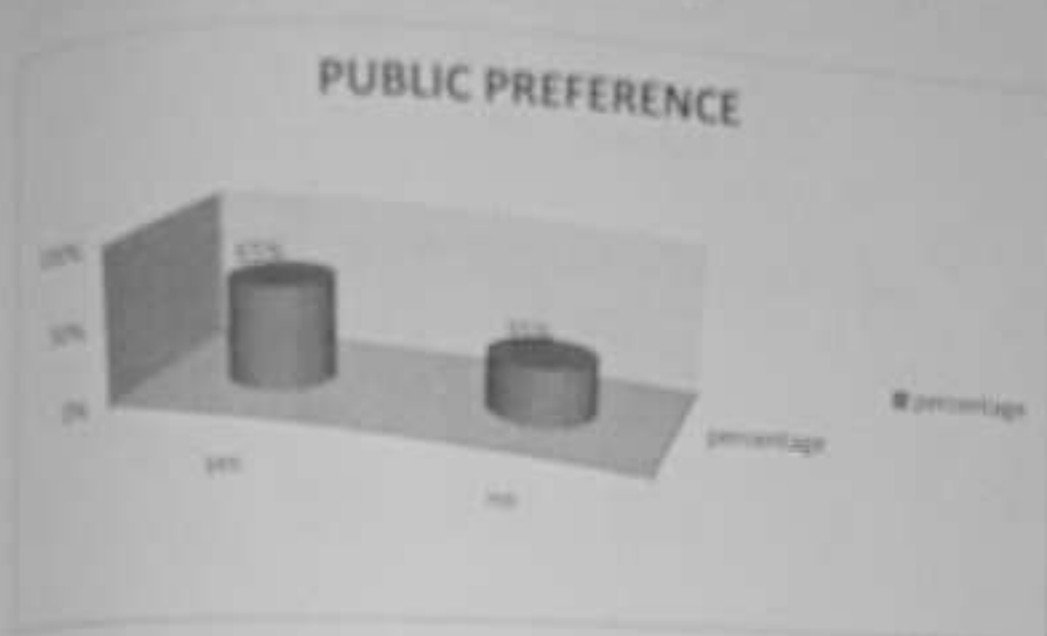
Thus, the majority (44%) of the respondent agree that celebrities' appearance in social advertisement influences their thought.

TABLE 3.17
PREFERENCE TOWARDS GOVERNMENT SCHEMES

S.NO	Preference	No. of Respondents	Percentage (%)
1	Yes	52	65
2	No	28	35
	Total	80	100

Source: Primary Data

FIGURE 3.17



INTERPRETATION:

From the above table, it is inferred that 65% of the respondents prefer government schemes/facilities, and 35% of the respondents do not prefer government schemes/ facilities.

INFERENCE:

Thus, the majority (65%) of the respondents prefer government schemes/facilities.

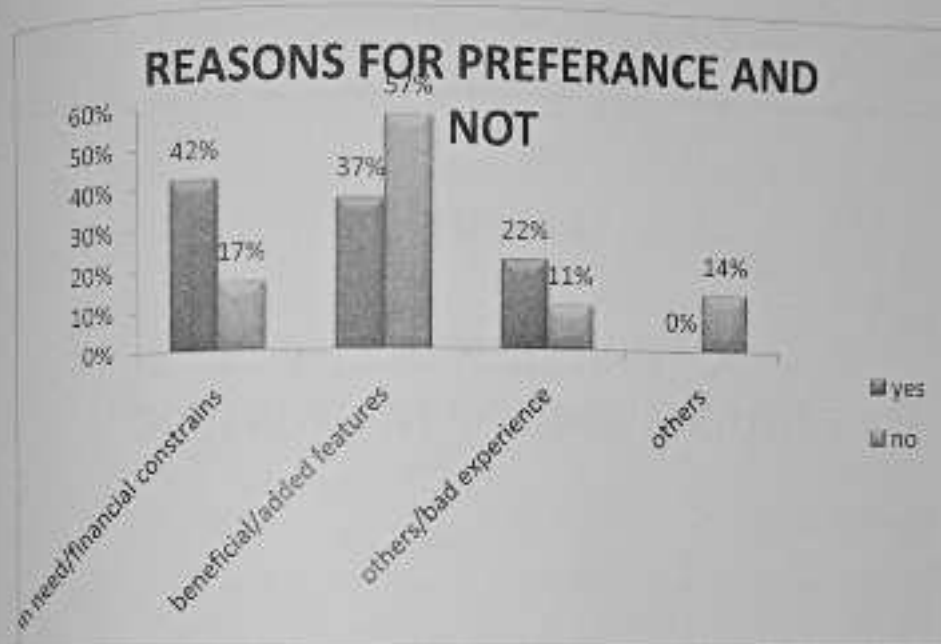
TABLE 3.18

REASONS FOR PREFERRING AND NOT PREFERRING

No.	Reasons	No. of Respondents	Percentage (%)	Reasons	No. of Respondents	Percentage (%)
1	When in need	27	42	Financial constrains	6	17
2	Beneficial scheme	24	37	Wait for added features	20	57
3	Others	14	22	Bad experience	4	11
4	Total	65	100	others	5	14
				Total	35	100

Source: Primary Data

FIGURE 3.18



INTERPRETATION:

From the above table, it is indicated that 42% of the respondent prefer government schemes when in need, 37% of the respondents prefer government scheme if it is a beneficial scheme, and 22% of the respondents prefer for other reasons; and 57% of the respondents do not prefer government schemes and wait for added features, 17% of the respondents do not prefer government scheme for financial constraints, 14% of the respondents do not prefer

government schemes for other reasons and 11% of the respondents do not prefer government schemes for a past bad experience for their reference group.

INFERENCE:

Thus, most (42%) of the respondents prefer government schemes when in need, and (57%) of the respondents do not prefer government schemes and wait for added features.

TABLE 3.19

PEOPLE ATTEMPTING FOR GOVERNMENT SCHEME/FACILITIES

S.No	ATTEMPTED	No. of Respondents	Percentage (%)
1	Yes	68	85
2	No	12	15
	Total	80	100

Source: Primary Data

FIGURE 3.19



INTERPRETATION:

From the above table, it is inferred that 85% of the respondents take an attempt to receive a government scheme/facilities and 15% of the respondents do not attempt to receive a government scheme/facilities.

INFERENCE:

Thus, the majority (85%) of the respondents take an attempt to receive government schemes/facilities.

TABLE 3.20

VISIT FOR AVAILING BENEFITS

S.No	No. Of Attempts	No. of Respondents	Percentage (%)
1	1-3 times	23	34
2	4-5 times	17	25
3	6 times & above	28	41
	Total	68	100

Source: Primary Data

FIGURE 3.20

**INTERPRETATION:**

From the above table, it is revealed that 41% of the respondents have attempted 6 times and above to avail themselves the benefits, 34% of the respondents have attempted 1-3 times to avail themselves the benefits, and 25% of the respondents have attempted to avail the benefits.

INFERENCE:

Thus, the majority (41%) of the respondents have attempted 6 times and above to avail the benefits of government social advertising.

TABLE 3.21

PROBLEMS FACED IN RECEIVING GOVERNMENT FACILITIES

No	Problems	No. of Respondents	Percentage (%)
1	Lack of education	0	0
2	Lack of documentation	2	17
3	Lack of co-operation	0	0
4	Lack of time	0	0
5	Lack of patience	2	17
6	Lack of guidance	1	8
7	Commission agent	0	0
8	Bribe	7	58
	Total	12	100

Source: Primary Data

FIGURE 3.28

**INTERPRETATION:**

From the above table, it is showed that 58% of the respondent do not attempt to avail because of bribe, 17% of the respondents do not attempt to avail because of lack of

Interpretation, 17% of the respondents do not attempt to avail because of lack of patience
 17% of the respondents do not attempt to avail because of lack of guidance.

INTERPRETATION:

Thus, the majority (47%) of the respondents do not attempt to avail because of bribe.

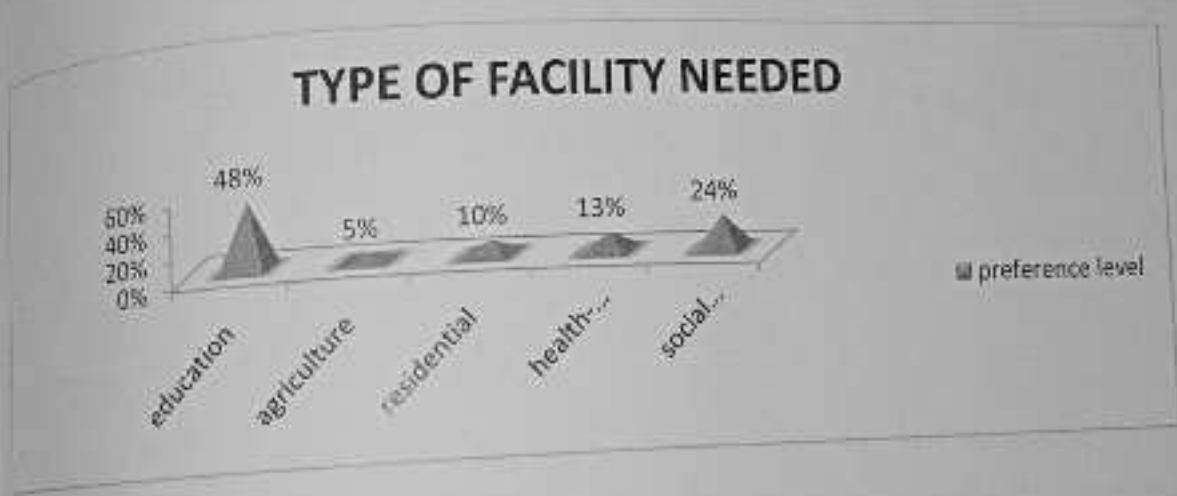
TABLE 3.22

TYPES OF GOVERNMENT SCHEMES/FACILITIES

S.No	Types	No. of Respondents	Percentage (%)
1	Education	38	48
2	Agriculture	4	5
3	Residential	8	10
4	Health - related	10	13
5	Social welfare	20	24
6	Total	80	100

Source: Primary Data

FIGURE 3.22



INTERPRETATION:

From the above table, it is inferred that 48% of the respondents would like to receive educational facilities, 24% of the respondents would like to receive social welfare facilities, 13% of the respondents would like to receive health-related facilities, 10% of the respondents would like to receive residential facilities and 5% of the respondents would like to receive agricultural facilities.

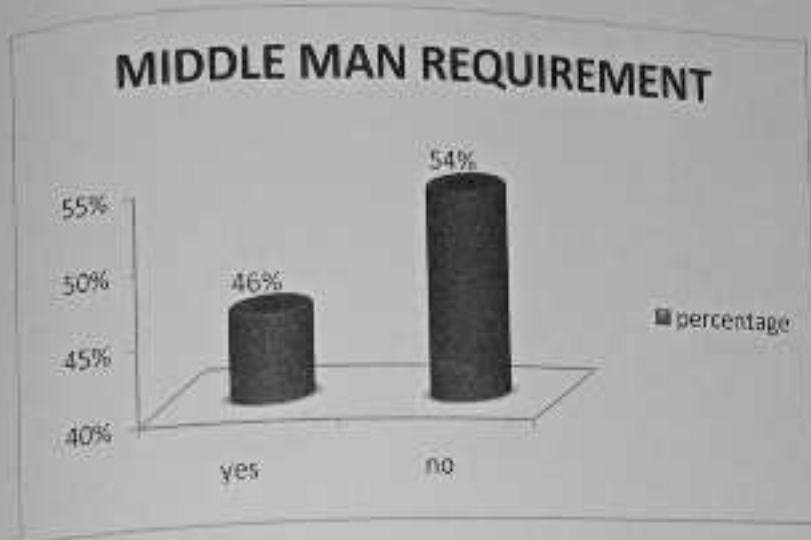
TABLE 3.24

MIDDLE MAN REQUIREMENT

Particulars	No. of Respondents	Percentage (%)
Yes	37	46
No	43	54
Total	80	100

Source: Primary Data

FIGURE 3.24



INTERPRETATION:

From the above table, it is revealed that 54% of the respondents do not need a middle man to receive government facilities and 46% of the respondents need a middle man to receive government facilities.

INFERENCE:

Thus, the majority (54%) of the respondents do not need a middle man to receive government facilities.

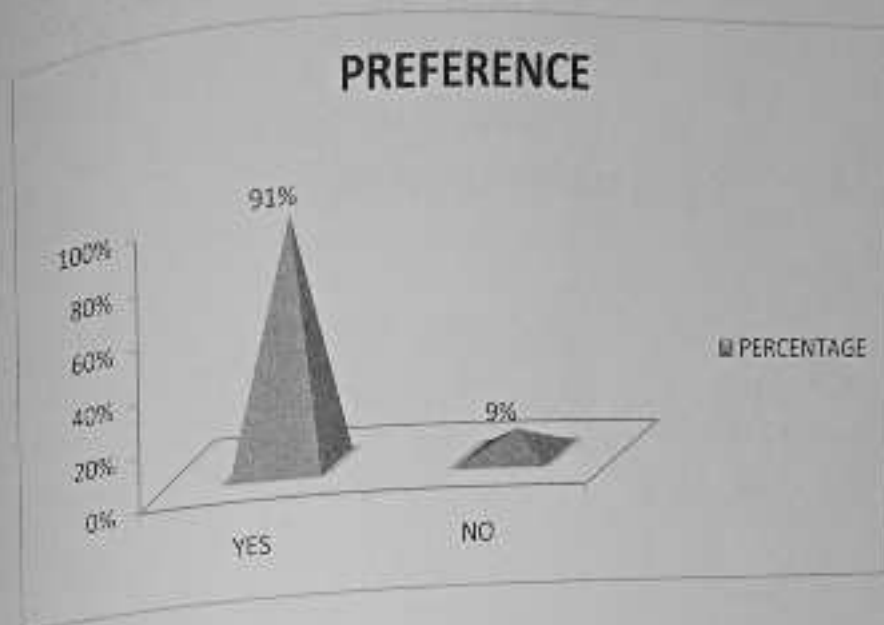
TABLE 3.25

PREFERENCE TOWARDS PRIVATIZATION

S. No	Particular	No. of Respondents	Percentage (%)
1	Yes	73	91
2	No	7	9
	Total	80	100

Source: Primary Data

FIGURE 3.25

**INTERPRETATION:**

From the above chart, it is revealed that 91% of the respondents will accept if the same facilities are provided by the private organization and 9% of the respondents will not accept if the same facilities are provided by the private organization.

INFERENCE:

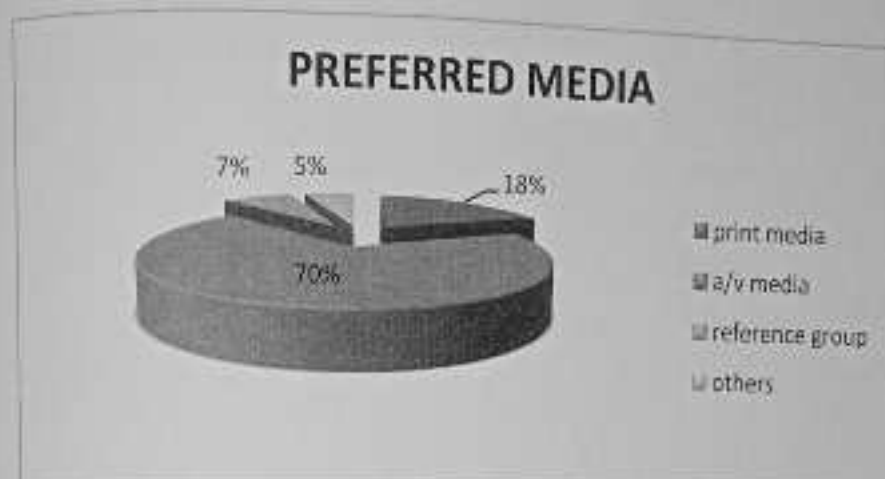
Thus, the majority (91%) of the respondents will accept if the same facilities are provided by the private organization.

TABLE 3.26
MEDIA PREFERRED

S. No	Media	No. of Respondents	Percentage (%)
1	Print media	14	18
2	Audio/visual media	56	70
3	Reference group	6	7
4	Other media	4	5
	Total	80	100

Source: Primary Data

FIGURE 3.26



INTERPRETATION:

From the above chart, it is found that 70% of the respondents prefer audio/visual media to get information, 18% of the respondents prefer print media to get information, 7% of the respondents prefer reference group to get information and 5% of the respondents prefer other types of media to get information about the government scheme/facilities.

INFERENCE:

Thus, most (70%) of the respondents feel that audio/visual media is most preferable to get information about government schemes/facilities through social advertising.

TABLE 3.27
OVERALL SATISFACTION LEVEL

Particulates	No. of Respondents	Percentage (%)
Highly satisfied	12	15
Satisfied	33	41
Neutral	25	31
Dissatisfied	7	9
Highly dissatisfied	3	4
Total	80	100

Source: Primary Data

FIGURE 3.27



INTERPRETATION:

From the above table, it is revealed that 41% of the respondents are satisfied with the overall impact, 31% of the respondents are at the neutral state, 15% of the respondents are highly satisfied with the overall impact, 9% of the respondents are dissatisfied with the overall impact and 4% of the respondents are highly dissatisfied with the overall impact of government social advertising among the general public.

INFERENCE:

Thus, the majority (41%) of the respondents are satisfied with the overall impact of government social advertising among the general public.

LIKERT'S SCALE TECHNIQUE:

The most frequently used summated scales in the study of social attitudes follow the pattern devised by Likert. For this reason, they are often referred to as the Likert scale. On a Likert scale, the respondent is asked to respond to each of the statements in terms of several degrees, usually five degrees (but at times six or seven may also be used) of agreement or disagreement.

Likert scales are developed by utilizing the item analysis approach wherein a particular item is evaluated on the basis of how well it discriminates between those people whose total score is high and those whose score is low. Those items or statements that best meet this sort of discrimination test are included in the final instrument. Thus, summated scales consist of several statements that express either a favorable or unfavorable attitude towards the given object to which the respondent is asked to react.

The respondent indicates his agreement or disagreement with each statement in the instrument. Each response is given a numerical score, indicating its favorableness or unfavourableness, and the scores are totaled to measure the respondent's attitude. In other words, the overall score represents the respondent's position on the continuum of favorable or unfavourableness towards an issue.

TABLE 3.28

IMPACT OF GOVERNMENT SOCIAL ADVERTISING

Basis	Opinion of respondents					Total	Total Score	Average	Rank
	SA	A	N	D	SD				
CREATES AWARENESS	140 (28)	128 (32)	39 (13)	14 (7)	-	80	321	15.12	III
MOTIVATES TO INITIATE ACTION	65 (13)	140 (35)	81 (27)	10 (5)	-	80	296	13.94	V
WANTS TO CREATE HARMONY & A BETTER SOCIETY	-	60 (15)	156 (52)	20 (10)	3 (3)	80	239	11.25	VII
DISCOVERS WAYS TO HELP A SOCIAL CAUSE	35 (7)	72 (18)	114 (38)	34 (17)	-	80	255	12.01	VI
GIVES BETTER UNDERSTANDING OF SOCIAL ISSUE & RESPONSIBILITY	240 (48)	108 (27)	15 (5)	-	-	80	363	17.09	I
CHANGES PUBLIC OPINION ON VARIOUS ISSUE	80 (16)	152 (38)	54 (18)	16 (8)	-	80	302	14.22	IV
EMPOWERS TO FIGHT AGAINST MISDEED	150 (30)	192 (48)	6 (2)	-	-	80	348	16.38	II

Source: Primary Data

INTERPRETATION:

Table 3.28 shows the opinion of the respondents regarding the impact of government social advertising is ranked as follows 1st rank states that it gives better understanding of social issue & responsibility, 2nd rank states that it empowers to fight against misdeed, 3rd rank states that it creates awareness, 4th rank states that it changes public opinion on various social cause and 7th rank states that it aims to create harmony & a better society.

CONCLUSION

The above table reveals that government social advertising gives a better understanding of social issues and responsibilities to the general public.

TABLE 3.29
INFLUENCING FACTOR OF GOVERNMENT SOCIAL ADVERTISING

Basis	Opinion of respondents					Total	Total Score	Average	Rank
	SA	A	N	D	SD				
EFFECTIVE	235 (47)	120 (30)	9 (3)	-	-	80	364	29.81	II
ATTRACTIVE	75 (15)	92 (23)	54 (18)	-	24 (24)	80	245	20.06	III
INFORMATIVE	320 (64)	64 (16)	-	-	-	80	384	31.44	I
PROFESSIONAL	-	-	204 (68)	24 (6)	-	80	228	18.67	IV

Source: Primary Data

INTERPRETATION:

Table 3.29 shows the opinion of the respondents regarding how government social advertising influence the general public is ranked as follows 1st rank states that it is attractive, 2nd rank states that it is effective, 3rd rank states that it is attractive, and 4th rank states that it is professional.

CONCLUSION:

The above table reveals that government social advertising is more informative to the general public.

GARRETT'S RANKING:

Under Garrett's Ranking technique, the present position is calculated by using the following formula

$$\text{Present Position} = 100 (R_{ij} - 0.5) / N_j$$

Where R_{ij} = Rank given for the I item variable by the j respondents

N_j = number of variables ranked by the respondents with the help of Garrett's ranking table; the present estimate is converted into scores. Then for each factor, the source of each respondent was added together, and then the total value of score and mean value of the score is calculated. This mean score for all factors was arranged in a descending order and ranks are assigned and the important factors are identified.

TABLE 3.30

GARRETT RANKING

RANK	$100 (R_{ij} - 0.5) / N_j$	PERCENTAGE POSITION	GARRETT'S VALUE
I	$100 (1-0.5)/5$	10	75
II	$100 (2-0.5)/5$	30	60
III	$100 (3-0.5)/5$	50	50
IV	$100 (4-0.5)/5$	70	40
V	$100 (5-0.5)/5$	90	24

TABLE 3.31

PROBLEMS IN GETTING GOVERNMENT SCHEMES/FACILITIES

RANK FACTOR	I 75	II 60	III 50	IV 40	V 24	TOTAL	AVERAGE	RANK
LACK OF QUALITY	1575	1500	900	300	192	4487	22.525	II
TOO MANY RULES & REGULATIONS	525	180	550	1520	504	3219	16.460	III
POOR DOCUMENTATION	1350	1020	1700	280	96	4446	23.319	I
LACK OF CO- OPERATION FROM GOVT. OFFICIALS	525	900	500	360	936	3221	16.169	IV
CRIBE	2025	1200	350	721	193	4487	22.525	II

INTERPRETATION:

Table 3.31 opinion of the respondents regarding the problems in receiving government schemes/facilities stating 1st rank for documentation, 2nd rank for the delay and lack of quality, 3rd rank for too many rules and regulations and 4th rank for lack of co-operation from government officials.

INFERENCE:

The above table indicates that documentation is the major problem faced by the respondent in receiving the government schemes/facilities.

CHAPTER IV



Suggestions

FINDINGS AND SUGGESTIONS

FINDINGS AND SUGGESTION:

This chapter deals with the major findings and suggestions of the study and is discussed in a concise and summary format rather than descriptive form.

FINDINGS:

The major findings of the study are,

- ❖ The majority of the respondents (60%) are between the age of 18 years – 25 years.
- ❖ The majority of the respondents (60%) are female.
- ❖ The majority of respondents (30%) are undergraduates and diplomas.
- ❖ The majority of the respondents (60%) are married.
- ❖ The majority of the respondents (60%) earn an income between rs.20,001 – rs.50,000.
- ❖ The majority of the respondents (50%) are employed.
- ❖ The majority of the respondents (90%) have knowledge/awareness about social advertising.
- ❖ The majority of the respondents (100%) are having watched social advertisements.
- ❖ The majority of the respondents (81%) are interested in government indulgence.
- ❖ The majority of the respondents (44%) feel that it creates awareness.
- ❖ The majority of the respondents (31%) have seen covid awareness advertisements in recent days.
- ❖ The majority of the respondents (56%) are familiar with health insurance-related advertisements (Pradhan Mantri Jan Arogya Yojana).
- ❖ The majority of the respondents (56%) watch TVmedia frequently.
- ❖ The majority of the respondents (44%) go through social advertisements occasionally.
- ❖ The majority of the respondents (63%) read or watches social advertisements moderately.
- ❖ The majority of the respondent (44%) agree that celebrities' appearance in social advertisement influences their thought.
- ❖ The majority of the respondents (65%) prefer government schemes/facilities.
- ❖ Most of the respondents (42%) prefer government schemes when in need and (57%) of the respondents do not prefer government schemes and wait for added features.
- ❖ The majority of the respondents (85%) take an attempt to receive government schemes/facilities.

- ❖ The majority of the respondents (41%) have attempted 6 times and above to avail the benefits of government social advertising.
- ❖ The majority of the respondents (47%) do not attempt to avail themselves because of bribes.
- ❖ The majority of the respondents (48%) would like to receive educational facilities information through government advertisements.
- ❖ The majority of the respondents (86%) say that government social advertisements create awareness.
- ❖ The majority of the respondents (54%) do not need a middle man to receive government facilities.
- ❖ The majority of the respondents (91%) will accept if the same facilities are provided by the private organization.
- ❖ Most of the respondents (70%) feel that audio/visual media is most preferable to get information about government schemes/facilities through social advertising.
- ❖ The majority of the respondents (41%) are satisfied with the overall impact of government social advertising among the general public.
- ❖ It is revealed that government social advertising gives a better understanding of social issues and responsibilities to the general public.
- ❖ It is revealed that government social advertising is more informative to the general public.
- ❖ It is revealed that documentation is the major problem faced by the respondents in receiving the government schemes/facilities.

SUGGESTIONS:

- ✓ Selection of perfect target audience and media mix for social advertising is necessary to reach people in a better way. Innovative Media must be selected to reach the rural audience as the traditional media reach is less.
- ✓ There should be different creative advertisement messages to attract the attention of people, create interest, inform and seduce people to change their behavior towards positive social change.
- ✓ Introducing new media's like social network sites Facebook, Twitter, etc, and cell phone advertisements, short messaging services, and calls for social advertisements as the masses are using these Media frequently.
- ✓ Doing campaigns in schools and colleges will target youths and tries to mold their minds which will be permanent for their life. And taking help and involvement of students and parents in creating awareness programs and campaigns improve effectiveness and create a positive impact on students; basic awareness should start from childhood for a person.
- ✓ Taking benefit of very popular celebrities and influential people as brand ambassador especially in local language and local people create better results and impression on people as they will be ideal and iconic to many individuals.
- ✓ To improve the effectiveness of advertisements it is necessary to understand the needs and wants of the target audience to create more effective social advertising messages by categorizing people's needs and wants for the services provided by the government.
- ✓ To create interest in the social advertisements involvement of different appealing techniques in the advertisement is necessary like humor appeal, love appeal and emotional appeals will increase the interest factor in the government social advertisements.
- ✓ Unemployed and educated youths and individuals can be hired on a daily wage basis to spread social information and provide social facilities to the public. It will increase the work efficiency of government employees and increase awareness level to the people which also increases the reach of social service providing efficiency to the rural areas. And will also help in fighting the unemployed problem faced in the country.

- ✓ To reduce the number of visits to the government departments for getting facilities there is a need of simplifying the procedures in rules, regulations, and documentation for availing the social facilities so that the faster and easier processing of services to the consumers.
- ✓ There should be penalties and punishments for the government employees and general public individuals who misrepresent information, duplicate documents, and use wrong means for taking social benefits for which they are not eligible. To control the frauds document rechecking and scrutiny should be properly done if necessary field visits also have to be done. Department employees must provide proper guidelines to the people for accurate documentation and information to improve better social services and messages. Preventive measures should be taken to provide social services to the specified persons to whom the government has provided the facility.
- ✓ Reduction of money transactions in providing services will help regulate corruption and increase the reach of services to the people.

CHAPTER V



CONCLUSION

CONCLUSION

The project based on "A STUDY ON THE IMPACT OF GOVERNMENT SOCIAL ADVERTISING AMONG THE GENERAL PUBLIC" aims to know the extent of motivation and awareness of social advertising among the general public. The advertisement plays a very constructive role in today's society. Social advertisements play an important role in increasing public awareness and collect views, information, and attitudes toward certain issues. Social advertisement is the most powerful tool of communication in the emerging world and increased awareness and presents the real stage of society. In this decade of Knowledge and awareness, there is a huge and grand role of media, it is all around us when we watch on television, listen to on the radio, read to the books, magazines, and newspapers, everywhere we want to collect some knowledge and information and a part of this social advertisement has to present a very responsible role for our society. However, factors like age, education, economic condition, personal needs, and availability of proper components decide the quantum of frequency of the impact of social advertisements.

To conclude I would say that there is a high impact of Social advertisements on the public. The results of this study clearly show that there is high awareness among individuals on Social Causes. It is a positive indication that we are in a socially aware society. An aware society will lead to being a better society in the long run. Not only are individuals of this study are aware of Social Causes but are also motivated and inspired and put in their efforts towards creating a harmonious society.

ANNEXURE



ANNEXURE-I



BIBLIOGRAPHY

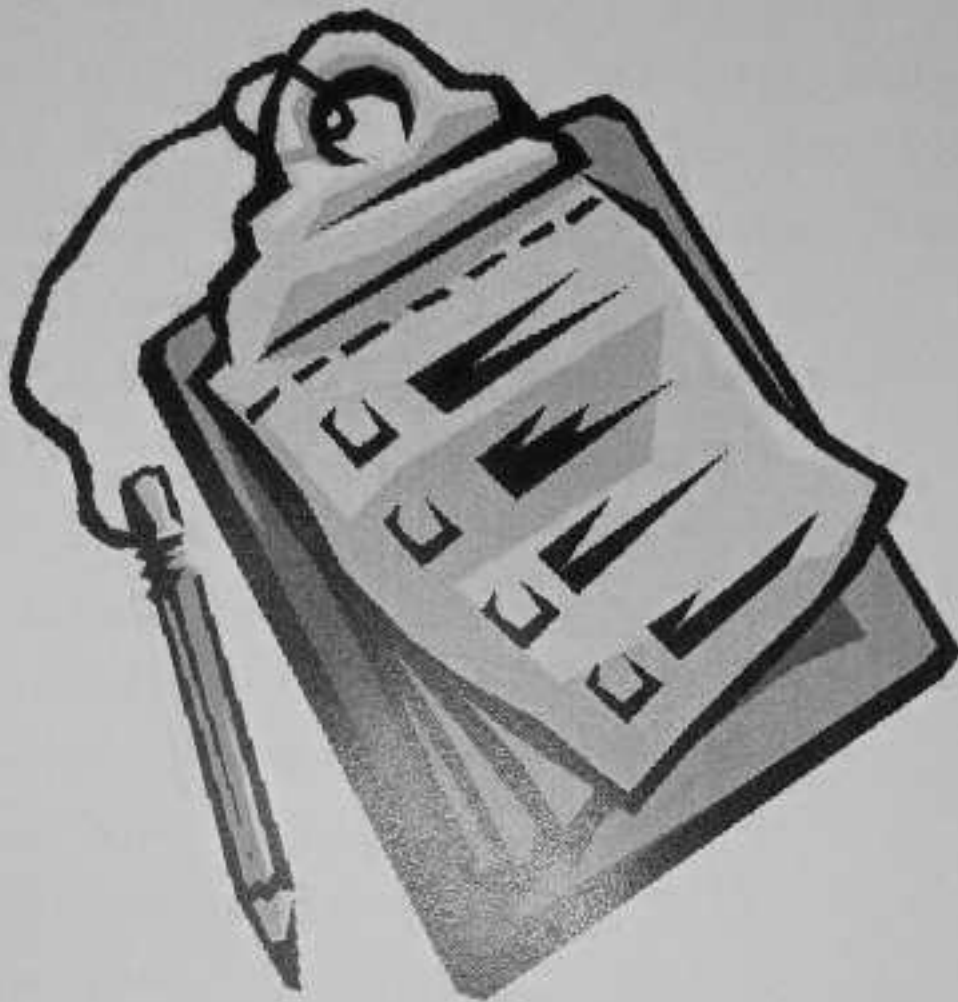
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ANNEXURE-II



QUESTIONNAIRE

A STUDY ON THE IMPACT OF GOVERNMENT SOCIAL ADVERTISING AMONG THE GENERAL PUBLIC

QUESTIONNAIRE

1. Name: _____
2. Gender: (a) Male (b) Female
3. Age Group: (a) 15 to 25 yrs (b) 25 to 35 yrs (c) 35 to 45 yrs (d) 45 yrs & above
4. Education: (a) SSLC (b) HSC (c) Diploma (d) UG (e) PG (f) Others
5. Occupation: (a) Employed (b) Self-employed (c) Professional (d) Student
e) Others-specify _____
6. Income level per month: (a) Rs. 1000 to 10000 (b) Rs. 10001 to 20000
(c) Rs. 20001 to 50000 (d) Rs. 50001 & above
7. Place of living: (a) City/District (b) Town (c) Village (d) Others
8. Status: (a) Single (b) Married
9. Number of family members: (a) Adults (b) Children
10. Do you have any knowledge/awareness about social advertising?
(a) Yes (b) No
11. Do you watch social advertisements?
(a) Yes (b) No
12. Do you think the government should indulge in social awareness advertisements?
(a) Yes (b) No
13. Do you think advertising is an effective tool to pass messages for the benefit of the society?
(a) Yes (b) No
14. If yes.... In what way?
(a) Creates awareness (b) Improves knowledge (c) develop social responsibility
(d) Others specify _____

15. Which is the frequent social advertisement you are familiar with?
- (a) Covid awareness (b) AIDS awareness (c) Swachh Bharat
(d) Water Conservation (e) Girl education (f) Polio Eradication
(g) Scholarship (h) Anti smoking campaign (i) save plant
(j) Right to vote (k) others specify
16. Which is the frequent advertisement you have noticed on welfare scheme provided by the government?
- (a) Welfare for differently able (b) Pension schemes (c) Meal welfare
(d) Pradhan Mantri Jan Arogya Yojana (Health) (e) Agriculture (f) Pregnant Women
(g) Residential welfare (h) Rural youth employment (SC/ST segment) (i) others specify
17. Which media do you watch frequently? (Tick)

AUDIOVISUAL MEDIA

TV MEDIA		RADIO/ HOARDINGS/OUTDOOR ADS	
Music channels		FM stations	
News channels		Bus stand	
Sports channels		Theatres/Halls	
Entertainment channels		Vehicle's display/announcements	

OTHERS AND PRINT MEDIA

OTHERS		PRINT MEDIA	
Mobile		Regional/National Dailies	
Social Media/Internet		Financial Dailies	
Reference Group (relatives/friends etc.)		Magazines	
Fairs/Events/Awareness camp			

18. What is your frequency of going through social advertisements?
- (a) Always (b) Frequently (c) occasionally (d) Never (e) Only in need
19. In which media do you watch social advertisements frequently?
- (a) Print media (b) Audio / Visual media (c) Reference group (d) other media

20. How much cautious are you in reading or watching a social advertisement?
(a) very careful (b) careful (c) Moderate (d) ignore
21. Does the appearance of celebrities in advertisements affect people's behavior?
(a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
22. Does the advertisements have an impact on people's behavior?
(a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
23. Do you prefer getting government schemes/facilities?
(a) Yes (b) No
24. If Yes..... at what moment do you prefer such service?
(a) when in need (b) beneficial scheme (c) Others
25. If No..... Reasons? (You can tick more than one)
(a) Financial constraints (b) wait for added features
(c) Past bad experience for reference group (d) others
26. Are you satisfied with the information given by the government about the scheme/facilities through ads?
(a) Yes (b) No
27. If No... What steps you will take to get more information?
(a) Watch the information of the ad again.
(b) Contacting or visit the nearest concerned govt. department.
(c) Discuss with others who have already taken the benefits.
(d) Other sources.
28. Have you ever tried to receive any government scheme/facilities?
(a) Yes (b) No
29. If Yes..... How many times you have visited the concerned department to avail of the benefits?
(a) 1 - 3 times (b) 4 - 5 times (c) 6 times & above
30. If No.... What are the problems you have faced? (You can tick more than one)
(a) Lack of education (b) Lack of documentation

- (c) Lack of co-operation by the govt. dept. employees (d) Lack of time
(e) Lack of patience (f) Lack of guidance
(g) Commission agents (h) bribe

31. Which facility/scheme you would like to receive or have received from the government through advertisements?

- (a) Education (b) Agriculture (c) Residential (d) Health-related
(e) Social welfare (d) others

32. Rank (1-6) the particulars that make you choose government facilities:

S.NO	PARTICULARS	RANK
1.	Subsidies	
2.	Free Cost Facilities	
3.	Because others are utilizing	
4.	Necessity	
5.	Compulsion / forced to	
6.	Other reasons	

33. Why you would not prefer government schemes/facilities? Rank (1-5)

S.NO	PARTICULAR	RANK
1.	Lack of quality	
2.	Too many rules and regulation	
3.	Documentation	
4.	Lack of Co-operation from govt. officials	
5.	Bribe	

34. Indicate your influencing factors of government advertisements:

FACTORS	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Effective					
Attractive					
Informative					
Professional					

35. Does social awareness advertisements are useful to the public in general?

- (a) Yes (b) No

36. Do you feel that effort is taken by the government to provide sufficient information about the schemes/facilities?

- (a) Yes (b) No

37. Rate the following.

SA-Strongly Agree A-Agree N-Neutral D-Disagree SD-Strongly Disagree

S.NO	PARTICULARS	SA	A	N	D	SD
1.	Creates awareness					
2.	Motivates to initiate action					
3.	Aims to create harmony & a better society					
4.	Discover ways to help a social cause					
5.	Gives a better understanding of social issues & responsibility					
6.	Educates about social issues					
7.	Changes public opinion on various issues					
8.	Empowers to fight against misdeed					

38. Do you require any middle man/NGOs to provide the advertisement services available at any time?

(a) Yes (b) No

39. Will you accept that the same facilities are provided by other private organizations?

(a) Yes (b) No

40. Which is your most preferable media to get information about government schemes/facilities through social advertising?

(a) Print media (b) Audio/visual media (c) reference group (d) Other media

41. Do you feel that the awareness created and the facilities offered by the government are beneficial to the public?

(a) Yes (b) No

42. Rate your satisfactory level of overall impact of govt. social advertising among the general public?

(a) Highly satisfied (b) Satisfied (c) Neutral (d) Dissatisfied

(e) Highly dissatisfied

43. Suggest any alternative mode of advertising in the current trend for a better reach among the public.

(a)

(b)

(c)

(d)

44. Give your suggestions to improve the awareness through advertisements.

.....

**A STUDY ON CUSTOMERS' PURCHASING BEHAVIOUR
TOWARDS DOMS PRODUCT IN THOOTHUKUDI**

A project submitted to
ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI

Affiliated to
Manonmaniam Sundaranar University, Tirunelveli
in partial fulfillment of the requirements

for the award of the degree of
MASTER OF COMMERCE

By

M.AROKIA ANITHA

(Register Number: 19APCO02)

Under the Supervision and Guidance of
Dr. FERNANDO ALEXANDRIA M.com., Ph.D.



PG AND RESEARCH DEPARTMENT OF COMMERCE

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

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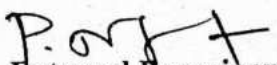
This is to certify that the project work entitled "A STUDY ON CUSTOMERS' PURCHASING BEHAVIOUR TOWARDS DOMS PRODUCT IN THOOTHUKUDI" submitted by the candidate M.AROKIA ANITHA in partial fulfillment of the requirements for the degree of "Master of Commerce" to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

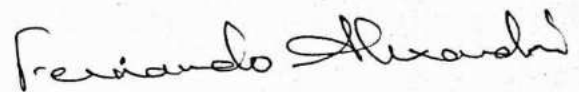
Date: 10.4.2021


Head of the Department

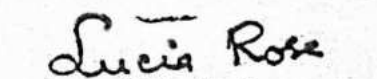
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DECLARATION

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Place: Thoothukudi

Date: 10.4.2021



Counter Signed

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Signature of the candidate

(M. AROKIA ANITHA)

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M. AROKIA ANITHA

CHAPTERISATION

CHAPTER	Particulars	PAGE NO
I	INTRODUCTION AND DESIGN OF THE STUDY <ul style="list-style-type: none">❖ Introduction❖ Statement of problem❖ Objectives of study❖ Review of literature❖ Scope of the study❖ Area of the study❖ Period of the study❖ Sampling design❖ Construction of tools❖ Frame work analysis❖ Limitations of the study❖ Chapter scheme	1-8
II	PROFILE OF THE STUDY	9-30
III	ANALYSIS AND INTERPRETATION OF DATA	31-61
IV	FINDINGS AND SUGGESTIONS	62-64
V	CONCLUSION	65
	ANNEXURE <ul style="list-style-type: none">• BIBLIOGRAPHY• QUESTIONNAIRE	

LIST OF TABLES

TABLE NO	TITLE	PAGE NO
3.1	Gender wise classification	32
3.2	Classification on the basis of marital status	33
3.3	Age wise classification	34
3.4	Classification on the basis of education	35
3.5	Classification on the basis of family	36
3.6	Classification on the basis of area	37
3.7	Availability of Doms product in Thoothukudi	38
3.8	Usage of Doms product	39
3.9	Satisfaction towards Doms product	40
3.10	Attracting features	41
3.11	The last stationery item purchased	42
3.12	Money spent on stationery item	43
3.13	Mode of purchase of stationery	44
3.14	Factors considered while purchasing Doms product	45
3.15	Preference of Doms product	46
3.16	Opinion towards price of Doms product	47
3.17	Extent of ability to meet the consumer needs	48
3.18	New Doms product needed	49
3.19	Factors influencing the selection of Doms product	50
3.20	Period of usage	51
3.21	Frequency of purchase	52
3.22	Factors that build brand image	53
3.23	Additional offers provided by Doms product while making purchase	54
3.24	Opinion towards Doms product	55
3.25	Motivating factors for purchase	56

3.26	Level of satisfaction	57
3.27	Quality of the product	58
3.28	Ranking Doms product towards preference of your children	59-60
3.29	Ranking of favorite stationery item in Doms	61

CHAPTER-I



INTRODUCTION AND DESIGN OF THE STUDY

CHAPTER-I

INTRODUCTION AND DESIGN OF THE STUDY

INTRODUCTION

1.1 CUSTOMER BEHAVIOUR

Behaviour is the way we react to do things and consumer behaviour is a mental and physical activity undertaken to satisfy their need and desire. Consumer behaviour or the buyer behaviour is referred to the behaviour that is displayed by the individual while they are buying, consuming or disposing products or service. It basically involves mental search for a product, evaluation of product, purchase and consumption of product and post purchase behaviour. It helps to understand how the buying decision is made by consumer and how they look for a product and service.

It helps marketers to know the what, where, when, how and why of the consumption of product and service. These help marketers to know the reason behind the purchase of product and service by consumers and how it satisfies them. The main purpose behind studying consumer behaviour is to satisfy demands and wants of the consumer. A careful analysis helps in more exact prediction about the behaviour of consumers of any products or services.

1.2 CUSTOMER PREFERENCE

The terms customer preference refers to the set of assumptions related to ordering some alternatives based on the degree of happiness, satisfaction, gratification, enjoyment, or utility they provide. Preference towards a product may relate to certain characteristics and that may relate to high quality, good service and to make the customer to satisfy with the product. The study of consumer preferences involves the ranking of goods and services according to how much benefit they afford. Alternatively, one could interpret the

term customer preference to mean the judgment in the sense of liking or disliking a product.

Now-a-days, customer is willing to pay a higher price to obtain value. Also customers expect high quality products at the lower price. Customers prefer the organisations that provides the greatest value for their money. For this purpose, customers are constantly evaluating all the organisations. The customer may also prefer the products which give them a good performance and service. The customer perception is considered with the features of the known, trusted and reputed organisation. The total customer perception is not only based on the product but also the product or services. It is obvious that customers are willing to buy products or service from a relationship and the experience with the organisation. Thus, reputation of a firm brings the market to them. So organization should strive for customers and the life of the product. As the customers go on changing their needs, the quality level may also be improved continuously to meet the customer's demand.

1.3. STATIONERY

It is important that parents / caregivers ensure that their children have the necessary stationery at school so that they are able to undertake the work set in their classes. Being conscious of the costs involved, one has to ensure that the stationery lists are as economical as possible. Purchasing of stationery may be made at a stationery store or from local stores.

Stationery is a mass noun referring to commercially manufactured writing materials, including cut paper, envelopes, writing implements, continuous form paper, and other office supplies. Stationery includes materials to be written on by hand (e.g., letter paper) or by equipment such as computer printers.

1.3.1. HISTORY OF STATIONERY

Originally, the term 'stationery' referred to all products sold by a stationer, whose name indicated that his book shop was on a fixed spot. This was usually somewhere near a university, and permanent, while medieval trading was mainly carried on by itinerant

peddlers (including chapmen, who sold books) and others (such as farmers and craftsmen) at markets and fairs. It was a unique term used between the 13th and 15th centuries in the manuscript culture. Stationers' shops were places where books were bound, copied, and published. These shops often loaned books to nearby-university students for a fee. The books were loaned out in sections, allowing students to study or copy them, and the only way to get the next part of the book was to return the previous section. In some cases, stationers' shops became the preferred choice for scholars to find books, instead of university libraries due to stationers' shops' wider collection of books. The Stationers' Company formerly held a monopoly over the publishing industry in England and was responsible for copyright regulations.

1.4. DOMS PRODUCT

Doms is an Indian brand of student stationery products. Doms was launched in 1974. DOMS stands for Dynamic Organisation Manufacturing stationery. Doms industries private limited is a non-government company, incorporated on 24 oct, 2006. It's a private unlisted company and is classified as 'company limited by shares'. A pioneer in stationery manufacturing, DOMS Industries Private Limited, was founded in 1975 with a commitment to operational excellence and providing superior value to its customers and trade partners, as its founding principles.

Robust Growth was the vision of our founding fathers, two truly insightful individuals, Late Shri Rasikbhai Raveshia and Late Shri Mansukhlal Rajani, to transform R. R. Industries from a pencil manufacturer to a leading stationery brand by expanding its operational capacity and strengthening its distribution network. In alignment with their vision, we launched our flagship brand, "DOMS" in 2006, which endorsed momentous growth in its market share since then. This was followed by a pragmatic collaboration with the global stationeries leader, Fabbrica Italiana Lapis ed Affini S.p.A (F.I.L.A.), Italy, in 2012, which further augmented R. R Group's presence across the globe. Later, we acquired Pioneer Stationery Private Limited, expanding our existing product range to include paper stationery products for school, office, and professional artist use.

DOMS manufactures and markets a wide range of Stationeries and Art Material including: Pencil & Accessories, Drawing & Colouring Mathematical Drawing

Instruments, Paper Stationery, Pen & Writing Instruments, Gifting, Marker Pens, Crafts & Hobbyist, Fine Art.

1.5. STATEMENT OF PROBLEM

Research in consumer behavior shows that we have a consumer driven society where the ultimate motive of business products and service is to satisfy consumer expectations which makes them happy and to remain loyal to the brand. Today's world is changing rapidly either economically, technologically or politically due to the globalization. It has become difficult for any type of company to sustain in the market, face the challenge, fulfil the needs and wants of the customer and at the same time increase the market share.

1.6. OBJECTIVES:

- To study about the quality of Doms product
- To study about the customer satisfaction towards Doms product
- To compare the price
- To find out the purpose of using Doms product
- To study the preference of Doms product
- To analyse the varieties of product
- To study the usage level of Doms product

1.7. REVIEW OF LITERATURE

CARROLLTON, TEXAS (PRWEB) (2015) the education and stationery product business consolidated its position as the leading player in the Indian stationery market driven by its brands – the student community and “paper kraft” for office and executive requirements.

Dr. PONDURI , Mrs. V.SAILAJA (2016) they found that the differentiation factors for success was due many factors like existing brand image, price, quality, availability, product variants an variety. It can be concluded that product have very goods brand equity compared to other existing players in the industry because of the familiar brand with other segments of product.

THANGAMANI. S, AND ARTHI. E, (2018) The study was undertaken to find out the customer satisfaction level towards stationery product. Many management thinkers consider marketing to be the most critical function of a business. In a business organization, the marketing division generates the revenues essential for the survival and growth of the firm, the finance department like R&D, production and manufacturing use them to create products and services. But the real challenge to marketers lies in generating those revenues profitability, by satisfying customers in a socially responsible manner. The key to generated high customer loyalty is delivering of high customer value. Today there are number of brands of products available in the market which differ in price, preference, quality etc., but customers prefer to purchase their brands due to various reasons. The attitude of customers may change their preference of the choice of the product that may influence because of various factors like price, appearance, performance etc., so the manufacturers may give more attention to the customer preference which may host the possession of the company in the market. The present study reveals that majority of the respondents preferred to buy product for preference, so the company should maintain it and increase the more number of customers.

1.8. SCOPE OF THE STUDY:

This project was chosen to know about the customer preference towards Doms in Tuticorin district. It is only a post purchase opinion by the customer. The study measures the opinion of the respondents towards Doms products, its price, its quality and performance and the like.

1.9. AREA OF THE STUDY:

The study area is limited to the Tuticorin city. Thoothukudi is known as “Pearl city” due to the pearl fishing carried out in the town. To explore the mindset of people towards stationery and to know how Doms has an impact on the minds of the customers.

1.10. PERIOD OF THE STUDY

Our project work commenced from December 2020 to March 2021 with full involvement.

METHODOLOGY

This is an explanatory study on the consumer perception towards the Doms product. Both descriptive and analytical methods have been used to explore the linkages on the status of Doms. The present study is based on survey method. The study is based on primary and secondary data.

PRIMARY DATA

QUESTIONNAIRE: A set of questions related to the research topic was formulated. Response for each questions included in the questionnaire has been collected from the students through google forms.

SECONDARY DATA

The secondary data are collected from various journals, websites, books and documents.

1.11. SAMPLING DESIGN

80 respondents were selected by random sampling method. Questionnaire was circulated to the respondents after much guidance for accumulating primary information. Qualitative face figures are collected directly and form the samples. All the consumers of Doms product at Tuticorin constitute the sampling unit for the present study.

1.12. CONSTRUCTION OF TOOLS

Based on the discussions with the guide questionnaire was prepared and then it was pretested and necessary changes were incorporated. The questionnaires were circulated through google forms among the respondents. A copy of questionnaire is appended.

1.13. FRAME WORK ANALYSIS

With the help of questionnaire, we selected few questions and applied various statistical tools.

- Percentage analysis
- Bar diagram
- Pie-chart
- Ranking method

1.14. LIMITATIONS OF THE STUDY

Some of the limitations in our study were as follows.

- Study is cost defined to only Thoothukudi city. Therefore, the findings of this study cannot be generalized.
- Only limited tools are used in the study.
- The analyses were carried out on the basis of primary data. Therefore, the limitations of the study based upon primary data, will apply to this.
- This project was done in a short period. Due to time constraint, the research is able to cover only small percentage of samples.

1.15. CHAPTERIZATION

The project entitled, “**A STUDY ON CUSTOMERS PURCHASING BEHAVIOUR TOWARDS DOMS PRODUCT**” is organized into five chapters.

CHAPTER-I

Introduction and Design of the Study

CHAPTER-II

Profile of the Study

CHAPTER-III

Analysis and Interpretation of Data

CHAPTER-IV

Findings and Suggestions.

CHAPTER-V

Conclusion

ANNEXURE 1- Bibliography

ANNEXURE 2- Questionnaire

CHAPTER-II



PROFILE OF THE STUDY

CHAPTER-II

PROFILE OF THE STUDY

2.1. INTRODUCTION

Consumer buying behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behavior. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers to whom he goes. A purchase decision is the result of the each and every one of these factors. Initially the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities he should consume. Meanwhile, there are various other factors influencing the purchases of consumer such as social factors, cultural factors, economic factors, personal factors and psychological factors.

Consumer behavior refers to the mental and emotional processes as well as the observable behavior of consumers during searching, purchasing and post consumption of a product or a service. Consumer behavior involves study of how people buy, what they buy, when they buy and why they buy. It blends the elements of psychology, sociology, socio-psychology, anthropology and economics. It also tries to assess the influence of groups such as family, friends, reference groups and society in general, on the consumers. Buying behaviour is influenced by various factors, such as personal, family or situational. The total process of acquisition of products is done through various related sub-decisions, either taken individually or involving other family members. Frequency of purchase, time of purchase, place of purchase, quantity of purchase etc. depict the buying behaviour of the individual. Youn & Faber found that the emotions strongly influence the buying behaviour.

Supporting it, Babin in his study found that in stores, consumers purchasing intentions and spending cash were largely influenced by emotions. Consumers move from one stage to another, in order to arrive at a final purchase decision. "Buying decisions involve many factors that most consumers are not even aware of them".

2.2. DOMS PRODUCTS

Doms is an Indian brand of student stationery products. Doms Private Limited launched its Doms brand in 20 with the notebooks category. Subsequently, Doms added pens, pencils, mechanical pencils and geometry boxes to its portfol products include notebooks, pens, pencils, mechanical pencils, diaries, mathematical drawing instruments, scholastics, erasers, sharpeners and scales and art stationery products.

2.3. DOMS HISTORY

DOMS was launched in 1974. DOMS stands for Dynamic Organisation Manufacturing Stationery. There's a lot of confusing information out there on the internet when looking up an information about this company, but the one thing that is crystal clear is that they make great pencils. This DOMS Groove Slim Triangle is no exception. According to Bloomberg's financial information on them, the company was founded in 1974. The DOMS website says "The first Wooden Pencil rolled out from their manufacturing unit in 1976". F.I.L.A. Group, the Italian stationery conglomerate that owns Dixon, Lyra, Prang, and a host of other companies, lists that the brand was launched in 2007. F.I.L.A. purchased an 18.5% stake in the company Write fine Products Pvt. Ltd. in 2012 and upped it to 51% in 2015. They won the stationery category of India's No. 1 Brand Awards in 2016. The DOMS pencil in the Erasable Swap Box was around a while back. It was the X-1 Xtra. Super Dark. That lone pencil led them to explore DOMS and grab a few of their other pencils off Amazon, as they don't seem to be available in the US from any of the normal stationery destinations. Amazon tends to be a good deal in the Groove Slim Triangle which was around \$9 for 10 pencils, one sharpener, one eraser, and the box they came in is a hard plastic that is perfect as a pencil case.

Doms industries private limited is a non- government company, incorporated on 24 oct, 2006. It's a private unlisted company and is classified as 'company limited by shares'.

Company's authorized capital stands at Rs.50.0 lakhs and has 74.5036% paid-up capital which is Rs 37.25 lakhs. Doms industries prvate limited last annual general meet(AGM) happened on 27 sep, 2019. The company last updated its financials on 31 mar,2019 as per Ministry of Corporate Affairs (MCA).

Doms Industries Private Limited is majorly in Manufacturing (others) business from last 15 years and currently, company operations are active. Current board members & directors are Santosh Rasiklal Raveshia, Ketan Mansukhlal Rajani, Luca Pelosin, Massimo Candela, Chandni Vijay Somaiya, Annalisa Matilde Elena Barbera, Stefano De Rosa and Sanjay Mansukhlal Rajani.

Robust Growth was the vision of our founding fathers, two truly insightful individuals, Late Shri Rasikbhai Raveshia and Late Shri Mansukhlal Rajani, to transform R. R. Industries from a pencil manufacturer to a leading stationery brand by expanding its operational capacity and strengthening its distribution network. In alignment with their vision, we launched our flagship brand, "DOMS" in 2006, which endorsed momentous growth in its market share since then. This was followed by a pragmatic collaboration with the global stationeries leader, Fabbrica Italiana Lapis ed Affini S.p.A (F.I.L.A.), Italy, in 2012, which further augmented R. R Group's presence across the globe. Later, we acquired Pioneer Stationery Private Limited, expanding our existing product range to include paper stationery products for school, office, and professional artist use.

Doms Industries Private Limited Details

CIN	- U36991GJ2006PTCO49275
Date of Incorporation	- 24 Oct,2006
Status	- Active
Company Category	- Company limited by shares
Company Sub-Category	- Non-govt company

Company Class	-	Private
Business Activity	-	Manufacturing (others)
Authorized Capital	-	50.0 lakhs
Paid-Up Capital	-	37.25 lakhs
Paid-Up Capital %	-	74.5036
Registered Office City	-	Ahmedabad
Registration State	-	Gujarat
Registration Date	-	24 Oct,2006

2.4. THE MOST IMPORTANT STATIONERY FOR SCHOOL

Throughout the year every parent goes crazy looking for stationery for their children. Activities done in class require stationery to be used constantly. In primary school, the activities almost always require scissors, glue and colouring stationery. Teachers will always ask their students to cut out worksheets and stick them in their work, books and then add in a colourful background. Teachers encourage neat work so it should be made sure that you get these items. Young children will always be required to make something artistic work in class. This usually requires wood, glue and cardboard. In addition, children should have two pens, two pencils, an eraser, a ruler and a cheap calculator. The calculator will be for basic mathematic assistance at this stage. They will also need several workbooks and covers for those books. High school is a completely different place where the work load will be doubled. It would be wise to get colourful pens for easy studying and also highlighters. It may not seem like an important stationery to get, but it will benefit them. Children react and perform better with colours as it stimulates the brain which improves learning. Another stationery item that they might need is folders. It's better for the child to use folders because they can put their worksheets away neatly and easily. Remember to get a punch to make the two holes in the worksheets. Always encourage the child to keep the folder and their workbooks neat as this is a good lesson that they carry into adulthood. It sets precedence for the working life.

In high school they will require a different set of stationery materials. For example, one should make sure that children have a scientific calculator. When they get to this stage of their life and in high school, they won't be able to calculate complex numbers especially if the numbers have many decimals. This is an important item along with pens, pencils, rulers and erasers. One can get these stationery items in bulk so that it lasts the whole year. Remember that in high school children will choose their subjects and may need more than what was mentioned. Technical and artistic subjects require stationery that is twice as big as the generic items. Technical subjects require set squares and clutch pencils whilst artistic subjects require different types of pencils, paintbrushes and paint along with an A2 flip folder to keep all the work in. Make sure that the supplies the child needs is updated as they go through the school year. Stationery is very important when it comes to learning. Without a pen they won't be able to write that final exam. J&E Cash 'n Carry is one of South Africa's biggest wholesalers in the following categories of products: Cosmetics, Groceries, Sweets, Personal Care, Household, Health, Beauty, Baby, Hardware, electric & Stationery. They supply traders only, and offer the highest standards of service, the cheapest deals, and the best buying experience.

2.5. MOST IMPORTANT OFFICE STATIONERY ITEMS AND ITS USES

Apart from furniture products, office stationery items are considered to be quite essential for the complete establishment of an enterprise. Although most of these stationery products are inexpensive and may seem trivial, it is important to buy it as it facilitates smooth functioning of an office in many ways. There are universal items which are required in every business organization. However, some of the items can be chosen according to the specific requirements of an enterprise. Among the different types of products used in offices, stationery item is one of the most important elements required. It includes copying paper, writing paper, letterheads, message pads, pens, pencils, glue sticks, stapler and pins, notepads, envelopes and so forth. Some of the other items include planners, calendars, sticky notes, correction fluid, eraser, correction tape and many more. Files and folders are other important products required in every organisation to store important documents, bills and other papers. Storage organizers are also essential in every office as it simplifies the task of documentation and work process. Most enterprises require

business cards as it showcases the name of the card holder, designation and the name of the organisation. It also includes the contact numbers and email IDs of the card holder. It is considered to be an essential tool in modern day business scenario as it provides information to prospective clients. It is one of the best forms of advertising the products and services of a company.

Letter stationery is another essential product required in a business organisation. It includes the name and logo of the company. It exudes a professional appearance and it is quite ideal for outgoing letters. It is quite important to maintain a good supply of letter heads in an office as it exhibits the authenticity and reliability of a company. There are various other small tools which are also considered to be essential in every office. Items such as scissors, protractors, letter openers, staplers and so forth are required in every organisation. Apart from these products, rubber bands, paper clips, pins and glue products are also used in offices. In addition to these items, various types of devices are also used by business enterprises for smooth functioning. Printer is one of the most commonly used devices which are basically used to print important documents. Printers and scanners are considered to be quite essential in any organisation. Computers and various types of communication devices are also used for smooth functioning of an enterprise. Different types of communication devices such as fax machines, intercom facilities, telephones and so forth are also essential for a successful business organisation. Another important device required in enterprises includes paper shredders which are mainly used to shred paper so as to prevent the leakage of classified information. Today there are various reputed online stores which showcase a huge variety of office stationery products at various price rates. Some of these stores even offer these products at discounted price rates if it is bought in bulk amount.

2.6. TYPES OF DOMS PRODUCTS:

2.6.1. WOODEN PENCILS



Doms a wide variety of Wooden Pencils that ensures smooth and easy writing. Made up of non-toxic international quality wood, Doms Wooden Writing Pencil is perfect for dark writing. Doms pencil is extremely dark and comes out as the darkest of grays on paper. It is best used for drawing and sketching purposes since it makes very dark and prominent marks that end up sticking out on a page.

Doms Wooden pencil falls in the exact middle of the pencil lead scale. HB is a significantly hard pencil, making it a reasonably hard pencil even for drawing purposes. The 'H' refers to the hardness of the pencil, and the letter 'B' is used to denote the blackness of the particular pencil's mark. This is a top-quality graphite pencil that is primarily designed for the purpose of sketching, writing, and drawing. It is an ideal pencil for artistic and technical applications. Keeping in mind the hardness rule, it gives maximum hardness with the darkest and thinnest look on paper.

ADVANTAGES

- ✚ It helps us to write draw.
- ✚ Useful thing which is used by many

DISADVANTAGES

- ✚ It pokes us sometimes leads to hurts.
- ✚ It is made of wood which leads to deforestation in present times of india

2.6.2. SHARPENER



For sharpening the nib of pencils, Doms are offering various kinds of Sharpener. These sharpeners are available in numerous designs, colors and attractive patterns. Children and adults can easily sharpen the pencils writing point by shaving away its worn surface with these sharpeners. They Offer Pencil Sharpeners in Blue blade, Normal blade demanded by schools, Offices, Colleges and Educational institutes. Doms have acquired a sound reputation as trusted manufacturers of Stationary items including Pencil sharpeners. These are extensively used for sharpening lead pencils and offer remarkable performance. These are designed for safety and efficiency. Doms use the finest grades of raw materials to manufacture these in different specifications. These have outstanding sharpening efficiency and are easy to use.

Doms Smart point extra long Sharpener has a long point to enable more writing & less sharpening, does not reduce the life of the pencil, It has high quality blades and available in 5 bright colours. Doms Regular Sharpener, is available in 5 solid colours. It is handy and has a sleek look with high quality durable blades.

ADVANTAGE

The pencil sharpener is that it is not only diverse and beautiful in appearance, but also clean, fast and convenient to use.

DISADVANTAGE

The blade is not sharp enough, which often causes the pen tip to break.

2. PRISM SHARPERNER



"Prism" sharpeners, also called "manual" or "pocket" sharpeners in the United States, have no separate moving parts and are typically the smallest and cheapest commonly used pencil sharpener on the market. The simplest common variety is a small rectangular prism or block, only about $1 \times 5/8 \times 7/16$ inch ($2.5 \times 1.7 \times 1.1$ cm) in size. The block-shaped sharpener consists of a combined point-shaping cone that is aligned to the cylindrical pencil alignment guide hole, into which the pencil is inserted. A sharp blade is mounted so that its sharp edge just enters the shaping cone tangentially. The pencil is inserted into the sharpener and rotated while the sharpener is held motionless. The body of the sharpener is often contoured, ridged or grooved to make the small block easier to firmly grip and is typically made of aluminum alloy, magnesium alloy or hard plastic.

3. BLADE INSIDE SHARPENER



The blade inside the sharpener shaves the wood and graphite tip of the pencil, while the shavings emerge through a slot along the blade edge. It is important that the cylindrical alignment hole closely fit the diameter of the pencil, to keep the pencil from wobbling, which would cause stepped or lurching cut-depths and point breakage. Another important feature is a larger clearance hole at the end of the cone allowing sections of the pencil lead which break away to be removed with only minor inconvenience. Prism sharpeners can be bare or enclosed in a container to collect the shavings, while some enclosed sharpeners may be harder to clear in the event of a blockage.

2.6.3. ERASER



Doms manufacture high quality soft Pencil eraser for clean and dust free erasing. Served under the brand name DOMS, the erasers are extremely smooth and are available in various shapes and sizes. Doms are identified as one of the most cherished Pencil Eraser Manufacturers in Indian as well as International market. Doms Erasers ensures smooth and effortless erasing. The perfect cleaning effect of our White Pencil Eraser distinguishes it in global market.

FEATURES:

- ✚ Erased areas can be remarked without blurring & smudging
- ✚ Extra Long Erasers
- ✚ Ensures smooth, clean & effortless erasing.

2. FRAGRANCE ERASER



Doms fragrance eraser is premium quality for superior erasing performance, no discolouration of eraser on paper, slide sleeve for convenient handling, significantly less crumbling. Doms fragrance eraser is available in 5 colour like blue, pink, yellow, orange, green. Reach for this premium soft and pliable rubber eraser to make clean corrections. Will not tear paper and is used for neat & clean erasing. It picks up dust while erasing. Significantly less crumbling, Phthalate & Latex Free. Hence safe for children & environment.

2.6.4. PEN



Doms ballpoint pen dispenses an oil-based ink by rolling a small hard sphere, usually 0.5–1.2 mm and made of brass, steel, or tungsten carbide. The ink dries almost

immediately on contact with paper. Doms ballpoint pen is usually reliable and comes in both inexpensive and expensive types. It has replaced the fountain pen as the most common tool for everyday writing.

ADVANTAGES

- ✚ Ball pens dry faster a compared to ink pens.
- ✚ If you write using ball pen then it will be as it is of water is spilled over it but if it is written using ink pen then the ink will be spilled.
- ✚ Ball pens have longer write life than ink pens.
- ✚ Ball pens give you a smooth writing experience a compared to ink pens.

2.6.5. PLASTIC SCALE



To get the exact measurement, Doms Plastic scale that are made up of the top quality plastic. Being one of the major plastic rulers manufacturers and suppliers in India, the company offers them at the most competitive prices. Doms Plastic Scale provide an accurate measurement. Made up of quality material, Doms Scale is extremely transparent that remits high clarity. Besides, special marking millimetres make Doms scales unique in international market. Also, high precision in printing helps to take exact measures while drawing. Doms 30cm Plastic Scale Rulers are most preferred by the engineers, and medical students. Further, Doms White Plastic Scale is high on demand in government institutions, schools, colleges, universities, and many more. Due to the same, we are looked upon as one of the prominent Manufacturers of Heavy Duty Plastic Scale available in 15 to 30cms

length. Doms Definite Scale, Made of virgin Material for maximum clarity, Sharp Marking due to superior quality precision printing, Additional features like special marking millimeters, Slim & trim scale, Doms Zoom Scale, Made of virgin material for maximum clarity Sharp marking due to superior quality precision printing, Broad scale.

2.6.6. NOTE BOOKS



Doms notebooks consist of many variants including notebooks, long books, practical books, drawing books and reminder pads, with a theme on the cover and related information inside. Doms notebooks use ozone-treated, elemental chlorine free paper, leading to higher paper quality and shelf life. Artists often use large notebooks, which include wide spaces of blank paper appropriate for drawing. Similarly composers utilize notebooks for writing their "lyrics". Lawyers use rather large notebooks known as legal pads that contain lined paper and are appropriate for use on tables and desks. These horizontal lines or "rules" are sometimes classified according to their space apart with "wide rule" the farthest, "college rule" closer, "legal rule" slightly closer and "narrow rule" closest, allowing more lines of text per page.

2.6.7. WAXCRAYONS



Doms is the best quality Wax Crayons at rock-bottom prices. Doms crayons are smooth and even shading. They rarely get those dark spots of colour when applying these crayons, which you get with crayons of some other well Known brands. Therefore, these crayons would also be suited for some relatively intricate designs found in adult colouring books. There is no smell to the crayons, which is good. The size of the crayons is decent for children as well as adults for use.

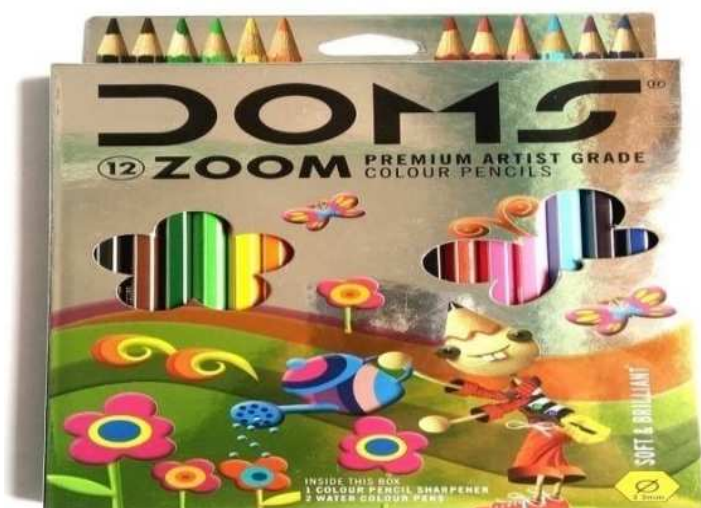
2.6.8. MATHEMATICAL INSTRUMENT



Doms organization is engaged in manufacturing Geometry Sets that have complete stationery items like rulers, pencil, sharpener, protectors and others. Doms offer these geometry boxes in different shapes, sizes, colors, patterns and material. Doms geometry

box has several types of drawing instruments available. Doms geometry box, Specially designed for the students a complete kit for excelling with precision in geometry. Specially designed self centering compass, for ease and accuracy while drawing circles and angles. Both divider and compass are made with non-rusting strong material to last long and remain in shape and shine. The plastic used in ruler, protractor and set square are made of high transparency plastic and comes with precise making for easy reading and accurate drawing.

2.6.9. ARTIST GRADE



Artist-grade pencils are filled with higher concentrations of high-quality pigments than student-grade coloured pencils. Their light fastness – resistance to UV rays in sunlight – is also measured and documented. Core durability, break and water resistance, and brand popularity are also notable features of artist-grade coloured pencils. Artist-grade pencils have the largest colour ranges; 72 colour sets are very common and there are several brands of 120 colours or more. They are also typically available as individual pencils.

2.6.10. COLOUR PENCIL



Doms coloured pencil, pencil crayon, lead or coloured/colouring lead is an art medium constructed of a narrow, pigmented core encased in a wooden cylindrical case. Unlike graphite and charcoal pencils, coloured pencils' cores are wax-or oil-based and contain varying proportions of pigments, additives, and binding agents. Water-soluble (water colour) pencils and pastel pencils are also manufactured as well as coloured leads for mechanical pencils.

Doms coloured pencils vary greatly in terms of quality and usability; concentration of pigments in the core, light-fastness of the pigments, durability of the coloured pencil, and softness of the lead are some indicators of a brand's quality and, consequently, its market price.

2.6.11. WHITE CHALK



Doms Chalk sticks, used as writing and drawing implements by maths teachers and artists alike, were traditionally made out of natural chalk - a soft and porous sedimentary rock composed of calcium carbonate deposits formed . Doms dustless chalk for smooth and long lasting writing for the kids to write or study on board. It reduces inhalation of harmful dust and reduces the risk of skin allergies. It is preferred by teachers worldwide as it is smooth and long lasting. It has better visibility and ease in reading. There are 10 chacks in a pack.

2.6.12. CHALK HOLDER



Doms chalk holder helps to hold the chalk and make writing easy. It Protect the skin as there is no physical contact with chalk. It prevents breakage of chalk and reduces wastage of chawks as the chawks can be used to the very end. Push and release spring action is used here.

2.6.13. OIL PASTEL



Oil pastel is a painting and drawing medium with characteristics similar to pastels and wax crayons. Unlike "soft" pastel sticks, which are made with a gum or methyl cellulose binder, oil pastels consist of pigment mixed with a non-drying oil and wax binder. The surface of an oil pastel painting is therefore less powdery, but more difficult to protect with a fixative. Oil pastels provide a harder edge than "soft" pastels but are more difficult to blend.

2.6.14. WATER COLOUR



Doms water colour is a range of good quality, non-toxic water colours in cake form with excellent colouring strength developed specially for students. They are available in 12 shades, 15 shades and 24 shades. This product is non-toxic and CE certified conforms to child safety standards. Water colour is a painting method in which the paints are made of pigments suspended in a water-based solution. The traditional and most common support material to which the paint is applied for water colour paintings is paper. Other supports include papyrus, bark papers, plastics, vellum, leather, fabric, wood and canvas. Water colour paper is often made entirely or partially with cotton.

2.6.15. TEMPERA COLOUR



A single pack has 6 colours. It is suggested to press tip with thumb and forefinger together. It is smooth and ready-to-use and good for small and large scale painting. The colours are opaque when used directly. It is available in colours like snow white, ultramarine blue, black, ivy green, lemon yellow, red, glitter gold, glitter silver, leaf green, flesh tint, fluored pin, burnt sienna, purple, liquid gold, yellow ochre, glitter blue. It is a selected range of transparent, free flowing, intermixing and non-toxic water colours. These Doms tempera colours turn to paint with touch of a brush. Shade options are ideal for both wet and dry use.

2.6.16. PERMANENT MARKER



Doms Permanent markers are used for writing on metals, plastics, ceramics, wood, stone, cardboard etc. The marks made by such pens are however, not permanent on some plastics like teflon, polypropylene etc., and can be erased easily. The ink is generally resistant to rubbing and water, and can last for many years. Depending on the surface and the marker used, however, the marks can often be removed with either vigorous scrubbing or chemicals such as acetone.

2.6.17. GLITTER GLUE



Doms glitter glue is a premixed blend of adhesive and glitter. This sparkling combination helps to limit the mess caused by sprinkling loose glitter onto glue applications, along with creating a better seal and reducing material waste. Glitter glue is a common supply for crafts and comes in several colours to match any taste. Glitter glue is much easier to use than standard glue and loose glitter because the glue and the glitter are already combined together, making it less messy and easier to control. Embellish any craft project with glitter glue.

2.6.18. WHITE BOARD MARKER



Doms whiteboard marker, or a dry-erase marker uses an erasable ink, made to be used on a slick (or matte-finished), non-porous writing surface, for temporary writing with overhead projectors, whiteboards, and the like.

They are designed in such a way so that the user is able to easily erase the marks using either a damp cloth, tissue, handkerchief, baby wipe, or other easily cleaned or disposable items. Generally, people use fabrics to do so, but others use items like paper, clothing items, some even use their bare hands to wipe it clear. The erasable ink does not contain the toxic chemical compounds xylene and/or toluene as have been used in permanent markers. Wet erase markers are another version that are used on overhead projectors, signboards, whiteboards, and other non-porous surfaces.

2.6.19. STAR GLITTER



Doms star glitter is used for writing, edging, decorating cards, paper, craft projects, gifts etc. Vivid glitter flake colours do not fade away. Colours your craft with glorious glitter glue. Superior quality glitter glue do not come out after dry.

2.7. CONCLUSION

- The last decade has been wonderful in terms of growth and value addition for DOMS as one of the most revered brands in the stationery segment. So doms stationary items is with more then quality and variety, lowest price and design.
- Catchphrase, ‘Sharp Minds’, has created echoes of positive thoughts amongst its valued consumers.
- This couldn’t have been possible without the continuous efforts of team, channel partners and vendors, and the instrumental support of satisfied customers.

- DOMS, today is uniquely positioned to mould itself in accordance with the myriad opportunities that accompany the transforming industry landscape and lead the way forward.

CHAPTER-III



ANALYSIS AND INTERPRETATION OF THE STUDY

CHAPTER-III

ANALYSIS AND INTERPRETATION OF DATA

Analysis of data is a process of inspecting, transforming and modeling data with the goal of discovering useful information, providing suggestions, arriving at conclusions and supporting decision making. This chapter deals with the analysis on customer's purchasing behaviour towards Doms product in Tuticorin. The data are collected from 80 respondents and tabulated for easy understanding and good presentation, which assists the researcher to analyse the data efficiently.

The data collected are being analysed by using the following statistical tools:

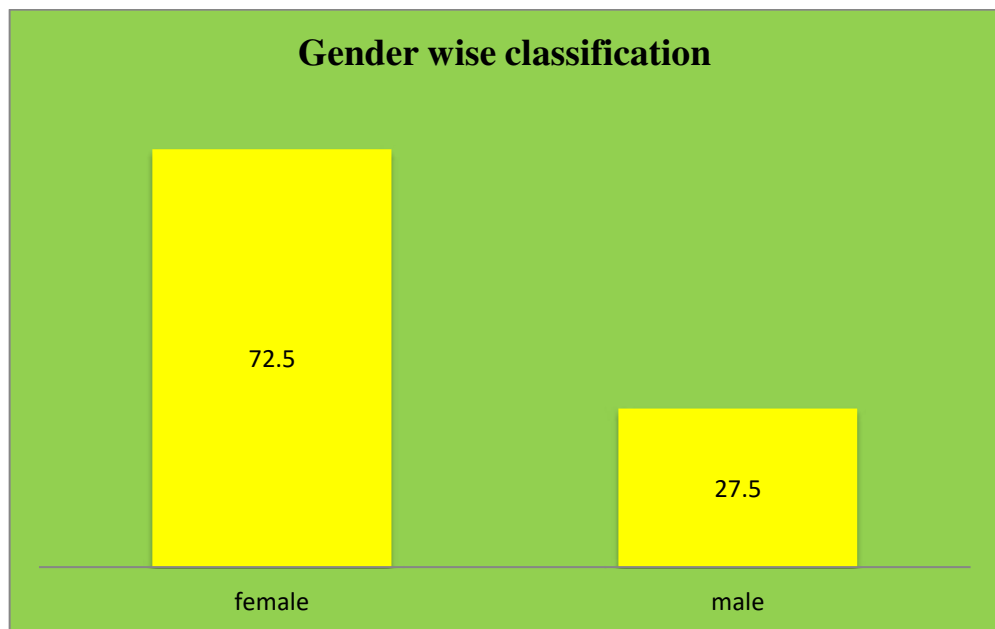
- Percentage Analysis
- Ranking Method
- Bar diagram
- Pie-chart

The diagrams, tables and charts provide a bird's eye view of the entire data helps in summarising and presentation of the data collected in a systematic manner.

TABLE: 3.1
GENDER WISE CLASSIFICATION

Gender	No. of respondents	Percentage (%)
Female	58	72.50
Male	22	27.50
Total	80	100

Source: primary data



INFERENCE:

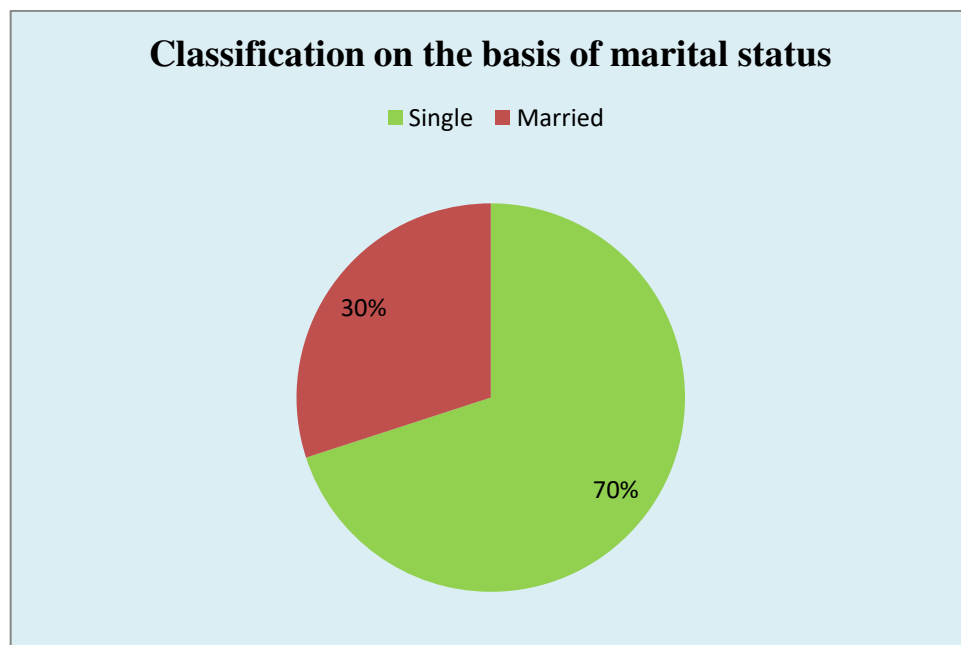
From the above table, it is inferred that, 72.5% of the respondents are female and 27.50 % of the respondents are male.

Thus majority of the respondents i.e,72.5% are female.

TABLE 3.2
CLASSIFICATION ON THE BASIS OF MARITAL STATUS

Particulars	No. of respondents	Percentage (%)
Single	56	70
Married	24	30
Total	80	100

Source: primary data



INFERENCE:

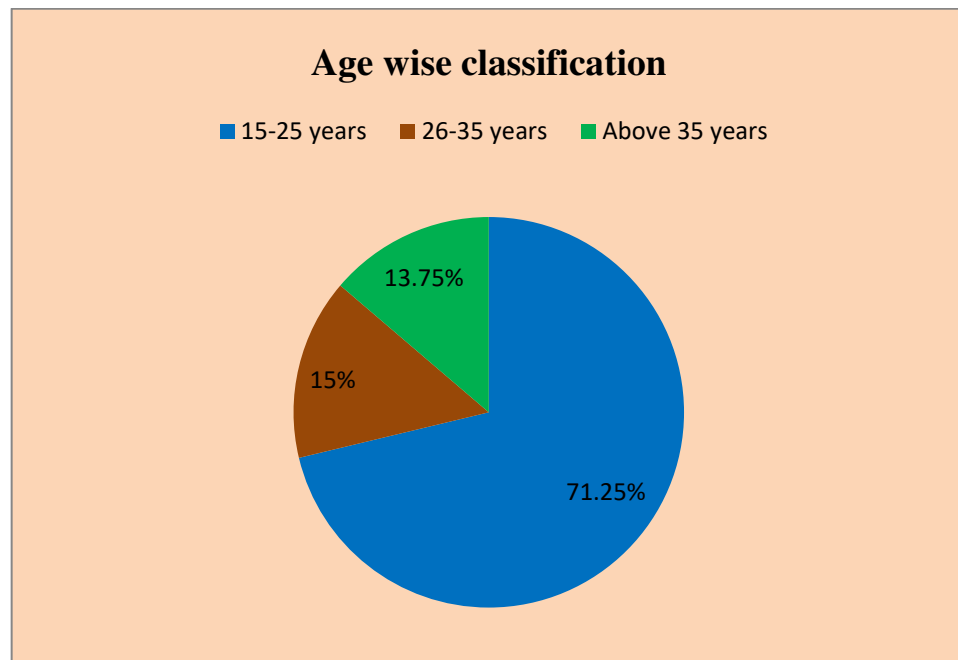
From the above table it is found that 70% of the respondents are single and 30% of the respondents are married.

Thus, majority of the respondents i.e., 70% are unmarried.

TABLE 3.3
AGE WISE CLASSIFICATION

Age Group	No. of respondents	Percentage (%)
15-25 years	57	71.25
26-35 years	12	15
Above 35 years	11	13.75
Total	80	100

Source: primary data



INFERENCE:

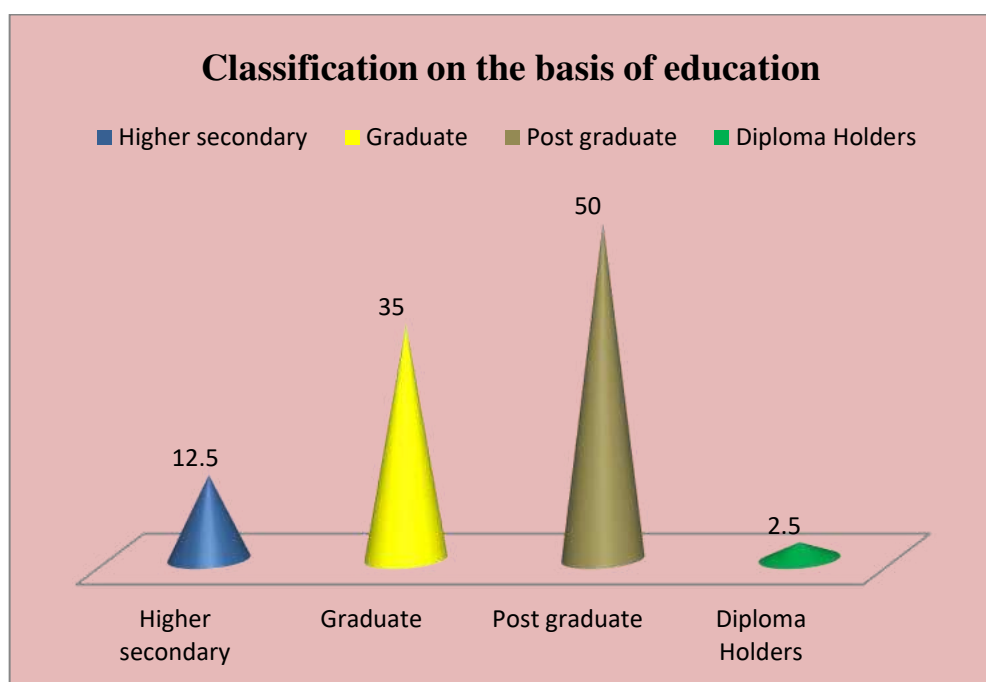
The above table infers that, 71.25% of the respondents are in between the age group of 15-25 years, 15% of the respondents are in between the age group of 26-35 years, and 13.75% of the respondents are above 35 years.

Thus, majority of the respondents i.e., 71.25% are between 15-25 years.

TABLE 3.4
CLASSIFICATION ON THE BASIS OF EDUCATION

Particulars	No. of respondents	Percentage (%)
Higher secondary	10	12.50
Graduate	28	35
Post graduate	40	50
Diploma Holders	2	2.50
Total	80	100

Source: primary data



INFERENCE:

From the above table it is clear that, 12.50% of respondents have completed their higher secondary, 35% of the respondents are graduate, 50% of the respondents are Post-graduates, and 2.50% of the respondents are Diploma holders.

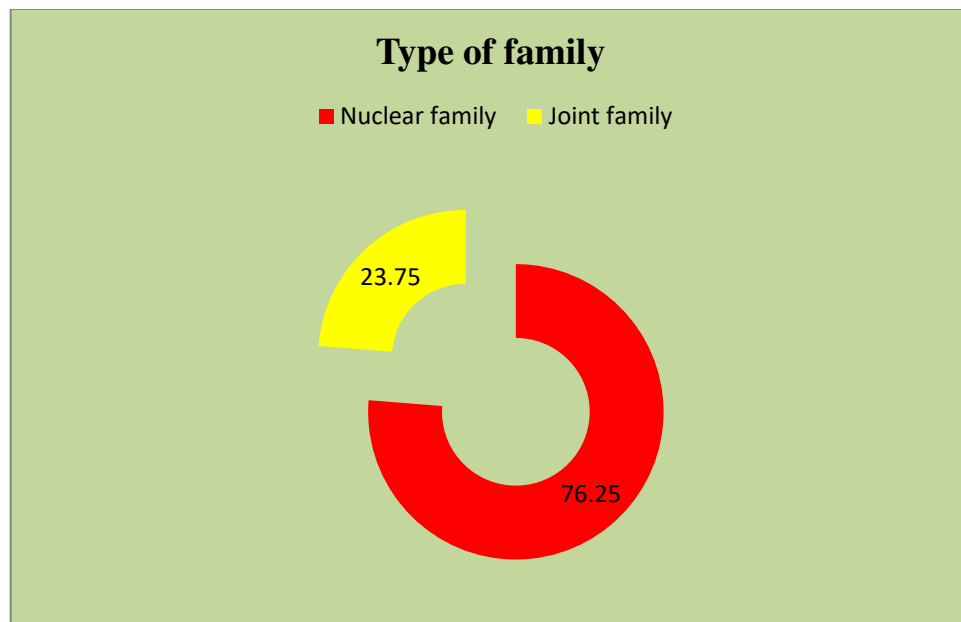
Major proportion of the respondents i.e., 50% of the respondents are Post graduates.

TABLE 3.5

CLASSIFICATION ON THE BASIS OF FAMILY

Type of family	No. of respondents	Percentage (%)
Nuclear family	61	76.25
Joint family	19	23.75
Total	80	100

Source: primary data



INFERENCE:

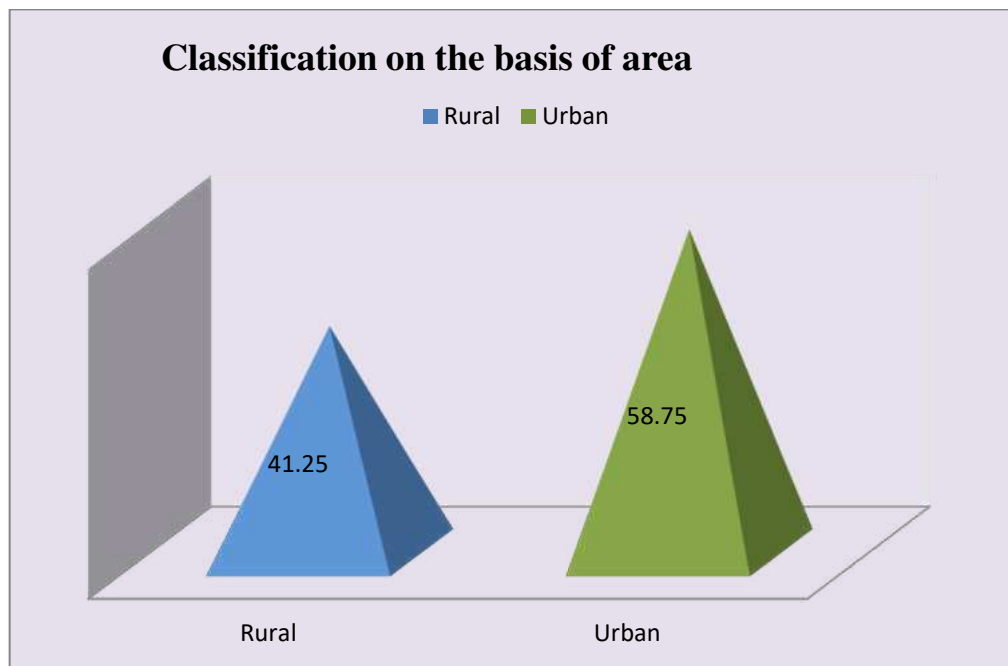
From the above table it is clear that, 76.25% of the respondents live in nuclear family, 23.75% of the respondent live in joint family.

Thus, majority of the respondents i.e 76.25% live in nuclear family.

TABLE 3.6
CLASSIFICATION ON THE BASIS OF AREA

Area	No. of respondents	Percentage (%)
Rural	33	41.25
Urban	47	58.75
Total	80	100

Source: primary data



INFERENCE:

The above table infers that, 41.25% of the respondent are from rural area and 58.75% of the respondents are from urban area.

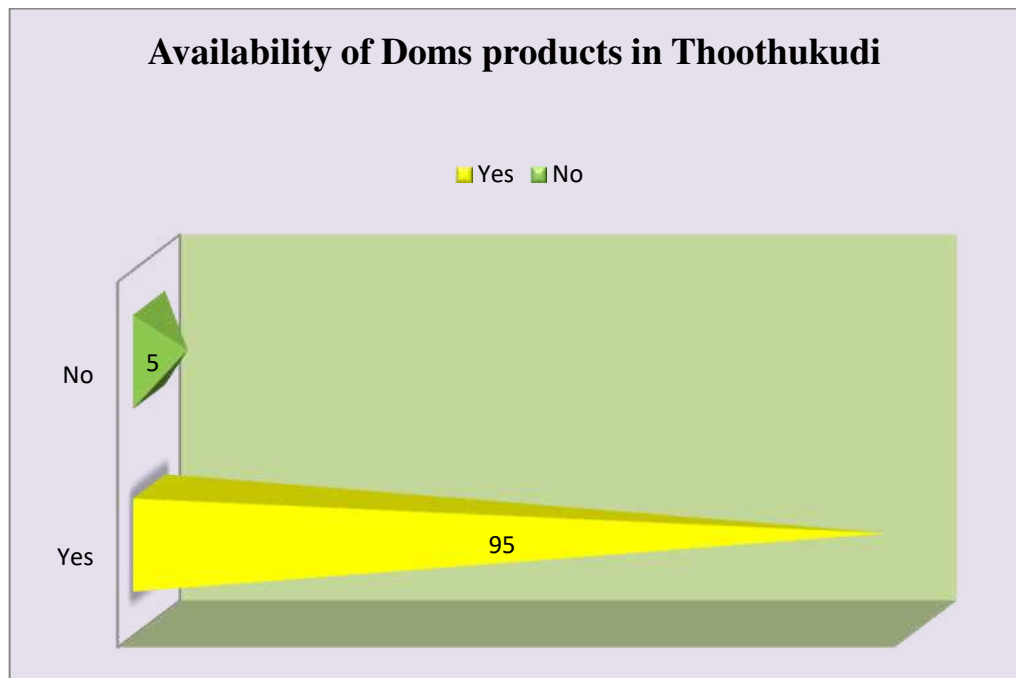
Thus most of the respondents i.e., 58.75% of them are from urban area.

TABLE 3.7

AVAILABILITY OF DOMS PRODUCTS IN THOOTHUKUDI

Particulars	No. of respondents	Percentage (%)
Yes	76	95
No	4	5
Total	80	100

Source: primary data



INFERENCE:

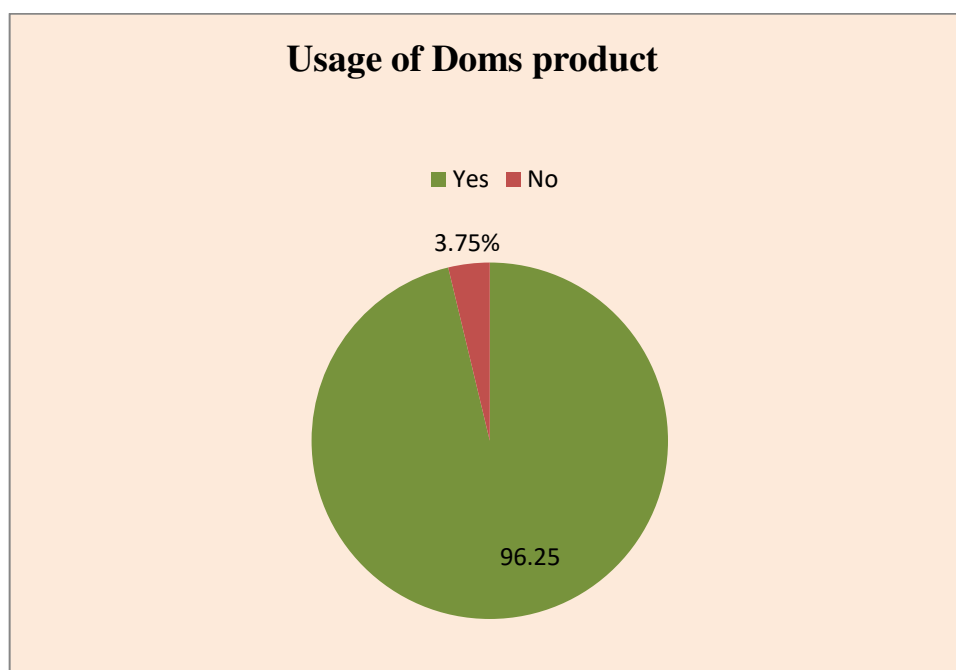
From the above table it is inferred that 95% of respondents say that it is available in Thoothukudi and the remaining 5% of the respondents say it is not available.

Thus the majority of respondents i.e; 95% say that it is available in Thoothukudi.

TABLE 3.8
USAGE OF DOMS PRODUCT

Response	No. of respondents	Percentage (%)
Yes	77	96.25
No	3	3.75
Total	80	100

Source: primary data



INFERENCE:

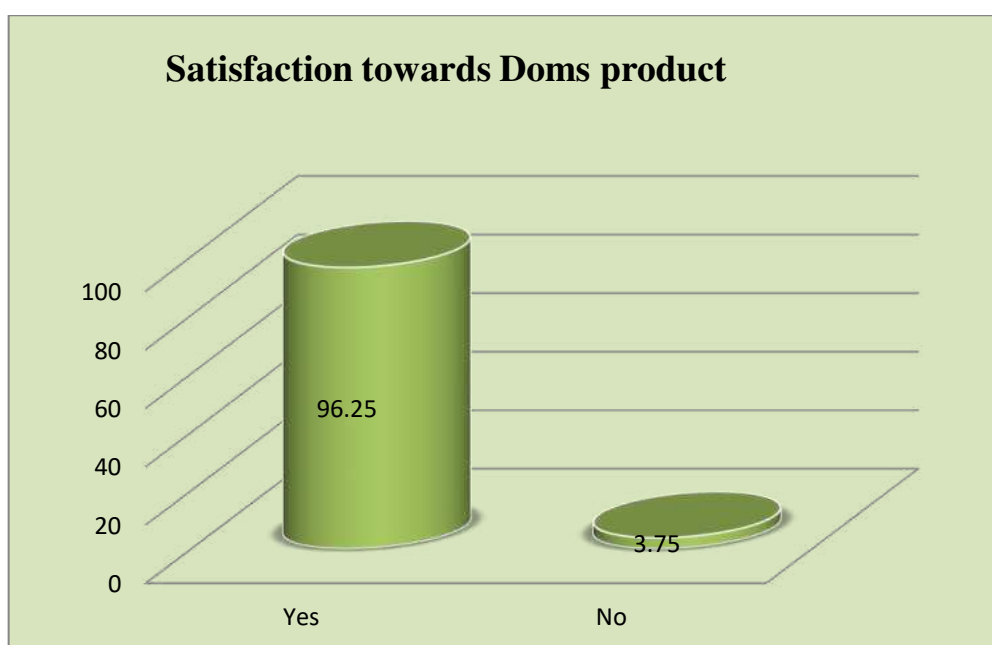
From the above table it is inferred that, 96.25% of the respondents say that they are using doms product, 3.75% of the respondents say that they are not using for doms product.

Thus, the majority of respondents i.e., 96.25, are using doms products.

TABLE 3.9
SATISFACTION TOWARDS DOMS PRODUCT

Response	No. of respondents	Percentage (%)
Yes	77	96.25
No	3	3.75
Total	80	100

Source: primary data



INFERENCE:

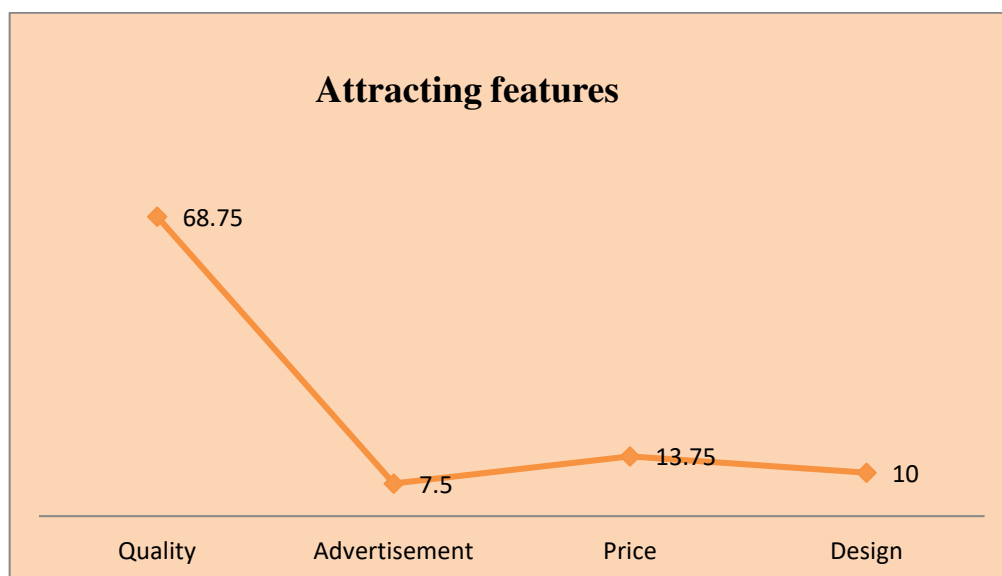
From the above table it is found that, 96.25% of the respondents say that they are satisfied with the usage of doms product, 3.75% of the respondents are not satisfied with usage of doms product.

Thus, the majority of the respondents i.e., 96.25% are satisfied after using Doms products.

TABLE 3.10
ATTRACTING FEATURES

Features	No. of respondents	Percentage (%)
Quality	55	68.75
Advertisement	6	7.50
Price	11	13.75
Design	8	10
Total	80	100

Source: primary data



INFERENCE:

From the above table it inferred that 68.75 %of the respondents like the quality of the Doms product, 7.5% of the respondents are attracted by the advertisement of the Doms product, 13.75 % are attracted by the price and 10 % by the design.

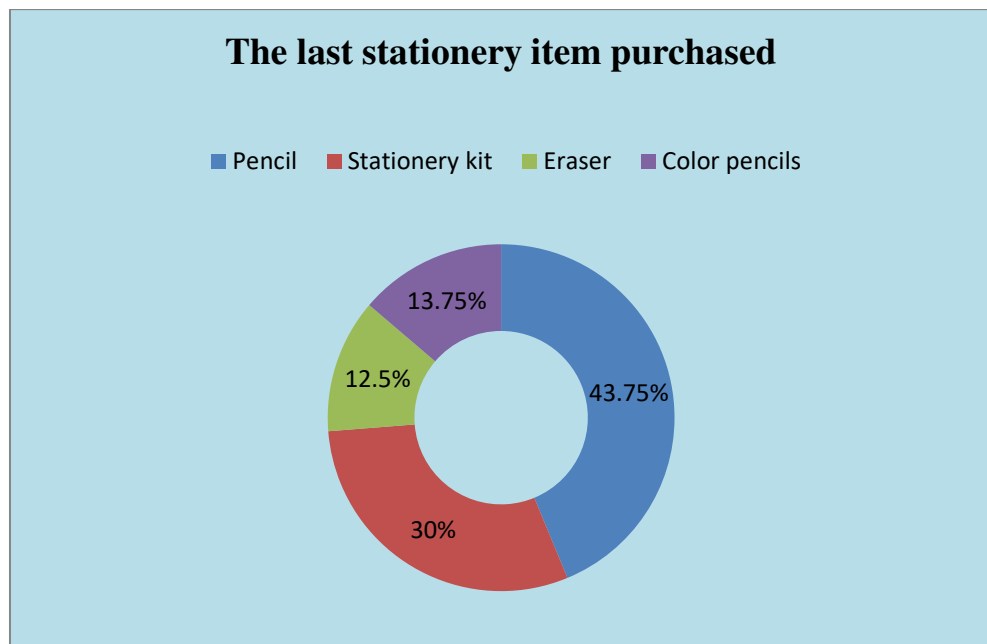
Major proportion of the respondents i.e., 68.75% are attracted by the quality of the Doms Product.

TABLE 3.11

THE LAST STATIONERY ITEM PURCHASED

Particulars	No. of respondents	Percentage (%)
Pencil	35	43.75
Stationery kit	24	30
Eraser	10	12.50
Color pencils	11	13.75
Total	80	100

Source: primary data



INFERENCE:

The above table clearly shows that 43.75 % of the respondents purchased pencil as their last stationery item, 30% of the respondents purchased stationery kit, 13.75% color pencil and 12.5% purchased Eraser as their last stationery item.

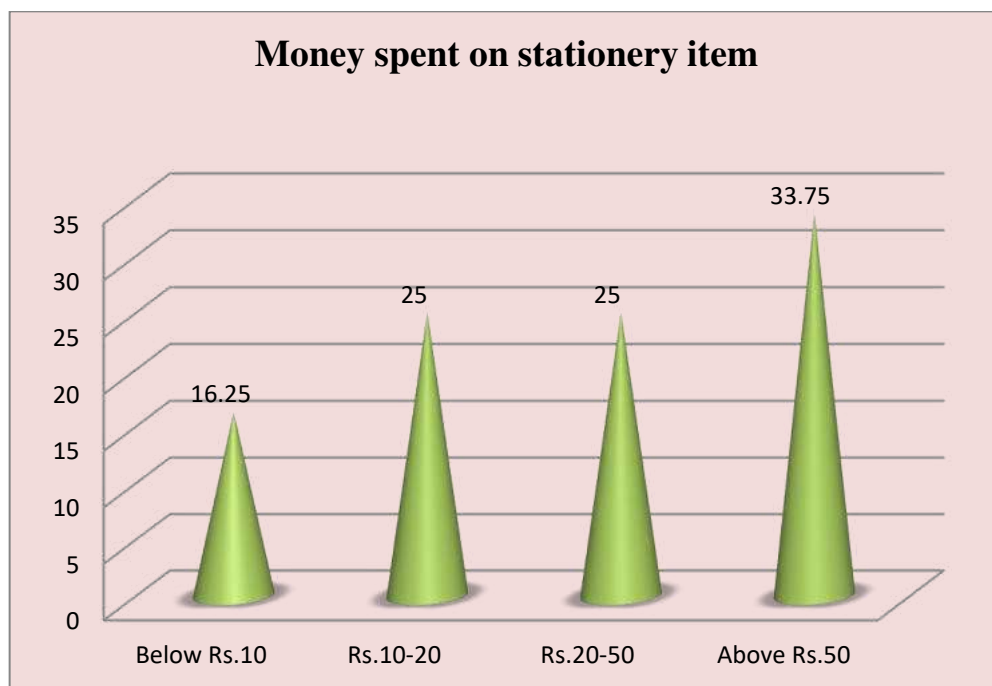
Thus, the majority of the respondents i.e., 43.75% purchased pencil as their last stationery item.

TABLE 3.12

MONEY SPENT ON STATIONERY ITEM

Particulars	No. of respondents	Percentage (%)
Below Rs.10	13	16.25
Rs.10-20	20	25
Rs.20-50	20	25
Above Rs.50	27	33.75
Total	80	100

Source: primary data



INFERENCE:

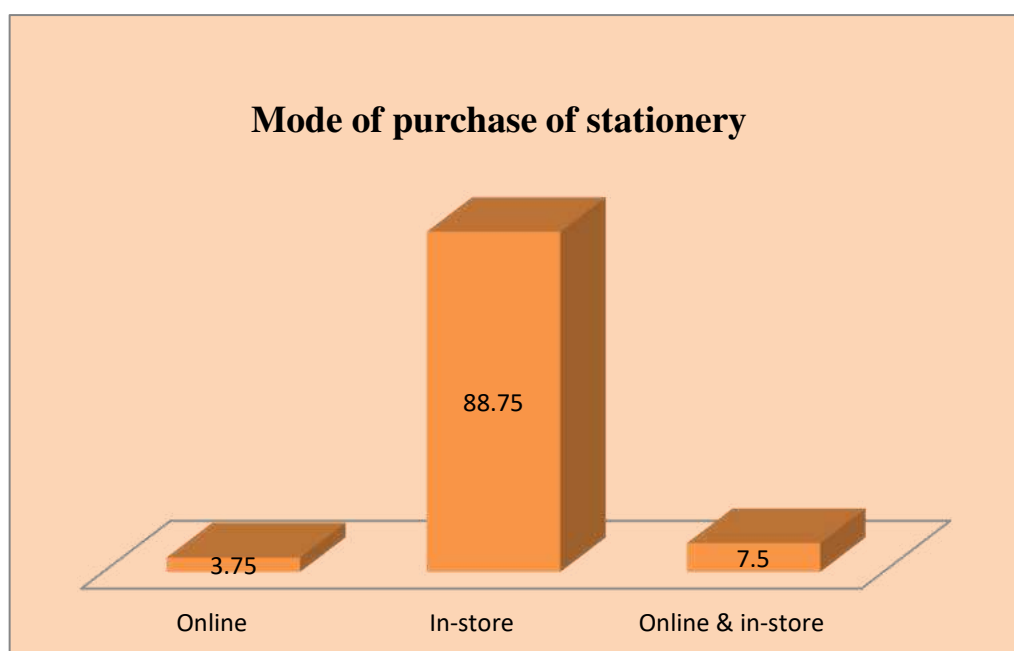
The above table infers that 16.25% of the respondents spent below Rs.10 on the Doms product for a month, 25% spent about Rs.10 – 20 for a month, 25 % of the respondents spent about Rs.20 - 50 for a month and 33.75 % of the respondents spent above Rs.50in a month.

Thus the majority of the respondents i.e., 33.75% spent above Rs.50 on the purchase of stationery in a month.

TABLE 3.13
MODE OF PURCHASE OF STATIONERY

Mode of purchase	No. of respondents	Percentage (%)
Online	3	3.75
In-store	71	88.75
Online & in-store	6	7.50
Total	80	100

Source: primary data



INFERENCE:

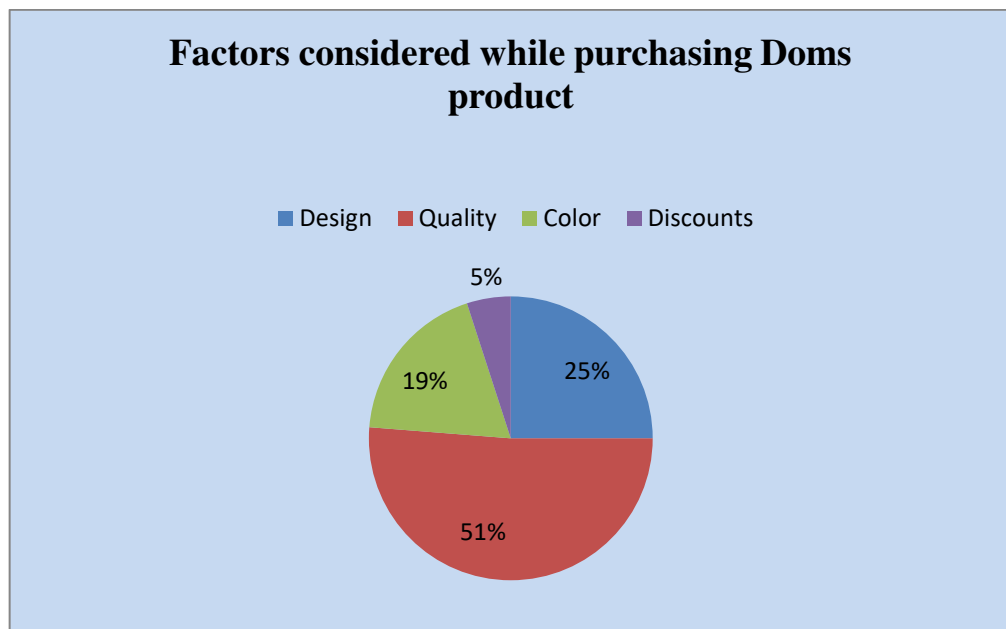
The above table infers 3.75 % of the respondents prefer purchasing through online, 88.75 % of the respondents prefer in-store and 7.5% of the respondents prefer purchasing either online or in-store.

Thus majority i.e.,88.75% prefer purchasing the stationery in-store.

TABLE 3.14
FACTORS CONSIDERED WHILE PURCHASING DOMS PRODUCT

Factors	No. of respondents	Percentage (%)
Design	20	25
Quality	41	51.25
Color	15	18.75
Discounts	4	5
Total	80	100

Source: primary data



INFERENCE:

The above table infers that 25 % of the respondents look for design while purchasing Doms product, 51 % look for quality, 19 % look for color and 5% of the respondents look for discount.

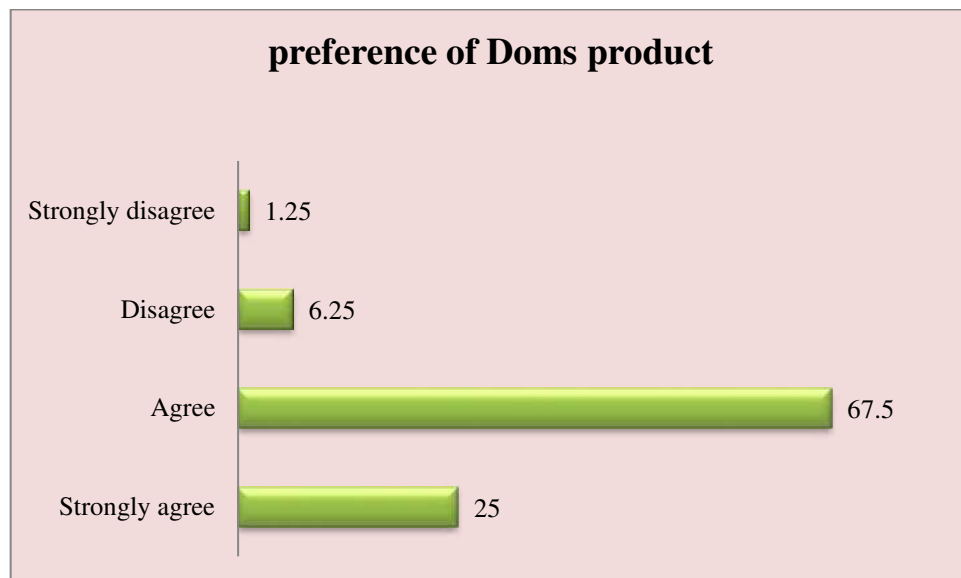
Thus major proportion of the respondents i.e., 51.25% consider quality while purchasing Doms product.

TABLE 3.15

PREFERENCE OF DOMS PRODUCT

Response	No. of respondents	Percentage (%)
Strongly agree	20	25
Agree	54	67.50
Disagree	5	6.25
Strongly disagree	1	1.25
Total	80	100

Source: primary data



INFERENCE:

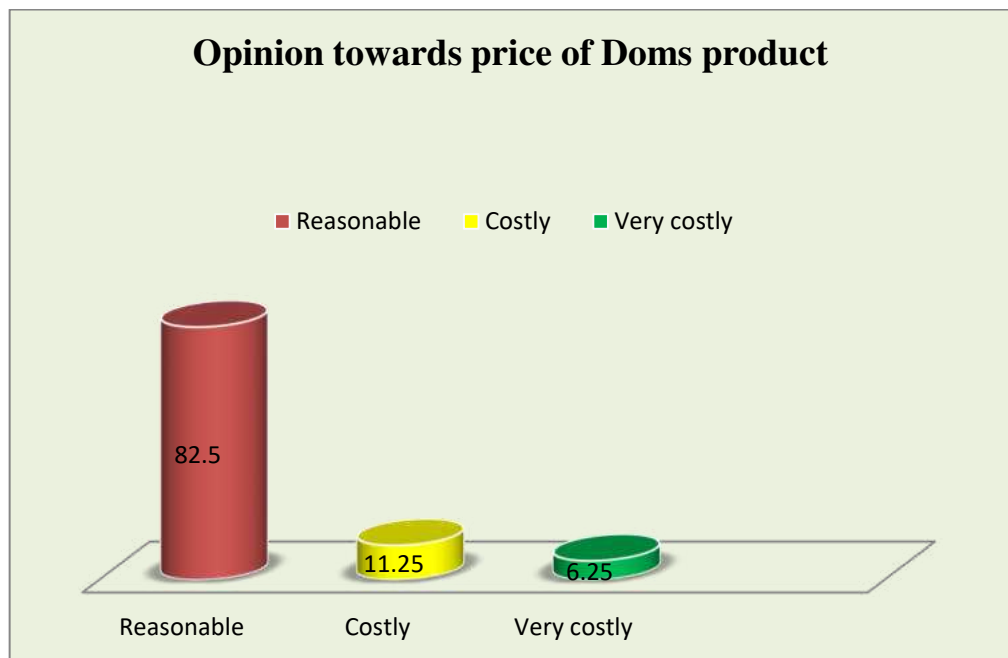
It is inferred from the above table that 67.50% of the respondents agree that Doms product is the first preference. 25% strongly agree that it is the first preference, 6.25% disagree with this and 1.25% strongly disagree with this.

Thus major proportion of the respondents i.e., 67.50% agree that Doms product is the first preference.

TABLE 3.16
OPINION TOWARDS PRICE OF DOMS PRODUCT

opinion	No. of respondents	Percentage (%)
Reasonable	66	82.50
Costly	9	11.25
Very costly	5	6.25
Total	80	100

Source: primary data



INFERENCE:

The above table infers that 82.5% of the respondents feel that the price of Doms product is reasonable, 11.25% feel that it is costly, 6.25 % of the respondents feel that it is very costly.

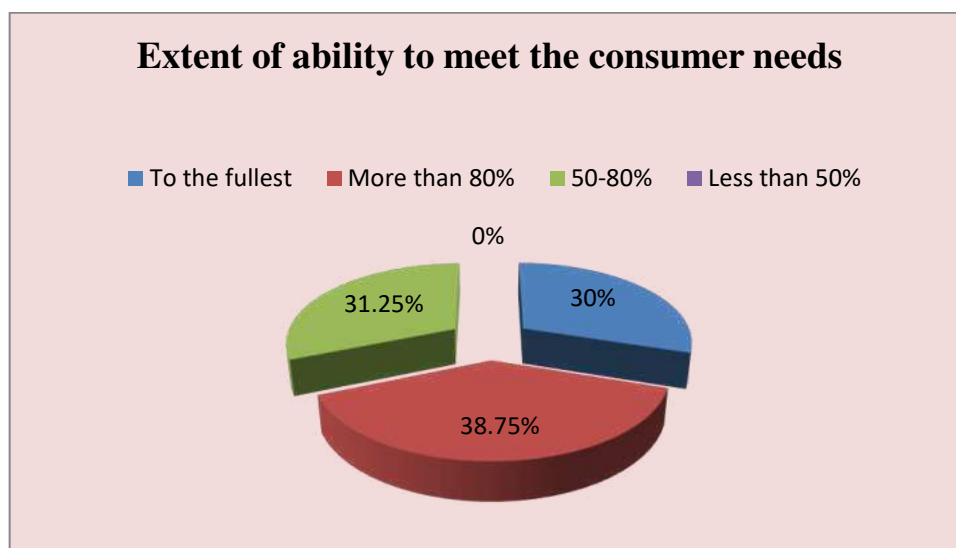
Thus, the majority of the respondents i.e., 82.5% feel that the price of Doms product is reasonable.

TABLE 3.17

EXTENT OF ABILITY TO MEET THE CONSUMER NEEDS

Particulars	No. of respondents	Percentage (%)
To the fullest	24	30
More than 80%	31	38.75
50-80%	25	31.25
Less than 50%	0	0
Total	80	100

Source: primary data



INFERENCE:

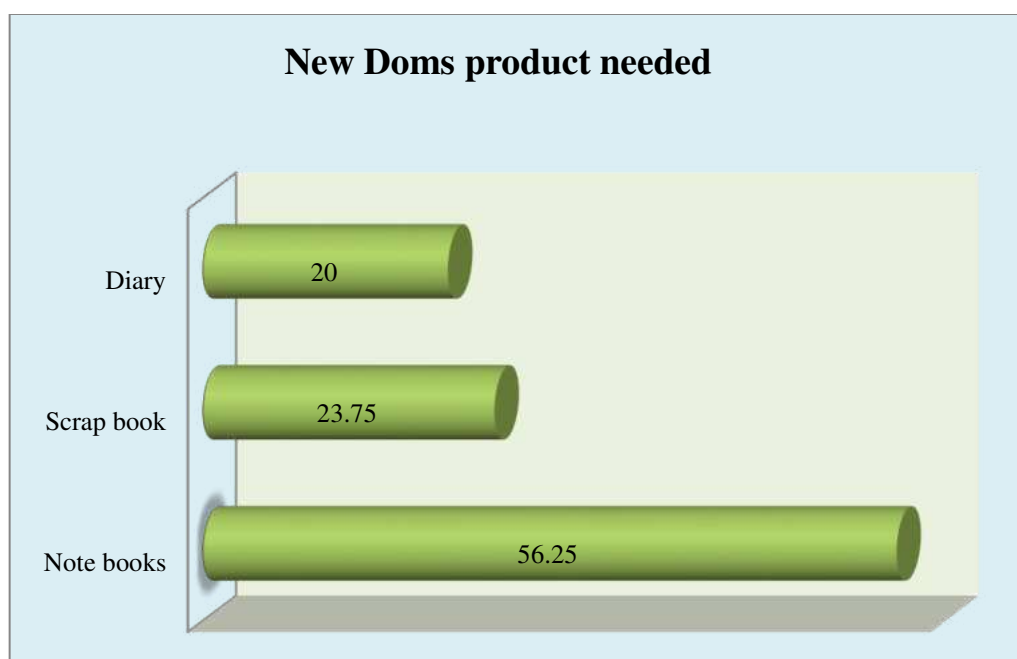
The above table infers that 30 % of the respondents feel that the Doms product is able to meet the consumer needs to the fullest, 38.75 % feel that it is more than 80 %, 31.25% feel that it is between 50 – 80 % and none of the respondents feel that the Doms product is not able to meet the consumer's needs.

Thus most of the respondents i.e., 38.75% feel that Doms products meet more than 80% of the consumers need.

TABLE 3.18
NEW DOMS PRODUCT NEEDED

Particulars	No. of respondents	Percentage (%)
Note books	45	56.25
Scrap book	19	23.75
Diary	16	20
Total	80	100

Source: primary data



INFERENCE:

From the above table it is inferred that 56.25 % of the respondents want notebooks, 23.75% of the respondents want scrap books and 20% of the respondents want diary.

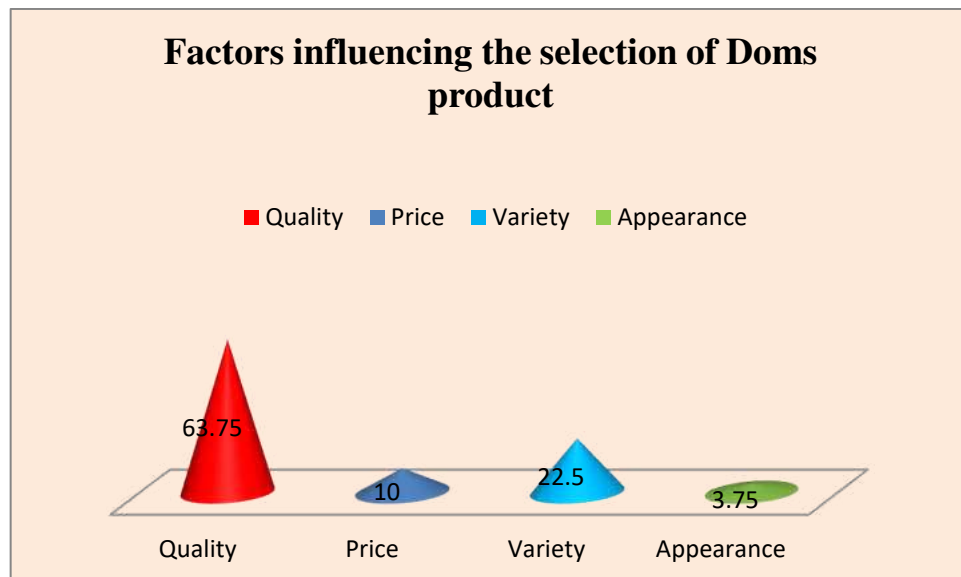
Thus the majority of the respondents (i.e; 56.25%) want note book.

TABLE 3.19

FACTORS INFLUENCING THE SELECTION OF DOMS PRODUCT

Factors	No. of respondents	Percentage (%)
Quality	51	63.75
Price	8	10
Variety	18	22.50
appearance	3	3.75
Total	80	100

Source: primary data



INFERENCE:

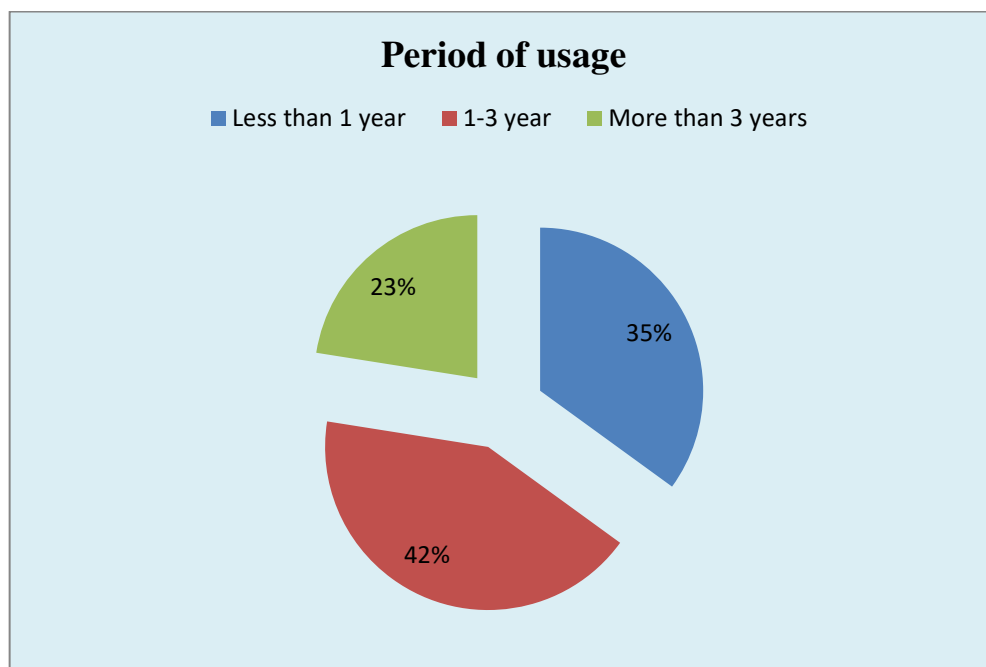
From the above table it is inferred that 63.75 % of the respondents select Doms product on the basis of quality, 10% on the basis of price, 22.5 % on the basis of variety and 3.75% on the basis of appearance.

Thus most of the respondents i.e., 63.75% select Doms product on the basis of quality.

TABLE 3.20
PERIOD OF USAGE

Period of usage	No. of respondents	Percentage (%)
Less than 1 year	28	35
1-3 year	34	42.50
More than 3 years	18	22.50
Total	80	100

Source: primary data



INFERENCE:

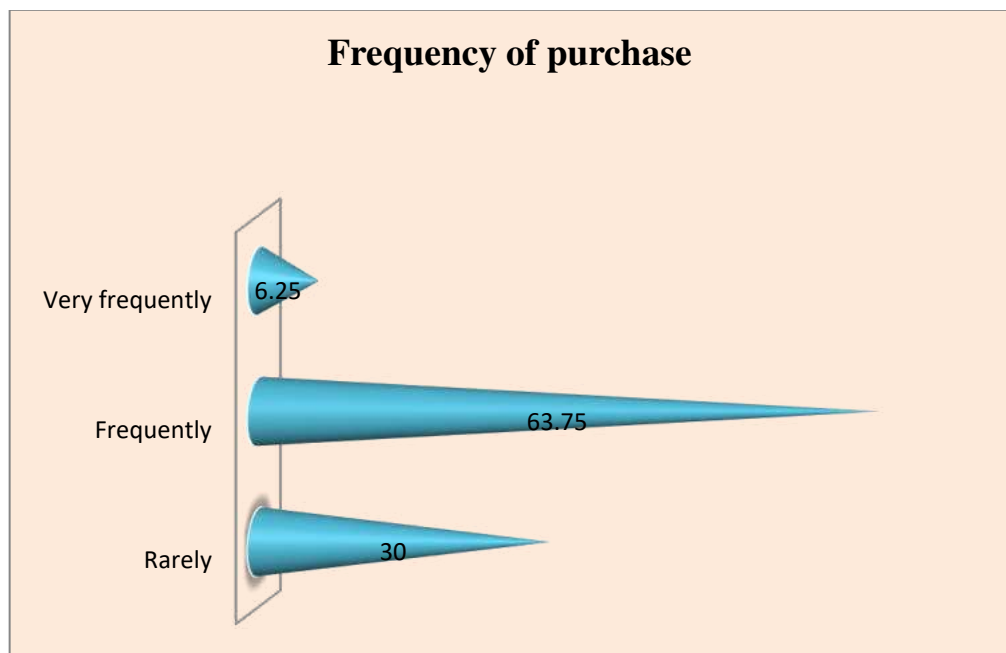
The above table infers that 35 % of the respondents have been using the Doms product for less than 1 year, 42% for a period of 1 – 3 year, and 23 % for more than 3 year.

Thus, major proportion of the respondents i.e., 42.50% are using Doms products for 1-3 years.

TABLE 3.21
FREQUENCY OF PURCHASE

Particulars	No. of respondents	Percentage (%)
Rarely	24	30
Frequently	51	63.75
Very frequently	5	6.25
Total	80	100

Source: primary data



INFERENCE:

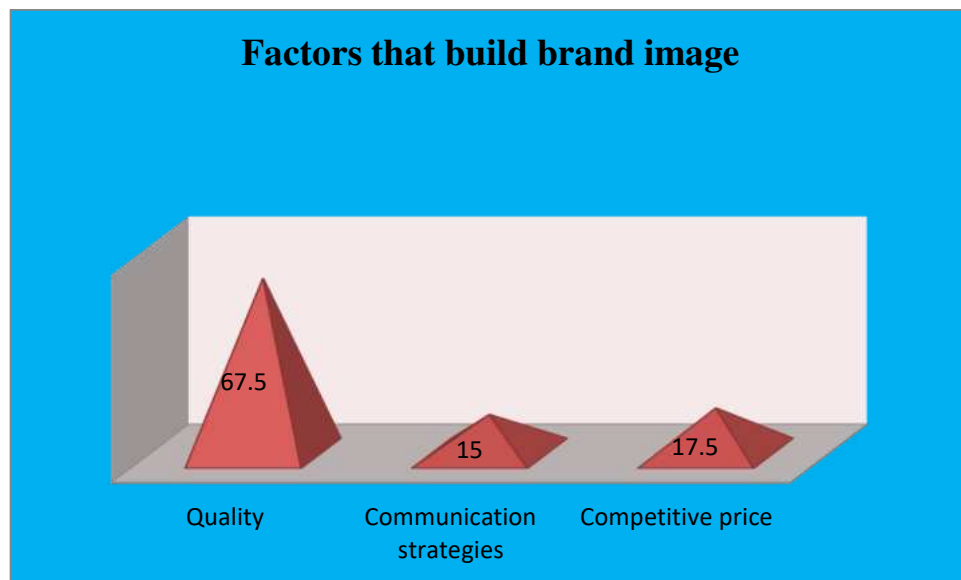
From the above table it is found that 30 % of respondents purchase Doms product rarely, 63.75% frequently and 6.25% of very frequently.

Thus the most of the respondents i.e., 63.75% purchase Doms product frequently.

TABLE 3.22
FACTORS THAT BUILD BRAND IMAGE

Factors	No. of respondents	Percentage (%)
Quality	54	67.50
Communication strategies	12	15
Competitive price	14	17.50
Total	80	100

Source: primary data



INFERENCE:

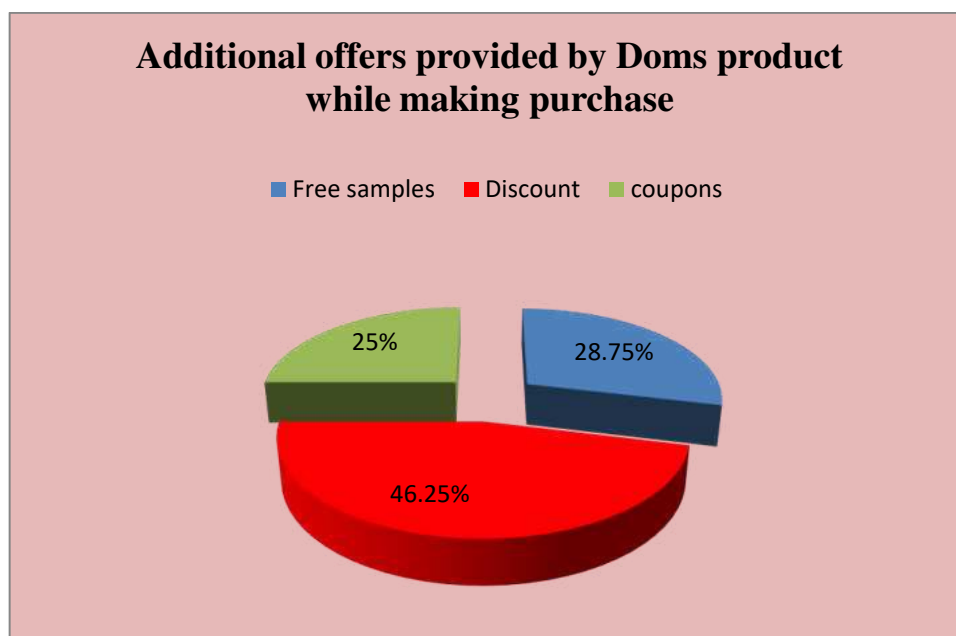
From the above table it is inferred that 67.5 % of the respondents feel that quality helps to build brand image, 15 % feel that communication strategies build brand image and 17.5 % feel that the competitive price builds the brand image.

Thus, the majority of the respondents i.e., 67.50% feel that the quality of Doms product helps to build it's brand image.

TABLE 3.23
ADDITIONAL OFFERS PROVIDED BY DOMS PRODUCT WHILE
MAKING PURCHASE

Offers	No. of respondents	Percentage (%)
Free samples	23	28.75
Discount	37	46.25
coupons	20	25
Total	80	100

Source: primary data



INFERENCE:

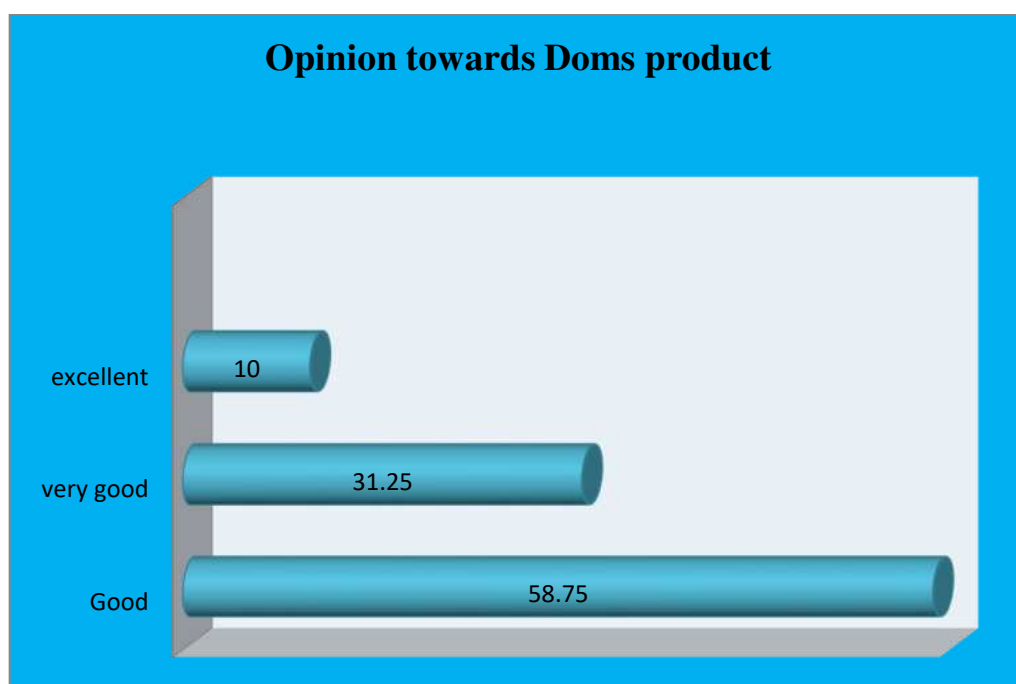
The above table infers that 28.75 % of the respondents say that free samples are provided as additional offers, 46.25 % say that discounts are provided as additional offers and 25% of the respondents say that coupons are given as additional offers.

Thus, most of the respondents i.e., 46.25% say that Discount is provided as an additional offer.

TABLE 3.24
OPINION TOWARDS DOMS PRODUCT

Response	No. of respondents	Percentage (%)
Good	47	58.75
Very good	25	31.25
excellent	8	10
Total	80	100

Source: primary data



INFERENCE:

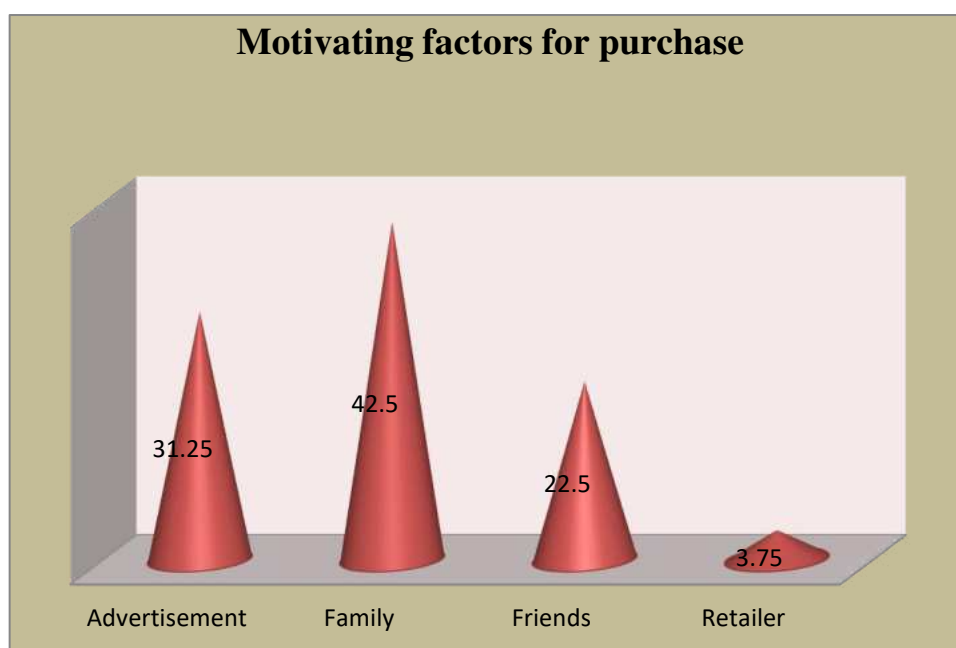
The above table shows that 58.75% of the respondents say that doms products are good, 31.25% of the respondents say that doms products are very good, 10% say that it is excellent.

Thus the most of the respondents i.e., 58.75% say that doms products are good to use.

TABLE 3.25
MOTIVATING FACTORS FOR PURCHASE

Particulars	No. of respondents	Percentage (%)
Advertisement	25	31.25
Family	34	43.50
Friends	18	22.50
Retailer	3	3.75
Total	80	100

Source: primary data



INFERENCE:

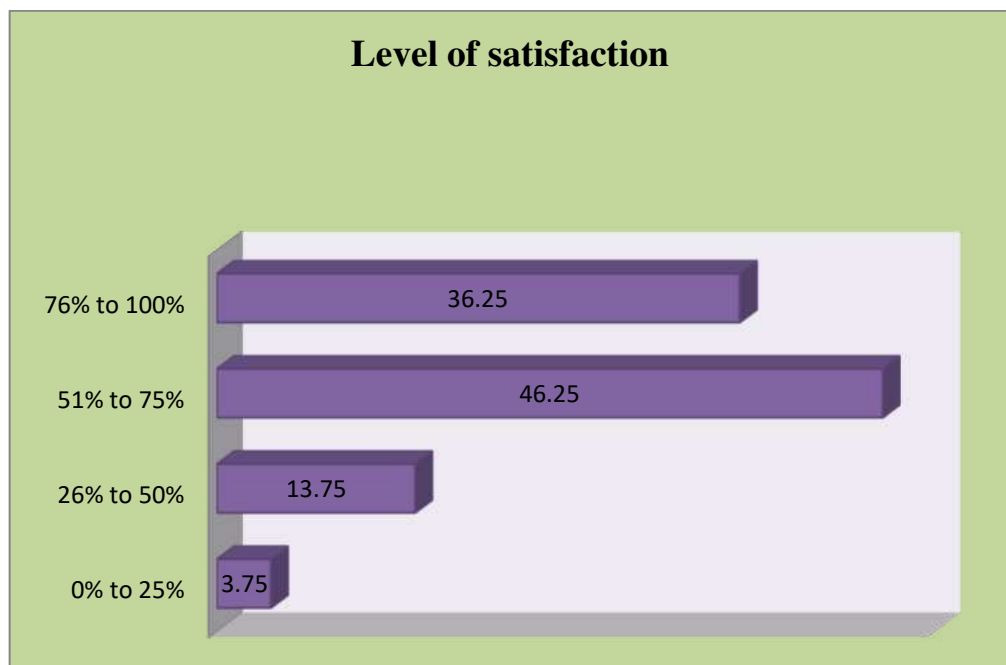
From the above table it is inferred that 31.25% of the respondents are motivated by advertisement, 42.5% to buy the product by family, 22.5 % by friends and 3.75 % by retailers.

Thus the most of the respondents i.e., 42.5% are motivated their family to buy the product.

TABLE 3.26
LEVEL OF SATISFACTION

level	No. of respondents	Percentage (%)
0% to 25%	3	3.75
26% to 50%	11	13.75
51% to 75%	37	46.25
76% to 100%	29	36.25
Total	80	100

Source: primary data



INFERENCE:

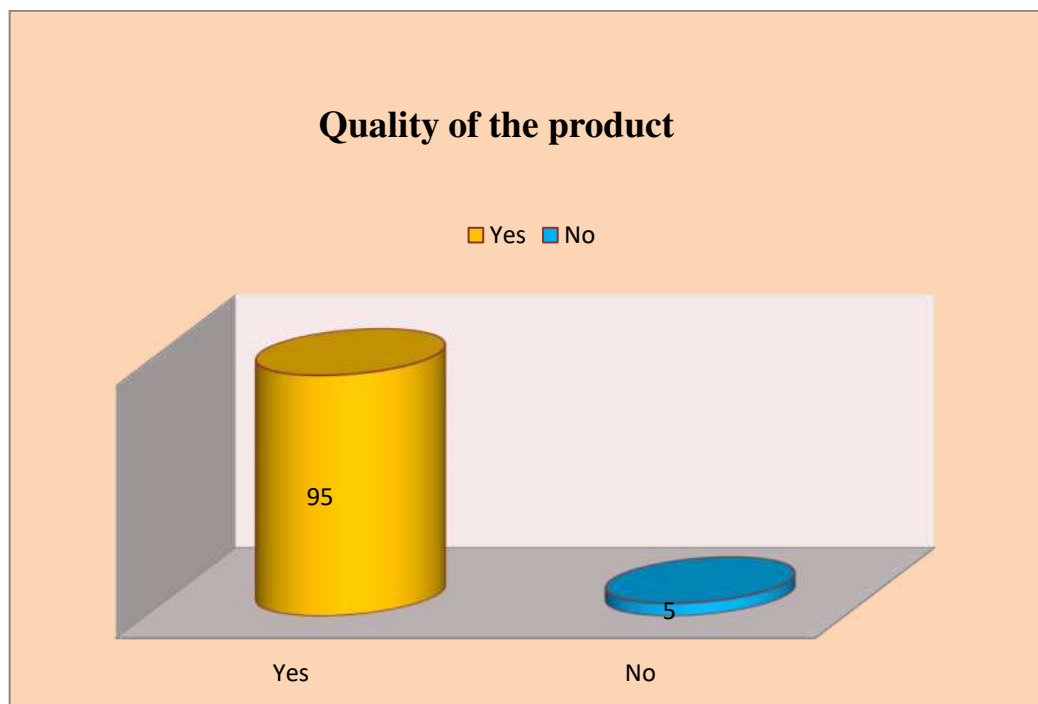
The above table infers that 3.75% of the respondents are satisfied up to 25% towards, 13.75% say that their level of satisfaction is between 26% to 50%, 46.25 % say that their level is between 51% to 75% and 36.25 % of the respondents say that their level of satisfaction is between 76% to 100%.

Thus for major proportion of the respondents i.e.,46.25% the level of satisfaction is between 51% to 75%.

TABLE 3.27
QUALITY OF THE PRODUCT

Particulars	No. of respondents	Percentage (%)
Yes	76	95
No	4	5
Total	80	100

Source: primary data



INFERENCE:

From the above table it is inferred that 95% of the respondents say that it is a quality product and 5% say that it is not a quality product.

Thus majority of the respondents i.e., 95% say that it is a quality product.

GARRET RANKING

Garrett's ranking technique was used to evaluate the problems faced by the researchers. The orders of merit given by the respondents were converted into rank by using the formula. To find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcome of such ranking have been converted into score value with the help of the following formula:

$$\text{Present position} = 100 (R_{ij} - 0.5) / N_j$$

where

R_{ji} = Rank given for the I item variable by the j respondents

N_j = Number of variables ranked by the j respondents

With the help of Garrett's table, the percent position estimated is converted in to scores. Then for each factor, the sources of each respondent were added together and then total value of score and mean value of score is calculated. This mean score for all factors were arranged in a descending order and ranks are assigned and the important factors are identified.

TABLE: 3.28

RANKING DOMS PRODUCT TOWARDS PREFERENCE OF YOUR CHILDREN

Particulars	% OF SCORE	RANK
Quality	63.5	I
Price	59.88	II
Variety	59.46	III
Design	59.15	IV

INFERENCE:

The respondents were asked to rank doms product towards preference of their children. From the above table 3.28 it is clear that the respondents have ranked quality as first , price as second, variety as third and design as fourth. Hence, it is clear from the above table that quality is ranked first.

TABLE 3.29

RANKING OF FAVORITE STATIONERY ITEM IN DOMS

	% OF SCORE	RANK
Rubber, pencil	58.86	I
Stationery kit	54.16	IV
Gum	54.56	III
Color pencils	55.45	II

INFERENCE:

The respondents were asked to rank their favorite stationery item in Doms. From the above table 3.29 it is clear that the respondents have ranked rubber& pencil as first , color pencil as second, gum as third and stationery kit as fourth.

Thus it is clear from the above table that rubber & pencil are the most preferred stationery items and it is ranked as first.

CHAPTER-IV



FINDINGS AND SUGGESTIONS

CHAPTER-IV

FINDING AND SUGGESTION

FINDINGS

This chapter entitled “Findings and suggestions” present a brief summary of the findings of the study and suggestion for future research awareness.

- It is observed from the study that about 72.5% respondents is male compared to female.
- The analysis shows that a majority of 70% of the respondents are single.
- A majority of 71.25% of the respondents are in the age group of 15-25 years.
- The study reveals that 50% of the respondents are post graduates.
- It is found that a majority of 76.25% of the respondents live in nuclear family.
- Majority of the respondents i.e., 58.75% are from urban area.
- The majority of respondents i.e., 95% say that Doms product is available in Thoothukudi.
- It is found that the majority of respondents i.e., 96.25% are using Doms products.
- The study reveals that majority of the respondents i.e., 96.25% are satisfied after using Doms products.
- Major proportion of the respondents i.e., 68.75% are attracted by the quality of the Doms product.
- The majority of the respondents i.e., 43.75% purchased pencil as their last stationery item.
- It is observed that the majority of the respondents i.e., 33.75% spend more than Rs.50 on the purchase of stationery in a month.
- The majority i.e., 88.75% prefer purchasing the stationery in-stores.

- The major proportion of the respondents i.e.,51.25% consider quality while purchasing Doms product.
- From the study it is observed that major proportion of the respondents i.e.,67.50% agree that Doms product is the first preference while buying stationery.
- The majority of the respondents i.e.,82.5% feel that the price of Doms product is reasonable.
- It is found that most of the respondents i.e., 38.75% feel that Doms products meet more than 80% of the consumers need.
- The majority of the respondents i.e., 56.25% want note book than the other stationery items.
- Most of the respondents i.e.,63.75% select doms product on the basis of quality.
- The study reveals that the major proportion of the respondents i.e., 42.50% are using doms products for 1-3 years.
- Most of the respondents i.e., 63.75% purchase doms product frequently.
- The majority of the respondents i.e.,67.50% feel that the quality of Doms product helps to build it's brand image.
- It is observed that most of the respondents i.e.,46.25% feel that Discount is provided as an additional offer.
- Most of the respondents i.e.,58.75% feel that doms products are good to use.
- It is found that most of the respondents i.e., 42.5% are motivated by their family to buy the product.
- For major proportion of the respondents i.e., 46.25% the level of satisfaction is between 51% to 75%.
- Majority of the respondents i.e., 95% say that it is a quality product.

SUGGESTIONS

Based on the findings, the following suggestions are made. These suggestions may help in the improvement of the Doms product.

- The company may provide many more discounts and offers to increase the customer satisfaction.
- The company may also provide price coupons to get a good impression among the customers.
- If the price of the product is reduced, it will surely attract more people in future.
- The company should made necessary steps to improve the channel of distribution.
- The Doms product is not available in many places. If it is available in all areas, there will be an increase in the number of customers.
- Many more advertisement may be done to attract the customers
- The quality of the customer service at tuticorin branch can be increased in order to satisfy the customer.
- The company may identify the needs and expectations of the customers. So that, adequate steps may be taken by the company to satisfy the needs and expectations, thereby increasing the sales.

CHAPTER-V



CONCLUSION

CHAPTER-V

CONCLUSION

A survey of the people has been conducted to know the liking pattern of the Doms stationery product. It is observed that overall retailers like to buy stationery products of other companies because of the margins given by them.

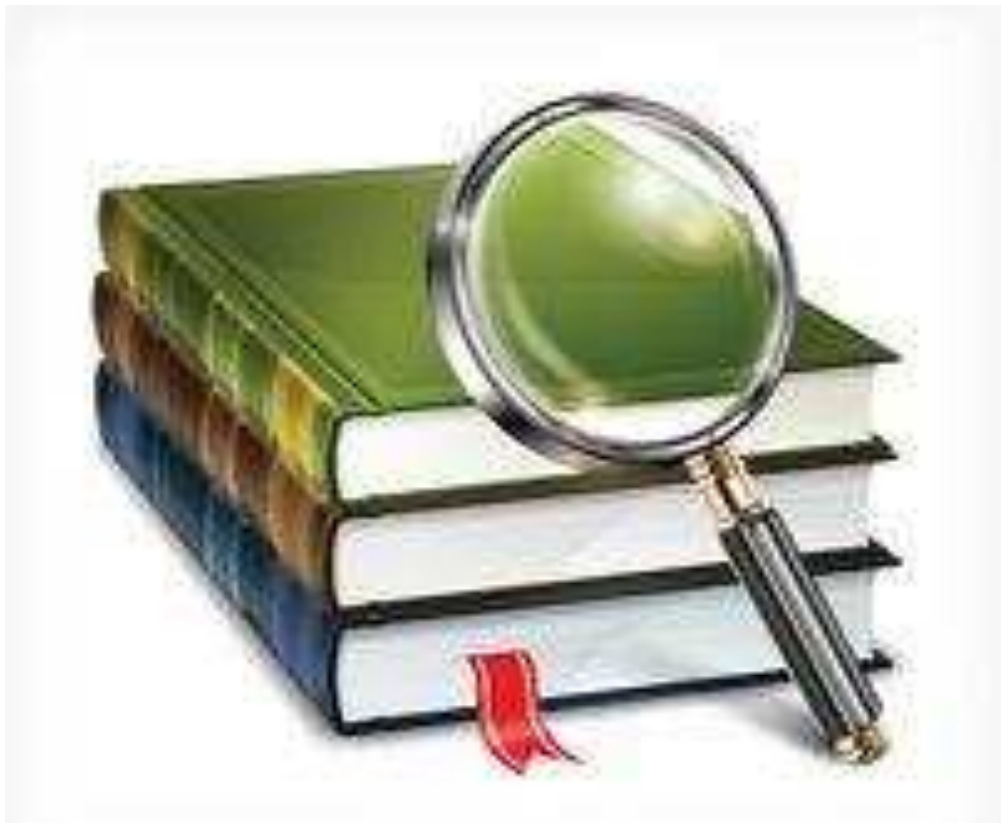
It is concluded that mostly people preferred classmate of Doms due to its high quality and image. Some people often like to have good Quality at lower price that's why they prefer other brands. Due to quality and brand image the Doms have they are able to attract the customers.

It is thus concluded from the facts collected that most of the market are covered by the Doms but the concentration on advertisement & promotional activities will help them to become a market leader in stationery products.

The success of Doms is based on a strong and consistent company culture promoting an entrepreneurial spirit and a clear set of values. Their mission and passion is to fulfill dreams for people around the world, a dream often focused on building a better quality of life by belonging to the Doms sales network. The company is forced to reduce price and offer discounts to survey the competition. Doms product ideas are mainly to attract the youngsters.

The survival and the growth of the products depend not only on the quality, but also on the features that make the products more acceptable to the intended customer. Many people have accepted Doms product as an essential part of their daily use. Most of the respondents prefer to buy the Doms product which exhibits good quality, due ability, attractive fragrance, design, reasonable price and easy availability. Hence, Doms is a product that gives high quality to the intended customer. As the customer is the unavoidable part of the business, they should also take necessary steps to retain the customers, by considering the suggestion given by the researchers. This survey may also be taken as an input for the company to plan for continual improvement.

ANNEXURE-1



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ANNEXURE-2



QUESTIONNAIRE

A STUDY ON CUSTOMERS' PURCHASING BEHAVIOUR TOWARDS DOMS PRODUCT IN THOOTHUKUDI

QUESTIONNAIRE

1. Name :
2. Gender
 - a) Male
 - b)Female
3. Marital status
 - a) Single
 - b)Married
4. To which age group do you belong?
 - a) 15-25
 - b) 26-35
 - c) above 35
5. Educational level :
 - a) Higher Secondary
 - b) Graduate
 - c) Post Graduate
 - d)Diploma Holders
6. Nature of the family
 - a) Nuclear family
 - b) Joint family
7. Members in the family
 - a) Below 3 members
 - b) 3-5 members
 - c) above 5 members
8. In which Area do you live?
 - a) Rural
 - b) urban
9. Is Doms product available at all place in Thoothukudi?
 - a) Yes
 - b) No
10. Are you using Doms product?
 - a) Yes
 - b) No
11. Are you satisfied with usage of Doms product?
 - a) Yes
 - b) No
12. Are you satisfied with the price and varieties?
 - a) Yes
 - b) No
13. Which features attracted you to buy Doms product?
 - a) Quality
 - b) Advertisement
 - c) Price
 - d) Design

14. What was the last stationery item you purchased?

- a) Pencil b) Stationery kit c) Eraser d) Color pencils

15. How much money do you spend on your stationery item?

- a) Below Rs.10 b) Rs.10-20 c) Rs.20-50 d) Above Rs.50

16. Rank your favorite stationery item in Doms product?

	Rank
a) Rubber, pencil	
b) Stationery kit	
c) Gum	
d) Color pencils	

17. Where would you prefer to purchase stationery?

- a) Online b) In-store c) Online & in-store

18. What do you look for when purchasing Doms product?

- a) Design b) Quality c) Color d) Discounts

19. Are you satisfied with Doms product?

- a) Strongly Agree b) Agree c) Disagree d) Strongly disagree

20. What is your opinion towards the price of the product?

- a) Reasonable b) Costly c) Very costly

21. To what extent has the product been able to meet your needs?

- a) To the fullest b) More than 80% c) 50-80% d) Less than 50%

22. What new Doms product do you want & need?

- a) Note books b) Scrap book c) Diary

23. What factors influence you to select the Doms product?

- a) Quality b) Price c) variety d) Appearance

24. Do you deal in selling and marketing goods in online?

- a) Yes b) No

25. Did you motivate others to buy this product?

- a) Yes b) No

26. How long are you using Doms product?

- a) Less than 1 year b) 1-3 year c) More then 3 years

27. How often do you buy Doms product?
 a) Rarely b) Frequently c) Very frequently
28. Which factor helps to build a good brand image?
 a) Quality b) Communication strategies c) Competitive price
29. What do you get in addition to your purchase?
 a) Free samples b) Discount c)coupons
30. Do you face any problem in using Doms product?
 a) Yes b) No
 If Yes what are the problems: -----
31. Do you have any complaint about Doms product?
 a) Yes b) No
 If Yes what are the complaints: -----
32. What is your general opinion regarding Doms product?
 a) Good b) Very good c) Excellent
33. What induced you to buy this product?
 a) Advertisement b) Family c) Friends d) Retailer
34. How frequently do you buy the product?
 a) Weekly b) Twice in a week c) Monthly
35. Does the product satisfy your expectations?
 a) Yes b) No
36. How much percentage the Doms have been satisfied you?
 a) 0% to 25% b) 26% to 50% c) 51% to 75% d) 76% to 100%
37. Do you need any changes regarding the Doms product?
 a) Yes b) No
 If Yes what are the changes: -----
38. Rank the Doms product according to the preference of your child or kids:

	Rank
a) Quality	
b) Price	
c) Variety	
d) Design	

39. Do you want any cartoon eraser for your kids?

- a) Yes b) No

40. Is Doms a quality product or not?

- a) Yes b) No

41. Which Doms product do your kids like most?

- a) Pencils & Eraser b) Crayons c) Ballpoint pen d) Gum

42. Doms product is my first preference?

- a) Strongly agree b) Agree c) Disagree d) Strongly disagree

43. Suggestions if anssy?

**PERCEPTION AND ATTITUDE OF GENERAL PUBLIC TOWARDS AYUSH
PRODUCTS IN LIFESTYLE MODIFICATION AT THOOTHUKUDI CITY**

A project report submitted to

ST.MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

in partial fulfillment of the requirements

for the award of the degree of

MASTER OF COMMERCE

Submitted by

CARLIN.S

REG.NO. 19APCO05

Under the Supervision and Guidance of

Dr.S. Bulomine Regi

Assistant Professor



PG&RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (AUTONOMOUS)

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March-2021


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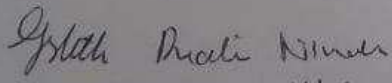
CERTIFICATE

This is to certify that the project entitled "PERCEPTION AND ATTITUDE OF GENERAL PUBLIC TOWARDS AYUSH PRODUCTS IN LIFESTYLE MODIFICATION AT THOOTHUKUDI CITY" submitted by the candidate, Carlin.S., partial fulfillment of the requirements for the degree of Master of Commerce at St.Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, is a original work done by me during the period of their study under my guidance and supervision.


Place: Thoothukudi

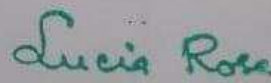
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DECLARATION

I hereby state the project entitled "**PERCEPTION AND ATTITUDE OF GENERAL PUBLIC TOWARDS AYUSH PRODUCTS IN LIFESTYLE MODIFICATION AT THOOTHUKUDI CITY**" is submitted to **St.Mary's College (Autonomous)**, Thoothukudi, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is my unique work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 10.04.2021

S. Carlin
Signature

ACKNOWLEDGEMENT

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

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

CARLIN. S

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LIST OF CONTENTS

CHAPTER	TITLE	PAGE NO.
I	Introduction and Design of the study	1-8
	1.1 Introduction	1-4
	1.2 Statement of the problem	4
	1.3 Objectives of the study	4
	1.4 Scope of the study	5
	1.5 Research Methodology	5
	1.6 Collection of data	6
	1.7 Sample design	6
	1.8 Framework of analysis	7
	1.9 Period of the study	7
	1.10 Limitations of the study	7
	1.11 Scheme of the report	8
II	Review of Literature	9-19
III	AYUSH : An Overview	20-35
	3.1 Introductions	20&21
	3.2 History of AYUSH	21-26
	3.3 Benefits of AYUSH system	26
	3.4 challenges in the AYUSH	26&27
	3.5 Perception of seniors	27-29
	3.6 Perception of young minds	29&30
	3.7 Need and importance of AYUSH Therapies in modern medicine	30& 31
	3.8 Growth potential of AYUSH in india	31-34
	3.9 Conclusion	35
IV	Analysis and Interpretation of Data	36-51
V	Findings, Suggestions and Conclusion	52-54
	Bibliography	55 & 56
	Annexure – Questionnaire	57-61

CHAPTER –I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

Today there is an increased awareness of the importance of taking care of one's health. Everyone wants to enjoy good health. Hence, as soon as someone falls sick, the family and the relatives rush to the nearby hospital for an immediate cure. The families are willing to sacrifice anything to cure a sick person, at times even by selling all their properties. Health is considered as the basic and most precious wealth. Even poor people want to have access to cheap and best medical care available in their place. In a developing country like India, there are numerous private and public hospitals. The medical stores are practically in every nook and corner of a town or a village. Specialised medical shops are available in urban centres and cities. All these are signs of people's aspiration to enjoy good health.

For many centuries, people in the villages and towns have been treating various diseases through home-made medicines. Some of these traditional medicines used to cure them immediately, while others heal them slowly and prepare the body to be healthy and strong in the long run. With the arrival of "English medicine", these home-made remedies have gradually disappeared. These are now available only in some remote villages, especially where western medication is not available. Today, in the globalised world, people can receive any medicine from any part of the country and even from other nations within a very short time. In big hospitals, for every part of the body, there is a separate section for treatment with a specialised doctor. The growth of science and

technology has increased people's beliefs and trust in these modern medicines and surgical interventions.

At the same time, there is a new reawakening among the people about the long-term disadvantages of such a medical procedure. Often, they are considered to be very costly, and many people cannot afford to procure them. Moreover, due to the excessive use of chemical components in them, people are beginning to question their adverse impact on general health. Therefore, Nowadays, there is a turning back to the traditional medical measures. There is an increased awareness about medicines and medical cures that have been practised for centuries in different parts of India. Most of these “traditional” medicines are based on natural products and they are suitable to local environmental conditions and style of living. Even though they appear to be slow in curing a particular disease, their good effects remain in the body for a long time and help to improve the whole immune system.

AYUSH products belong to these traditional natural ways of taking care of one's health. They are used to strengthen body immunity in general as well as to cure small and serious illnesses. The word AYUSH is an acronym for Ayurveda, Yoga, Unani, Siddha and Homeopathy. These are ayurvedic products that are considered to be without side-effects or collateral damages. Generally, they are affordable and hence even poor, lower-income, and middle-class families can have access to them. Because of the steady growth in their use, the Government of India has even created a separate Ministry to promote the benefits of AYUSH products and to guarantee their quality and services. Many efforts are made to spread them even in the international markets. So much so it

has become one of the major sources of income for the country, increasing its international trade and foreign exchange.

Knowing the growing popularity and efficacy of AYUSH products, many local and multinational companies have begun to advertise them very aggressively through conventional and digital social media. It is said that the World Health Organisation is even keen on setting up a Global Centre for Traditional medicine in our country following their popularity in many countries and a spurt in exports of such products. The AYUSH Ministry is happy because establishing such a Centre will strengthen evidence-based researches and training in the field of traditional medicines, It will support generating global awareness and recognition of ancient Indian medicine across the globe. Numerous scientific researches have been carried out to know and to spread the benefits of using AYUSH products. Many books and scientific articles have been regularly published on the impact of AYUSH products both within the country and abroad.

Despite all these new and positive developments in the use of traditional medicine, there are still some doubts and questions regarding their origin and true effects. Some people raise serious questions regarding their scientific basis and the standard of quality control before reaching the market. There is a need to dispel these uncertainties and to answer the questions that people genuinely raise about their efficacy. It is important to dispel all the queries surrounding the components and the results of such medicine. The objective of this online survey is to find out the awareness, attitudes and perceptions that people have about the AYUSH products and their impact on lifestyle modification.

1.2 STATEMENT OF PROBLEM

This topic is chosen because the study helps to understand the attitude and perception of the General Consumer in lifestyle modification towards AYUSH products. Nowadays, Ayurvedic medicine and treatment have become more popular among the public. But still, these days there seem to be some problems in using AYUSH products for treatment. It is less effective compared to other medical processes. There are many reasons for it such as inadequacies of resources for medicines, lack of health centres, capacity building, practitioner and public faith in its efficiency, heavy competition with modern medicine, lack of dedicated efforts, fear of loss and conflict of interests, standard of medical care, lack of investment in capturing market etc. Under these circumstances, it may not be able to run successfully for a long time. Therefore, this study is conducted on perception and attitude towards AYUSH in lifestyle modification among the general public.

1.3 OBJECTIVES OF THE STUDY

1. To study the growth and popularity of origin of AYUSH in India.
2. To know the usage and benefits of AYUSH products in lifestyle Modification.
3. To identify the difficulties faced by the general public due to the usage of AYUSH product.
4. To understand the perception of individuals towards AYUSH Product in the lifestyle Modification.
5. To analyse the attitude of individuals towards AYUSH Products in the Lifestyle Modification

1.4 SCOPE OF THE STUDY

The present project is entitled, “Perception and Attitude of AYUSH in Lifestyle Modification among the General Public of Thoothukudi City”. It was carried out to find out the growth of popularity of AYUSH products in India. This empirical analysis helps us to know about the customers’ perceptions and attitudes towards these products and the problems they face in this regard. In other words, the present study intends to find out the level of awareness that customers have on the use and effects of AYUSH products. Today people have the possibilities to choose from different medical options such as Ayurveda, Siddha, Homeopathy, etc. In this scenario, this study offers a detailed picture of the perceptions and attitudes that the general public of Thoothukudi City has on the distinct features and benefits of AYUSH products. The information gathered from this study could be useful to the company to improve the practices and strategies to attract more customers in the future.

1.5 RESEARCH METHODOLOGY

The present study follows the method proper to empirical research. It is analytical in nature. A questionnaire on AYUSH products was formulated and was made available online to the general public of Thoothukudi City. The questionnaire contained direct and objective questions and affirmations. It had questions with multiple answers to choose from. The respondents had to answer them just by clicking the appropriate reply.

The questionnaire had the objective of finding out the customers’ perceptions and attitudes towards AYUSH products. It intended to elicit awareness about the

AYUSH products in general. It wanted to find out, in a particular way, the respondent's perceptions and attitudes towards AYUSH products. Hence the questions were related to factors such as sources of knowledge, availability of products, preferences compared to similar medicines, frequency, cost advantages, side-effects, long-term benefits, trust in the local medicine, quality control, etc.

1.6 COLLECTION OF DATA

The data for the study were collected through survey. Data are of two types.

They are,

1. Primary data
2. Secondary data

Primary Data

Primary data were collected by framing a questionnaire. A set of questionnaire was prepared and were given to public to analyse the perception and attitude towards AYUSH.

Secondary Data

The secondary data were collected from websites, magazines, books and journals.

1.7 SAMPLE DESIGN

Simple Random Sampling was adopted and the data were collected from 125 sample respondents using questionnaire in Thoothukudi City

1.8 FRAMEWORK OF ANALYSIS

Regarding the study on perception and attitude towards AYUSH in General public lifestyle modification at Thoothukudi City, the researches collected through primary and secondary data to make a clear view of the project. The data collected through questionnaire. It was classified and analyzed on the basis of statistical tools like,

- Percentage Analysis
- Mean Ranking

1.9 PERIOD OF THE STUDY

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

1.10 LIMITATIONS OF THE STUDY

Despite the objective analysis, the following are the inevitable limitations of the present study:

1. The study was limited only to Thoothukudi City. Hence the results must be understood from this geographical limitation.
2. The response of the participants is based on their personal or family experience, which could be subject to some errors.
3. The reliability of the data may not be dependable since many factors are involved in responding to the questions.

4. The data collected were not fully adequate because the different views and evaluations provided by the respondents were subject to personal bias and prejudices.

1.11 SCHEME OF THE REPORT

The study on customer perception and attitude towards AYUSH Product in Thoothukudi City is organized into five chapters. They are,

- ❖ The first chapter deals with Introduction and Design of the study.
- ❖ The second chapter deals with the Review of the Literature.
- ❖ The third chapter deals with the Theoretical framework of the study.
- ❖ The fourth chapter deals with the Analysis and Interpretation of Data.
- ❖ The fifth chapter deals with the summary of Findings, Suggestions and Conclusion.

CHAPTER – II

REVIEW OF THE LITERATURE

2.1 INTRODUCTION

A literature review is a survey of scholarly sources that are available on a specific theme or topic. It provides an overview of existing findings or current knowledge, which allows us to understand relevant theories, methods, and approaches. These include articles in specialised journals, books, book reviews, government reports, company surveys, Websites, etc. The literature review provides a general description, summary, and critical evaluation of each source. Such review enables us to have an overall picture of various researches already done and to identify unknown and unresearched topics in a particular field. This chapter offers a quick summary of reviews that deal with the perceptions and attitudes of the general public and experts on the benefits and specific effects of AYUSH products.

2.2 REVIEWS RELATED TO PERCEPTION AND ATTITUDE OF CONSUMERS TOWARDS AYUSH PRODUCTS

Sreena Raj and Karthikeyan Sivashanmugam. et.al. (2011)in their article on“Ayurveda – A glance “Ayurveda has the distinction of being the "oldest medical system known to man and the oldest and most comprehensive spiritual teachings in the world". Ayurveda is based on the principle of maintaining a balance between the interrelated relationships within the body and mind. It helps the patient to understand the benefits of knowing their body and mind and to live in intimate relationship with nature.

Ayurvedic literature has remedies for age-related diseases like memory loss, osteoporosis, diabetic wounds, etc. for which no efficient medicine is available in modern therapy. Even though Ayurvedic has a sound literature background, ironically its share in the global medicinal market is very less (0.5%). In order to promote Ayurveda in the international market, Ayurvedic drugs should be available in standardized form, which is the minimum requirement for introducing a product in the Western market. Ayurvedic formulations should be standardized on the basis of active principle or major compound(s) along with fingerprints. There is great scope for India to achieve global leadership of traditional medicinal market through export of quality products from Ayurvedic medicinal system. This article gives an overview of Indian traditional medicinal system-Ayurvedic. It also highlights the principle of Ayurvedic therapy, current status of Ayurveda, the challenges faced by Ayurveda in the modern world and the need of science based research to overcome its drawbacks. According to Karaka - "The Science of life shall never attain finality. Therefore humility and relentless industry should characterize your endeavor and your approach to knowledge. The entire world consists of teachers for the wise and enemies for the fools. Therefore, knowledge, conducive to health, longevity, fame and excellence, coming from even an unknown source, should be received, assimilated and utilized with earnestness". In the beginning of the first millennium AD, there were mainly three principal medical systems: Ayurveda, Greek and Chinese medicine. The fundamental principle of the relationship between the man and nature was more or less same in all the medical systems, but their approach in therapy was different (Subbarayappa, 2001).

Kashinath Metri (2013)¹in his article on “yoga and Ayurveda “Modern medicine increasingly looks to traditional systems of medicine to combat the chronic disease crisis caused by non-communicable diseases. Yoga and Ayurveda present two ways to eliminate pathology and restore health. In ancient India, health was promoted by the most powerful means available. Traditional Indian systems of medicine like Ayurveda and yoga often restore health when all else has failed. They are increasingly accepted as possible routes to regaining health, even in the face of otherwise incurable chronic diseases. Their seeds in the Upaniṣads are the pañcavāyus (five subtle energies), prāṇas (vital breaths), controlling the physiology. Acting on 'subtle levels' that control gross physical levels gives yoga and Ayurveda their power to cure chronic diseases and restore health. As integratively practiced today, yoga–medicine combine traditional wisdom with modern medicine. Mentally, yoga aims to balance the mind ('balance of mind' is called yoga) by balancing the three guṇas. Physiologically, it acts on the pañcakoshas (five sheaths) surrounding the abstract level of spirit or Self, so preventing interference with processes maintaining balance and health. Its lifestyle strategies prevent imbalances from arising, thus promoting health. Ayurveda similarly aims to restore balance to regulatory systems in the physiology, describing them in terms of three doṣas and their 15 sub-doṣas. Both yoga and Ayurveda are similarly structured and complement each other. Adopting their lifestyle recommendations offers effective means to avoid disease and maintain health.

¹Kashinath Metri (2013), yoga and Ayurveda: complementary systems of healing for use in integrative medicine, Light on Ayurveda Journal, vol XII, Issue 1, Page: 37-43

<https://www.researchgate.net/Publication/289957526>

Binod Bihari Dora, Shalini Gupta et.al. (2015)² In their article on “ Importance of AYUSH in present health care perspective “ the term AYUSH stands for Ayurveda, Yoga & Naturopathy, Unanai, Siddha and Homeopathy systems of medicine. Within these medical systems, drug therapies play an important role in curing disease and maintaining health. These drugs comprise of natural molecules which are better absorbed and utilized in the human body and produce effect without adverse drug reaction in comparison to the synthetic molecules. Realizing the 21 sty century is termed as the "Century for Natural Drug Molecules". AYUSH system is centuries old. But over these years it has gained confidence of many as other systems of medicine. There is much scientific evidence through which it can be validated that no single system of medicine can cater the health care needs effectively. Combined, they can be better practiced which can give relief and cure to the patients thereby paving the way for better health. They cannot be regarded as competitors rather they are complimentary to each other. There are many recent trends which show that many countries have already included AYUSH in their national health programs. It has many more to offer in future to attain true.

²Binod Bihari Dora, Shalini Gupta, SamritaSital and Mamta Singh (2015), Importance of AYUSH in present health care perspective, AYUSH in present perspective, volume 4, issue 3, and page: 5-7 <https://www.reserachgate.net/publication/330312728>.

JanmejayaSamal (2015)³ In his article on “ Role of AYUSH workforce , therapeutics and principle “Decades back AYUSH systems of medicine were limited to their own field with few exceptions in some states as health in India is a state issue. This took a reverse turn after the initiation of National Rural Health Mission (NRHM) in 2005 which brought the concept of “Mainstreaming of AYUSH and Revitalization of Local Health Traditions” utilizing the untapped AYUSH workforces, therapeutics and principles for the management of community health problems. As on 31/03/2012 AYUSH facilities were co-located in 468 District Hospitals, 2483 Community Health Centers and 8520 Primary Health Centers in the country. Several therapeutics is currently in use and few drugs have been included in the ASHA drug kit to treat common ailments in the community. At the same time Government of India has recognized few principles and therapeutics of Ayurveda as modalities of intervention to some of the community health problems. These include Ksharasutra (medicine coated thread) therapy for ano-rectal surgeries and Rasayana Chikitsa (rejuvenative therapy) for senile degenerative disorders etc. Similarly respective principles and therapeutics can also be utilized from other systems of AYUSH such as Yoga and Naturopathy, Unanai, Siddha and Homoeopathy. Akin to Ayurveda these principles and therapeutics can also help in managing community health problems if appropriately implemented. This paper is a

³JanmejayaSamal (2015), Role of AYUSH workforce , therapeutics , and principles in health care delivery with special reference to national rural health mission , An International quarterly journal of research in AYUSH , vol 36 (1) page : 5-8
<https://www.ncbi.nlm.nih.gov/Pmc/articles/PMC46587239>.

review on the role of AYUSH, as a system, in the delivery of health care in India with special reference to National Rural Health Mission.

Dr.VishalThelkar and Dr.Suvarna Deshpande (2017)⁴in their article on “Brand preference of Ayurvedic medicine various diseases “About 80 percent of world population depends on natural products for their health care instead of Modern medicines primarily because of side effects and high cost of modern medicine. Presently the demand for traditional Indian herbal products has increased tremendously in India and abroad with rising awareness about health and fitness and changing lifestyle. However, dietary supplements, herbal and nutritional supplements will form the greatest opportunity areas for Nutraceutical processing, motivated by growing demand from an evolving consumer base. Ayurveda is one of the most ancient health sciences evolved in India almost 5000 BC and practiced therein. The crude drugs have therapeutic benefits significant for both humans and animals. The rural market in India has vast size and offers a huge opportunity for investment. The demand for Ayurvedic formulations is increasing both in the domestic market as well as internationally. Rural market in Maharashtra has tremendous potential for Ayurveda Industry but very few know how to either identify these consumers or reach out to them.

⁴Dr.VishalThelkar and Dr.Survarna Deshpande (2017), Brand preference of Ayurvedic medicine various diseases, International journal of management, vole 7, issue 6, page: 7 - 36.<http://www.ijmra.us>.

Janmejayasamal , Ranjit Dehury (2018)⁵ In their article on “ preference and perception and characteristics of people adopting traditional and AYUSH systems of medicine “ Background Albeit Indian system of medicine has been practiced since long however it has got recent prominence after some policy decisions made to make it more accessible to the people of India. Methods a twofold search strategy was adopted to obtain the literature; search through PUBMED and hand search through cross references. Of the 58 articles obtained through both the search approaches 13 articles were finally included in the review. Results the studies reviewed assessed the utilization, preference, perception and characteristics of people adopting traditional and AYUSH systems of medicine in India. Utilization was observed in a particular geographical area (states) and by a specific group of people such as tribal and general population, medical practitioners and religious groups. Perception about AYUSH system was mixed with different segments of the society. Preference among the general population revolved around distrust or frustration with allopathic medicine, cost effectiveness, accessibility, non-availability of other options and less side effects of AYUSH medicines. Moreover people primarily adopted AYUSH systems of medicine based on their personal experiences and recommended the same to other people as well. Conclusions a mixed response was observed through this systematic review with regard to utilization, preference, perception and characteristics of people adopting traditional and AYUSH systems of medicine in

⁵JanmejayaSamal, Ranjit Dehury (2018) utilization, preference, perception and characteristics of people adopting traditional and AYUSH systems of medicine, journal of complementary and integrative medicine, vol 16(2), page: 2032 -2040

<http://www.researchgate.net/publication /328456418>

India. A higher level of awareness and governmental patronization is required to make it available to the common man at the last corner of the society for the benefit of the former and the system as well.

Subhajit Ghosh, P.N .Murthy et.al. (2018)⁶in their article on “A literature review on various AYUSH dosage forms “AYUSH is an ancient system of medical science which elucidates about the different forms of dosage, which is the physical form of a medication deliberate for administration. As per Ayurveda the different types of dosage forms can be prepared by the Vaidya (physician) according to Yukti (solution by scientific logic), seeing samyoga, vishesha, kala and samskara. Different types of dosage forms have been described in the Ayurvedic texts. These all are classified into different types such as Aushadhakalpana, Aaharakalpana, and Bahyaand Abhyantarakalpana, including solid, liquid and semisolid forms, as well as their sources also such as plant, animal and mineral origin. The dosage forms are mainly premeditated to increase shelf life, palatability and to alter potency. These all can be used for both purposes internally and externally. Few of the dosage forms of them have been described mainly based on the physical mode of medicine, its uses and advantage.

⁶Subhajit Ghosh , P.N.Murthy and Hanumanthachar Joshi (2018), A Literature review on various AYUSH Dosage forms , A Journal of Ayurvedic science , yoga and Naturopathy , Vol 5, page : 5 -9 <https://medicaljournals.stmjournals.in/index.php/RRJOASYN /article /View/361>

Chandra S, Patwardhan K (2019)⁷ In their article on “ AYUSH research for direct public benefit “currently, interest in AYUSH research from a public health perspective, is increasing globally due to its ability of improving quality of life and assist individuals to stay healthy. However, there is a dearth of evidence which can substantiate the credibility of this ancient traditional medicine system. AYUSH Today, has to face numerous challenges in collecting evidence and documenting it. The way forward may understand these challenges and developing policies which can make AYUSH research beneficial for the public.

ChithraBoovaragasamy, Seetharaman N (2019)⁸ In their article on “ utilization of AYUSH in public health care system “ India is currently facing shortage of trained health workforce, especially in rural areas. WHO recommends mainstreaming of Complementary & Traditional systems of medicine as an affordable & culturally acceptable way towards achieving Universal Health Coverage (UHC)? Despite the Government of India operating AYUSH clinics in PHCs for more than 10 years, we know very little about patients attending these clinics. Exploring the reasons for utilization of AYUSH care is of much value for planning to scale up the integration of AYUSH. The required information on utilization of AYUSH services were obtained through a review of the literature in Pub Med databases (including MEDLINE) using the medical subject headings (Mesh) terms: ‘AYUSH’, ‘utilization’, ‘Ayurveda’, ‘Siddha’,

⁷Chandra S, Patwardhan K (2019) , AYUSH research for direct public benefit , journal of AYUSH and integrative medicine , volume no : 10(1), pg :1-3
<https://europepmc.org/article /pmc/pmc6470298>.

⁸Cithara Boovaragasamy , Seetharaman N (2019), Utilization of AYUSH in public health care system , international journal of community medicine and public health ,vol 6 , issue 6 , page no : 2730-2732, <http://www.researchgate .net /publication /333412813>.

‘Homeopathy’, ‘morbidity’. All such studies which have focused on profiling of patients who sought care in AYUSH were the individuals who have non-life-threatening chronic diseases or conditions. To improve AYUSH based health care services, it is imperative to understand the acceptability of AYUSH interventions among the general public for the utmost utilization of AYUSH services.

Sivaranjani P, Yuvaraj V (2019)⁹ In their article on “ A study on consumer awareness and preference towards AYUSH products “ The Indian Ayurvedic product is flooded with numerous well-known and recognized Ayurvedic brands. Consumers of this epoch have become more concerned about their health and also tending to maintain quality of life which is reflected through the preferential consumption of those products that protects the good state of their health as well as provide utmost satisfaction. The choice and usage of a particular brand by the consumer over the time is affected by the quality benefits offered by the brand. This study is proposed to make an attempt to find out the consumer satisfaction, awareness, attitude and preference towards familiar Ayurvedic products in Coimbatore city of Tamil Nadu, India. Around 150 consumers were directly interviewed using well-structured questionnaire and the result of the study is showing valuable work has been done to show the consumers awareness, attitude and preference towards Ayurvedic products.

2.3 RESEARCH GAP

⁹Sivaranjani P, Yuvaraj V (2019) , A Study on consumer awareness and preference towards AYUSH products , International journal of scientific research and review , volume 8 , issue 2779-543X , page : 1288-1292

<https://www.researchgate.net/publication/32461523>

From a review of the literature, we realise that many kinds of research have been done on various medicines available in India. There are also numerous scientific surveys on AYUSH products in general. Some researches focus only on one or two types of medicine among what make up the AYUSH medical products. Moreover, these are done at the regional and national levels, and some surveys are done even at the international level. However, no specific research on AYUSH products has been done in Thoothukudi City. The present research fulfils that gap by studying the perceptions and attitudes of the general public in Thoothukudi City on the AYUSH products, especially to find out the specific characteristics, effects, and benefits of using AYUSH products.

CHAPTER – III

THEORETICAL FRAME WORK OF THE STUDY

3.1 INTRODUCTION

The Indian System of Medicine is of great antiquity. It is the culmination of Indian thought of medicine which represents a way of healthy living valued with a long and unique cultural history, as also amalgamating the best of influences that came in from contact with other civilizations be it Greece (resulting in Unani Medicine) or Germany (Homeopathy) or our scriptures/sages which gave us the science of Ayurveda, Siddha as also Yoga & Naturopathy. Like the multifaceted culture in our country, traditional medicines have evolved over centuries blessed with a plethora of traditional medicines and practices. A separate Department of Indian Systems of Medicine and Homoeopathy (ISM&H) was set up in 1995 to ensure the optimal development and propagation of AYUSH systems of health care. The Department of ISM&H was re-named as the Department of AYUSH (an acronym for - Ayurveda, Yoga and Naturopathy, Unani, Siddha, Homoeopathy) in November 2003. Sowa Rigpa has been recognized under IMCC Act, 1970 by the notification published in Gazette of India on 16th December, 2011. On 9th November, 2014, first time the Department of AYUSH is formed as a separate Ministry; known as ministry of AYUSH. With an increase in lifestyle-related disorders there is a worldwide resurgence of interest in holistic systems of health care, particularly with respect to the prevention and management of chronic, non-communicable and systemic diseases. It is increasingly understood that no single health care system can provide satisfactory answers to all the health needs of modern society. Evidently there is a need for a new inclusive and integrated health care regime that

should guide health policies and programmes in future. India has an advantage in this global resurgence of interest in holistic therapies as it has a rich heritage of indigenous medical knowledge coupled with strong infrastructure and skilled manpower in modern medicine. Medical pluralism is here to stay and the AYUSH sector has a critical role to play in the new and emerging situation. The Ministry of AYUSH promotes and propagates Indian systems of Medicine and Homoeopathy, and is committed to infuse the wisdom of traditional medicine with the methodologies of modern science, scientifically validating the systems and presenting them in the scientific idiom, relating their efficacy to modern lifestyles. The Department has, over the years, developed a broad institutional framework to carry out its activities. The National Medicinal Plants Board (NMPB) functions under the Department to coordinate activities relating to conservation, cultivation, marketing, export and policy making for the development of the medicinal plants sector. There are two statutory regulatory bodies, namely Central Council of Indian Medicine (CCIM) and central Council of Homoeopathy (CCH) for laying down minimum standards of education, recommending recognition of medical qualifications, registering the practitioners and laying down of ethical codes.

3.2 HISTORY OF AYUSH

Emphasis on indigenous healthcare models

Successive five-year plans had allotted considerable focus to alternative, especially indigenous, forms of medicine within the healthcare sector.[citation needed] Numerous committees set up by the Government of India for the development of the healthcare sector (Bhore (1946), Mudaliar (1961) and Srivastava (1975)) which emphasized upon the improvement of traditional systems of medicine in India. The

National Health Policy (1983), National Education Policy in Health Sciences (1989) and National Health Policy (2002) highlighted the role of Indian School of Medicine (ISM) and Homeopathy in improving healthcare access and asked for enabling its penetration to the rural masses.

Educational courses and ISM&H

A diploma course in Ayurveda was launched in the 3rd (1961–1966) five-year plan and the Central Council of Indian Medicine was established in 1970 followed by Central Council of Homeopathy in 1973.[citation needed] The 6th (1980–1985) and 7th (1985–1990) five-year plans aimed at developing novel ISM&H drugs and utilizing ISM&H practitioners in rural family healthcare.[citation needed] The 8th (1992–1997) five-year plan lend considerable emphasis on the mainstreaming of AYUSH.[citation needed] The Department of Indian System of Medicine and Homoeopathy (ISM&H) was thus launched in March 1995, under the Ministry of Health and Family Welfare.

Mainstreaming and AYUSH

The ninth five-year plan (1998-2002) ensured for its integration with western medicine and was also the first to tackle different aspects of the AYUSH system in a standalone manner and focused on an overall development ranging from investing in human resource development and preservation and cultivation of medicinal plants to completing a pharmacopoeia and outlining good manufacturing processes.[citation needed] The department was renamed to AYUSH in November 2003. The National Rural Health Mission was subsequently launched in 2005 to integrate AYUSH practitioners in national health programmes esp. in primary health care (AYUSH medical officers at

community health centers, para-professionals et al.) and provide support for research in the field.

AYURVEDA



The system of Ayurveda has its roots in the Vedic times .This system follows a completely herbal way of healing and over the course ,has required much attention all over the globe .In Sanskrit, the word ayurveda means ‘the science of life’. This science has existed in india for more than 5000 years. The two main Samhitas on which ayurveda is based is Sushruta Samhita and Charaka Samhita. The ayurveda is divided into eight components, they are: Keya Chikitsa, kaumaraBhritya, shalya Tantra, shalakya Tantra, Agada Tantra, Bhuta Vidya, Rasayama Tantra, and Vanjikarana Tantra.

YOGA AND NATUROPATHY



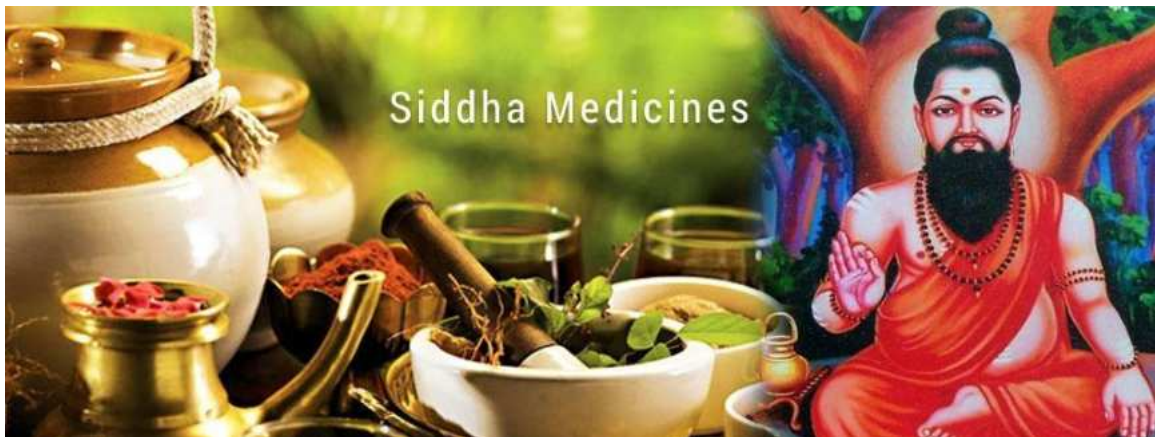
This is a form of alternative medicine that helps the body heal itself using the force of nature. Its main concept is using the five elements of nature which are Earth, Water, Fire, Air, and Ether. Its therapies include: Acupuncture, Physiotherapy, Mud therapy, Fasting therapy, Hydrotherapy, Yoga, etc.

UNANI



Derived from the word Yunani means Greek. This is a form of traditional medicine practiced during the Mughal era and now even popular in many Muslim countries in South Asia. This Persian Arabic System of Medicine was taught by the Greek physicians Hippocrates and Galen.

SIDDHA



This system of medicine is prevalent in South India. This concept of medicine believes in healing not only the body but also the mind and soul. The word "Siddha" is derived from the Tamil word "Siddhi" which means "perfection". Siddhars who mainly come from Tamil Nadu have laid the foundation for Siddha medicine. These were the spiritual masters who were said to have spiritual powers or "Ashta Siddhis". Siddha concept believes in rejuvenating dysfunctional organs which causes disease.

HOMOEOPATHY



Homeopathy believes in the concept that the body can cure itself. They just stimulate the healing process. Homeopathy has its roots in Germany and developed in the late 1700s. Samuel Hahnemann is the originator of Homeopathy.

Homoeopathy believes that any element which brings symptom in a healthy individual if ingested in small doses is capable of treating the symptom of disease with similar symptoms thus by triggering the body natural defence system.

3.3 BENEFITS OF AYUSH SYSTEM ARE

- It addresses gaps in health services.
- It provides low cost services in far-flung areas.
- AYUSH can provide best care to elderly.
- Problem of tobacco and drug abuse can be tackled by AYUSH especially through Yoga.
- Useful in lifestyle diseases like diabetes and hypertension.
- Large part of the population prefers AYUSH as it is perceived to have lower side effects, costs and considerations of it being more natural.

3.4 CHALLENGES IN THE AYUSH SYSTEM

The ability of Ayurveda, yoga and naturopathy, Unani, Siddha and homoeopathy (AYUSH) practitioners to cross-practice to highlighting current restrictions on allopathic practitioners from practicing higher levels of care giving. However, these debates miss the reality: which is a primary health system that is struggling with a below-par national physician-patient ratio (0.76 per 1,000 population, amongst the lowest in the world) due to a paucity of MBBS-trained primary-care physicians and the unwillingness of existing MBBS-trained physicians to serve remote/rural populations. Urban-rural disparities in physician availability in the face of an increasing burden of chronic diseases make health care in India both inequitable and expensive.

Lack of human resources – Practitioners are moving away from traditional system for better opportunities..

The 4th Common Review Mission Report 2010 of the National Health Mission reports the utilisation of AYUSH physicians as medical officers in primary health centres (PHCs) in Assam, Chhattisgarh, Maharashtra, Madhya Pradesh and Uttarakhand as a human resource rationalization strategy. In some cases, it was noted that while the supply of AYUSH physicians was high, a lack of appropriate training in allopathic drug dispensation was a deterrent to their utilization in primary-care settings

The 2013 Shailaja Chandra report on the status of Indian medicine and folk healing, commissioned by the Ministry of Health and Family Welfare, noted several instances in States where National Rural Health Mission-recruited AYUSH physicians were the sole care providers in PHCs and called for the appropriate skilling of this cadre to meet the demand for acute and emergency care at the primary level.

3.5 PERCEPTION OF SENIORS

In the first incidence, the Union Minister of State for Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homoeopathy (AYUSH), Shri Shripad Yesso Naik, while speaking at the Indian Women's Press Corps said “there is no lifestyle disease Ayurveda and Yoga cannot help cure.” This statement implies that Ayurveda and Yoga can help cure all the lifestyle disease. While the spirit behind the statement is not wrong, the term “cure” is certainly not appropriate. Learned senior journalist Shekhar Gupta wittily criticized that many bureaucrats from the government suffer from “verbal diarrhea,” who can defy AYUSH Minister's claim.[1] While the journalist did not make any direct comment on Ayurveda and Yoga, many people perceived that he is trivializing the usefulness of Ayurveda and Yoga. The perceptions of both, the minister and the journalist are right in spirit but wrong on premise. The journalist while using this

incidence to make his point “why India needs to set norms for bureaucrats,” has ignored that diarrhea is not necessarily a lifestyle issue but is more of an infectious disease. Today, the world is witnessing major epidemics of non-communicable diseases (NCDs), which are mainly due to changes in lifestyle and human behavior.

The lifestyle diseases include high blood pressure, heart disease, obesity, diabetes, chronic lung diseases, cancer, Alzheimer disease, and others. Many lifestyle diseases are known to appear as a cluster of diseases resulting in more complex conditions such as metabolic syndrome. According to the WHO Director General, Margaret Chan, 85% of premature deaths in developing countries are because of lifestyle diseases. Every year, 38 million people die from lifestyle diseases, of which about 28 million are from developing countries. Nearly 16 million of these die before the age of 70. Since the beginning of the new millennium, the number of deaths due to NCDs has increased worldwide. In 2013, during the World Health Assembly, 194 member countries accepted the WHO Global Action Plan for the Prevention and Control of NCDs. This plan hopes to attain at least a 25% reduction in premature mortality from NCDs by the year 2025.

The challenge to control the present epidemic of lifestyle diseases is more difficult than the battle against infectious or communicable diseases as they cannot be controlled merely by discovering powerful drugs; unless healthy lifestyle and behavioral modifications are adopted by people. This involves promoting healthy eating habits, physical exercises, and avoiding mental stress. Behavioral modifications may involve refraining from the use of harmful substances such as tobacco, drugs, and alcohol, and strengthening the mind to be able to cope up with adversaries. In addition, reducing environmental pollution, and enhancing general safety is also necessary. There is

emerging global consensus that Ayurveda and Yoga through Swasthavritta, Sadvritta, Asanas, Pranayama, and Meditation can contribute to non-pharmacological management of the most lifestyle diseases.[2] Agreeably, heritage pride and past glory based sweeping statement made by the minister without sufficient scientific evidence could have been avoided; however, the role of Ayurveda and Yoga in the management of lifestyle disorders cannot be ignored or trivialized.

3.6 PERCEPTION OF YOUNG MINDS

The second incidence is more worrying than the first. While an article by Shekhar Gupta was being published, Dr. Vijay Raghavan, Secretary of Department of Biotechnology (DBT), Government of India was delivering a public lecture at National Centre for Cell Sciences, on the campus of Savitribai Phule Pune University. During a question and answer session, a bright young college student asked a question “what is the view of DBT about allegedly dubious systems of medicines such as Ayurveda and Yoga?” Dr. Raghavan answered this question in a very balanced manner with extraordinary finesse. However before finding answers, it is necessary to find the origin of such questions. Some Ayurveda lovers might take this question derogatory and react strongly while some might just like to ignore. In fact, we should be grateful to this young student who dared to ask this question in public. This question conveys prevailing perception of the Indian knowledge systems in the minds of young generation. This also in a way reflects community perceptions. This episode calls for serious introspection and raises serious of questions “why such perceptions prevail in young minds, what are we doing to encourage scientific research and evidence based practice, how to meet

expectations and curiosity of young minds; how to ensure quality, safety, and efficacy; how to regain respect and confidence in our own traditions, cultures, and practices.”

Some seniors still feel that there is no need to get disturbed because of criticism by so called Ayurveda-illiterate people. However, ignoring the reality of public perception and pretending to work in own ways may not help in long run. It is necessary that Ayurveda community gets proactively involved with experts of other disciplines and undertake high quality research on Ayurvedic concepts, practices, and products. As long as deafening silence of leaders continues, Ayurveda will be called a “pseudo-science” by young scientists and students.

3.7 NEED & IMPORTANCE OF AYUSH THERAPIES IN MODERN MEDICINE

Prevention of diseases

AYUSH or any other traditional system of medicine for that matter is more recognized for its preventive aspect. That is why AYUSH therapies in modern medicine are gaining popularity. A particular daily routine has been described in the texts belonging to alternative medicines. Individuals, who strictly follow AYUSH therapy in their daily routine, are bound to experience an increase in immunity level, thereby prevented against several health complications.

Like for instance, opting for natural health-promoting drinks like buttermilk, lemon water, methi water, honey water, etc. proves to be more beneficial than tea, coffee, and other high-calorie aerated cold drinks available in the market. Traditional and

seasonal medicinal alternatives like neem, bitter-gourd are also better options for health complications due to obesity.

Correcting pre-disease conditions

Obesity gives rise to lifelong complications such as diabetes and hypertension, causing untimely organ damage. Fortunately, though, these health issues do come with a subclinical stage that goes on for a couple of years before the onset of the disease. These conditions require AYUSH therapies in modern medicine for not only detecting the pre-disease but also preventing the actual disorder. It has been proved that with the prompt intervention of Yoga, Ayurveda, Homeopathy and other traditional systems, individuals can experience regression of disease along with steady health restoration.

Curbing untreatable diseases

Untreatable diseases like neurological disorders, intractable pains, chronic conditions, and bone and joint complications have also proven to be curbed using AYUSH therapies in modern medicine. Besides, treatment of disorders like autoimmune diseases, psoriasis, and arthritis often land up with the usage of corticosteroids that cause serious side-effects. On the contrary, alternative AYUSH therapies like Ayurveda and Homeopathy help in tissue regeneration and provide a natural care envelope for the patient to fight such fatal disorders.

3.8 GROWTH POTENTIAL OF AYUSH IN INDIA

. The AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy) market currently stands at a whopping \$10 bn and is projected to see an impressive 50% increase over the course of the next five years. Having no [FDI limits](#), this sector has

massive potential for exponential growth, especially in times of public health crises. India is one of the few nations in the world that has an entire ministry dedicated to the research and development of such 'alternative' medical practices which ensures efficient fostering of developments that take place in the field. Founded in 2014, the Ministry of AYUSH has taken numerous steps to promote the research and understanding of these practices that are indigenous to India and her history. The ministry has recognized the massive potential for FDI and export in this industry and has cultivated an environment that consists of vast research infrastructure and practice institutions that are at the disposal of both local and foreign investors. With over 3000 hospitals and 500 colleges dedicated to the proliferation of AYUSH practices, India has emerged as a world leader in this sector of medicine. Multiple wellness parks have been established around the country that stress on the importance of AYUSH practices. These have played a major role in pushing the idea of such medicine into the urban population. Having ancient roots in such practices, the rural population of India has always looked to Ayurvedic home remedies which further strengthens the position of the sector. An almost equal level of penetration in both the rural and urban sectors makes for extremely fruitful returns

Increase in the budget of AYUSH along with a focus on standardization has furthered this idea. Current market leaders Dabur, Himalaya, Patanjali etc have proved that the success of such medical practices in India is a tried and tested concept with scope for further growth. Moderate market saturation allows for relatively easy market entry which will be facilitated by the high levels of ease of doing business in the country. With a massive population, India provides an enormous local workforce that is young and diverse. India has one of the largest classes of STEM graduates that can be leveraged for

research and further development. India, being the second largest exporter of alternative medicine also exports to nations that are beginning to consume these practices at an exponential rate. Yoga, acupuncture and other such wellness practices are gaining immense popularity especially in the developed countries which makes for an even more exciting foray into the market. The global market registered a CAGR of 19.9% over the forecast period at the helm of which is India with a stronghold in both local production and exports. Success in this sector has a spinoff impact on the healthcare and cosmetics industries as well. The demand for non-chemical solutions to various health issues along with skin-care is increasing across the globe and in India. Patanjali, Dabur and other leaders have already made their foray into these industries which has expedited their growth.

India is the world's 2nd largest exporter of Ayurveda and alternative medicine in the world and is continually promoting its export interests. Given India's incumbent ancient knowledge and well-developed distribution channels, this export market will only continue to grow due to an increase in demand from international markets. India's major AYUSH export partners include UAE, Russia, USA, Japan and more many more nations that are diversified across continents. This diversity indicates a growing increase in the curiosity surrounding these practices. The Asia Pacific market which Indian exports already have a strong grip over is expected to rise exponentially over the next 5 years. In addition to this, Latin American and African market are expected to see significant growth which should be looked at areas of opportunity for both Indian AYUSH conglomerates and potential FDI firms looking to take advantage of India's well-established success in the industry. AYUSH ministry announced in late 2019 the launch

of AYUSH research and export council that will focus on the facilitation of India's export capabilities and will constantly work on the promotion of research and development surrounding the industry. India is one of the only nation that has government sectors dedicated to the promotion of these practices and considering the growth potential of this market, this is truly the best place for FDI.

Unprecedented global emergencies such as the COVID-19 pandemic have long lasting effects on almost all sectors of the economy. Indian alternative medicine giant Patanjali has introduced Coronil, an immunity booster that they claim has shown extremely positive results in helping COVID patients recovers. This is a huge area of opportunity especially in a post-COVID world where people will look to such alternative home remedies that will prevent them from having to resort to allopathic care. Thanks to India's stronghold in the field of Ayurvedic immunity boosting practices, it is in an extremely strong position to cater to present and future international demand which foreign investors can take advantage of. The government of India has introduced multiple schemes to promote AYUSH activities and has also set up individual research councils for each AYUSH systems which exemplifies its interest in developing this growing industry.

The term 'alternative' creates a bubble of stigma around these practices which deems it to be untested and undependable. While these practices are not substitutes to scientific medicine, they do complement the field. Therefore, steps must be taken to destigmatize this idea especially in the western world in order to promote export activities.

3.9 CONCLUSION

The overall attitude and beliefs held by pharmacy students about AYUSH were positive. In spite of barriers in introducing AYUSH into the pharmacy curriculum, there is a high likelihood that the pharmacy students will incorporate AYUSH in their practice in the future. Furthermore, as a patient-centered care gains priority, AYUSH based therapy can become an integral part of the holistic treatment of patients. Stakeholders and other concerned officials should consider the revision in pharmacy curriculum with respect to AYUSH in view of the need of the society.

CHAPTER –IV

PERCEPTION AND ATTITUDE TOWARDS AYUSH AMONG GENERAL PUBLIC –AN ANALYSIS

4.1 INTRODUCTION:

Data analysis is a process that involves examining and molding collected data for interpretation to discover relevant information, draw or propose conclusions and support decision-making to solve a research problem. Data analysis has multiple facts and approaches, encompassing diverse techniques under a variety of names, in different business, science and other domains. Data mining is a particular data analysis technique that focuses on modeling and knowledge discovery for predictive rather than purely descriptive purpose while business intelligence covers data analysis that realize heavily aggregation, focusing on the business information. Data analysis and interpretation is done by giving questionnaire to the respondents and the data analysis is done on the view of respondents by using statics and other methods.

4.2 AGE

Table No. 4.1

Age Wise Classification of the Respondents

Age	Frequency	Percent
Upto 20	15	12.0
21-30	82	65.6
31-40	14	11.2
41-50	12	9.6
Above 51	2	1.6
Total	125	100.0

Source: Primary Data

From the above table Indicates that out of 125 respondents 12 Percent belong to the age of Upto 20 years 65.6 Percent belongs to the age of 21-30 years 11.2 Percent are aged between 31-40 years 9.6 aged between 41-50 years and 1.6 Percent at the respondents belongs to the age of above 51 years

Inference

Thus major proportion of the respondents are in the age group of 21-30 years (65.6 Percent)

4.2 GENDER

Table No. 4.2
Gender Wise Classification of the Respondents

Gender	Frequency	Percent
Male	83	66.4
Female	40	32.0
Total	125	100.0

Source: Primary Data

From the above table indicates that out of 125 respondents 66.4 Percent of the respondents are Male 32 Percent of the respondents are female.

Inference:

It is inferred that majority of the respondents are male

4.3 EDUCATIONAL QUALIFICATION

Table No. 4.3

Educational qualification Wise Classification of the Respondents

Educational qualification	Frequency	Percentage
Illiterate	4	3.2
Up to 8th std	3	2.4
Up to 10th std	6	4.8
Upto 12th std	11	8.8
Graduate	58	46.4
Post Graduate	22	17.6
Professional	15	12.0
Technical	6	4.8
Total	125	100.0

Source: Primary Data

From the above table depicts that 3.2 Percent of the respondents are illiterate, 2.4 Percent of the respondent have completed Up to 8th Std 4.8 Percent of the respondents have completed Up to 10th 8.8 Percent of the respondents have completed Upto 12th Std, 46.4 Percent are graduate, 17.6 Percent are post Graduate 12 Percent of the respondents are professionals and 4.8 Percent of the respondents are technical Person.

Inference:

Thus it is found that a major proportion (46.4) of the respondents are graduate.

4.4 MARITAL STATUS

Table No. 4.4

Marital status Wise Classification of the Respondents

Marital status	Frequency	Percent
Married	46	36.8
Unmarried	79	63.2
Total	125	100.0

Source: Primary Data

From the above table reveals that 36.8 Percent of the respondents are married and 63.2 Percent of the respondents are unmarried.

Inference:

Thus around 2/3rd majority (63.2Percent) of the respondents are unmarried.

4.5 TYPE OF FAMILY

Table No. 4.5
Type of family wise Classification of the Respondents

Type of family	Frequency	Percent
Nuclear family	79	63.2
Joint family	46	36.8
Total	125	100.0

Source: Primary Data

From the above table **indicates** that 63.2 Percent of the respondents belongs to nuclear family 36.8 Percent of the respondents belong to joint family.

Inference:

It is inferred that majority of the respondents 79 (63.2Percent) belong to nuclear family

4.6 NUMBER OF MEMBER

Table No. 4.6
Number of member wise Classification of the Respondents

Number of member	Frequency	Percent
3	16	12.8
4-5	84	67.2
6-7	16	12.8
Above 7	9	7.2
Total	125	100.0

Source: Primary Data

From the above table reveals that 12.8 Percent of the respondents have only 3 members 67.2 Percent of the respondents have upto 5 members 12.8 Percent of the respondents have upto 7 members and 7.2 Percent of the respondents have above 7 members.

Inference:

Thus 2/3 majority of the respondents have upto 4-5 members in their family.

4.7 MONTHLY INCOME

Table No. 4.7
Monthly income wise Classification of the Respondents

Monthly income	Frequency	Percent
Up to 15,000	48	38.4
15001-25000	44	35.2
25001-50000	28	22.4
Above 50001	5	4.0
Total	125	100.0

Source: Primary data

From the above table reveals that 38.4 Percent of the respondents earn monthly income of upto ₹ 15000, 35.2 Percent of the respondents earn monthly income of ₹ 1500 25000, 22.4 Percent of the respondents earn monthly income of ₹ 25000 50,000, and only 4 Percent of the respondents earn above 50 000.

Inference:

Thus a major proportion of the respondents (ie, 38.4Percent) earn monthly income upto ₹15000.

4.8 RESIDENTIAL BACKGROUND

Table No. 4.8
Residential background wise Classification of the Respondents

Residential background	Frequency	Percent
Rural	54	43.2
Urban	57	45.6
Semi-urban	14	11.2
Total	125	100.0

Source: Primary Data

The above table reveals that 43.2 Percent of the respondents resided in the rural area, 45.6 Percent of the respondents resided in the urban area and only 11.2 Percent of the respondents resided in the semi urban area

Inference:

Thus it is found that a major proportion (45.6Percent) of the respondents live and resides in the urban area

4.9 AYUSH PRODUCT USAGE PERIOD

Table No. 4.9
AYUSH product usage period to the respondents

AYUSH product usage period	Frequency	Percent
Less than 1 year	61	48.8
1-3 years	41	32.8
3-5years	14	11.2
More than 5 years	9	7.2
Total	125	100.0

Source: Primary Data

The above table depicts that 48.8 Percent of the have been using AYUSH products for less than 1 years 32.8 Percent of the respondents have been using AYUSH products for 1 3years, 11.2 Percent of the respondents have been using AYUSH products for 3.5 years and only 7.2 Percent of the respondents have been using AYUSH products for more than 5 years.

Inference

Thus it is found that half the majority (ie ; 48.8Percent)of the respondents are using AYUSH products for only less than 1 years

4.10 AYUSH products suit your daily needs and physical needs

Table No. 4.10
Daily needs and Physical needs to the respondents

Daily needs and Physical needs	Frequency	Percent
Yes	99	79.2
No	26	20.8
Total	125	100.0

Source: Primary Data

The above table 3 reveals is than 79.2Percent of the respondents had said that the AYUSH product is more suitable for their daily and physical needs,

Inference:

Thus around 1/2 the majority of the respondents (47.2Percent) have said that it took around 2 3 months to cure the problems while using AYUSH products

4.12 Any side effects in using AYUSH products

Table No. 4.12
Side effects in using AYUSH Products to the respondents

Side effect in using AYUSH	Frequency	Percent
Yes	32	25.6
No	93	74.4
Total	125	100.0

Source: Primary Data

From the above table indicates that 25.6Percent of the respondents stated that there are some side effects while using AYUSH products, and around 74.4Percentof of the respondents stated that there are no side effects while using AYUSH products

Inference:

Thus around 3/4 th majority of the respondents (74.4Percent) have said that the are no side effects while using AYUSH products.

4.13 Is there any difference between AYUSH product and Allopathy Medicine

Table No. 4.13
AYUSH product and Allopathy Medicine

AYUSH product and allopathy medicine	Frequency	Percent
Yes	93	74.4
No	30	24.0
4	2	1.6
Total	125	100.0

Source: Primary Data

It indicates that 74.4 Percent of the respondents revealed that there are some difference between AYUSH products and Allopathy medicine , 24 Percent of the respondents have revealed that there are no difference between AYUSH product and Allopathy medicine and only 1.6 Percent of the respondents revealed that

Inference:

Thus around 3/4 majority of the respondents revealed and said that there are some difference between AYUSH products and Allopathy medicine.

4.14 If yes what changes have occurred while using AYUSH Products

Table No. 4.14
changes occurred while using AYUSH Products

	Frequency	Percent
Natural feel	31	24.8
Gives clear skin	36	28.8
Protects from germs	17	13.6
No side effects	29	23.2
Others	12	9.6
Total	125	100.0

Source: Primary Data

It reveals that using AYUSH products is gives natural feel, 28.8 Percent of the respondents said that using AYUSH products gives clear skin, 13 6 Percent of the respondents said that it products from germs , 23.2 Percent of the respondents said effects while using AYUSH products other changes have incurred while using AYUSH products

Inference:

Thus around 3/4 majority of the respondents (ie, 28.8+ 23.2 +24.8Percent) said that using AYUSH products give natural feel clear skin and there is no said effects while using AYUSH

4.15 Family members use AYUSH product

Table No. 4.15

Family members use AYUSH product

	Frequency	Percent
Yes	88	70.4
No	37	29.6
Total	125	100

Source: Primary Data

From the above table indicates that 68.8Percent of the family members are using AYUSH products, 27.2Percent of the family members do not use AYUSH products

Inference:

Thus around 2/3rd majority (68.8Percent) of the respondents said that their family members were using AYUSH products.

4.16 Benefits you gained by using the AYUSH products

Table No. 4.16

Benefits you gained by using the AYUSH products to the respondents

	Frequency	Percent
Improved blood circulation	55	44.0
Development of brain	25	20.0
Improve flexibility	45	36.0
Total	125	100.0

Source: Primary Data

The above table indicates that 44Percent of the respondents have gained and benefited by getting improvement in blood circulation, 20Percent of them got development of brain and 36Percent have got improvement in their flexibility.

Inference:

Thus around 50Percent (or) half 1/2 the majority (ie ; 44Percent) of the respondents are benefited by getting improvement in blood circulation

4.17 AYUSH product available in all the shops

Table No. 4.17
AYUSH product available in all the shops to the respondents

	Frequency	Percent
Yes	85	68
no	40	32
Total	125	100

Source: Primary Data

The above table reveals that 68Percent of the respondents said that AYUSH products are available in all shops, and only 28.8Percent of the respondents have said that AYUSH products are not available in all shops

Inference:

Thus around 2/3rd majority (68Percent) AYUSH products are available all shops

4.18 If yes from where do you purchase AYUSH products

Table No. 4.18
Purchase AYUSH products to the respondents

	Frequency	Percent
Pharmacy	30	24.0
Retail shops	25	20.0
Online shop	30	24.0
Malls	19	15.2
Siddha shops	21	16.8
Total	125	100.0

Source: Primary Data

From the above table it is clear that 24Percent of the respondents purchase AYUSH product from pharmacy 20Percent purchase AYUSH from retail shops,

24Percent make purchase through online stores, 15.2Percent purchase AYUSH from malls and 10.8Percent of the respondents purchase AYUSH products from siddha shops

Inference:

Thus around 50Percent of the respondents (24+24) purchase AYUSH products from online shops and pharmacy

4.19 Money spent every month for buying AYUSH products

Table No. 4.19
Money spent for buying AYUSH products

	Frequency	Percent
Upto Rs. 250	52	41.6
Rs.250-500	54	43.2
Rs.501-750	10	8.0
Above Rs.750	9	7.2
Total	125	100.0

Source: Primary Data

From the above table indicates that 41.6 Percent spend upto ₹250 per month for buying AYUSH products 43.2 Percent spend upto ₹250 500 per month for buying AYUSH pre and only 72 Percent of them spend above ₹750 per month for buying AYUSH products

Inference:

Thus 3/4th majority (13.2+41.6=84.8Percent) of the respondents spent ₹250 500 per month for buying AYUSH products.

4.20 Awareness about AYSUH product

Table No. 4.20

Awareness about AYSUH product

Awareness	Mean	Standard deviation	Rank
Aware of AYUSH through word of mouth	4.04	.954	I
Through Social Media	3.640	1.0426	VI
Through Advertisement on Television	3.744	.8881	II
Through Sales man	3.360	1.0731	VII
Siddha Doctors	3.504	1.1403	VIII
Friends	3.648	1.0645	V
Family	3.688	.9953	IV
Self – Awareness	3.736	1.0712	III

Source: primary data

The respondents were asked to rank the awareness towards AYUSH product with the help of factors which creates awareness. The above table depicts the factors which creates awareness about AYUSH products among general public and respondents have ranked word of mouth as I, TV Advertisement as II, self-awareness as III, family as IV, Friends as V, Social media as VI, sales man as VII, siddha doctors as VIII

Inference:

Hence, it is clear from the above table that public became aware of AYUSH products mainly because of word of mouth

4.21 Perception about AYUSH products

Table No. 4.21
Perception about AYUSH products

Perception	Mean	Standard deviation	Rank
AYUSH products are natural	4.000	1.0160	I
Gives better result	3.776	.9407	II
AYUSH has no side effect	3.584	1.0254	IX
AYUSH products are reliable	3.680	.9886	IV
AYUSH product produce long term benefits	3.768	.8992	III
Quality	3.624	1.0369	VI
AYUSH Product are gentle to the skin	3.632	1.1111	V
AYUSH Product act as self – meditation and self – treatment	3.624	.9475	VI
AYUSH Product treat the root – causes any sickness	3.624	1.1047	VI

Source: Primary Data

The respondents were asked to rank the perception about AYUSH products, the above table 4 depicts the customers perception towards using AYUSH products and respondents have ranked natural products as I, affording better results as II AYUSH giving long term benefits as IV reliable products as IV gentle to skin as V self-meditation and self-treatment root cause for any diseases and quality of AYUSH as VI and AYUSH which does not create any side effects as ranked as IX

Inference:

Hence it is clear from the above table that AYUSH which act as natural products make customers to prefer AYUSH

4.22 Belief about AYUSH product

Table No. 4.22
Belief about AYUSH product

Belief	Mean	Standard deviation	Rank
AYUSH is more effective	3.888	1.0256	I
AYUSH is more safe	3.728	1.0030	III
AYUSH contain herbal and natural product	3.784	.9468	II
AYUSH provides permanent cure for disease	3.616	1.0533	IV
AYUSH has no side effect	3.592	1.0247	V

Source: primary data

The respondents were asked to rank their Belief towards AYUSH products, The above table 4. Indicates that customers belief towards AYUSH products, And respondents have ranked AYUSH as more effective product as I, it contains herbal & Natural products as II, AYUSH is move safe as III, AYUSH provides permanent cure for disease as IV and has no side effects as V

Inference:

Hence, it is clear from the above table that public belief AYUSH product on account of its effectiveness.

4.23 Preference about AYUSH products

Table No.4.23
Preference about AYUSH products

Preference	Mean	Standard deviation	Rank
Ayush product are easily available	3.888	.9606	I
Ayush product are cheaper than others	3.664	1.0156	V
Ayush products are suitable for local weather	3.616	.9485	VI
Ayush product can be used by all	3.616	1.0222	VI
AYUSH Product use only natural ingredients	3.616	1.0609	VI
AYUSH Products have won the trust and goodwill of all customers	3.680	.9968	IV
AYUSH Products are suitable for all types of skin	3.696	.9523	III
AYUSH Products can be used easily	3.880	.9886	II

Source: primary data

The respondents were asked to rank their preference towards AYUSH products. The above table 4 indicates the customer's preference towards AYUSH products and respondent have ranked it's easy availability as I, Ease of usage as II, suitability to all type of skin as III, Trust worthy of and goodwill of AYUSH among customers as IV, cheaper than other products as V and AYUSH suits for all local weather conditions can be use by all and it use only natural ingredients as VI

Inference:

Hence it is clear from the above table that public prefer to choose AYUSH due to its easy availability

4.24 Impact about AYUSH Product

Table No. 4.24
Impact about AYUSH Product

Impact	Mean	Standard deviation	Rank
AYUSH product promote good health	4.008	1.0040	I
AYUSH product strengthen immunity system	3.760	.9453	V
AYUSH product facilitate normal lifestyle	3.672	1.0532	VII
It is easy to follow the AYUSH product prescription	3.800	.9919	II
AYUSH Products change our day – to – day requirement	3.640	1.1388	VIII
It means a drastic change from chemical to natural products	3.800	1.0000	II
It gives us knowledge about Ayurveda	3.792	.9444	IV
They makes us proudly remember our ancient heritage	3.720	.8944	VI

Source: primary data

The respondent were asked to rank their impact towards AYUSH products

The above table it Indicates the customer impact towards AYUSH products and respondent have ranked AYUSH which prompted good health as I, Drastic change from chemical to nature products and easy to follow AYUSH prescription as II gives knowledge about Ayurveda as IV strengthen immunity system as V remembrance of our

ancient heritage as IV facilities normal life style as VII and AYUSH bring a change in our day to day requirements as VIII

Inference

Hence it is clear from the above table that the customer general public impact towards AYUSH products is based on promoting good health

4.25 Perception and attitude AYUSH product

Table No.4.25

Perception and attitude AYUSH product

Particulars	Mean	Std. Deviation	Rank
Awareness	29.3600	5.09807	IV
Perception	33.3120	5.85774	I
Belief	18.6080	3.48938	V
Preference	29.6560	5.00984	III
Impact	30.1920	5.64500	II

Source: primary data

The respondents were asked to rank their overall awareness level, perception, belief, preference and impact of AYUSH products towards their life style modifications .The above table describes the descriptive statistics based on the attitude towards AYUSH product and perception towards ayush is ranked as I, followed by impact as II ,Preference as III,Awareness as IV,and benefits about AYUSH product is ranked as V

Inference:

Thus,if is clear from the above descriptive statistics table that perception about AYUSH product is more important and the overall perception towards AYUSH products relay on its perception only

CHAPTER –V

FINDINGS, SUGGESTIONS, AND CONCLUSION

5.1 FINDINGS

Following are the findings in regard to various response from the respondents regarding “General public “preferences and attitude towards AYUSH product in Thoothukudi city.

- Majority of the respondents are male
- Majority of the respondents are from the age group of 21 to 30.
- Major proportion (46.4) of the respondents are graduate
- Around 2/3rd majority (63.2%) of the respondents are unmarried
- Around 2/3majority (63.2%) of the respondents belong to nuclear family.
- 2/3 majority of the respondents have upto 4.5 members in their family.
- Major proportion of the respondents (ie, 38.4%) earn monthly income upto ₹15000.
- Major proportion (45.6%) of the respondents live and resides in the urban area
- Half the majority (ie ; 48.8%)of the respondents are using AYUSH products for only less than 1 years
- Around 1/2 the majority of the respondents (47.2%) have said that it took around 2 3 months to cure the problems while using AYUSH product
- Around 3/4 th majority of the respondents (74.4%) have said that the are no side effects while using AYUSH products
- Around 3/4 majority of the respondents revealed and said that there are some difference between AYUSH products and Allopathy medicine
- Around 3/4 majority of the respondents (ie, 28.8+ 23.2 +24.8%) said that using AYUSH products give natural feel clear skin and there is no said effects while using AYUSH
- Around 2/3rd majority (68.8%) of the respondents said that their family members were using AYUSH products.

- Around 50% (or) half 1/2 the majority (ie ; 44%) of the respondents are benefited by getting improvement in blood circulation
- Around 2/3rd majority (68%) AYUSH products are available all shops
- Around 50% of the respondents (24+24) purchase AYUSH products from online shops and pharmacy
- 3/4th majority (13.2+41.6=84.8%) of the respondents spent ₹250 500 per month for buying AYUSH products.

5.2 SUGGESTIONS

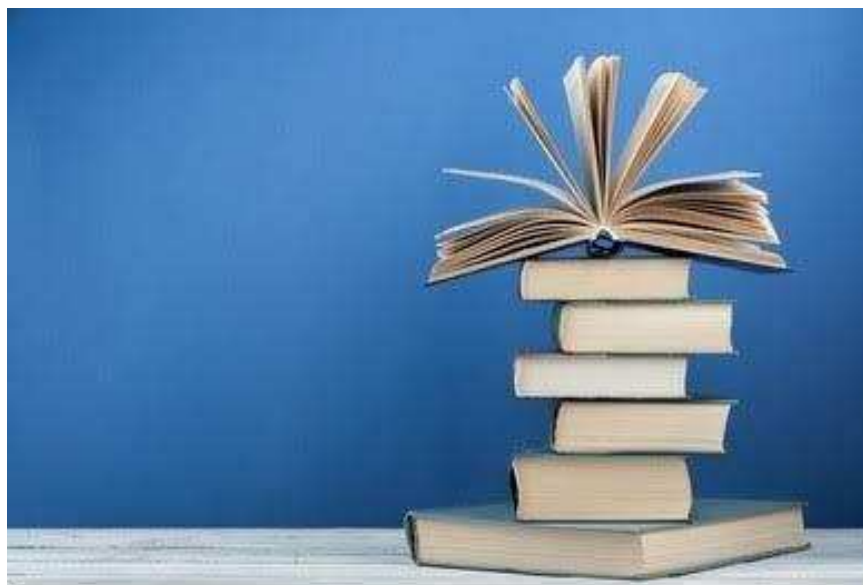
- AYUSH should try to advertise and communicate its products through various media that people use daily.
- Create awareness among consumers in attractive ways to induce the purchase and use of Ayurvedic
- The comfort and safety level of AYUSH products should be constantly monitored.
- The quality of products should be constantly improved to increase the sale of AYUSH products.
- Always highlight the extra benefits of purchasing AYUSH products since the customers look for such advantage
- Attention should be given to the price because customers demand more quality products at reasonable and affordable price.
- Try to create awareness about AYUSH products through social media and increase the sale through online shopping.
- Try to instil in the mind of the customers the immediate as well as long-term benefits of using more traditional and natural medicinal products to capture the attention of customers.
- Make available the AYUSH products in each and every corner to spread its market all over the world.
- Constantly study and understand the needs and wants of the public and general consumers and try to produce the AYUSH products accordingly.

5.3 CONCLUSION

The development of guidelines for methodology in Ayurveda requires a huge professional work both by academicians and practitioners who must have the necessary knowledge and motivation for this task. Otherwise, Ayurveda will gradually lose its identity and will become a history of medicine. Although the process of research is time taking but it is the only way to overcome the difficulties in the promotion of Ayurveda worldwide. The work in a coordinated and well-organized manner with no bias can improve Ayurveda. Nevertheless, it also a bitter truth that modern researches have not been very rewarding for Ayurveda itself as most of these researches is being used Ayurveda to extend modern bioscience. Hence, there is an urgent need to design advanced research methodology for the validation of Ayurvedic fundamentals as well as its treatments.

There is a huge difference in the approach of allopathic and Ayurvedic medicines. Ayurveda has evolved as a holistic system having an understanding of physiology enabling it to maintain and restore health with a few side effects and will focus rather on health, while allopathy whose analytic understanding of physiology leads mainly to suppression of symptoms with many side effects. Similarly, there is a great contribution of allopathy in the fields of emergency medicine, diagnostic techniques, and surgery where the existing practice of Ayurveda cannot compete. Thus, both systems have to complement each other in the benefit of ailing. Ayurveda requires more researches in the areas of fundamental principles and diagnostic tools in place of drug research. In the present scenario, the research methodology of Ayurveda is not good enough, which needs further advancements in the development and promotion of Ayurveda.

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Perception and Attitude Towards AYUSH In lifestyle Modification

General Public in Thoothukudi City

Questionnaire

1. Name :
2. Age :
 - a. Up to 20 b. 21-30 c. 31-40 d. 41-50 e. Above 51
3. Gender :
 - a. Male b. Female
4. Educational qualification:
 - a. Illiterate b. Up to 5th std c. Up to 8th std d. Up to 10th std e. upto 12th std f. graduate g. Post Graduate h. professional i. technical
5. Marital status:
 - a. Married b. Unmarried
6. Type of family:
 - a. Nuclear family b. joint family
7. No of member
 - a. 3 b. 4-5 c. 6-7 d. Above 7
8. Monthly income
 - a. Up to 15,000 b. 15001-25000 c. 25001-50000 d. Above 50001
9. Residential background:
 - a. Rural b. urban c. semi-urban
10. How long are you using AYUSH product?
 - a. Less than 1 year b. 1-3 years c. 3-5years d. More than 5 years
 - a. Yes b. No
11. Do you AYUSH products suit your daily needs and physical needs ?
 - a. Yes b. No

12. How long does it take to cure your problems while using AYUSH product?
- a. one month b. 2-3 months c. 4-6 months d. more than 6 months
13. Are there any side effects in using AYUSH products
- a. Yes b. No
14. Do you feel any difference between AYUSH product and Allopathy medicine
- a. Yes b. No
15. If yes what changes have occurred while using AYUSH products?
- a. move natural b. gives clear skin c. protects from germs d. No side effects e. others
16. Do your family members use AYUSH product
- a. Yes b. No
17. What are the benefits you gained by using the AYUSH products?
- a. improved blood circulation b. development of brain c. improve flexibility
18. Is AYUSH product available in all the shops
- a. Yes b. No
19. If yes from where do you purchase AYUSH products?
- a. pharmacy b. Retail shops c. online shop d. malls
e. siddha shops
20. How much do you spend every month for buying AYUSH products?
- a. upto Rs. 250 b. Rs.250-500 c. Rs.501-750 d. Above Rs.750
e.Nil

21. Awareness about AYUSH product

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Aware of AYUSH through word of mouth					
Through Social Media					
Through Advertisement on Television					
Through Sales man					
Siddha Doctors					
Friends					
Family					
Self – Awareness					

22. Perception about AYUSH products.

Particulars	Strongly Agree	Agree	Neutral	Dissatisfied	Strongly Dissatisfied
AYUSH products are natural					
Gives better result					
AYUSH has no side effect					
AYUSH products are reliable					
AYUSH product produce long term benefits					
Quality					
AYUSH Product are gentle to the skin					
AYUSH Product act as self – meditation and self - treatment					
AYUSH Product					

treat the root – causes any sickness					
--------------------------------------	--	--	--	--	--

23. Belief about AYUSH product

Particulars	100%	75%	50%	25%	0%
AYUSH is more effective					
AYUSH is more safe					
AYUSH contain herbal and natural product					
AYUSH provides permanent cure for disease					
AYUSH has no side effect					

24. Preference about AYUSH products.

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Ayush product are easily available					
Ayush product are cheaper than others					
Ayush products are suitable for local weather					
Ayush product can be used by all					
AYUSH Product use only natural ingredients					
AYUSH Products have won the trust and goodwill of all customers suitable for all types of skin					
AYUSH Products are suitable for all types of skin					
AYUSH Products can be used easily					

25. Impact about AYUSH Product

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly dissatisfied
AYUSH product promote good health					
AYUSH product strengthen immunity system					
AYUSH product facilitate normal lifestyle					
It is easy to follow the AYUSH product prescription					
AYUSH Products change our day – to – day requirement					
It means a drastic change from chemical to natural products					
It gives us knowledge about Ayurveda					
They makes us proudly remember our ancient heritage					

**A STUDY ON STUDENT'S PERCEPTION TOWARDS OPEN
BOOK EXAMINATION**

A Project report submitted to

ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI

Affiliated To

**MANONMANIAM SUNDARANAR UNIVERSITY,
TIRUNELVELI,**

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

MASTER OF COMMERCE

Submitted by

P.CLEMENCIA

(Register No: 19APCO06)

Under the supervision and guidance of

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Re-accredited with "A+" grade by NAAC

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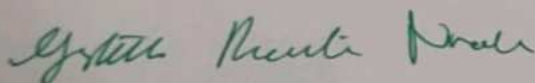
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CERTIFICATE

This is to certify that the project entitled "A STUDY ON STUDENTS PERCEPTION TOWARDS OPEN BOOK EXAMINATION" is submitted by the candidate, P.CLEMENCIA, in partial fulfillment of the requirements for the degree of "Master of Commerce" to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, is a work done by her during the period of her study under my guidance and supervision.

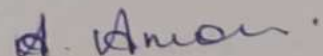
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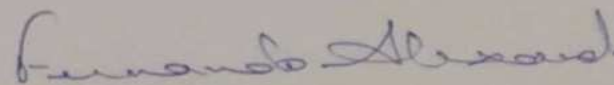


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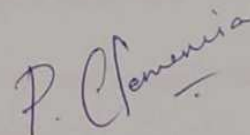
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DECLARATION

I hereby declare that the project entitled "A STUDY ON STUDENTS PERCEPTION TOWARDS OPEN BOOK EXAMINATION" submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, for the award of the degree of Master of Commerce is the result of my original and unique work and that no part of this project has been submitted for the award of any other degree, diploma, fellowship or other similar titles.

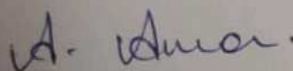
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Signature of the candidate

(P.CLEMENCIA)



Counter signed

(Guide)

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First and foremost, praises and thanks to the **GOD, the ALMIGHTY**, for His showers of blessing throughout my project work to complete the project successfully.

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P.CLEMENCIA

CONTENTS

Chapter	Titles	Page No
I	INTRODUCTION AND DESIGN OF THE STUDY	1-9
	1.1 Introduction	
	1.2 Statement of problem	
	1.3 Review of literature	
	1.4 Objectives	
	1.5 Scope	
	1.6 Collection of data	
	1.7 Sampling design	
	1.8 Construction of tools	
	1.9 Framework of analysis	
	1.10 Limitations of the study	
	1.11 Chapterisation	
II	PROFILE OF THE STUDY	10-40
III	ANALYSIS AND INTERPRETATION OF DATA	41-72
IV	FINDINGS AND SUGGESTIONS	73-78
V	CONCLUSION	79-80
	Annexure	
	Bibliography	
	Questionnaire	

LIST OF TABLES

TABLE NO.	TITLE	PAGE NO.
3.1	Age wise classification	42
3.2	Gender wise classification	43
3.3	Locality of the respondents	44
3.4	Education wise classification	45
3.5	Academic disciple	46
3.6	Mode of education	47
3.7	Family income wise classification	48
3.8	Awareness of an open book examination	49
3.9	Phrase about “Open book examination”	50
3.10	Used/taken an open book examination	51
3.11	Device used for online open book examination	52
3.12	Factors influencing knowledge gained through open book examination	53-54
3.13	Factors influencing the effort taken by the respondents during open book examination	55-56
3.14	Benefits on the academic integrity of students during open book examination	57
3.15	Respondents opinion on the exam stress and anxiety of the students during open book examination	58
3.16	Time factor relating to open and closed book examination	59-60
3.17	Suitable mode of examination	61-62
3.18	Respondents educational qualification towards the personal feeling about open book examination	63-65
3.19	Respondents mode of education towards the reasons for allowing open book examination	66-67
3.20	Opinion about reasons for allowing open book examination	68-69
3.21	Satisfactory level of technical issues met during open book examination	70-72

CHAPTER-I



INTRODUCTION AND DESIGN OF THE STUDY

CHAPTER-I

INTRODUCTION AND DESIGN OF THE STUDY

1.1. INTRODUCTION:

OPEN BOOK EXAMINATION:



In recent years, the Indian education system revolutionized by paying more attention to outcome-based learning. Educational institutions are focusing on adopting a holistic approach to develop domain specific knowledge, technical skills, cognitive skills, interpersonal skills and emotional skills leading to lifelong learning.

The quality assessment done by regulatory bodies like (University Grants Commission) UGC, (National Assessment And Accreditation Council) NAAC, (All India Council for Technical Education) AICTE, (National Board of Accreditation) NBA also inculcated a cultural change in the educational institutions to include curricula innovations, new approaches to teaching and assessment, and an emphasis on process improvement leading to learning-centered, outcome-based education system.

In this dynamic educational environment, there has also been an increase in concerns about testing protocols, addressing learning outcomes, and assessment of student performance. It is known that for successful learning it is important that the learning objectives, programme and assessment are consistent and compatible. Online

and hybrid classes have become increasingly popular to cater the (Generation Y) Gen Y and (Generation Z) Gen Z and technology has replaced the pen and paper examination.

An examination is the integral part of teaching learning process. The closed-book tests are suitable to assess the core knowledge examination. Open-book tests offered an opportunity to apply the knowledge they had gained during the course in a creative manner, and that they were more able to demonstrate a true understanding of the material.

Open-book tests reduce the need for cramming, memorization of factual material and encourage higher-order thinking and deeper learning approaches.

When students face an open book exam they use the knowledge gained in the course more creatively and feel more optimistic about their performance on the exam than when facing a closed book examination. In the open book examination students become a creator. The students have the chance to make the best use of the information they collected, to examine this information critically and to use it creatively, to present their own personal view. The exam promotes critical thinking. One is required not simply to recall information but to use it critically and creatively.

The Open Book Examination is not easy. Most students think the level of exam would be easy and they would be able to find all the answers in the textbook. Students should not be lulled into a false sense of security.

Open-book exams are one of the tools increasingly offered today in order to reduce test anxiety and to help students demonstrate their knowledge and abilities and, correspondingly, have a more positive attitude towards exams.

The instructors notice the students spent much more time formulating and writing their answers on the closed book final exams compared to the open book examinations when the students were searching for answers in the book.

The exam reform policy formulated by (All India Council for Technical Education) AICTE in 2018 recommended the open book examination in technical institutions. AICTE has also introduced Bloom's taxonomy framework to set question

papers. Bloom's taxonomy is a set of three hierarchical models used to classify educational learning objectives into levels of complexity and specificity.

These reforms by regulators support the open book examination to enforce the learning objectives in cognitive, affective and sensory domains. The pandemic situation has made the regulators to formulate essential guidelines to implement the online assessments, (Multiple-Choice Question) MCQ / (Optical Mark Recognition) OMR based examinations, Open Book Examination, Open Choices, assignment/presentation-based assessments etc.

More open book examinations will soon be introduced in schools and higher education institutions. The Ministry of Education has planned to initiate open book examination.

Therefore pandemic situation of COVID-19 has facilitated the implementation of online mode of examinations in educational institutions.

STRUCTURE OF OPEN-BOOK EXAMINATION:

There are various ways of arranging an open-book examination in a course. The following approaches are some examples:

- ❖ Students are allowed to bring or to have access to resources and references during an examination.
- ❖ Questions are given to students prior to the examination and students can utilize their prepared resources in the examination.
- ❖ Questions in open book exams need to be devised to assess the interpretation and application of knowledge, comprehension skills, and critical thinking skills rather than only knowledge recall.
- ❖ Make use of case-based exam questions that require students to apply critical reasoning skills in response to a trigger scenario.
- ❖ Devise clear and unambiguous questions to limit student confusion and time spent interpreting the question so students can spend their time making use of their textbook or memory aid to effectively answer the questions.

- ❖ Devise questions that require students to apply and make use of the information from their textbook or notes rather than simply requiring them to locate and re-write this information
- ❖ Another format can be setting the examination in a take-home format. Take-home questions can be handed out to students. These take-home questions can be essay questions, short answer questions and multiple choice questions. Students then have to return the examination paper within a specified period of time without getting help from other people.

1.2. STATEMENT OF THE PROBLEM:

The current scenario of educational institution adopting the online assessment techniques necessitated the importance to assess the student's perception towards the open book examination.

The educational institutions have to follow the guidelines given by the regulators to focus on programme, curriculum and assessment to ensure imparting of life long learning. This research on the student's perception towards the different mode of open book examination would help the education institutions to understand the student psychology and select the best mode of open book exam that would be considered as most preferable by the students.

1.3. REVIEW OF LITERATURE:

A Literature review is a body of text that aims to review the critical points of current knowledge. Literature reviews are secondary sources, and as such, do not report any new or original experimental work. Also, a literature review can be interpreted as a review of an abstract accomplishment.

- COVID-19 altered education systems worldwide as many education institutions quickly changed to online assessment systems. However, the feasibility of online assessment and how it compares to traditional examinations is unclear (**Eurboonyanun, et.al. 2020**).
- Open book tests seem to represent the professional setting better than closed book test, because students have full access to their references to find answers

to the questions and solutions for the given problems, just as they would in practice. Majority of the students in my study agreed that open book method improves understanding of the subject and that conceptual knowledge and skills obtained about a particular topic is more via open book test which will help them in their practice. Students felt open book tests offered an opportunity to apply knowledge they gained during the course in a creative manner and they were able to demonstrate a true understanding of the topics covered in didactic lectures. Students also indicated that they experience less stress before and during an open book test and open book test reduce the need for cramming and memorization of factual material (**Vidya, G. ,2019**).

- Students feel open book examination provide relaxing environment which valuation with respect to the level of achievement (**Khasnis, B. Y. 2018**).
- To meet the changing demands of the society, education has to cater to the individual differences of the learners to build such individuals who can compete in today's world with his/her knowledge and skills by thinking critically, applying knowledge to new situations, analyzing information, comprehending new ideas, communicating, collaborating, solving problems and making better decisions (**Gujral S., Gupta M ,2017**).
- Open book examinations are a powerful tool, which provide several benefits including the development of strong Critical Thinking skills. By introducing examinations that foster Critical Thinking early in the curriculum, the student will have more time to develop and polish these skills (**Johanns, B., Dinkens, A., & Moore, J. 2017**).
- The assessment practice of the course complemented its teaching philosophy. Assessment in higher education is a means to measure student's performances and teaching outcomes. Assessment plays a critical role in higher education because student's maturity for the labor market ought to be proved by the outcomes of assessment procedures. The effect of an online open book exams has an impact on student's intrinsic learning developments so that student's attention is moved away from an exam-centered learning to continuous learning and improvement (**Ahmed, R. ,2016**).

- Take-home and open book exams (e.g.,) can be made challenging, but if open book just means open the book and copy the answer onto the answer sheet or exam booklet without any thought or understanding of the material required for a correct answer, the exam is too easy. In such cases the instructor has given an exam where getting a passing grade without giving a minimal passing performance is almost guaranteed. This is harmful to students because exams that are too easy do not give a legitimate assessment of their learning and do not provide legitimate feedback for students on their progress (**Roberts, R. C., 2016**).
- The open online context affects self-efficacy differently for different students and that the individual differences in information processing should be taken into account in assessment procedures. To form a clearer picture of how these different factors affecting learning—learning environment, information processing style, and self-efficacy beliefs—interact, their relationships should be examined more closely (**Myry, L., & Joutsenvirta, T., 2015**).
- Whether examinations are open book examinations (OBE) or closed book examinations (CBE) a key issue is good curriculum design with clearly aligned learning outcomes throughout the teaching and learning activities and the assessment tasks. It is also argued that a variety of assessment methods allows students with varying learning styles to achieve their potential utilising a range of knowledge and skills. It is, therefore, crucial that the teachers/lecturers understand themselves what they are hoping to achieve in their courses and the need to adjust their own teaching and learning styles and methods to account for changes in assessment. Assessment should be integral to curriculum design and if changes to the methods of assessment are made at a later stage the course should be altered accordingly (**Cahill-Ripley, A., 2015**).
- The ability to recall information is an important cognitive goal; however, it is the lowest order skill according to Bloom's hierarchy of educational objectives in the cognitive domain and is therefore an essential forerunner to the higher order skills. However, if graduates have been trained to access information appropriately from a textbook and apply it correctly in a distinctive setting,

then the teaching and learning process has been enhanced! Nevertheless, long-term retention is important in open book examination as students need to remember the location of important sections within their textbook. More important is the ability to efficiently use the Table of Contents and the Index in a textbook to locate important theoretical sections. This will aid students later in life to find information in other textbooks, thereby contributing to establishing an attitude of life-long learning (Swart A J & Sutherland T, 2015).

1.4. OBJECTIVES:

- ♣ To study the perception of students on the online open book mode of examination.
- ♣ To assess the level of awareness towards open book exam.
- ♣ To examine the association between the demographic variables like Gender, currently pursuing Educational Qualification, Academic discipline and the choice of mode of examination under various factors.
- ♣ To explore how students generate a new idea from input given in the text.
- ♣ To identify the fear and emotional block encountered by students during examination and to reduce examination stress and tension.
- ♣ To analyze the effectiveness of Open book exam in terms of the achievement of standard.

1.5. SCOPE OF THE STUDY:

The pandemic situation has created a necessity to utilize the online platform for the classroom lectures, dissemination of the materials and the conduct of the examination. Assessment helps in measuring the understanding and the application of the knowledge gained by the students. The scenario necessitates the study on the perception of the student's towards the online open book examination would help the educational institutions and regulators to gather the student's needs and formulate future guidelines for assessments to ensure lifelong learning.

1.6. PERIOD OF STUDY:

The study was carried from December 2020 to March 2021. The questionnaires were circulated through Google forms from January 2021.

1.7. COLLECTION OF DATA:

The study was analysed with the help of both primary data and secondary data.

1. PRIMARY DATA:

- a) **Questionnaire:** A set of questions related to the research topic was formulated. Response for each questions included in the questionnaire has been collected from the students through Google forms.

2. SECONDARY DATA:

Information from various published resources like books, journals, newspapers, websites, and other periodicals were used to validate data.

1.8. SAMPLING DESIGN:

The data collected are original in nature. Convenience sampling method was adopted. The students were selected on a random basis. The questionnaire was circulated through Google forms to collect a great source of information.

1.9. CONSTRUCTION OF TOOLS:

Based on the discussion with the guide a questionnaire was prepared. Then it was pretested and necessary changes were incorporated. The questionnaires were circulated through Google forms among the respondents. A copy of questionnaire is appended.

1.10. FRAMEWORK OF ANALYSIS:

The data collected through questionnaire were analysed through the following statistical tools, which work as a base for drawing conclusion and getting result.

- ◆ Percentage Analysis
- ◆ Bar Diagrams
- ◆ Pie-Charts
- ◆ Chi-square Test
- ◆ Garrett Ranking technique
- ◆ Likert Scaling technique

1.11. LIMITATIONS OF THE STUDY:

In an attempt to make this project authentic and reliable, every possible aspect of the topic was kept in mind. Online surveys commonly suffer from serious methodological limitations. The main limitations are:

- Respondents with biases may select themselves into the sample
- Time is one of the major constraints, which limits the effective data collection,
- Some information cannot be accessed due to its confidential nature.
- Reliability and accuracy of the analysis depends on the respondent's openness and trueness towards each question in the questionnaire,
- The population to which they are distributed cannot be described.

1.12. CHAPTERISATION:

CHAPTER 1 – Introduction and Design of the Study

CHAPTER 2 – Profile of the Study

CHAPTER 3 – Analysis and Interpretation of Data

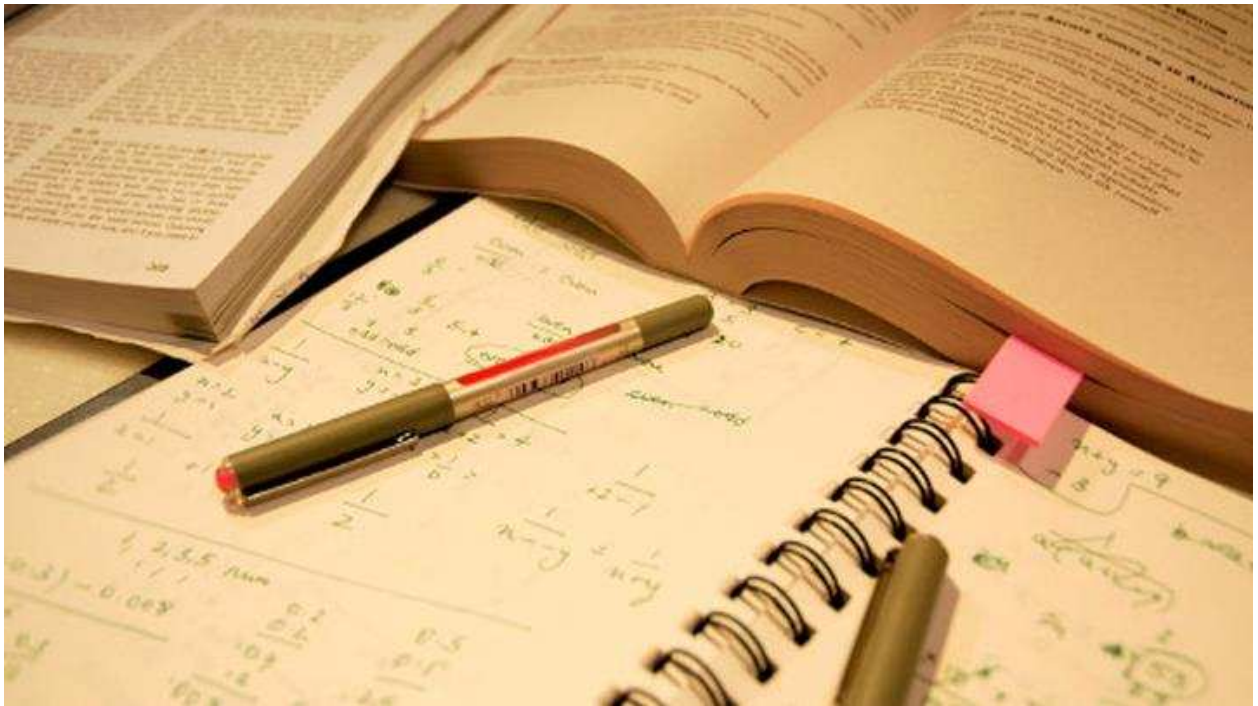
CHAPTER 4 – Findings and Suggestions

CHAPTER 5 – Conclusion

ANNEXURE 1 - Bibliography

ANNEXURE 2 – Questionnaire

CHAPTER-II



PROFILE OF THE STUDY

CHAPTER-II

PROFILE OF THE STUDY

OPEN BOOK EXAMINATION:

INTRODUCTION:



With an ocean of innovations going on in the higher education nowadays, one big stream is changing the assessment in order to make it more efficient and student-centered. Open-book exams are one of the tools increasingly offered today in order to reduce test anxiety and to help students demonstrate their knowledge and abilities and, correspondingly, have a more positive attitude towards exams.

CONCEPT OF OPEN BOOK EXAMINATION:

An "open book examination" is one in which examinees are allowed to consult their class notes, textbooks, and other approved material while answering questions. This practice is not uncommon in law examinations, but in other subjects, it is mostly unheard of. Radical and puzzling though the idea may sound to those who are used to conventional examinations, it is ideally suited to teaching programs that especially aim at developing the skills of critical and creative thinking.

TYPES OF OPEN BOOK EXAMINATION:

There are two kinds of open book examinations, the restricted type and the unrestricted type. In the restricted type of open book examinations, students are permitted to bring into the examination room one or more specific documents approved by the course instructor. In the restricted open book examination, students may be permitted to consult printed documents such as the logarithmic tables, dictionaries, but no handwritten material or printed documents which have not had prior approval. One may also need to make sure that the printed documents that students bring do not contain any scribbles on the margin. In this type of examination, the approved documents function more or less as appendices to the question paper itself. These examinations are not radically different from closed book examinations. They do not present any special problems, irrespective of the nature of the course.

In the unrestricted type of open book examinations, students are free to bring whatever they like. They may bring any books (with or without scribbles on the margin), lecture hand-outs of the course instructor, or their own handwritten notes. The use of such examinations presupposes certain teaching strategies and types of questions.

Hoffman (1996) noted that closed book examinations require memorization but little original thought. They force students to memorize information rather than understand concepts and as a result, students walk away from the class learning very little. Such examinations do not prepare the student for practical, real-life situations. On the other hand, online open book examinations can be used to differentiate those who truly understand the concepts from those who have merely crammed the night before. As early as 1969, **Bacon** had already pointed out that the use of open book examinations encourages students to focus on ideas and concepts as well as methods and development, while at the same time, reducing the amount of knowledge which only needs to be remembered for an examination and which will probably not be required thereafter.

More open book examinations will soon be introduced in schools and higher education institutions. The Ministry of Education has planned to initiate open book examination.

BENEFITS OF OPEN BOOK EXAMINATION:

- ❖ Students are not required to engage in parroting of concepts, if they understand the concept they would answer correctly. This will remove tension of examination which has become integral part of normal education system.
- ❖ Those students who are intelligent but don't like to put in extra hard work in memorizing the concepts, facts and other data would enjoy this system.
- ❖ It is highly likely that more and more students would continue their education as the passing percentage would go up+. Less demanding on memory (regurgitation of memorized materials) because it is no longer necessary for students to cram a lot of facts, figures and numbers for open-book examination.
- ❖ Provides a chance for students to acquire the knowledge during the preparation process of gathering suitable learning materials rather than simply recalling or rewriting it
- ❖ Enhances information retrieval skills of students through finding the efficient ways to get the necessary information and data from books and various resources
- ❖ Enhances the comprehension and synthesizing skills of students because they need to reduce the content of books and other study materials into simple and handy notes for examination.

DRAWBACKS OF CLOSED BOOK EXAMINATION:

- ✓ The students would stop studying and simply copy from the open book provided at the examination hall.
- ✓ It would be really tough to control the secret discussions between students who would cheat their way to success.

- ✓ The number of pass outs would increase and the students who pass out the exam of 12th board through open book would demand similar type of arrangement in higher studies and later on even in jobs they would demand the provision of open book.
- ✓ In an open book examination, it is meaningless to ask questions "Define the notion 'atom'", since all that the student has to do is copy the relevant information from the textbook directly into the answer book. In a closed book examination, the student first copies the information from the textbook to his memory, and then copies it into the answer book. This intermediate stage of memorization is what open book examinations attempt to eliminate.
- ✓ Difficult to ensure that all students are equally equipped regarding the books they bring into the exam with them, because the stocks of library books may be limited and also some books may be expensive to students
- ✓ More desk space is needed for students during the examination because students often need lots of desk space for their textbooks, notes and other reference materials
- ✓ Sometimes students may spend too much time on finding out which parts of the books to look for answers instead of applying the knowledge, practical skills and reasoning ability
- ✓ A lot of students are unfamiliar with open-book examinations. They must be provided with clear procedures and rules.

TEACHING AS TRANSMITTING INFORMATION:

In order to appreciate the merits of open book examinations, it is first of all necessary to understand the nature of teaching programmes in general. Many people think of the central goal of school and university teaching as the "dissemination of knowledge". This approach to education treats the information content of a subject to be the most important. The teacher's role is viewed as facilitating the transfer of information from the textbook to the students' minds. What the student is expected to

do is to understand this information, retain it, and retrieve it during the final examination.

Based on the above approach, most conventional examinations test how much information the students have been able to store in their minds. In order to cope with this demand, students memorise the information in class notes and textbooks, and transfer it to answer books during the examination. In this type of examination, success depends on the quantity of information memorised, and the efficiency with which it is reproduced.

TEACHING AS TRIGGERING MENTAL DEVELOPMENT:

An alternative view is that teaching should not be transferring information from the library or textbooks to the students' minds. Rather, true teaching is teaching students how to learn. That is, teaching should equip students with the ability to acquire knowledge, to modify existing knowledge on the basis of new experience, to build new knowledge, and to apply available knowledge to solve problems and make intelligent decisions. Education is not a matter of doing what is needed in order to get a degree, but the lifelong process of mental development that does not terminate with any degree.

If we accept this view of education, then the main focus of teaching will be on the skills of acquiring, modifying and creating knowledge, that is, on processing information, rather than on the information content itself. In other words, the focus shifts from rote learning to the development of certain mental faculties. The teacher's function then is not summarising the information in the textbook but ensuring an environment that triggers the development of these creative and critical faculties. This can be done by activating learning through questions, exercises, projects, assignments, and so on, and sustaining and guiding it by providing comments, criticisms, and other forms of feedback.

A good analogy for such an approach would be a physical education programme which aims to develop the students' physical fitness, stamina, and flexibility. Using this example, we may say that subjects taught in a high school or

university should aim to develop the student's intellectual fitness, intellectual stamina, and intellectual flexibility.

TESTING ROTE LEARNING VS THINKING SKILLS:

What kind of examinations would be most appropriate for this type of educational programme? Clearly, conventional memory testing examinations must give way to examinations that test the intellectual skills of the student. This is where open book examinations come in.

If the purpose of an examination is to test the information that students have memorised, open book examinations are inappropriate, since students can easily transfer the information in the textbook or lecture notes to the examination paper. Suppose the examination consists of information based questions like, "Who invented the theory of relativity?", "Explain the term 'Standard Deviation'", or "Write an essay on the main structural characteristics of Old English". Students can then easily find the answers in the textbooks or notes, and copy them in their answer books. On the other hand, if the examination tests the skills of problem solving and critical thinking, then there is no harm in students consulting their text books and class notes. If students have to evaluate a conclusion that crucially involves their understanding of the concept of standard deviation, reproducing what the text book says would be pointless. Similarly, given a sentence in Old English and asked specific indirect questions that demand an understanding of the structural characteristics of Old English, students cannot copy anything from the textbook.

In an open book examination, it is meaningless to ask questions "Define the notion 'atom'" since all that the student has to do is copy the relevant information from the textbook directly into the answer book. In a closed book examination, the student first copies the information from the textbook to his memory, and then copies it into the answer book. This intermediate stage of memorization is what open book examinations attempt to eliminate. Given the availability of textbooks in the examination room, teachers will not ask questions that require the mere transfer of information from the textbook to the examination book. Needless to say, indirect problem solving questions that test the students' thinking skills can be used in closed

book examinations as well. One might therefore be tempted to argue that what matters is designing the right kind of questions, rather than setting open book examinations. But this would be an argument for living with a conflict, rather than resolving it.

The essential difference between closed book examinations and open book examinations is that the former can still be used to evaluate how much the students have memorised, while the latter cannot.

IMPACT OF LEARNING STRATEGIES:

A more important reason for using open book examinations is that they have a tremendous impact on promoting the right mental sets in both learning and teaching. The most immediate result on students will be that they will stop "mugging" or rote learning. Most students used to conventional examinations think of "studying" as the mechanical memorization of information in textbooks and class notes in order to reproduce it in examinations. Open book examinations will effect a fundamental change in this attitude.

IMPACT OF TEACHING STRATEGIES:

The effects of open book exams on teaching strategies will be equally profound. First, the nature of the examination questions will change. They cannot be of the form: "Write an essay on X", "Explain the term Y with examples", "Define the term Z", but will have to be designed carefully and intelligently to test the students' understanding, and the skills of applying that understanding. If the nature of the examination questions changes, strategies for preparing students to take those examinations will also have to change. It will no longer be enough to paraphrase or simplify the content of the text books in the classroom. Teachers will have to design tasks that will provide exercises for the appropriate mental skills required in each subject. Instead of the teacher talking all the time and students taking down notes, classes will have discussions, questions, and other active processes. In other words, teaching will no longer be the transfer of information from the teacher to student: it will be the training of the mind in certain intellectual skills.

Thus, open book examinations can restore the true meaning of the word education for both teachers and students. It is true that it will take some time and effort on the part of students and teachers to adapt themselves to the demands of open book examinations. But the changes will be inevitable. When combined with the mode of teaching that focusses on thinking skills, they will make education an exciting and enjoyable intellectual adventure, the beginning of a lifelong quest for knowledge.

FACTORS INFLUENCING THE EFFICIENCY OF OPEN-BOOK EXAMS:

The appropriateness /efficiency / perception of the open-book exam by teachers and students deals with several factors: materials permitted to be used, tasks given, time allocated to the exam, students' learning goals and motivation type, etc.

1) TEACHER/STUDENT ATTITUDE:

When students are informed that they are going to take open-book tests, their first reaction is very positive. However, lazy (and just poor memory) students, who are the first to welcome this innovation, when explained how the exam will be held, are really disappointed. Yes, the stress on their memory is removed, there is no need to prepare cheat-papers and no risk being caught and punished for their application. But, the tasks are not the ones which permit, so to say, "Legal cheating", vice versa, they are intellectually highly demanding. Besides, they do demand factual knowledge and being well acquainted with the materials under study. However surprisingly it may sound, it is the clever students who are finally happy. Vice versa, when teachers are recommended to hold open-book exams, they at first perceive it as the permission to the students to learn nothing and to cheat. When explained that each student should have his/her own creative tasks, that the tasks do not care for the knowledge of facts and definitions (these can be easily copied from the book and the grade received by the student would not be informative), but require one's own ideas, analysis, and creativity, some teachers get even more disappointed, as these task are difficult to make up and assess. However, teachers who believe in

future school of thinking substituting for past school of memorization, learn to appraise this format of assessment.

2) MATERIALS COVERED:

The reference material used during the open-book exams may be known and beforehand accessible to the students (such as hand outs distributed earlier), or it may be newly supplied material not previously seen by the examinees. Besides, the permissible material may be identical for all students (such a textbook or datasheet), or it may be selected or prepared by the examinees themselves (such as notes, portfolio of classroom work, formula sheet, or choice of books) However, we do not think that permitting students to use laptop computers, mobile phones or other electronic devices is appropriate, as they may easily be used for cheating purposes. Yes, they are fast and multi-functional, but this also makes them good machines for cheating. Instead of trying to express their own opinion, students will be seduced to find and use readymade (and often of worse quality than they themselves could have written) materials. While applying a book as a guidebook they need to know its structure and what it written in it, using a computer, we can find all materials they need. It may be a useful skill in real life, but is totally inappropriate to check knowledge.

ADVANTAGES	Can ask questions that require a lot of background material.
DISADVANTAGES	Cannot ask questions that require a diagram for an answer.
DISADVANTAGES	Difficulty of mixing automatically graded and manually graded questions.

3) ADMINISTRATION:

If timed, online exams afford all students the same amount of time. No one gets the test paper before another; no one can try the instructor's patience by staying late. Online exams allow time-shifting: students can be allowed to begin the exam at a time of their choosing. When exams are administered outside of class,

students can be given almost an un-limited amount of time. But time-shifting comes at a cost. It makes it difficult or impossible to proctor the exam, and thus enables cheating. Online exams also allow location-shifting. Students can be permitted to take exams off site while on business travel, deployed in the military, or out of town for a family emergency. Location-shifting can also expedite misconduct. Traditionally, an instructor can abate cheating by bringing all students together in the same room, where they can be observed. It may still be possible to allow a few students to take exams out of class in exceptional cases. These students' answers can be subjected to stricter scrutiny. **For example**, their scores can be compared with other exams taken face-to-face by the same students. Online exams have other drawbacks. Giving an exam to an unregistered student is much more difficult; such a student may be finishing up an in-complete in a course, or taking an exam with a different section because of schedule constraints. With a traditional paper-and-pencil exam, the student can simply be handed a test paper in class. With an online exam, the student either needs to be added to the class roster used by the testing system, or a separate exam may have to be created in the testing system, for just this student. With an online exam, innocent mistakes can become security risks. Many an instructor has inadvertently set an exam to turn on too early, or made answers available to students before the exam ended. Such mistakes may go unnoticed for a while, especially if students are taking the exam at times of their own choosing. Exams do not look quite the same in all browsers. Text boxes may appear in different places. In the Moodle quizzing system, we found that text boxes covered up the questions on certain browsers. Early versions of Google Chrome tended to freeze up, especially when the window was scrolled horizontally. Sometimes this forced us to allow students to retake the exam. In some networks, a connection may be closed if a student spends "too much" time working on a problem without touching the computer. One of our instructor respondents reported that a student was locked out of an unfinished exam after the connection was dropped, and ultimately needed to retake the entire exam. Some less-than-honest students have used the network as an excuse for not finishing an exam, reporting a network problem but failing to show any proof. There are also problems related to saving work. In Moodle, when time expires, the last saved copy of a student's work is submitted, and any unsaved changes are lost. Inevitably this

catches some students on their first online exam. One instructor using Blackboard reported that students who click on “Save” instead of “Submit” at the end of the exam lose their work. In some systems, such as Desire to learn, the Save and submit buttons are near each other, raising the danger of unintentionally terminating the exam.

ADVANTAGES	All students have the same amount of time.
ADVANTAGES	Students can take the exam at different times.
ADVANTAGES	Students can take the exam in different places.
DISADVANTAGES	It is more difficult to give an exam to a student not registered for the class, or one who needs to take the exam early.
DISADVANTAGES	Students may fail to save their work, or accidentally exit the exam.
DISADVANTAGES	Some browsers may have trouble with the exam, or with certain questions.
DISADVANTAGES	Students in high–security environments where only verified software/Web sites are allowed may not be able to access the exam.
DISADVANTAGES	Network problems may abort exam attempts.

4) ACADEMIC INTEGRITY:

Perhaps no topic attracted as much attention from instructors as academic integrity. In many of their minds, online testing is associated with examinations that are not proctored, which offer copious opportunities for collusion. It is, of course, possible to proctor online exams, especially in classrooms at schools that require students to own laptops. Software such as SecurExam or Exam Soft can “lock down” browsers to prevent students from communicating or visiting unauthorized sites during the exam. Most exam applications can randomize the order of questions, and the order of multiple-choice answers, which makes it harder for students to copy each other’s work. Numerical questions can be set to give students

different input values, so that the correct answer will be different for each student. The exam can even be set up to prevent students from revisiting earlier questions, though many students find that frustrating.

ADVANTAGES	Can randomize questions and answers to inhibit cheating.
ADVANTAGES	Can use different data sets to inhibit cheating.
ADVANTAGES	To discourage communication, exams can be proctored.
ADVANTAGES	To inhibit cheating, can prevent students from going back to earlier questions.
ADVANTAGES	Browsers can be “locked down” to prevent communication.
DISADVANTAGES	Randomization does not work well on all systems.
DISADVANTAGES	Easier for students to save copies of all questions.
DISADVANTAGES	Proctoring not possible for students who take exam at a time or place of their choosing.
DISADVANTAGES	Students find it frustrating if they cannot go back to earlier questions.

5) TASKS:

Open Book exam questions usually require knowledge application rather than just remember facts. They may be essay-style questions or involve problem solving or delivering solutions. The style of question depends on the faculty or school setting the exam. **For example**, the questions may set up a hypothetical fact situation that needs to be discussed. The selection of exam questions usually depends on various considerations, such as the need for a broad sampling of the subject matter to avoid an uneven emphasis in coverage; this leads to a preference for a larger number of problems, in turn decreasing the amount of time available for each. At the same time, the choice of problems is constrained both in respect of their depth (which influences the level of difficulty experienced by the intended examinees), and their

length (so as to ensure that the amount of required work is appropriate for the available time). These constraints force the exam problems to be familiar, short, single-step, simple and idealized problems, or snippets of somewhat more realistic problems, to keep the cognitive workload at a reasonable level. In an open-book exam, the constraints on the depth and length of problems can be less severe, because the reference material serves as a repository of information, thereby relaxing the cognitive demands on the examinee. The most remarkable departure from closed-book exams, opinion, occurs in an open-book exam problem that is more encompassing in scope and integrative. Such problems require the examinee to draw upon and integrate information from multiple sources (e.g., different sections or chapters of a book), or of multiple types (e.g., device data, specifications, and standards) that is found in different sources (such as books, data sheet and application notes) to solve the problem.

Instructors who teach large classes may be attracted to online exams because of the potential for automated grading. When it works, it is a godsend. On the downside, it tends to encourage multiple-choice questions, since they can be reliably auto graded. This may not be the best approach pedagogically, but it is not a consequence of online administration; the same tendency occurs with paper-based exams.

6) HANDWRITING VS CODING:

Handwriting is a handicap for both students and instructors. Most students can type faster than they can write, and the ability to edit, spell-check, and grammar-check what they have written helps them produce better prose. They can spend more time thinking, and less time writing. Faculty do not lose time trying to decipher student handwriting. Offsetting these advantages is the need to code questions for the testing software. Fill-in-the-blank and short-answer questions are hard to code, because of the difficulty of anticipating all correct responses. Multiple-choice is easy to code, but it is time-consuming to devise distractor responses that mimic student misconceptions. If a question requires complicated formatting or involves filling in blanks in a table, it generally cannot be created with a editor in the testing application. It is necessary to use an external application, such as

Dreamweaver or Microsoft Expression Web Designer, but these do not support the commands needed for automatic grading. A teacher must go back and forth between the applications, usually several times, to eliminate all formatting glitches. Beyond that, the testing system may treat certain characters as control codes. **For example**, the Moodle quizzing system treats a", which can cause equations and programming-language statements to be completely discarded. Mathematical questions require a specialized form of data entry, such as an equation editor. Students and instructors are rarely accustomed to these, and may find them hard to use. Moreover, students, who on a paper exam might show their work, are reluctant to type each step into an equation editor. So there is less information to use in awarding partial credit.

ADVANTAGES	Easier for students to type than write.
ADVANTAGES	Easier for faculty to read typing than handwriting.
DISADVANTAGES	Automatic grading of short-answer qq. is error prone and must be checked manually.
DISADVANTAGES	System may discard answers that contain arbitrary special characters.
DISADVANTAGES	Screen layout of questions may be unreadable on some browsers.
DISADVANTAGES	Time consuming to code questions correctly.
DISADVANTAGES	Equation editors are hard for students & instructors to use.

7) MISCELLANEOUS:

Online exams may increase privacy, since students do not have a chance to see others' scores when papers are returned in class. Online exams save paper, which is not only eco-friendly, but also a boon to tight supply budgets. It is convenient for an instructor to reuse questions that have been used in an earlier online exam, but be aware that there are Web sites like Course Hero that collect previous exams and solutions from students. This is critical if students will have Web access during the exam. Unfortunately, it is harder for students to scan through an online

exam before starting work on it. Accessibility may be an issue for the visually impaired, especially if the exam uses material outside the testing system, such as animations. Finally, if an instructor has several years' worth of questions stored in a particular online application, and the institution switches to a different system, it may be very time consuming and difficult to convert the questions.

ADVANTAGES	Some students find using a computer to be less stressful.
ADVANTAGES	Privacy—students have less chance to see others' graded exams.
ADVANTAGES	Easier to reuse questions.
ADVANTAGES	More “environmentally friendly”
DISADVANTAGES	Harder to get to know students' names without passing back exams.
DISADVANTAGES	Harder to scan through test at a glance.
DISADVANTAGES	Some students find using a computer to be more stressful.
DISADVANTAGES	If institution switches to new system, may be difficult to retrieve and use old questions.

8) ISSUES SPECIFIC TO OPEN-WEB EXAMS:

An exam may be administered on a computer, or on paper. Students may or may not be allowed to browse the Web. The two issues are independent; one can give an open-Web exam where students write their answers on a test paper. Open-Web on paper exams bypass all of the technological hurdles enumerated in previous sections. Whether delivered by computer or not, open-Web exams have their peculiar advantages and disadvantages. Because the environment resembles the setting in which students and others perform their daily work, the exam can be a more authentic assessment (Wiggins, 1990) of what the students know. Questions can be posed that require the students to search for and apply information. Recall questions, however, cannot be asked. Even explanations can be looked up, so if students are asked to tell

why a particular phenomenon occurs, instructors should check that they have not simply cut and pasted their answer. Even if they have not copied an answer, they may have reworded one. One needs to frame questions carefully in order to judge whether students really do understand the concept. After their first open-Web exam, several students volunteered their opinion that they would have done better had they not spent so much time looking up information on the Web. This is consistent with the observations of Boniface (1985) and Ioannidou (1997), as quoted by Rakes (2008), who found that some students performed more poorly on open-book than on closed-book tests, because they spent time looking through their textbook or notes. On subsequent exams, the author warned students to spend less time browsing and more time answering the questions. Open-Web exams close certain avenues for cheating while opening others. In most open-Web exams, it is reasonable to allow the students also to consult print resources during the exam. This removes the need to monitor what the students are reading during the exam. Unauthorized communication is another matter. There is no technological way to prevent students from consulting others during the exam. Even if all known e-mail, instant message (IM), and other communication programs were blocked, students could write their own chat server and run it on a Web site during the exam. Locking down the browser simply defeats the purpose of an open-Web exam. Thus, vigilance is necessary on the part of the proctors. Fortunately, this is not as difficult as it might seem. A proctor who sits in the back row of a theater-style classroom can easily see twenty to thirty laptop screens at one time. It is more difficult in a classroom with a level floor, but these classrooms typically hold far fewer students. Being behind the students is deterrence, because a student can never know whom the proctor is watching.

ADVANTAGES	Closer to authentic assessment.
ADVANTAGES	Cannot cheat by using unauthorized materials.
ADVANTAGES	Allows more research & application questions.
DISADVANTAGES	Hard to tell whether students understand the answer or have simply cut & pasted it.

DISADVANTAGES	Students may waste time browsing Web for an answer.
DISADVANTAGES	Locking down browsers defeats the purpose of an open-Web exam.
DISADVANTAGES	Easier to cheat by communicating with others.

CONSIDERATIONS WHEN DESIGNING OPEN BOOK EXAMS:

- ♣ Questions in open book exams need to be devised to assess the interpretation and application of knowledge, comprehension skills, and critical thinking skills rather than only knowledge recall.
- ♣ Make use of case-based exam questions that require students to apply critical reasoning skills in response to a trigger scenario.
- ♣ Devise clear and unambiguous questions to limit student confusion and time spent interpreting the question so students can spend their time making use of their textbook or memory aid to effectively answer the questions.
- ♣ Devise questions that require students to apply and make use of the information from their textbook or notes rather than simply requiring them to locate and re-write this information.
- ♣ Design questions and the overall exam paper with learning outcomes in mind i.e. based on what skills and knowledge are assessed?

ADVICE TO INSTRUCTORS:

- ❖ Decide whether all or only a part of the exam is open book (consider if it is needed to encourage the students to study the inclusion of recall in the skill set under assessment is deemed desirable), and Inform the students early (preferably at the beginning of the semester) so as to allow them to direct their study appropriately.
- ❖ Establish and announce what materials are permissible and whether they are selected by the student or the instructor.

- ❖ Select exam problems that take advantage of the open-book format of the exam, e.g., by designing problems that require the integration of information from multiple parts of the book.
- ❖ Tell students in advance what will and what will not be rewarded by partial credit; for example, selecting the appropriate formula to be used in solving the problem may be a worthy accomplishment (if it requires choice, or verifying the conditions of applicability), while reproducing the formula from the book is not.

CAUTION TO STUDENTS:

- The open-book exam problems will often be harder than those book in advance, or if the in a closed-book exam to compensate for the fact that recall is not needed and a larger range of information can be placed at the students' disposal through the open book.
- There is no longer any reward (or need for partial credit) for merely knowing the right formula or procedure or for reproducing information if is available in and can be copied from the permissible reference material. There is a larger premium on knowing applicability of, constraints in, or limitations to, the use of that information, as well as assumptions or approximations implicit in the use of that information. Greater attention is needed on accurate execution of the steps starting from the information available in the book, since only the ability to go beyond the information is rewarded.
- If the examinees are responsible for selecting and preparing their own resource materials, accuracy of the prepared material is also their responsibility. The material can be customized for speedy retrieval of significant information, by highlighting, underlining, tabs, color coding, etc. Having excessive materials can be a disadvantage.

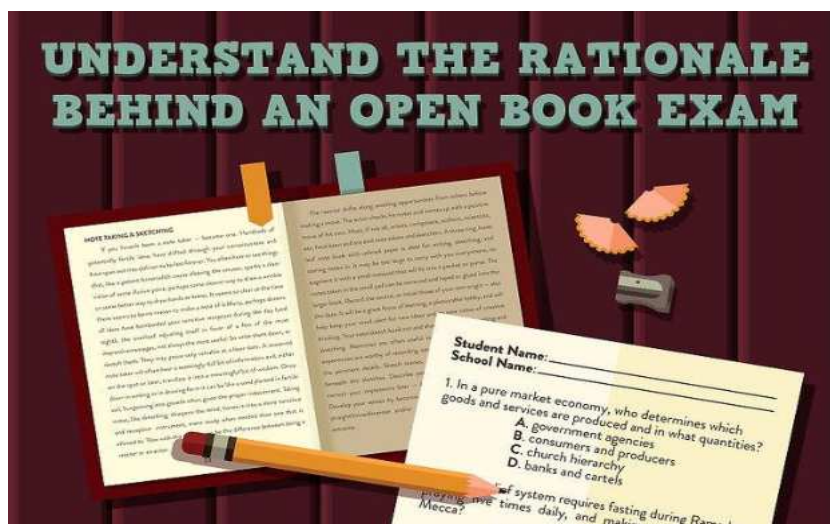
STEPS TO PREPARE FOR AN OPEN-BOOK EXAM:

An "open book exam" is a test that allows to bring the text or materials studied.. This may sound at first that all what is needed is to look up the on answer the day of the test--and thus a very easy type of test to take. However, this is not how this

sort of test typically works. In fact, these are often quite difficult, as an open book exam requires a genuine understanding of the material and be able to interpret, think critically, and present an organized and well written answer. Consume plenty of time to prepare for note taking skills, and test taking strategies, for the open-book exam. Follow these steps to prepare efficiently and effectively.

1. PREPARING FOR THE EXAM:

A. UNDERSTAND THE RATIONALE BEHIND AN OPEN BOOK EXAM:

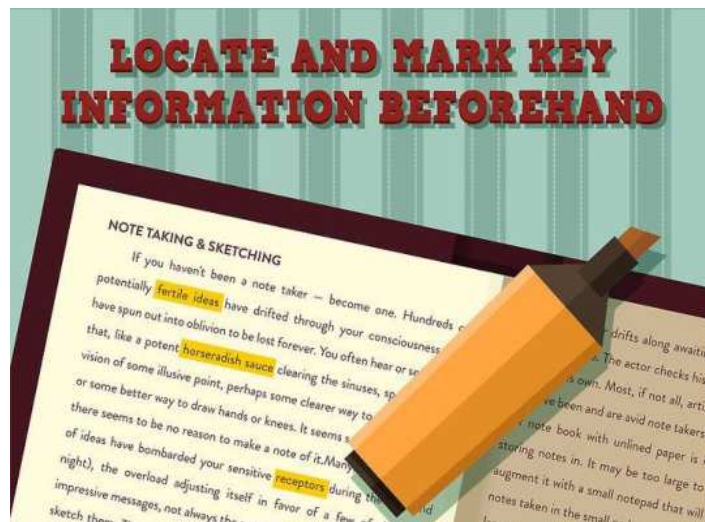


Open book exams do not rely on learn-and-regurgitate learning. Instead, the required information will be displayed in front, but the question asked will be typically quite involved. Open exams are meant to teach students how to take information and apply it in a thoughtful, deep manner. In an open book exam, the focus is not on memorizing information but applying that information. What it means is that, this is not simply summarizing the material from a textbook but interpretation in the context of specific questions and scenarios.

For example, you will likely not be asked in a class about Shakespeare, "What is Romeo's family name?" more likely it will be, "Using citations, explain why Romeo's family contributed to his eventual death."

- There are generally two types of open book exams: a restricted type and an unrestricted type. In a restricted exam material is limited to specific documents, such as a single set of notes or single textbook. In an unrestricted exam, there is no limit on what can be brought into the exam room or take-home test. Make sure that if the test is restricted or unrestricted before attending it.
- Memorization is largely unnecessary for an open book exam. However, this does not mean that the material need to be studied.. This is not the case. Focus is shifted to understanding the material rather than simply being able to memorize and recite it. Make sure that the material is truly understood before entering the exam room.

B. LOCATE AND MARK KEY INFORMATION BEFOREHAND:

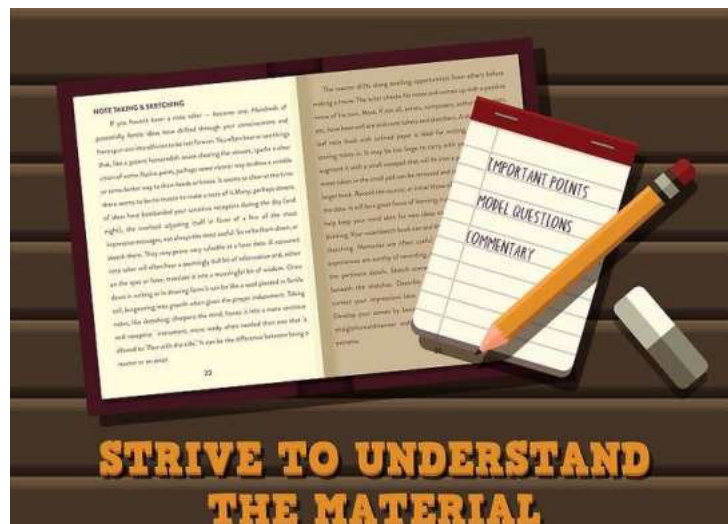


If the institution permits to take the respective books in, organize the textbook beforehand to help locate key information quickly and easily.

- If permitted, highlighters can be a great tool. Mark key terms, historical dates, equations, and other difficulties to remember material that needs to be found. Flip through the book and easily spot the highlighted sections during the exam.

- Margin notes can also be a great means of organization, if allowed. Jotting down the instructor's commentary or brief summaries of difficult paragraphs in the margins can help spot important materials fast.
- Mark pages. Many people dog-ear important pages, but simple folding can be easy to miss. Try investing in multicolored sticky notes specifically designed for marking pages, which can be bought at most bookstores and department stores., Use different colors to indicate different areas of focus.
- In the event of a restricted exam that does not permit a textbook in the exam room, these strategies still have merit. Organizing the book during the course of a class can help the easily spot key information while studying.

C. STRIVE TO UNDERSTAND THE MATERIAL:



Studying for an open book exam can be tricky as the skills required are not as easy to test as simple memorization. However, there are tricks that can be used to make sure enough preparation for an open book exam.

- Write own commentary on information. As students will be tested primarily on interpretation, write down own commentary and insight in the notes. This helps sharpens critical thinking skills, which will be needed for an open book exam.
- If the professor has provided any model questions, answer them while studying. Open book exam questions promote a genuine understanding of the

course material, so quizzing ourselves using model questions is a great way to make sure that there is enough preparation.

- Team up with other students. While study groups are great for any type of exam, they can be especially helpful for an open book. Rather than quizzing one another on materials, discuss and debate information from class. This helps to learn how to apply the information studied.

2. DEVELOPING NOTE TAKING SKILLS:

A. ATTEND ALL LECTURES AND CLASS PERIODS:

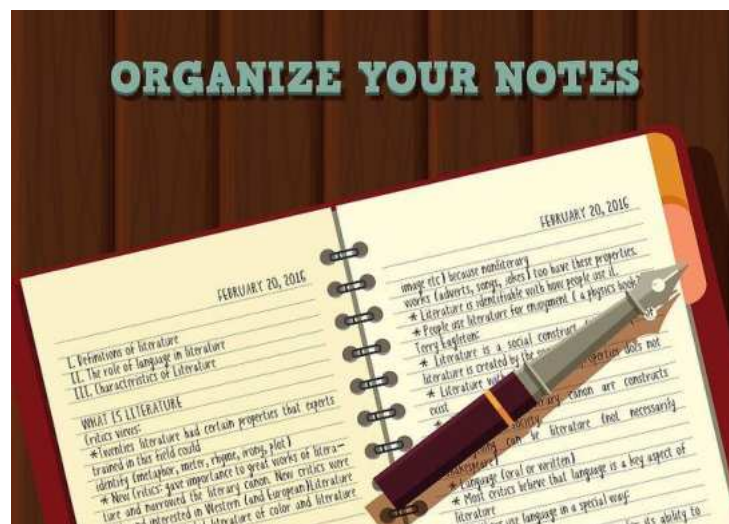


This should be obvious, but the best way to assure the notes are reflective of the testing material is to attend all lectures and class periods regularly.

- Remember, an open book exam is not just memorizing material; it's striving to genuinely understand it. Each professor and teacher has a unique area of focus when it comes to covering reading materials. Don't replicate the instructor's preferences by studying the reading materials alone. Attend class is mandatory.
- Many people will make a notation, such as a big question mark to indicate an area which is difficult to understand. Leave a section in the notes to be filled in later. Ask other classmates or send email to the professor if there is a struggle in understanding the concept.

- If the instructor talks fast, consider recording the lectures--with his or her permission first, of course. Listen again after the lecture ends to try and better catch the material.
- In the event of missing the class due to illness or emergency, have a friend or fellow classmate whose notes can be borrowed. Ask someone who is a good note taker and dedicated student rather than someone who misses frequently and appears disengaged in class.

B. ORGANIZE THE NOTES:



Don't walk into the exam room with a stack of papers covered in random facts and figures. Organize the notes during lectures and then again while prepping for the exam.

- Use a system of enumerating and indenting the notes. Many people use roman numerals, using capital letters for headings and lower case for subheadings (e.g., IV and i.v.).
- Date all the notes. That way, it is easy to locate subjects that confuse.
- Keep the class notes separate. Use a three-ring binder or notebook to separate one class's notes from another or use a different notebook for each class.

- Write legibly. If the handwriting is sloppy, see if a laptop can be brought to class and type notes. Be careful, however. Many instructors ban laptops as they assume students are using them to disengage with class.
- While there is a temptation to doodle during dull moments in class, try to refrain from doing so as these drawings will distract later on while trying to study.
- Place important material at the beginning of the notes. This way, it ensures quick access to it during the exam. List equations, key terms, and dates towards the beginning as this information can be tricky to recall and will likely show up on the exam.

C. FOCUS ON THE IMPORTANT THINGS:



We're sometimes tempted to transcribe more or less entire books or entire lectures when prepping for open book exams. However, this method is not only incredibly time consuming it's ineffective.

- Pay attention to where the most focus is placed during lectures. If something is written on the board, repeated, or discussed for an extended period it will probably show up on the exam. Include those subjects in the exam notes.
- Listen at the end of lectures. Oftentimes, the instructor will provide a brief closing statement that summarizes the most important takeaways from that day's class.

- Compare notes with classmates. If certain subjects overlap, these are probably important areas to focus on notes for the exam.

3. TAKING THE EXAM:

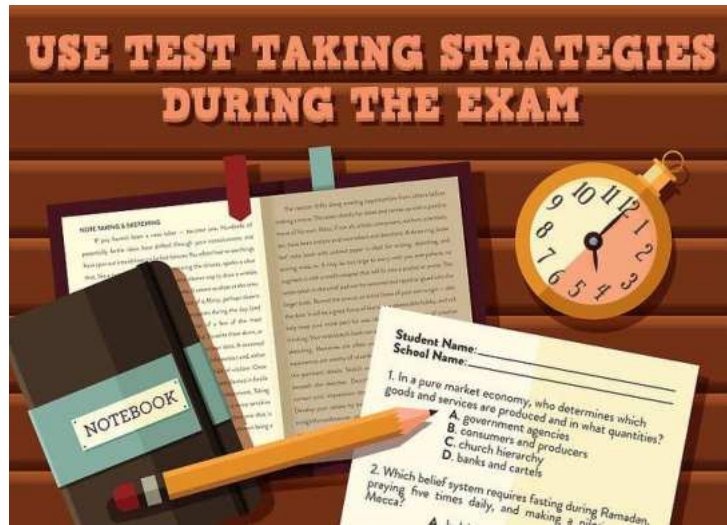
A. STAY CALM:



Exam anxiety can affect performance, so make sure to know good strategies to keep nerves in check in the exam room.

- Stop studying an hour before the exam and use this time to take care. Take a walk or eat something light. If over material is poured into mind right before an exam begins, it results in psychotic behavior.
- Know the time and place of the exam and give extra time to get there. Getting lost or running late can increase anxiety and affect performance.
- Get a good night's sleep before the exam. Anything that affects physically can affect mentally, so make sure that there is a good rest and a refresh feel before entering the exam room.
- While time is an issue, plowing through and exam despite feelings of anxiety will lead to a poor overall performance. Do not hesitate to stop, close the eyes, and take several deep breaths to calm up.

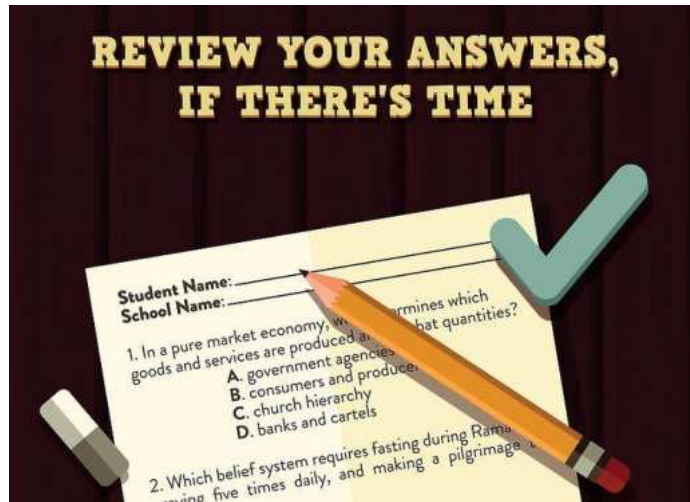
B. USE TEST TAKING STRATEGIES DURING THE EXAM:



There are a variety of strategies which can be taken to make the most of the time during the exam period and improve chances of getting a great grade.

- Open book exams will probably be timed. Be aware of how much time is there and take a quick moment to calculate roughly how long should be spent on each question.
- Answer any questions which can be written without notes first. This will save time by allowing to get through certain questions without fumbling with the notes. This also gives more time with the questions which might have difficulty and need to consult with the notes.
- If there is a struggle with a question, simply leave it and come back at the end of the test after taking some time to calm down and gather thoughts.

C. REVIEW THE ANSWERS, IF THERE'S TIME:



If there is time left at the end of the exam, go through the questions one more time using the notes.

- Go back through the exam and check areas that include information that's easily mixed up, like dates, names, vocabulary, and equations.
- Find questions which are doubtful and try to improve them in the remaining time.

SWOT ANALYSIS:



A Strength, Weakness, Opportunity, and Threats (SWOT) analysis is a strategic planning technique used to help a person or organization to identify the strengths, weakness, opportunities and threats related to business competition or project planning.

STRENGTH OF OPEN BOOK EXAMS:



Open book exams have the following strengths.

- ✓ Open-book exams can eliminate rote learning, which is deeply ingrained in the Indian education system. As they will analytical skills, students will be encouraged to be analytical & creative.
- ✓ Memory-based exams often award the students that have better memory and are a cause of worry to students, who can understand the concepts but cannot memorize. Open-book exams can be a boon for the students, who have different learning abilities.
- ✓ Without the fear of memory-based tests, students can peacefully learn concepts. At present, students are concentrating more on preparing themselves for exams rather than on conceptual understanding.
- ✓ Open-book exams can reform the method of teaching and can improve the quality of education.
- ✓ It can also eliminate cheating & copying.
- ✓ Many are of the opinion that students will just copy the content from the textbook. But the questions in open-book exams are formulated in such a way that analyzing the content is required.

WEAKNESS OF OPEN BOOK EXAMS:



There are certain weaknesses that come with open book exams as well. These also need to be understood for proper implementation of this system.

- ✓ Fear of exams encourages many students to study. With open-book exams, students may not focus much on their studies.
- ✓ In India, there are many coaching centers that prepare students for various exams. They may provide model answers for all the concepts, which can be memorized. This can dilute the purpose of open-book exams.
- ✓ Memory training is also important, especially for children. Open-book exams may discourage students in memorizing even the basic things.
- ✓ As the evaluation in open-book exams will be tough, it may put even more pressure on students.
- ✓ Fear of forgetting the content will be eliminated.

OPPORTUNITIES FOR OPEN BOOK EXAM:



- ✓ Open-book exams often still have time limits; it is generally not possible to look up the answer to every question and still have time to complete the exam within the time limit.
- ✓ Open-book exams focus on synthesis, analysis, and application, rather than memorization. This means that open-book exams generally require higher-order thinking and writing skills.
- ✓ It is more tempting NOT to study for an open-book exam, leaving students unprepared for writing them well when the time comes.

THREATS OF OPEN BOOK EXAM:



- ✓ If students are not guided well to give open-book exams, they may just copy what is in the textbook. And it will not serve the purpose for which the exams are held.
- ✓ Training a large number of evaluators in the new evaluation method is also a challenge.
- ✓ The lack of quality teachers in India will be a serious challenge in implementing the new way of teaching. Students in some high-quality schools will be at an advantage over other students.

CONCLUSION:

Open book examinations can restore the true meaning of the word education for both teachers and students. It is true that it will take some time and effort on the

part of students and teachers to adapt themselves to the demands of open book examinations. But the changes will be inevitable.

CHAPTER-III



DATA ANALYSIS AND INTERPRETATION

CHAPTER-III

DATA ANALYSIS AND INTERPRETATION

Data analysis is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, drawing inferences, and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, while being used in different areas like business, science, and social science domains.

This chapter deals with the analysis and interpretation of data regarding **A study on Student's Perception towards “Online Open Book Examination”**. Data analysis and interpretation is done by circulating the questionnaire to the respondents through Google forms and the data are collected from 80 respondents and tabulated for easy understanding and good presentation, which assists the researchers to analyze the data efficiently.

The data collected have been analysed by using the following statistical tools:

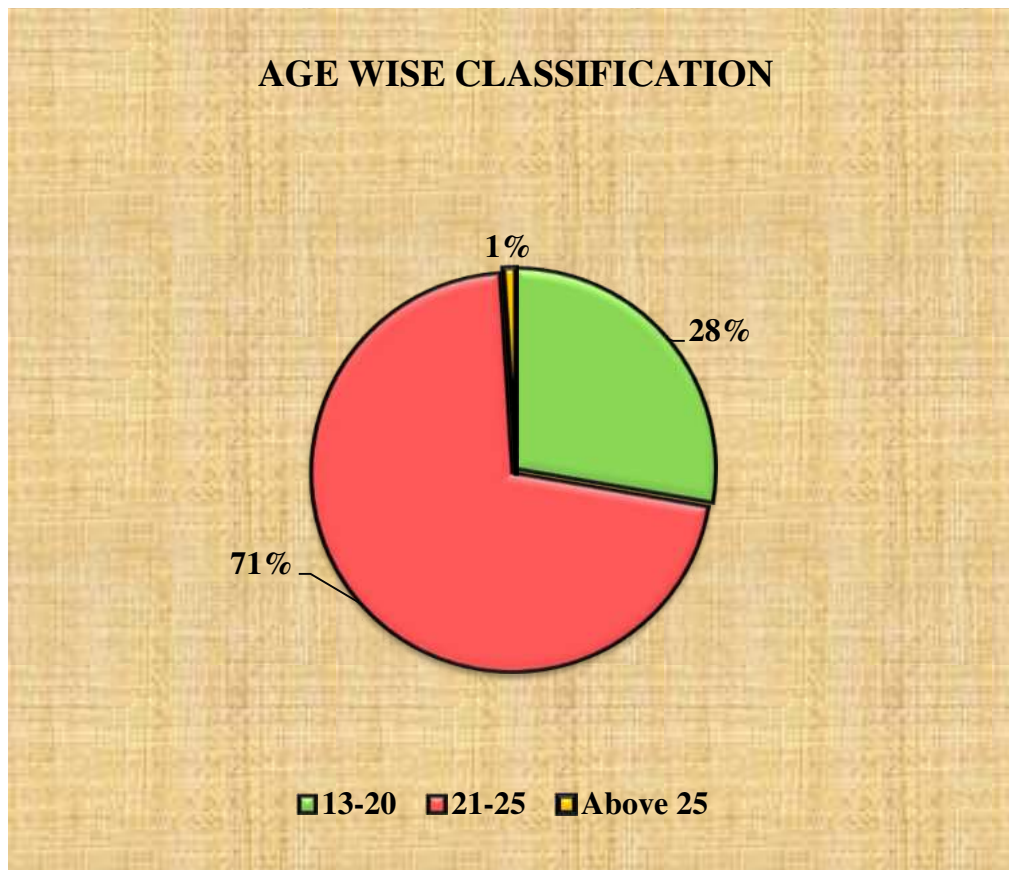
- ❖ Percentage analysis
- ❖ Bar diagram
- ❖ Pie-charts
- ❖ Chi-Square test
- ❖ Likert scale technique
- ❖ Garrett's Ranking technique

The diagrams, tables and charts provide a bird's eye view of the entire data and helps in summarizing and presentation of the data collected in a systematic manner.

TABLE 3.1
AGE WISE CLASSIFICATION

AGE	NO. OF RESPONDENTS	% OF RESPONDENTS
13-20 years	22	28
21-25 years	57	71
Above 25 years	1	1
TOTAL	80	100

SOURCE: Primary data.



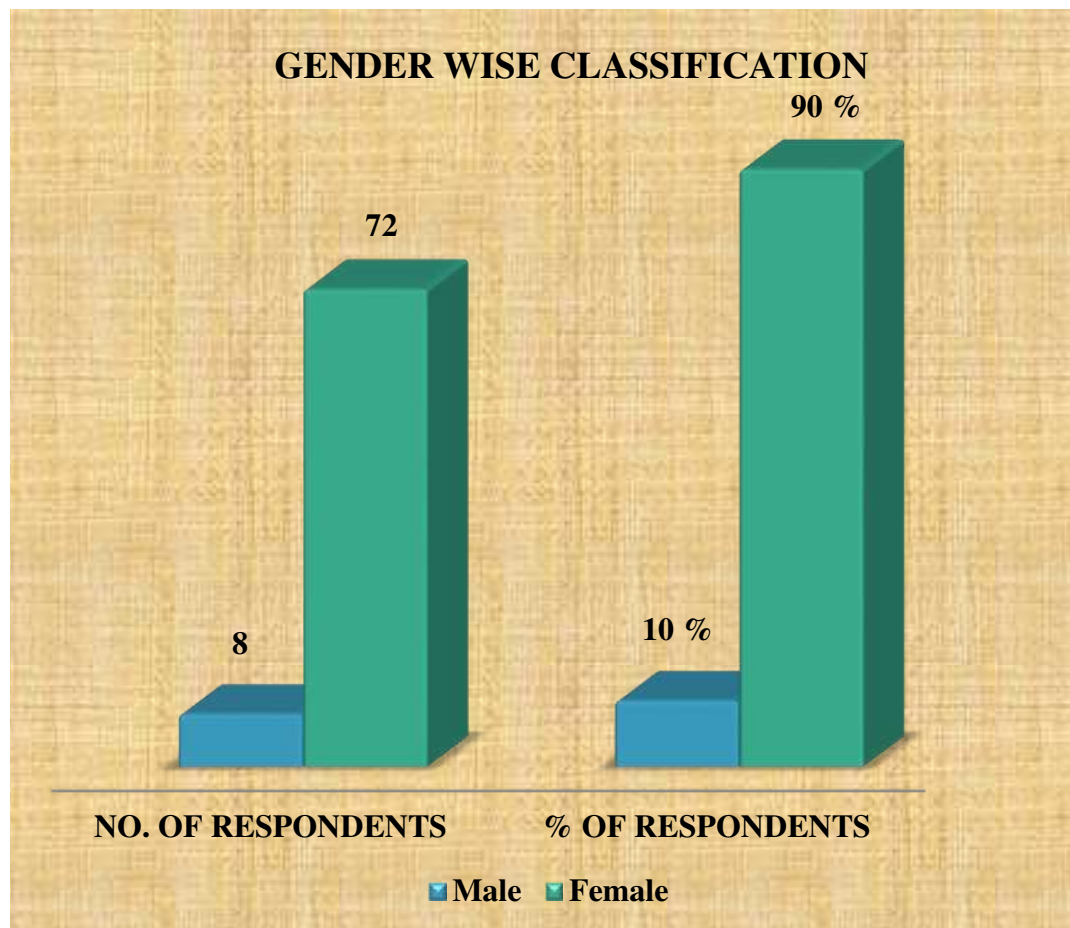
INTERPRETATION:

The above pie diagram depicts that, 28% of the respondents are in between the age group of 13-20 years, 71% of the respondents are in between the age group of 21-25 years, and 1% of the respondents are above 25 years. Thus majority of the respondents i.e., 71% are from the age group between 21-25 years.

TABLE 3.2
GENDER WISE CLASSIFICATION

GENDER	NO. OF RESPONDENTS	% OF RESPONDENTS
Male	8	10
Female	72	90
TOTAL	80	100

SOURCE: Primary data



INTERPRETATION:

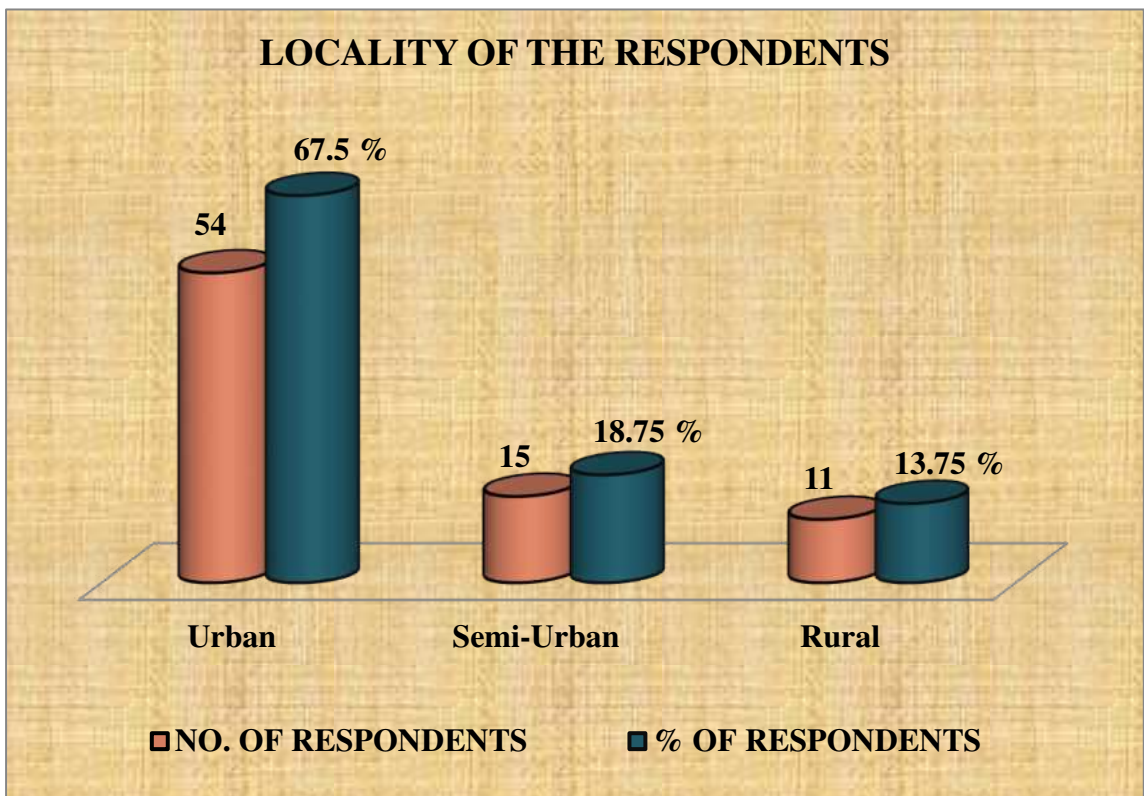
From the above chart, it is observed that, 10% of the respondents are male and 90% of the respondents are female. Thus majority of the respondents i.e., 90% are female.

TABLE 3.3

LOCALITY OF THE RESPONDENTS

AREA	NO. OF RESPONDENTS	% OF RESPONDENTS
Urban	54	67.5
Semi-Urban	15	18.75
Rural	11	13.75
TOTAL	80	100

SOURCE: Primary data



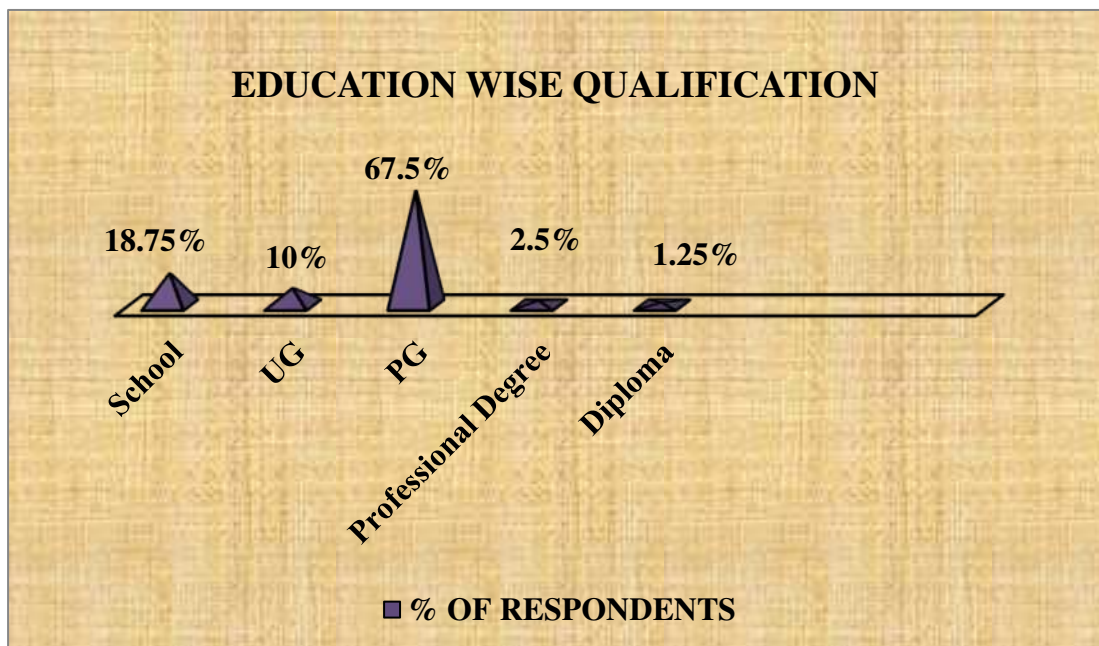
INTERPRETATION:

The above table portrays that, 67.5% of the respondents are from urban region, 18.75% of the respondents are from Semi-Urban region and 13.75% of the respondents are from rural region. Thus majority of the respondents i.e., 67.5% of them are from urban region.

TABLE 3.4
EDUCATION WISE QUALIFICATION

EDUCATION	NO. OF RESPONDENTS	% OF RESPONDENTS
School	15	18.75
UG	8	10.00
PG	54	67.50
Professional Degree	2	2.50
Diploma	1	1.25
TOTAL	80	100

SOURCE: Primary Data



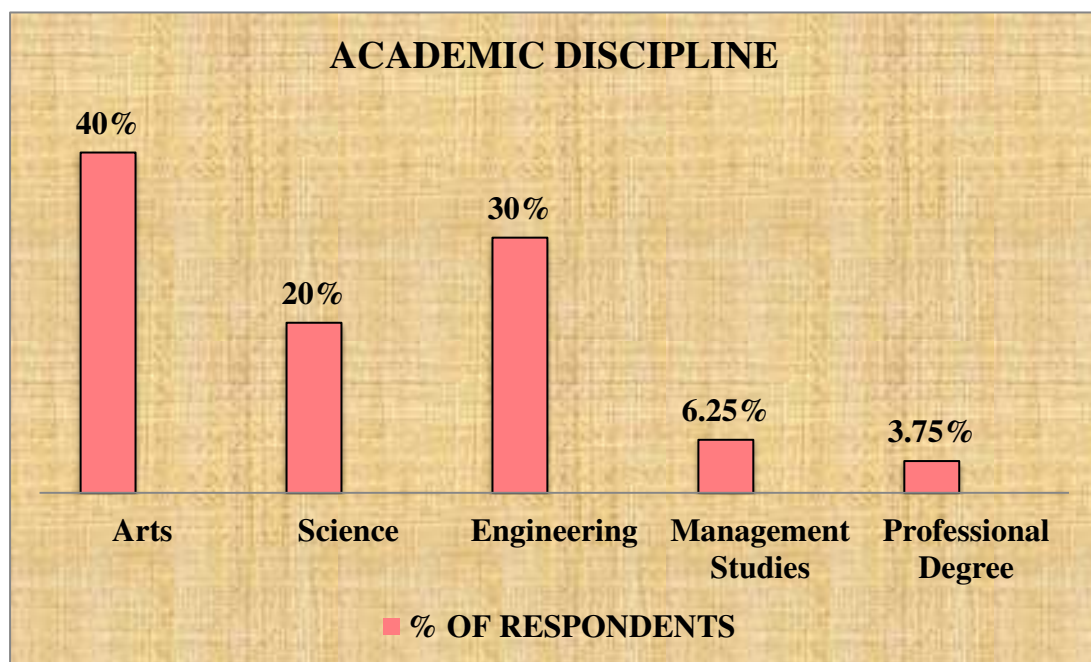
INTERPRETATION:

From the above chart it is clear that, 18.75% of respondents are studying in school, 10% of the respondents are pursuing graduation, 67.50% of the respondents are pursuing post-graduation, 2.50% of the respondents are pursuing professional degree and 1.25% of the respondents are doing diploma. Thus majority of the respondents i.e., 67.50% of the respondents are pursuing post-graduation.

TABLE 3.5
ACADEMIC DISCIPLINE

CATEGORY	NO. OF RESPONDENTS	% OF RESPONDENTS
Arts	32	40
Science	16	20
Engineering	24	30
Management Studies	5	6.25
Professional Degree	3	3.75
TOTAL	80	100

SOURCE: Primary data



INTERPRETATION:

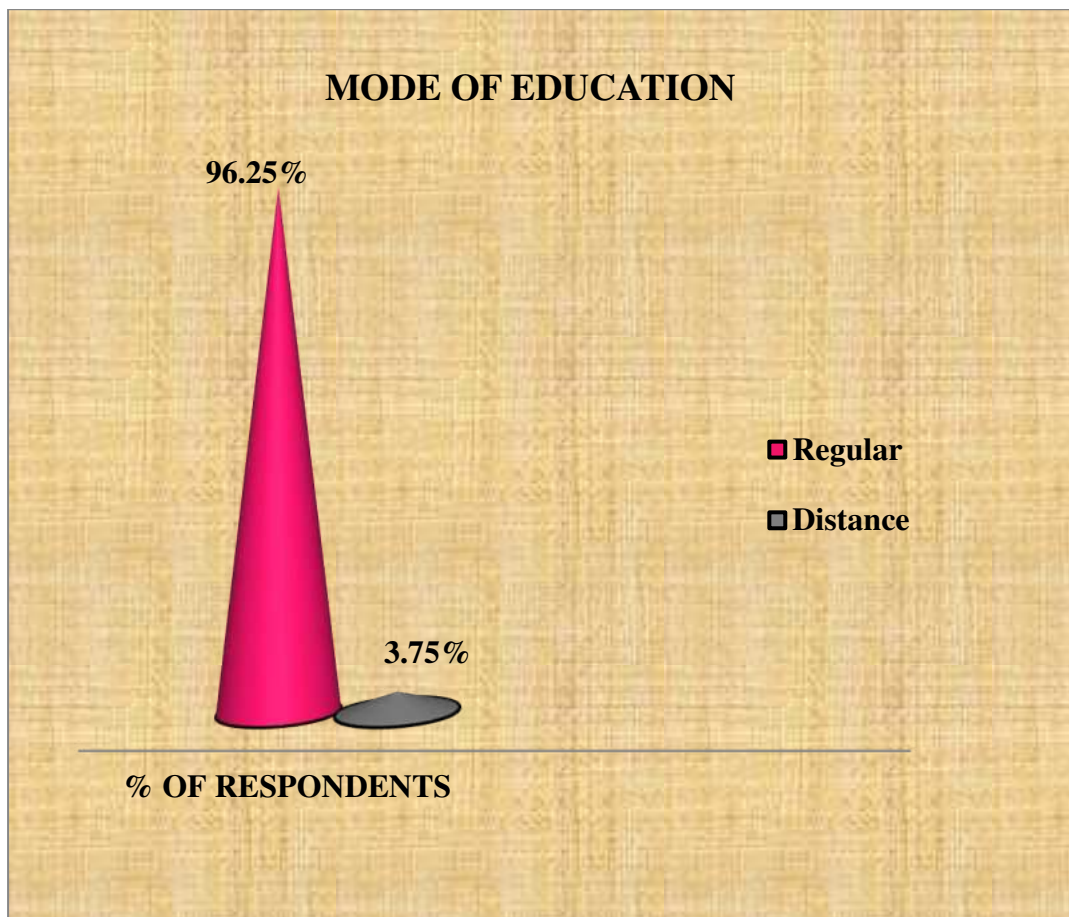
From the above table it is evident that, 40% of the respondents are from arts discipline, 20% of the respondents are from science discipline, 30% of the respondents are from engineering discipline, 6.25% of the respondents are from management studies and 1.25% of the respondents are from professional degree. Thus majority of the respondents i.e., 40% of the respondents are from arts discipline.

TABLE 3.6

MODE OF EDUCATION

CATERGORY	NO. OF RESPONDENTS	% OF RESPONDENTS
Regular	77	96.25
Distance	3	3.75
TOTAL	80	100

SOURCE: Primary data



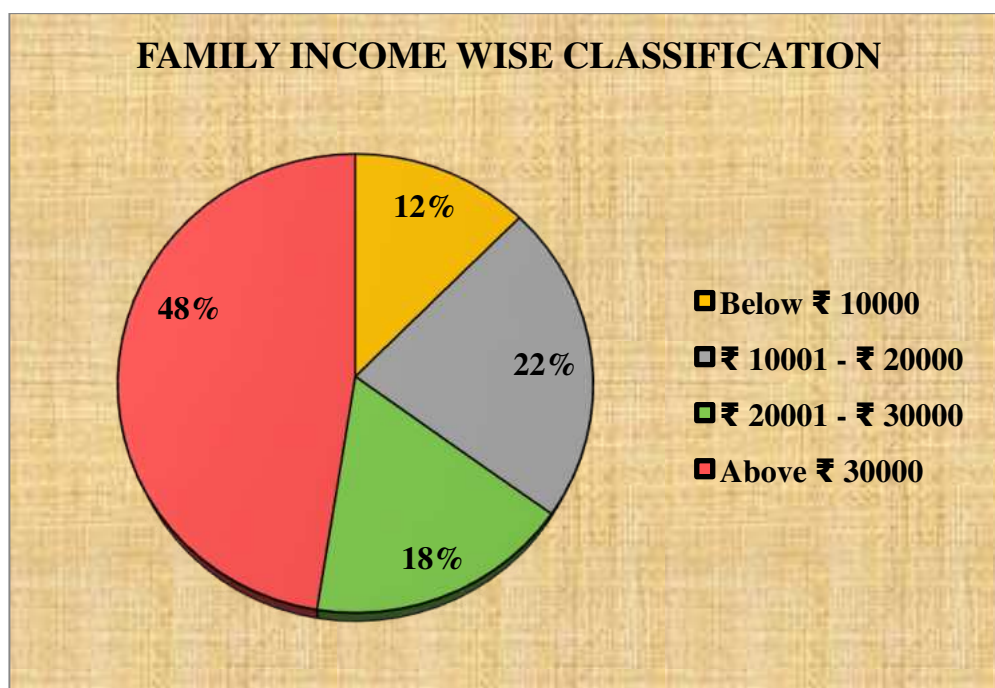
INTERPRETATION:

The above chart shows that, 96.25% of the respondents are doing their education in regular stream, and 3.75% of the respondents are doing their education in distance mode. Thus majority of the respondents i.e., 96.25% of the respondents are doing their education in regular stream.

TABLE 3.7
FAMILY INCOME WISE CLASSIFICATION

INCOME (per month)	No. of Respondents	% of Respondents
Below ₹ 10000	10	12.50
₹ 10001 - ₹ 20000	18	22.50
₹ 20001 - ₹ 30000	14	17.50
Above ₹ 30000	38	47.50
Total	80	100

SOURCE: Primary data



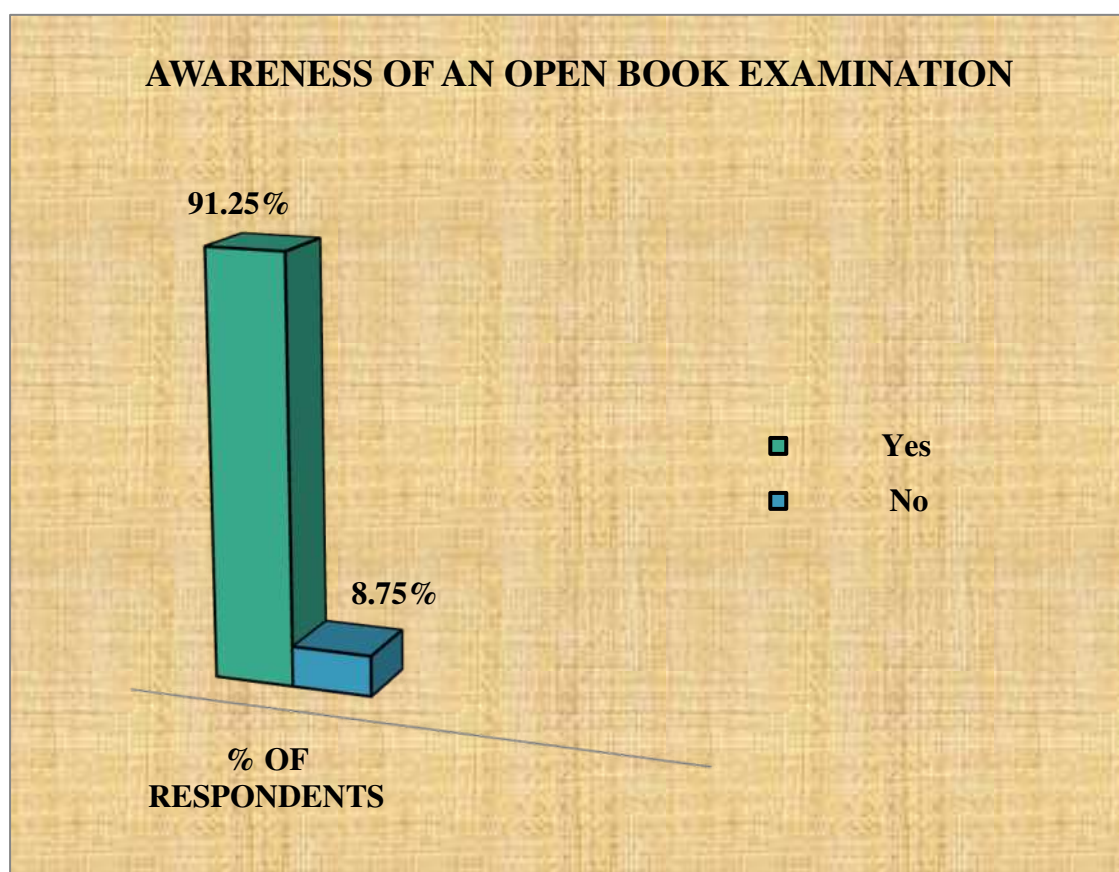
INTERPRETATION:

From the above pie diagram it is inferred that, 48% of the respondent's family earns an income above ₹30000 per month, 22% of the respondents family earns between ₹10001 - ₹ 20000 per month, 18% of the respondents family earns between ₹ 20001 - ₹ 30000 per month, and 12% of the respondents earns an income below ₹10000 per month. Thus majority of the respondents i.e., 48% of the respondent's family earns an income above ₹30000 per month.

TABLE 3.8
AWARENESS OF AN OPEN BOOK EXAMINATION

RESPONSE	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	73	91.25
No	7	8.75
TOTAL	80	100

SOURCE: Primary data



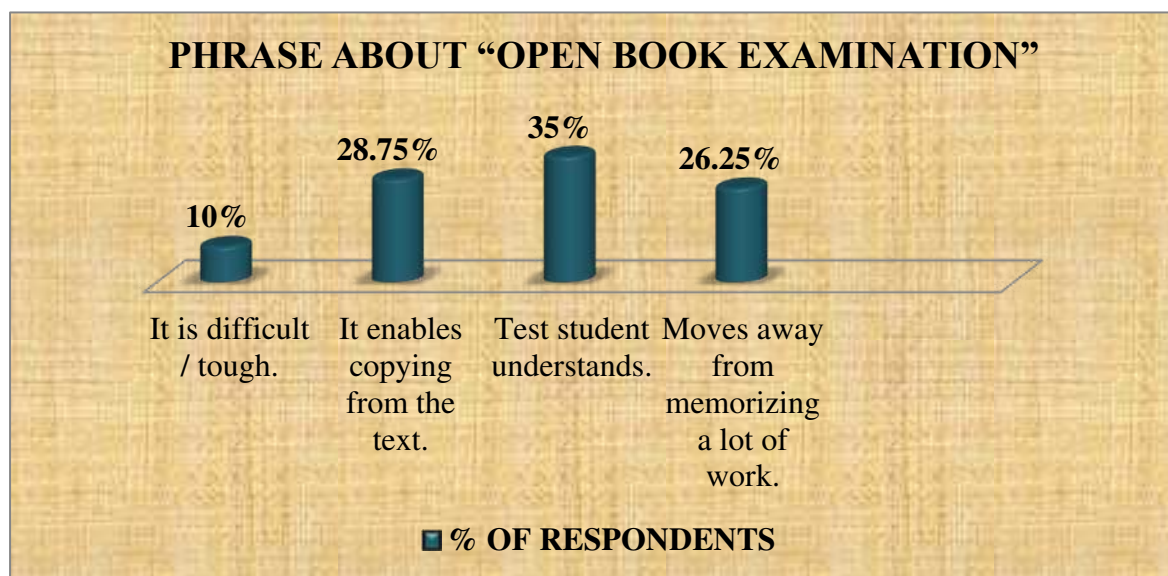
INTERPRETATION:

The above table represents that, 91.25% of the respondents say that they are aware of an open book examination and 8.75% of the respondents say that they are not aware of an open book examination. Thus majority of the respondents i.e., 91.25% of the respondents say that they are aware of an open book examination.

TABLE 3.9
PHRASE ABOUT “OPEN BOOK EXAMINATION”

PHRASE	NO. OF RESPONDENTS	% OF RESPONDENTS
It is difficult / tough.	8	10.00
It enables copying from the text.	23	28.75
Test student understanding	28	35
Moves away from memorizing a lot of work.	21	26.25
TOTAL	80	100

SOURCE: Primary data



INTERPRETATION:

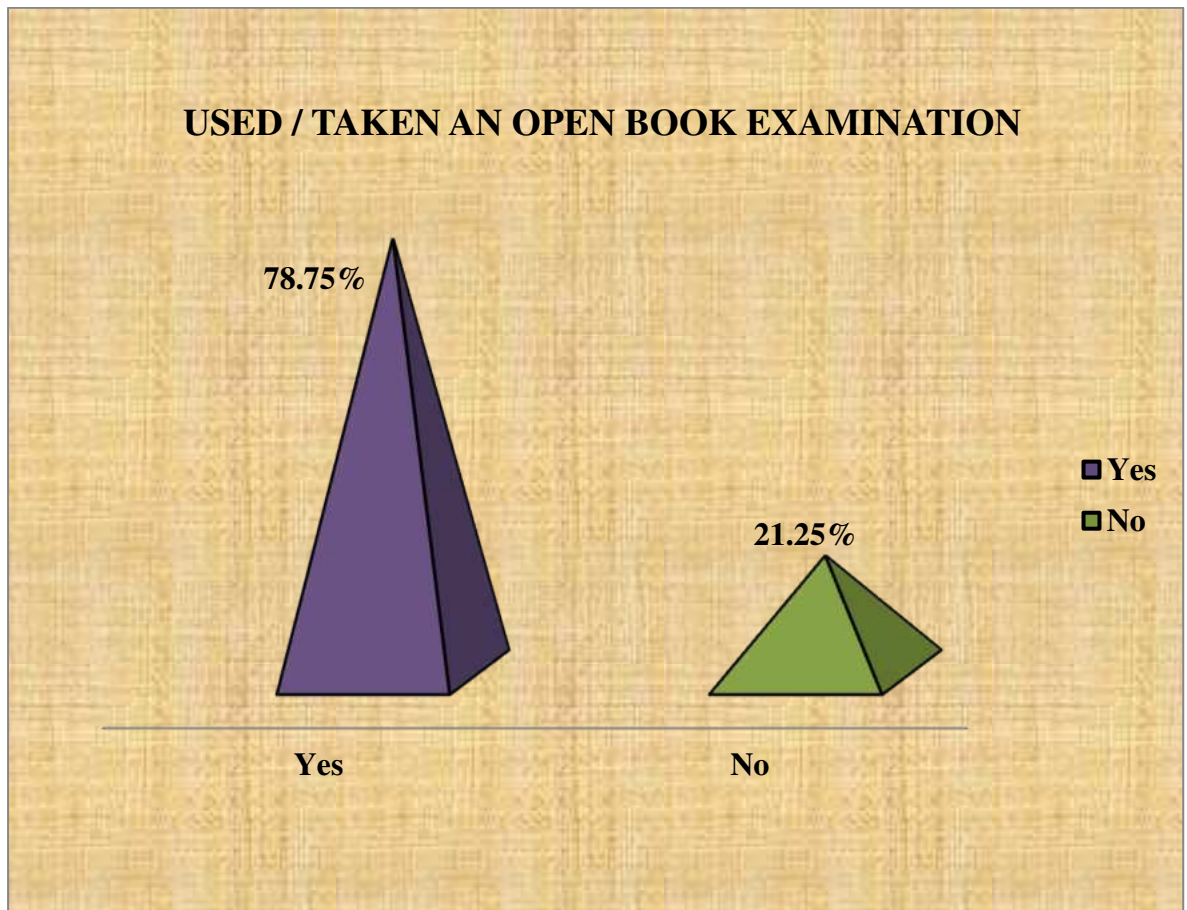
The above chart indicates that, 10% of the respondents say that open book exam is difficult/tough, 35% of the respondents say that open book exam enables copying from the text, 28.75% of the respondents say that open book exam test students understanding level and 26.25% of the respondents say that open book exam moves away students from memorizing a lot of work. Thus majority of the respondents i.e., 35% of the respondents say that open book exam enables copying from the text.

TABLE 3.10

USED / TAKEN AN OPEN BOOK EXAMINATION

RESPONSE	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	63	78.75
No	17	21.25
TOTAL	80	100

SOURCE: Primary data



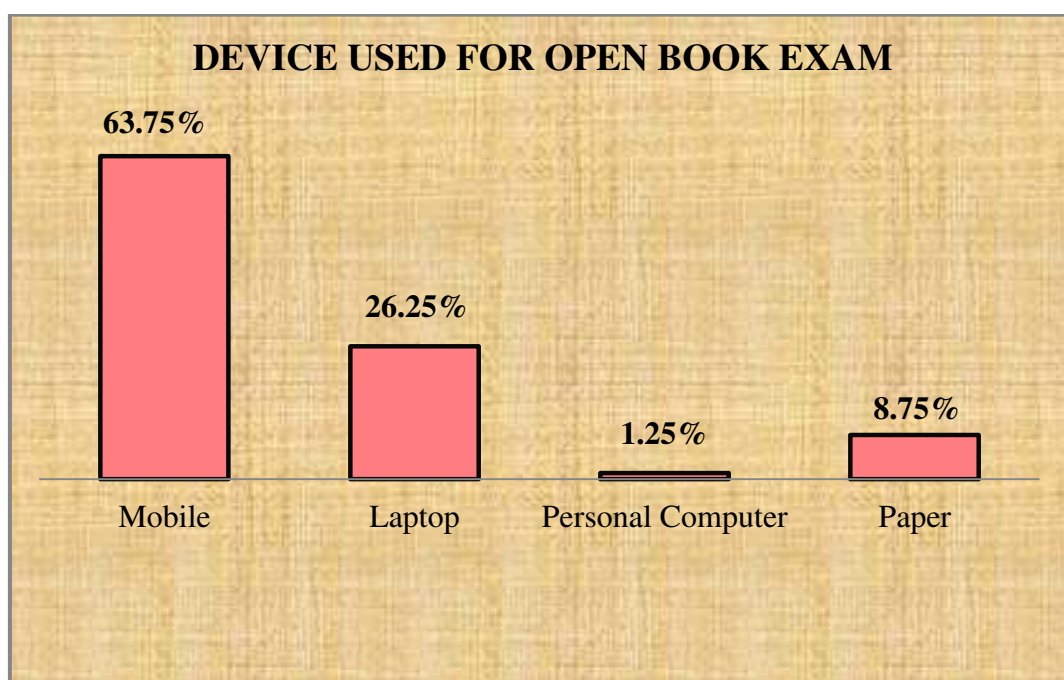
INTERPRETATION:

From the above table it is found that, 78.75% of the respondents say that they are used/taken an open book examination and 21.25% of the respondents say that they are not used/taken an open book examination. Thus majority of the respondents i.e., 78.75% of the respondents say that they are used/taken an open book examination.

TABLE 3.11
DEVICE USED FOR ONLINE OPEN BOOK EXAMINATION

MODE OF ACCESS	NO. OF RESPONDENTS	% OF RESPONDENTS
Mobile	51	63.75
Laptop	21	26.25
Personal Computer	1	1.25
Paper	7	8.75
TOTAL	80	100

SOURCE: Primary data



INTERPRETATION:

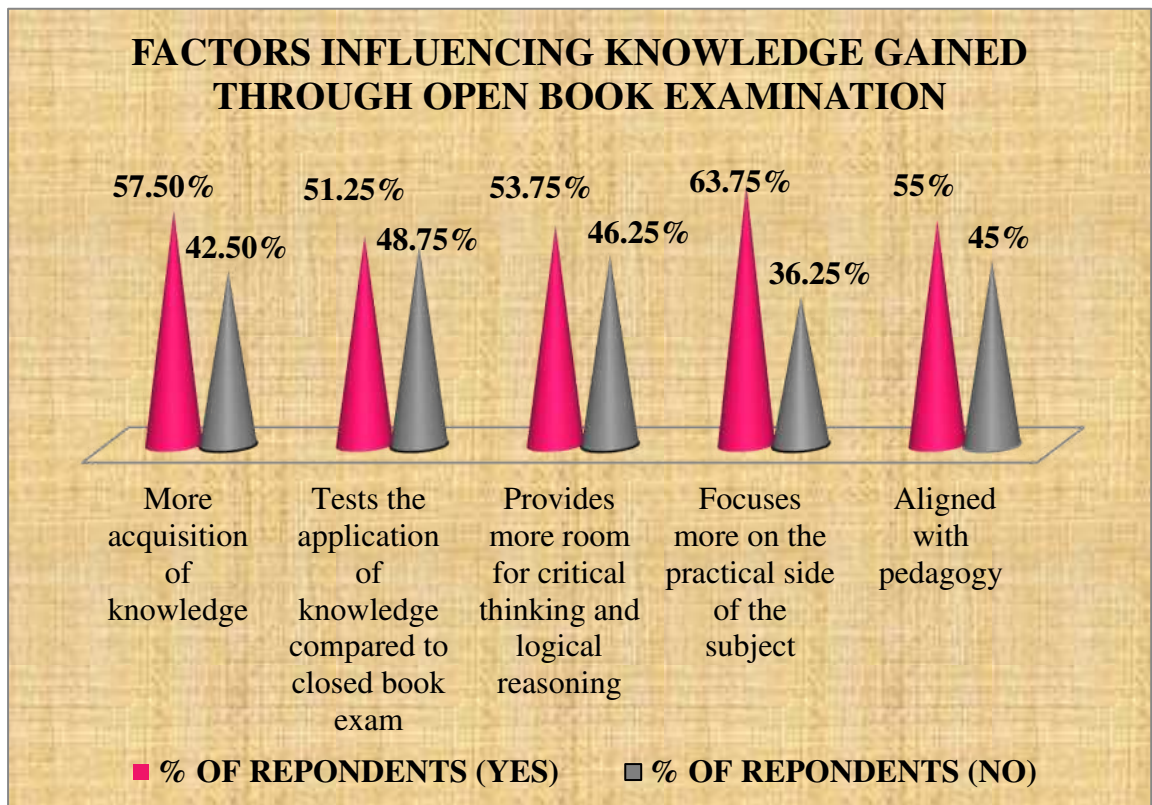
The above chart reveals that, 63.75% of the students say that they used mobile for open book exam, 26.25% of the students say that they used laptop for open book exam, 1.25% of the students say that they used personal computer for open book exam and 8.75% of the students say that they used paper for open book examination. Thus majority of the students i.e., 63.75% of the students say that they used mobile for open book examination.

TABLE 3.12

**FACTORS INFLUENCING KNOWLEDGE GAINED THROUGH
OPEN BOOK EXAMINATION**

PARTICULARS	% OF RECONDENTS (YES)	% OF RECONDENTS (NO)	TOTAL
More acquisition of knowledge	57.50	42.50	100
Tests the application of knowledge compared to closed book exam	51.25	48.75	100
Provides more room for critical thinking and logical reasoning	53.75	46.25	100
Focuses more on the practical side of the subject	63.75	36.25	100
Aligned with pedagogy	55.00	45.00	100

SOURCE: Primary data



INTERPRETATION:

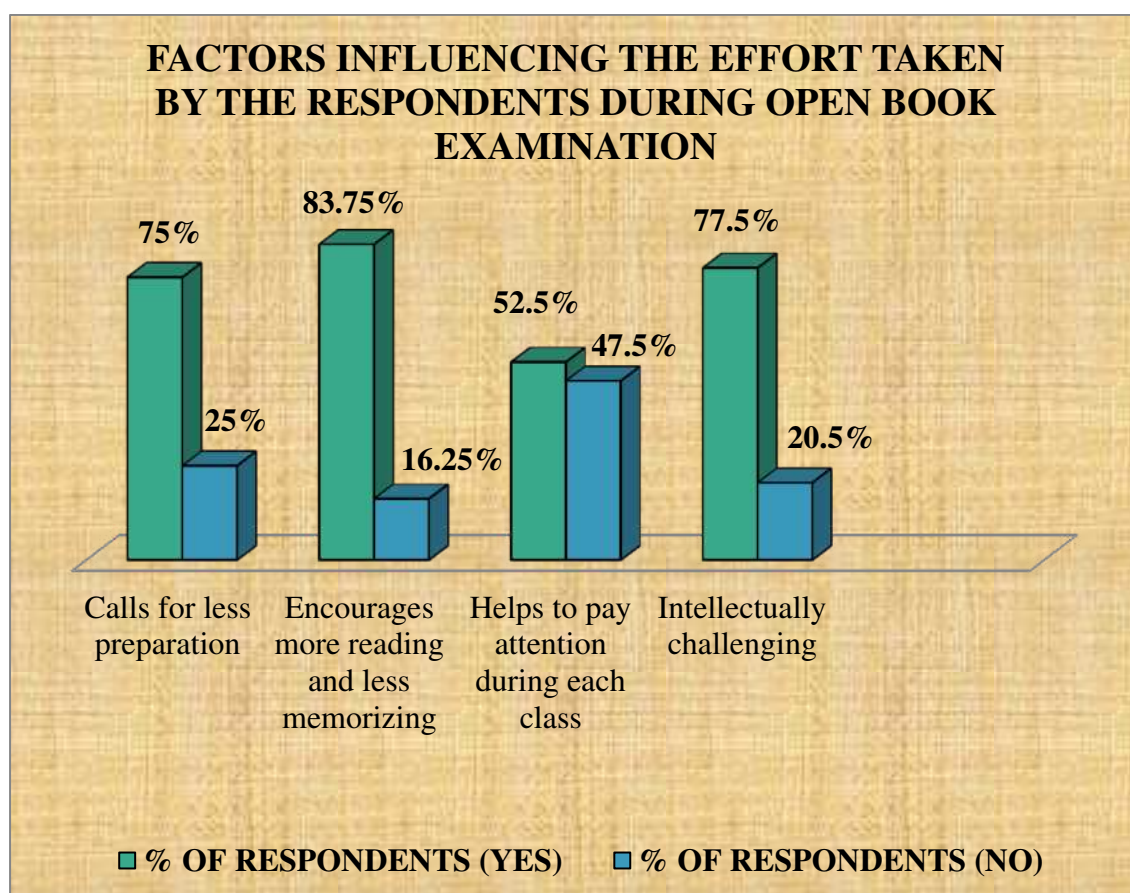
The above table depicts that, 57.5% of the students say that through open book examination more knowledge is acquired, 51.25% of the students feels that the open book examination test the application of knowledge better than closed book examination, 53.75% of the students noticed that open book examination provides more for critical thinking and logical reasoning, 63.75% of the students perceive that open book examination focuses on the practical side of the subject and 55% of the students observed that open book examination is aligned with pedagogy.

TABLE 3.13

**FACTORS INFLUENCING THE EFFORT TAKEN BY THE
RESPONDENTS DURING OPEN BOOK EXAMINATION**

PARTICULARS	% OF RESPONDENTS (YES)	% OF RESPONDENTS (NO)	TOTAL
Calls for less preparation	75	25	100
Encourages more reading and less memorizing	83.75	16.25	100
Helps to pay attention during each class	52.50	47.50	100
Intellectually challenging	77.50	20.50	100

SOURCE: Primary data



INTERPRETATION:

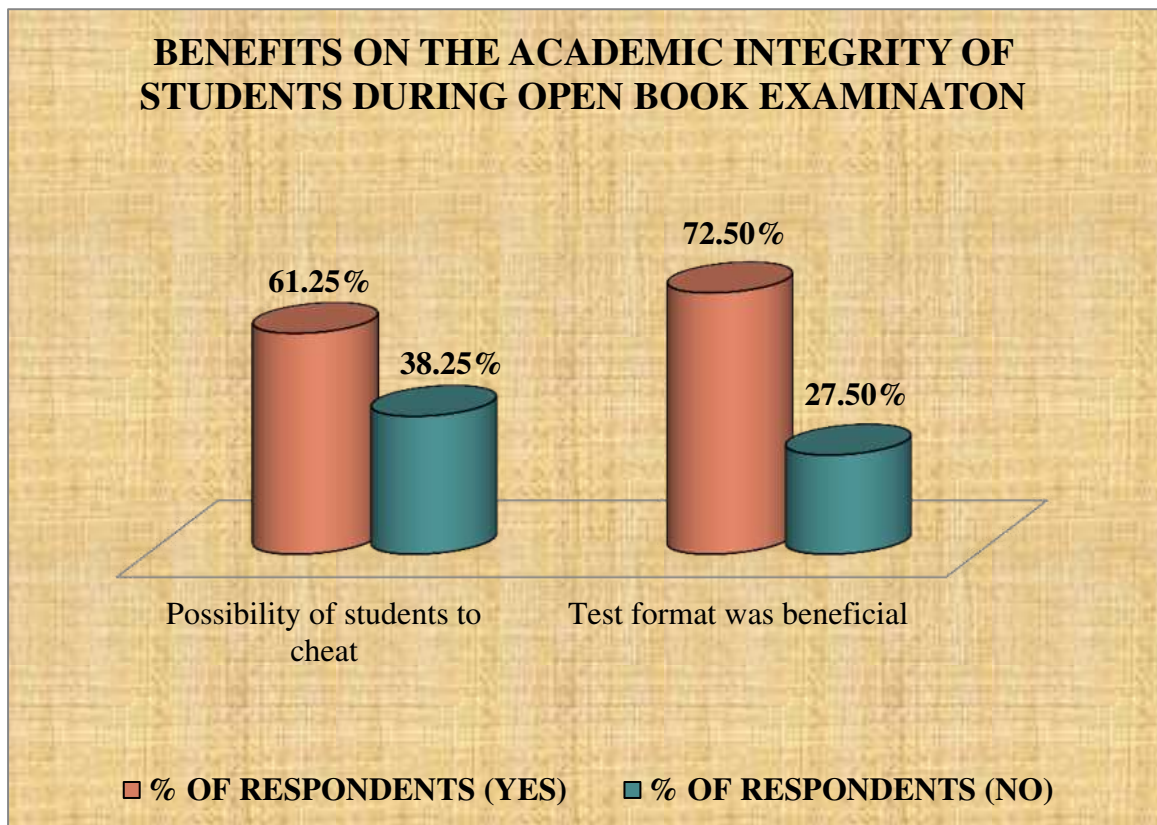
From the above chart it is observed that, 75% of the students say that the open book examination calls for less preparation, 83.75% of the students feels that the open book examination encourages more reading and less memorizing, 52.50% of the students noticed that open book examination helps to pay more attention during each class and 77.50% of the students observed that open book examination is intellectually challenging.

TABLE 3.14

**BENEFITS ON THE ACADEMIC INTEGRITY OF STUDENTS
DURING OPEN BOOK EXAMINATON**

BENEFITS	% OF RESPONDENTS (YES)	% OF RESPONDENTS (NO)	TOTAL
Possibility of students to cheat	61.25	38.25	100
Test format was beneficial	72.5	27.5	100

SOURCE: Primary data



INTERPRETATION:

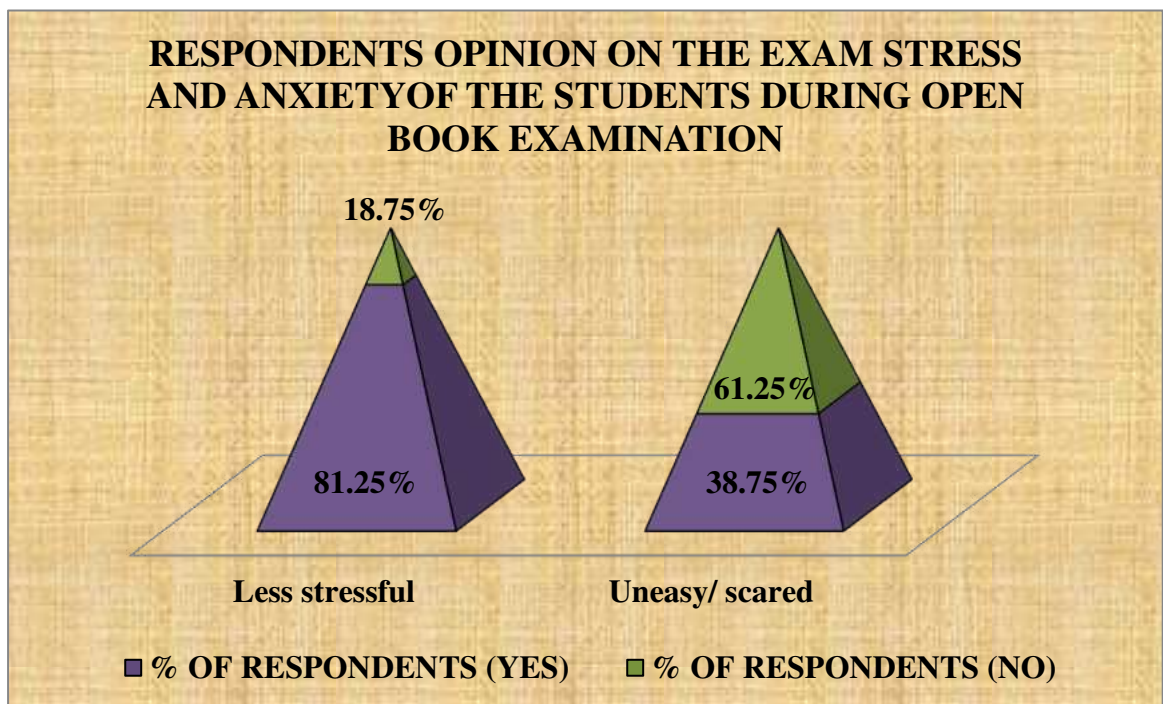
The above table portrays that, 61.25% of the students say that the structure of open book examination is meant that the students could cheat and 72.50% of the students observed that the test format of open book examination was beneficial.

TABLE 3.15

**RESPONDENTS OPINION ON THE EXAM STRESS AND
ANXIETY OF THE STUDENTS DURING OPEN BOOK
EXAMINATION**

RESPONSE	% OF RESPONDENTS (YES)	% OF RESPONDENTS (NO)	TOTAL
Less stressful	81.25	18.75	100
Uneasy/ scared	61.25	38.75	100

SOURCE: Primary data



INTERPRETATION:

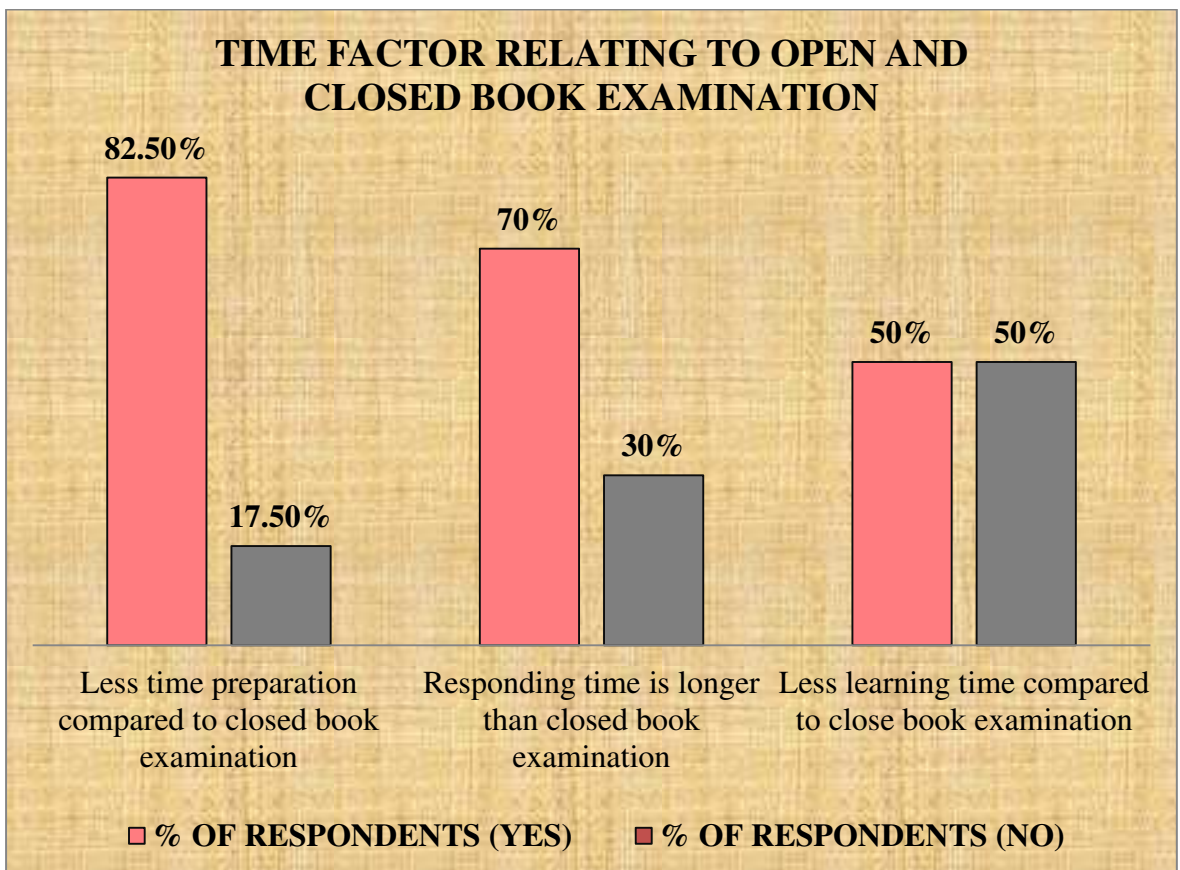
From the above chart it is clear that, 81.25% of the students feel that open book examination is less stressful and 61.25% of the students perceive that the open book examination was uneasy and scared.

TABLE 3.16

TIME FACTOR RELATING TO OPEN AND CLOSED BOOK EXAMINATION

TIME FACTOR	% OF RESPONDENTS (YES)	% OF RESPONDENTS (NO)	TOTAL
Less time preparation compared to closed book examination	82.50	17.50	100
Responding time is longer than closed book examination	70	30	100
Less learning time compared to close book examination	50	50	100

SOURCE: Primary data



INTERPRETATION:

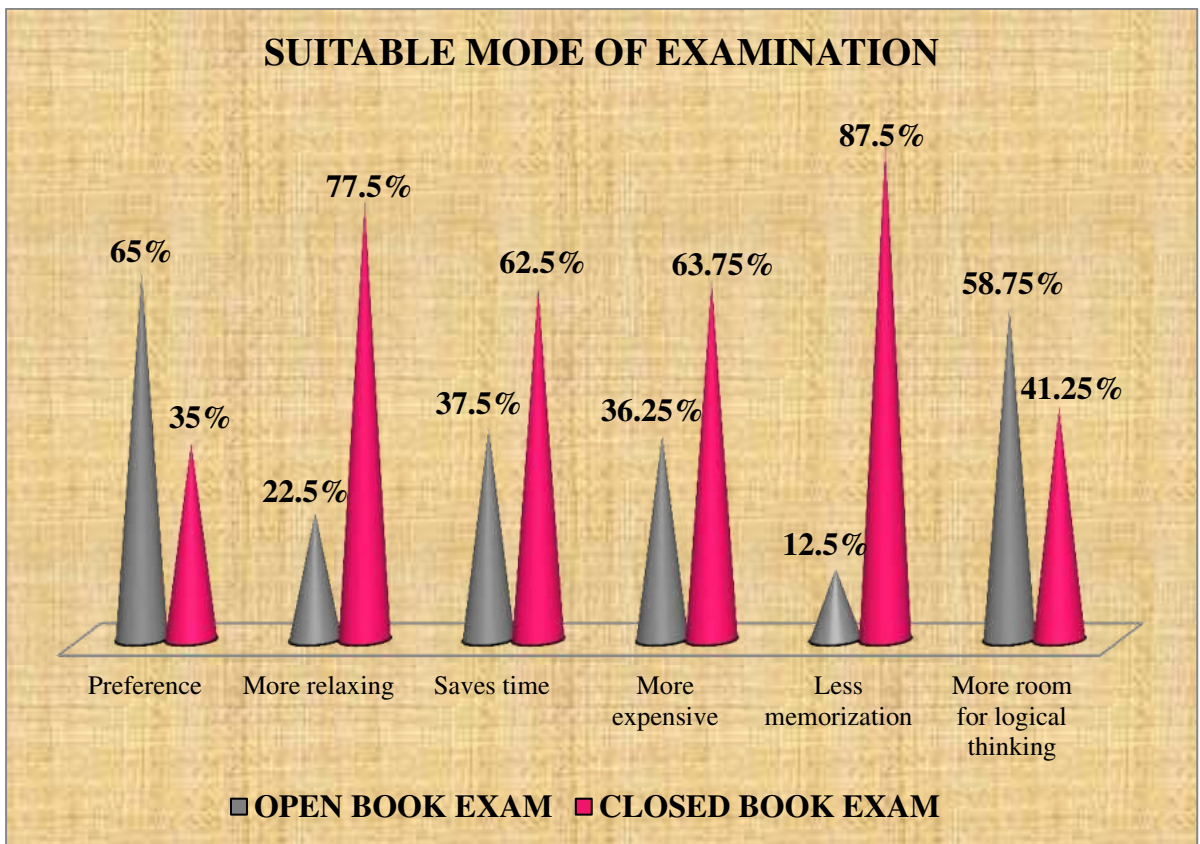
From the above table it is evident that, 82.50% of the students say that the time consumed while preparing for open book examination is shorter than the closed book exam, 70% of the students feels that the time consumed while responding for open book examination is longer than the closed book examination and 50% of the students observed that the time consumed while learning for open book examination is longer than the closed book examination.

TABLE 3.17

SUITABLE MODE OF EXAMINATION

EXPERIENCE	OPEN BOOK EXAM	CLOSED BOOK EXAM	TOTAL
Preference	65	35	80
More relaxing	22.5	77.5	80
Saves time	37.5	62.5	80
More expensive	36.25	63.75	80
Less memorization	12.5	87.5	80
More room for logical thinking	58.75	41.25	80

SOURCE: Primary data



INTERPRETATION:

The above table shows that, 65% of them say that the open book examination is the preferable mode of examination when compared to closed book examination, 77.5% of the students feels that the closed book examination is more relaxing when compared to open book examination, 62.5% of the students observed that the closed book examination saves time when compared to open book examination, 63.75% of the students noticed that the closed book examination is more expensive when compared to open book examination, 87.5% of the students perceive that the closed book examination requires less memorization when compared to open book examination and 58.75% of the students considered that the open book examination provides more room for logical thinking when compared to closed book examination. Thus majority of the students say that the closed book examination is the most suitable mode of examination when compared to open book examination.

TABLE 3.18
RESPONDENTS EDUCATIONAL QUALIFICATION TOWARDS
THE PERSONAL FEELING ABOUT OPEN BOOK
EXAMINATION

NULL HYPOTHESIS (H₀):

There is no significant relationship between the respondent's educational qualifications towards the personal feeling about open book examination.

ALTERNATIVE HYPOTHESIS (H₁):

There is a significant relationship between the educational qualifications towards the personal feeling about open book examination.

$$(\chi^2) = \sum (O-E)^2 / E$$

Personal feeling about open book examination	Educational qualification	School	UG	PG	Professional degree	Diploma	Total
Think it's okay or good		4	6	29	0	1	40
Have to know where in the book, the work		2	1	7	1	0	11
Confusing & Challenging		6	0	15	0	0	21
Wasting time finding answers		3	1	3	1	0	8
Total		15	8	54	2	1	80

Rows & Columns	O	E	O-E	(O-E) ²	(O-E) ² / E
R₁C₁	4	7.5	-3.5	12.25	1.63
R₂C₁	2	2.06	-0.06	0.004	0.002
R₃C₁	6	3.93	2.07	4.28	1.09
R₄C₁	3	1.5	1.5	2.25	1.5
R₁C₂	6	4	2	4	1
R₂C₂	1	1.1	-0.1	0.01	0.009
R₃C₂	0	2.1	-2.1	4.41	2.1
R₄C₂	1	0.8	0.2	0.04	0.05
R₁C₃	29	27	2	4	0.15
R₂C₃	7	7.4	-0.4	0.16	0.022
R₃C₃	15	14.1	0.9	0.81	0.06
R₄C₃	3	5.4	-2.4	5.76	1.07
R₁C₄	0	1	-1	1	1
R₂C₄	1	0.27	0.73	0.53	1.963
R₃C₄	0	0.52	-0.52	0.27	0.52
R₄C₄	1	0.2	0.8	0.64	3.2
R₁C₅	1	0.5	0.5	0.25	0.5
R₂C₅	0	0.13	-0.13	0.02	0.154
R₃C₅	0	0.26	-0.26	0.07	0.27
R₄C₅	0	0.1	-0.1	0.01	0.1
					$\chi^2=16.39$

$\chi^2=16.39$

DEGREES OF FREEDOM:

$$=(r-1) (c-1)$$

$$= (5-1) (4-1)$$

$$=3 \times 4$$

$$=12$$

INTERPRETATION:

The table value for 12 degrees of freedom at 5% level of significance is 21. It is found that the calculated value i.e., 16.39 is less than the table value. Thus the result is independent. Hence it is concluded that there is no significant relationship between the respondent's educational qualifications towards the personal feeling about open book examination. Therefore Null Hypothesis is accepted.

TABLE 3.19

**RESPONDENTS MODE OF EDUCATION TOWARDS THE
REASONS FOR ALLOWING OPEN BOOK EXAMINATION**

NULL HYPOTHESIS (H₀):

There is no significant relationship between the respondent's modes of education towards the reasons for allowing open book examination.

ALTERNATIVE HYPOTHESIS (H₁):

There is a significant relationship between the respondent's modes of education towards the reasons for allowing open book examination.

$$(\chi^2) = \sum (O-E)^2 / E$$

MODE OF EDUCATION REASONS	REGULAR	DISTANCE	TOTAL
Encourage more reading	40	2	42
Subject with a heavy workload	16	0	16
Subject with long calculations	3	1	4
Logical reasoning	7	0	7
Application of knowledge	11	0	11
Total	77	3	80

SOURCE: Primary data

Rows & Columns	O	E	O-E	(O-E) ²	(O-E) ² / E
R₁C₁	40	40.4	0.4	0.16	0.004
R₂C₁	16	15.4	-0.6	0.36	0.023
R₃C₁	3	4	1	1	4
R₄C₁	7	7	0	0	0
R₁C₂	11	11	0	0	0
R₂C₂	2	1.6	-0.4	0.16	0.1
R₃C₂	0	1	1	1	1
R₄C₂	1	0.15	-0.85	0.723	5
R₁C₃	0	0.3	0.3	0.9	3
R₂C₃	0	0.4	0.4	0.16	4
					$\chi^2=17.127$

$$\chi^2=17.127$$

DEGREES OF FREEDOM:

$$=(r-1) (c-1)$$

$$= (2-1) (5-1)$$

$$=1 \times 4 =4$$

INTERPRETATION:

The table value for 4 degrees of freedom at 5% level of significance is 9.488. It is found that the calculated value i.e., 17.127 is more than the table value. Thus the result is dependent. Hence it is concluded that there is a significant relationship between the respondent's modes of education towards the reasons for allowing open book examination. Therefore alternate hypothesis is rejected.

GARRETT'S RANKING

Under the Garrett's Ranking technique, the present position is calculated by using the following formula

$$\text{Present Position} = 100 (R_{ij} - 0.5) / N_j$$

Where R_{ij} = Rank given for the I item variable by the j respondents

N_j = number of variables ranked by the respondents with the help of Garrett's ranking table; the present estimated is converted into scores. Then for each factor, the source of each respondent was added together and then total value of score and means value of score is calculated. This mean score for all factors were arranged in a descending order and ranks are assigned and the important factors are identified.

TABLE 3.20

OPINION ABOUT REASONS FOR ALLOWING OPEN BOOK EXAM

BENEFITS	I	II	III	IV	V	TOTAL	AVERAGE	RANK
Less memorizing required	1350	2460	800	160	24	4794	19.5	IV
More room for critical thinking	1500	2400	750	200	0	4850	19.7	III
Less stressful	2400	2040	700	0	0	5140	21	II
Easy to score more marks	3075	1200	900	40	0	5215	21.2	I
Less time consuming	1125	1860	1500	160	0	4645	18.9	V

SOURCE: Primary data

INTERPRETATION:

It is clear from the above table it is easy to score marks found to be the major benefit resulted from using online open book examination this is ranked first with the Garrett mean score of 21.2, followed by less stressful is ranked second with the Garrett mean score of 21, more room for creative thinking is ranked third with the Garrett mean score of 19.7, less memorizing required is ranked fourth with the Garrett mean score of 19.5 and less time consuming for preparation is ranked fifth with the Garrett mean score of 18.9.

LIKERT SCALE

Likert scale is defined as a dimensional scale used to collect the respondent attitudes and opinions. This scale is often used to understand respondent ratings and agreement levels with the topic in-hand. Different variations of likert scale are focused directly on measuring the attitudes of people, such as guttman scale, bogardus scale, thurstone scale etc.

Likert scale is a psychometric scale used mainly in market research to understand the opinions and attitudes of an employee towards the organization, co-workers, or competitors. It serves organizations to make measurements and know about the degree of conformity of a person or respondent towards a certain affirmative or negative sentence. When responding to a likert item, respondents specify their level of agreement or disagreement on a symmetric agree to disagree scale for a series of statements. Thus, the range captures the intensity of their feelings for a given item.

A likert scale can be created as the simple sum of questionnaire responses over the full range of the scale. Likert scaling assumes distances between each item are equal. Importantly “All items are assumed to be replications of each other or in other words items are considered to be parallel instruments”. By contrast, modern test theory treats the difficulty of each item as information to be incorporated in scaling items. Surveys are constantly used to measure quality. Likert scales are a common classification format for surveys. Researchers and auditors generally group collected data into a hierarchy for four fundamental measurement levels nominal, ordinal, interval and ratio measurement levels:

1. **Nominal data:** Data in which the answers are classified into variables need not necessarily have a quantitative data or order is called nominal data
2. **Ordinal data:** Data in which it is possible to sort or classify the answers, but it is not possible to measure the distance is called ordinal data.
3. **Interval data:** In general, whole data in which measurements of orders and distances can be made is called interval data.

4. **Ratio data:** This data is similar to interval data with the only difference being an equal and definitive ratio between each data and absolute “zero” being treated as a point of origin.

TABLE 3.21
SATISFACTORY LEVEL OF TECHNICAL ISSUES MET
DURING OPEN BOOK EXAMINATION

RANK FEATURES	SA	A	N	D	SDA	TOTAL	AVERAGE	RANK
Network Issue	140	52	39	30	11	261	24.66	III
System Issue	90	12 4	33	16	12	275	25.99	II
Download Issue	75	60	60	32	14	241	22.77	IV
Upload Issue	160	52	36	20	13	281	26.55	I
Total						1058	100	

SOURCE: primary data

PARTICULARS	RANK
Network Issue	III
System Issue	II
Download Issue	IV
Upload Issue	I

INTERPRETATION:

The above table clearly indicates the ranking of technical issues met during open book examination using Likert's scaling technique, "Upload Issue" was found to be the major technical issue and thus it is ranked first with the mean score of 26.55, followed by "System issue" which ranked second with the mean score of 25.99, "Network issue" which ranked third with the mean score of 24.66 and download issue was ranked last with the mean score of 22.77.

CHAPTER-IV



FINDINGS AND SUGGESTIONS

CHAPTER-IV

FINDINGS & SUGGESTIONS

This chapter deals with the major findings and suggestions of the study. This chapter is discussed in a concise and summary format rather than descriptive from.

FINDINGS:

The following are the findings in regard to various responses from the respondents regarding the study on student's perception towards “Online Open Book Examination”.

- ❖ The study reveals that, 71% of the respondents are from the age group of 21-25 years had taken open book examination widely.
- ❖ Majority of the respondents i.e., 90% of them are female this implies that the current generation have recognized the importance of women education.
- ❖ It is found that, 67.5% of the respondents had taken open book examination belongs to urban region.
- ❖ Majority of the respondents i.e., 67.50% say that they are pursuing their post-graduation education this depicts that the students are pursuing education continuously at a stretch without work experience.
- ❖ The study implies that, 75.75% of the respondents prefer education in arts discipline.
- ❖ Majority of the respondents i.e., 96.25% prefer regular mode of education while few are pursuing their education in distance mode.
- ❖ The study exposes that most of the respondent's i.e., 48% parents earns an income above ₹30,000 per month which portray that irrespective of the income level they are keen in educating their children.

- ❖ Majority of the respondents i.e., 91.25% say that, they are aware of an open book examination.
- ❖ It is observed from the study that most of the respondents i.e., 35% of them feel that, when they hear the phrase open book examination it just reminds them it enables copying from the text.
- ❖ It is renowned from the analysis that 78.75% say that they are used/ taken an open book examination.
- ❖ It is evident that most of the respondents i.e., 63.75% of them used mobile to take open book examination.
- ❖ The study depicts that, 57.5% of the students say that through open book examination more knowledge is acquired.
- ❖ The study portrays that 51.25% of the students feels that the open book examination tests the application of knowledge better than closed book examination.
- ❖ It is observed from the analysis that 53.75% of the students noticed that open book examination provides more for critical thinking and logical reasoning.
- ❖ Majority i.e., 63.75% of the students perceive that open book examination focuses on the practical side of the subject.
- ❖ The study implies that 55% of the students observed that open book examination is aligned with pedagogy.
- ❖ The study exposes that 75% of the students say that the open book examination calls for less preparation.
- ❖ Majority i.e., 83.75% of the students feels that the open book examination encourages more reading and less memorizing.
- ❖ It is found that, 52.50% of the students noticed that open book examination helps to pay more attention during each class.

- ❖ The study reveals that, 77.50% of the students observed that open book examination is intellectually challenging.
- ❖ The analysis discloses that 61.25% of the students say that the structure of open book examination is meant that the students could cheat.
- ❖ Majority i.e., 72.50% of the students observed that the test format of open book examination was beneficial.
- ❖ It is renowned from the analysis i.e., 81.25% of the students feel that open book examination is less stressful.
- ❖ It is evident that 61.25% of the students perceive that the open book examination was uneasy and scared.
- ❖ Majority i.e., 82.50% of the students say that the time consumed while preparing for open book examination is shorter than the closed book exam.
- ❖ Major proportion i.e., 70% of the students feels that the time consumed while responding for open book examination is longer than the closed book examination.
- ❖ The study implies that 50% of the students observed that the time consumed while learning for open book examination is longer than the closed book examination.
- ❖ Majority of the respondents i.e., 65% of them say that the open book examination is the preferable mode of examination when compared to closed book examination.
- ❖ Majority of the respondents i.e., 77.5% of the students feels that the closed book examination is more relaxing when compared to open book examination.
- ❖ The study reveals that 62.5% of the students observed that the closed book examination saves time when compared to open book examination.
- ❖ It is found that 63.75% of the students noticed that the closed book examination is more expensive when compared to open book examination.

- ❖ Majority of them i.e., 87.5% of the students perceive that the closed book examination requires less memorization when compared to open book examination.
- ❖ The study exposes that 58.75% of the students considered that the open book examination provides more room for logical thinking when compared to closed book examination.
- ❖ It is observed from the study it is easy to score marks found to be the major benefit resulted from using online open book examination this is ranked first followed by less stressful, more room for creative thinking, less memorizing required and less time consuming for preparation is ranked last.
- ❖ The study clearly indicates the ranking of technical issues met during open book examination using Likert's scaling technique; most of the respondents have given top priority to "Upload Issue" to be the major technical issue followed by System issue, Network issue and download issue is ranked last.
- ❖ The respondent preference towards the personal feeling about open book examination does not depend on educational qualification, (i.e.,) educational qualification is an independent factor.
- ❖ The respondent preference towards the reasons for allowing open book examination depends on the mode of education of the students (i.e.,) mode of education is a dependent factor.

SUGGESTIONS:

Following are the suggestions based on the research work:

- ♣ Introduction of open book examination tends to allow a non-significant improvement in the marks of the weaker students.
- ♣ Open book exams are difficult to judge, if the knowledge is inculcated throughout.
- ♣ Though Open book exams test the ability to find quickly the relevant information, but it is time consuming.
- ♣ Open book examination aims to develop skills and creative thinking among slow learners.
- ♣ Until working out the main themes and topics, open book exams would become a tragedy.
- ♣ Students do not have to go to a definite location to give exams. Student can give online exams from a remote location.
- ♣ Since some of the open book examinations are conducted online the students do not use paper. Also the teachers need not print the question paper for students. Besides, saving paper means saving trees.
- ♣ In open book examinations, students find resourceful ways to collect necessary information from different sources.
- ♣ The important information is to be summarized before the exams.
- ♣ The subject should also be reviewed to get a good over view.
- ♣ Feeling at ease during the open book exams may be an advantage but on the other hand without the knowledge of the subject it would become very difficult.
- ♣ Stress should not become partner during the open book exams. Remaining calm throughout the exam help to finish the exam successfully.
- ♣ The writing techniques should be practiced earlier before the exam.
- ♣ A separate place with all the necessary things besides gives no last minute tension during the open book exams.

- ♣ Students can focus on clarifying concepts and explore possible applications of the theory.

CHAPTER-V



CONCLUSION

CHAPTER-V

CONCLUSION



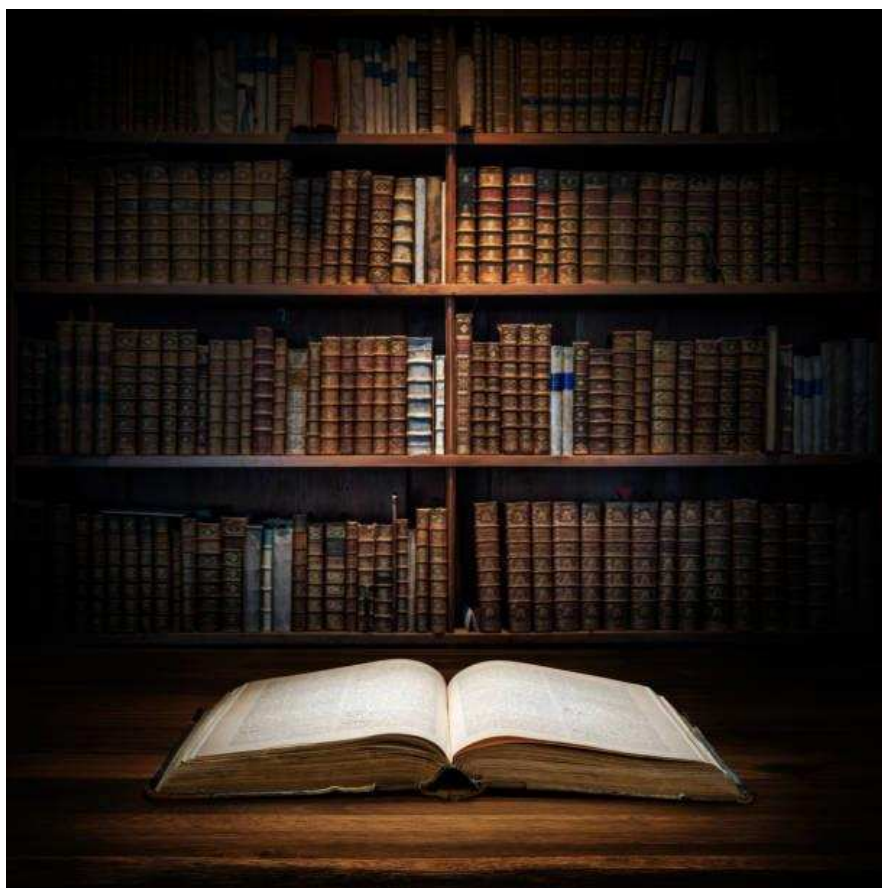
Online and Open book exams have many advantages. Students seem to prefer them, and they appear to allow students to better demonstrate what they know. The strength of online exams is auto-mated grading, but it comes with an overhead that may be difficult to justify in a small class. Small classes may do better with open book exams administered on paper. Although academic integrity is a major concern in either format, the evidence seems to indicate that it can be successfully addressed.

Judgement on whether student learning in the course and/ or performance in the exam have been made more effective by open book must be subjective at this stage. However, the writer's impression is that the approach at least encourages deeper learning at the expense of memory of facts. This is partly due to the discipline imposed on the question writer to set questions which cannot simply be answered by recall.

More scope is provided to set questions, in that the information or knowledge base which can be assumed is much larger than in a conventional exam where basic information has to be recalled. It also promotes a realistic attitude on the part of the student, in that the professional response to a request for an analysis of a situation or a problem to be solved would be to check quoted sources and not to rely on memory.

The Open Book Examination is a new tool for assessment and it is the revolution in the field of evaluation against Closed Book Examination. Thus, open book examinations can restore the true meaning of the word education for both teachers and students. It is true that it will take some time and effort on the part of students and teachers to adapt themselves to the demands of open book examinations. But the changes will be inevitable. When combined with the mode of teaching that focusses on thinking skills, they will make education an exciting and enjoyable intellectual adventure, the beginning of a lifelong quest for knowledge.

ANNEXURE-I



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BIBLIOGRAPHY

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ANNEXURE-II



QUESTIONNAIRE

QUESTIONNAIRE:

A STUDY ON STUDENT'S PERCEPTION TOWARDS ONLINE OPEN BOOK EXAMINATION

1. DEMOGRAPHIC DETAILS:

1.1 NAME :

1.2 AGE :

1.3 GENDER :

- a) Male
- b) Female

1.4 LOCALITY :

- a) Urban
- b) Semi-urban
- c) Rural

1.5 EDUCATIONAL QUALIFICATION: (CURRENTLY PURSUING)

- a) School
- b) Ug
- c) Pg
- d) Professional degree
- e) Diploma

1.6 ACADEMIC DISCIPLINE:

- a) Arts
- b) Science
- c) Engineering
- d) Management studies
- e) Professional degree

1.7 MODE OF EDUCATION:

- a) Regular
- b) Distance

1.8 FAMILY INCOME:

- a) Below ₹ 10000
- b) ₹ 10001 - ₹ 20000
- c) ₹ 20001 - ₹ 30000
- d) Above ₹ 30000

2. CONSIDER THE FOLLOWING STATEMENTS IN RELATION TO YOUR PERCEPTION:

2.1 HOW MUCH DO YOU PAY FOR YOUR INTERNET CONNECTION PER MONTH?

- a) ₹ 100 - ₹ 200
- b) ₹ 201 - ₹ 500
- c) More than 500

2.2 ARE YOU AWARE OF AN “ONLINE OPEN BOOK EXAMINATION”?

- a) Yes
- b) No

2.3 WHAT DO YOU THINK WHEN YOU HEAR THE PHRASE “OPEN BOOK EXAMINATION” ?

- a) It is difficult/tough.
- b) It enables copying from the text.
- c) Test student understands.
- d) Moves away from memorizing a lot of work.

2.4 HAVE YOU EVER USED/ TAKEN AN OPEN BOOK EXAM?

- a) Yes
- b) No

2.5 WHICH DEVICE YOU USED FOR ONLINE OPEN BOOK EXAMINATION?

- a) Mobile
- b) Laptop
- c) Personal computer

2.6 HOW DO YOU ACCESS YOUR INTERNET CONNECTION?

- a) Mobile data
- b) Wifi

2.7 HOW DO YOU PERSONALLY FEEL ABOUT ONLINE OPEN BOOK EXAMINATION?

- a) I think it's okay/ good.
- b) Have to know where in the book, the work is.
- c) Confusing and challenging.
- d) Wasting time finding answers.

2.8 RANK THE REASONS YOU THINK FOR ALLOWING OPEN BOOK EXAMINATION?

Encourage more reading	
Subject with a heavy workload	
Subject with long calculations	
Logical reasoning	
Application of knowledge	

2.9 WHICH BENEFITS RESULT FROM USING ONLINE OPEN BOOK EXAMINATION?

- a) Less memorizing required.
- b) More room for creative thinking.
- c) Less stressful.
- d) Easy to score more marks.
- e) Less time consuming for preparation.

3. KNOWLEDGE GAINED:

3.1 DOES KNOWLEDGE ACQUIRED THROUGH OPEN BOOK EXAM IS MORE?

- a) Yes
- b) No

3.2 DO YOU FEEL THAT ONLINE OPEN BOOK EXAMINATION METHOD IMPROVES UNDERSTANDING OF SUBJECT?

- a) Yes
- b) No

3.3 DOES OPEN BOOK EXAM TEST THE APPLICATION OF KNOWLEDGE BETTER THAN CLOSED BOOK EXAM?

- a) Yes
- b) No

3.4 DO YOU FEEL THAT ONLINE OPEN BOOK EXAMINATION PROVIDE MORE ROOM FOR CRITICAL THINKING AND LOGICAL REASONING?

- a) Yes
- b) No

3.5 WHETHER ONLINE OPEN BOOK EXAM FOCUSES MORE ON THE PRATICAL SIDE OF THE SUBJECT?

- a) Yes
- b) No

3.6 DO YOU THINK OPEN BOOK EXAMINATION IS ALIGNED WITH PEDAGOGY?

- a) Yes
- b) No

3.7 WHETHER OPEN BOOK EXAMINATION HELPS YOU TO PRACTICES STUDY SKILLS (NOTE TAKING,TEXTBOOK STUDYING)

- a) Yes
- b) No

4. EFFORT:

4.1 DOES OPEN BOOK EXAMINATION CALLS FOR LESS PREPARATION?

- a) Yes
- b) No

4.2 DO YOU THINK THAT ONLINE OPEN BOOK EXAMINATION ENCOURAGES MORE READING, AND LESS MEMORIZING?

- a) Yes
- b) No

4.3 WHETHER OPEN BOOK EXAMINATION HELPS YOU TO PAY ATTENTION DURING EACH CLASS?

- a) Yes
- b) No

4.4 IS OPEN BOOK EXAMINATION INTELLECTUALLY CHALLENGING?

- a) Yes
- b) No

4.5 DOES TAKING OPEN BOOK EXAMINATION, ONLINE (OR) ON PAPER WORKED WELL?

- a) Yes
- b) No

4.6 DO YOU THINK THAT THE QUESTIONS TAKEN IN AN OPEN BOOK EXAMINATION WERE RELEVANT TO THE MATERIAL COVERED IN CLASS?

- a) Yes
- b) No

5. ACADEMIC INTERGRITY:

5.1 WHAT DO YOU FEEL ABOUT THE STRUCTURE OF OPEN BOOK EXAMINATION MEANT THE STUDENTS COULD CHEAT?

- a) Yes
- b) No

5.2 IS THE TEST FORMAT OF OPEN BOOK EXAMINATION WAS BENEFICIAL?

- a) Yes
- b) No

6. EXAM STRESS, AND ANXIETY:

6.1 WHETHER ONLINE OPEN BOOK EXAM IS LESS STRESSFUL?

- a) Yes
- b) No

6.2 DOES ONLINE OPEN BOOK EXAMINATION MAKES YOU UNEASY/ SCARES YOU?

- a) Yes
- b) No

7. TIME FACTOR:

7.1 THE TIME CONSUMED WHILE PREPARING FOR ONLINE BOOK EXAMINATION IS SHORTER THAN CLOSED BOOK EXAM?

- a) Yes
- b) No

7.2 THE TIME CONSUMED WHILE RESPONDING FOR ONLINE OPEN BOOK EXAMINATION IS LONGER THAN CLOSED BOOK EXAMINATION?

- a) Yes
- b) No

7.3 THE TIME CONSUMED WHILE LEARNING FOR ONLINE OPEN BOOK EXAMINATION IS LONGER THAN CLOSED BOOK EXAMINATION?

- a) Yes
- b) No

7.4 RATE YOUR LEVEL OF DIFFICULTY WITH NETWORK FACED DURING THE ONLINE OPEN BOOK EXAMINATION?

- a) Very difficult
- b) Difficult
- c) Neutral
- d) Easy
- e) Very easy

7.5 RANK THE TYPE OF TECHNICAL ISSUES YOU MET IN ONLINE OPEN BOOK EXAMINATION?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Network issue					
System issue					
Download issue					
Upload issue					

7.6 SELECT WHICH MODE SUITS YOU?

EXPERIENCE	OPEN BOOK EXAM	CLOSED BOOK EXAM
Preference		
More relaxing		
Saves time		
More expensive		
Less memorization		
More room for logical thinking		

**IMPACT OF COVID-19 LOCKDOWN RESTRICTIONS ON RESTAURANT
BUSINESS IN THOOTHUKUDI**

A Project Report Submitted to

ST. MARYS COLLEGE (AUTONOMOUS) , THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University , Tirunelveli

In partial fulfilment of the requirements

for the award of the degree of

MASTER OF COMMERCE

Submitted by

DHANA SELVI.G

Register Number : 19APCO07

Under the Supervision and Guidance of

DR.MARY JUDITH REENE FERNANDO M.Com., M.Phil., Ph.D.



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARYS COLLEGE [Autonomous]

Re-accredited with " A " Grade by NAAC

Thoothukudi-628001

APRIL - 2021

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Associate Professor of Commerce,

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Thoothukudi-628001

CERTIFICATE

This is to certify that the project entitled ,“Impact of COVID-19 Lockdown Restrictions on Restaurant Business in Thoothukudi” submitted by the candidate DHANA SELVI.Gin partial fulfilment of the requirements for the degree of “Masters of Commerce” to St.Mary's College (Autonomous) , Thoothukudi, affiliated to Manonmaniam Sundaranar University , Tirunelveli , is a work done by her during the period of her study under my guidance and supervision .

Place : Thoothukudi

Date : 10.04.2021

G. Stella Beatrice Nirmala

Head of the Department

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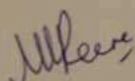
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DECLARATION

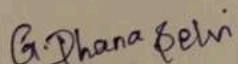
I here by state that the project entitled“ Impact of COVID-19 Lockdown Restrictions on Restaurant Business in Thoothukudi ” submitted to St. Mary's College (Autonomous) , Thoothukudi , affiliated to Manonmaniam Sundaranar University , Tirunelveli , for the award of the Degree of Master of Commerce is my unique work and no part of this project has been submitted for the award of any other Degree , Diploma , Fellowship , or other similar titles.

Place : Thoothukudi

Date : 10.04.2021


Counter Signed

(GUIDE)


Signature of the Candidate

(G. DHANA SELVI)

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Thankyou is a small word filled with heartfelt gratitude. I express my heartfelt thanks to GOD ALMIGHTY for showering his blessings on me for the successful completion of the project .

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- G.DHANA SELVI

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7/5/2020

AN IMPACT OF COVID-19 LOCK DOWN RESTRICTIONS ON RESTAURANT BUSINESS IN THOOTHUKUDI

CHAPTER-I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION :

The COVID-19 pandemic affected the global food industry as governments closed down restaurants and hotels to slow the spread of the virus. Across the world, restaurants' daily traffic dropped precipitously compared to the same period in 2019. Closures of restaurants caused a ripple effect among related industries such as food production, liquor, wine, and beer production, food and beverage, shipping, fishing, and farming.

The issues were particularly disruptive in industrialized areas where large proportions of entire categories of food are typically imported using just-in-time logistics.

In June 2020, the United Nations warned that the world was facing the worst food crisis in half a century due to the recession caused by the pandemic.

In many places there was panic buying with resulting shortages. There were some supply chain disruptions for some products; for instance, many hand pumps for hand sanitizer bottles are imported into the US from China and were in shorter supply. For most food products in the US normal resupply happened, but panic buying causing empty shelves contributed to consumers' impulse to stock up and hoard. A US food retail trade group advised retailers to accelerate ordering and consider rationing in order to prevent empty shelves. Food retailers were "among the most affected by the coronavirus, but one of the few businesses that might actually benefit," at least in the short term according to the television channel Cheddar. Some areas saw price gouging.

Food traffic to restaurants and cafes declined by 75% in Latin America, where as North America and Middle East markets saw a decline of 90% by end of March. Later on, as demand for certain agricultural products fell due to lockdowns and closure of restaurants, farmers reported a glut in supply, such as potatoes in the Netherlands and milk in the U.S. state of Wisconsin.

Online grocery shopping has grown substantially during the pandemic. Small-scale farmers have been embracing digital technologies as a way to directly sell produce, and community-supported agriculture and direct-sell delivery systems are on the rise during the coronavirus pandemic. Vegetables and Fruit sellers in India were selling their products to consumers through mobile distribution system.

For retail workers in food and grocery businesses, the Disease Control and Prevention and Occupational Safety and Health Administration have recommended specific COVID-19 hazard controls beyond general workplace recommendations. For employees, these include encouraging touchless payment options and minimizing handling of cash and credit cards, placing cash on the counter rather than passing it directly by hand, and routinely

disinfecting frequently touched surfaces such as workstations, cash registers, payment terminals, door handles, tables, and countertops. Employers may, move the electronic payment terminal farther from the cashier, place visual cues such as floor decals to indicate where customers should stand during check out, provide remote shopping alternatives, and limit the maximum customer capacity at the door. Food workers experiencing clinical gastrointestinal or respiratory disease symptoms should not participate in food processing or preparation.

All types of food can potentially be contaminated through contact with any contaminated equipment, surfaces or environment. Proper cleaning and prevention of cross-contamination are critical in the control of foodborne illnesses. Once pathogens are deposited on surfaces by a previously contaminated product (cross-contamination), aerosols or touch from contaminated hands or clothing, they can survive on inanimate objects such as knives, saws, transport containers and conveyor belts made of metal, plastic and wood. Coronaviruses have been shown to remain infectious for up to nine days on such surfaces.

Good hygiene practices are particularly important when handling fresh foods that may be consumed raw and/or without any further processing. Examples include fresh fruits and vegetables and ready-to-use foods for consumption without further heat treatment. These can be particularly susceptible to contamination from the environment and food handlers. To minimize risk of exposure to any foodborne bacteria and viruses, it is important to keep food contact environments, equipment and tools clean, observe good handwashing practices, and separate raw and cooked foods and use clean water.

1.2 IMPORTANCE OF THE STUDY :

The project entitled “An Impact of Covid-19 Lockdown Restrictions on Restaurant Business” is carried out with an objective to determine the effect of struggles and losses occurred while carrying out business during the Covid-19 lockdown .The research mainly focuses on the factors like Capital investment, sustaining business, process of sanitary measures provided to the suppliers , hygienic standard of the restaurants , ensuring social distancing among co-workers etc., This study also makes an attempt to know the awareness level of owners , labours and suppliers of the restaurants during this restricted Covid-19 lockdown period , and to know about various services provided by the restaurants during this lockdown.

The study also analyses the level of turnover, profit or losses which is incurred by the restaurants during this lockdown. The information gathered through this study could be useful to the Restaurants to formulate future practices and strategies to run the business successfully even during the restricted pandemic situations.

1.3 STATEMENT OF THE PROBLEM :

Now-a-days foods are available at the door step due to the increase of online food delivery business. Mostly there is loss of frequent supply of food during this restricted Covid-19 period.

There is a struggle to open the restaurants regularly during this lockdown and this may lead to loss of regular customers.

There are also other problems faced by the Restaurants during this Covid-19 lockdown such as increase in price of food materials. There was a lack of Raw material supply ,due to delay in delivery of raw material and lack of transport availability. The restaurants struggled a lot from problems such as excess in wastage of food, increase in price of raw materials and electricity bill , non availability and procurement of low quality food products and raw materials. And in turn these reasons lead to increase in loss of profit. There may be loss of profit, sales and loss of raw materials and it is these factors which lead to shutdown of entire restaurant business.

1.4 OBJECTIVES OF THE STUDY :

- To study the socio-environmental conditions of the Restaurants.
- To study the physical health conditions of the labourers working during pandemic situation.
- To examine the hand washing and sanitary measures made available to the food suppliers.
- To examine the sanitisation procedures of kitchen slabs and utensils during lockdown.
- To examine the grocery delivery made during covid-19 restrictions.
- To study the difficulties faced and losses incurred in running the restaurants during covid-19 period.
- To analyse the cleanliness and ventilation facilities available in the restaurants.

1.5 COLLECTION OF DATA :

PRIMARY DATA :

The primary data was collected from the various restaurant holders through structured questionnaire and discussion with the owners, labourers and suppliers of the restaurants.

SECONDARY DATA :

Apart from primary data , the secondary data is being collected through text books , reports , news papers , magazines and various websites.

1.6 SAMPLE DESIGN :

The sample design consisting of 80 respondents who are holding and working in the hotels and restaurants business were selected. The sample design is selected by adopting convenience sampling techniques.

1.7 PERIOD OF THE STUDY :

The study covers a period of three months from December 2020 – March 2021.

1.8 APPLICATION OF STATISTICAL TOOLS :

The collected data were analysed by using the following statistical tools :

- Percentage Analysis method
- Garrett ranking techniques
- Likert scaling techniques

PERCENTAGE ANALYSIS METHOD :

Percentage analysis is one of the simplest statistical tools used in the interpretation and analysis of data . Percentage is used for the purpose of comparison of data . A percentage in the number of 100th part .Percent analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding , in percentage analysis we use bar diagram and pie – chart .

GARRETT’S RANKING TECHNIQUE :

Garrett’s ranking technique is used in ranking the different factors relating to Restaurant holders preferences and impact of COVID-19 lockdown restrictions on restaurant business , under the Garrett ranking technique the percent position is calculated by using the formula

$$\text{PERCENT POSITION} = [100 (R_{ij} - 0.5)] / N_j$$

Where R_{ij} = rank given for the i th item by the j th respondent. With the help of Garrett’s table , the percent position estimated is converted into scores . Then for each factor , the scores of each respondent were added together and then total value of score and mean value of score is calculated . These mean scores for all factors were arranged in a descending order and ranks are assigned and important factors are identified .

LIKERT SCALING TECHNIQUES :

Likert Scale is describing a quantitative values to a qualitative data , to make it amenable to statistical analysis . A numerical value is assigned to each potential choice and a mean figure for all the responses is computed at the evaluation or survey .

The Likert Scale is a five (or Seven) point scale which is used to allow the individuals to express how much they agree or disagree with the particular statement .

1.9 PROCESSING DATA :

The questionnaire were prepared in such a way that it would be easy for the respondents to answer the questions and also easy to process the collected facts which were arranged in a systematic manner to facilitate tabulation , processing , analysis and interpretation of the data.

1.10 RESEARCH METHODOLOGY OF THE STUDY :

Research Methodology is a systematic way to solve research problems ; it may be understood as a period study , research design , and method of data collection , research instruments and sampling design. The primary method of data collection that is questionnaire were used to collect the data .

Number of respondents includes both male and female . The convenience sampling method has been adopted and about 80 samples have been collected for the study .

1.11 REVIEW OF THE PREVIOUS LITERATURE :

Zhang.et.al., (2020) - China Tourism Research Institute 2020., China was the first country affected by the health crisis and thus its hotel industries have encountered severe challenges.

Elena ., (2020) – In her study, found that challenges have affected every stake holder in hotel industries, owing to travel bans and social distancing norms during the pandemic. There has been a decline in tourist willingness and access to travel . This has led tourists to cancel travel plans and hotel bookings, which has eventually affected the jobs and income security of hotel employees. The consequential shortage of labourers and cash has led to the postponement of hotel renovation projects , and standby of the expansion projects of domestic hotel groups.

Lanqing (2020) – Pointed out that many hotel owners ,especially individuals hotel owners, have temporarily shutdown or transferred their properties during the lockdown . This scenario has led to a sharp decline in the market value of stocks in the hotel sectors. In other words, the pandemic has been devastating the restaurant business and its performance. The sudden outbreak of Covid-19 swept through chinese lunar new year – the most important festival in China , casting a dark shadow over the until then thriving hotel industries.

Zhang et al (2020) – In his study on 498 hotels revealed that the overall occ(occupancy) dropped by 89% in 2-weeks between January-14 and 28 and subsequently remained at around 10% until the end of February. In major cities , hotels revenue per available rooms (RevPAR) declined by over 85% year-over-year(YOY) in February.

Real Estate Opinion Network (2020) – Report revealed that the quarterly revenue of the BTG Hotel group (10th largest in the world and 3rd in China) was 801 million Yuan (approximately US \$ 112.86 million) which indicated a 58.80 % YOY (Year-Over-Year) decrease.

Wu., (2020) – In his study the occ(occupancy) of Dossen International Group, the 14th largest hotel group in the world and the 6th largest in china, fell by 50% and its revenue dropped by 80% (YOY)-Year Over Year.

Y.Ma., (2020) – In his study he pointed out that China's 7th largest hotel group, the sunmei group , closed 2544 - hotels on the back of an average occ(occupancy) of only 23.7% during February and a revenue loss surpassing 700 million Yuan during January and February.(approximately US \$ 98.64 million).

K.Sun , (2020) – The author indicates that International hotel brands were not immune to the effects. IHG closed during February and its occ(occupancy) dropped by 90% to under 10% during the same period.

Lanjin Finance , (2020) – In his study he revealed that, Hilton closed about 150 hotels in China by February 11,2020.

Jerry (2020) – He pointed out that , Marriott's RevPAR (revenue per available rooms) is greater than China by more than 80% and that of Accor fell by 67.7% in China.

1.12 LIMITATIONS OF THE STUDY :

- The time limit is one of the main limitation of the study.
- The different views and opinions provided by the respondents may be subjected to personal bias.
- The reliability of the data is uncertain.

1.13 CHAPTERIZATION :

Chapter I – Introduction and Design of the study.

Chapter II – Theoretical background of the study.

Chapter III – Analysis and Interpretation of data .

Chapter IV – Summary of Findings , Suggestions and Conclusions.

1.14 ANNEXURE :

I Bibliography

II Questionnaire

CHAPTER – II

THEORETICAL BACKGROUND OF THE STUDY



INTRODUCTION :

Infectious diseases are still challenging in last decades. After the outbreaks of SARS in China on 2002, Ebola in West Africa and MERS in 2015, the beginning of 2020 was marked by a novel coronavirus (COVID-19) outbreak (WHO 2020). The virus SARS-CoV-2 that causes COVID-19 seems to be spreading mainly from person to person, easily and sustainably, leading to the respiratory illness, and deaths of older adults and people of any age who have serious underlying medical conditions (CDC 2020). In less than 3 months, after the first confirmed case in Wuhan, China (December 2019), COVID-19 has been spreading rapidly across the world, spiraling into pandemic affecting 210 countries and claiming more than 100,000 lives (WHO 2020). Because of the absence of specific vaccines or treatments for COVID-19, many countries like Tunisia have chosen a lockdown strategy to stop the spread and to protect their populations. This approach aims to reverse epidemic growth, reducing case numbers to low levels by social distancing the entire population, closing schools and universities and halting all non-essential economic activities (CDC 2020). In 3 months, one third of humanity was under COVID-19 lockdown. During lockdown, people are urged to stay at home and to go out only to meet the most urgent needs like buying food. Therefore, COVID-19 caused a drop in household consumption and a shift in their life and spending habits (Criteo Coronavirus Survey 2020). It is interesting to consider these changes in people's behaviours in the longer term. On the other hand, lockdown has led to a decrease in energy and material utilization. The European Environment Agency (EEA) has reported decreasing amounts of air pollutant concentrations, largely due to reduced traffic and other activities, especially in major cities under lockdown measures (EAA 2020). Interestingly, COVID-19 could accidentally contribute to progress toward meeting several Sustainable Development Goals (United Nations SDG 2015–2030), and in particular of SDG 2 (End Hunger) and SDG 12 (Ensure sustainable consumption and production patterns), including the target to halve per capita food waste at the consumer level by 2030. According to the United Nations Food and Agriculture Organization, food waste can be defined as a decrease in the quantity of edible food resulting

from decisions and actions by retailers, food service providers and consumers (FAO 2011). This created a drastic change and effect on Hotels and Restaurant business.

FOOD WASTE CAUSED DURING THE LOCKDOWN :

Food waste is a growing global issue, posing a challenge to food security, food safety, the economy and environmental sustainability. Around 1/3 of the world's food approximately 1.3 billion tons was lost or wasted every year (FAO 2011). Its economic, environmental and social implications have been recognized at the highest levels of global governance. Food losses and waste amounts reached roughly US\$ 680 billion in industrialized countries and US\$ 310 billion in developing countries (FAO 2013). Food wastage ruins the resources used to produce food: losses of 250 km³/year of water, and of 28% the world's agricultural area (FAO 2013). Moreover, the carbon footprint of food waste has been estimated 3.3 billion tones of CO₂ equivalent per year. The total greenhouse gas emissions come not only from power production machinery and transport vehicles, but also through food waste decomposition itself (FAO 2013).

Waste control has become a critical issue for optimizing sustainable development and profitability, in particular in low- and middle-income countries, since food waste reduction has an important role to play in the quest for global food security.



FOODS WHICH ARE WASTED DURING THE COVID-19 LOCKDOWN PERIOD.

RATE OF FOOD WASTE NOTIFIED BY FAO (FOOD AND AGRICULTURE ORGANISATION) BEFORE AND AFTER COVID-19 LOCKDOWN :

According to FAO (2013), the annual rate of food waste per individual is around 16% in North Africa and Central Asia, 34% in Europe, 31% in Asia, 39% in North America and 11% in Latin America. While in low-income countries waste occurs during production processes, in middle- and high-income countries waste is mostly driven by retailers and consumers. Household food waste is around 30% of total food waste. In the European Union, households are responsible for about 53% of the food wasted within the value chain (Stenmarck et al. 2000). In Near East and North Africa region, food waste has been estimated to 250 kg per year per individual and, at the consumption stage, to be 34% (FAO 2015). Several studies identified food categories that are most wasted in households, such as fresh fruits and vegetables, bread and other bakery goods, and leftovers (Fanelli and Di Florio 2016; Shanes et al. 2018; Szabó-Bódi et al. 2018). Others studies have focused on consumers' behavior, awareness and the causes of food waste in countries such as Australia (Pearson et al. 2013), Morocco (Abouabdillah et al. 2015), Egypt (Elmenofi et al. 2015), Italy and Germany (Jörissen et al. 2015), Turkey (Yildirim et al. 2016), Algeria (Arous et al. 2017), Greece (Ponis et al. 2017), Montenegro (Berjan et al. 2019) and Malaysia (Dalilawati et al. 2019).

Several factors in households can influence food waste such as in-store behavior (over-shopping) and household management practices (poor planning / food management, storage problems), as well as psycho-social factors (personal choice and lifestyle, food habits, lack of cooking skills) (Aschemann-Witzel et al. 2015; Farr-Wharton et al. 2014; Jörissen et al. 2015; Dalilawati et al. 2019). In order to control and develop strategies to solve or at least reduce this problem, several tools have been developed for evaluating and identifying causes of waste (Hebrok and Boks 2017). They include waste composition analyses, surveys and food waste diaries. Surveys allow gaining a broad view of waste-related issues, in particular a better understanding of human behavior and the reasons governing it.

Food waste is also prevalent in Tunisia as reported in the exploratory study of Sassi et al. (2016) on 281 Tunisian adults: about the half of respondents declared throwing food. Tunisian per capita food waste reached 112 kg/year in 2017 (INC 2018).

This food waste represents 5% of food expenditures per year (US\$ 197 million, INC 2017). The food waste has a direct impact not only on an environmental level but also on social and economical levels. Food prices or availability and socioeconomic backgrounds of households have evolved since the Arab spring in Tunisia (OECD 2019). Because of the consecutive economical crisis, Tunisians (15.2% of poverty) face food insecurity. Thus, understanding food waste at the household level in Tunisia is important because its reduction would contribute to strengthening the economic, social and environmental performance of the food value chain, and to improving food security.

Times of crisis such as recessions experienced in Greece and in Italy have led to changes in consumers' behaviors and attitudes toward food waste (Abeliotis et al. 2014; Martinengo 2014; Fanelli and Di Florio 2016). Wang et al. (2020) have reported psychological impact, anxiety, depression and stress among Chinese respondents, during the initial stage of the COVID-19 outbreak. During COVID-19 lockdown, this stressful situation may affect consumers' behaviors, due to changes in living habits (Durante 2016).

FINANCIAL CRISIS FACED BY THE RESTAURANTS DURING THE COVID-19 LOCKDOWN RESTRICTIONS :

The food business is supposed to be recession-proof. After all, the logic goes, people don't stop eating during a downturn. But accepted theories have been turned on their head by the coronavirus pandemic.

In Mumbai, Pooja Dhingra learnt it the hard way. The popular patisserie chef shut the Le15 cafe in Colaba, one of her two restaurants. "High rent, lack of tourists, monsoon, social distancing and the covid-19 lockdown are all equal contributing factors. Restaurants and cafes don't run on high margins and when you play around with the variables so much, it doesn't make business sense to continue," Dhingra said.

As restaurants reopen after more than two months of lockdown, the challenges of adjusting to the post-covid-19 world seem daunting. Football has nearly vanished, socializing has been replaced by social distancing, opening hours are restricted, and high rentals and low sales make it all but impossible to keep the doors open. The eating out market is seeing a shakeout. And high-end restaurants even popular ones in upmarket neighbourhoods are showing a greater degree of vulnerability. A handful of popular restaurants have already been forced to shut.

Restaurateur Riyaaz Amlani, chief executive and managing director of Impresario Handmade Restaurants, said he had shut the Smoke House Deli outlet in Delhi's tony Khan Market. The decision, Amlani said, was made because of hefty rentals and uncertainty over long-term viability. "In light of the pandemic and its subsequent fallout, we have made the difficult decision to close Smoke House Deli's outpost in Khan Market," he said.

Others too are staring at closures. And those that have reopened have to deal with a plethora of restrictions: they can't use more than half their seating capacity, they have to shut at 9pm, serving alcohol is banned, and bars are shut nationwide.

Restaurants are left with just 15-20% of pre-covid-19 business, said Inderjeet Singh Banga, who owns Prankster in Gurugram. "At this rate, you cannot continue paying those rentals for the next six-nine months; we need a sustainable model," he said.

Covid-19 could ravage "category B restaurants and those with a paid-up capital of less than ₹1-2 crore", said Abhishek Sharma, director, retail at Knight Frank, a realty consulting firm.

Dine-ins account for 75% of the organized restaurants, with online delivery and takeaways making up for the rest, said a May report by Crisil Research.

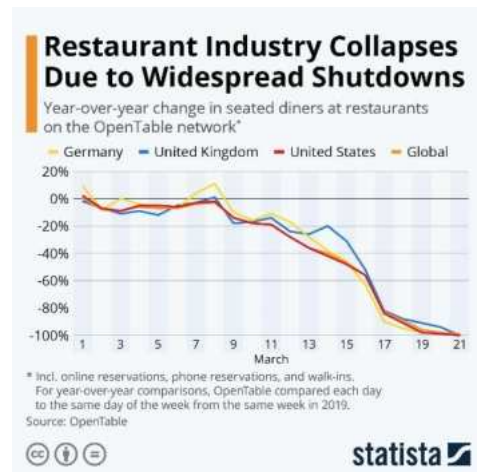
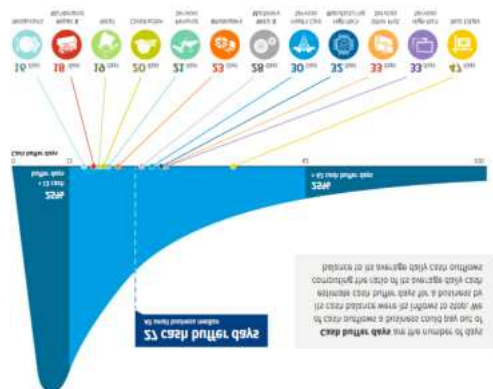
Even those that are open could see a 40-50% fall in revenue this fiscal, Crisil said. With an eye on financial viability, not all restaurateurs have moved to open their outlets some only offer take away and delivers.

Lite Bite Foods has resumed operations at only 10% of its more than 200 outlets. “We will shut any outlet where we can’t reach an agreement on rental,” said Rohit Aggarwal, director at the company, which runs Punjab Grill, Zambar, You Mee and Tres.

Restaurants are now looking at launching new delivery-only formats or do-it-yourself (DIY) meal kits as the future of dine-ins remains uncertain. Lite Bite Foods and Zorawar Kalra’s Massive Restaurants are planning new cloud kitchen brands. Speciality Restaurants, which owns brands such a Oh! Calcutta and Mainland China, will launch cloud kitchens under the Speciality Kitchens brands, chairman Anjan Chatterjee has said. Others like CAARA, a catering firm that runs upscale restaurants with lifestyle stores Nicobar and Ogaan, have expanded to offer gourmet groceries. Popular chef Ritu Dalmia’s Riga Foods too is selling DIY kits for gourmet Italian dishes.

And Kalra, who runs the high-end Masala Library in Delhi, has come up with an entirely new concept. “Masala Library will be recreated at home,” he said recently. “We will send servers, chefs, and food to curate in-home experiences for connoisseurs.”

FINANCIAL CRISIS FACED BY THE RESTAURANTS



SOME FINANCIAL STRUGGLES FACED BY THE RESTAURANTS .

SUPPLY OF RAW MATERIALS TO THE RESTAURANT BUSINESS DURING COVID-19 LOCKDOWN RESTRICTIONS :

Effects of pandemic on global food trade :

Although the current conditions seem exceptional, the vulnerability of food systems to problems related to climate and diseases has been experienced long before the COVID-19 crisis. Food systems have been unstable from various events and shocks previously such as the oil crisis in the 1970s, the SARS and Ebola outbreaks, and the 2006–2008 food crisis. Africa Swine Fever disease made the global commodity markets upset just a year ago and became a progressive epidemic in Eastern Europe and Asia. The world's largest swine producer (has 1/3 of the global market) and biggest exporter, China, lost 37% of its pigs by the end of 2019 (IPES, 2020). Ebola had a great negative impact on agricultural production, marketing, and trade economies of some African countries. On the production side, due to road constraints, farmers had limited access to inputs such as seeds, fertilizers, and pesticides, and most regions faced labour shortages. For this reason, more than 40% of agricultural land has not been cultivated. However, pandemic did not severely affect the production because agricultural areas were often in the geographic areas which are far away from urban densities (Agrilinks, 2020; Shahidi, 2020). The current COVID-19 crisis has changed the food trade policies of some governments, moving towards restricting exports and facilitating imports. The main reason that countries impose export restrictions is to ensure the maintenance of the number of products in the domestic market. Although the export restriction typically produces this result in the short term, it also has some negative effects. First, export restrictions cause domestic prices to drop, which will hurt farmers financially resulting in the decrease in crop production and reduced incentives in the industry. Second, countries will lose their competitive advantage by losing their place in international markets. Third, export restrictions undermine exporter's reputation and encourage importers to reduce confidence in the world market, thereby reducing trust in international trade and destroying future business opportunities for exporters (Espitia *et al.*, 2020; FAO, 2020l).

INCREASE IN PRICE OF RAW MATERIALS :

In 2008 food crisis, although domestic food prices increased greatly, some big countries that could isolate themselves from world markets were not affected. Compared with 2004, rice prices increased by 224%, wheat prices by 108%, and corn prices by 89% (FAO, 2011). In general, prices increased due to trade constraints, risks, and uncertainties in international markets leading to an increase in prices in the import-dependent countries higher than they should be. Because of the export restrictions enforced by major exporting countries, panic-buying behaviour has been observed in importing countries and prices have been elevated due to more demand for products (DOS, 2011). Likewise during this pandemic crises the raw material prices were also been raised for running the restaurant business.



COST CONTROL DURING LOCKDOWN

MEASURES TAKEN BY VARIOUS COUNTRIES TO RESTRICT EXPORTS :

World food stocks are currently high, a prolonged pandemic crisis can cause problems in the food supply chain, as well as export-restricted policies, which can trigger the domino effect. According to the FAO 2019 grain production estimates, it was reported that there had been around 2.721 billion tonnes of production consisting of 1.44 billion tonnes for coarse grains, 763 million tonnes for wheat, and 512 million tonnes for rice. According to FAO's 2020 estimates, wheat and coarse grain production is expected to be similar to 2019. For this reason, global grain markets are expected to follow a balanced situation despite the concern of COVID-19 (FAO, 2020b). A total of 19 countries have taken measures to restrict exports, which are related to 27 food products due to COVID-19 outbreak. Some of these restrictions are inactive and currently a total of 8 countries are continuing their measures on 11 food items . When the effects of restrictions on importing countries are evaluated (expressed as Kcal unit), it is seen that Tajikistan, Uzbekistan, Afghanistan, and Azerbaijan were negatively affected by 79%, 70%, 61%, and 54%, respectively (IFPRI, 2020).

To summarize, trading provides to move the products from surplus to deficit areas, preventing the shortages and food insecurity related to reliance only on domestic production (Baldos and Hertel, 2015; Fitton *et al.*, 2019). However, COVID-19 pandemic caused a significant impact on food trade and led to disruption in food supply chain due to the export restrictions. Export-restricted policies pushed up world prices of stable food commodities such as wheat, maize, and rice and resulted in reduction of the quantity and quality of food eaten (Fyles and Madramootoo, 2016).

Food industries and even Restaurant holders also could not find the product which is not grown or produced nationally. Producers were also weakened by the restrictions because international market contains endless number of buyers and helps the producers to select the best one. When the export restrictive policies were applied, local sellers could not find buyers and resulted in excess supply and waste along with economic losses. Foods that are not grown locally but needed for processing were not available due to the restrictions and capacity utilization of food-manufacturing plants to respond demand was also negatively affected (Arianina and Morris, 2020; Ndemezo *et al.*, 2018; Reddy *et al.*, 2016). Transportation challenges for air and sea cargo were also further issues in association with food loss and waste (OECD, 2020a).

PROBLEMS AND EFFECT OF COVID-19 :

The COVID-19 outbreak seriously threatens food safety, security, and nutrition. The economic chaos due to the pandemic threatens economic access and physical availability of food. Disruptions and possible problems in marketing, logistics, and trade systems may restrict access to food in some places and times, therefore, hunger and malnutrition problems may appear (FAO, 2020g). Report from World Food Program showed that the number of people facing extreme hunger can increase to 265 million in 2020 as a result of COVID-19

(WFP, 2020a). Another study performed by Headey *et al.* (2020) indicated that COVID-19 leads to 14.3% increase in the prevalence of wasting among children who are younger than 5 years old due to malnutrition or interruption of health and social protection in low and middle-income countries. And also it leads to increase in price of dinning cost and also it increases losses. Service charges , delivery charges and other sundry expenses were also being incurred as additional expenses and this situation act as a major problem in running the restaurants during the COVID-19 lockdown .

INCREASE OF COST :

Increase in cost of hygiene operations and other additional expenses incurred during COVID-19 pandemic. More infrastructure investment should be required to allow more supervision services, upgraded sanitation systems, and increased use of digital documentation, and operations. Each and every restaurant should follow rigid hygienic control in the distribution sector to prevent transmission of the virus. The health and safety of the employees who carry tradable products should be maintained (FAO, 2020j). Increase in hygiene leads to increase in profit also .



STRATEGIES FOR FOOD SUPPLY CHAIN :

Before the pandemic, one-third of all food produced for human consumption was lost or wasted across the food supply chain stages including production, postharvest handling, processing, distribution, and consumption. Therefore, food waste has gained more attention than ever before in the era of coronavirus.

A study performed by Aldaco *et al.* (2020) indicated that COVID-19 had a minor impact on the overall food loss and waste generation but resulted in 12% higher creation of food waste on the household level.

Valuable bioactive components such as phenols, carotenoids, pectins, flavonoids, essential oils, glucosinolates, isothiocyanates, and whey protein isolate can be derived from food wastes to reutilize them in food chain. These functional compounds can be used as preservatives, gelling agents, food, or nutritional supplements. Conventional or innovative techniques can be applied in the extraction, fractionation, and isolation stages of bioactive components from food wastes (Deng *et al.*, 2015; Galanakis, 2012; Galanakis, 2013). However, additional collection and processing centres are required to recover food wastes generated during production, processing, or consumption stages.

FOOD IS NOT THE SOURCE OF TRANSMISSION OF COVID-19 :

The European Food Safety Authority indicated that food is not a source of coronavirus and virus cannot be transmitted through the consumption of food. Environmental surfaces such as doorknobs, light switches, or foods contaminated with COVID-19 virus remain a potential risk of becoming infected (EC, 2020). However, the latest work performed by Richard *et al.* (2020) showed that SARS-CoV-2 can be efficiently transmitted via air. Therefore, people should always care about handwashing. In addition, retailers must follow the hygiene requirements when handling food. Food preparation workers must wear mask and gloves and change them frequently when cutting, slicing, or packaging of foods. Consumers are also responsible to prevent contamination by not touching the foods other than what they are willing to purchase in the stores (Morawska and Cao, 2020).

Various robot systems can be used to ensure food safety in food facilities by preventing the transmission of microorganism by humans. The fourth industrial revolution now plays an important role by making data-driven autonomous decision in production. Automation opens up new opportunity to increase productivity by 25% and to complete the task such as loading/unloading, placing, and packaging more efficiently than human being. Robots can also help us to serve the foods to consumers in food-serving industry. In addition, Cyber Physical System (CPS) can monitor the unsafe or low-quality products in food supply chain (Iqbal *et al.*, 2017; Bowler *et al.*, 2020). There is an insecure and fear of virus transmission while workers working with food items.

PROBLEMS IN EXPORT,TRANSPORT AND SUPPLY OF RAW MATERIALS :





IMMEDIATE RESTRICTIONS OF TRANSPORT, EXPORT AND IMPORT OF RAW MATERIAL FACILITIES.

PREVENTIVE MEASURES TAKEN BY THE HOTEL MANAGERS TO PROTECT FROM COVID-19 OUT BREAK :

The COVID-19 outbreak also resulted in difficult requirements for human resource management. These challenges include the change of working conditions, adopting new workplace policies and actions to reduce human contact (Carnevale and Hatak, 2020). Therefore, organizations must respond to the challenges by some measures.

Firstly, COVID-19 symptoms of the workers, visitors, suppliers, and contractors should be monitored before entering the facility. The food safety or HACCP teams can perform temperature screening of all staff at the entrance of plant. Monitoring workers to wear face protection equipments and gloves is important, too.

Secondly, facilities should consider reducing working hours and rotating employees. The overall number of workers in each shift should be divided into three or four groups and their break time should be adjusted to avoid overcrowding. Lastly, warehouses and processing facilities should be redesigned to allow employees to implement social distances. Building dividers or barriers which cover the upper part of the body of workers can be used to maintain social distance. Diagonal arrangement should be used if employees use two-side engagement in food processing (Shahbaz *et al.*, 2020). Robotic machines also can be used to lower the risk associated with COVID-19-infected workers during the coronavirus outbreak. Furthermore, robots can replace humans in food-processing operations to maintain social distancing by reducing the number of food workers. These precautions against the COVID-19 will result in more stable international market mechanism. Countries should maintain the balance between the production quantity and safety of workers (FAO, 2020j).

Decentralization of food manufacture might also be used to avoid drawbacks and risks associated with centralization paradigm in the era of COVID-19. Low-scale facilities located near the consumers reduce the storage and transportation costs and minimize the environmental impacts. Building the production facilities closer to consumers help shorten the supply chain and decrease the emission and energy consumption during transportation and storage. Decentralization provides flexibility in supply chain and allows customers to get fresh and natural products. It also helps us to simplify the administration procedures in order to reach poor and disadvantaged people (Almena *et al.*, 2019a; Almena *et al.*, 2019b; FAO, 2005).

ADDITIONAL INCREASE IN WORKFORCE DURING LOCKDOWN :

Industry should determine which transportation routes are blocked (potential alternatives should be sought) and how many workers cannot work due to restrictions.

The local labour force should be trained and activated in the event of cross-border restrictions. It would be an opportunity to ensure reliable and long-term workforce for future by training and increasing the skills of local employees. Agricultural workers now identified as essential people, and this ensured them to work under better conditions with higher wages (Petetin, 2020). At the same time, agricultural inputs should be considered as essential products to ensure food production.

Collection centres should be selected and planned considering their distance to the manufacturer. Integration of small producers closer to collection centre with high capacity can also decrease mobility (Galanakis, 2020). Changes in demands are another factor that affects supply chain performance. Therefore, the demands should be determined using forecasts and simulations. Especially, the products which are essential for daily life, such as sanitizers and food items, gained more demand at the beginning of crisis. However, the perishable nature of food products makes them more prone to impacts of COVID-19 on the supply chain. Therefore, statistical models can be applied by manufacturer to propose optimal decision for tackling supply and demand disruptions due to COVID-19 outbreak.

Using those results, production, processing, and distribution can be adapted accordingly (Paul and Chowdhury, 2020). In addition, it is necessary to use the logistics facilities in the most optimum way, especially the logistics vehicles should not return empty to the starting point. The concept of 'Urban Distribution Center' can allow us to use better capacity with consolidating number of deliveries by one or more vehicles.

It also improves the effectiveness of the collection or transportation process. In addition, food protection should be ensured by coordinating the members of the supply chain. Private or government institutions need to invest in storage centres. Consumers should have access to markets, and attention should be paid to the needs of low-income consumers. The relationship between buyer and seller should be strengthened by establishing web-based food distribution systems. Web-based supply chain management system can be referred as an internet-enabled system and allows the information flow among suppliers, facilities, collection centres, and retailers. This system allows faster and flexible collaboration between company and customer (Morganti and Gonzalez-Feliu, 2015; FAO, 2020j, 2020k; Ngai *et al.*, 2004).

ROLE OF DIGITAL COMMERCE TO FACE CHALLENGES BY RESTAURANTS :

Digital commerce services play an important role in the interaction and trading activities among food supply chain actors. E-commerce provides opportunities to reduce the costs and increase the demand. In addition, small farmers are considered disadvantaged in food supply chain related to many challenges they face in market access. Higher transaction charges in all deals do not allow small holders to be in better positions due to their small scale.

Therefore, digitization of procedures allows small farmers to sell their crops at higher price and helps them to reach more customers in a direct and effective way bypassing intermediaries. The growing e-commerce also helps the restaurant holders in running their business during lockdown. The largest e-commerce companies collaborate with the government to digitize the services of rural markets and encourage them to be part of the e-commerce economy. These platforms offer mostly organic fertilizers to the market at a reasonable cost (Zeng *et al.*, 2017; FAO, 2020j, 2020e).

‘Supply Chain Management (SCM) Data Science’ can be used by governments and private sectors to solve SCM problems and forecast the outcomes by performing quantitative and qualitative methods bearing in mind the data quality and data availability (Waller and Fawcett, 2013). Therefore, data availability and dissemination should be improved. Access to correct data at the right time is important for the efficient functioning of the supply chain. The availability of reliable information reduces uncertainties in the market and allows private and public organizations to determine sources of potential disruptions and risks. Correct data also provide better decision making and enhanced profitability. In addition, collaboration between government agency and private sector can be more effective by easily accessible data. Sharing of data and information across the food supply chain can reduce the negative impacts and may strengthen the flexibility in the long run (FAO, 2020j).



PROTECTION IN QUALITY AND SAFETY OF FOODS :

Each and every restaurant holders should concentrate more in protection in quality and safety of food and the foods which were prepared and handled should be maintain in a hygienic manner . This may leads to increase in profit .



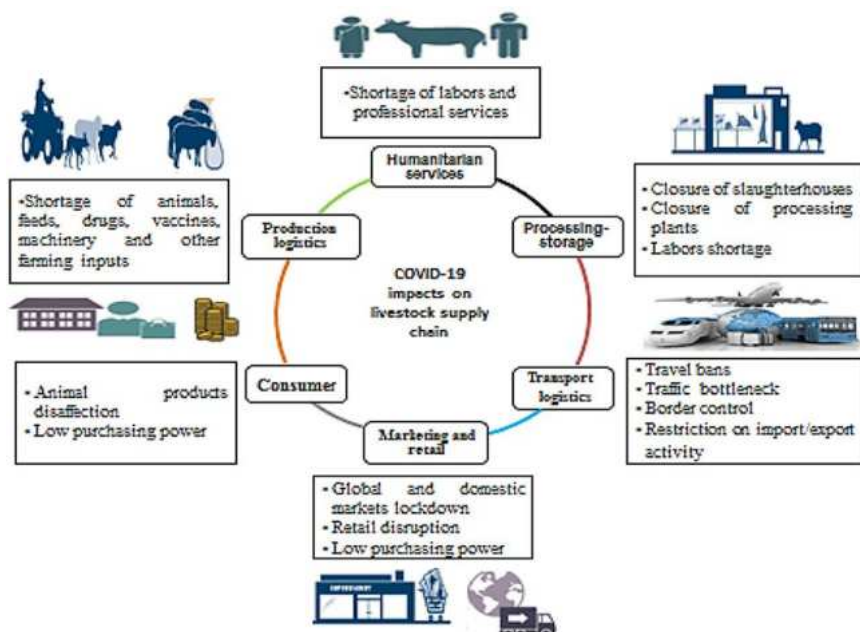
PROTECTION IN QUALITY AND SAFETY OF FOOD.



USE GLOVES WHILE HANDLING AND CUTTING VEGETABLES .

PROCESSING HAS BEEN DISTURPTED BY LABOUR SHORTAGES AND SHUTDOWN :

COVID-19 has led to disruptions in food processing industries, which have been affected by rules on social distancing, by labour shortages due to sickness, and by lockdown measures to contain the spread of the virus. In confined spaces such as packing plants for fruits and vegetables or meat processing facilities, necessary social distancing measures may reduce the efficiency of operations and there is a need to ensure adequate protections for employees. Many firms have also reported high rates of worker absences . COVID-19 clusters have been found in meat processing plants in various countries. Employees often work in close proximity to each other, making it more difficult to respect physical distancing requirements.



SOME MODE OF TRANSPORT HAVE BEEN AFFECTED MORE THAN OTHERS :

Bottlenecks in transport and logistics have disrupted the movement of products along supply chains. Broadly speaking, agricultural and food products are transported using three main modes of transport: bulk (ships and barges); containers (by boat, rail or truck) and other road transport; and air freight. Different products use different modes of transport: cereals and oilseeds, for example, are typically shipped in bulk; meat and dairy products are often shipped in refrigerated containers and trucks; and perishable products with a high value-to-weight ratio are transported by air in the “bellies” of passenger planes. The impact of COVID-19 on these transport modes varies considerably. Bulk shipments have not seen any major disruptions, and prices for bulk freight are actually near multi-year lows. However, air freight has been severely disrupted. This leads to difficulties in transporting raw materials .

INSTABILITY AND FLUCTUATIONS IN PRICE OF RAW MATERIALS DURING LOCK DOWN :

Transmission of monetary damage leads to fluctuation in price of raw materials for making purchase during this lockdown. Travelling and transportation industries have been shutdown during this pandemic and this in turn leads to fluctuation and instability of higher price in procuring raw materials. There is a dynamics in all various commodities and raw materials due to low production and maintenance. Risk and uncertainties occurred while transporting and exporting, importing goods from place of producer to the place of restaurants and hotels for further processes.

PROCURING GREEN VEGETABLES RATHER THAN FRESH MEAT DURING COVID-19 PANDEMIC :

Due to increase in cost and capital investment and because of lockdown during this covid-19 pandemic situation most of the humans as public consumers they are little bit fear of consuming fresh meat , and sea foods due to the initial spread of COVID-19 infection in the fish and meat market of Wuhan in china . And this news has widely spread among the people all over the world . And still now many countries and even china doesn't know the accurate fact from where do the virus spread has be occurred .

These sensitive reasons leads to avoidance of fresh meat like chicken , mutton , fish , prawn , crab and other sea foods and non-vegetarian items into the restaurants . And also there is no profit is being gained through these food items, instead there is a drastic loss have been incurred by the Restaurants . And this in turn which reduces the cost of capital investment in purchase of raw materials and other cooking products . As the cost is less the restaurant holders will try to earn maximum profit by providing fresh vegetarian healthy foods and which may attract customers , so they prefer to buy and procure more fresh and green vegetables by

considering the health of the consumers who visit their restaurants . And this strategy gives the a way to gain more profit at low cost of production . And also it leads to low wastages and reduces the losses . Thus to gain profit and to sustain in the competitive market they prefer to buy and prepare only vegetarian foods as in more quantity during this pandemic .

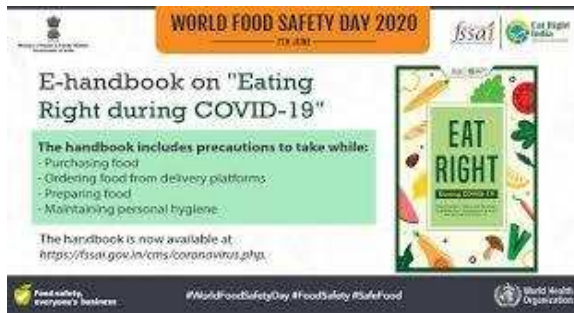


LOSS OF BUYING AND PREPARING NON-VEGETARIAN FOOD ITEMS

HOW CAN A FOOD BUSINESS LIKE RESTAURANT REMAIN SAFE FROM VIRUS CONTAMINATION :

The main priority is to keep the virus out of the food environment. Several key measures are required including upgrading of cleaning and sanitation measures, disinfecting surfaces and high-touch points, educating staff on the virus and how to protect themselves and others, And also they follow some reinforcing protocols such as physical distancing, hand washing, and improved security with people staying in their vehicles/sanitizing hands when handing out documents and other material. These measures gain profit to the business .





WORKERS WEARING GLOVES AND MASKS :

DISPOSIBLE GLOVES :

Hand Gloves , caps(toque), and aprons may be used by food workers but must be changed frequently and hands must be washed between glove changes and when gloves are removed. Gloves must be changed after carrying out non-food related activities such as opening/closing doors by hand, and emptying bins. Food workers should be aware that wearing gloves can allow bacteria to build up on the surface of the hands, so hand washing is extremely important when gloves are removed to avoid subsequent contamination of food. Food workers should not touch their mouth, nose and eyes when wearing gloves. And the serve foods with gloves. Disposable gloves can give a false sense of safety and should not be used in the food work environment as a substitute for hand washing. The COVID-19 virus can contaminate disposable gloves in the same way it can get onto workers hands and contact surfaces. Removal of disposable gloves can lead to contamination of hands. Wearing disposable gloves can give you a false sense of security and may result in staff not washing hands as frequently as required. This additional expenses leads to increase in capital and loss to the business but it is mandatory.



WEARING GLOVES WHILE CHOPPING

Wearing gloves while cooking, chopping, and while handling food items helps to prevent virus transmission and to prepare safe and hygienic food.

HAND WASHING :

Handwashing is a greater protective barrier to infection than wearing of disposable gloves. Food businesses need to ensure adequate sanitary facilities are provided and ensure that food workers thoroughly and frequently wash their hands.

Soap and water is adequate for hand washing. Hand sanitisers can be used as an additional measure but should not replace hand washing. Hand washing promotes hand hygiene to save lives and combat COVID-19 . Effective infection prevention and control measures , including hand hygiene , are crucial to ensure health facilities to the entire restaurants , because it should not become hubs of COVID-19 transmission and to reduce health care infection from other pathogens . To implement good hand hygiene practices to respond to the pandemic and to safely maintain essential services .



SAFE AND HYGIENE HAND WASHING TO PREVENT FROM COVID-19 INFECTION.

WEARING OF FACE MASKS :

WHO advice on the use of masks in the context of COVID-19 should be followed. Face Masks don't have to be routinely used by food workers to protect against transmission of COVID-19. However, for some food processing activities, such as working in abattoirs or handling cooked, ready-to-eat foods, wearing face masks is a usual practice. WHO recommends that face masks should be used if a person is sick with symptoms of COVID-19 (especially coughing) or looking after someone with suspected or confirmed COVID-19. However, a food worker who is sick or who has symptoms of COVID-19 should not be allowed to work in grocery stores or other food businesses and should be excluded from work until free of symptoms or deemed fit for work by a medical doctor.

Even while working in the kitchen , serving , cleaning , and washing utensils it is better safe and secure to wear face mask to protect ourselves from virus transmission and to save our own family members from disease it is must to wear face mask always while working in an highly populated areas such as food stalls , restaurants , and other public places . And all workers , chef and suppliers are requested to wear N95 face mask or surgical mask so that to protect from virus spread and all should follow the rules provided by the government and restaurant holders rules and regulations to prevent and protect from crucial disease .

And in many restaurants they implemented to provide free mask to the workers who comes to work and in some other restaurants and hotels they charged fine and penalty to the workers who comes to work without face mask . And this created awareness among all workers , suppliers and chef masters and even public and consumers to use mask while they go out . And this situation created awareness among all the restaurants workers and consumers to use mask to protect our own self from the Covid-19 virus spread .



MEASURES TAKEN BY THE HOTELS MANAGERS AND OWNERS WHEN AN EMPLOYEE BECOMES SICK WITH AN INFECTION OF COVID-19:

Staff who are feeling unwell should not report to work and should seek medical advice. However, in the event that a food worker becomes unwell in the workplace with typical symptoms of COVID-19, they should be removed to an area away from other people. If possible, find a room or area where they can be isolated behind a closed door, such as a staff office. If it is possible to open a window, do so for ventilation. Arrangements should be made for the unwell employee to be removed quickly from the food premise.

The employee who is unwell should follow national guidelines for reporting cases/suspect cases of COVID-19. Whilst they wait for medical advice or to be sent home, they should avoid any contact with other employees. They should avoid touching people, surfaces and objects and be advised to cover their mouth and nose with a disposable tissue when they cough or sneeze and put the tissue in a bag or pocket and then dispose of the tissue in a bin. If they do not have any tissues available, they should cough and sneeze into the crook of their elbow.

If they need to go to the bathroom whilst waiting for medical assistance, they should use a separate bathroom, if available. All surfaces that the infected employee has come into contact with must be cleaned. Alcohol based sanitizers/surface disinfectants should be used for cleaning purposes.

In general, alcohol-based disinfectants (ethanol, propan-2-ol, propan-1-ol) have been shown to significantly reduce infectivity of enveloped viruses like COVID-19 virus, in concentrations of 70-80%. Common disinfectants with active ingredients based on quaternary ammonium compounds (QUATS) and chlorine would also have virucidal properties. All staff should wash their hands thoroughly for 20 seconds with soap and water after any contact with someone who is unwell with symptoms consistent with coronavirus infection.

If an employee is confirmed as a case of COVID-19 it will be necessary to notify all close contacts of the infected employee so they too can take measures to minimise further risk of spread. WHO definitions of a contact of a COVID-19 case can be found [here](#).

Examples of contacts in the food businesses could include any employee who was in face-to-face or physical (i.e., touching) contact; any employee who was within 1 meter with the confirmed case; anyone who has cleaned up any bodily fluids without adequate PPE (e.g. gloves, overalls, protective clothing); employees in the same working team or workgroup as the confirmed case, and any employee living in the same household as a confirmed case.

WHO recommends that contacts be quarantined for 14 days from the last point of exposure to the confirmed case.²² At a minimum, staff who have had close contact with the infected employee should be asked to stay at home for 14 days from the last time they had contact with the confirmed case and practice physical distancing. If they become unwell at any time within their 14-day isolation period and they test positive for COVID-19, they will become a confirmed case, and should be managed as such.

Staff who have not had close contact with the original confirmed case should continue taking the usual precautions and attend work as usual. Organising employees into small teams or workgroups will help to minimise disruption to work processes in the event of an employee reporting sick with symptoms of COVID-19. Closure of the workplace is not recommended. The Management of hotels and Restaurants must be very aware of employees health and be cautious about the disease so that they can prevent the entire restaurant from virus. And thus the additional cost can be reduced.



PROVIDING SEPARATE LIFT FOR COVID-19 POSITIVE PATIENTS WHO WORKS IN THE RESTAURANTS .

If there is any COVID-19 infected person who works or you find still working with positive symptoms, in the restaurants then the restaurant holder must be aware of his health condition and should make him quarantined for at least 14 days and provide him with necessary leaves and remuneration for his medical treatment. And after the patient is being cured he may allow him to work with proper medical certificate. And also be aware of workers who come from quarantined area and contaminated zone .

PRECAUTIONS TAKEN BY FOOD WORKERS DURING COVID-19 LOCKDOWN SITUATIONS :

The major part in the Restaurants and hotels business is the kitchen and also it is the place of work station so that it should be neat , clean , and hygienic.

Physical distancing, good personal hygiene with frequent hand washing, and application of general food hygiene measures are the most important precautions food workers should adopt. Physical distancing among co-workers is very important to help slowdown the spread of coronavirus. This is achieved by minimising contact between potentially infected individuals and healthy individuals. Frequent hand washing with soap and water and use of hand sanitizers are also important in reducing the risk of transmission. All food businesses should follow the physical distancing and hand washing guidance of WHO. Kitchen slaps and utensils should be clean and sanitized properly and regularly through out this pandemic situation so that virus infection can be avoided .

Workers should be provided with hygienic hand gloves , caps and mask while working , serving and while preparing foods . Be clean , neat and healthy while working and preparing and serving foods. And follow regularly and daily to keep your restaurants as more hygienic surrounding. Always clean the tables and chairs in the restaurants using disinfecting sanitizers. Always try to maintain social distancing , with 2 meter with your co-workers and also with the consumers who visit your restaurants . The controller of the restaurant must check the body temperature for all the workers , chef masters , suppliers and other workers who come for the work.



STAY SAFE, SECURE AND HEALTHY.

EMPLOYEE MAINTAINING SOCIAL DISTANCING FROM ONE ANOTHER DURING FOOD PREPARATION AND PROCESSING :

WHO guidelines are to maintain at least 1 metre (3 feet) between fellow workers.



MAINTAINING SOCIAL DISTANCING IN THE RESTAURANTS WITH ATLEAST 2-METERS .



SAFE TRANSPORTATION OF FOOD .

MEASURES TAKEN BY THE RESTAURANTS TO DISINFECT DURING THE COVID PANDEMIC :

The general guidelines outlined in the General Principles of Food Hygiene for food processing and manufacture premises should be followed. If a suspected or confirmed case of COVID-19 is identified in a food premises then there is a requirement to completely clean the area with a neutral detergent, followed by decontamination of surfaces using a disinfectant effective against viruses. All surfaces that the infected employee has come into contact with must be cleaned, including all surfaces and objects which are visibly contaminated with body fluids/respiratory secretions, and all potentially contaminated high-contact areas such as toilets, door handles, telephones.

Alcohol based sanitizers/surface disinfectants should be used for cleaning purposes. In general, alcohol-based disinfectants (ethanol, propan-2-ol, propan-1-ol) have been shown to significantly reduce infectivity of enveloped viruses like SARS-CoV-2, in concentrations of 70-80% with one-minute exposure time.

Chlorine-based disinfectants (sodium hypochlorite) are effective for surface decontamination, as are disinfectants with active ingredients based on quaternary ammonium compounds (QUATS). All staff should wash their hands thoroughly for 20 seconds after any contact with someone who is unwell with symptoms consistent with coronavirus infection. Staff engaged in environmental cleaning should wear PPE (Personal Protection Equipments) when performing cleaning activities, such as overalls or uniform, caps, single-use plastic aprons, gloves and a face mask.

Protective clothing (e.g: uniforms, overalls, etc.) should be frequently washed at 60°C or above. The Restaurants should provide more safety and precautionary measures for the safety of the workers and suppliers who are working to gain profit for the restaurants, and to sustain his work during this pandemic lockdown. Employees serving and delivering food should be free from COVID-19, coughing and sneezing. Employees working in the restaurant should have the habit of practicing frequent hand washing / sanitizing and each and every employees working in the restaurant should maintain physical distancing. Food safety measures need to be upgraded or complemented by measures that help to avoid and minimize workers,

transporters , getting infected and the virus spreading in food business operation . One of the responsible business is food business and it should run safe in pandemic .

Disinfecting the tables , chairs , kitchen slabs , Utensils , work station and other areas through out the Restaurants to protect from the infection on Covid-19 virus. Temperature check up made for the labours , cooks and all other employees and entire suppliers before entering the restaurant which ensures safety and protection of labours health. Proper maintainance of the restaurants will always protect and secure your workers , labours , cheff masters and the entire restaurant free from the infection during this pandemic lockdown situations. And this situation will surely brings the entire hotels and the restaurant business free from the infection during this pandemic lockdown situations. And this situation will brings more consumers and customers to the restaurant and earns goodwill , increase in sale and profit for the restaurant .



PROTECT FROM VIRUS.

PROTECTION OF WORKERS , SUPPLIERS , FROM COVID-19 INFECTIONS DURING THIS PANDEMIC :



FOLLOWING SAFETY MEASURES PROVIDED BY GOVERNMENT.



DISINFECTING PROCESS MADE IN THE RESTAURANT DURING COVID-19 PANDEMIC.

LACK OF LABOURS WORKING IN THE RESTAURANTS DURING THE COVID PANDEMIC:

Now a days due to increase in online mode of food delivery the growth of traditional business has lost its market like wise due to increasing in trend on online shopping and online food order and home delivery process leads to loss and risk of traditional shops and other traditional hotels and restaurants. In this manner the employment opportunities is raised but also during this pandemic situation especially in the Hotels and Restaurants business the sale and turnover of the restaurants is being reduced and also due to the certain reasons there is a loss and lack of labours working in the restaurants during this Covid-19 pandemic situation .The main cause of labour reduction is awareness about their health and families health .And to protect themselves from covid-19 spread they preferred to stay away from the strange persons. And also the labour rate has been reduced in the restaurants because of the various laws and orders provided by the government . As per government rules and regulations any business unit can run its business during this pandemic only with the 50% of the employees or labours to be employed . And this situation leads to low rate of employment among workers and in turn this leads to loss of turnover and profit for the restaurants . During this lockdown each and every restaurant and hotel holders losses their goodwill and regular customers of the restaurants and this causes loss of profit.

And due to heavy loss in the restaurant business the holders and owners of the restaurants are unable to provide the employees , and the suppliers with reasonable regular pay and this in turn leads to loss of coin workers . If there is any continuous loss occurred during the pandemic situation the Restaurants losses its sustainability to retain and run its business successfully during the future course of business.

Thus loss of sales and turnover leads to loss of profit and loss of capital investment for future course of restaurant business. And also this continuous situation and lockdown leads to loss of capital , loss of employees and labourers in the restaurants and also loss of cooks and chefs in the restaurants which may leads to change in taste and preferences of consumers and reduces the sales, turnover and consistent profit.



LACK OF LABOURERS WORKING IN THE RESTAURANTS DUE TO RISK OF COVID-19 SPREAD

Due to the fear of infection and Covid-19 fast spread the workers become more aware and little panic about the deadly virus spread and this fear leads to loss of workers who are more honest and true to the restaurants . And this in turn leads to loss of production and loss of supply which will then affect the profit and turnover of the entire business and leads to loss of profit. And loss of profit leads to non payment of salary and wages to the workers and finally the hotels and restaurants will loss the worker who is more genuine and sincere to the job .



Consumers irresponsibility and owners irresponsibility leads to virus spread among co-workers, and it suffers the entire labourers family. So all workers and the restaurant holders should be aware of virus infection .

INFRASTRUCTURE OF RESTAURANTS DURING LOCKDOWN



AFTER LOCKDOWN : Here the restaurant is currently situated outside in an open lawn for more ventilation facilities mainly for the safety of workers and the regular customers.



BEFORE LOCKDOWN : An usual way of seating is followed before pandemic lockdown. And there is no social distancing is followed before lockdown pandemic .

SEVEN RESTAURANT FOOD SAFETY MEASURES IMPLEMENTED DURING LOCKDOWN :

1. SEND STAFF HOME IF THEY SHOW SYMPTOMS :

Food safety starts with the people who are preparing and serving meals. You must lead by example if you want your restaurant employees to take the COVID-19 pandemic seriously. If any of your staff have cold symptoms – even mild ones, send them home. Now is not the time to ask them to jump through hoops like getting a doctor's note.

People with flu-like symptoms who haven't yet been tested for COVID-19 should stay home for at least 72 hours after their fever has passed, and for at least 7 days since their symptoms began, according to the Centers for Disease Control and Prevention. You can offer sick leave pay to your staff if your restaurant is in a position to do so – you may even be required to offer paid time off, so be sure to check federal and state laws before making this decision (keep in mind, these are changing on a regular basis).

Even more than legalities, you don't want anyone feeling like they have to rush back to work in order to pay their bills. You should also ensure that your employees know where to access information about COVID-19 testing and government financial assistance programs.

2. MAKE HANDWASHING MANDATORY :

Forget simply encouraging extra handwashing. Now is the time to make handwashing with soap and water for at least 20 seconds mandatory in various situations, including:

- When staff arrive at your restaurant
- Between each order they prepare
- After touching shared surfaces
- After a meal or a smoke break
- After bathroom breaks
- After handling money
- After cleaning the restaurant
- When they leave for the day

Stock your restaurant's handwashing stations with soap and towels, and ensure that hand sanitizer with at least 60% alcohol is available in multiple spots around the front and back of house. Put posters up with handwashing information and remind staff verbally each day that you expect everyone to ramp up their handwashing efforts to help slow the spread of COVID-19.

3. LIMIT FOOD HANDLING :

Personal hygiene is imperative when it comes to protecting against the coronavirus, but you can take measures a step further by limiting the number of people who handle food and food packaging in your restaurant. You may need to rethink the flow of your kitchen line if

possible to have fewer staff involved in meal preparation, as long as you continue to handle raw and cooked food separately. Ensure that your employees who are handling food are well versed in restaurant food safety guidelines and procedures.

This might be the time to revisit what was learned when your back-of-house staff got their food handlers permit, which included personal hygiene, sanitation, food safety, allergens, and food temperature.



4. CLEAN AND THEN CLEAN AGAIN :

Before, during, and after shifts, it is the time to clean . Exactly how long the coronavirus can survive on surfaces hasn't yet been confirmed, so be diligent in frequently wiping down counters and cleaning cookware, tableware, utensils, and high-contact surfaces like door handles. The United States Environmental Protection Agency (EPA) has published a list of cleaning products that you can use as disinfectants to protect against COVID-19. To confirm whether the products in your restaurant are safe to use, simply match the EPA registration number on the product to the list (don't go by the brand name). Restaurateurs north of the border can refer to Health Canada's list of hard-surface disinfectants and match the Drug Identification Number on the product label to the list.

5. EQUIP DRIVERS WITH INFORMATION AND PROTECTION :

Restaurateurs can take several steps to protect their delivery drivers from exposure to the coronavirus, starting by outlining delivery instructions at the point when a customer places their order online or over the phone. Many restaurants have begun doing contactless drop-offs to comply with social distancing. Through contactless drop-off, the customer pays in advance and the driver leaves the package of food outside the door so that two parties don't interact. Since diners are able to place these orders online and request contactless drop-off, it provides another layer of protection between your staff or drivers and the public – many businesses who didn't offer online ordering before are shifting their offering for this reason. You want people to place orders without coming into the restaurant, whenever possible. You'll want to make sure to highlight online ordering offers and new delivery practices on your website and social media channels. Make sure staff taking food orders are aware of any contactless instructions and have them communicate what's available to customers.

If you choose not to add your own online ordering system and delivery fleet, and instead work with a third-party delivery app with a delivery app like Uber Eats, they likely have already implemented these precautions. Research what measures they're taking so you can relay these to customers as well. If you're working with your own fleet, provide your delivery drivers with hand sanitizer and gloves to further protect them from COVID-19.

Inform your drivers that if they do receive cash tips, they should wash or sanitize their hands immediately afterward. Drivers should also ask customers to use their own pen to sign any receipts, instead of lending them a pen. Or, opt for contactless payments made either over the phone with card-not-present transactions, through your website, or with a tap-enabled payment terminal.

6. HANDLE PACKAGES PROPERLY :

You and your restaurant staff will inevitably have to touch some food packages to fulfil orders, and you'll have to work together to do so safely. Adhere to social distancing by avoiding passing packages to one another. Instead, set the item down on a table, then walk away so the other person can pick it up safely.

As much as it may pain you from an environmental standpoint to use items wrapped in plastic, you should remove any loose takeout cutlery or napkins from your restaurant. These items all hold the potential for cross-contamination. Ask guests if they need these items if many are eating from home, they might be fine to take their order without.

7. BE SMART WITH SUPPLIERS :

It's important to protect your suppliers, as well as your guests and employees. You can use the same contactless drop-off method with suppliers that you do with delivery customers. Again, limit the number of people handling these items. Also, ask your suppliers what precautions they're putting in place to slow the spread of COVID-19 so that you can communicate this information to your staff and customers. In addition to implementing these restaurant food safety tips, look into your local, state, or federal laws before finalizing or communicating your restaurant's approach to fighting the COVID-19 pandemic. These are the best sources for up-to-date information during a situation that is changing by the day. Times are tough right now, and we know you're focused on your business, but don't forget to take care of yourself too and try to keep your stress levels down. If you're protecting your employees and customers by heeding food safety tips and keeping your restaurant spotless, you're playing an important role in helping to slow the spread of COVID-19. Remember to send any employees home who show cold symptoms, running nose and other fever symptoms and be vigilant about handwashing and cleaning. Limit food handling and exercise proper package handling. Finally, implement contactless drop-offs with delivery drivers and suppliers if possible.

MEASURES TO INCREASE PROFIT AND SALES DURING COVID-19:

You can still boost your restaurant sales during the coronavirus outbreak. The pandemic may have caused many businesses to lose their profits, but this does not mean that yours must go through the same thing. Many people are still relying on restaurants for their daily meals since not everyone can or want to make their own meals. Here are five ways you can implement to increase your restaurant sales during the crisis.

1. IMPROVE THE PRESENTATION OF YOUR FOOD TAKEAWAYS AND DELIVERIES :

Now it's time for restaurant owners to focus on takeaway and delivery services. You can still improve the customer experience through your takeaways and deliveries.

Firstly, your takeaway food presentation needs to be improved. This will make a good impression on customers. You can also make use of the great presentation for Instagram competitions.

Secondly, show your concern for customers' health by giving them greeting cards or a beautiful note on their food boxes. Expressing your gratitude to your customers for their loyalty to your restaurant during this difficult situation or writing a note that reminds them to wash their hands before enjoying the food will leave a special memory for them.



The way you present your takeaway foods has a great impact on your customer satisfaction.

Thirdly, improve the way you serve your restaurant orders so that you are able to fulfill more customer orders every day. This can be effortlessly done if your restaurant has a kitchen display system (KDS). The system enables chefs to easily see incoming orders, set priorities for food preparation, determine estimated time of serving, and many more.

Last but not least, make it easier for your customers to find your restaurant. If your restaurant doesn't have its own website, try to be reachable via Instagram. Allow your customers to order via WhatsApp and telephone.

Be more accessible by registering your restaurant on popular food delivery apps like Deliveroo, Grab Food, or Food Panda. In addition to enhancing your takeaway food presentation, the quality and cleanliness of your food must also be maintained. Make sure that you conduct regular inspections and provide guidelines for staff for maintaining personal hygiene.

2. CREATE HEALTHY FOOD OPTIONS FOR CUSTOMERS :

To show your concern for your customers' health, consider adding new, healthier dishes to the menu. In the midst of the Covid-19 pandemic, people's awareness of healthy food is increasing. So why not take advantage of this situation?

Aside from helping increase your restaurant sales, this might also help you bring in new types of customers, such as vegetarians or those who are on special diets.

3. MANAGE YOUR SHIFT EMPLOYEES EFFECTIVELY :

If you must keep your restaurant open, it is a must for you to impose shift schedules. This most likely requires you to increase the number of employees since employees' working hours are reduced, but that is a consequence you must face. Managing employees' shift schedules can give you a headache if done manually.

To make it easier for you to manage employees' working hours and calculate their salaries, you should use the right time tracking app.

4. OPTIMIZE FOOD INVENTORY MANAGEMENT :

Food inventory is one of the most important elements in restaurant management. You don't want to lose customers due to stock shortages, but you certainly don't want to deal with excess stock as well.

The best way to manage food inventory is to use a restaurant management app that enables you to streamline your inventory and procurement processes. EQUIP restaurant management app allows you to maintain food inventory across multiple outlets. You can monitor stock levels, handle stock requests and transfer stocks to outlets that run out of stocks, calculate the value of your stocks, and much more.

Make sure that you establish good communication with your supplier. EQUIP restaurant management app also facilitates procurement processes by allowing you to manage purchase requests from each outlet, track tenders and quotations online, reorder automatically, and so on. Hence, food supplies can always be maintained, waste can be avoided, and you are able to meet customer demand every single day.

5. FOCUS ON DIGITAL MARKETING :

As the physical distancing is still ongoing, you can take advantage of this current situation to improve your digital marketing. People spend more time at home relying on the internet. Therefore, posting your ads on social media and sending newsletters is one of the best ways you can do to increase your restaurant sales by create interesting content on Instagram regularly. You can also use free ads, but using paid ads will greatly help your posts gain more exposure. Consider decorating your website with useful and readable content for readers. Send the blog articles to your customers, Instagram followers, and subscribers via email on a regular basis.



HOTELS FOCUSING ON DIGITAL MARKETING

CHAPTER-III

ANALYSIS AND INTERPRETATION OF DATA

This chapter deals with the analysis and interpretation of collected data. Analysis and interpretation of data plays an important role in the completion of the project and develop conclusion. The main purpose of this analysis is to find the impact of COVID-19 lockdown restrictions on restaurant business , the benefits of the services rendered by them and the problems faced by the restaurant holders and the employees working in the restaurants. Analysis and interpretation of the data is used to transform the data collected into credited evidence about the development of the intervention and the performance. The data is being collected from a convenience sample of 80 respondents who were restaurant holders, workers and employees working in the restaurants ; The data collected has been analyzed using percentage analysis, Garrett ranking and Likert scaling techniques .

PERCENTAGE ANALYSIS METHOD :

Percentage analysis is one of the simplest statistical tools used in the interpretation and analysis of data . Percentage is used for the purpose of comparison of data . A percentage in the number of 100th part .Percent analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding , in percentage analysis we use bar diagram and pie – chart .

$$\text{Percentage} = \frac{\text{No of respondents}}{\text{Sample size}} \times 100$$

GARRETT'S RANKING TECHNIQUE :

Garrett's ranking technique is used in ranking the different factors relating to Restaurant holders preferences and impact of COVID-19 lockdown restrictions on restaurant business , under the Garrett ranking technique the percent position is calculated by using the formula

$$\text{PERCENT POSITION} = [100 (R_{ij} - 0.5)] / N_j$$

Where R_{ij} = rank given for the i th item by the j th respondent. With the help of Garrett's table , the percent position estimated is converted into scores . Then for each factor , the scores of each respondent were added together and then total value of score and mean value of score is calculated . These mean scores for all factors were arranged in a descending order and ranks are assigned and important factors are identified .

LIKERT SCALING TECHNIQUES :

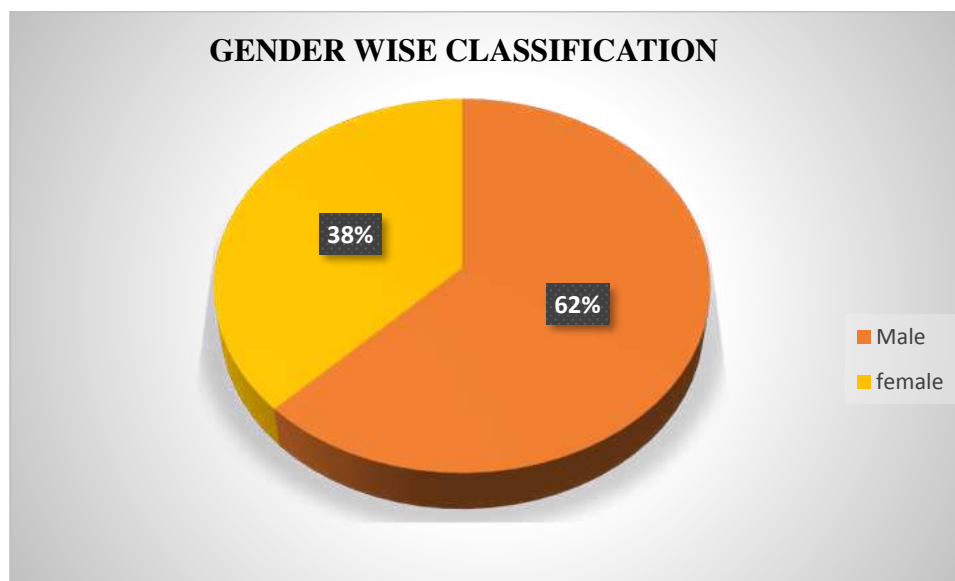
Likert Scale is describing a quantitative values to a qualitative data , to make it amenable to statistical analysis . A numerical value is assigned to each potential choice and a mean figure for all the responses is computed at the evaluation or survey .

The Likert Scale is a five (or Seven) point scale which is used to allow the individuals to express how much they agree or disagree with the particular statement .

TABLE 3.1
GENDER WISE CLASSIFICATION

Gender	No. of . respondents	Percentage (%)
Male	50	62.5
Female	30	37.5
TOTAL	80	100

Source : Primary Data :



INFERENCE :

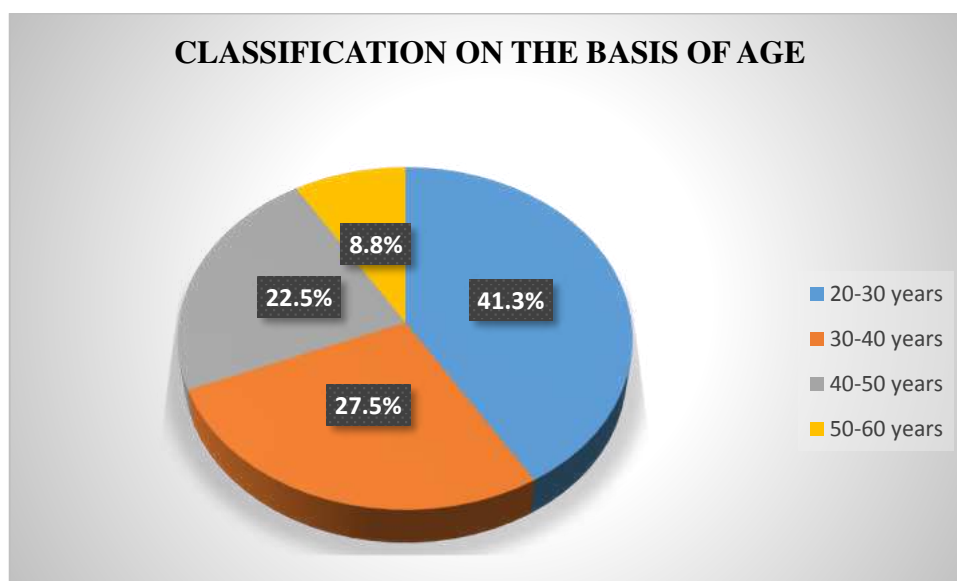
Table – 3.1 indicates that out of 80 respondents , 62.5% of the respondents are males and 37.5% of the respondents are females .

Thus around 2/3 rd majority of the respondents are male members.

TABLE 3.2
CLASSIFICATION ON THE BASIS OF AGE

Age	No. of. respondents	Percentage (%)
20-30 years	33	41.3
30-40 years	22	27.5
40-50 years	18	22.5
50-60 years	7	8.8
TOTAL	80	100

Source : Primary Data :



INFERENCE :

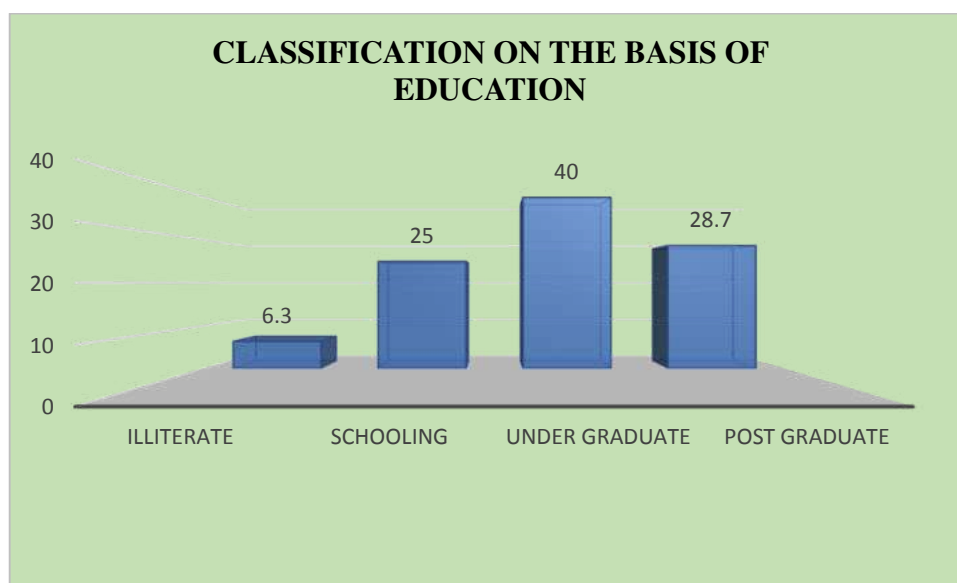
Table - 3.2 reveals that 41.3% of the respondents belong to the age group of 20-30 years, 27.5% belong to the age group of 30-40 years, 22.5% are aged between 40-50 years , and 8.8% of the respondents belong to the age group of 50-60 years.

Thus , around 2/3 rd majority of the respondents are in the age group of 20-40 years (ie.,68.8%); (41.3% + 27.5%).

TABLE – 3.3
CLASSIFICATION ON THE BASIS OF EDUCATION

Particulars	No. of respondents	Percentage(%)
Illiterate	5	6.3
Schooling	20	25
Under Graduate	32	40
Post Graduate	23	28.7
TOTAL	80	100

Source : Primary Data :



INFERENCE :

Table – 3.3 depicts that 6.3% of the respondents are illiterates , 25% of the respondents have completed their schooling , 40% of the respondents are under-graduates while 28.7% of the respondents are post graduates .

Thus , a major proportion (40%) of the respondents are Under graduates .

TABLE – 3.4
NATURE OF OCCUPATION

Occupation	No. of. Respondents	Percentage (%)
Owner	29	36.2
Employee	27	33.8
Chef	17	21.3
Cleaner	7	8.8
TOTAL	80	100

Source : Primary Data :



INFERENCE :

Table - 3.4 indicates that 33.8% of the respondents are employees, 36.2% of the respondents are owners, 21.3% of the respondents are chefs, and 8.8% of the respondents are cleaners .

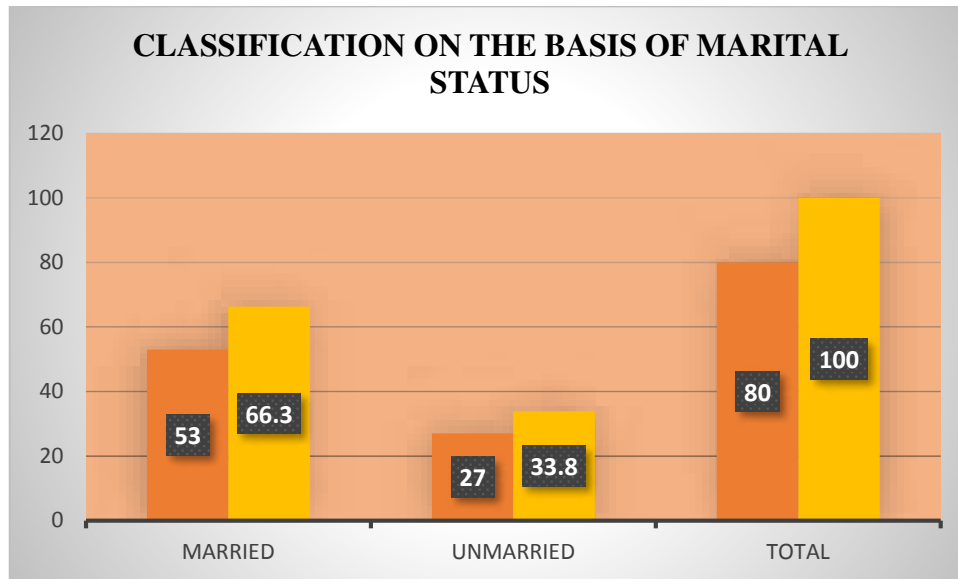
Thus the two major proportion of respondents are owners (36.2%) and employees (33.8%) .

TABLE – 3.5

CLASSIFICATION ON THE BASIS OF MARITAL STATUS

Factors	No. of. respondents	Percentage(%)
Married	53	66.3
Unmarried	27	33.8
TOTAL	80	100

Source : Primary Data :



INFERENCE :

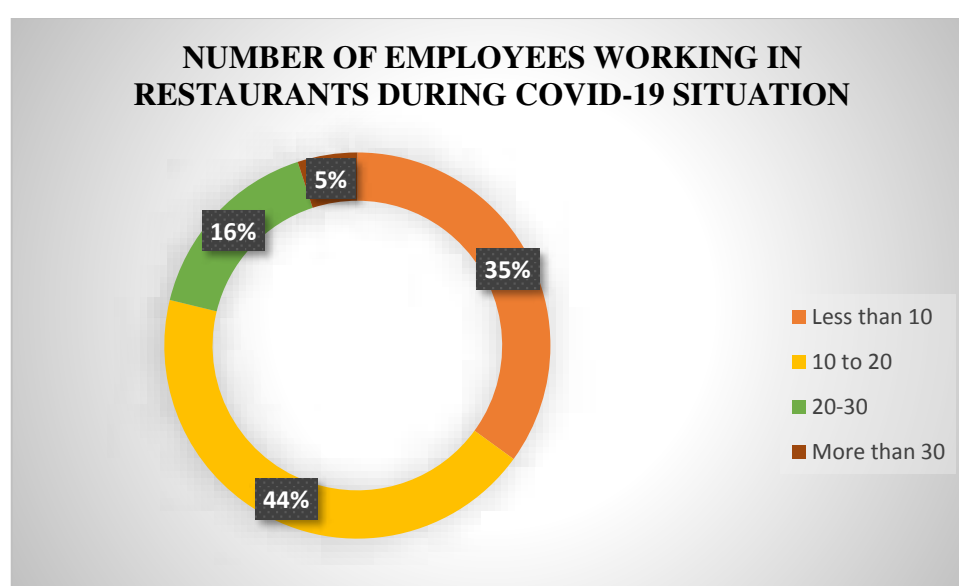
From the Table-3.5 it is clear that 66.3% of the respondents are married and 33.8% of the respondents are unmarried .

Thus 2/3rd majority (66.3%) of the respondents are married people.

TABLE – 3.6
NUMBER OF EMPLOYEES WORKING IN RESTAURANTS DURING COVID-19 SITUATION

No. of employees	No. of. respondents	Percentage (%)
Less than 10	28	35
10-20	35	43.8
20-30	13	16.2
More than 30	4	5
TOTAL	80	100

Source : Primary Data :



INFERENCE :

Table - 3.6 reveals that 35% of the restaurants run their business with less than 10 employees , 43.8% of the restaurants run their business with 10-20 employees , 16.2% of the restaurants run their business with 20-30 employees and 5% of the restaurant run their business with more than 30 employees.

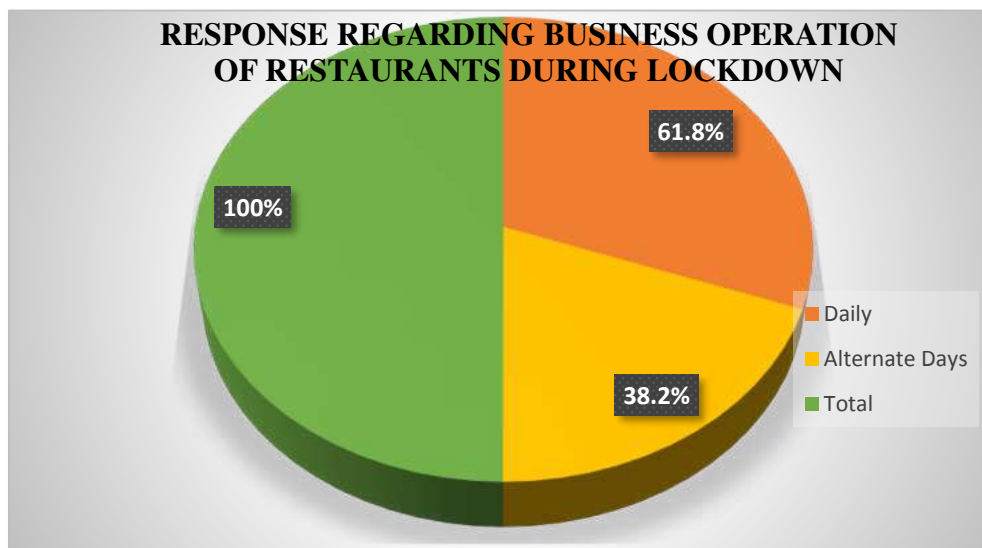
Thus a major proportion (43.8%) of restaurants run their business with 10-20 employees.

TABLE-3.7

**RESPONSE REGARDING BUSINESS OPERATION OF
RESTAURANTS DURING LOCKDOWN**

Business operation	No. of. respondents	Percentage (%)
Daily	31	38.2
Alternate Days	49	61.8
TOTAL	80	100

Source : Primary Data :



INFERENCE :

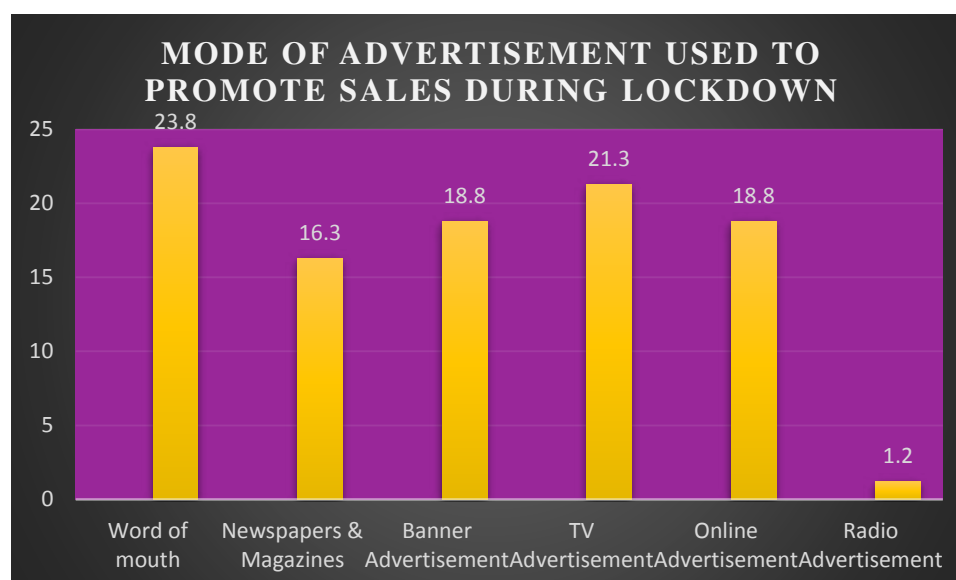
The Table - 3.7 reveals that 61.8 % of the respondents had their restaurant business on alternate days while 38.2% of the respondents opened their restaurants and made their sales on alternate days during COVID-19 pandemic period

Thus a major proportion (61.8%) of the restaurants had their business operation on alternate days only.

TABLE-3.8
MODE OF ADVERTISEMENT USED TO PROMOTE SALES DURING LOCKDOWN

Mode of Advertisement	No. of. respondents	Percentage(%)
Word of mouth	19	23.8
Newspapers & Magazines	13	16.3
Banner Advertisement	15	18.8
TV Advertisement	17	21.3
Online Advertisement	15	18.8
Radio Advertisement	1	1.2
TOTAL	80	100

Source : Primary Data :



INFERENCE :

Table-3.8 depicts that 23.8% of the restaurants have good sales as a result of word of mouth , 16.3% due to advertisement in newspaper and magazine, 18.8% as a result of banner advertisement, 21.3% promote sales through TV advertisement, 18.8% use online advertisement as their sales promoting tool while only a meagre 1.2 % use radio advertisement for promoting their sales .

Thus , it is inferred that all the modes of advertisement (except radio advertising) play an equally good role in promoting sales in restaurants during COVID-19 lockdown .

TABLE-3.9**REASON FOR REPEATED VISITS BY CONSUMERS (LIKERT SCALE)****SA-Strongly Agree ; A-Agree ; N-Neutral ; DA-Disagree ; SDA-Strongly Dis Agree**

REASON	SA	A	N	DA	SDA	TOTAL	PERCENTAGE	RANK
Reduced Price	170	156	33	12	0	371	4.63	II
Quality of Food	265	96	9	6	0	376	4.7	I
Quantity of Food	180	100	60	4	0	344	4.3	V
Taste and variety	210	128	21	8	0	367	4.58	III
Neat and Hygienic Supply	270	64	18	6	3	361	4.51	IV

INFERENCE :

The respondents were asked to rate the features which influenced customers to make repeated visits to their restaurant during lockdown , From the above table - 3.9 , it is clearly shown that respondents have rated Quality of food as their First choice , Reduced price falls next , Taste and Variety gets the Third place , Neat and Hygienic supply is ranked Fourth and Quantity of food is placed at the end with Fifth rank.

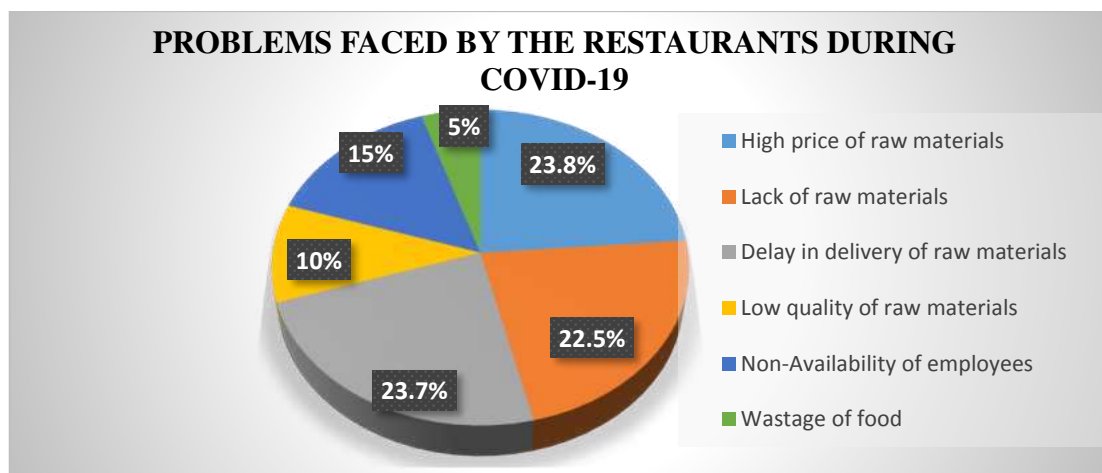
Hence it is clear from above table that Quality of Food influenced consumers to visit the restaurant repeatedly even during the lockdown .

TABLE – 3.10

PROBLEMS FACED BY THE RESTAURANTS DURING COVID-19

Difficulty faced	No. of. respondents	Percentage(%)
High price of raw materials	19	23.8
Lack of raw materials	18	22.5
Delay in delivery of raw materials	19	23.7
Low quality of raw materials	8	10
Non-Availability of employees	12	15
Wastage of food	4	5
TOTAL	80	100

Source : Primary Data :



INFERENCE :

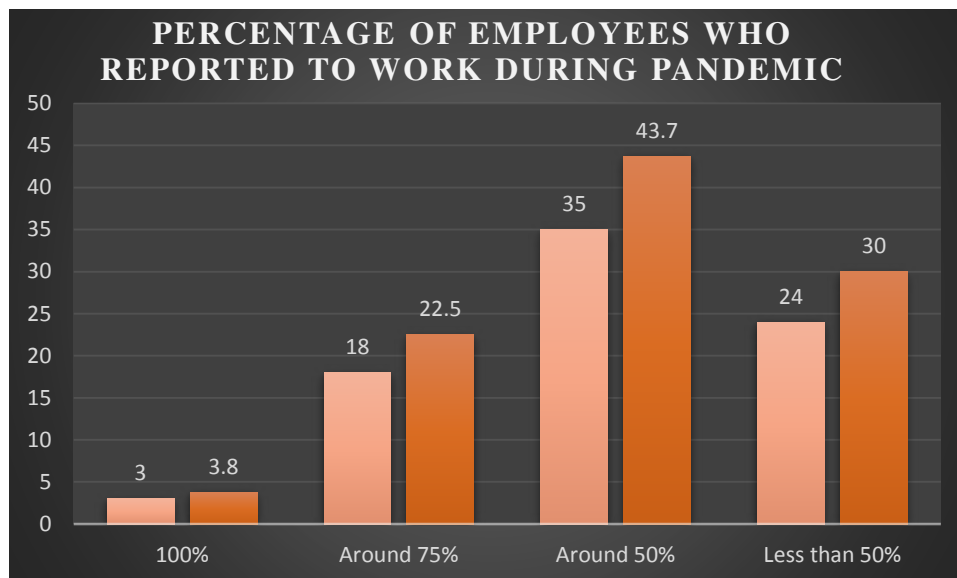
Table 3.10 reveals that 23.8% of the respondents say that the problems they faced are high price of raw material and delay in delivery of raw materials, for 22.5% of the respondents problem occurred due to lack of raw materials , for 15% of the respondents problem occurred due to non-availability of employees , for 10% of the respondents the problem was supply of low quality of raw material while for 5% of the respondents the problem occurred was wastage of food .

Thus, the major problems faced by the restaurant during COVID-19 situation is high price of raw material and delay in delivery of raw materials (23.8%) and lack of raw materials (22.5%)

TABLE-3.11
PERCENTAGE OF EMPLOYEES WHO REPORTED TO WORK
DURING PANDEMIC

Percentage of employees who worked during lockdown	No. of. respondents	Percentage (%)
100%	3	3.8
Around 75%	18	22.5
Around 50%	35	43.7
Less than 50%	24	30
TOTAL	80	100

Source : Primary Data :



INFERENCE :

The above Table-3.11 depicts that 3.8% of the respondents stated that 100% of the employees reported to work during the pandemic , 22.5% of the respondents stated that around 75% of the employees reported to work , 43.7% of the respondents stated that around 50% of the employees worked during the pandemic , while 30% of the respondents stated that less than 50% of the employees worked during the pandemic.

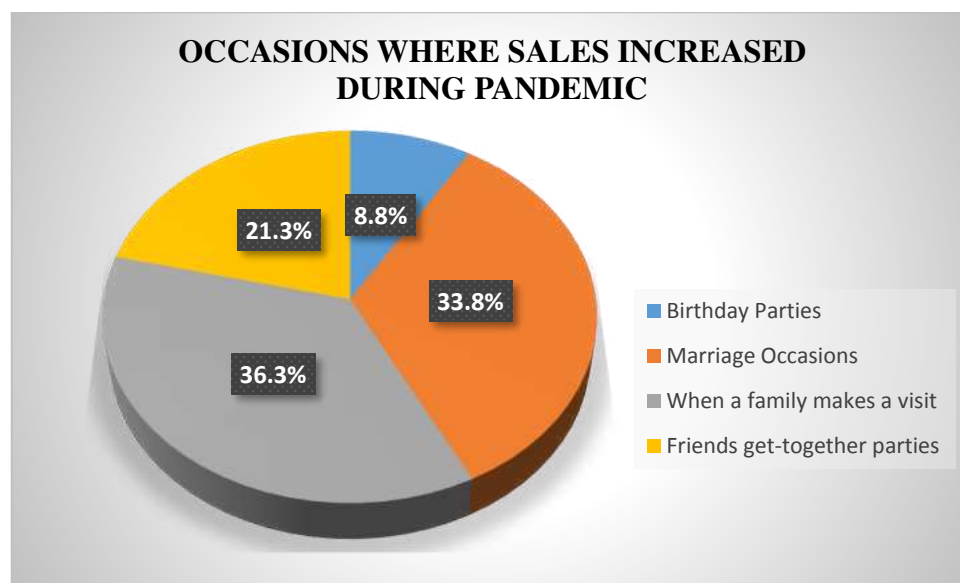
Thus , a major proportion of the respondents have stated that around 50% of the employees reported to work during the pandemic situation.

TABLE – 3.12

OCCASIONS WHERE SALES INCREASED DURING PANDEMIC

Occasions	No. of. respondents	percentage(%)
Birthday Parties	7	8.8
Marriage Occasions	27	33.8
When a family makes a visit	29	36.3
Friends get-together parties	17	21.3
TOTAL	80	100

Source : Primary Data :



INFERENCE :

The above table-3.12 depicts that 8.8% of the respondents say that the sales increased at birthday parties , 21.3% of the respondents said it increased at friends-get-together parties , 36.3% of the respondents stated that sales increased when a family makes a visit , and 33.8% of the respondents said it increased during marriage occasions.

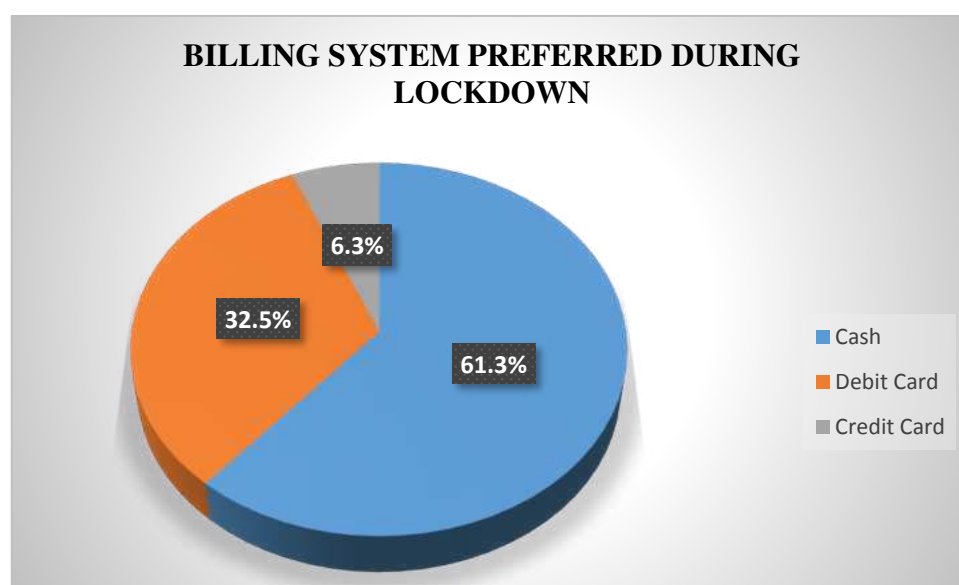
Thus a major proportion of the respondents (ie.,36.3%) said that sales increased when a family makes a visit and during marriage occasions (ie.,33.8%)

TABLE-3.13

BILLING SYSTEM PREFERRED DURING LOCKDOWN

Preferred billing system	No. of. respondents	Percentage (%)
Cash	49	61.3
Debit Card	26	32.5
Credit Card	5	6.3
TOTAL	80	100

Source : Primary Data :



INFERENCE :

From the table-3.13 it is clear that 32.5% of the respondents prefer debit card for their billing system , 61.3 % of the respondents prefer cash for their billing system and only 6.3% of the respondents prefer credit card for their billing system in the restaurant during the lockdown.

Thus around 2/3 rd majority of the restaurants (ie., 61.3%) prefer cash payment for their sales during the lockdown .

TABLE – 3.14**REASON FOR CONTINUING THE RESTAURANT BUSINESS EVEN DURING PANDEMIC (GARRETT RANKING)**

Particulars	I	II	III	IV	Total Score	Total Respondents	Percentage Mean score(%)	Rank
To earn profit	2304	1120	774	270	4468	80	55.85	I
To give employment to workers	1440	1680	989	189	4298	80	53.725	III
To maintain goodwill of consumers	2160	1176	817	270	4423	80	55.287	II
To retain regular customers	2304	728	645	540	4217	80	52.712	IV
TOTAL					17406			

INFERENCE :

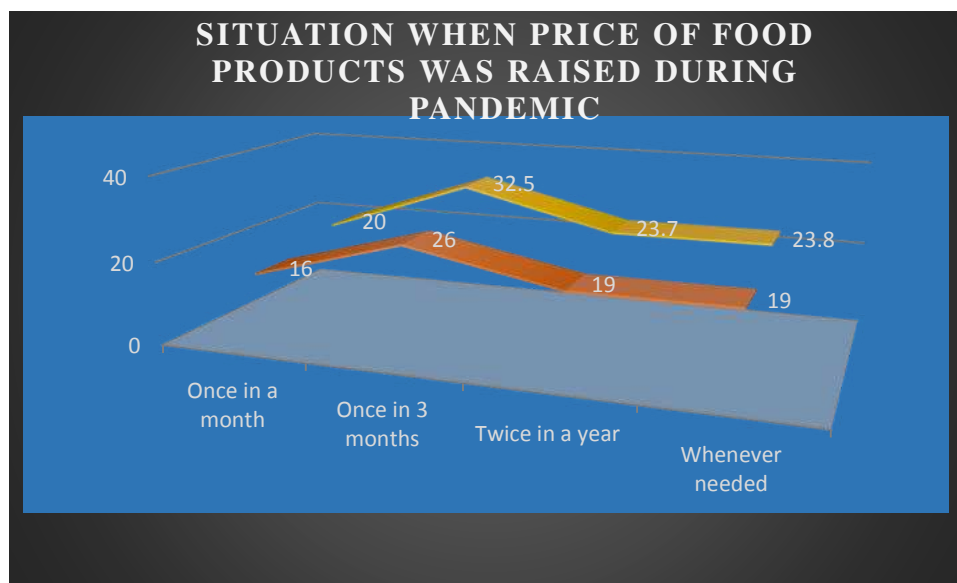
Table-3.14 depicts that ranking of reason for continuing the business activities during pandemic using Garrett ranking method. The respondents have indicated that earning profit was their top priority and is ranked first , followed by reason “to maintain goodwill of consumers” , “to give employment to workers” , and lastly “to retain regular customers”.

Hence it is clear from above table that the main reason to continue the restaurant even during pandemic is to earn profit .

TABLE – 3.15
SITUATION WHEN PRICE OF FOOD PRODUCTS WAS RAISED DURING PANDEMIC

Duration of rise in price	No. of. respondents	Percentage (%)
Once in a month	16	20
Once in 3 months	26	32.5
Twice in a year	19	23.7
Whenever needed	19	23.8
TOTAL	80	100

Source : Primary Data :



INFERENCE :

The above Table-3.15 depicts that 20% of the restaurants have raised the price of food products once in a month , 32.5 % of the restaurants have raised the price of food once in three months , 23.7% of the restaurants have raised the price of food products twice in a year and 23.8% of the restaurant have raised the price of food products as and when needed.

Thus a major proportion of the restaurants (ie., 32.5%) have raised the price of food products once in 3 months .

TABLE- 3.16**LEVEL OF SALES ACHIEVED ON VARIOUS FOOD ITEMS SOLD DURING THE LOCKDOWN (LIKERT SCALE RATING)**

(HS-HIGH SALES; MS-MODERATE SALES; LS-LOW SALES; EQUAL OR BALANCED SALES- BS ; NO SALES- NS)

VARIOUS FOOD ITEMS	HS V	MS IV	LS III	BS II	NS I	TOTAL	PERCENTAGE	RANK
Break Fast	190	116	24	2	4	336	4.2	I
Lunch	90	164	54	4	1	313	3.91	III
Dinner	125	152	39	4	1	321	4.01	II
Beverages	110	92	72	10	6	290	3.62	IV
North & South Indian Food	75	100	48	8	20	251	3.13	V
Chinese Food	40	64	69	36	25	234	2.92	VI
Italian Food	50	52	66	14	28	210	2.62	VII

INFERENCE :

The respondents were asked to rate the level of sales on various food items made during the lockdown and an analysis was made using Likert scaling technique.

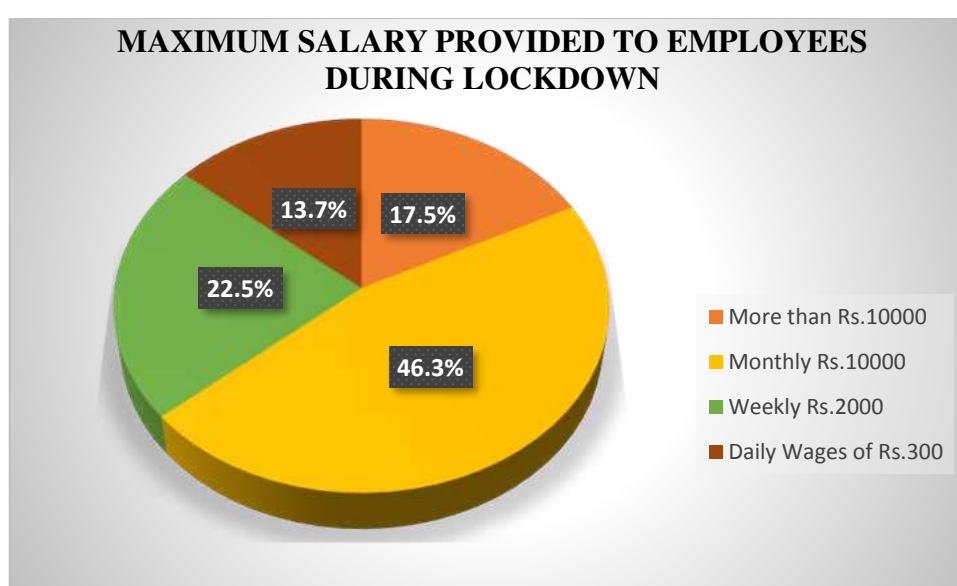
The above table 3.16 clearly indicates the level of sales on various food items made during lockdown . It is found that Breakfast is ranked First , Dinner as Second , Lunch as Third , Beverages as Fourth , North and South Indian food as Fifth , Chinese Food as Sixth , and Italian Food as Seventh .

Hence it is clear from the above table that Sale of Breakfast was high during the lockdown .

TABLE – 3.17
MAXIMUM SALARY PROVIDED TO EMPLOYEES DURING LOCKDOWN

Salary	No. of. Respondents	Percentage (%)
More than Rs.10000	14	17.5
Monthly Rs.10000	37	46.3
Weekly Rs.2000	18	22.5
Daily Wages of Rs.300	11	13.7
TOTAL	80	100

Source : Primary Data :



INFERENCE :

The above table-3.17 depicts that 17.5% of the respondents have been paid a salary which is more than Rs.10000 , 13.7% of the respondents earn wages of Rs.300 per day , 22.5 % of the respondents earn Rs.2000 per week as their salary while 46.3% of the respondents earn a monthly salary of Rs.10000 as their maximum salary during the lockdown .

Thus it is found that a major proportion (46%) of the respondents earn monthly a maximum salary of Rs.10000 during the lockdown .

TABLE- 3.18**OPINION ON COMPETITION FACED DURING LOCKDOWN**

Competitor	No . of . respondents	Percentage(%)
Other Restaurants	17	21.3
Online Food Delivery	43	53.8
Small Hotels & Restaurants	15	18.8
Street Vendors	5	6.3
TOTAL	80	100

Source : Primary Data :

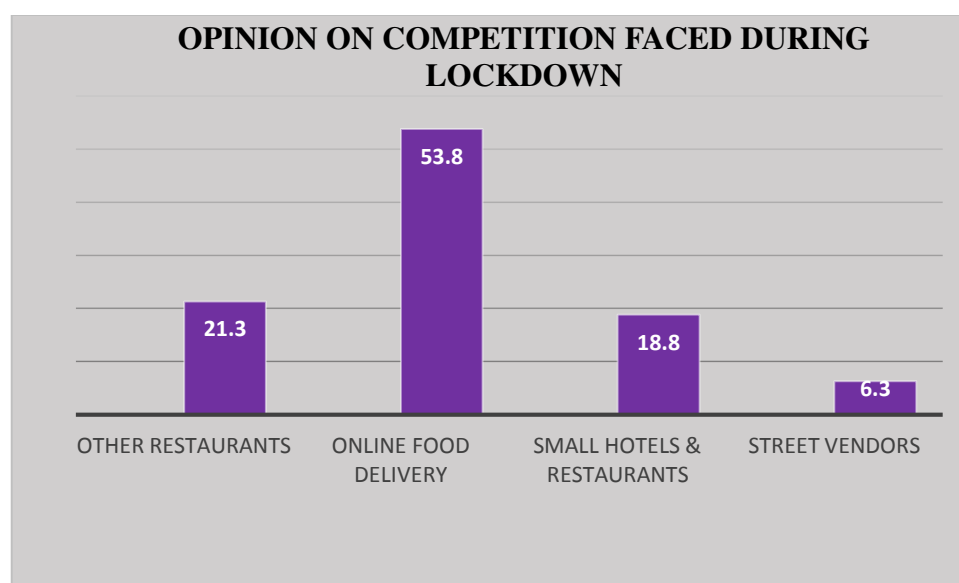
**INFERENCE :**

Table-3.18 shows that 21.3 % of the restaurant considered other restaurants as their competitors , 53.8% of the them felt that online food delivery store was their competitor , 18.8% felt that Small hotels and restaurants were their competitors while 6.3% of the respondents felt that Street vendors were their competitors .

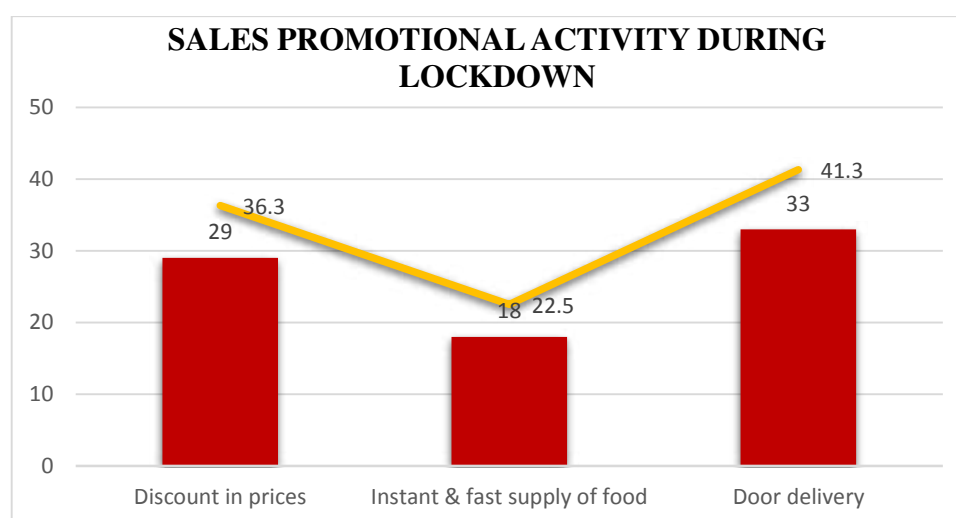
Thus around half the majority of respondents felt that Online mode of Food delivery (ie., 53.8%) was their major competitor during the lockdown.

TABLE – 3.19

SALES PROMOTIONAL ACTIVITY DURING LOCKDOWN

Sales Promotional Activity	No. of respondents	Percentage (%)
Discount in prices	29	36.3
Instant & fast supply of food	18	22.5
Door delivery	33	41.3
TOTAL	80	100

Source : Primary Data :



INFERENCE :

Table-3.19 reflects the increase in sales due to implementation of sales promotional activities. It is found that 36.3% of the respondents offered discount in prices, 22.5% offered instant and fast supply of food, while Door delivery was the sales promotional activity undertaken by 41.3% of the respondents during the pandemic situation, to increase the sale and profit .

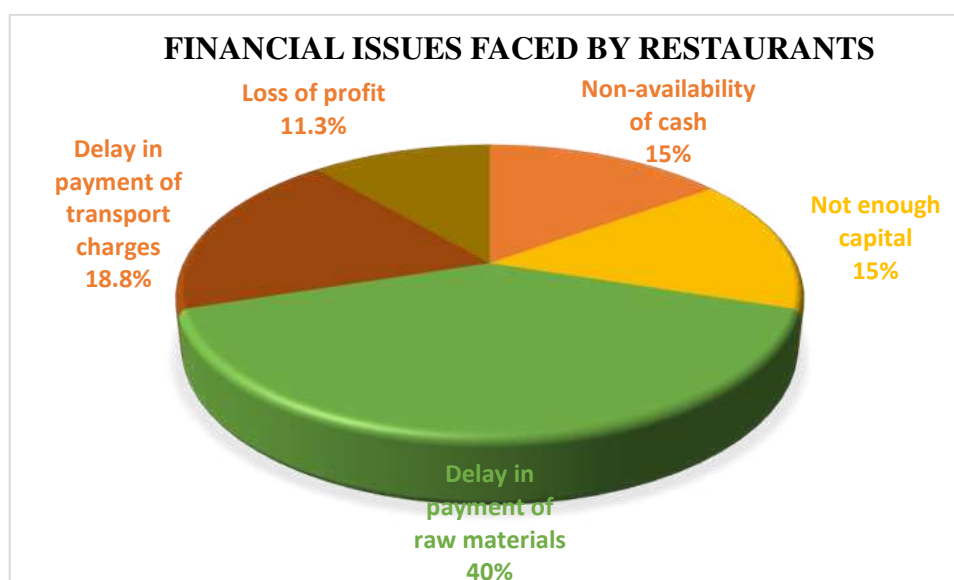
Thus , for majority of the restaurants Door delivery (ie.,41.3%) was the major sales promotional tool to increase the sales during the pandemic .

TABLE – 3.20

FINANCIAL ISSUES FACED BY RESTAURANTS

Financial issues	No. of. respondents	Percentage (%)
Non-availability of cash	12	15
Not enough capital	12	15
Delay in payment of raw materials	32	40
Delay in payment of transport charges	15	18.8
Loss of profit	9	11.3
TOTAL	80	100

Source : Primary Data :



INFERENCE :

It is found in Table-3.20 that 15% of the respondents feel that there is non-availability of cash and not enough capital , 40% of the respondents have faced the problem of delay in payment of raw materials , 19% of them faced the problem of delay in payment of transport charges , while 11% of the respondents have faced loss of profit during the lockdown .

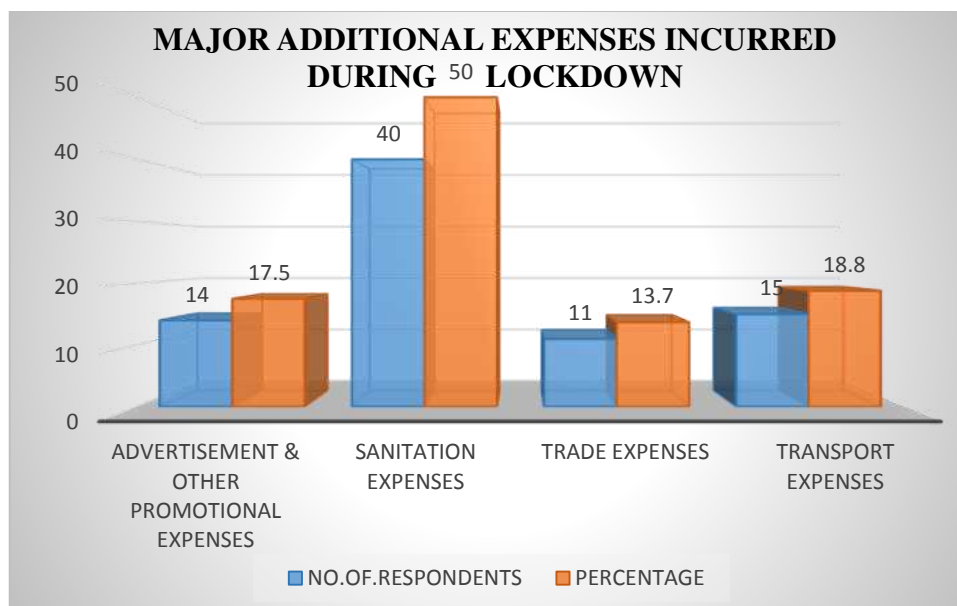
Thus a major proportion of the respondents (ie., 40%) have faced financial issue of delay in payment of raw material .

TABLE – 3.21

MAJOR ADDITIONAL EXPENSES INCURRED DURING LOCKDOWN

Expense	No. of. respondents	Percentage (%)
Advertisement & other promotional expenses	14	17.5
Sanitation expenses	40	50
Trade expenses	11	13.7
Transport expenses	15	18.8
TOTAL	80	100

Source : Primary Data :



INFERENCE :

Table-3.21 reveals the major additional expenses incurred during lockdown. It is found that 17.5% of the respondents have incurred advertisement and other promotional expenses as their major additional expenses, 50% say it is sanitation expenses , 13.7% of the respondents say it is trade expenses while 18.8% of the respondents have stated that transport expenses was their major additional expense incurred during the lockdown.

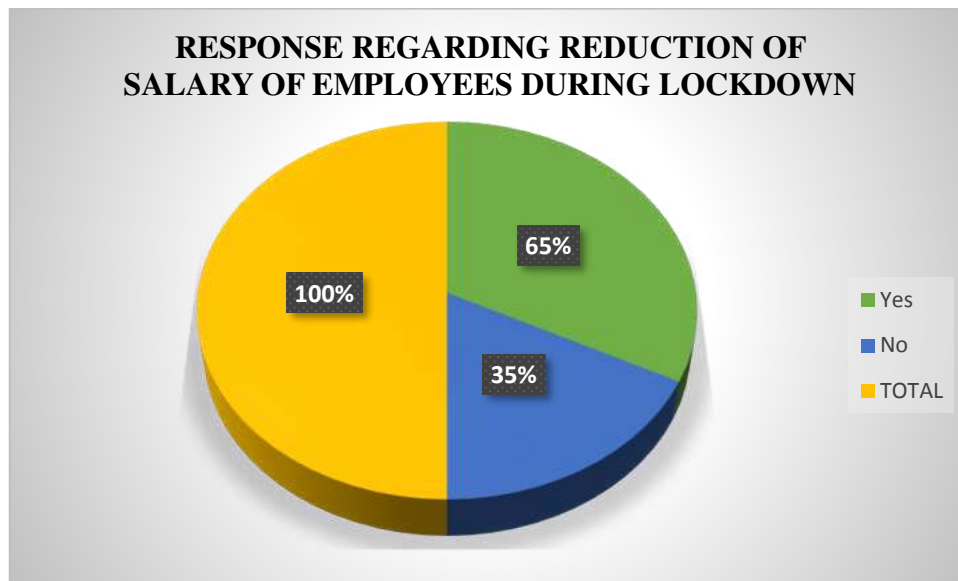
Thus half the majority (ie.,50%) of the respondents have stated that sanitation expenses was their major additional expense incurred during COVID lockdown period .

TABLE – 3.22

**RESPONSE REGARDING REDUCTION OF SALARY OF
EMPLOYEES DURING LOCKDOWN**

Response	No. of. respondents	Percentage (%)
Yes	52	65
No	28	35
TOTAL	80	100

Source : Primary Data :



INFERENCE :

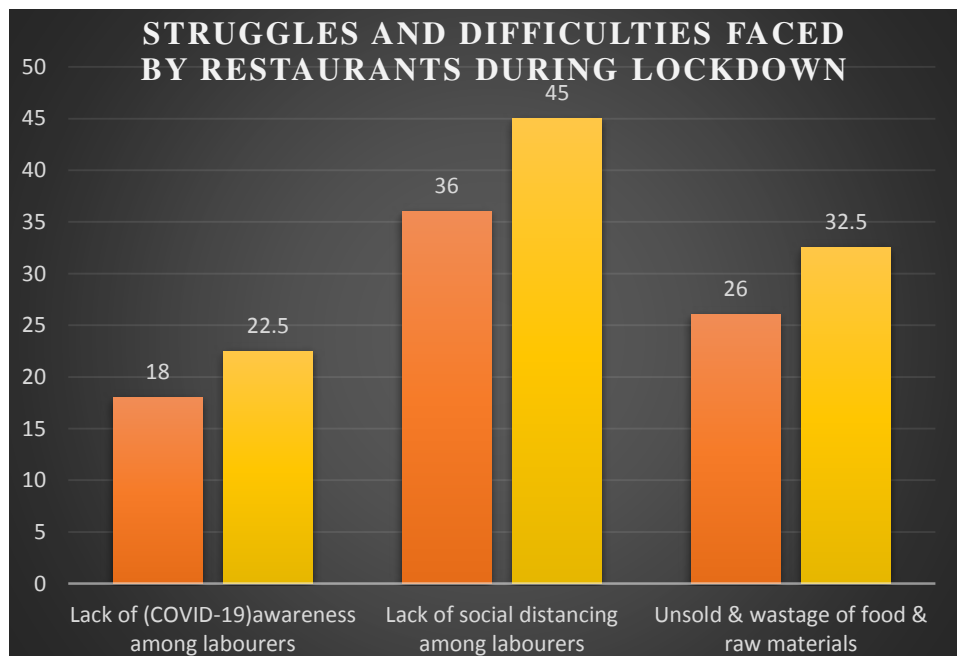
From Table-3.22 it is clear that ; 65% of the respondents have responded saying that there was reduction of wages / salary of employees ,while 35% of the respondents revealed that there was no reduction of pay .

Thus, for around 2/3rd majority of the respondents (ie.,65%) there was a reduction in salary during the lockdown period .

TABLE – 3.23
STRUGGLES AND DIFFICULTIES FACED BY RESTAURANTS
DURING LOCKDOWN

Struggles & Difficulties	No. of . respondents	Percentage(%)
Lack of (COVID-19)awareness among labourers	18	22.5
Lack of social distancing among labourers	36	45
Unsold & wastage of food & raw materials	26	32.5
TOTAL	80	100

Source : Primary Data :



INFERENCE :

Table-3.23 indicates the struggles and difficulties faced by restaurants during the lockdown period. It is found that 22.5% of the restaurants faced the problem of lack of (COVID-19) awareness among labourers , 45% of the restaurants say they faced the problem of lack of social distancing among labourers , while 32.5% of the restaurants had to face the problem of unsold food or wastage of food and raw materials .

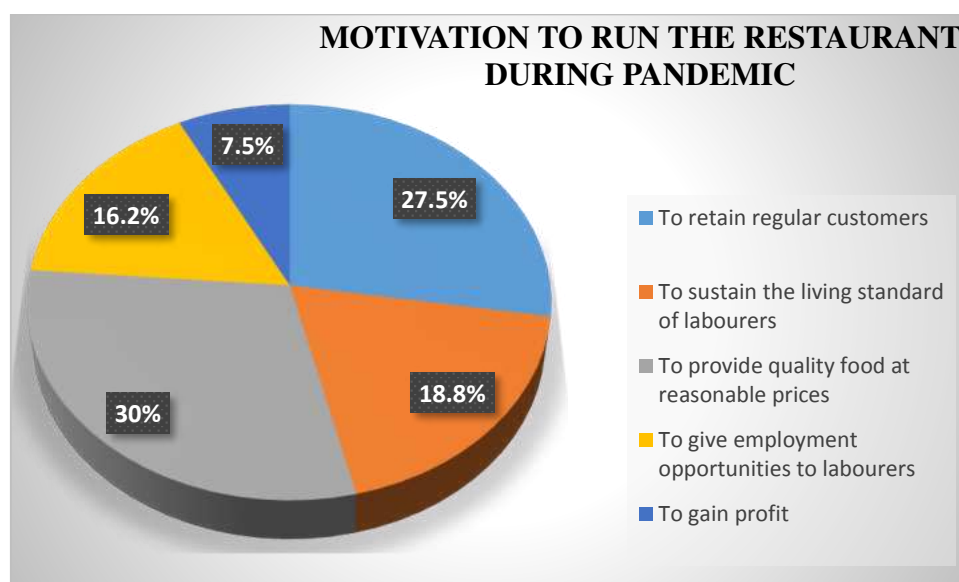
Thus a major proportion of the restaurants (ie.,45%) faced the difficulty of lack of Social-distancing among their labourers during lockdown .

TABLE – 3.24

MOTIVATION TO RUN THE RESTAURANT DURING PANDEMIC

Motivating Factor	No. of. respondents	Percentage (%)
To retain regular customers	22	27.5
To sustain the living standard of labourers	15	18.8
To provide quality food at reasonable prices	24	30
To give employment opportunities to labourers	13	16.2
To gain profit	6	7.5
TOTAL	80	100

Source : Primary Data :



INFERENCE :

From the above table-3.24 it is clear that 27.5% of the respondents were motivated to run the business in order to retain the regular customers , 18.8% to sustain the living standard of labourers , 30% to provide quality food at reasonable price , 16.2% to give employment opportunities to labourers and 7.5% to gain profit .

Thus it is clear that a major proportion of the restaurant holders opened their restaurants during lockdown (ie.,30%) to provide quality food at reasonable prices , and to retain regular customers (ie.,27.5%).

TABLE - 3.25**CHANGES INTRODUCED DURING LOCKDOWN PERIOD**

Changes initiated	No. of. respondents	Percentage(%)
Parcels Only	16	20
Online mode sale and of food delivery	24	30
Limited supply and preparation of food	31	38.7
Changes in price of products	9	11.3
TOTAL	80	100

Source : Primary Data :

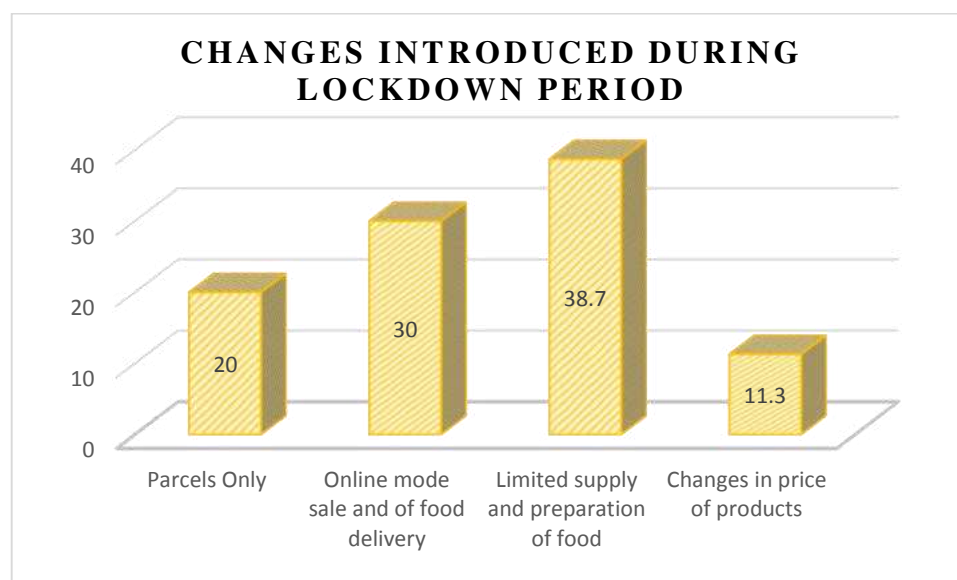
**INFERENCE :**

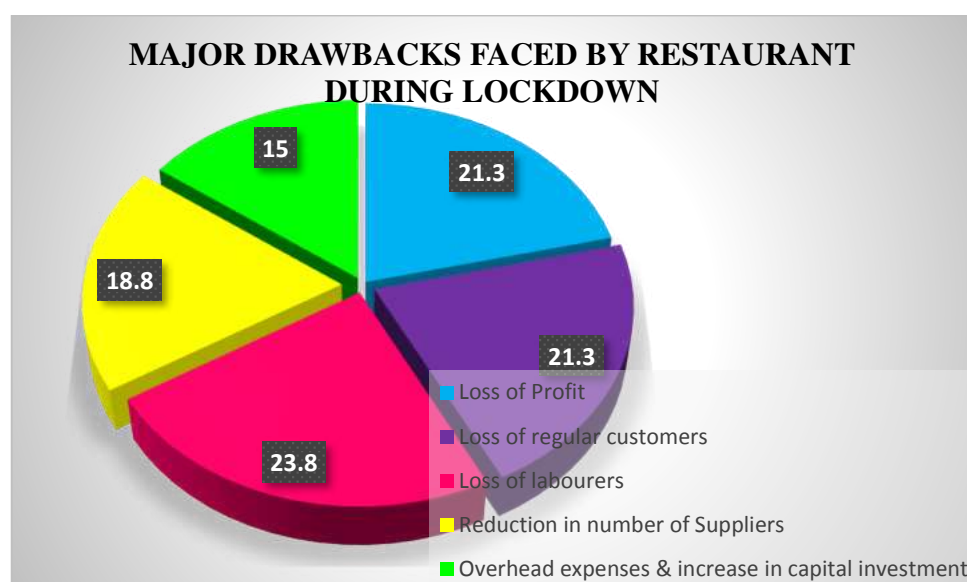
Table-3.25 reveals that changes introduced by the restaurants during the pandemic period . It is found that 20% of the restaurant have sold only through parcels , 30% have done online mode of sale and food delivery , 38.7% opted for limited supply and preparation of food , while 11.3% said that they made changes in the price of products to facilitate sales during the lockdown.

Thus limited supply and preparation of food and online mode of sale and food delivery were the major changes introduced during the lockdown period.(ie.,68.7%)

TABLE – 3.26
MAJOR DRAWBACKS FACED BY RESTAURANT DURING LOCKDOWN

Drawback	No. of . respondents	Percentage (%)
Loss of Profit	17	21.3
Loss of regular customers	17	21.3
Loss of labourers	19	23.8
Reduction in number of Suppliers	15	18.8
Overhead expenses & increase in capital investment	12	15
TOTAL	80	100

Source : Primary Data :



INFERENCE :

Table-3.26 portrays the major drawbacks faced by the restaurant business , It is found that 21.3% (each) of the restaurants faces loss of profit and loss of regular customers , 23.8% had loss of labourers , 18.8% had to run the business with reduced number of suppliers , while 15% of the restaurants said that the major drawback was increase in overhead expenses and increase in capital investment.

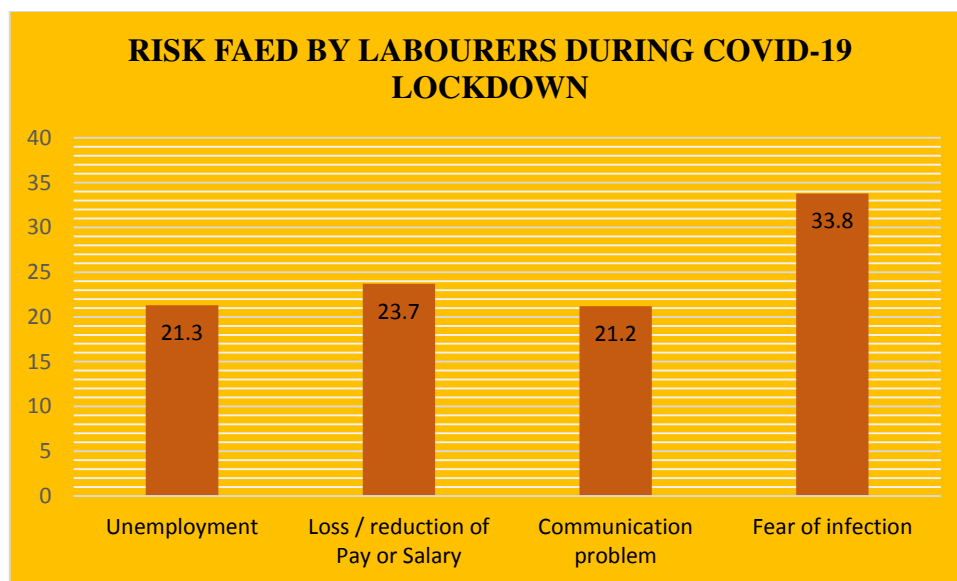
Thus the major drawbacks faced by the restaurants during lockdown was loss of labourers (ie.,23.8%) and loss of profit and loss of regular customers (ie.,21.3%)

TABLE – 3.27

RISK FACED BY LABOURERS DURING COVID-19 LOCKDOWN

Risk Faced by Labourers	No. of . respondents	Percentage (%)
Unemployment	17	21.3
Loss / reduction of Pay or Salary	19	23.7
Communication problem	17	21.2
Fear of infection	27	33.8
TOTAL	80	100

Source : Primary Data



INFERENCE :

Table-3.27 indicates the risk faced by the labourers working in the restaurant during lockdown. It is clear that 21.3% of the labourers faced unemployment problems, 23.7 % faced loss /reduction of salary , 21.2 % of the labourers faced Communication problem while 33.8% of the labourers faced the risk of infection during lockdown period.

Thus it is clear that 1/3rd majority of the risk faced by the labourers during COVID-19 lockdown situation is fear of getting infection (ie.,33.8%).

CHAPTER – IV

SUMMARY OF FINDINGS , SUGGESTIONS AND CONCLUSION

This chapter discusses the major findings of the study undertaken by the researcher . Based on the findings , suggestions and conclusion was drawn . This chapter is discussed in a concise and summary format rather than the descriptive form .

FINDINGS :

- From the study it was found that out of 80 respondents (62.5%) 2/3rd majority of the respondents are male and (37.5%) around 1/3rd majority of the respondents are female.
- Around 1/3rd majority of the respondents (41.3%) belongs to the age group of 20-30 years.
- Major proportion (ie., around 1/3rd majority) of the respondents (40%) are undergraduate .
- Around 1/3rd majority of the respondents were employed as Owner (36.2%)
- Around 1/3rd majority of the restaurant (43.8%) holds only 10-20 employees during the lockdown.
- Around 2/3rd majority of the restaurant (61.3%) were opened daily even during COVID-19 lockdown.
- Major problems faced by the restaurants during COVID-19 lockdown situations were high price of raw materials , delay in delivery of raw materials (23.8%) and lack of raw materials(22.5%) .
- Major proportion of the employees (43.7%) reported to work during the pandemic was around 50%
- Major proportion of the respondents there was increase in sales during marriage occasion(34%) and when a family makes a visit (36.3%)
- Major new changes introduced in the restaurant during the lockdown period were limited supply and preparation of food(38.7%) and Online mode of sale and food delivery (30%).
- Around 2/3rd majority of the Restaurants (61.3%) prefer cash for their billing system.
- A major proportion of the restaurants (32.5%) have raised the price of food products Once in 3 month during pandemic.
- Major proportion of the Restaurant provide hot water (33.8%) and Purified water (31.3%) to consumers for their drinking facilities.
- Around 1/3rd majority of the restaurant (46.3%) provide monthly salary of Rs.10000 to their employees and workers during pandemic .
- Around half the majority of the Restaurant felt that Online mode of Food Delivery (53.8%) was their competitors during the lockdown.
- Around 1/3rd majority of the Restaurant were Following the safety measures declared by the government (46.3%) as their special features of their restaurant during COVID-19 pandemic situation.

- Around 1/3rd majority of the Restaurant promote their sales by undertaking Door delivery (41.3%) was their Sales Promotional activity.
- Around 1/3rd majority of the Financial issues faced repeatedly by the Restaurant was delay in payment of raw materials (40%).
- Half the majority of the additional expenses incurred by the Restaurant during lockdown was (50%) Sanitation expenses.
- Major drawback faced by the Hotels and Restaurant during lockdown was Loss of labourers(23.8%) , loss of profit and loss of regular customers (21.3%).
- Around 1/3rd majority of the risks faced by the labourers while working during COVID-19 lockdown situation was (33.8%) Fear of infections.
- Around 1/3rd majority of the restaurant struggled and faced lot of difficulties due to (45%) lack of social distancing among labourers.
- Around 1/3rd majority of the restaurant were motivated to open and run their business, to provide quality food at reasonable prices (30%).
- Around 1/3rd majority of the restaurants made new changes during the period of lockdown by implementing limited supply and preparation of food (38.7%).

SUGGESTIONS :

- ❖ Compensation may be provided by the government for the small restaurants during lockdown for their upliftment.
- ❖ Too much of care to be exercised to maintain social distance and follow the safety measures laid down by the government during the pandemic .
- ❖ Arrangements could be made to facilitate payments through debit or credit card.
- ❖ Improvement in Cleanliness is required , to protect from spread of COVID-19 infection.
- ❖ Support and subsidy may be provided for upliftment of Small Scale Business units such as Restaurants during Covid-19 lockdown period.
- ❖ Prevention of empty opportunities to labourers may be geared up.
- ❖ Government subsidies may be provided to compensate the losses incurred during the lockdown .
- ❖ Steps to be taken to satisfy the need to provide employment opportunities to all the workers who are employed in the restaurant , on alternate days to support them financially.
- ❖ Much care to be taken to provide proper sanitation facilities such as gloves , mask , caps (toque) and aprons to all the Chef , cleaners , suppliers and even vessel washing workers in the restaurants.
- ❖ Capture new customer by giving attractive offers to sustain in the competitive market during pandemic period.
- ❖ More safety and precaution measures should be taken up by restaurants to protect from the COVID-19 virus spread.
- ❖ Practice of maintaining social distance among employees within the restaurant while working should be insisted.

- ❖ Hand Gloves, Caps, and other kitchen and cooking accessories to be provided to the employees working in the restaurants to ensure safety in preparation of food and prevention of spread of virus.
- ❖ Chemical free natural hand sanitizer and mask may be provided to all the employees and customers who visit the Restaurant.
- ❖ Regular pay may be given to all the workers working in the restaurant even during pandemic .
- ❖ Financial support may be provided by NGO's and other financial institution to uplift in the business during lockdown.
- ❖ To provide quality food at reasonable price to consumers even during pandemic to retain consumers and to sustain the business.
- ❖ To follow the rules and regulations provided by the Government and provide healthy and hygienic food to every consumers.
- ❖ Full sanitation of Restaurant , hygienic food preparation , safe handling and hygienic package of foods leads to safe distribution of food and in turn it increases the profit .

CONCLUSION :

The COVID-19 outbreak has brought down the total commerce and every industrial and business units to a stagnant situation and has lead to loss of profit and revenue for a continuous period . No one knows how long this situation will last. Some are hoping that warm weather will slow the virus' spread and let health officials get a hold of the situation; others are preparing for a very bleak few months. The only thing we know is that it's going to get worse before it gets better.

This unfortunate crisis could end up putting an entirely new daytime audience of locals close to the restaurant all day. People are still going to want to connect and help one another out, and they'll need a venue to do that. Market the restaurant as a safe place to gather. Reach out to local customers and encourage them to come in for a lunch promotion; print up T-shirts; make it a genuine place of social gathering again, a refuge and it will probably end up making them into long-term customers. Take care of your locals so that they can take care of each other.

The coronavirus pandemic is a worldwide crisis, unprecedented in living memory. Not one expert or government official knows how long it will last, nor what the ultimate economic damage will be. All we can forecast now is that if people become scared to gather in groups, the scars on both the economy and the society will last a very long time. One can use this economic slowdown as an opportunity to build real relationships. The restaurant is in the business of selling experiences — human experiences and connections that transcend food or finances. The coronavirus is a peculiar crisis in that it deprives us of the one thing that helps people adapt to crisis towards each other. The restaurant can be the place where people come to get that connection back. “Stay safe, Stay connected”

Thus this study is observed and evaluated through proper primary data collection through structured questionnaire that how the present scenario of hotels and restaurant business have overcome the challenges they have come across in their day to day business life in the competitive markets .

Thus , even during the pandemic and COVID-19 lockdown situation the restaurants have tried to open and run their business to sustain the living standard of employees and to retain their regular customers and also to continue their business to earn profit to live life ahead .

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QUESTIONNAIRE

IMPACT OF COVID-19 LOCKDOWN RESTRICTIONS ON RESTAURANTS BUSINESS IN THOOTHUKUDI

1. Name of the Restaurant :
2. Name of the Respondent :
3. Gender :
(a) Male (b) Female
4. Age :
(a) 20 – 30 Years (b) 30-40 Years (c) 40-50 Years (d) 50-60 Years
5. Educational Qualification :
(a) Illiterate (b) Schooling (c) Under Graduate (d) Post Graduate
6. Occupation :
(a) Employee (b) Owner (c) Chef (d) Cleaner
7. Marital Status :
(a) Married (b) Unmarried
8. How many employees were working in your restaurant during Covid-19 situations ?
(a) less than 10 (b) 10 - 20 (c) 20 - 30 (d) More than 30
9. What was your monthly Turnover of your restaurant during this Covid-19 lockdown pandemic ?
(a) Below Rs.50,000 (b) Rs.50000-100000 (c) 100000-200000 (d) Above 200000
10. When did you have your restaurant open during Covid-19 situation ?
(a) Daily (b) Alternate days
11. Did advertisements play a major role for people to visit your restaurant during pandemic?
(a) Yes (b) No
12. If Yes, What kind of advertisement did you choose to promote the sales during the lockdown ?
(a) Word of Mouth (b) News Papers and Magazines (c) Banner Advertisements
(d) TV Advertisements (e) Radio Advertisements (f) Online Advertisements.
13. What do you think is the reason for consumers visit to order food from your restaurant during Covid-19 situation ?
(a) Easy Availability (b) Fast and Quick Delivery of Food. (c) Tasty Food (d) low cost.

14. How much does a customer usually spend in a day to order food during lockdown ?
(a) Rs.150 – 200 (b) Rs.200 – 300 (c) Rs.300 – 400 (d) Rs.400 – 500 (e)Rs.500 and above.

15. What category of food products were made available in your restaurant during lockdown?

(a) Veg (b) Non-Veg (c) Both .

16. Select and tick the following features that influenced your consumers to visit your restaurants repeatedly even during lockdown ?

Particulars	Strongly Agree	Agree	Neutral	Dis Agree	Strongly Disagree
(a)Reduced Price					
(b)Quality of Food					
(c)Quantity of Food					
(d) Taste and Variety					
(e)Neat and Hygienic Supply.					

17. Do people visit your restaurant even if it is more crowded during pandemic ?

(a) Yes (b) No

18. Did you provide online services and home delivery of food products during covid-19 pandemic period ?

(a) Yes (b) No

19. What are all the problems faced by restaurants during covid-19 pandemic?

(a) high price of raw materials (b) lack of raw materials (c) delay in delivery of raw material (d) low quality of raw materials. (e) non- availability of employees (f) wastage of food .

20. Did the rise in price of raw materials affect the business during lockdown ?

(a) Yes (b) No

21. Did you provide any offer to your consumer during lockdown ?

(a) Yes (b) No (c) Sometimes

22. Did you provide parcel facilities to customer during this covid-19 situation?

(a) Yes (b) No (c) Sometimes

23. What percentage of employees reported to work during the pandemic situation?

(a) 100% (b) around 75% (c) around 50% (d) less than 50%

24. Was the space in your restaurant sufficient to enable seating with social-distance?

(a) Yes (b) No

25. On what occasions did you find increase in sales even during pandemic?

(a) Birthday parties (b) Marriage occasions (c) when a family makes a visit

(d) Friends get-together parties.

26. Did this lockdown bring any new change to your restaurant business ?

(a) Yes (b) No

27. If Yes, what changes have been made ?

(a) parcel only (b) online mode of sale and food delivery (c) limited supply and preparation of food. (d) changes in price of products

28. Did you prepare variety of food products even during lockdown ?

(a) Yes (b) No (c) sometimes

29. What system of billing is preferable in your restaurants and hotels during lockdown?

(a) cash (b) debit cards (c) credit card

30. Was there any heavy competition between various restaurants during this lockdown?

(a) Yes (b) No (c) sometimes

31. Did employees of every restaurant and hotel get their reasonable pay during pandemic?

(a) Yes (b) No

32. Were you able to run the hotel business with sufficient profit during lockdown ?

(a) Yes (b) No

33. Rank the reason to continue your restaurant business on the basis of priority even during the pandemic ? (1 being the highest rank)

PARTICULARS	RANK
To earn profits	
To give employment to workers	
To maintain goodwill of consumers	
To retain regular customers	

34. How frequently did you raise the price of food products during the pandemic ?

(a) Once in a month (b) Once in 3 months (c) Twice in a year. (d) whenever needed.

35. Was the price of food sold in the restaurants and hotels affordable to consumers ?

(a) Yes (b) No

36. What kind of water facilities were provided to consumers during lockdown ?

(a) Cold water (b) Normal tap water (c) Mineral water (d) Hot water (e) Purified water

37. Rate your level of sales on various food items made during this lock down ?

Particulars	High Sales	Moderate Sales	Low sales	No Sales	Equal or Balanced Sales
(i)Break Fast :Idly , Dosa					
(ii) Lunch Vegetarian Non-Vegetarian.					
(iii)Dinner : Vegetarian Non-Vegetarian.					
(iv)Beverages: Coffee Tea Milk					
(v)Indian Food : North-Indian South-Indian					
(vi)Chinese Food.					
(vii)Italian foods.					

38.Did the pandemic bring new customers to your restaurant ?

(a) Yes (b) No (c) Sometimes.

39. Did you provide proper sanitary and safety measures such as sanitizers, hand washes etc., to your employees and suppliers? (a) Yes (b) No

40. Did your employees use hand gloves, caps(toque),and aprons while preparing and serving meals? (a) Yes (b) No

41. Did your Master Chef prepare and provide food in a safe, secure and hygienic manner ?

(a) Yes (b) No

42.Did your Master Chef prepare and serve foods on time during the lockdown ?

(a) Yes (b) No

43. Do you check the body temperature of your employees before entering your Hotel and Restaurant ?

(a) Yes (b) No

44. What was the maximum amount of salary provided to employees and workers during the pandemic ?

(a) More than Rs.10,000 (b) Monthly Rs.10,000 (c) Weekly Rs.2000 (d) Daily Wages of Rs.300

45. Did you provide leave and holidays during the pandemic period ?

(a) Yes (b) No (c) Sometimes (d) Whenever Necessary (e) If more important only.

46. Who, in your opinion were your competitors during Covid-19 pandemic situation ?

(a) Other Restaurants (b) Online Food Delivery (c) Small Hotels and Restaurants
(d) Street Vendors (e) Others (if any)_____.

47. What was the major drawback for hotels and restaurants during the lockdown ?

(a) Loss of Profit (b) Loss of Regular customers (c) Loss of Labourers (d) Reduction in number of suppliers. (e) Overhead expenses and increase in capital investments. (f) Others if any (specify) _____.

48. Did the Government provide any compensation schemes to the hotels and restaurants?

(a) Yes (b) No

49. What are all the special features of your restaurants provided during Covid-19 situations?

(a) Improvement in Ventilation Facilities. (b) More Variety of foods being prepared.
(c) Following safety measures declared by the government. (d) Innovative Plating.
(e) Providing more hygienic food and purified water.

50. What were the sales promotional activities undertaken in your restaurants during the lockdown?

(a) Discount in Prices (b) Instant and Fast supply of Food. (c) Door Delivery.

51. What were the financial issues faced repeatedly by the restaurants ?

(a) Non-availability of Cash (b) Not enough capital (c) Delay in Payment of Raw materials.
(d) Delay in payment of Transport Charges. (e) Loss of profit .

52. What were the major additional expenses incurred by your restaurants during the lockdown?

(a) Advertisement and other Promotional Expenses (b) Sanitation Expenses
(c) Trade Expenses (d) Transport Expenses.

53. Did you reduce the wages or salaries of your employees during this lockdown ?

(a) Yes (b) No .

54. What were the risks faced by the labourers while working during Covid-19 situations ?

- (a) Unemployment (b) Loss / reduction of pay / salary (c) communication problem
(d) Fear of infection.

55. What were the struggles and difficulties within the Restaurant during the Lockdown?

- (a) Lack of (Covid-19) awareness among labourers (b) Lack of social distancing among labourers (c) Unsold or wastage of food and raw materials (d) Others If any_____.

56. Did your restaurant provide (chemical free) natural hand sanitizer and hand wash for the safety of labourers ?

- (a) Yes (b) No .

57. Was there any Covid-19 positive cases spotted during the lockdown period in your restaurants ?

- (a) Yes (b) No.

58. Were you able to provide your labourers and employees with reasonable regular pay during the lockdown ?

- (a) Yes (b) No.

59. What influenced and motivated you to open and run your restaurants during this pandemic lockdown period ?

- (a) To Retain regular customers. (b) To sustain the living standards of labourers
(c)To provide quality food at reasonable price. (d)To give employment opportunities to labourers. (e) To gain profit.

60. State your suggestions if any regarding lock down restrictions on restaurant business .

CALCULATIONS

TABLE – 3.9

LIKERT SCALE RATING ON THE BASIS OF CONSUMERS VISITING THE RESTAURANT REPEATEDLY DURING LOCKDOWN

Strongly Agree (SA) : I , Agree (A) : II , Neutral (N) : III , Dis Agree (DA) : IV , Strongly Dis Agree (SDA) : V

(a) Reduced Price = SA (I) = $34 \times 5 = 170$

A (II) = $39 \times 4 = 156$

N (III) = $11 \times 3 = 33$

DA (IV) = $6 \times 2 = 12$

SDA (V) = $0 \times 1 = 0$

TOTAL RATE = 371

Total rate / No. of . Respondents = $371/80 = 4.63$

(b) Quality of Food = SA (I) = $53 \times 5 = 265$

A (II) = $24 \times 4 = 96$

N (III) = $3 \times 3 = 9$

DA (IV) = $3 \times 2 = 6$

SAD (V) = $0 \times 1 = 0$

TOTAL RATE = 376

Total rate / No. of . Respondents = $376/80 = 4.7$

(c) Quantity of Food = SA (I) = $36 \times 5 = 180$

A (II) = $25 \times 4 = 100$

N (III) = $20 \times 3 = 60$

DA (IV) = $2 \times 2 = 4$

SDA (V) = $0 \times 1 = 0$

TOTAL RATE = 344

Total rate / No. of . Respondents = $344 / 80 = 4.3$

(d) Taste and Variety = SA (I) = $42 \times 5 = 210$

A (II) = $32 \times 4 = 128$

N (III) = $7 \times 3 = 21$

DA (IV) = $4 \times 2 = 8$

SDA (V) = $0 \times 1 = 0$

TOTAL RATE = 367

Total rate / No. of . Respondents = $367 / 80 = 4.58$

(e) Neat and Hygienic Supply = SA (I) = $54 \times 5 = 270$

= A (II) = $16 \times 4 = 64$

= N (III) = $6 \times 3 = 18$

= DA (IV) = $3 \times 2 = 6$

= SDA (V) = $3 \times 1 = 3$

TOTAL RATE = 361

Total rate / No. of . Respondents = $361 / 80 = 4.51$

TABLE- 3.16

**LIKERT SCALE RATING ON THE LEVEL OF SALES ON VARIOUS
FOOD ITEMS MADE DURING THE LOCKDOWN**

(HS-HIGH SALES – V ; MS-MODERATE SALES - IV; LS-LOW SALES – III ; EQUAL
OR BALANCED SALES- BS - II ; NO SALES- NS - I)

CALCULATIONS :

(a) Break Fast = HS (V) = $38 \times 5 = 190$
= MS (IV) = $29 \times 4 = 116$
= LS (III) = $8 \times 3 = 24$
= BS (II) = $1 \times 2 = 2$
= NS (I) = $4 \times 1 = 4$
TOTAL RATE = 336

Total Rate / Total . No. of. Respondents = $336/80 = 4.2$

(b) Lunch = HS (V) = $18 \times 5 = 90$
= MS (IV) = $41 \times 4 = 164$
= LS (III) = $18 \times 3 = 54$
= BS (II) = $2 \times 2 = 4$
= NS (I) = $1 \times 1 = 1$
TOTAL RATE = 313

Total Rate / Total . No. of. Respondents = $313/80 = 3.91$

(c) Dinner = HS (V) = $25 \times 5 = 125$
= MS (IV) = $38 \times 4 = 152$
= LS (III) = $13 \times 3 = 39$
= BS (II) = $2 \times 2 = 4$
= NS (I) = $1 \times 1 = 1$
TOTAL RATE = 321

Total Rate / Total . No. of. Respondents = $321/80 = 4.01$

(d) Beverages = HS (V) = $22 \times 5 = 110$
= MS (IV) = $23 \times 4 = 92$
= LS (III) = $24 \times 3 = 72$
= BS (II) = $5 \times 2 = 10$
= NS (I) = $6 \times 1 = 6$
TOTAL RATE = 290

Total Rate / Total .No. of . Respondents = $290/80 = 3.62$

(e) Indian Food = HS (V) = $15 \times 5 = 75$
= MS (IV) = $25 \times 4 = 100$
= LS (III) = $16 \times 3 = 48$
= BS (II) = $4 \times 2 = 8$
= NS (I) = $20 \times 1 = 20$
TOTAL RATE = 251

Total Rate / Total . No. of . Respondents = $251/80 = 3.13$

- (f) Chinese Food = HS (V) = $8 \times 5 = 40$
 = MS (IV) = $16 \times 4 = 64$
 = LS (III) = $23 \times 3 = 69$
 = BS (II) = $18 \times 2 = 36$
 = NS (I) = $25 \times 1 = 25$
 TOTAL RATE = 234
 Total Rate / Total . No . of . Respondents = $234 / 80 = 2.92$
- (g) Italian Food = HS (V) = $10 \times 5 = 50$
 = MS (IV) = $13 \times 4 = 52$
 = LS (III) = $22 \times 3 = 66$
 = BS (II) = $7 \times 2 = 14$
 = NS (I) = $28 \times 1 = 28$
 TOTAL RATE = 210
 Total Rate / Total . No. of . Respondents = $210 / 80 = 2.62$

TABLE – 3.14

**GARRETT RANKING OF RESTAURANT HOLDERS TOWARDS
CONTINUING THE BUSINESS DURING PANDEMIC**

CALCULATION :

Garrett Ranking → Present Position = $100 (R_{ij} - 0.05) / N_j$

Where , R_{ij} = Individual Rank and N_j = Total Rank

Factor – I = $100 (1 - 0.5) / 4 = 12.5$

Factor – II = $100 (2 - 0.5) / 4 = 37.5$

Factor – III = $100 (3 - 0.5) / 4 = 62.5$

Factor – IV = $100 (4 - 0.5) / 4 = 87.5$

PRESENT POSITION		SCORE
12.5	-	72
37.5	-	56
62.5	-	43
87.5	-	27

Factor – I : To earn profit :

X	F	FX
72	32	2304
56	20	1120
43	18	774
27	10	270
	$\Sigma F = 80$	$\Sigma FX = 4468$

Garrett Mean Score = $\Sigma FX / \Sigma F = 4468 / 80 = 55.85$

Factor – II : To give employment to workers

X	F	FX
72	20	1440
56	30	1680
43	23	989
27	7	189
	$\Sigma F = 80$	$\Sigma FX = 4298$

Garrett Mean Score = $\Sigma FX / \Sigma F = 4298 / 80 = 53.725$

Factor – III : Maintaining Goodwill of Consumers

X	F	FX
72	30	2160
56	21	1176
43	19	817
27	10	270
	$\Sigma F = 80$	$\Sigma FX = 4423$

Garrett Mean Score = $\Sigma FX / \Sigma F = 4423 / 80 = 55.287$

Factor – IV : To Retain Regular Customers :

X	F	FX
72	32	2304
56	13	728
43	15	645
27	20	540
	$\Sigma F = 80$	$\Sigma FX = 4217$

Garrett Mean Score = $\Sigma FX / \Sigma F = 4217 / 80 = 52.712$

**A STUDY ON INVESTMENT PATTERN AND SAVINGS OF
WOMEN EMPLOYEES**

A Project Report Submitted to

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli, in partial fulfillment of the
requirements for the award of the degree of

MASTER OF COMMERCE

Submitted by

HARISHMAA SRI.J 19APCO08

Under the supervision and guidance of

MRS. O. SONY FERNANDO (M.COM., M.PHIL., SET)



PG and RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (Autonomous)

Re-accredited with "A+" Grade by NAAC

Thoothukudi

April 2021

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CERTIFICATE

This is to certify that the project entitled "A STUDY ON INVESTMENT PATTERN AND SAVINGS OF WOMEN EMPLOYEES" is submitted by the candidate, **Harishmaa sri.J** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St. Mary's College (Autonomous)**, Thoothukudi, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of her study under my guidance and supervision.

Place : Thoothukudi

Date : 10.4.2021

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Head of the Department

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DECLARATION

We hereby state the project entitled "A STUDY ON INVESTMENT PATTERN AND SAVINGS OF WOMEN EMPLOYEES" submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, for the award of the degree of Master of Commerce is my original work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

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-HARISHMAA SRI. J

LIST OF CONTENTS

CHAPTER NO	TITLES	PAGE NO.
I	INTRODUCTION AND DESIGN OF THE STUDY	1-8
	1.1 INTRODUCTION	1
	1.1.1 INVESTMENT PATTERN AND SAVINGS	2
	1.2 STATEMENT OF PROBLEM	4
	1.3 REVIEW OF LITERATURE	5
	1.4 SCOPE OF THE STUDY	5-6
	1.5 OBJECTIVES	6
	1.6 RESEARCH METHODOLOGY	6-7
	1.7 LIMITATIONS OF THE STUDY	7
	1.8 CHAPTERISATION	8
II	PROFILE OF THE STUDY	9-21
III	ANALYSIS AND INTERPRETATION OF DATA	22-58
IV	FINDINGS AND SUGGESTION	59-62
V	CONCLUSION	63
	ANNEXURE	
	ANNEXURE -1 BIBLIOGRAPHY	64
	ANNEXURE -2 QUESTIONNAIRE	65-69

LIST OF TABLES

TABLE NO	TITLES	PAGE NO
3.1	AGE WISE CLASSIFICATION OF THE RESPONDENTS	23
3.2	CLASSIFICATION ACCORDING TO THE AREA OF RESIDENCE OF THE RESPONDENTS	24
3.3	CLASSIFICATION ACCORDING TO EDUCATIONAL QUALIFICATION	25
3.4	CLASSIFICATION ACCORDING TO MARITAL STATUS	27
3.5	AWARENESS OF INVESTMENT AND SAVINGS PATTERN AMONG WOMEN EMPLOYEES	28
3.6	THE NATURE OF RESIDENCE OF WOMEN EMPLOYEE'S	29
3.7	CLASSIFICATION ACCORDING TO MONTHLY EXPENDITURE	30
3.8	MONTHLY SAVINGS WISE CLASSIFICATION OF RESPONDENTS	31
3.9	SOURCE OF INFORMATION	32
3.10	CLASSIFICATION ACCORDING TO INVESTMENT DECISION	33
3.11	PURPOSE OF INVESTMENT	34
3.12	INVESTMENT PREFERENCES OF WOMEN EMPLOYEE'S AMONG DIFFERENT INVESTMENT AVENUE	34-35

3.13	FREQUENCY OF MONITORING INVESTMENT	35
3.14	REACTIONS WITH DECREASE IN PORTFOLIO VALUE	36
3.15	FACTORS INFLUENCING IN INVESTMENT OF SHARES	37
3.16	REACTION WHEN THERE IS A DROP IN SHARE MARKET	38
3.17	PREFERENCE OF INVESTMENT	39
3.18	DURATION OF INVESTMENT	40
3.19	CLASSIFICATION ACCORDING TO MODE OF INVESTMENT IN GOLD	41
3.20	FREQUENCY OF INVESTMENT IN GOLD	42
3.21	IMPORTANCE OF INVESTMENT IN GOLD	43
3.22	CLASSIFICATION ACCORDING TO PLEDGING OF JEWELS	44
3.23	CLASSIFICATION ACCORDING TO INVESTMENT IN FIXED DEPOSIT	45
3.24	PREFERENCE OF INVESTMENT IN RECURRING DEPOSIT	46
3.25	IMPORTANCE OF SAVINGS	47
3.26	CLASSIFICATION ON THE BASIS ON INVESTMENT OR SAVINGS	48
3.27	CLASSIFICATION ACCORDING TO RETAINING OF SAVINGS IN BANK AND REASON	49
3.28	CHI- SQUARE	50-53
3.29	LIKERT SCALE	54-58

1.1 INTRODUCTION:

Financial markets help in accelerating investment activities in the country. Investments can have a major impact on an investor's well-being. With the changing scenario, Women want to actively participate in all activities such as education, politics, media, science and technology & become financially independent. This is due to the education she is getting, the women centered policies, programs of the government and the job opportunities available to her in the wake of modernization, urbanization, industrialization, liberalization, globalization etc. The opportunities available to women paved the way for economic independence and their involvement in political and social sphere has increased to a great extent. Today's women are a hard taskmaster, managing between a homely & professional life. They are financially independent now. They have more earning potential & more influence over their financial decisions than ever before. Although women's income is always considered as a supplementary income within the family. It is universally considered as, women and children in the family are consumers, not producers. General profile of women investment preferences has diversified with time.

There are a large number of women investors who have the ability to make investments in insurance, gold, real estate, bank deposits, share market, provident funds, chit funds and post office. Each of these investments has common features like potential returns and risks. A great number of women are being employed and their attitude towards investment avenues is also changing. Instead of keeping their savings idle, women are showing keen interest in investing their money saved in various investment avenues to get returns and to meet present and future expenditures. With more autonomy in decision making, women are playing a pivotal role in socio-economic growth of the country. Women are playing more active economic role due to diverse reasons such as recent global financial crises and more men are losing jobs due to recession in the economy and automation of jobs. The present research study is focused on the study of savings and investment pattern of working women, towards various investment options. The findings of the study can be beneficial to government, bankers and financial institutions in order to introduce new schemes of savings and investment and develop strategies for making women more aware about various investment options.

order to introduce new schemes of savings and investment and develop strategies for making women more aware about various investment options.

1.1.1 INVESTMENT PATTERN AND SAVINGS

➤ Introduction

Investment simply refers to the mechanism used for generating income. Investment and savings from individuals (or) households play a major role in any economy, since it is a major source of funds in the market. Apart from being a driver for the economic growth and development, individual investments and savings also act as financial provision for the future.

➤ Difference between Saving and Investing

Saving essentially means that an individual keeps aside money or funds for meeting short-term financial goals or for meeting emergency situations. The main objective of such savings is to provide liquid funds when they are needed. Such savings are held in easily convertible and low risk investment avenues.

Investing means buying those instruments or investment products wherein money is expected to appreciate in value over a period of time and may also give regular returns. There are various investment instruments for both short term and long term goals. The long term goals are generally in the nature of retirement savings or savings for children's education or marriage. The main consideration is appreciation in value of the investment in the form of returns and capital gains. So, an investor has to balance between risk and return.

➤ WOMEN IN INDIA:

World has changed and so as women in India. Women are now started taking active interest in their career prospects along with their family life. They are now not only managing their family but at the same time working in organisation and taking their own decisions. Apart from taking decision for grocery and routine household work, they are taking decisions regarding investments also. Dependent status of women has now changed to independent status in every household of India. Indian women are known in world for their ability of managing home and

now they are managing business and offices also at a same time. Once considered as Home Minister of household are now running economy, home as well as organisation very well. Boundaries have been crossed and now in every field woman have shown their power.

Women in India are taking active part in investment decision for their household. There are many investments options available in today's Women constitute nearly 50% of the population. In the past, Indian Women used to perform only household activities. Over a period of time, there has been a change in the traditional way of thinking. The percentage of working Women has been growing. The changing role of Women in society has created demand for a number of products and service. Earning Women prefer to hire services to reduce the load of the many roles that they are required to perform. They are well informed and are able to select the right service and also influence the family members in purchase decisions.

In India the socio-economic profile of the Women has change dramatically. Today Indian Women are not only spending on products and services, earlier considered a luxury but are also looking at smarter ways of investing their money. Rising literacy level among female and effective financial understanding among them has boost the economic strength of our country. Earlier Women used to be dependent member of family but now they are among working force and contributing their best towards family livelihood. The study of dynamic relation between savings and investment has received considerable attention in recent years especially in emerging economies like India. The role of savings and investment by Women in promoting economic growth of India has been given paramount importance since independence.

Traditionally in India, woman goes through four status role sequences; she starts her journey as a daughter, then wife, housewife (homemaker) and Mother. This roles are traditionally was well defined but now they are changing at a larger scale. Now a day's modern woman's are looking for new fields that were unknown to them in past. They are now taking interest by participating in Social, Economical & Political activities. Since today they are receiving higher education in comparison to past, it has far reaching impact in the economic status of their families.

➤ **ROLE OF WOMEN IN THE SOCIETY**

1. The modern women are inclined towards the social issues and trying hard to improve the social status of women at large.
2. Increased awareness and education have inspired women to come out of the four walls of the home.
3. Many women actively supported and participated in the nationalist movement and secured prominent positions and offices in administration and public life in free India.
4. Traditionally Indian women exist because of the family and for the family.
5. Just like their man counterpart, women are also fond of attending social functions and value her social life quite a lot.
6. Previously, men-folk used to discourage women from leaving their households for attending social functions. Now the spread of education, especially that of women, and with that, the changing social attitudes of educated women have changed the order.
7. The modern woman has started caring for her health, figure, cultural needs, and interests, academic pursuits, social intercourse, religious activities recreational needs, etc.

➤ **ROLE OF WOMEN WELFARE ORGANIZATIONS:**

At national & local level many organizations exist such as Mahila Mandal, Recreation Clubs, All India Women's Conference, and National Council for Women, Women's section of Rotary Club, etc. , and women are taking active part in this activities.

Educated women are just on verge of transition to modernity from traditional role. Women are desire to have status and position in society on par with men. The outdated traditional role & status are breaking up and new role sets on foundation of independence and equality are gradually coming up. The proper climate for such changes is speeding up with many structural and statutory innovations for the improvement of their position.

A Country or community cannot be considered as civilized unless and until when women are not honored. In India, almost half of the population consists of women

1.2 STATEMENT OF PROBLEM

Investment and savings is more important nowadays, to be protected and reduce the risk of uncertainty. The problem is that in olden days women's income is considered as a additional income within the family. But in present world more importance given to income earned by women. Mainly it is related to the share in the total household income and it also related to their control over the expenditure of the total household income. Women Investment is necessary for the individual to face unpredictable future in order to meet the emergencies in their family. Investment means sacrificing the some expenditure in order to satisfy the future commitments. The investment can be done in different ways by making bank deposits, post office, jewellery, shares, insurance etc., One of the best ways of investment is to create a monthly investment plan. This study intends to put on some knowledge with a focus to know the savings and investment pattern of working women, factors considered while taking investment decisions and to know how the investment satisfies the women in the society.

1.3 REVIEW OF LITERATURE:

G.Shanthi, R. Murugesan (2006) analysed about the investment preferences of salaried women employees having different avenues of investments as well as the factors while selecting the investment and they analyzed that salaried women consider the safety as well as high return on investment on regular basis.

Dev Prasad, M. R. Shollapur(2014)highlighted that the Indian Women Investors as Emotional Decision Makers, this study expects to contribute to the literature by focusing on the investment behavior of Indian women investors in what is predominantly still a male dominated market, whether the human emotions of greed, fear, love, and disbelief influence the decision making process of women investors considering investment opportunities in the Indian stock market.

Kumari, 2018 recognized that there are many of consideration needed while financing, namely tax planning, investment protection, retirement earnings, etc., consequently the elements of an original investor, should reflect the variables which are mentioned.

Tomar & Tomar, 2019s describes that males and females prefer to invest in equity more, but females are more conventional investors than males as they also favor spending on Insurance. The male and female societies support to invest least in Bonds and Debentures as contrasted to different investment options. Males' investment decisions and Females' investment decisions across various investment alternatives are not correlated.

1.4 SCOPE OF THE STUDY:

The study is confined to the factors considered by the salaried women investors while their investment in different investment avenues, in Thoothukudi. The attitude of every person regarding investment and saving differs from person to person. Their level of preference, satisfaction, awareness and intensity of problem were about the various aspects of investment avenues available in the study area is considered.

1.5 Objectives:

1. To study the investment preference among the women employee's in different sectors in Tamil Nadu, India.
2. To know the factor influencing investment behavior of the women employee's.
3. To analyze the pattern of investment and saving among the women employee's.
4. To find the problems that are faced by the women investors.
5. To know the different avenues of investment.
6. To know the motivational factor to invest.

1.6 RESEARCH METHODOLOGY:

The methodology is the general research strategy that outlines the way in which research is to be undertaken and, among other things, identifies the methods to be used in it. These methods, described in the methodology, define the means or modes of data collection or, sometimes, how a specific result is to be calculated. Methodology does not define specific methods, even though much attention is given to the nature and kinds of process to be followed in a particular procedure or to attain an objective.

- **SAMPLING DESIGN:**

The data collected are original in nature. Convenience sampling method was adopted. The respondents were selected on a random basis. The questionnaire was circulated through Google forms to collect a great source of information.

- **SAMPLE SIZE:**

The sample size denotes the number of elements selected for the study. That involves with 83 respondents belonging to Tamil Nadu, India.

- **SOURCES OF DATA COLLECTION:**

In this study we have used two types of data, Primary data is data originated for the first time by experiencing or collecting it directly from the general public. Primary data is collected from a detailed Interview Schedule to the general public. Secondary data was collected from websites, news paper and internet, etc.

- **TOOLS OF ANALYSIS:**

The data are analyzed with the help of statistical tools and techniques with the help of pie charts, bar charts, line graphs, percentage analysis, likert scale and chi -square.

- **PERIOD OF THE STUDY:**

The study was carried out over from December 2020 to March 2021. The questionnaires were circulated from January 2021.

- **AREA OF STUDY:**

As the analysis performed was by the responses of the respondents through Google forms, area of the study is not specified.

1.7 LIMITATIONS OF THE STUDY:

1. The results of the study are based upon the views expressed by the working women.
2. The statistical method used to analyze the data has their own limitation.
3. All the limitations of primary data are applicable to this study.
4. The investment pattern and savings analysis has been limited to only 80 investors.
5. This study is conducted to analyze their pattern not all those factors that really matter while investing
6. It is conducted in Thoothukudi city.
7. An interpretation of this study is based on the assumption that the respondents have given correct information.

1.8 CHAPTERISATION:

CHAPTER 1 – Introduction and Design of the Study

CHAPTER 2 – Profile of the Study

CHAPTER 3 – Analysis and Interpretation of Data

CHAPTER 4 – Findings and Suggestions

CHAPTER 5 – Conclusion

ANNEXURE 1- Bibliography

ANNEXURE 2 – Questionnaire

CHAPTER - 2

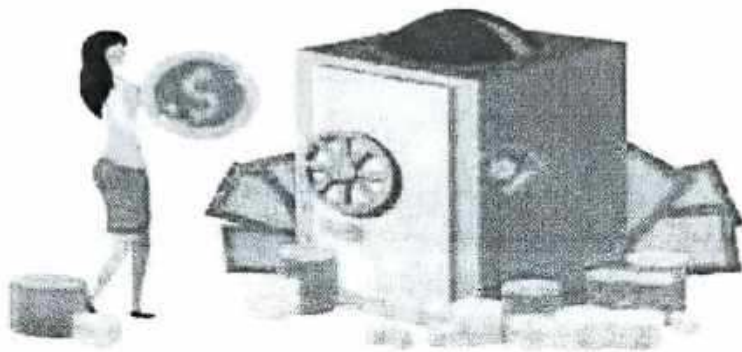
PROFILE

OF

THE STUDY



2.1 INTRODUCTION



The economic development of a country largely depends upon savings and its transformation into investment. Investment is one of the most important concerns of every individual investor as these are the instruments that allow us to receive a higher amount of money than was spent. It is required for those who have some free funds available and want to have more benefits from that capital in the future. If cash would be only accumulated and not invested, that would be an inefficient way to create wealth. Money has to be employed, and that can be made with help of investments. Excess revenue over current consumption becomes the savings. Thus one should earn more than his consumption to save for future. Saving is the primary stage of securing life but subsequent steps are to be resorted. For that savings should be converted into investments, whereby some value is added to the savings. Income earner must plan for savings and its investment in a mode best suited to him. This practice is described as management of personal finance, which, as a discipline, gained prominence in recent years.

2.2 SAVINGS:



Savings refers to the amount left over after an individual's consumer spending is subtracted from the amount of disposable income earned in a given period of time. Savings are done for meeting future contingencies or expenditure and not with the intention of earning return from it. As it does not aim at return, the element of risk is absent in case of savings. Savings may be any amount set apart either in Bank account, post offices, or in hand. Savings and Investments are used interchangeably. Savings can be used to increase income through investing.

2.3 FINANCIAL LITERACY

Financial literacy means the education and understanding of various financial areas. It helps an individual to manage his personal financial matters such as investment decisions, insurance, real estate, monthly family budget, retirement and tax planning. Through Financial literacy, an individual acquires knowledge about the financial principles and concepts such as financial planning, managing debt, knowledge about savings and investment techniques, and the time value of money.

2.4 INVESTMENT



Investment may be defined as an asset purchased or held with the expectation of earning financial return, which include the assumption of reasonable risk. The essential quality of income is that, it involves 'waiting' for a reward. The financial return may be in the form of rental income, interest or dividends, which are either resulting in generating regular income or in capital appreciation. The term 'investment' does not appear to be as simple as it has been defined. Investment has been categorized by financial experts and economists. It has also often been confused with the term speculation. The most preferred mode of investments are Fixed deposits, LIC, Mutual Funds, Real estate etc

2.4.1 NEED FOR INVESTMENT

Investment is the allocation of monetary resources to assets that are expected to yield some gain or positive returns over a period of time. Investments control an individual's spending pattern. It decides how and what amount one should spend so that they have sufficient money for the future. This is from the point of view of individuals. To economists, 'Investment' means the net additions to the economy's capital stock which is used in the production of other goods and services. It plays various roles in the macro-economic level. Investments widen the available capital base for businesses thereby enabling businesses to enlarge their production capabilities. This in turn contributes to the overall development of the nation.

2.4.2 INVESTMENT AVENUES IN INDIA

A variety of investment avenues are available to an individual investor. An investor can choose to invest in one or more of the available investment options based on her preferences in terms of investment goals, returns, risk, liquidity, tax benefits and other such factors. Each investment avenue has different characteristics offering different benefits to the investors. An investment avenue which is suitable to one investor may not be suitable to another investor. As the investment avenues have different pros and cons, it is necessary for an investor to have an indepth understanding of the different investment options. This will enable an investor to design an appropriate portfolio according to one's requirements and preferences.

Banking Sector	Financial Market	Post Office Schemes	Other Avenues
<input type="checkbox"/> Fixed Deposits	<input type="checkbox"/> Shares	<input type="checkbox"/> Savings Account	<input type="checkbox"/> Gold/Bullion
<input type="checkbox"/> Recurring Deposits	<input type="checkbox"/> Bonds	<input type="checkbox"/> Sukanya Samridhi Account Scheme	<input type="checkbox"/> EPF/PPF
<input type="checkbox"/> Savings Bank Account	<input type="checkbox"/> Debentures	<input type="checkbox"/> Kisan Vikas Patra	<input type="checkbox"/> Pension Funds
<input type="checkbox"/> Sweep Account	<input type="checkbox"/> Mutual Funds	<input type="checkbox"/> Monthly Income Scheme Account	<input type="checkbox"/> Insurance
	<input type="checkbox"/> Commodities & Derivatives	<input type="checkbox"/> National Saving Certificates	<input type="checkbox"/> Chit Funds
	<input type="checkbox"/> Commercial Papers		<input type="checkbox"/> Real Estate
	<input type="checkbox"/> Government Securities		
	<input type="checkbox"/> Gold Bonds		

The following are the investment avenues available in India:

- **Bank Deposits:**

This is a traditional form of investment preferred by many individuals. It is also one of the simplest and convenient forms of investment. An individual has to open an account with a bank and deposit money in it. There are different types of accounts such as savings account, current account, fixed deposit account and recurring deposit account. Money kept in a current account does not earn any interest. However, amount kept in the other accounts earn interest according to the prevailing rates.

Money invested in bank deposits is considered to be a good investment as it has reasonable security and liquidity as compared to other investment options. Bank deposits also offer reasonable returns and the procedure for investing is also very easy.

- **Post Office Savings Schemes:**

There are a large number of post offices all over India including the rural areas. Hence, post offices serve as an agent for mobilizing the savings from the masses. They offer different investment schemes such as savings account recurring deposit account and time deposit account, Kisan Vikas Patra, National Savings Certificate and Senior Citizens' Savings Scheme. These deposits carry reasonable rate of return with a high level of safety. Post office schemes as an investment avenue is most convenient for investors who fall under the category of small and medium income group. The practice of post office deposits is not only common in urban areas but also in the rural areas. The minimum amount for opening a saving account is 20/ and minimum balance to be maintained in a non-cheque facility account is Rs 50/-. If an account with cheque facility is opened then the minimum amount required is Rs 500/- and for this purpose minimum balance of Rs 500/- in an account is required to be maintained. Interest earned is Tax Free up to Rs 10,000/- per year from financial year 2012-13. One account can be opened in one post office. At least one transaction of deposit or withdrawal in three financial years is necessary to keep the account active²⁴. The Indian Postal services and the schemes offered by it build a good public image and have gathered the confidence mainly of middle and small income group of people.

- **Public Provident Fund (PPF):**

Framed under the PPF Act of 1968. Thus it can be said that PPF is a government backed, long term small savings scheme, which was initially started by the Government to provide retirement security to self employed individuals and workers in the unorganized sector. An individual can open a PPF account with any prescribed nationalized bank for a period of fifteen years which can be renewed further. The account can be opened either singly or jointly. However, at present it is considered as the best tax saving scheme across all sections of the people who needs to invest to save some tax. The Public Provident Fund (PPF) account can be opened at either at a) the branches of State Bank of India and its subsidiaries b) Select branches of

designated nationalised banks; (c) Select Post Offices across India⁸. An individual can open account with INR 100/- but has to deposit minimum of INR 500/- in a financial year and maximum INR 1,50,000/- The amount can be deposited in lump sum or in a maximum of 12 instalments per year. Under PPF no joint account can be opened. PPF is a 15 years scheme. As per normal rules, Public Provident Fund (PPF) account gets matured after the completion of 15 years from the end of the year in which the account was opened but the same can be extended within one year of maturity for further 5 years and so on. No premature closure of the account is allowed. The deposits under PPF qualifies for deduction from income under Sec. 80C of IT Act⁹. It offers a good rate of interest with high level of safety and tax benefits. There is also compulsory savings for salaried individuals through Statutory Provident Fund or through Recognized Provident Fund. Public Provident Fund: The Public Provident Fund, or PPF as it commonly known, is a scheme of the Central Government,

- **Company Fixed Deposits:**

Many companies in India also invite deposits from the public for a fixed period of time carrying fixed rate of interest. The rate of interest provided on company fixed deposits is higher than that provided on Bank fixed deposits. But, these deposits are riskier than bank deposits.

- **Government bonds:**

The Government of India and various state governments offer bonds to the general public from time to time to collect funds for developmental projects. These bonds are issued for a fixed period of time carrying fixed rate of interest. Money invested in such bonds is considered to be extremely safe.

- **Company Debentures and Bonds:**

Public limited companies in India issue various types of debentures to the general public. Such debentures are issued for a limited period and carry fixed rate of interest which is payable on a half-yearly basis. Though the risk is high as compared to bank fixed deposits, the rate of return is also higher.

- **Life Insurance Policies:**

Different kinds of policies are issued to individuals to suit their goals and preferences. Money is invested in such policies in the form of premium. Amount is repaid as per the terms and conditions mentioned in the policy.

- **Equity Shares and Preference Shares:**

An individual can invest in equity shares and preference shares of public limited companies in India. Money can be invested in such shares through an Initial Public Offer or by buying them from the stock markets. An individual gets ownership rights by investing in these shares. Shareholders get return in the form of dividend. On preference shares a fixed rate of dividend is paid whereas on equity shares the rate of dividend is not fixed. There is no guarantee of payment of dividend. There is a high level of risk involved in these investments but the gain is also higher on account of capital appreciation.

Shares – The capital of a company is divided into a number of equal parts known as shares. Shares constitute the ownership capital of a company and the holder of it i.e. the shareholder has the right of voting and sharing in profits and assets in proportion to his holding in the total net assets of the company. The investor i.e. the shareholder is entitled to all rights and obligations of the owners and to residual profits and assets of the company after all claims of the creditors are met³⁹. Different types of shares are issued to suit the requirements of investors. Some investors prefer regular income though it may be low, others may prefer higher returns and they will be prepared to take risk. So, different types of shares suit different types of investors. If only one type of shares are issued, the company may not be able to mop up sufficient funds⁴⁰. Normally shares are classified into two, viz the Equity shares and the preference shares. An equity share, commonly referred to as ordinary share also represents the form of fractional ownership in which a shareholder, as a fractional owner, undertakes the maximum Entrepreneurial risk associated with a business venture. The holders of such shares are members of the company and have voting rights. The other form of shares are the Preference shares. Owners of these kinds of shares are entitled to a fixed dividend or dividend calculated at a fixed rate to be paid regularly before dividend can be paid in respect of equity share. They also enjoy priority over the equity shareholders in payment of surplus. But in the event of liquidation, their claims rank below the claims of the company's creditors, bondholders / debenture holders⁴¹.

- **Mutual Funds:**

A mutual fund is a trust that collects savings from many individual investors and invests the collected funds in a variety of financial instruments as per the objectives. An investor can invest in a mutual fund scheme by buying units of that scheme. The income earned and the capital appreciation realized by the scheme is distributed to the mutual fund unit holders. There are different types of mutual funds to suit the requirements of different individuals. As individuals lack time, expertise and skill in managing their own investments, mutual funds offer benefits of professional management of funds collected under mutual fund schemes.

- **Real Estate/Property:**

Investment in residential home or property is an attractive investment avenue in today's ever-increasing property rates. Though the sale of property is time-consuming and complicated, the gains from capital appreciation are very high.

- **Precious Metals and Stones:**

Individual investors have been attracted towards precious metals such as gold and silver owing to their high liquidity and capital appreciation. Investment in gold is usually done in the form of coins, bars or jewellery. Investors invest in silver by buying it in the form of bars or crockery. Nowadays, an individual can invest in metals in the form of mutual fund units. Precious stones such as diamonds, rubies and emeralds have attracted individuals, especially women. These stones are purchased in pure form or in the form of jewellery.

Gold – Gold is the oldest precious metal. For centuries, gold has remained an auspicious gift, a heritage value, whether it's for a new born baby or for a newly married couple. Gold gets passed down generations and has proved to be a good investment over decades. India is world's largest consumer of gold. Investors across the world buy gold as an investment. It is mainly safe and sound form of investment from the point of view of large global investors who aim at protecting their investment in the global economic uncertainty³⁵.

Some of the investment options in Gold are -

Physical Gold: The oldest and most widely used way to invest in gold is in the form of physical gold. There are two ways to invest in physical gold A) Jewellery, which is the most

famous way of investing in physical gold. Jewellery is also an investment product in itself, but most of the people buy it for consumption purpose. The best part of Jewellery is that its very easy to invest in it. B) Gold Bar and Coins, which are another good way to invest in physical form of gold. Gold bar/coins are sold by all the banks and jewelers. Its a good way to invest in gold if it is done for pure investment purpose. The good point about bars/coins is that it is easily available at Banks and jewellery shops, but banks only sell it and do not buy it back³⁶.

Gold Exchange Traded Funds (ETFs) – Gold exchange traded funds (ETFs) are simple investment products that combine the flexibility of stock investment and the simplicity of gold investments. ETFs trade on the cash market of the National Stock Exchange, like any other company stock, and can be bought and sold continuously at market prices. Gold ETFs are passive investment instruments that are based on gold prices and invest in gold bullion. Because of its direct gold pricing, there is a complete transparency on the holdings of an ETF. Further due to its unique structure and creation mechanism, the ETFs have much lower expenses as compared to physical gold investments³⁷.

Sovereign Gold Bond (SGB) - Sovereign Gold Bond is an investment in Gold. SGBs are government securities denominated in grams of gold. They are substitutes for holding physical gold. Investors have to pay the issue price in cash and the bonds are redeemed in cash on maturity. The Bond is issued by Reserve Bank on behalf of Government of India. The quantity of gold for which the investor pays is protected, since he receives the ongoing market price at the time of redemption/ premature redemption. The risks and costs of storage are eliminated. Investors are assured of the market value of gold at the time of maturity and periodical interest. SGB is free from issues like making charges and purity in the case of gold in jewellery form. The bonds are held in the books of the RBI or in demat form eliminating risk of loss of scrip etc³⁸.

- **Art Objects:**

Investors invest in art objects such as paintings, sculptures, antiques, coins, watches and stamps due to their aesthetic appeal. The value of these objects increases with the passage of time. However, it is very difficult to estimate the true value of such art objects.

2.4.3 INVESTMENT ATTRIBUTES

Every investor has some specific objectives when he decides to make investments. These specific objectives may be either financial or personal in nature. The Financial objectives, to which the investor gives the prime concern, are Safety and Security of funds, Profitability, Liquidity, Risk, Capital appreciation, Convenience, Social value, Tax shelter. These financial objectives are also known as investment attributes.

2.4.4 ELEMENTS OF INVESTMENT

The various elements that help an individual determine his investment plan are return, risk, lock-in – period, minimum investment requirements and tax benefits.

2.5 HOW TO START INVESTING

Financial planning is an ongoing process to help an individual make sensible decisions about money that can help one achieve different financial goals of life. It is first necessary to create an emergency savings fund (generally consisting of 3 to 6 months of regular expenditure). The remaining savings should be invested in a planned manner by following the given steps:

✓ **Set your objectives:** It is very important to clearly define the immediate, short term and long term goals. This will help in deciding the time horizon, the risk that can be taken and the choice of investment avenues.

✓ **Planning:** After making a list of your goals, such as buying house property, repaying loans, making arrangement for children's college education, saving for children's marriage, or saving for retirement, a well laid out plan should be prepared to attain those goals.

✓ **Diversification of investments:** Various investment avenues are available to an investor. Each of these investment avenues have different risk factors, returns and liquidity elements associated with them. There is some amount of risk involved in all the investment avenues but the degree of risk varies amongst them. It is dangerous to put all the savings in one investment instrument. Hence, an individual should spread his savings in many investment avenues so as to minimize the risk. In the beginning, an investor may buy mutual fund units which will ensure

diversification. Mutual funds are generally managed by professionals and hence the benefits of such expertise may be availed. Diversification does not guarantee returns or protect you from losses. However, it will help in minimizing risk and maximizing returns.

✓ **Professional advice:** Suggestions and advice of financial experts may be taken if an individual is not able to plan and invest in a systematic manner. A financial consultant can help in making a portfolio according to personal requirements and individual risk tolerance to achieve various financial goals in the best possible manner

✓ **Start investing at an early age:** An individual should start saving and investing at an early age, preferably from the time she starts earning. This will give her the benefit of a longer time horizon and will enable her to build a strong and diversified portfolio. This will not only help her to meet her goals in an efficient manner, but will also help her to get the best returns.

2.6 Financial and Investment Planning

Financial planning is planning relating to one's saving and spending his future income. It should be carefully budgeted. When investment planning is done, it is necessary to prepare a budget for both, small and large expenditures. When financial planning is to be done, both short term and long term savings have to be taken into account. Most people who perform financial planning tend to believe that, at least 20 percent of their monthly income be saved and for long term savings they have to explore best investment options. Financial planning may turn out to be an investment planning when a portion of savings is used to acquire assets. Investment planning ensures these assets will contribute towards increasing money income of an investor. There are several investment options in the form of assets, such as stocks, shares, mutual funds etc. Financial planning, when carefully done, helps the people to make even major purchases like a house, a car, etc. If right investment is done at the right time the investor can enjoy his retirement. Thus financial planning enables a person to take care of his future.

Financial planning helps in improving financial decision making and assessing risk tolerance and to develop an asset allocation strategy. It also helps in reducing tax liability of an individual, and safeguarding oneself against financial crises in the event of death or disability. It enables planning for retirement, children's education and expenses of ceremonies. Finally it

provides peace of mind. Hence financial planning and investment is said to be the key of individual's satisfaction and peaceful life. There are some myths about women, when it comes to investment. It is argued that, "women are not as active as men when it comes to investing money; they generally keep themselves away from taking investment decisions; they are well known for spending money or keeping it idle rather than investing it for earning more; even non-working women are mostly dependent on their spouses for meeting their day to day expenses.

Women tend to keep cash idle because they think that this idle cash can be easily used for contingencies and to spend on their personal care like gold, clothes, etc. However earning women prefer to invest into risk-averse avenues, such as bank deposits and post office schemes. They generally avoid risk options such as equities, as they find it difficult to understand the dynamics of equity market. At present women have come a long way from the traditional role of home makers, however they lack in their interest in investment matters and there is lack of confidence in handling financial matters. Taking into consideration longer life expectancy, shorter career span-career breaks are bound to happen when one gets married and have babies, and single income periods occurring due to death, divorce or separation, women to day prefer to study investment options which will help them to enjoy better life. Choosing right investment plan for Indian women depends on her financial goals, employment status, age, time horizon and risk appetite. "An aggressive investment in equity, together with timely retirement planning, suits a young working women, because she has the high risk taking ability with enough liquidity at her end" In an increasingly wide variety of spheres, women employment is rising and women are occupying the top of their professions and contribution to society. Women are now found in various sectors of the economy, as women's earning power increases, there is need to increase interest in the area of personal finance, take control of one's personal investments, know how to save and where to invest those savings to achieve growth of one's port folio.

In India the 85 Boards Women's Investment Conference provides an opportunity for women to develop their skills and knowledge in the field of investment for achieving long term security. "85 Boards Mumbai, invites women professionals to spend a day with a great round up of experts and cognoscente exploring the avenues to saving and investing intelligently, choosing the asset types most suitable to one's appetite, stage of life, risk profile, understanding the importance of starting early, saving and investing regularly". Attendees will learn about the

connection between events and realities in the world and their impact on global and local financial markets. Conference participants learn specific tips and process to start with their investments and they have already started, develop their knowledge and skills to become more seasoned investors. Attendees can learn from the pros and get the opportunity to network with other women interested in increasing their net worth through careful, thoughtful and regular investing.

2.7 THE INVESTMENT PROCESS-STAGES IN INVESTMENT

The investment process is generally described in four stages. These stages are investment policy, investment analysis, valuation of securities and portfolio construction.

A. Investment Policy :

The first stage determines and involves personal financial affairs and objectives before making investments. It may also be called preparation of the investment policy stage. The investor has to see that he should be able to create an emergency fund, an element of liquidity and quick convertibility of securities in to cash. This stage may, therefore, be considered appropriate for identifying investment assets and considering the various features of investment.

B. Investment Analysis :

When an individual has arranged a logical of the types of the investments that he requires on his portfolio, the next step is to analyse the securities available for investment. He must make a comparative analysis of the type of the industry, industry of security and fixed vs. Variable securities. The primary concern at this stage would be to form beliefs regarding future behavior or prices and stocks, the expected returns and associated risk.

C. Valuation of investments :

The third step is perhaps most important consideration of the valuation of investments, investments value, in general, is taken to be the present worth to the owners of the futures benefits from investments. The investor has to bear in mind the value of these investments.

CHAPTER-3

ANALYSIS AND INTERPRETATION OF DATA



ANALYSIS AND INTERPRETATION OF DATA:

Analysis of data plays a dominant role in the completion of project. Data collected are tabulated for easy understanding and good presentation. It is a process of inspecting, cleaning, transforming and modeling data with the goal of discovering useful information, suggesting conclusions and supporting decision-making. Data Analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science, and social science domains. The analysis is being carried out based on the survey conducted among the respondents

This chapter deals with the analysis and interpretation of data regarding the study on investment and saving of women employees. Data are collected from 83 respondents and tabulated for easy understanding and good presentation, which guides the researcher to analyzed the data efficiently.

The data collected has been analyzed using Percentage Analysis, Likert's Five- Point scale and Chi-square. The diagrams, tables and charts assist the researcher to analyze the data efficiently and present it in a systematic manner. The Likert Scale is a Five Point Scale which is used to allow the individual to express how much they agree or disagree with a particular statement. The chi-squared test is done to check if there is any difference between the observed value and expected value. The following formula can be used to calculate Chi-square.

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

Where O_i = The observed value and

E_i = The expected value.

CHAPTER -III

ANALYSIS AND INTERPRETATION OF DATA

TABLE 3.1

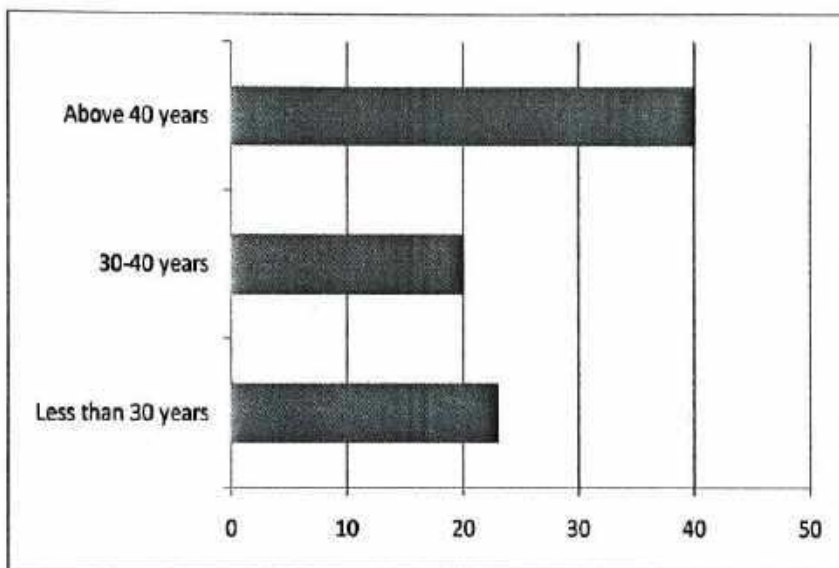
AGE WISE CLASSIFICATION OF THE RESPONDENTS

Age is the number of years a person has been alive or in existence.

Age	Total	Percentage
Less than 30 years	23	27.7%
30-40 years	20	24.1%
Above 40 years	40	48.2%

Figure 3.1

Age wise classification of the respondents



Interpretation:

Table 3.1 shows that 27.7% the respondents are less than 30 years, 24.1% of them are between 30-40 years and 48.2% of them were above 40 years.

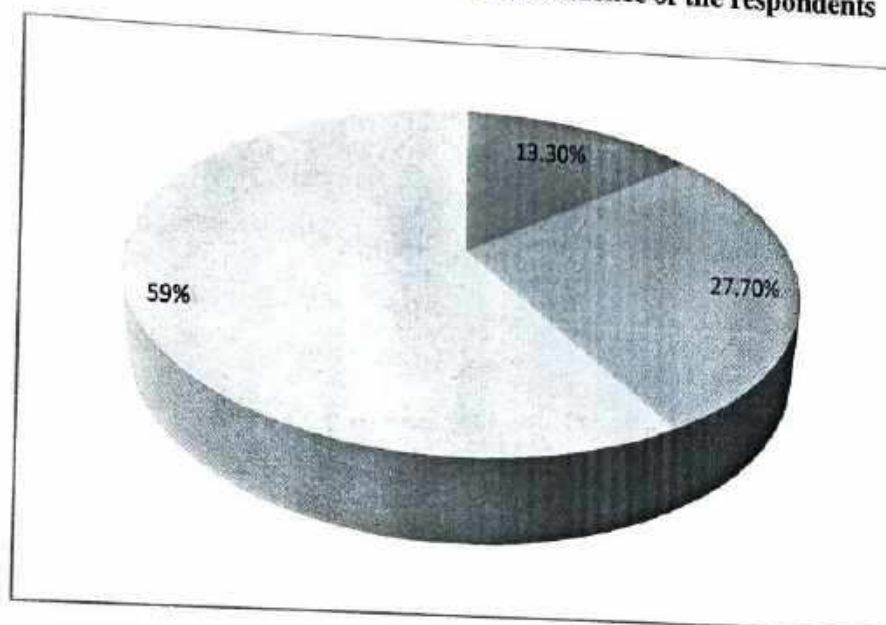
TABLE 3.2
CLASSIFICATION ACCORDING TO THE AREA OF RESIDENCE OF THE RESPONDENTS

Groupings of singular population entities with the aim of achieving a population distribution according to homogenous groups in terms of a series of characteristics concerning their way of life.

Area of residence	Total	Percentage
Rural	11	13.3%
Semi -rural	49	27.7%
Urban	23	59%

Figure 3.2

Classification according to the area of residence of the respondents



Interpretation:

Figure 3.2 shows that 13.3 % of the respondents lives in rural area, 27.7% of respondent's lives in semi-rural area, 59% of the respondent's lives in urban area. This describes that most of the people are living in urban area.

Table 3.3

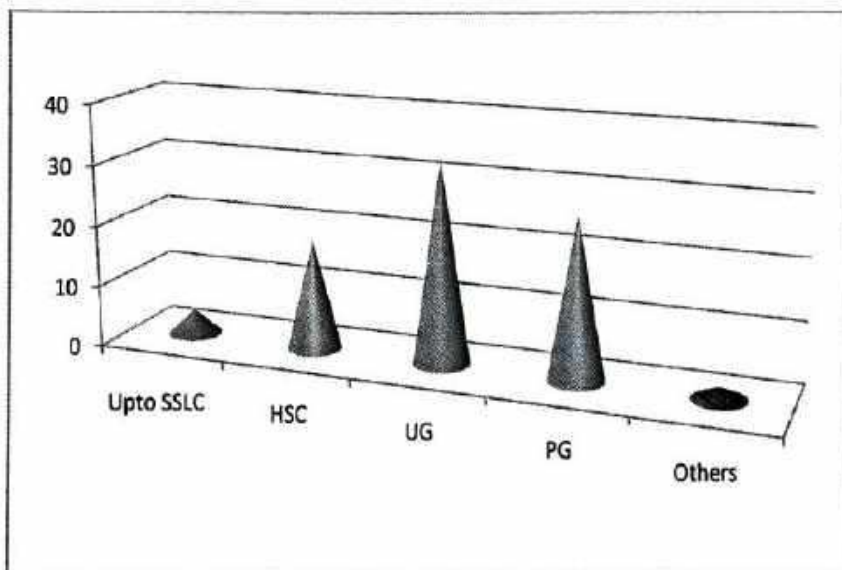
CLASSIFICATION ACCORDING TO EDUCATIONAL QUALIFICATION

An educational qualification refers to the official confirmation, certifying the successful completion of an education program or a stage of a program.

Educational qualification	Total	Percentage
Upto SSLC	4	4.8%
HSC	18	21.7%
UG	33	39.8%
PG	26	31.3%
Others	2	2.0%

Figure 3.3

Classification according to educational qualification



Interpretation:

Table 3.3 shows that 4.8% of the respondents have studied upto SSLC, 21.7% of the respondents have studied HSC, 39.8% of the respondents have studied PG, 2.0% of the respondents have studied other course. It states that most the respondents have completed UG.

TABLE 3.4

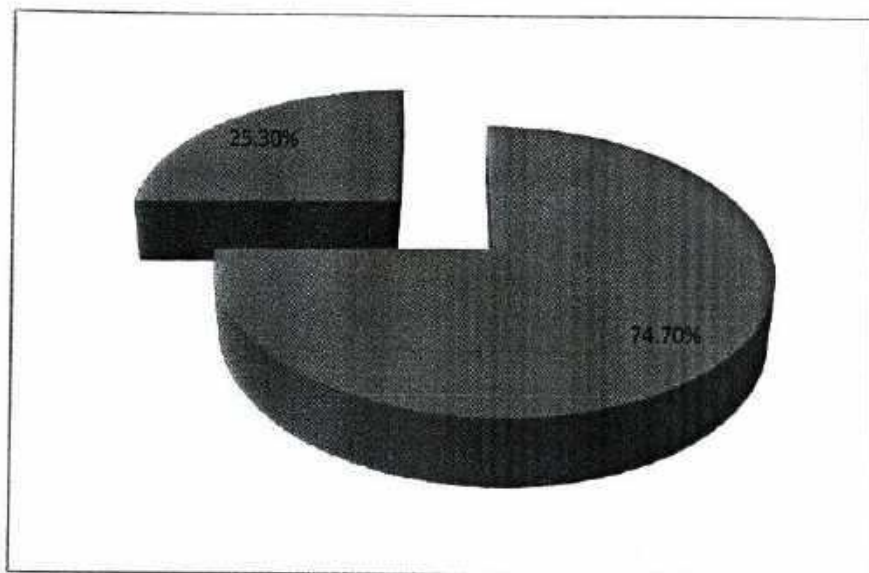
CLASSIFICATION ACCORDING TO MARITAL STATUS

Marital status is the distinct options that describe a person's relationship with a significant other.

Marital status	Total	Percentage
Married	62	74.7%
Unmarried	21	25.3%

Figure 3.4

Classification according to marital status



Interpretation:

Table 3.4 shows that 74.7% of the respondents are married and 25.3% are unmarried. It shows that most of the respondents are married.

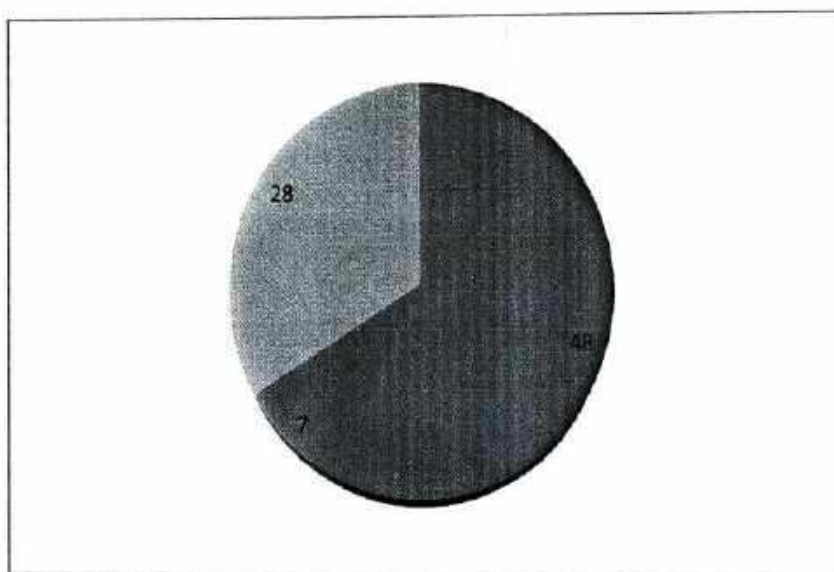
TABLE 3.5
AWARENESS OF INVESTMENT AND SAVINGS PATTERN AMONG WOMEN EMPLOYEES

The study of awareness of an employee related to different investment *and* savings pattern.

Aware of investment and savings pattern	Total	Percentage
Yes	48	57.8%
No	7	8.4%
Maybe	28	33.7%

Figure 3.5

Awareness of investment and savings pattern among women employees



Interpretation:

Figure 3.5 shows that 57.8% of the respondents are aware, 8.4% are not aware and 33.7% of respondents are somewhat aware of it. This describe that most of the people are aware.

TABLE 3.6

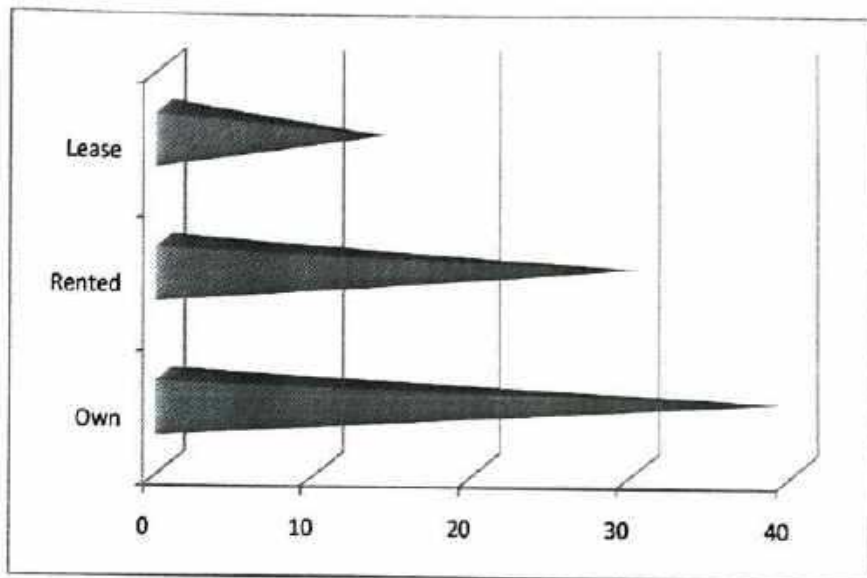
THE NATURE OF RESIDENCE OF WOMEN EMPLOYEE'S

Nature of residence describes about the kind of house like own, rented or lease.

Nature of residence	Total	Percentage
Own	39	47%
Rented	30	36.1%
Lease	14	16.9%

Figure 3.6

The nature of residence of women



Interpretation:

From table 3.6, it shows that 39% of the respondents reside in own house, 36.1% of the respondents reside in rented house and 14% of the respondents live in lease house. This describes that most of the people are living in own house.

TABLE 3.7

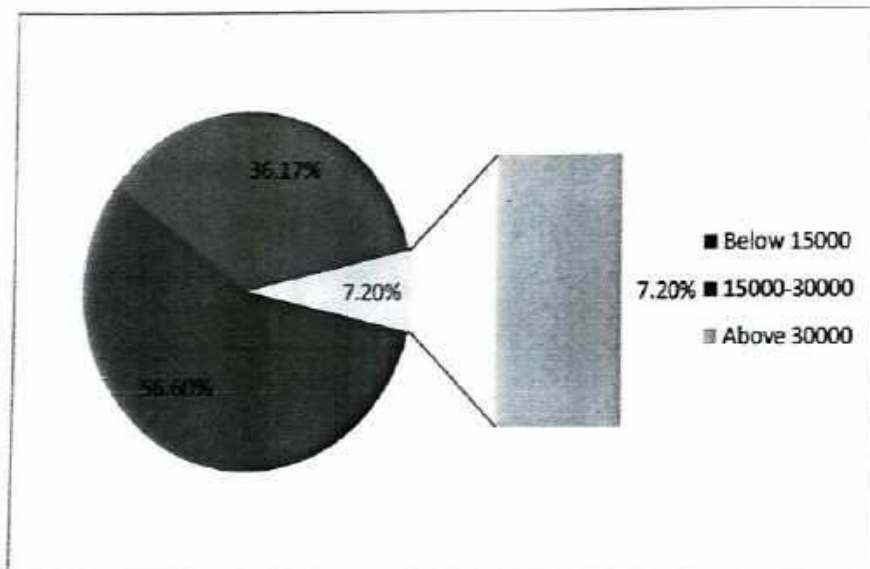
CLASSIFICATION ACCORDING TO MONTHLY EXPENDITURE

Expenditure is the total amount of money that a person spends monthly.

Monthly expenditure	Total	Percentage
Below 15000	47	56.6%
15000-30000	30	36.17%
Above 30000	6	7.2%

Figure 3.7

Classification according to monthly expenditure



Interpretation:

From the table 3.7, it shows that 56% of the respondent spend below 15000, 36.17% of the respondents spend 15000-30000 and 7.2% of the respondents spend above 30000 for monthly expenditure. This clearly shows that most of the people spend below 15000.

TABLE 3.8

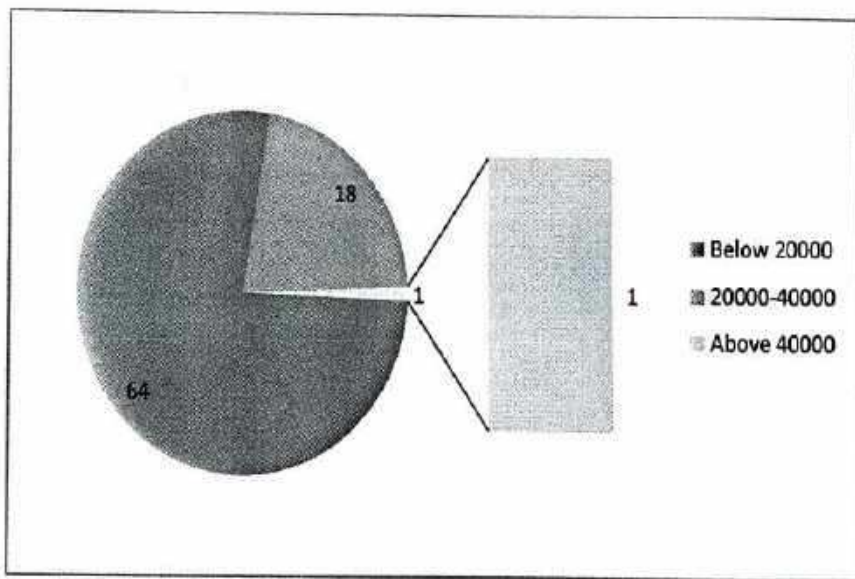
MONTHLY SAVINGS WISE CLASSIFICATION OF RESPONDENTS

Savings is the money a person has left over when they subtract their consumer spending from their disposable income over a given time period.

Monthly savings	Total	Percentage
Below 20000	64	77.1%
20000-40000	18	21.7%
Above 40000	1	1.2%

Figure 3.8

Monthly savings wise classification of respondents



Interpretation:

Figure 3.8 shows that all the respondents have savings habits. Majority of the respondents, about 77.1% of the respondents save below Rs.20,000/-.

TABLE 3.9

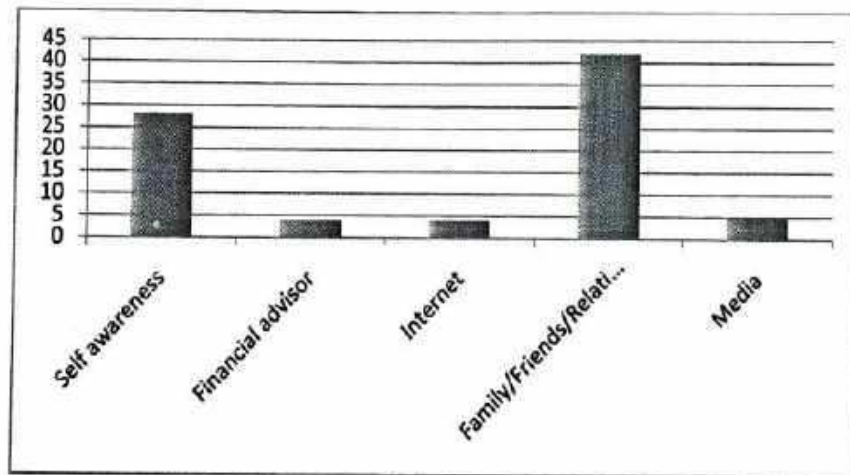
SOURCE OF INFORMATION

An Information Source is a source of information for somebody, i.e. anything that might informs a person about something on provide knowledge to somebody.

Source of information	Total	Percentage
Self awareness	28	33.7%
Financial advisor	4	4.8%
Internet	4	4.8%
Family/Friends/Relatives	42	50.6%
Media	5	6%

Figure 3.9

Source of information



Interpretation:

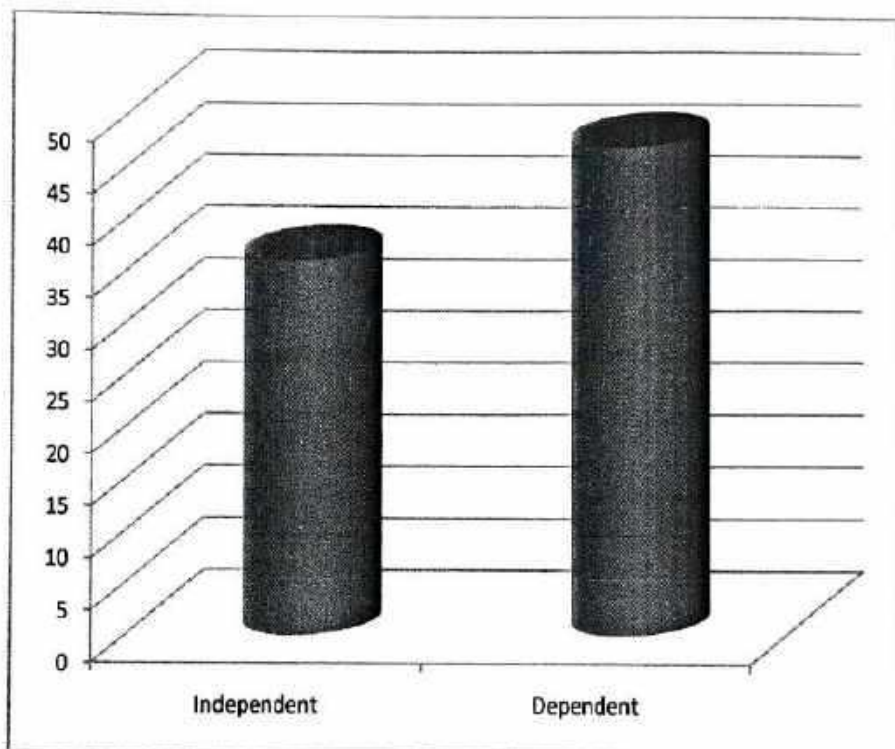
Table 3.9 shows that the main source of information is from family, friends and relatives. 42 out of 83 women investors (50.6%) are relying on family, friends and relatives for information on investments. There has been an increase in the self awareness of the women investors on investments 28 out of 83 women investors (33.7%). 4 out of 83 women investors relying on the information provide by financial advisors. Only 4 out of 83 women investors (4.8%) made investments based on the information that they got through internet.

TABLE 3.10
CLASSIFICATION ACCORDING TO INVESTMENT DECISION

Investment decision	Total	Percentage
Independent	36	43.4%
Dependent	47	56.6%

Figure 3.10

Investment decision



Interpretation:

The above table 3.10 shows that 36 out of 83 women investors(43.4%) have taken investment decisions independently and 47 out of 83 (56.6%) have been dependent on others for taking investment decisions. It depicts that they are still mostly dependent on their family members, friends and relatives for investment related information and for taking investment decisions.

TABLE 3.11

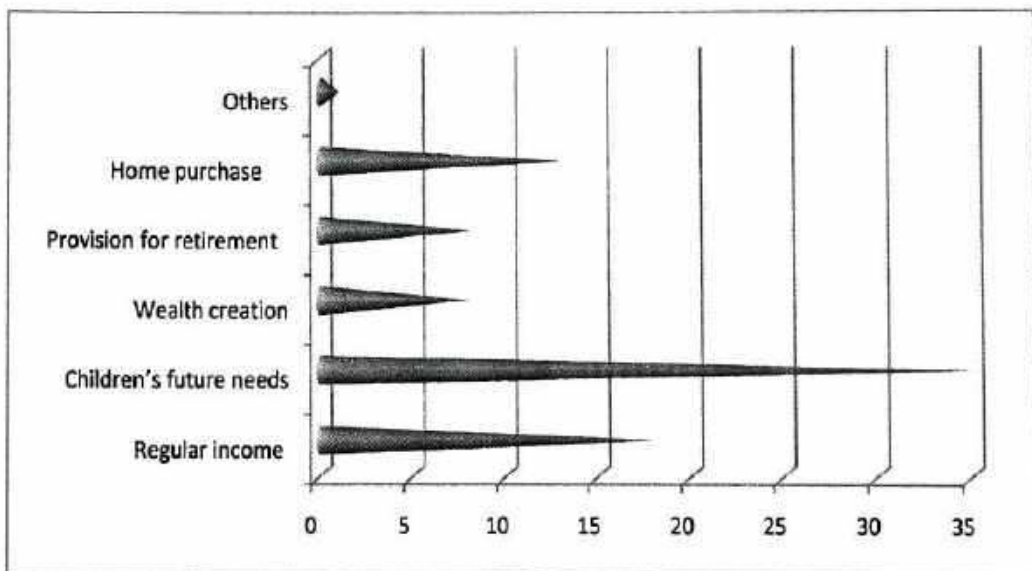
PURPOSE OF INVESTMENT

The investment is that the assets purchased today will give a profitable income in the long run. Find out more about various types of investments and the purpose they serve.

Purpose of investment	Total	Purchase
Regular income	18	21.7%
Children's future needs	35	42.2%
Wealth creation	8	9.6%
Provision for retirement	8	9.6%
Home purchase	13	15.7%
Others	1	1.2%

Figure 3.11

Purpose of investment



Interpretation:

Figure 3.11 shows that all the respondents have Investment purpose. Majority of the respondents, about 42.2% of the women investors invest for their children future needs.

TABLE 3.12

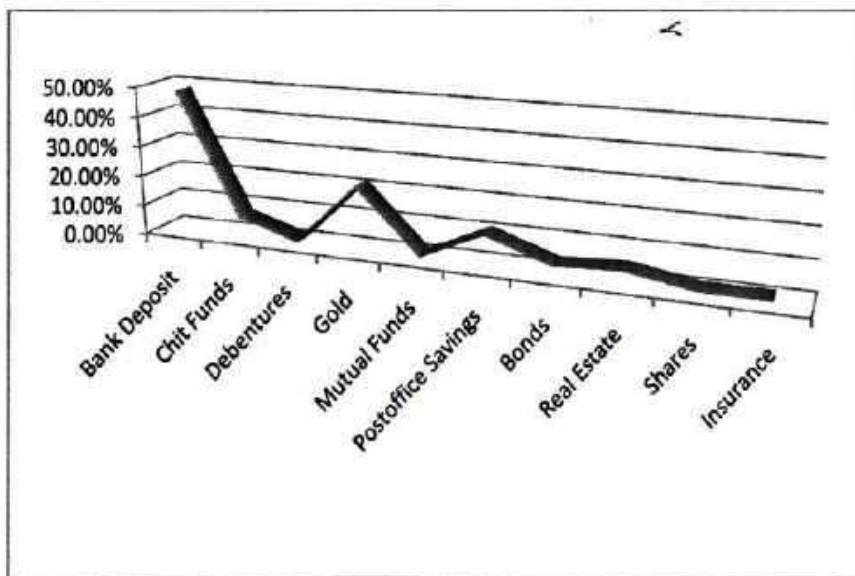
INVESTMENT PREFERENCES OF WOMEN EMPLOYEE'S AMONG DIFFERENT INVESTMENT AVENUES

There are various investment avenues available and the women employees have investment preference.

Investment avenues	Total	Percentage
Bank Deposit	40	48.2%
Chit Funds	6	7.25%
Debentures	1	1.2%
Gold	18	21.7%
Mutual Funds	1	1.2%
Postoffice Savings	9	10.8%
Bonds	3	3.6%
Real Estate	3	3.6%
Shares	1	1.2%
Insurance	1	1.2%

Figure 3.12

Investment preferences of women employee's among different investment avenues



Interpretation:

The table 3.12 shows that the highly preferred investment options are Bank deposits, Gold, Post office Savings. The moderately preferred investment options are Chit Funds, Real Estate and Bonds. The least preferred investment options are Debentures, Shares and Mutual Funds

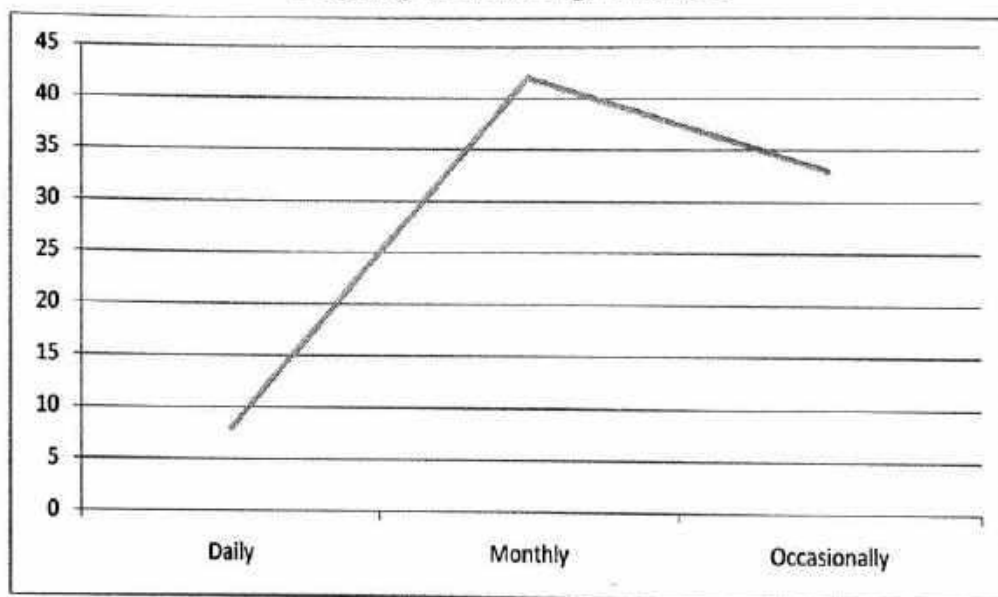
TABLE 3.13
FREQUENCY OF MONITORING INVESTMENT

Monitoring of the investment means tracking the profits and the stock price movement.

Frequency of monitoring	Total	Percentage
Daily	8	9.6%
Monthly	42	50.6%
Occasionally	33	39.8%

FIGURE 3.13

Frequency of monitoring investment

**Interpretation:**

The above table 3.13 shows that 42 out of the 83 respondents (50.6%) monitor their investments monthly. This is followed by those who monitor their investments occasionally. Very few women investors monitor their investments daily.

TABLE 3.14

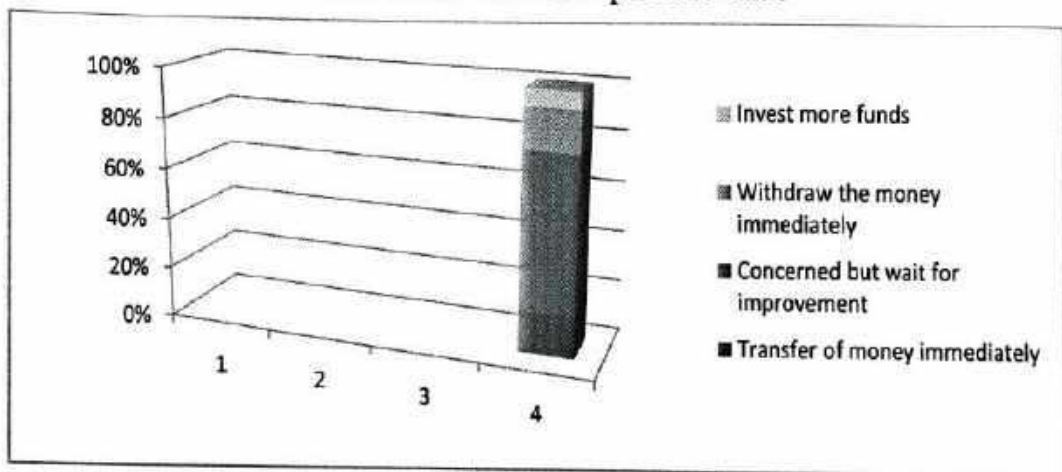
REACTIONS WITH DECREASE IN PORTFOLIO VALUE

Reactions are likely to be mild and lead to a slight increase or decrease in share value, rather than a large change in value.

Reactions with decrease in Portfolio value	Total	Percentage
Transfer of money immediately	5	16.1%
Concerned but wait for improvement	19	61.3%
Withdraw the investments	5	6.1%
Invest more funds	2	6.5%

Figure 3.14

Reactions with decrease in portfolio value



Interpretation :

The response of women investors that they have invested in shares before 31 out of 83 and table 3.14 shows that 19 out of 31 respondents (61.3%) concerned but wait for improvement with the fall in the portfolio value. Most of the women investors hesitate to take risk and feel that it is better to wait for improvement in other portfolios rather than Invest in funds in the current portfolio value. Very few of them continue to withdraw and transfer of money immediately in the fall of value of the portfolio.

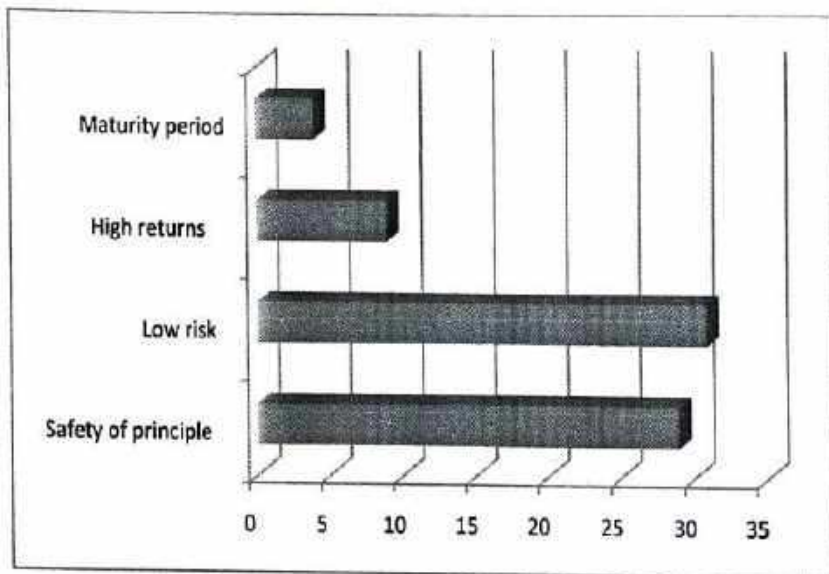
TABLE 3.15
FACTORS INFLUENCING IN INVESTMENT OF SHARES

Factors influencing investment is that missteps or mistakes in your investment strategies can cause you to lose your capital. The factors are safety of principle, low risk, high returns, maturity period.

Factor	Total	Percentage
Safety of principle	29	39.7%
Low risk	31	42.5%
High returns	9	12.3%
Maturity period	4	5.5%

Figure 3.15

Factors influencing in investment of shares



Interpretation:

Figure 3.15 shows that investors look at various factors before investing. Majority of the respondents look at the low risk and the safety of principle while making investments

TABLE 3.16

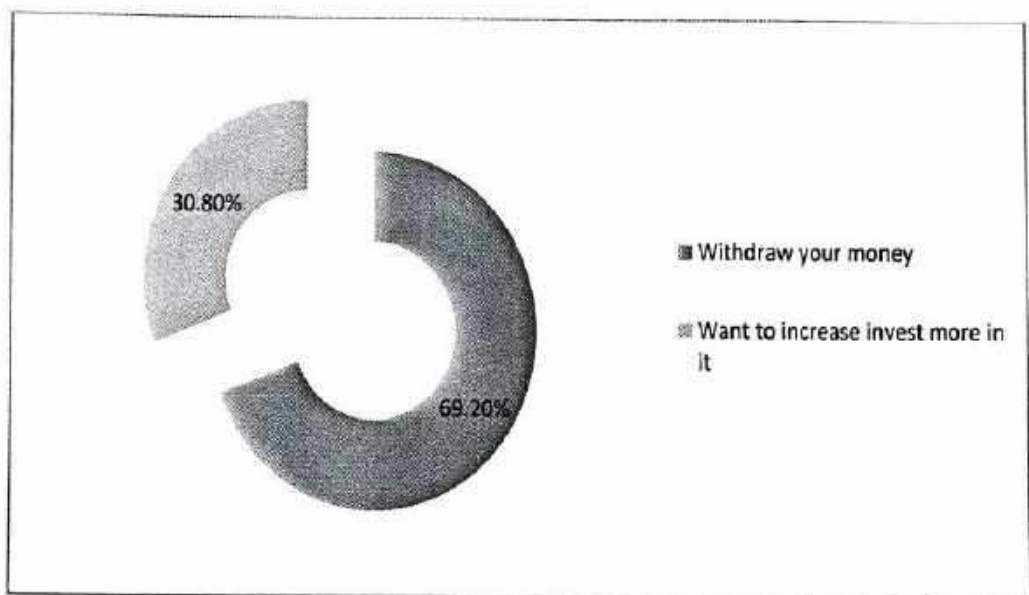
REACTION WHEN THERE IS A DROP IN SHARE MARKET

Reactions are likely to be mild and heavy when there is a slight raise or drop in share market.

Reaction	Total	Percentage
Withdraw your money	18	69.2%
Want to increase invest more in it	8	30.8%

Figure 3.16

Reaction when there is a drop in share market



Interpretation:

The response of women investors that they have invested in share market before and the positive response is 26 out of 83. Table 3.16 shows that 18 out of 26 respondents (69.2%) like to withdraw their money when there is a drop in share market.

TABLE 3.17

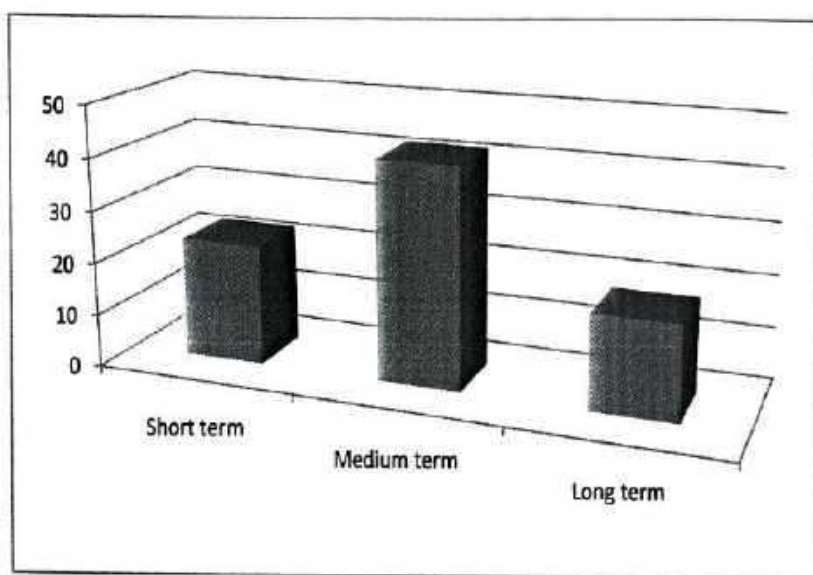
PREFERENCE OF INVESTMENT

Investment preference differs from person to person, as every individual behaves differently while investing.

Preference of investment	Total	Percentage
Short term	23	27.7%
Medium term	42	50.6%
Long term	18	21.7%

Figure 3.17

Preference of investment



Interpretation:

Figure 3.17 shows that 27.7% of the respondents prefer short term, 50.6% of the respondents prefer medium term and 21.7% of respondents prefer long term. By this it shows that most of the people prefer to invest in medium term investment.

TABLE 3.18

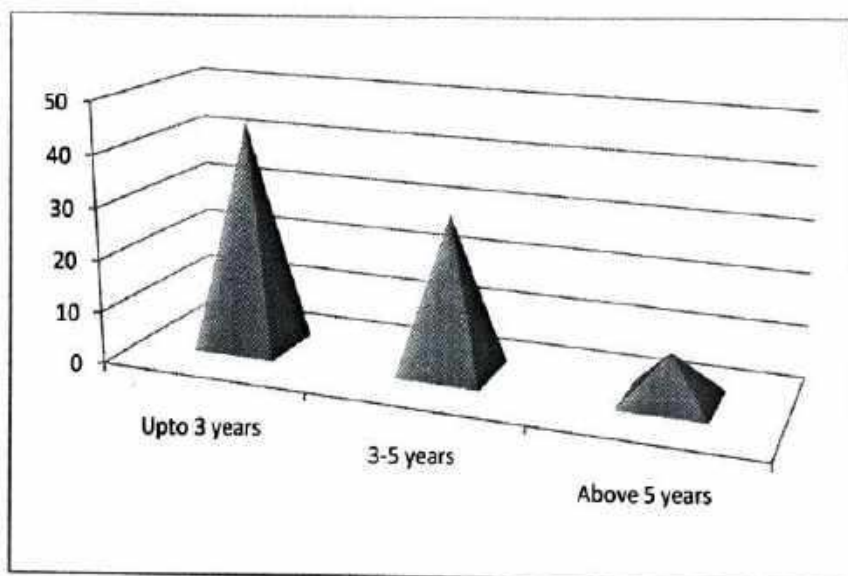
DURATION OF INVESTMENT

Periodic investment means automatically investing an amount of money at regular intervals.

Period of investment	Total	Preference
Upto 3 years	44	53%
3-5 years	30	36.1%
Above 5 years	9	10.8%

Figure 3.18

Duration of investment



Interpretation:

The above table 3.18 shows that most of the women investors prefer making investments for duration upto 3 years. 44 out of 83 women investors (53%) have made investments for a period upto 3 years. 30 out of 83 women investors (36.1%) have made investments for a period of 3 to 5 years. Very few have shown interest in making long term investments with only 9 out of 83 (10.8%) having made investments for more than 5 years.

TABLE 3.19

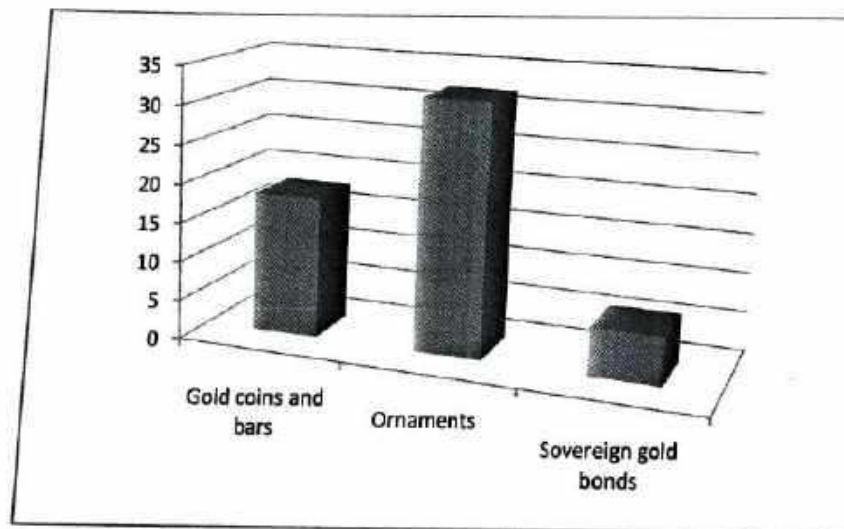
CLASSIFICATION ACCORDING TO MODE OF INVESTMENT IN GOLD

Gold as an *investment* is just not limited to buying ornaments or jewellery, it has expanded into many different options.

Mode of investment in gold	Total	Percentage
Gold coins and bars	18	32.1%
Ornaments	32	57.1%
Sovereign gold bonds	6	10.7%

Figure 3.19

Mode of investment in gold



Interpretation:

The response of women investors that they have invested in gold before is 56 out of 83 (67.5%) and in table 3.19, out of them 32.1% of the women investors like to invest in the mode of gold coins and bars, 57.1% of them would like to invest in the mode of ornaments and 10.7% of them would like to invest in the mode of sovereign gold bonds. This shows that most of the women investors prefer to invest in ornaments.

TABLE 3.20

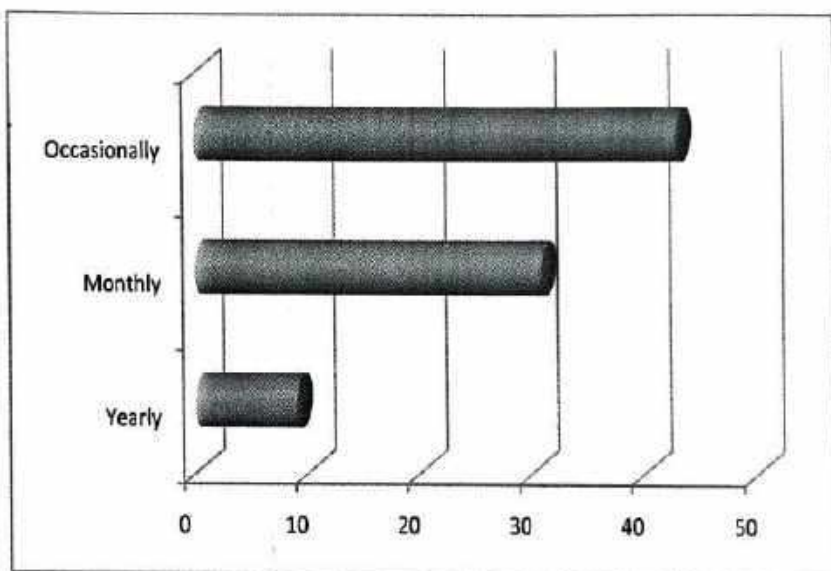
FREQUENCY OF INVESTMENT IN GOLD

Frequency of investing in gold, is investing in a periodic interval.

Investment in gold	Total	Percentage
Yearly	9	10.8%
Monthly	31	37.3%
Occasionally	43	51.8%

Figure 3.20

Frequency of investment in gold



Interpretation:

Table 3.20 shows that women employees invest in gold. Majority of the women respondents invest in gold occasionally.

TABLE 3.21

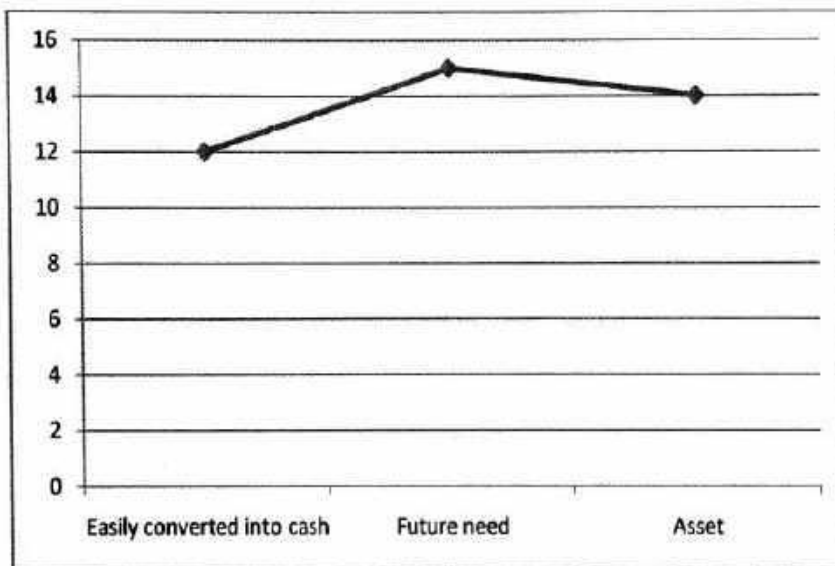
IMPORTANCE OF INVESTMENT IN GOLD

Gold should be an important part of a diversified investment portfolio because its price increases in response to events that cause it can be easily converted into cash, children future need and asset.

Reason to be important	Total	Percentage
Easily converted into cash	12	29.3%
Future need	15	36.6%
Asset	14	34.2%

Figure 3.21

Importance of investment in gold



Interpretation:

Figure 3.21 shows that women employees are aware of importance of gold. Majority of them invest in gold for their children future need 36.6%.

TABLE 3.22

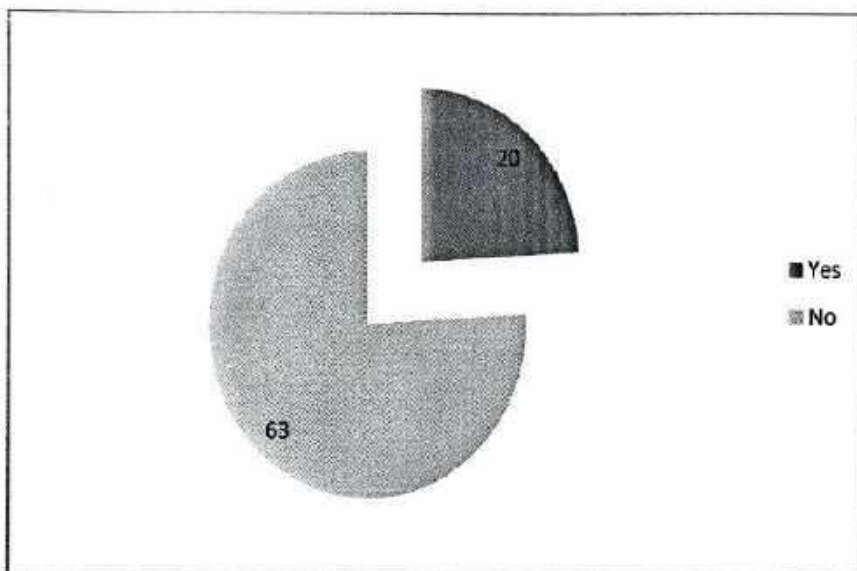
CLASSIFICATION ACCORDING TO PLEDGING OF JEWELS

People pledge their gold jewellery to pawnshops and financiers to, rates can be pretty hefty, which could mean the interest one can pay *can* be double the value of your gold

Pledging of jewels	Total	Percentage
Yes	20	24.1%
No	63	75.9%

Figure 3.22

Pledging of jewels



Interpretation:

Figure 3.22 shows that 24.1 % of the respondents have pledged their jewels before and 77.9% of the respondents haven't pledged their jewels before. This shows that most of the people haven't pledged their jewels before.

TABLE 3.23

CLASSIFICATION ACCORDING TO INVESTMENT IN FIXED DEPOSIT

A fixed deposit or FD is an investment product offered by banks and Non-Banking Finance Companies. In FDs, one invest for a set amount of time and get a fixed interest rate.

Investment in fixed deposit	Total	Percentage
Yes	17	20.5%
No	66	79.5%

Figure 3.23

Classification according to investment in fixed deposit



Interpretation:

Figure 3.23 shows that 20.5% of the respondents are investing in fixed deposit and 79.5% of the respondents do not invest in fixed deposit. This shows that majority of the people do not prefer to invest in fixed deposit.

TABLE 3.24

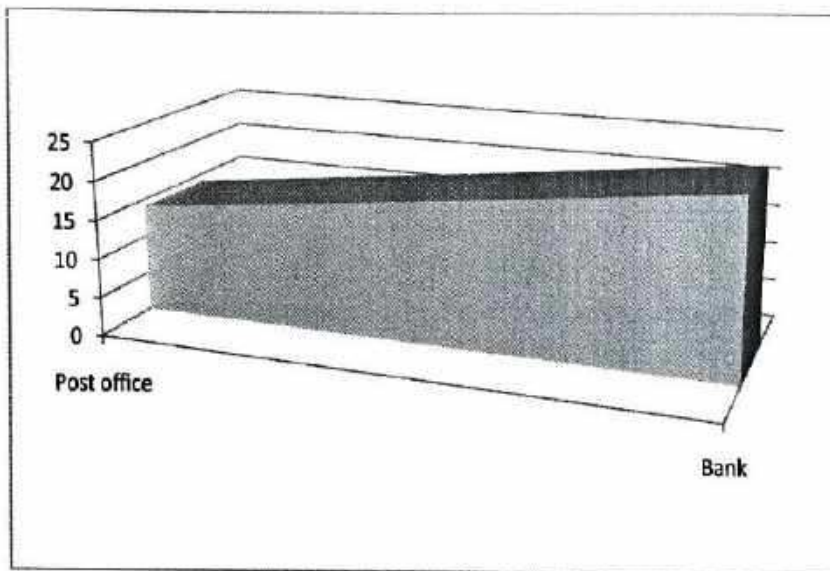
PREFERENCE OF INVESTMENT IN RECURRING DEPOSIT

Investors usually prefer bank's recurring deposit while aiming to achieve short-term financial goal in post office or bank.

Prefer to invest	Total	Percentage
Post office	14	37.8%
Bank	23	62.2%

Figure 3.24

Preference of investment in recurring deposit



Interpretation:

Figure 3.24 shows that 37 out of 83 respondents invest in recurring deposit. 37.8% of the respondents prefer to invest in post office and 62.2% of the respondents prefer to invest in bank.

TABLE 3.25

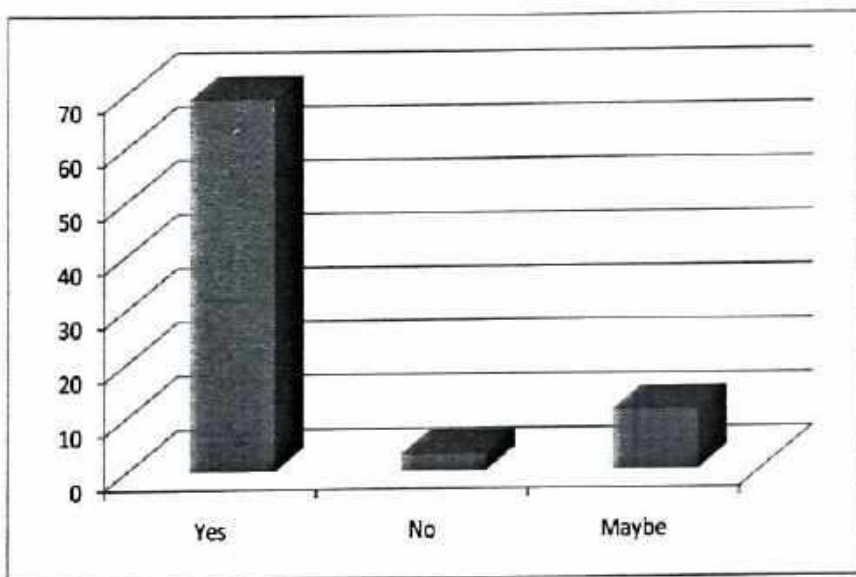
IMPORTANCE OF SAVINGS

Saving money is one of the essential aspects of building wealth and having a secure financial future.

Importance of savings	Total	Percentage
Yes	69	83.1%
No	3	3.6%
Maybe	11	13.3%

Figure 3.25

Importance of savings



Interpretation:

Table 3.25 shows that 83.1% of the respondents think that savings is important, 3.6% of the respondents think that savings is not important and 13.3% of the respondents think that savings is somewhat important.

TABLE 3.26

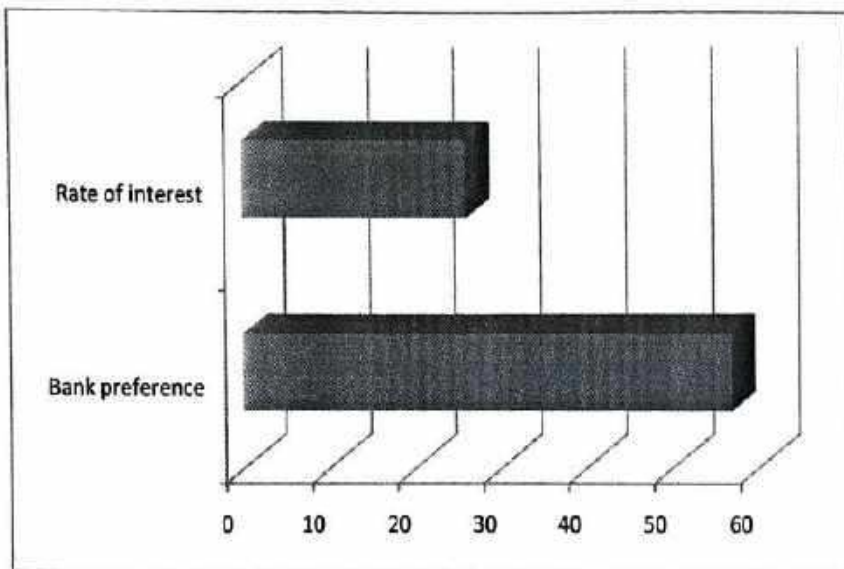
CLASSIFICATION ON THE BASIS ON INVESTMENT OR SAVINGS

Savings are for the present and investments are for the future.

Basis on investing or savings	Total	Percentage
Bank preference	57	68.7%
Rate of interest	26	34.3%

Figure 3.26

Classification on the basis on investment or savings



Interpretation:

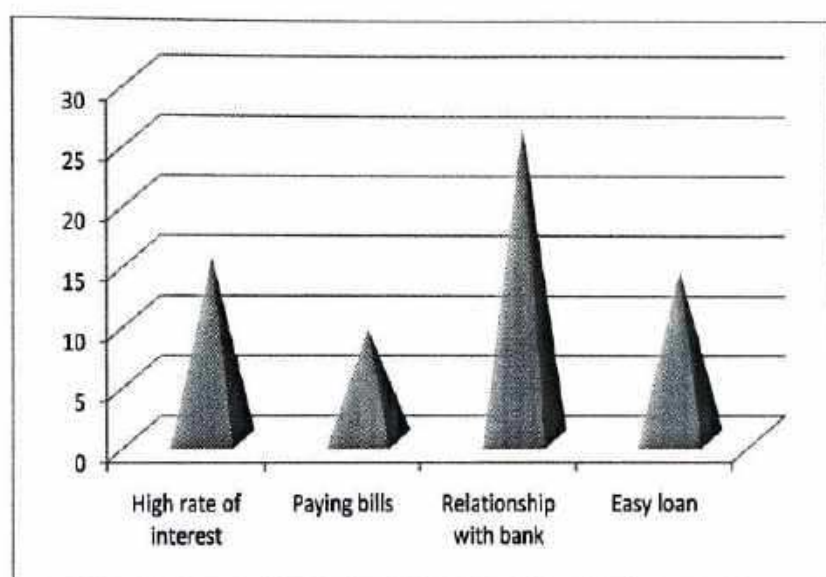
Figure 3.26 shows that majority 68.7% of the women investors prefer to invest or save in bank rather than on the basis of rate of interest.

TABLE 3.27
CLASSIFICATION ACCORDING TO RETAINING OF SAVINGS IN BANK AND
REASON

Reason for retaining of savings in bank	Total	Percentage
High rate of interest	15	23.4%
Paying bills	9	14.1%
Relationship with bank	26	40.6%
Easy loan	14	21.9%

Figure 3.27

Classification according to retaining of savings in bank and reason



Interpretation:

Table 3.27 shows that women investors look at various factors before retaining their savings in bank. Majority of the respondents look at the relationship with bank (40.6%) and high rate of interest (23.4%)

CHI-SQUARE

The chi-square test is the important test amongst the several test of significance developed by statistician. Chi-square is used in the context of sampling analysis for comparing a variance to a theoretical variance. As non-parametric test it can be used to determine if categorical data shows dependency or the two classifications are independency or the two classifications are independent. Chi-square tests enable us to compare observed and expected frequencies objectively, since it is not always possible to tell just by looking at them whether they are "different enough" to be considered statistically significant. Statistical significance in this case implies that the differences are not due to chance alone, but instead may be indicative of other processes at work. There are broadly two types of categorical variables for Chi-square:

1. **Nominal Variable:** A nominal variable has no natural ordering to its categories. They have two or more categories. For example, Marital Status (Single, Married, Divorcee); Gender (Male, Female, Transgender), etc.
2. **Ordinal Variable:** A variable for which the categories can be placed in an order. For example, Customer Satisfaction (Excellent, Very Good, Good, Average, Bad), and so on

When the data we want to analyze contains this type of variable, we turn to the chi-square test, denoted by χ^2 , to test our hypothesis. The following formula can be used to calculate Chi-square.

$$\chi^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

Where O_{ij} = observed frequency of the cell in i^{th} row and j^{th} column

E_{ij} = expected frequency of the cell in i^{th} row and j^{th} column

$$D.F = (c-1) (r-1)$$

Where 'c' means the number of columns

'r' means the number of rows

CHI- SQUARE

TABLE 3.28

COMPARITIVE ON THE BASIS OF EDUCATIONAL QUALIFICATION AND MONTHLY INCOME

Monthly income Educational qualification	Upto 15000	15000-30000	30000-15000	Above 50000	Total
Upto SSLC	1 (0.9)	1 (1.1)	1 (1.3)	1 (0.7)	4
HSC	3 (4.1)	4 (4.8)	8 (5.9)	3 (3.3)	18
UG	10 (7.5)	8 (8.7)	8 (10.7)	7 (5.9)	33
PG	4 (5.9)	8 (6.9)	10 (8.5)	4 (4.7)	26
Others	1 (0.5)	1 (0.5)	0 (0.7)	0 (0.4)	2
Total	19	22	27	15	83

Source: Primary Data

Figure: Brackets are expected frequency

Expected Frequency:

Expected frequency = Row total * Colum total /Grand total

Null Hypothesis [Ho]:

There is no relationship between monthly income and educational qualification

Degrees of freedom = (r-1) (c-1)

$$= (5-1) (4-1)$$

$$= 4 * 3$$

$$= 12$$

S. No	Particulars	Table	P value
1	Significance 5% level	16.18	21.03

Inference: The table value for 12 degrees of freedom at 5% level of significance is 21.03. It is found that the calculated value i.e, 16.18 is less than the table value. Thus the result is

independent. Hence it is concluded that there is no significant relationship between educational qualification and monthly income.

TABLE 3.29
COMPARITIVE ON THE BASIS OF OCCUPATION AND TYPE OF FAMILY

Type of Family Occupation	Nuclear family	Joint family	Total
Private sector	16 (10.6)	6 (11.4)	22
Govt employee	4 (6.3)	9 (6.7)	13
Business	3 (5.7)	9 (6.2)	12
Self employed	8 (5.7)	4 (6.2)	12
House wife	4 (6.7)	10 (7.3)	14
Others	5 (4.8)	5 (5.2)	10
Total	40	43	83

Source: Primary Data

Figure: Brackets are expected frequency

Expected Frequency :

Expected frequency = Row total * Colum total /Grand total

Null Hypothesis [Ho]:

There is relationship between type of family and occupation

Degrees of freedom = (r-1) (c-1)

$$= (6-1) (2-1)$$

$$= 5 * 1$$

$$= 5$$

S. No	Particulars	Table	P Value
1	Significance 5% level	13.28	11.07

Inference:

The table value for 5 degrees of freedom at 5% level of significance is 11.07. It is found that the calculated value i.e., 13.28 is high than the table value. Thus the result is dependent. Hence it is concluded that there is significant relationship between type of family and occupation.

TABLE 3.30
COMPARITIVE ON THE BASIS OF PERCENTAGE OF INVESTMENT AND MONTHLY INCOME

Percentage of investment Monthly Income	Less than 10%	10% to 20%	20% to 30%	More than 30%	Total
Upto 15000	9 (6.6)	9 (10.6)	0 (0.9)	1 (0.9)	19
15000-30000	7 (7.3)	11 (11.5)	1 (1)	2 (1)	21
30000-50000	6 (9.4)	19 (14.9)	2 (1.3)	0 (1.3)	27
Above 50000	7 (5.6)	7 (8.9)	1 (0.8)	1 (0.8)	16
Total	29	46	4	4	83

Source: Primary Data

Figure: Brackets are expected frequency

Expected Frequency :

Expected frequency = Row total * Colum total /Grand total

Null Hypothesis [H_0]:

There is no relationship between percentage of investment and monthly income.

Degrees of freedom = $(r-1)(c-1)$

$$= (4-1)(4-1)$$

$$= 3 \times 3$$

$$= 9$$

S. No	Particulars	Table	P value
1	Significance 5% level	8.81	16.92

LIKERT SCALE

Likert scale is defined as a unidimensional scale used to collect the respondent attitudes and opinions. This scale is often used to understand respondent ratings and agreement levels with the topic in-hand. Different variations of likert scale are focused directly on measuring the attitudes of people, such as guttman scale, bogardus scale, thurstone scale etc.

Likert scale is a psychometric scale used mainly in market research to understand the opinions and attitudes of an employee towards the organization, co-workers, or competitors. It serves organizations to make measurements and know about the degree of conformity of a person or respondent towards a certain affirmative or negative sentence. When responding to a likert item, respondents specify their level of agreement or disagreement on a symmetric agree to disagree scale for a series of statements. Thus, the range captures the intensity of their feelings for a given item.

A likert scale can be created as the simple sum of questionnaire responses over the full range of the scale. Likert scaling assumes distances between each item are equal. Importantly "All items are assumed to be replications of each other or in other words items are considered to be parallel instruments". By contrast, modern test theory treats the difficulty of each item as information to be incorporated in scaling items. Surveys are constantly used to measure quality. Likert scales are a common classification format for surveys. Researchers and auditors generally group collected data into a hierarchy for four fundamental measurement levels: nominal, ordinal, interval and ratio measurement levels:

1. **Nominal data:** Data in which the answers are classified into variables need not necessarily have a quantitative data or order is called nominal data
2. **Ordinal data:** Data in which it is possible to sort or classify the answers, but it is not possible to measure the distance is called ordinal data.
3. **Interval data:** In general, whole data in which measurements of orders and distances can be made is called interval data.
4. **Ratio data:** This data is similar to interval data with the only difference being an equal and definitive ratio between each data and absolute "zero" being treated as a point of origin.

Inference:

The table value for 9 degrees of freedom at 5% level of significance is 16.92. It is found that the calculated value i.e., 8.81 is less than the table value. Thus the result is independent. Hence it is concluded that there is no significant relationship between percentage of investment and monthly income.

LIKERT SCALE

TABLE 3.31
THE FACTORS THAT ARE INFLUENCING INVESTMENT BEHAVIOR OF
WOMEN EMPLOYEE'S

Variable \ Rank	SA	A	N	D	SD	Total	Average	Rank
Safety	175	136	36	2	1	350	4.22	I
Children marriage	220	96	33	2	3	354	4.21	II
Children education	150	132	51	4	1	338	4.07	III
Health care	115	140	51	12	2	320	3.86	IV
Retirement plan	105	148	51	14	1	319	3.84	V
Easily converted into cash/ liquidity	75	164	54	10	4	307	3.69	VI
High returns	50	172	69	10	2	303	3.65	VII
Tax deduction/ concession	50	160	75	14	1	300	3.61	VIII

Source: Primary data

Particulars	Rank
Safety	I
Children marriage	II
Children education	III
Health care	IV
Retirement plan	V

Easily converted into cash/ liquidity	VI
High returns	VII
Tax deduction/ concession	VIII

Interpretation:

Table 3.31 shows that , as a result of the study which involves 83 respondents, Safety factor is influencing the investment behavior of women employees, which ranks first, followed by the other factors i.e., Children marriage, Children marriage, Health care, Retirement plan, Easily converted into cash/ liquidity, High returns, Tax deduction/ concession which are ranked II, III, IV, V, VI, VII and VIII.

Thus majority of the women respondents selected for the study prefer safety as the influencing factor for investment.

TABLE 3.32

THE MOTIVATIONAL FACTORS TOWARDS INVESTMENT FOR WOMEN EMPLOYEE'S

Rank	1	2	3	4	5	Total	Average	Rank
Variable								
Safety	250	40	33	16	4	343	4.13	I
Liquidity/easily converted into cash	90	152	39	18	5	304	3.66	II
Social status	50	88	96	14	12	260	3.13	III
High rate of return	70	68	60	46	9	253	3.05	IV
Profitability	90	64	33	26	25	238	2.87	V

Source: Primary data

Particulars	Rank
Safety	I
Liquidity/easily converted into cash	II
Social status	III
High rate of return	IV
Profitability	V

Interpretation:

Table 3.32 shows that , as a result of the study which involves 83 respondents, Safety as the motivational factor for investment, which ranks first, followed by the other factors i.e., liquidity/easily converted into cash, social status, high rate of return, profitability which are ranked II, III, IV and V.

Thus majority of the women respondents selected for the study prefer safety as the motivational factor for investment.

TABLE 3.33
THE PROBLEMS FACED BY THE WOMEN INVESTORS

Variable \ Rank	High	Moderate	Low	Total	Average	Rank
Question of safety	102	70	14	186	2.24	I
Low liquidity	63	100	12	175	2.11	II
To many procedures	60	96	15	171	2.06	III
Low capital appreciation	63	92	16	171	2.06	IV
Irregular returns	42	106	16	164	1.98	V

Source: Primary data

Particulars	Rank
Question of safety	I
Low liquidity	II
To many procedures	III
Low capital appreciation	IV
Irregular returns	V

Interpretation:

Table 3.33 shows that , as a result of the study which involves 83 respondents, Question of safety is the major problem faced by women investors, which ranks first, followed by the other factors i.e., low liquidity, to many procedures, low capital appreciation and irregular returns, which are ranked II, III, IV and V.

Thus majority of the women respondents selected for the study faces Question of safety as the major problem.

TABLE 3.34
KNOWLEDGE IN INVESTMENT/SAVING

Variable \ Rank	SA	A	N	D	SD	Total	Average	Rank
Do you have confidence in ability to invest/save	170	124	51	0	1	346	4.17	I
Do you have satisfaction with current investment mix	95	132	78	6	2	313	3.77	II
Do you have consistent	80	136	81	6	3	306	3.69	III

investment/savings strategy								
Do you have knowledge about investing/ saving	90	120	87	6	3	306	3.69	IV
Do you have regular review and comparison of investment/savings performance with market benchmarks	25	192	69	10	2	298	3.59	V

Source: Primary data

Particulars	Rank
Do you have confidence in ability to invest/save	I
Do you have satisfaction with current investment mix	II
Do you have consistent investment/savings strategy	III
Do you have knowledge about investing/ saving	IV
Do you have regular review and comparison of investment/savings performance with market benchmarks	V

Interpretation:

Table 3.34 shows that, as a result of the study which involves 83 respondents, they have confidence in ability to invest/save, which ranks first, followed by the other factors i.e., they have satisfaction with current investment mix, consistent investment/savings strategy, knowledge about investing/ saving, regular review and comparison of investment/savings performance with market benchmarks, which are ranked II, III, IV and V.

Thus majority of the women respondents selected for the study have confidence in ability to invest/save.

CHAPTER-4

FINDINGS

AND

SUGGESTIONS



INTRODUCTION:

The present study was undertaken to analyze the investment and savings pattern of women employee's in Tamil Nadu , India. The size of the sample for this research was 83. The primary data was collected from the respondents for the detailed study through exhaustive structured questionnaire. Secondary data was also collected.

4.1 FINDINGS:

THE FINDING FROM THE STUDY INCLUDES THE FOLLOWING POINTS:

- The majority of the respondents i.e. 40(48.2%) were from the age group of above 40 years of age. Thus the investment and savings pattern of the respondents tends to be determined by the relatively elder employees.
- This describes that most of the people 49(59%) are living in urban area.
- The majority of the respondents (39.8%) were having under graduate qualifications while rest of them was graduates. Most of the respondents may have relatively higher maturity level, hence their investment decisions may be considered as rational in nature.
- 74.7% of the respondents are married. It shows that most of the respondents are married.
- 57.8% of the respondents are aware, 8.4% are not aware and 33.7% of respondents are somewhat aware of it. This describe that most of the people are aware.6. 39% of the respondents reside in own house, 36.1% of the respondents reside in rented house and 14% of the respondents live in lease house. This describes that most of the people are living in own house.
- 5.6% of the respondent spend below 15000, 36.17% of the respondents spend 15000-30000 and 7.2% of the respondents spend above 30000 for monthly expenditure. This clearly shows that most of the people spend below 15000.
- All the respondents have savings habits. Majority of the respondents, about 77.1% of the respondents save below rs.20,000/-.
- 42 women investors (50.6%) are relying on family, friends and relatives for information on investments. This shows that main source of information is from family, friends and relatives

- 42 women investors (50.6%) are relying on family, friends and relatives for information on investments. This shows that main source of information is from family, friends and relatives
- 47 (56.6%) have been dependent on others for taking investment decisions. It depicts that they are still mostly dependent on their family members, friends and relatives for investment related information and for taking investment decisions.
- All the respondents have investment purpose. Majority of the respondents, about 42.2% of the women investors invest for their children future needs.
- The highly preferred investment options are bank deposits, gold, post office savings. The moderately preferred investment options are chit funds, real estate and bonds. The least preferred investment options are debentures, shares and mutual funds.
- 42 respondents (50.6%) monitor their investments monthly.
- The response of women investors that they have invested in shares before 31 out of 83 and 19 out of 31 respondents (61.3%) concerned but wait for improvement with the fall in the portfolio value.
- Investors look at various factors before investing. Majority of the respondents look at the low risk 42.5 %.
- The response of women investors that they have invested in share market before and the positive response is 26 out of 83 and 18 out of 26 respondents (69.2%) like to withdraw their money when there is a drop in share market.
- 50.6% of the people prefer to invest in medium term investment.
- 44 out of 83 women investors (53%) have made investments for a period upto 3 years. This shows that most of the women investors prefer making investments for duration upto 3 years.
- The response of women investors that they have invested in gold before is 56 out of 83 (67.5%) and 57.1% of them would like to invest in the mode of .this shows that most of the women investors prefer to invest in ornaments.
- 56 of women employees invest in gold. Majority of the women respondents invest in gold occasionally 51.8%.
- Shows that women employee are aware of importance of gold. Majority of them invest in gold for their children future need 36.6%.

- 77.9% of the respondents haven't pledged their jewels before. This shows that most of the people haven't pledged their jewels before.
- 70.5% of the respondents do not invest in fixed deposit. This shows that majority of the people do not prefer to invest in fixed deposit.
- 37 out of 83 respondents invest in recurring deposit. 37.8% of the respondents prefer to invest in post office and 62.2% of the respondents prefer to invest in bank.
- 83.1% of the respondents think that savings is important. This shows that most of the respondents think that savings is important.
- 68.7% of the women investors prefer to invest or save in bank rather than on the basis of rate of interest.
- Women investors look at various factors before retaining their savings in bank. Majority of the respondents look at the relationship with bank (40.6%) and high rate of interest (23.4%).
- The chi-square test shows that educational qualification and monthly income are independent at 5 % level of significance.
- The chi-square test shows that the relationship between type of family and occupation is significant at 5% level.
- The chi-square test shows that investment and monthly income are independent at 5% level of significance.
- The likert scale shows that majority of the women respondents selected for the study prefer safety as the influencing factor for investment.
- The likert scale shows that majority of the women respondents selected for the study prefer safety as the motivational factor for investment.
- The likert scale shows that majority of the women respondents selected for the study faces question of safety as the major problem.
- The likert scale shows that majority of the women respondents selected for the study have confidence in ability to invest/save.

4.2 SUGGESTION:

- Women should undertake proper financial planning. They should set up their short-term, medium-term and long-term financial goals. Keeping these goals in mind and taking into consideration their income, expenditure and savings (current and future), they should make investment decisions to attain these goals.
- People find fixed deposits, jewellery and real estate as the preferred investment options. However, we can earn higher returns by making investments in shares, bonds, commodities & derivatives. People can also consider these investment options while designing their portfolios.
- Women should collect information about various investment avenues through newspapers, magazines, websites, financial advisors, friends, relatives and other sources. After collecting information, they should analyze these investments by studying the average returns on them in the past few years. The merits and demerits of each investment avenue should be understood properly.
- Women should gather more knowledge and information about various avenues by watching TV channels like CNBC, Business news channels and others. This will give them the confidence to take investment decisions on their own.
- Most of the people do not consider tax benefits as a deciding factor for investments. So this also has to be considered while deciding upon the appropriate investment pattern so that they achieve their investment objective with an added benefit.
- Family members of women may give advice and support to them as and when needed by these educated working women. Women should be given freedom in financial matters which will help them to attain financial independence. This will help women to gain confidence and self-respect which will motivate them to face challenges in their personal and professional lives.
- It is necessary to review and revise the portfolio at regular intervals. Portfolio revision involves changing the existing mix of securities. The ultimate objective of portfolio revision is maximization of returns and minimization of risk.

CHAPTER-5

CONCLUSION



CONCLUSION:

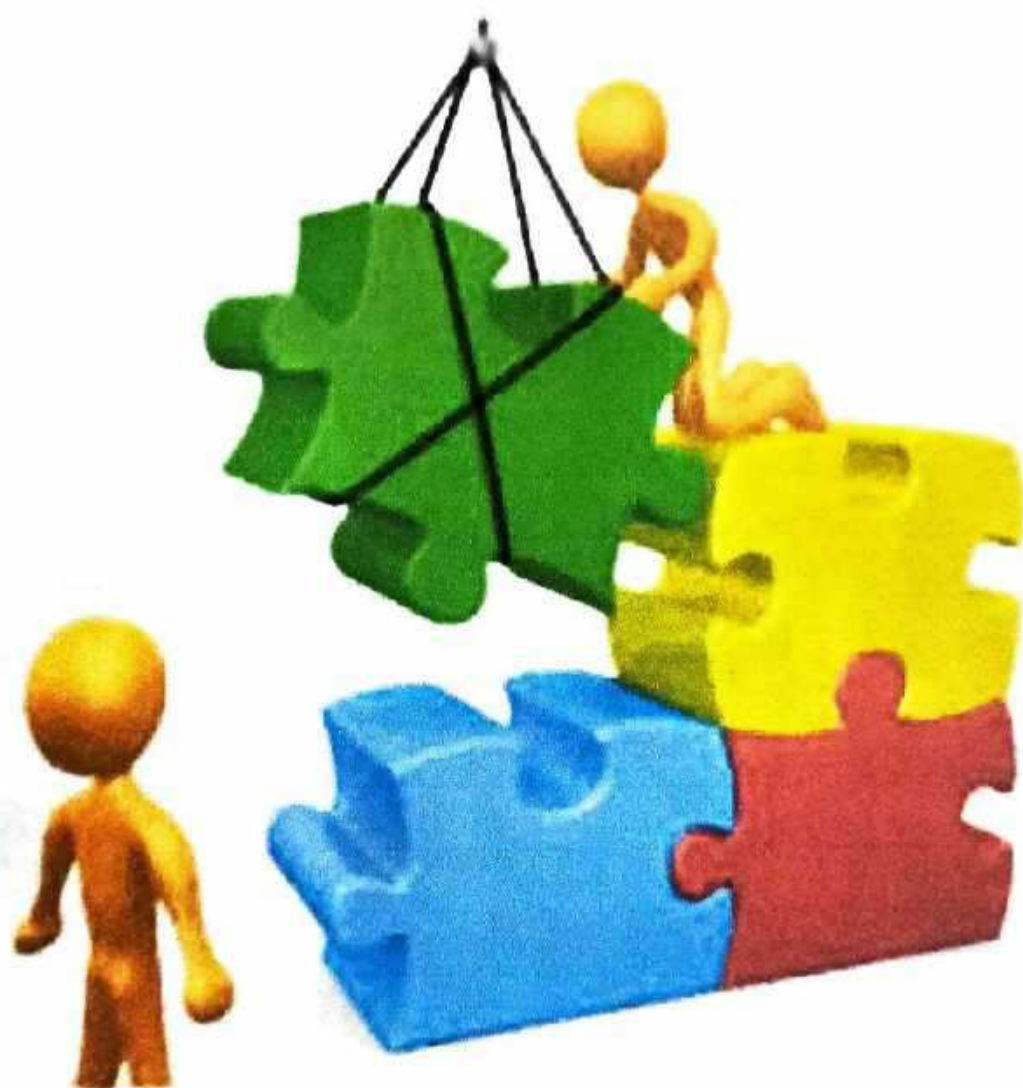
Today women have started realizing the importance of money and money's worth, levels of individuals have improved and so has their savings and investment habits. This paper is a reflection of the behavior of various categories of women investors. Selection of a perfect investment avenue is a difficult task to any investor. Because of economic crisis has heightened women's recognition of the need to develop a financial plan that will meet long-term financial goals. In these days women are more involved than ever in their households' investment and financial decision making and they prepare a budget for the proposed expenses and compare it with the actual expenses met by them. It has become the present day need for working women in India to increase their wealth.

Women investors prefer short term investments rather than making provisions for long term benefits. Though there has been an increase in the number of educated working women, they are still mostly dependent on their family members, friends and relatives for investment related information and for taking investment decisions. Women do not want to take much risk while making financial investments and therefore opt for safer investments like bank deposits and gold rather than investing in shares and bonds. Despite of many limitations to the study we can identify some investment and savings patterns, that there is some commonness in the women investors and many of them responded positively to the study. This report concentrated in identifying the women Investors preference towards various investment avenues based on their level of income. This confirms that Indian women investors even if they are of high income, well educated, salaried, independent are conservative investors who prefer to play safe. The study concludes that most of the women are becoming high in financial literacy; it becomes easy for them to manage their portfolios on their own without their help of their family.

"AN INVESTMENT IN KNOWLEDGE PAYS THE BEST INTEREST"

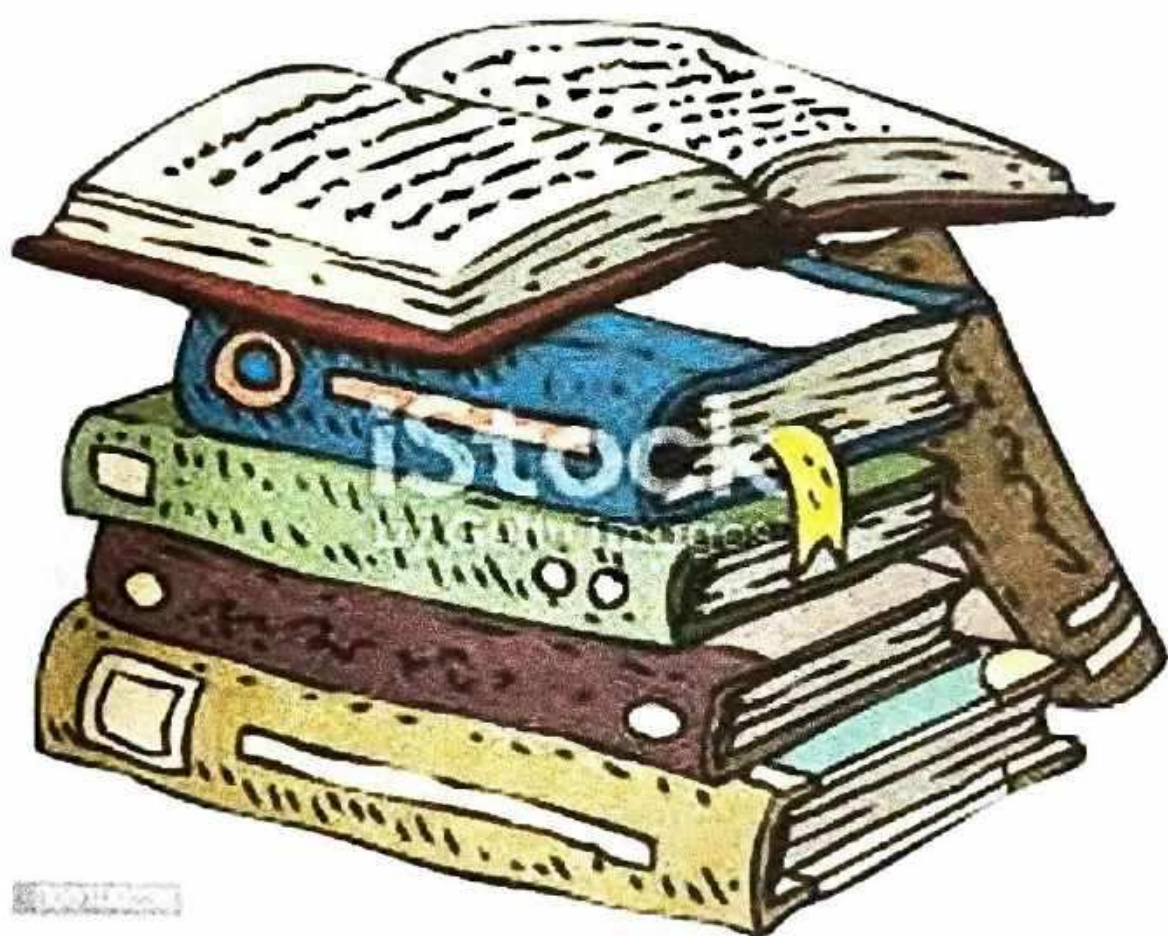
- Benjamin Franklin.

ANNEXURE



ANNEXURE-1

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BIBLIOGRAPHY

BOOK:

RESEARCH METHODOLOGY – C.R. KOTHARI

JOURNALS:

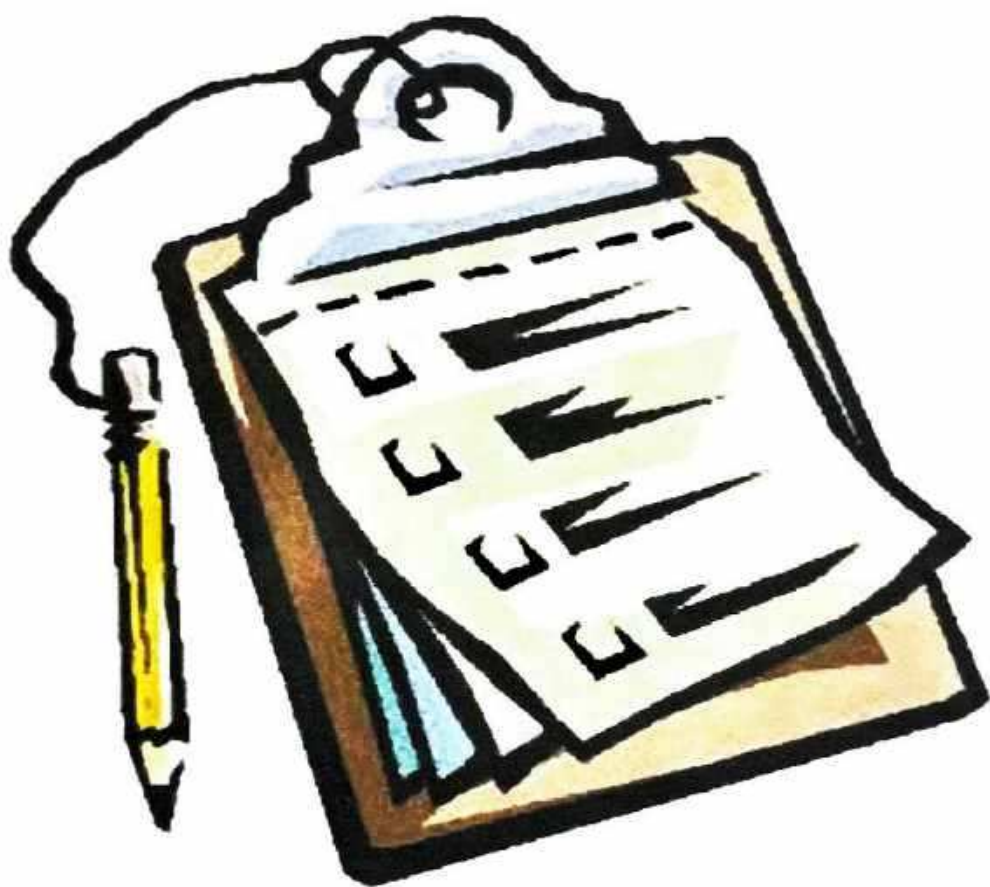
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ANNEXURE -2

QUESTIONNAIRE



A STUDY ON INVESTMENT PATTERN AND SAVINGS OF WOMEN EMPLOYEES QUESTIONNAIRE

1. Name:
2. Age:
 - a) Less than 30 years
 - b) 30-40 years
 - c) Above 40 years.
3. Area Of Residence :
 - a) Rural
 - b) Urban
 - c) Semi- Rural.
4. Educational Qualification:
 - a) Upto SSLC
 - b) HSC
 - c) UG
 - d) PG.
5. Occupation :
 - A) Private Sector
 - B) Government Employee
 - C) Business
 - D) Self- Employed
 - E) House Wife
 - F) Others.
6. Marital Status:
 - A) Married
 - B) Unmarried.
7. Type Of Family:
 - A) Nuclear
 - B) Joint Family.
8. Monthly Income :
 - A) Upto Rs.15000
 - B) Rs.15000 –Rs.30000
 - C) Rs.30000 – Rs.50000
 - D) Above Rs.50000
9. Are You Aware Of The Savings And Investment Pattern?
 - A) Yes
 - B) No
 - C) Maybe
10. Nature Of Residence Of Women Employee's?
 - A) Own
 - B) Rented
 - C) lease
11. Is Your Spouse Employed?
 - A) Yes
 - B) No.
12. What Is Your Monthly Expenditure?
 - A) Below 15000
 - B) 15000 -30000
 - C) Above 30000.
13. What Is Your Monthly Savings?
 - A) Below 20000
 - B) 20000 -40000
 - C) Above 40000
14. From which source you came to know about various investment option?
 - A) Self Awareness
 - B) Financial Advisor
 - C) Internet

D) Family /Friends /Relatives E) Media.

15. How do you take your investment decision?

A) Independent B) Dependent.

16 .What is your purpose your investment?

A)Regular Income B)Children's future needs C) Wealth Creatio
D)Provision For Retirement E)Home Purchase E) Others

17. What Are The Investment Preferences Of Women Employee's Among Different Investment Avenues?

A)Bank Deposit B) chit funds C)Debentures D)Gold
E)Insurance F)Mutual Funds G)Postoffice Savings H)Bonds
I)Real Estate J)Shares

18. What Percentage Of Income Do You Invest in investment avenues?

A) Less than 10% b) 10% to 20% c) 20% to 30% d) More than 30%

19. Do You Have A Formulation Of Financial Plan?

A) Yes B) No.

20. How often do you monitor your investment?

A) Daily B) Monthly C) occasionally

Shares:

21. Have you invested in shares before?

A) Yes B) No C) Maybe

If yes, what will be your reaction when there is a decrease in share value?

1. Transfer of money immediately 2. Concerned but wait for improvement

3. Withdraw the money immediately 4. Invest more funds

22. Which Factor Do You Consider Before Investing shares?

A) Safety Of Principle B) Low Risk
C) High Returns D) Maturity Period.

23.(i) Do You Have A Savings And Investment Target Amount You Aim For Each Year?

A) Yes B) No

(ii) If yes, specify amount:_____

24.(i) Do You Invest Your Money In Share Market [Through Demat A/c]?

A) Yes B) No

(ii) If Yes , Imagine That The Stock Market Drops After You Invest In It Then What Will You Do?

A) Withdraw your money ; B) Want to increase invest more in it

25. Which Is Your Preference Of Investment?

A) Short -Term B) Long -Term C) Medium -Term

26. What Is Your Periodicity Of Investment?

A) Upto 3yrs B) 3 to 5yrs C) Above 5yrs

27.(i) Can You Take The Risk Of Losing Your Principal Investment Amount

A) Yes B) No

(ii) If Yes, What % _____

Gold:

28. Have you invested in gold before?

A) Yes B) No

If yes, what mode of investment in gold?

A) Gold coins and bars B) Ornaments C) Sovereign gold bonds

29. How often do you invest in gold?

A) Yearly B) Monthly C) occasionally

30. Do you think, investing in gold is important?

A) Yes B) No

If yes ,what is reason?

A) Easily converted into cash B)Childrens future needs C) Asset

31. Have you pledged your jewlles before?

A) Yes b) No

If yes, what percentage of interest rate do you pay? _____

Fixed deposit:

32.Have you invested in fixed deposit?

A)Yes B) No

33.What is the minimum period of fixed deposit you invest? _____ Yrs

Recurring deposit:

34.Have you invested in recurring deposit ?

A)Yes B) no

If yes, where do you prefer to invest

A)Post office B)Bank

35. What Are The Factors That Are Influencing Investment Behavior Of Women Employee's?

Factors Influencing	Strongly Agree	Agree	Neutral	Disagree	Agree
1. Children Marriage					
2. High Returns					
3. Retirement Plan					
4. Health Care					
5. Easily converted into cash/ Liquidity					
6. Safety					
7. Tax Deduction/ concession					
8. Children Education					

36.What Are The Motivational Factors Towards Investment For Women Employee's?- Ranking

Motivating Factors	1	2	3	4	5	6	7
Safety							
Liquidity/easily converted into cash							
Social status							
High rate of return							
Profitability							

37.What Are The Problems Faced By The Women Investors?

Investment Avenues	High	Moderate	Low
1. Question of Safety			

2. Irregular Returns			
3. To many procedures			
4. Low Capital Appreciation			
5. Low Liquidity			

38. How much knowledge do you have in investment/saving variables?

Knowledge about Investment/Saving Variable	Strongly agree	Agree	Neutral	Dis agree	Strongly Dis agree
1. Do you have Confidence In Ability To Invest/Save					
2. Do you have Regular Review And Comparison Of Investment/Savings Performance With Market Benchmarks					
3. Do you have Consistent Investment/Savings Strategy					
4. Do you have Knowledge About Investing/ Saving					
5. Do you have Satisfaction With Current Investment Mix					

39.(i) Do You Think Savings Is Important?

A) Yes B) No C) Maybe

(ii) If Yes, Then How Important Is It? Rate It Form 1-5

40. On What Basis Do You Invest Or Save?

A) Bank Preference; B) Rate Of Interest.

41. Will you retain your savings in bank?

A) Yes B) No

If yes, what are the reasons?

A) High rate of interest

B) Paying bills

C) relationship with bank

D) Easy loan

42. Do You Have Any Sugestions?

**A STUDY ON STRESS MANAGEMENT OF
TEACHERS IN MATRICULATION SCHOOLS
DURING LOCKDOWN IN THOOTHUKUDI**

A project submitted to
ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI
Affiliated to
Manonmaniam Sundaranar University, Tirunelveli,
in partial fulfilment of the requirements for the award of the degree of
MASTER OF COMMERCE
By

S.JANET GOLDA PEARLCY

(Reg. no: 19APCO09)

Under the Supervision and Guidance of
Dr .A. SALETH MARY VETRISELVI M.Com, M.Phil., Ph.D.,



PG AND RESEARCH DEPARTMENT OF COMMERCE

**ST. MARY'S COLLEGE (Autonomous),
(Reaccredited with 'A+' Grade by NAAC)**

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MARCH-2021

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CERTIFICATE

It is certified that the project work entitled “**A STUDY ON STRESS MANAGEMENT OF TEACHERS IN MATRICULATION SCHOOLS DURING LOCKDOWN IN THOOTHUKUDI**”. is submitted by the candidate **S.JANET GOLDA PEARLCY** in partial fulfilment of the requirements for the degree of **Master of Commerce** to **St. Mary’s College (Autonomous)**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli** is a work done by her during the period of her study under my guidance and supervision,

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Principal

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DECLARATION

I hereby declare that the project entitled on the topic “**A STUDY ON STRESS MANAGEMENT OF TEACHERS IN MATRICULATION SCHOOLS DURING LOCKDOWN IN THOOTHUKUDI**” is submitted to **St. Mary’s College (Autonomous) Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli** for the degree of **Master of Commerce** is my original work and that no part of this project has been submitted for the award of any other degree, diploma, fellowship or other similar titles

PLACE: Thoothukudi

DATE:

(S.JANET GOLDA PEARLCY)

Signature of the candidate

Counter signed

(Faculty Guide)

TABLE OF CONTENT

Chapter. No.	Title	Page No.
I	Introduction & Design Of The Study	1-10
II	Profile of the Study Area	10-28
III	Analysis and Data Interpretation	29-59
IV	Findings, Suggestions	60-62
V	Conclusion	63

LIST OF TABLES

S.No.	Title	Page. No.
3.1	Table Showing Age Wise Classification	29
3.2	Table Showing Gender Wise Classification	30
3.3	Table Showing Education Qualification of Respondents	31
3.4	Table Showing Class Handled by the Respondents	32
3.5	Table Showing Income Range of the Respondents	33
3.6	Table Showing Area Wise Classification	34
3.7	Table Showing Marital Status of the Respondents	35
3.8	Table Showing Family of the Respondents	36
3.9	Table Showing Experience of the Respondents	37
3.10	Table Showing Employment of the Respondents	38
3.11	Table Showing Opinion About Online Classes	39
3.12	Table Showing Satisfaction About Income During Lockdown	40
3.13	Table Showing Salary Paid During Lockdown / Pandemic Situation	41
3.14	Table Showing Management of Online Class for Slow learners	42
3.15	Table Showing Extra Classes / Borrowing to Complete Portion	43
3.16	Table Showing Opinion About Online Class	44

3.17	Table Showing Stress Management by the Respondents	45
3.18	Table Showing Type of Stress Faced by the Respondents	46
3.19	Table Showing Ability level of Students in Online Class	47
3.20	Table Showing Type of Difficulty Faced by Teachers	48
3.21	Table Showing Rate the Stress Management	49
3.22	Table Showing Symptoms of Stress That You Experience	50
3.23	Table Showing Practice to Reduce the Stress	51
3.24	Table Showing Rate the Stress in your Online Class	52
3.25	Table Showing Feedback About your Work	53
3.26	Table Showing Income Range To Convenience	54-55
3.27	Table Showing Marital Status To Short Tempered	56
3.28	Table Showing Salary From Stress Influence in Job	57-58
3.29	Table Showing Work Load From Stress you Face in Online Class	59

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S.JANET GOLDA PEARLCY

**A STUDY ON STRESS MANAGEMENT OF TEACHERS IN
MATRICULATION SCHOOLS DURING LOCKDOWN IN
THOOTHUKUDI**

CHAPTER-I

INTRODUCTION AND DESGN OF THE STUDY

1.1 INTRODUCTION

Covid-19 pandemic has caused many sudden changes over the world and the same has happened in Tamilnadu (Thoothukudi). One of the major changes was the initial lockdown in the educational sector that started on March 16th of 2020. The lockdown lasted for more than 9 months till January 1st 2021, when pre-schools and matriculation schools were re-opened under strict conditions. During the lockdown period pupils, students, their parents and teachers experienced demands they have never faced before. This was especially true for teachers who were forced to rapidly adjust their work approach, sometimes with confusing directions. For instance, the directions from The Ministry of Education, Science, Research and Sport of the Tamilnadu Government stated that distance online education should be applied to those school subjects where it was applicable and classic education should be until schools reopened. Based on these directions, teachers did not know how the transition from regular education to distance education should take place and were unsure for how long such a situation where the (home) working parents who were demanding the continuity of their children in the educational process.

Neither the parents nor the teachers were well prepared to master the multiple challenges these changes imposed on them. Many parents experienced unstructured task transmission by teachers and a lack of teacher feedback, whereas teachers struggled with keeping their relationships to their students and missed advice and support from their schools. Presumably, the gap in students' achievement between families of high and low socioeconomic status will be widened due to differences in material and educational resources, living space, or availability of time. When children were taught at home.

Many of the discussed factors potentially complicate the work of matriculation teachers and have raised their stress levels during the Covid-19 pandemic school closures. The main aim of the present paper is an examination of stress level that matriculation school teachers have experienced during the schools' lockdown. We aim to examine which specific stressors were perceived as the most intense and which are most frequent. Moreover, the stage of matriculation school, the teacher's age and the amount of work experience also entered the analysis. Additionally, we aim to analyses statements which teachers have submitted as answers to open questions. Due to the different working routine and also the different age and maturity of pupils, we consider it important to analyses responses from the first and the second stage of matriculation schools separately, as two independent groups.

1.2 STATEMENT OF THE PROBLEM

Stress is part of human's everyday life and although it can be a good thing for people in terms of survival, the dangers of chronic stress can have detrimental effects both on physiological and mental levels. Further to this, workplaces are becoming more demanding as digitalization has led to lack of boundary in many individuals personal life. This naturally leads to a stressed environment that promotes challenges and complex situations.

Today the teaching job has become more stressful because the teachers are under the pressure to give 100% result. They also face problems like lack of student's participation in the academic activity, poor response from management, lack of information from government, work load, excessive working hours, unable to spent time with family etc. Hence the have chosen the

Study titled as "A Study on Stress Management of teachers in Matriculation schools during lockdown in Thoothukudi "

1.3 OBJECTIVES OF THE STUDY

- To describe the role of the teacher handling online class in the matriculation school teachers.
- To describe the role of the code of conduct to protect matriculation teachers and students.
- To recognize the most frequent reasons of stress matriculation teachers of Thoothukudi.
- To find out factors related with occupational stress among school matriculation teachers.
- To recognize the source of stress during lockdown.
- To identify the problems faced by matriculation teachers.

1.4 REVIEW OF LITERATURE

Adeniyi, s.o,fakolade, olufemiaremun, tellaadeyinka (2010) have examine the perceived causes of job stress among special educators in selected special and integrated schools in the west and north central parts of Nigeria. The researchers was suggested that there should be immediate review of condition of service, provision of adequate instructional facilities, training and retraining of special educators to meet the immediate needs and challenges of the various special needs of children in the Nigerian society

Dr. Geetanema, dhanashreenagar, yogitamandhanya (2011) have conducted a study on the causes of work related stress among the college teachers at Indore (MP). They have conducted the study on 50 samples. Factor analysis is used to analyze the causes of work related stress. The researcher identified various causes of stress among the teachers, occurring frequently and occasionally. The researcher suggested certain programmers or motivational packages which will reduce their stress level, whether it is related to personal and family problem or administrative problems. Similarly there can be training and development programmers to increase the innovativeness of the college teachers.

S. Katyal M. Jain and B. Dhanda (2011)¹² “A Comparative Study of Job Stress and Type of Personality of Employees Working in Nationalized and Non-nationalized Banks” The employees have to face stress and strain at workplace which is responsible for higher neurotic symptoms among them like emotional instability, depressive mood, nervous breakdown, hyper reactivity, over anxiousness, etc.

Bhuvaneshwari (2013) conducted a case study on psychological and physical stress undergone by married working women working in different teaching institutions. Researches revealed that stress in married working women is caused due to long working hours, various family and official commitments, harassments and improper work life balance. Such type of stress leads to various problems such as prolonged headaches, hypertension and obesity. The researcher cleverly concludes that stress can be relieved from institutional support, balancing work and life by spending some time with family, entertainments, yoga and rest.

Md. Hasebur Rahman & Md. Kamruzzaman, et al. (2013)⁸ the commercial bank as one the occupational group functions under of high stress. The variables such as long working hour, workload, family sympathy, management pressure, mental depression, and job insecurity perceived stress stressors of commercial bank. Employees wellbeing

psychologically and mentally depress if stress prolong over the period of time. Effective job design, healthy working environment, remuneration should be offered to employees to motivate in competitive jobs of commercial bank.

TatheerYawar Ali &Atif Hassan et al. (2013)the bankers are facing high stress in their job and the reasons for this is stress include long working hours, improper reward system, lack of job autonomy, organizational culture, role conflict etc and the main reason is lack of management support to employees. They can notice a number of symptoms indicating high level stress. If these symptoms are not noticed in early stage, they can cause serious health problems among employees such as depression, heart problems, diabetes etc.

Dr. Vishal Samartha&Dr.Mushtiary Begum, et al. (2014) the stress is unavoidable in any occupation and banking is no exception. This study found that factors such as performance pressure; inadequate planning at workplace, change to adaptability; family demands and lack of efficient manpower caused more stress among the bank employees

Tilottamaazad (2014) has conducted a study on managing stress among banking sector employees in Bhopal. He has conducted the study on 100 samples collected from the bank employees. He has found out 90% of the respondents believed that they face high level of stress, which may be due to both professional and personal reasons. The researcher identified few initiatives for effectively handling stress. Meditation was found to be the integral part of life to reduce stress.

Priyanka Das¹, Alok Kumar Srivastav (2015) they have identified that banks must manage people at work to improve physical work environment, if the organizations enhance the psychological well-being and health of the employees, the organizational revenue will increase and there will be employee retention as well. Because of “A Healthy Employee is a Productive Employee”. they concluded that the level of stress among the select public sector banks are found to be limited and if the necessary action taken by the management that will help to relieve the stress of the employees and also help to impact more productive employees that will help the banks to achieve greater heights.

Ementa, Christiana Ngozi (2015) the study looked into the bank secretaries’ perceived causes of stress, its effect on their performance and effective strategies for coping with stress. The study showed that bank secretaries consider most of the work functions as causes of stress in the workplace, and these stressors has great effect on their performance,

and have considered a number of factors as effective strategies for coping with occupational stress. This study concluded that bank secretaries experience a lot of work stress as they carry out their administrative and clerical functions in the bank. The study further revealed that gender; work experience and marital status do not significantly affect respondents' mean rating on causes of stress, effect of the stressors to performance and effective coping strategies. Since stress is unavoidable in work life, it is obvious that bank secretaries must go through a form of stress to accomplish office tasks, efforts towards effective management of stress is paramount

Dr. P.Kannan&Suma.U (2015) in order to manage stress the organization has to encourage employee development and embark on training interventions for employees. Training specifically related to policies and policy implementation is a key priority. Stress in banking sector is mostly due to excess of work pressure and work life imbalance the organization should support and encourage taking up roles that help them to balance work and family.

Mrs. Caral Lopes, Ms.DharaKachalia, (2016) they have conducted a study in private and public banks. They have shown that the technological growth has revolutionized the way banking sector works and the competition is globalized now days because of the economic condition. The level of stress faced by the employees in banking sector is also growing rapidly. The study found that there is a significant relationship between type of the banks, age, gender and education, job, role, interpersonal relationship and Impact of occupational stress. So the banking sector employee should adopt new coping strategies for maintaining good physical and mental condition to improve productivity.

1.5 SCOPE OF THE STUDY

This study is an empirical study. Though there are more number of schools prevails in Thoothukudi, the study covers only the matriculation school teachers during lockdown only under the area of Thoothukudi. The main aim of the study is to understand factors causes for stress, impact of the stress and coping strategy followed by the teachers to overcome the stress and also it covers the factors determining their job satisfaction.

1.6 AREA AND PERIOD OF THE STUDY

The area of study is limited within the geographical area in Thoothukudi district. This study has been restricted to the time period of four months i.e. from December 2020 to March 2021. The primary data have been collected for a period of February 2021.

1.7 METHODOLOGY

Educational research is the process of arriving at a dependable solution to the problems through planned and systematic collection, Analysis and Presentation of data. It occupies a decisive role in all kinds of research because it's a determinant of reliability and validity which depends upon the adopted research method. It deals with stress experienced during lockdown by them at the home. The researchers had informal interview with the respondents and information disclosed therein were recorded. A number of discussions were made besides the respondents with the study of stress management of matriculation teachers during lockdown and the data has been collected from both Primary and Secondary sources.

1.8 SAMPLE SIZE

Data collection is dependent on the method used to collect it. The readability and validity of the research collected can be organized into 2 types:

1.8.1 PRIMARY DATA

It can be defined as the data which is being collected for particular research, Self Administered Surveys and it was distributed and sent to matriculation school teachers during lockdown of Thoothukudi district.

1.8.2 SECONDARY DATA

It can be defined as the data which is derived from the research and opinion of other researchers. As the information that the actual has is being processed by other researchers.

1.9 CONSTRUCTION OF TOOLS

The collected data has been processed with the help of appropriate statistical tools. The statistical tools are used on the basis of the objectives of the study and also the nature of data included in the analysis. The details of statistical tools and its relevance of application are summarized below:

1. Garrett's Ranking Technique
2. Weighted average
3. Percentage Analysis
4. Chi-square test

Garrett Ranking

As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent Position} = (100(R_{ij} - 0.5))/N_j$$

Where,

R_{ij} = Rank given for the i the variable by j the respondents

N_j = Number of variable ranked by j the respondents

With the help of Garrett's Table, the percent position estimated is converted into scores. Then for each factor, the scores of each individual are added and then total value of scores and mean values of score is calculated. The factors having highest mean value is considered to be the most important factor.

Percentage analysis

The researcher has used percentage as statistical tool for her study. The expression of data in term of percentage is one of the simplest statistical devices used in interpretation of business of the business and economics statistic.

Weighted average

Weighted average or weighted mean is an average which is obtained by combining different numbers (e.g. prices or index numbers) according to the relative importance of each. A weighted average or mean is one where each item being averaged is multiplied by a number (weight) based on the item's relative importance, rather than treating each item equally. The weights or weightings are the equivalent of having that many similar items with the same value involved in the average. The result is summed and the total is divided by the sum of the weights. An arithmetic average can be considered a special case where all values are valued (weighted) equally

Chi-square test

An effort is made to find out as to what extent age and education influences the level of satisfaction by using the chi-square test.

The formula used for chi-square test is:

$$\sum \frac{(O-E)^2}{E}$$

O

Where,

O = observed frequency

E = expected frequency, computed by

$E = \frac{\text{Row total} \times \text{column total}}{\text{Grand Total (N)}}$

Grand Total (N)

The required degree of freedom is calculated by the formula.

$(r-1)(c-1)$,

Where,

r= number of rows

c= number of columns

when the calculated value is less than the chi – square table values at a particular confidence level say 0.05, level of significance, the hypothesis that “ there is no significant relationship between the socio – economic variables and their level of satisfaction” is accepted and if the calculated value is greater than chi –square table value the hypothesis is rejected.

HYPOTHESIS

Ho1: There is no significant relationship between class handled by the matriculation teachers during lockdown and frequency of stress faced by them.

Ho2: There is no significant relationship between the year of experience and frequency of stress faced by them.

Ho3: There is no significant relation between the nature of employment and frequency of stress faced by them.

Ho4: There is no significant relation between the number of hours working and frequency of stress faced by them.

Ho5: There is no significant relation between the student’s teacher’s ratio and frequency of stress faced by them.

1.10 LIMITATIONS OF THE STUDY

- i. The study is mainly based on the information given by the sample respondents and the factors given by them are subject to their beliefs and attitudes.
- ii. Due to time and economic constrain of the research number of correspondents has been limited to so.
- iii. The suggestions are not constant because the mindset of the respondent may be changed.

- iv. The study mainly covered the stress management of matriculation teachers during lockdown in Thoothukudi district.

1.11 CHAPTER SCHEME

Chapter I “Introduction and Design of the Study” consists of introduction of the present study, statement of the problem, objectives of the study, review of literature, scope of the study, area and period of the study, research methodology, construction of tools, limitations of the study and the chapter scheme.

CHAPTER II

PROFILE OF THE STUDY AREA

Thoothukudi is a special grade Municipal town and headquarters of newly formed Thoothukudi District and facing 'Gulf of Mannar' (Bay of Bengal) at the eastern side.

"The Government of Tamilnadu in their G.O.Ms.No. 535/Revenue Department dated 23.04.1986 have ordered the formations of a new district viz., Thoothukudi District, which is named after the freedom fighter Shri. V.O. Chidambaram Pillai, who was born in this district. Thoothukudi District was inaugurated on 19.10.1986 by the Chief Minister of Tamilnadu and started as the 20th District with effect from 20.10.1986 with at Tuticorin"

In the history of India's freedom struggle Thoothukudi District enjoys an unique place. It was Veerapandia Kattabomman the Pelingal of Panchalankurichi waged a bitter fight against East India Company, V.O. Chidambaram Pillai, a man of immense courage plunged himself in to the Swadeshi movement and launched the movement of boycott of the British goods and had the guts to take in the British when he launched his Swadeshi steam company. Nobody would forget the fiery Bard Subramania bharathi who in the history of Tamil Poetry has left such an indeliblement. Another illustrious freedom fighter from Chidambaram District was Subramania Siva who was a close associate of V.O. Chidambaram Pillai one of the musical trinities Sr. Muthusamy Dikshitar as well as the poet Umarupulavar were born at Ettayapuram in this District.

The district covers an extent of 4621 sq.km in the Eastern portion of Tamilnadu and it is rectangular in shape. It is bounded by Kamaraja and Ramanthapurani districts in the north, Kanyakumari district in the South, Gulf of Mannar in the east, and Thirunelveli district in the west.

2.1 POPULATION

The district has an area of 4635 sq.km and the total population of this district as 2001 census is 1565743. The density of population per sq.km is 315 as against 428 for the state. The sex ratio is 1049 females for every 1000 males. The percentage of literacy is 72%. Out of the total population of 1565743 in the district 903811 live in rural areas. The district has got a schedule caste population of 250071 which represents 17% of the total population. Schedule tribes are also found in small members in this district. The total number of schedule tribes is 3174 which represents 0.21 of the total population.

The population of Thoothukudi town is related from 28048 in the year 1901 to 1565743 in the year 2001. The growth of population for each decade from 1901 to 2001 is given in the following table.

Table 2.1

POPULATION OF THOOTHUKUDI DISTRICT SINCE 1901

YEAR	POPULATION	VARIATION	% OF VARIATION
1901	28048	-	-
1911	40185	12137	43.27
1921	44522	4337	10.79
1931	60395	15873	35.65
1941	75614	15219	25.20
1951	98816	23252	30.75
1961	124310	15291	26.26
1971	15531	3100	30.07
1981	192949	37639	24.23
1991	1455920	1262971	654.56
2001	1565743	109823	7.54

Source: Perspective plan of Thoothukudi Municipality, 2001

This was one of the urban towns in the state that had a population of above 15 lakhs

2.2 Density of Population

The density of population has increased from 73 hectare to 1162 hectare during the period from 1951 to 2001. The density of population of Thoothukudi town is given in the following table.

DENSITY OF POPULATION OF THOOTHUKUDI DISTRICT

YEAR	AREA IN I POPULATION	DENSITY OF HECTARE	PERSON/HECTARE
1951	1347	98816	73
1961	1347	124230	92
1971	1347	156310	116
1981	1347	1929249	143
1991	1347	1455920	1080
2001	1347	1565743	1162

Source: Perspective plan of Thoothukudi Municipality, 2001.

Administrative Set up Chidambaranar District Head quarters – Thoothukudi Revenue Divisions Thoothukudi - Kovilpatti - Tiruchendur

2.3 TALUK

1. Thoothukudi
2. Tiruchendur
3. Sattankulam
4. Srivaikuntam
5. Kovilpatti
6. Ottapidaram
7. Vilathikulam

2.4 BLOCKS

1. Thoothukudi
2. Aiwarthiunagari
3. Tiruchendur
4. Udangudi
5. Sattankulam
6. Srivaikuntam
7. Karunkulam
8. Kovilpatti
9. Ottapidaram
10. Kayathar
11. Pudukottai
12. Vilathikulam

This district has three revenue divisions, seven taluks, and 12 development blocks as shown above.

Further the district has 20 panchayats, 2 municipalities and 465 revenue villages.

The district could be termed as industrially advanced with a majority of the industry located in and around Thoothukudi.

The Municipality consist of Revenue villages, namely, Meelavittan, Thoothukudi and Sankaraperi with a total extent of 13.47 sq.km. It is also located south east of Tirunelveli at distance of 52 km and 133 km from Madurai. This town with a population of 1565743 (as per 2001 census) is an ancient one with sound Historic backgrounds and having scope towards east".

2.5 GEOLOGY

Being a hinter town most of the land has sandy surface. The southern part of the town has gravel soil. A channel is running through the town towards east and has confluenced with the sea.

2.6 CLIMATE AND TEMPERATURE

The climate is generally hot and dry in the district except in coastal area. The mean maximum temperature ranges from 29.6 °C to 41.30°C and the mean minimum temperature varies from 18.50 to 26.70°C. The highest temperature was recorded between the months of May and August and the lowest during December and January.

2.7 SOIL AND MINERALS

Black loam, red sandy and alluvial soils are found in the district. Kovilpatti, Vilathikulam and Ottapidaram taluks have black loamy soil. Red sandy soils are found in Sattankulam and parts of Tiruchendur Taluks alluvial soil is available. Acid alkaline and saline soils are also found. Acidic soils are found (1 - 15%) in Thoothukudi, Srivaikundam and Aiyarthurunagari block. Alkaline soils are found predominantly in Tiruchendur block, Kovilpatti and Ottapidaram blocks.

2.8 AGRICULTURE

The main food crop in the district is paddy. Out of the total area of 450954 hectares, 206889 hectares are brought under the cultivation of different crops which works out to 46% of total area of the district. The important food crops in the district are paddy, banana, cholan, cumbu, ragi varagu and commercial crops like cotton, chillies, sugarcane and groundnut are also cultivated.

2.9 IRRIGATION

There are 89 P.W.D. Tanks with an Ayacut of 7183 Ha, 453 M.I. tanks 52 system tanks with an Ayacut of 13.194 Ha, 54 canals with 5466 Ha as Ayacut. There are 29,022 wells 9473 Electric motors and 1444 oil Engines used for irrigation purposes. River Tamirabarani, the life line of Thoothukudi district is the main source for system tanks as well as for drinking and industrial purposes.

2.9 LIVESTOCK POPULATION

According to the livestock census 1982, the district has a livestock population of 816910 contributing 3.11% to the state livestock population. Livestock population consisting of cattle, buffaloes, sheep, goats, pigs and other account for 28%, 11%, 22%, 3%, 23% and 13% respectively. The cattle population is high in Tiruchendur, Kovilpatti and Srivaikuntam taluks. Kovilpatti taluk ranks first in sheep population.

2.10 COMMUNICATION

The district is provided with 413 post offices serving 3270 persons per post office. Average area covered by one post office is 11.22 sq.km. They established 6 telegraphic offices are serving an average population of 14522 per office. Each radio set in the district is serving 31 persons.

2.11 EDUCATIONAL FACILITIES

The district has educational institutions with primary, middle, high and higher secondary schools numbering 1020, 306, 51 and 46 respectively. Technical education is provided in 2 industrial training institutes and 2 polytechnics. There are 3 teacher training colleges, besides 11 arts and Science College in the district. Educational facilities are available in Tuticorin from primary to post graduate level. Technical institute both engineering and fisheries are also available.

2.12 BANKING INSTITUTIONS

The district has adequate number of Bank branches and cooperative credit societies. There are 17 branches of state bank group, 64 branches of nationalised banks, 28 branches of regional rural bank, 40 branches of cooperative banks, and 28 branches of private sector banks. Investment cooperation (TICC) and 150 primary agricultural cooperative credit societies altogether there are 311 branch offices including the PACS catering to the needs of the people in providing financial assistance.

The total number of banks/financial institutions operating in the district. The district has 180 branches of public sector, private sector Regional Rural and co-operative Banks of which, 50 are urban, 60 are semi-urban and 70 are rural in nature.

2.13 SALT PRODUCTION

Thoothukudi block is one of the major salt producing places in the south. There are about 2208 salt producing units in the district and achieved a total production of 17.12 lakh tonnes at salt during 1999 - 2000. More than 100 units are engaged in iodised salt productions. 4 refined free flow iodised salt manufacturing units are also functioning and produces 10,000 MT per annum. Total salt pan extent in the block 22, 949 acres.

2.14 FISHERIES

The district is endowed with a coast line of 35 kms and marine production during 1997 - 98 was over 6,400 tonnes. There is no appreciable increase in marine production for the past 5 years. There are 130 vallams, 248 catamarans and 700 mechanised fishing boats. 23,749 persons are engaged in fishing.

2.15 INDUSTRIAL DEVELOPMENT

The district constitutes 70% of the total salt production of Tamilnadu and meets 30% of the salt requirement of our country. There are two industrial estates, one at Kovilpatti with 11 units and the other at Tuticorin with 20 units. The former is managed by SIDCO and the latter by SIPCOT. Small scale industries such as match industries, food based and metal based industries are generally concentrated in Kovilpatti and Tuticorin Taluks. There are 1925 SSI units registered in the district. Major industries numbering 12 are established in the district. They are engaged in the production of cotton and staple yarn, caustic soda, PVC, Rexin, fertilizers, soda ash, carbon-di-oxide gas in liquid etc. The important major industries are southern petrochemical industries corporation Ltd., Tuticorin Alkali Chemicals, Dharangadhara Chemical Works, Loyal Textiles Ltd., Madura Coats Ltd., and Lakshmi Mills. The public sector undertakings are thermal power unit (620 MW), Heavy Water Plant and Port Trust. The small scale service institute has set up a branch office at Tuticorin which is catering to the needs of SSI industrialists in Ramnad, Tirunelveli and Kanyakumari districts. Two research centres viz., (i) Research centre for Marine salt and (ii) Salt and marine chemical research centre have been established at Thoothukudi by the central and state governments respectively. The district has a coastal line of 135 km is also an important occupation. 20% of the total population depend on fishing in the sea near the town for their livelihood and for export purposes. Salt pans around Thoothukudi for production of ordinary salt for human consumption and for trade purposes. Thoothukudi is one of the main centres for

production of salt in this country. This paves the way for salt-based industry. Pearl and Chunk fishing from deep sea around Thoothukudi is rare and unique incidents in this country. Pearl and chunk fishing are widely prevalent in the deep sea near the town.

Hence, this town is otherwise known as "Pearl city".

There are large numbers of private coconut oil mills within the town. On account of the phenomenal growth of industrialisation in this part of the town, and it's environ large scale employment opportunities have become available. This had helped the economic growth of people in this town by providing means of their livelihood.

2.16 TOWN EXTENT

The town is divided into 12 survey wards i.e. I to 8 and A to D. The total extent of the town is 13.47 sq.km. Out of the total area of 13.47 sq.km the developed area accounts to 1120 hectares, which constitutes 83.5% of total area. The non-urban uses which include the area under water land. Agricultural and salt pan, cover 227 hectare and accounts for 16.85% of land.

The national highway is not maintaining any road within the municipal limit. But 7 roads are being maintained by the state highways. There are two railway stations within the municipal limit. They are Melur and Keelur (Thoothukudi).

2.17 THOOTHUKUDI PORT

Thoothukudi port is the 10th major port of the country functioning with seven cargo berths and three bulk jetties. Thoothukudi port is situated at Latitude 8 degrees 45'N and Longitude 78 degrees 13' E on the East Coast of India about 540 km south west of Chennai. The port is well sheltered from the fury of storms and cyclonic winds. It is strategically located very close to the major international sea routes. One of the main problems with the port is the low depth which was recently improved by the dredging project at a cost of Rs.202 crores to cater the needs of vessels having draught up to 10.7 meters. Port has adequate space and go downs. Thoothukudi port is the first Indian port to win the quality certificate under ISO - 9002.

2.2 Theoretical Framework of the study

2.2.1. Stress definition

The word stress is derived from the Latin word "stringi", which means, "to be drawn tight".

Stress can be defined as follows:

1. In medical terms stress is described as, "a physical or psychological stimulus that can produce mental tension or physiological reactions that may lead to illness." When you are under stress, your adrenal gland releases corticosteroids, which are converted to cortisol in the blood stream. Cortisol has an immune suppressive effect in your body.
2. According to Richard S Lazarus, stress is a feeling experienced when a person thinks that "the demands exceed the personal and social resources the individual is able to mobilize."

2.2.2. Causes of Stress

General Factors

Working with national curriculum, teacher appraisal, lack of authority and sanctions for disciplining students, threats of school closure, media portrayal of teachers and inability to reconcile different roles i.e. of teacher, guide, counsellor and social worker, conflict at home and work, attack on pride by rude pupils, financial pressures, and declining status in the community.

The Role of Management

Feeling of being used or manipulated, being seen as willing workhouse, lack of flexibility in times of need, too much emphasis on paper work, lack of support from management, sexual discrimination and not knowing if you are doing a good job, lack of good pay and promotional aspect etc.

School Policy and Ethos

Lack of consultation, fear of speaking one's mind, no clear boundaries of responsibility, adopting to change, fear of abuse from parent, break, lunch and after school duties, covering for absent colleagues, and fear of losing your job etc.

Working Conditions

Large Classes, crowded staff areas, poorly lit rooms, lack of resources, working on school matter during vocations, rewards don't match efforts.

The Pupils

Lack of co-operation from pupils, racial problems, pupils using bad language, pupil answering back, verbal abuse from pupils towards staff and attitude of pupils towards authority, attack on pride by discourteous students.

Administrative insensitivity

The complaint is usually linked to the issues of students' violence and school discipline. Many teachers think administrators are neither supportive nor sensitive to students' violence and do little about enforcing rules or promoting a secure learning environment. Teachers feel that administrators are too content with their proper work in offices and avoid dealing with problem students. Stress has been found to be significantly related to principal's participation in problem solving and not supporting the teachers (Jackson, S.E. et.al 1986)

Involuntary Transfers

This source of stress is much related to teachers. Being a principal myself I witness this phenomenon in teachers' community in everyday life. Many teachers are not satisfied with their place of duty and a large number of them complain this when they are prompted and transferred to other station which is not their choice. Such transfer notices demoralize teachers and they think about retirement.

Large class size

Classrooms generally require structure children attention and the most effective classrooms are generally those in which teachers can individualize lessons to meet the needs of each child. The task becomes difficult with the increase in size of the class. Because large class size provides fewer opportunities to interact individually with each student, the teacher feel less involved and less effective. Moreover with the increase in class size classroom management becomes more difficult. Overcrowded classrooms then are seen weakening the likelihood of effective teaching.

Inadequate Salaries

Teachers also complain of their low salaries. They compare their salaries with other professional groups and their work at school level with that of the teachers at college level. This situation becomes stressful for teachers. To meet their expenditure they search for other ways. They do private tuition, which is also a blame for teachers to earn from their own school students.

Parents and society at large expect from teachers and invest them with an enormous degree of responsibility. Politicians continually declare that our children are our nation's future. In response to such statement teachers ask, where are the financial rewards that equate with such important task? This situation shows that inadequate salary is a source of stress for teachers.

Role ambiguity, Role conflict and Role overload

Role ambiguity is associated with a lack of clarity regarding workers' rights, responsibilities, methods, goals, status and accountability. Although in some ways teachers' role is defined quite explicitly, that is to teach children well, in other ways with regard to school discipline and accountability ambiguity arises. Role conflict occurs when inconsistent, incompatible or inappropriate demands are placed upon an individual. Sutton (1984) pointed to common sources of role conflict for teachers. They are expected to provide quality education to their students, yet they are not allowed to use the best instructional methods or curriculum materials available. They are responsible for maintaining discipline but do not have the authority for doing so. Teachers may also experience role conflict when they are told to perform task that is outside the domain of their professional work.

Role overload is one of the common complaints of those who, with their own needs, interest, motivation and achievement level are a big number, for any one person to handle. Role overload may also occur from the efforts necessary to work effectively with children who are seemingly unprepared or unmotivated to attend school. Sutton has pointed out two distinct, though equally dysfunctional responses to work overload. In the first case teachers feel forced either to do low quality work or to not finish the work at all which is psychologically as well as physiological problem. Stress results from either response. This is a general list of work related stressors for teachers. In any given school a number of idiosyncratic stressors impinge upon teachers, their existence is a junction of the type of individuals who have taught and who have learned in that particular setting.

Societal Factors

Unconcerned parents; parents beliefs, an integral part of the educational process and parental support of children's work, strongly influence school success. The teachers generally welcome parental involvement in schools but majority parents are not supportive to teachers. Public criticism; the typical comments about teachers from public include: they have much offs, get much for the little they cannot do anything else etc. charged with the educating and socializing so many children teachers are reminded of their failures and rarely praised for their successes.

Public demand for accountability; apparently it is reasonable to say that public should hold teachers accountable for the success of their work. The public pay taxes and pay teacher salaries and have right to expect some performance levels. However from the perspective of teachers the demand for accountability is too often the means by which teachers' autonomy and sense of professionalism are trampled upon by those who know little about education and educational evaluation. This demand of accountability is also a source of stress for teachers.

The signs or symptoms of work-related stress can be physical, psychological and behavioural.

Physical symptoms include:

- Fatigue
- Muscular tension
- Headaches
- Heart palpitations
- Sleeping difficulties, such as insomnia
- Gastrointestinal upsets, such as diarrhoea or constipation
- Dermatological disorders.

Psychological symptoms include:

- Depression
- Anxiety
- Discouragement
- Irritability
- Pessimism
- Feelings of being overwhelmed and unable to cope
- Cognitive difficulties, such as a reduced ability to concentrate or make decisions.

Behavioural symptoms include:

- An increase in sick days or absenteeism

- Aggression
- Diminished creativity and initiative
- A drop in work performance
- Problems with interpersonal relationships
- Mood swings and irritability
- Lower tolerance of frustration and impatience
- Disinterest
- Isolation.

2.2.3 Types of stress

1. Acute stress

Acute stress is the most common type of stress. It's your body's immediate reaction to a new challenge, event, or demand, and it triggers your fight-or-flight response. As the pressures of a near-miss automobile accident, an argument with a family member or a costly mistake at work sink in, your body turns on this biological response. Severe acute stress such as stress suffered as the victim of a crime or life-threatening situation can lead to mental health problems, such as post-traumatic stress disorder or acute stress disorder.

2. Episodic acute stress

When acute stress happens frequently, it's called episodic acute stress. People who always seem to be having a crisis tend to have episodic acute stress. They are often short-tempered, irritable, and anxious. People who are "worry warts" or pessimistic or who tend to see the negative side of everything also tend to have episodic acute stress. Negative health effects are persistent in people with episodic acute stress. It may be hard for people with this type of stress to change their lifestyle, as they accept stress as a part of life.

3. Chronic stress

If acute stress isn't resolved and begins to increase or lasts for long periods of time, it becomes chronic stress. This stress is constant and doesn't go away. It can stem from such things as:

- poverty
- a dysfunctional family
- an unhappy marriage
- a bad job

Chronic stress can be detrimental to your health, as it can contribute to several serious diseases or health risks, such as:

- heart disease
- cancer
- lung disease
- accidents
- cirrhosis of the liver
- suicide

2.2.4 Sources of Stress

We can experience stress from four basic sources:

The Environment – the environment can bombard you with intense and competing demands to adjust. Examples of environmental stressors include weather, noise, crowding, pollution, traffic, unsafe and substandard housing, and crime.

Social Stressors – we can experience multiple stressors arising from the demands of the different social roles we occupy, such as parent, spouse, caregiver, and employee. Some examples of social stressors include deadlines, financial problems, job interviews, presentations, disagreements, demands for your time and attention, loss of a loved one, divorce, and co-parenting.

Physiological – Situations and circumstances affecting our body can be experienced as physiological stressors. Examples of physiological stressors include rapid growth of adolescence, menopause, illness, aging, giving birth, accidents, lack of exercise, poor nutrition, and sleep disturbances.

Thoughts – Your brain interprets and perceives situations as stressful, difficult, painful, or pleasant. Some situations in life are stress provoking, but it is our thoughts that determine whether they are a problem for us.

2.2.5 Stress in teaching profession

Teachers manifested a number of physical symptoms including headaches, being unable to sleep, feeling chest pain and having back aches and high blood pressure. Feeling unable to cope, ineffective and unsure while perceiving little compassion for a teacher experiencing stress, contributed to teachers' negative self-perceptions and fuelled their internal debate about their effectiveness and capabilities. Consequently, teachers' home life was impacted. "The lack of personal time resulted in poor emotional health, guilt because they felt neglectful of their families and resentment because they felt forced to choose work over self and family".

There are various reasons for stress in teaching profession such as

- Time Pressures
- Problems Associated with Class Size
- Inclusive Classrooms
- Family Implications
- Workplace Change
- Lack of Administrative Support
- Inadequate Collegial Support
- Lack of Resources
- Disruptive Students

2.2.6 Effects of Stress

It has been argued that an individual can have possibly anxious thoughts, difficulty to concentrate or remember because of being stressed. Stress can lead also to change in people's behaviours, such as nail biting, heavy breathing, teeth clenching and hand

wringing. When people are stressed, they may feel cold hands and feet, butterflies in stomach, and sometimes-increased heart rate, which all are regarded as common physiological effects of stress, which can be connected to emotion of anxiety. Physical and psychological responses to stress generally occur together, principally when stressors become more intense. However, one category of stress responses can influence other responses. For instance, mild chest pain may lead to the psychological stress response of worrying about getting a heart attack. Physical responses can be when a person escapes from a terrible accident or some other frightening events, he or she will experience rapid breathing, increased heart beating, sweating, and even shaking little later. These reactions are part of a general pattern known as the fight-or-flight syndrome. The psychological responses to stress can appear as changes in emotions, thoughts (cognition), and behaviours.

2.2.7 Stress Management

The term “stress management” or “coping” have been used to synonymously to denote the way of dealing stress or the effort to “master” conditions of harm, threat, or challenge caused by stress. In its broadest sense, stress management refers to any attempt to dealt with stressful situations that the persons or organizations feel need to be tackled.

Stress management is a means to enhance coping with external stressors and their internal consequences. Stress management has three broad options – prevent or control, escape from it or learn to adapt to it. Effective stress management can be done at the individual level and at the organizational level in many different ways.

2.2.8 Stress-relief techniques

Ways to relax your mind

- **Write.** It may help to write about things that are bothering you. Write for 10 to 15 minutes a day about stressful events and how they made you feel. Or think about tracking your stress. This helps you find out what is causing your stress and how much stress you feel. After you know, you can find better ways to cope.
- **Let your feelings out.** Talk, laugh, cry, and express anger when you need to. Talking with friends, family, a counsellor, or a member of the clergy about your feelings is a healthy way to relieve stress.

- **Do something you enjoy.** You may feel that you're too busy to do these things. But making time to do something you enjoy can help you relax. It might also help you get more done in other areas of your life. Try:
 - A hobby, such as gardening.
 - A creative activity, such as writing, crafts, or art.
 - Playing with and caring for pets.
 - Volunteer work.
- **Focus on the present.** Meditation and guided imagery are two ways to focus and relax your mind.
 - **Meditate.** When you meditate, you focus your attention on things that are happening right now. Paying attention to your breathing is one way to focus. Mindfulness-based stress reduction is one form of meditation that is very helpful with managing stress and learning how to better cope with it.

Stress Management: Doing Meditation

- **Use guided imagery.** With guided imagery, you imagine yourself in any setting that helps you feel calm and relaxed. You can use audiotapes, books, or a teacher to guide you.

Stress Management: Doing Guided Imagery to Relax

Ways to relax your body

- **Exercise.** Regular exercise is one of the best ways to manage stress. Walking is a great way to get started. Even everyday activities such as housecleaning or yard work can reduce stress. Stretching can also relieve muscle tension. For more information about becoming more active, see the topic Fitness.
- **Try techniques to relax.** Breathing exercises, muscle relaxation, and yoga can help relieve stress.
 1. **Breathing exercises.** These include roll breathing, a type of deep breathing.

Stress Management: Breathing Exercises for Relaxation

2. Progressive muscle relaxation. This technique reduces muscle tension. You do it by relaxing separate groups of muscles one by one.

Stress Management: Doing Progressive Muscle Relaxation

Yoga, tai chi, and qi gong. These techniques combine exercise and meditation. You may need some training at first to learn them. Books and videos are also helpful. You can do all of these techniques at home.

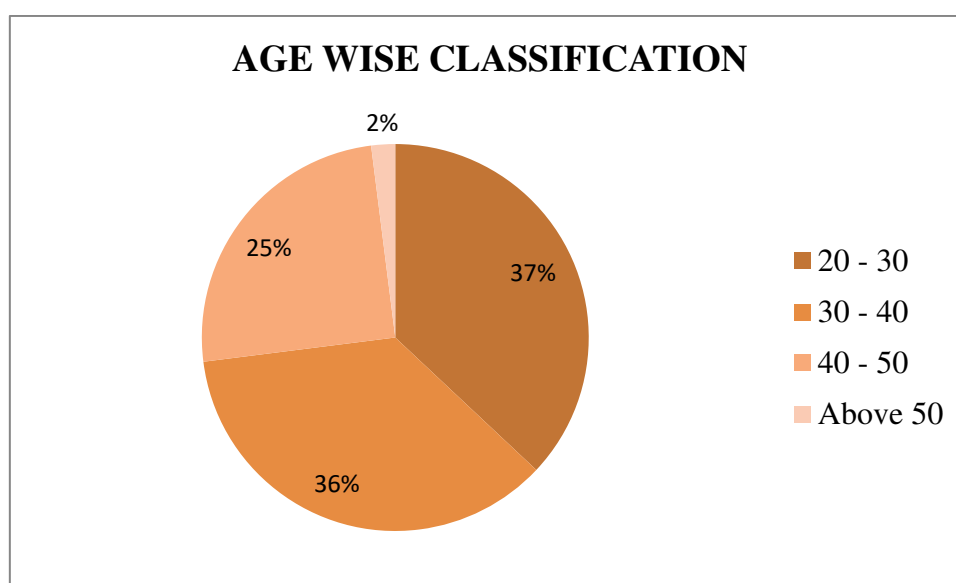
CHAPTER III

ANALYSIS AND DATA INTERPRETATION

TABLE 3.1
AGE WISE CLASSIFICATION

AGE	NO OF RESPONDENTS	PERCENTAGE
20 – 30	38	37
30 – 40	37	36
40 – 50	26	25
Above 50	3	2
TOTAL	104	100

Source: Primary data



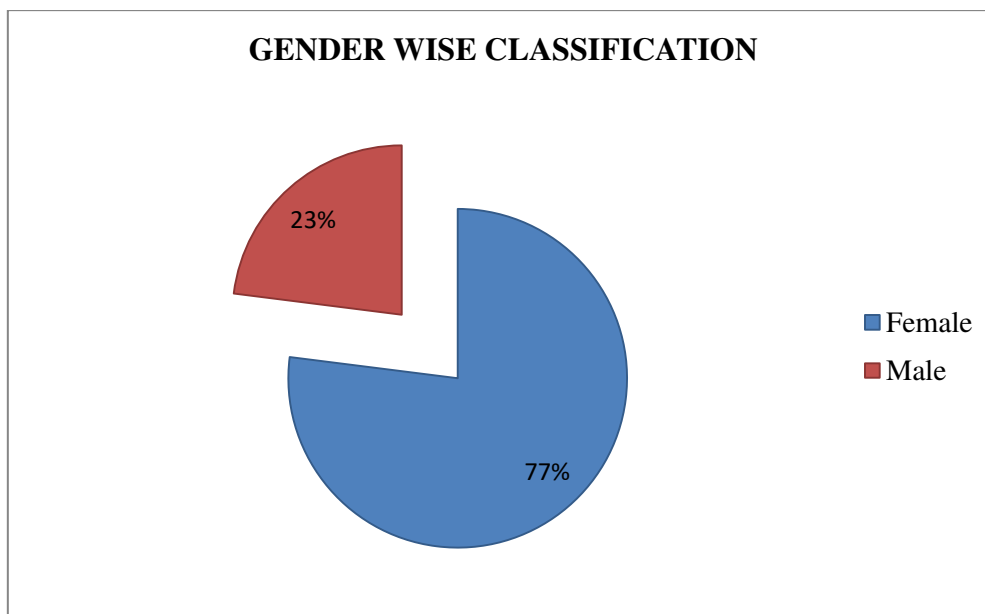
INFERENCE

Table 3.1 shows about the age of the teachers. Among the 104 respondents (teachers), **37%** of the respondents are 20-30 years, **36%** of the respondents belong to the age group of 30-40 years, **25%** of the respondents are in the age group of 40-50 years, and remaining **2%** of the respondents are in the age group of above 50 years.

TABLE 3.2
GENDER WISE CALCULATION

GENDER	NO OF RESPONDENTS	PERCENTAGE
Female	80	77
Male	24	23
TOTAL	104	100

SOURCE: Primary data



INFERENCE

Table 3.2 shows about the gender wise classification of the teachers. Among 104 respondents (teachers), **77%** of the respondents are Female and **23%** of the respondents are Male.

TABLE 3.3
EDUCATIONAL QUALIFICATION WISE CLASSIFICATION

S.NO	QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
1	UG science with B.ED	21	20
2	UG Arts with B.ED	19	18
3	PG science with B.ED	26	25
4	PG Arts with B.ED	28	27
5	PG only	10	10
	TOTAL	104	100

Source: Primary data

INFERENCE

Table 3.3 shows that education qualification of the teachers. Among 104 respondents (teachers), **20%** of the respondents are U.G science with B.ED, **18%** of the respondents are UG Arts with B.ED, **25 %** of the respondents are P.G science with B.ED, **27%** of the respondents are PG Arts with B.ED and **10%** of the respondents are PG qualification only.

TABLE 3.4
CLASS HANDLED BY THE TEACHERS

HANDLING CLASSES	NO OF RESPONDENTS	PERCENTAGE
Primary level	25	24
Up to VIII	22	21
Up to X	24	23
Up to XII	33	32
TOTAL	104	100

Source: Primary data

INFERENCE

Table 3.4 depicts the class handled by the teachers. Among the 104 respondents (teachers), **24%** of the respondents are handling Primary level, **21%** of the respondents are handling up to VIII, **23%** of the respondents are handling up to X and the remaining **32%** of the respondents are handling up to XII.

TABLE 3.5
INCOME RANGE OF THE TEACHERS

INCOME RANGE	NO OF RESPONDENTS	PERCENTAGE
Less than 10000	53	51
10000-20000	42	41
20000-30000	4	3
Above 30000	5	5
TOTAL	104	100

Source: Primary data

INFERENCE

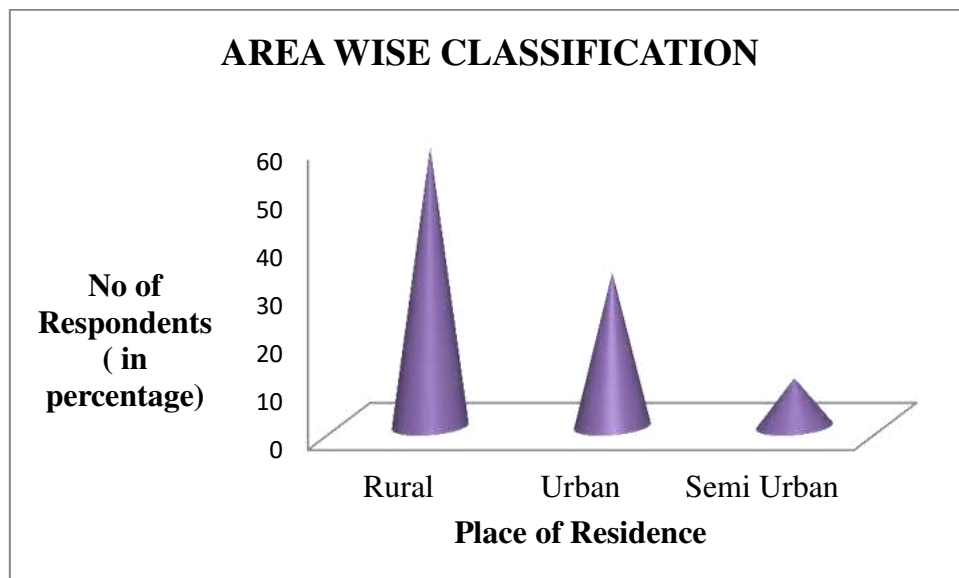
Table 4.6 depicts the income range of the teachers. Among the 104 respondents (teachers), **51%** of the respondents are earning Less than 10000, **41%** of the respondents are earning 10000-20000, **3%** of the respondents are Earning 20000-30000 and **5%** of the respondents are earning above 30000.

TABLE 3.6

AREA-WISE CLASSIFICATION OF THE RESPONDENTS

Area	NO OF RESPONDENTS	PERCENTAGE
Rural	60	58
Urban	33	32
Semi Urban	11	10
TOTAL	104	100

Source: Primary data



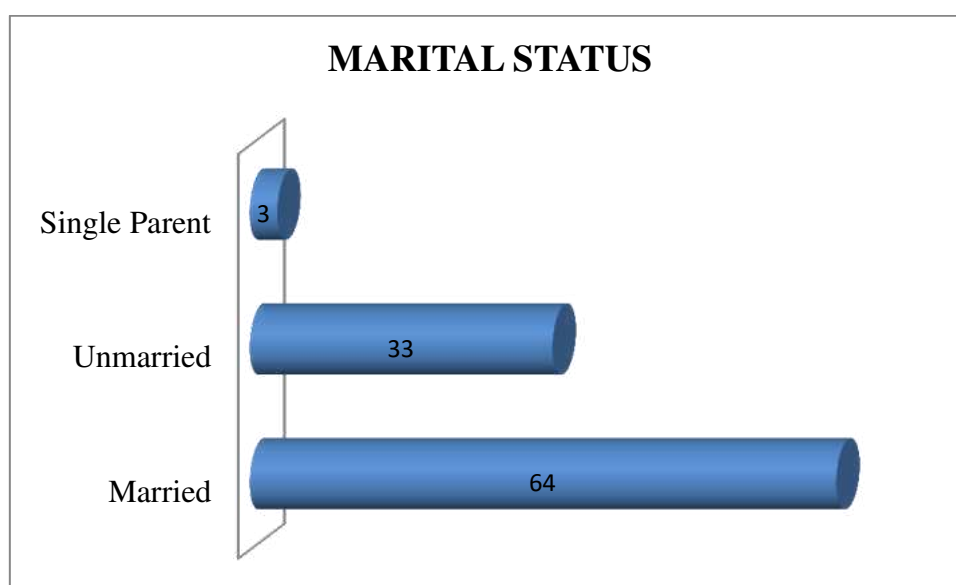
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Table 3.6 depicts the Area of the respondents. Among the 104 respondents (teachers), **58%** of the respondents are in the rural areas, **32%** of the respondents are in the urban areas, and the remaining **10%** of the respondents are in the Semi Urban areas.

TABLE 3.7
MARITAL STATUS OF THE TEACHERS

MARITAL STATUS	NO OF RESPONDENTS	PERCENTAGE
Married	66	64
Unmarried	34	33
Single Parent	4	3
TOTAL	104	100

Source: Primary data



INFERENCE

Table 3.7 indicates that the marital status of the teachers. Among the 104 respondents (teachers), **64%** of the respondents are married, **34%** of the respondents are Unmarried and the remaining **4%** of the respondents are Single Parent.

TABLE 3.8
FAMILY OF THE RESPONDENT (TEACHERS)

FAMILY TYPE	NO OF RESPONDENTS	PERCENTAGE
Nuclear family	70	67
Joint family	34	33
TOTAL	104	100

Source: Primary data

INFERENCE

Table 3.8 indicates that the type of family of the respondents (teachers). The family of the respondents is divided into two groups. They are: joint family and nuclear family. Among the 104 respondents, **34 %** of the respondents are in joint family and remaining **70 %** of the respondents is in nuclear family.

TABLE 3.9
EXPERIENCE OF THE TEACHERS

YEARS	NO OF RESPONDENTS	PERCENTAGE
1 - 2 years	21	20
3 - 5 years	34	33
6 - 10 years	30	29
11 - 15 years	16	25
More than 20 years	3	3
TOTAL	104	100

Source: Primary data

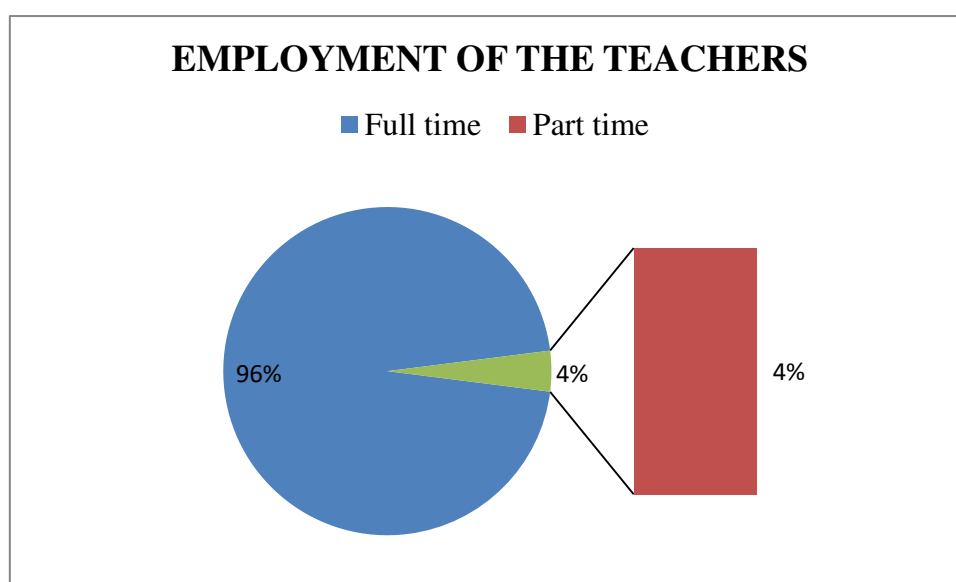
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Table 3.9 portrays about year of experience of the respondents (teachers). Among the 104 respondents, **20%** of the respondents are having experience of 1-2 years, **33%** of the respondents are having experience of 3-5 years, **29%** of the respondents are having experience of 6-10 years, **25 %** of the respondents are having experience of 11-15 years and **3%** of the respondents are having experience of more than 20 years.

TABLE 3.10
EMPLOYMENT OF THE TEACHERS

EMPLOYMENT	NO OF RESPONDENTS	PERCENTAGE
Full time	100	96
Part time	4	4
TOTAL	104	100

Source: Primary data



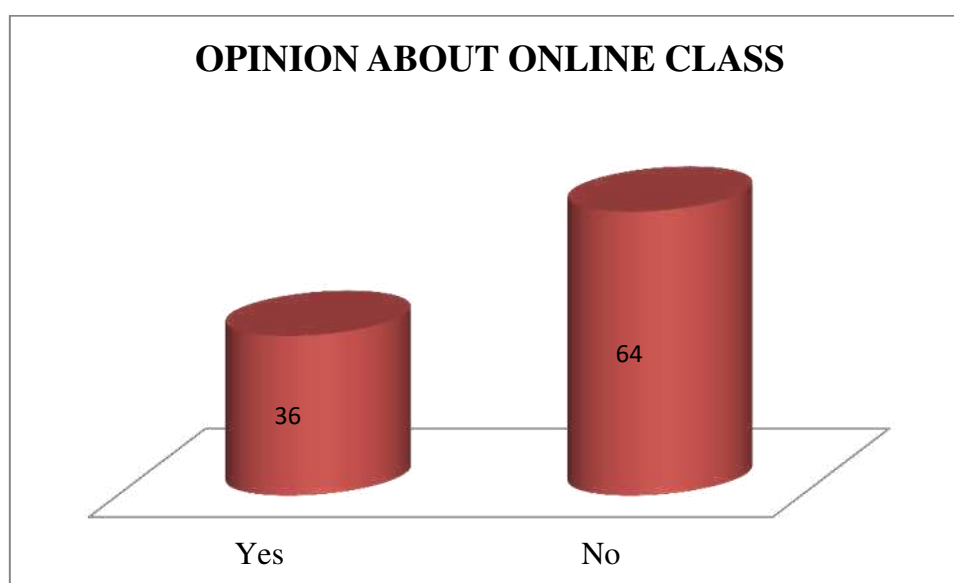
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Table 3.10 depicts about employment of the teachers. Among the 104 respondents (teachers), **96%** of the respondents are working full time and the remaining **4%** of the respondents are working part time.

TABLE 3.11
OPINION ABOUT ONLINE CLASSES

OPINION	NO OF RESPONDENTS	PERCENTAGE
Yes	37	36
No	67	64
TOTAL	104	100

Source: Primary data



INFERENCE

Table 3.11 exhibits that online mode teaching. It is understood that 64% majority of the respondents i.e. teachers are working in offline direct teaching, next 36% of the respondents are teaching through online mode.

TABLE 3.12
SATISFACTION ABOUT INCOME DURING LOCKDOWN

OPINION	NO OF RESPONDENTS	PERCENTAGE
Yes	25	24
No	79	76
TOTAL	104	100

Source: Primary data

INFERENCE

Table 3.12 shows that the satisfaction about income during lockdown. Out of 104 respondents, 24% of the respondents (teachers) are satisfied about this salary during lockdown. 76% of the respondents are dissatisfied about their salary due to reduction of salary.

TABLE 3.13
SALARY PAID DURING LOCKDOWN

SALARY PAID	NO OF RESPONDENTS	PERCENTAGE
0 - 25%	Nil	Nil
25% - 50%	47	55
50% - 75%	38	45
More than 75%	Nil	Nil
TOTAL	85	100

Source: Primary data

INFERENCE

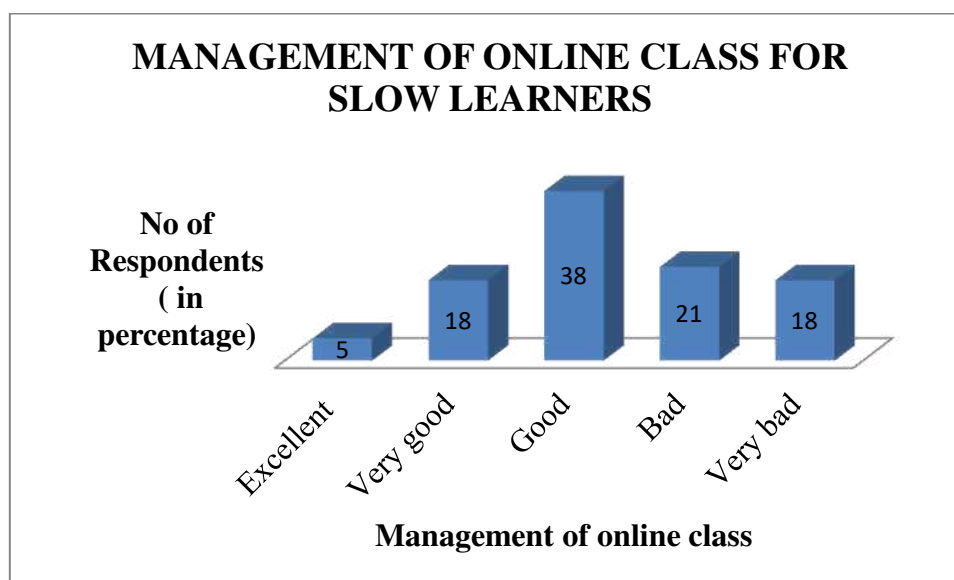
Table 3.13 shows that the salary paid during lockdown of the respondents (teachers). Among the 104 respondents, **55%** of the respondents agreed that **25% - 50%** salary was given during lockdown. **45%** of the respondents replied that **50% - 75%** of the salary provided by the management.

It is evident that the majority of the respondents 47 (55%) got salary up to 50%.

TABLE 3.14
MANAGEMENT OF ONLINE CLASSES FOR SLOW LEARNERS

OPINION	NO OF RESPONDENTS	PERCENTAGE
Excellent	4	5
Very good	19	18
Good	40	38
Bad	22	21
Very bad	19	18
TOTAL	104	100

Source: Primary data



INFERENCE

Table 3.14 shows that the managing slow learners in online class. Among the 104 respondents, **5%** of the respondents replied that online teaching is excellent for slow learners, **18%** of the respondents agreed very good method in online mode; most of the respondents **38%** agreed that online teaching is good, altogether **39%** of the respondents disagreed that online teaching is not advisable for slow learners.

TABLE 3.15
EXTRA CLASSES / BORROWING TO COMPLETE PORTION

OPINION	NO OF RESPONDENTS	PERCENTAGE
Yes	30	29
No	74	71
TOTAL	104	100

Source: Primary data

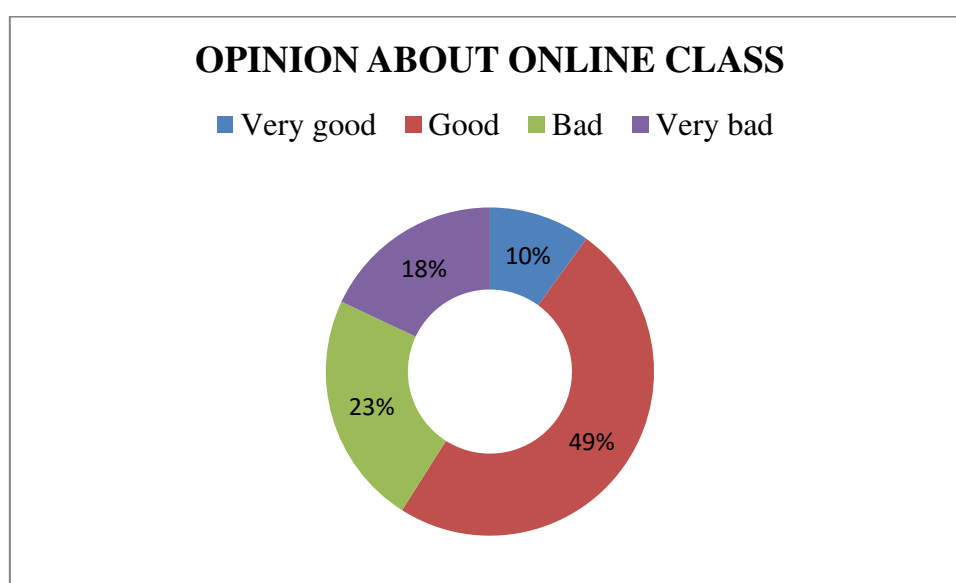
INFERENCE

Table 3.15 depicts about the extra or classes borrowing classes to complete portion. Among 104 respondents, **29%** of the respondents replied yes and remaining **71%** of the respondents are replied online teaching helps to complete portion online.

TABLE 3.16
OPINION ABOUT ONLINE CLASSES

OPINION	NO OF RESPONDENTS	PERCENTAGE
Very good	11	10
Good	50	49
Bad	24	23
Very bad	19	18
TOTAL	104	100

Source: Primary data



INFERENCE

Table 3.16 depicts about rate the online classes of the respondents. Among the 104 respondents, **10%** of the respondents are agreed that online classes very good, **49%** of the respondents accepted online classes are good, **23%** of the respondents were dissatisfied with online classes and **18%** of the respondents are agreed that there is no improvement in online class.

TABLE 3.17
STESS MANAGEMENT BY THE RESPONDENTS

OPINION	NO OF RESPONDENTS	PERCENTAGE
Good	40	39
Very bad	23	22
Bad	41	39
TOTAL	104	100

Source: Primary data

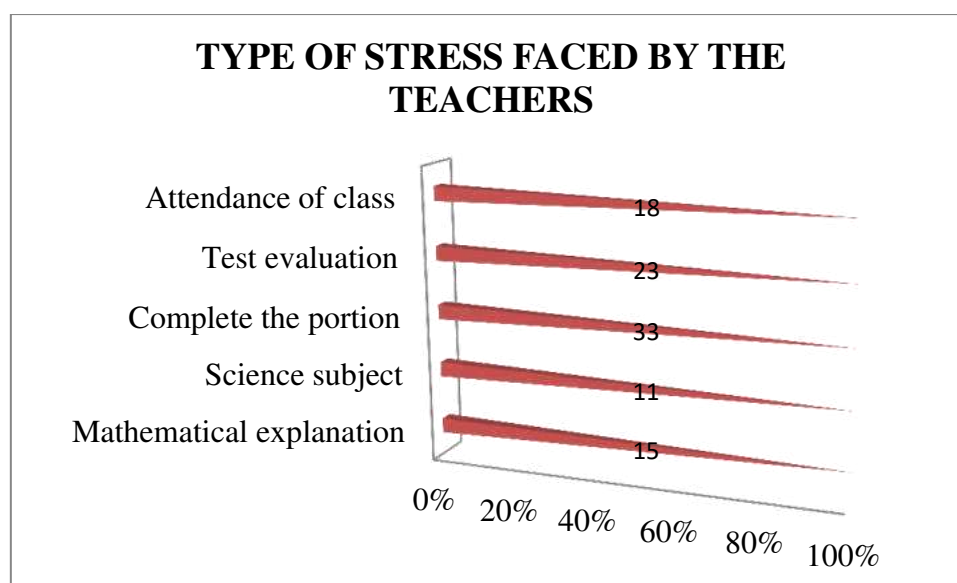
INFERENCE

Table 3.17 portrays about stress management by the respondents. Among the 104 respondents, **39%** of the respondents agreed that stress management is possible in online class. Altogether **61%** of the respondents disagree that stress management is not easy in online class.

TABLE 3.18
TYPE OF STRESS FACED BY THE RESPONDENTS

REASON FOR STRESS	NO OF RESPONDENTS	PERCENTAGE
Mathematical explanation	16	15
Science subject	11	11
Complete the portion	34	33
Test evaluation	24	23
Attendance of class	19	18
TOTAL	104	100

Source: Primary data



INFERENCE

Table 3.18 shows that type of stress you faced by the respondents. Among the 104 respondents, **15%** of the respondents are faced stress by mathematical explanation, **11%** of the respondents are faced stress by science subject, **33%** of the respondents are faced stress by complete the portion, **23%** of the respondents are faced stress by test evaluation and **18 %** of the respondents are faced stress by attendance of class.

It is evident that the majority of the respondents 34 (33%) are not able to complete the portion through online class.

TABLE 3.19
ABILITY LEVEL OF STUDENTS IN ONLINE CLASS

ABILITY LEVEL	NO OF RESPONDENTS	PERCENTAGE
Average	47	46
Lower than average	52	50
Higher than average	5	4
TOTAL	104	100

Source: Primary data

INFERENCE

Table 3.19 depicts about ability level of students in online class. Among the 104 respondents, **46%** of the respondents expressed that student ability was average, **50%** of the respondents expressed that students are lower than average ability and **4%** of the respondents said higher than average ability.

It is evident that the majority of the respondents 52 (50%) are lower than average ability.

TABLE 3.20
TYPE OF DIFFICULTY FACED BY TEACHERS

REASONS	NO OF RESPONDENTS	PERCENTAGE
Group behaviour	27	25
Lack of information	39	38
Lack of recognition	13	13
Excessive interruption	25	24
TOTAL	104	100

Source: Primary data

INFERENCE

Table 3.20 depicts about type of difficulty faced by teachers. Among the 104 respondents, **25%** of the respondents are group behaviour, **38%** of the respondents are lack of information, **13%** of the respondents are lack of recognition and **24%** of the respondents expressed excessive interruption during online class.

TABLE 3.21
RATE THE STRESS MANAGEMENT

PARTICULARS	TOTAL	MS	RANK
Comfort	392	3.8	I
Convenience	326	3.1	II
Punctuality	316	3	III

Source: Primary data

For finding the rate the stress management on its factor LIKERTS FIVE POINT SCALE was used for computing total score certain weight have based on various degree of opinion.

STRONGLY DISAGREE – 5

DISAGREE – 4

NEUTRAL – 3

STRONGLY AGREE – 2

AGREE – 1

INFERENCE

Table 3.21 shows it is inferred that stress management is the most inferential factors towards comfort took first; other ranked followed by others convenience and punctuality.

TABLE 3.22

SYMPTOMS OF STRESS THAT YOU EXPERIENCE

STRESS SYMPTOMS	TOTAL	MS	RANK
Moody	407	3.9	I
Irritability	348	3.3	V
Short tempered	345	3.3	VI
Accelerate speech	357	3.4	III
Restlessness	325	3.1	VII
Lack of confidence	349	3.4	IV
Nervousness	374	3.6	II

Source: Primary data

For finding the symptoms of stress based on its factor LIKERTS FIVE POINT SCALE was used for computing total score certain weight have based on various degree of opinion.

ALWAYS – 5

MOST OF THE TIME – 4

SOMETIMES – 3

RARELY – 2

NEVER – 1

INFERENCE

Table 3.22 shows it is inferred that symptoms of stress is the most inferential factors towards moody took first, other ranked followed by others nervousness, accelerate speech, lack of confidence, irritability, short tempered and restlessness.

TABLE 3.23
PRACTICE TO REDUCE THE STRESS

PRACTICING STRATEGIES	TOTAL	MS	RANK
Prayer	272	2.6	IV
Yoga/Meditation	372	3.6	II
Physical exercise	368	3.5	III
Tour	411	4	I

Source: Primary data

For finding the practice to reduce the stress based on its factor LIKERTS FIVE POINT SCALE was used for computing total score certain weight have based on various degree of opinion.

ALWAYS – 5

MOST OF THE TIMES – 4

SOMETIMES – 3

RARELY – 2

NEVER – 1

INFERENCE

Table 3.23 shows it is inferred that practice to reduce the stress is the most influential factors towards tour took first, other ranked followed by other yoga/meditation, physical exercise and prayer.

TABLE 3.24
RANK THE STRESS IN YOUR ONLINE CLASS

FACTORS	% OF SCORES	RANK
Workload	48	IV
Poor salary	52	I
Lack of career development	50	III
Unable to satisfy all management	46	V
Unable to get job satisfaction	51	II

Source: Primary data

INFERENCE

Table 3.24 shows it is inferred that stress in your online class is the most influential factors towards in which poor salary took first rank followed by other factor namely unable to get job satisfaction, lack of career development, workload and unable to satisfy all management.

TABLE 3.25

FEEDBACK ABOUT YOUR WORK

FEEDBACK	TOTAL	MS	RANK
PRINCIPAL	255	2.5	I
OTHER TEACHERS OR MEMBERS OF SCHOOL MANAGEMENT TEAM	254	2.4	II
EXTERNAL INVIGILATOR	206	2	III

Source: Primary data

For finding the feedback about your work based on its factor LIKERTS THREE POINT SCALE was used for computing total score certain weight have based on various degree of opinion.

NEVER – 3

MONTHLY – 2

3 OR MORE TIMES PER YEAR – 1

INFERENCE

Table 3.25 shows it is inferred that feedback about your work is the most influential factors towards principal took first, other ranked followed by other teachers or members of school management team and external invigilator.

TABLE 3.26**TABLE OF OBSERVED VALUE**

INCOME/CONVENIENCE	HIGH	MEDIUM	LOW	TOTAL
Less than 10,000	11	25	16	52
10,000 – 20,000	14	16	10	40
20,000 – 30,000	0	4	0	4
Above 30,000	6	2	0	8
Total	31	47	26	104

ROWS/COLUMNS	O	E	(O-E)	(O-E)²	(O-E)² E
R1C1	11	15.5	-4.5	20.25	1.306
R2C1	14	11.9	2.1	4.41	0.371
R3C1	0	1.19	-1.19	1.4161	1.228
R4C1	6	2.38	3.62	13.1044	5.506
R1C2	25	23.5	1.5	2.25	0.096
R2C2	16	18.07	-2.07	4.289	0.237
R3C2	4	1.80	2.2	4.84	2.69
R4C2	2	3.61	-1.61	2.5921	0.718
R1C3	16	13	3	9	0.692
R2C3	10	10	0	0	0

R3C3	0	1	-1	1	1
R4C3	0	2	-2	4	2
					X2
					=15.844

Calculated table value = 15.844

Degree of freedom = (r-1) (c-1)

= (4-1) (3-1)

= 3 2

= 6

Table value = 12.59

TABLE 3.27
TABLE OF OBSERVED VALUE

MARITAL/ SHORT TEMPERED	HIGH	MEDIUM	LOW	TOTAL
Married	30	25	10	65
Unmarried	14	10	9	33
Single parent	1	0	5	6
Total	45	35	24	104

ROWS / COLUMNS	O	E	(O-E)	(O-E) ²	(O-E) ² E
R1C1	30	28.13	1.87	3.50	0.124
R2C1	14	14.28	-0.28	0.078	0.0055
R3C1	1	2.60	-1.6	2.56	0.985
R1C2	25	21.88	3.12	9.73	0.445
R2C2	10	11.11	-1.11	1.23	0.111
R3C2	0	2.02	-2.02	4.08	2.0198
R1C3	10	15	-5	25	1.667
R2C3	9	7.62	1.38	1.90	0.249
R3C3	5	1.39	3.61	13.03	9.37
					X² =14.98

Calculated table value = 14.98

Degree of freedom = (r-1) (c-1)
= (3-1) (3-1)
= 2 2
= 4

Table value = 9.49

TABLE 3.28
TABLE OF OBSERVED VALUE

WORKLOAD/ STRESS YOU FACE DURING ONLINE CLASS	HIGH	MEDIUM	LOW	TOTAL
MATHEMETICAL EXPLANATION	2	4	9	15
SCIENCE SUBJECT	5	1	4	10
COMPLETE THE PORTION	19	0	13	32
TEST EVALUATION	14	4	10	28
ATTENDANCE OF CLASS	9	4	6	19
TOTAL	49	13	42	104

ROWS / COLUMNS	O	E	(O – E)	(O – E)²	(O – E)² E
R1C1	2	7.06	-5.06	25.60	3.63
R2C1	5	4.71	0.29	0.08	0.017
R3C1	19	11.2	7.8	60.84	5.43
R4C1	14	13.19	0.81	0.66	0.047
R5C1	9	8.95	0.05	0.0025	0.00028
R1C2	4	1.88	2.12	4.49	2.39
R2C2	1	1.25	-0.25	0.063	0.0504

R3C2	0	4	-4	16	4
R4C2	4	3.5	0.5	0.25	7.14
R5C2	4	1.125	2.875	8.266	7.35
R1C3	9	6.05	2.95	8.70	1.44
R2C3	4	16.15	-12.15	147.62	9.141
R3C3	13	12.92	0.08	0.0064	0.00050
R4C3	10	11.31	-1.31	1.72	0.152
R5C3	6	7.67	-1.61	2.60	0.339
					X² = 36.138

Calculated table value = 36.138

Degree of freedom $= (r-1) (c-1)$
 $= (5-1) (3-1)$
 $= 4 \times 2$
 $= 8$

Table value = 15.51

TABLE 3.29
TABLE OF OBSERVED VALUE

POOR SALARY/ STRESS INFLUENCE IN JOB	HIGH	MEDIUM	LOW	TOTAL
YES	20	10	29	59
NO	18	14	13	45
TOTAL	38	24	42	104

ROWS / COLUMNS	O	E	(O – E)	(O – E)2	(O – E)2 E
R1C1	20	21.56	-1.56	2.43	0.113
R2C1	18	16.44	1.56	2.43	0.148
R1C2	10	13.62	-3.62	13.10	1.262
R2C2	14	10.38	3.62	13.10	1.262
R3C3	29	23.83	5.17	26.73	1.122
R3C3	13	18.17	-5.17	26.73	1.471
					X2 =5.378

Calculated table value = 5.378

Degree of freedom = (r-1) (c-1)
= (3-1) (3-1)
= 2 2
= 4

Table value = 9.49

CHAPTER 1V
FINDINGS AND SUGGESTIONS

4.1 Introduction:

The structured interview schedule helped the researcher to collect the data required for the study. These findings possible on the basis of formal discussion as well as interview with the 104 respondents.

4.2 Summary of Findings:

Findings on percentage analysis:

- It is clear that the majority of the respondents 37% are in the age group of 20-30 years.
- The study reveals that 77% of respondents are female when compared to male.
- Majority of the respondents 64% are married.
- Majority of the respondents 67% are from nuclear family.
- It is evident that the majority of the respondents 58% are in the semi urban areas.
- It is evident that the majority of the respondents are earning 51% Less than 10000.
- It is evident that the majority of the respondents are handling up to XII.
- It is evident that the majority of the respondents 33% are having their year of experience of less than 3-5 years.
- It is evident that the most of the respondents 27% are P.G science with B.ED
- It is evident that the majority of the respondents 96% are full time.
- It is evident that the majority of the respondent 64% are taking direct class/
- It is evident that the majority of the respondents 76% are not satisfaction about income during lockdown
- It is evident that the majority of the respondents 55% got salary up to 50%
- It is evident that the most of the respondents 38% are agreed that online was good
- It is evident that the majority of the respondents 71% are not borrowing to complete portion
- It is evident that the majority of the respondents 49% are good about online classes.
- It is evident that the majority of the respondents 39% are bad about stress management.
- It is evident that the majority of the respondents 33% are not able to complete the portion through online class.

- It is evident that the majority of the respondents 50% are lower than average ability level of students.
- It is evident that the majority of the respondents 38% are lack of information i.e. not participating in class

Findings on Garrett ranking:

- It is found that most of the respondents comfort is determined based on rate the stress management
- It is found that most of the respondents have the stress symptoms of moody.
- It is evident that most of the respondents tour is determined based on practice to reduce the stress
- It is evident that most of the respondents' principal is determined based on feedback about your work.

Ranking method:

- While ranking it was found that among the stress in your online class to satisfy their poor salary was ranked first.

4.3 Suggestions:

For teachers:

- Teachers should make active use of week-ends for recreational activities and leave aside routine work.
- Teachers should adopt problem-solving strategies and get training on how to use them in different situations
- Teachers should maintain a positive attitude toward their work make it easier to live and work with others.
- Teachers should also learn about various relaxation methods that makes them come out from stress.
- Teachers themselves should behave as professionals avoiding gossiping and petty politics

- Teachers should have constant exposure to latest concepts and pedagogy. Internet access for teachers should be a priority.

For Government:

- The educational planners and administrators are needed to concentrate on their attention into the teacher professional problems at all levels to provide better education to the future generation so as to enhance the quality and reduce the extreme stress from the teacher community.
- Student pupil ratio is another cause of stress, so the statutory bodies have to do constant surprise checks to keep things in control.
- Only some teachers get the opportunity to be given orientation and get trained. This must be made compulsory for approval, accreditation, and promotion.

For management:

- If these institutions concentrate and give more importance to financial problem, working environment and work load among school teachers the frequency of stress will be reduced.
- The management can reduce the class strength by fixing minimum 30 students in a class thus the frequency of stress may get reduced.
- The number of hours handled by a teacher can be brought down a bit, laying emphasis on the quality of the classes delivered.
- The management of schools should see investing in teaching aids as an investment for the long term.
- The management should have a humanitarian approach in giving leave.

CHAPTER V

CONCLUSION

Teachers stress is specific type of work stress. It is the experience by teacher of unpleasant emotions such as tension, frustration, angry, and depression resulting from aspects of their work as teacher. This research **“A Study on Stress Management of teachers in matriculation schools during lockdown in Thoothukudi”** has carried out an elaborate study on the various factors that were causative to stress among matriculation school teachers in Thoothukudi. It is identified that matriculation teachers working in Thoothukudi School as one of the occupational group that work under condition of moderate stress. This moderate level of stress prevailing among school teachers can be channelled in the right direction. There is a need to ensure stress free environment in the schools in thoothukudi. The researcher has offered some implementable suggestions which if implemented would go a long way in bettering the lives of students and staff alike.

ANNEXURE

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QUESTIONNAIRE

1. Name (Optional) :
2. Age : a) 20 -30 b) 30 -40 c) 40 -50 d) Above 50
3. Gender : a) Female b) Male
4. Qualification : a) UG Science with B.ED b) UG Arts with B.ED c) PG Science
With B.ED d) PG Arts with B.ED f) PG Only
5. Handling Classes : a) Primary level b) Up to VIII c) up to X d) up to XII
6. Income Range : a) Less than 10,000 b) 10,000 – 20,000
c) 20,000 – 30,000 d) Above 30,000
7. Name of the School you work? (Mention)
8. Place of residence
a) Rural b) Urban c) Semi- urban
9. Marital status
a) Married b) Unmarried c) Single parent
10. Family type
a) Nuclear family b) Joint family
11. How long have you been working as teacher at this school?
a) 1-2 years b) 3-5 years c) 6-10 years d) 11-15 years e) More than 20 years
12. What is your Employment?
a) Full time b) Part time
13. Do you feel convenient in working in online mode?
a) Yes b) No

14. Are you satisfied with the Income Range during lockdown period?

a) Yes b) No

15. Do you feel safe and secure in taking online classes with students?

a) Yes b) No

16. Have you received full salary during lockdown?

a) Yes b) No

17. If No ____ % of salary does your management gives you?

a) 0 -25% b) 25% - 50% c) 50% - 75% d) More than 75%

18. How do you handle online class for slow learners?

a) Excellent b) Very good c) Good d) Bad e) Very bad

19. Have you taken extra classes borrowing from other teachers during online class?

a) Yes b) No

20. How could you rate the online class?

a) Very good b) Good c) Bad d) Very bad

21. Are you satisfied with online class?

a) Yes b) No

22. According to you how would you rate the stress management?

a) Good b) Very good c) Bad

23. Which type of stress you face during online class?

a) Mathematical explanation b) Science subject c) Complete the portion

d) Test evaluation e) Attendance of class

24. How frequently do you manage Stress Management?

a) Rarely b) Once in a week c) Once in a month

25. Do you think stress influences your performance as a matriculation teacher?

- a) Yes b) No

26. How would you describe the ability of students in online class?

- a) Average ability b) Lower than average ability c) Higher than average ability

27. What type of difficulty do you feel in your online class?

- a) Group Behaviour b) Lack of information c) Lack of Recognition
- d) Excessive Interruptions

28. Do you find it difficult to manage your time in online class?

- a) Always b) Frequently c) Never

29. Have you feel delays or interruptions make you impatient?

- a) Sometimes b) Frequently c) Never

30. Do you utilize stress management facilities offered by your online class?

- a) Yes b) No

31. Do you have too many deadlines to meet in online class?

- a) Sometimes b) Never c) Frequently

32. Do you agree that the matriculation teachers are provided with free WIFI facilities?

- a) Satisfied b) Highly Satisfied c) Dissatisfied

33. When forced to work over time, how do you deal with it?

- a) Slowly take efforts b) Get annoyed with work
- c) Complain about it d) Redouble my efforts

34. Do your friends or relatives consider that you are demanding on yourself?

- a) Sometimes b) Never c) Frequently

35. Are you constantly stirring to improve your teaching methods?

a) Always b) Never c) Frequently d) Sometimes

36. How pleased are you with the number of holidays you receive in a year?

a) Very dissatisfied b) Not satisfied c) Neutral d) Satisfied e) Very satisfied

37. In your opinion, do you agree that government policies have had a positive impact on the education sector in the last year?

a) Yes b) No c) Can't say

38. Rate your reason of stress management?

	AGREE	STRONGLY AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Comfort					
Convenience					
Punctuality					

39. What are the symptoms of stress that you experience?

STRESS SYMPTOMS	NEVER	RARELY	SOMETIMES	MOST OF THE TIME	ALWAYS
Moody					
Irritability					
Short Tempered					
Accelerate Speech					
Restlessness					
Lack of Confidence					
Nervousness					

40. What do you practice to reduce the stress?

PRACTICING STRATEGIES	NEVER	RARELY	SOME TIMES	MOST OF THE TIMES	ALWAYS
Prayer					
Yoga /Meditation					
Physical Exercise					
Tour					

41. What causes you get stress in your online class? Rank the following?

JOB RELATED FACTORS	RANK
Work load	
Poor salary	
Lack of career development	
Unable to satisfy all management	
Unable to get job satisfaction	

42. From the following people how often have you received appraisal or feedback about your work as a teacher in this school?

	3 OR MORE TIMES PER YEAR	MONTHLY	NEVER
Principal			
Other teachers or members of school management team			
External invigilator			

**A STUDY ON YOUNGSTERS PREFERENCE TOWARDS LAKME
PRODUCT IN THOOTHUKUDI**

A project report submitted to

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

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

MASTER OF COMMERCE

By

JASMINE.B

(Reg.no: 19APCO10)

Under the supervision and guidance of

Mrs. O. SONY FERNANDO, M.COM, M. PHIL, SET



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

(Reaccredited with 'A+' Grade by NAAC)

(APRIL 2021)

MS. O. SONY FERNANDO M.COM. M.PHIL., SET

Assistant Professor of Commerce,

St. Mary's College (Autonomous),

Thoothukudi -628001.

CERTIFICATE

This is to certify that the project entitled "YOUNGSTERS PREFERENCE TOWARDS LAKME PRODUCT is submitted by the candidate **B. JASMINE** in partial fulfillment of the requirement for the degree of **Master of Commerce** to **St. Mary's College (Autonomous)** affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 10.04.2021

Dr. G. Stella Beatrice Nirmala

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(Reg.no: 19APCO10)

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St. Mary's College (Autonomous)

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DECLARATION

I hereby state that the project entitled **YOUNGSTERS PREFERENCE TOWARDS LAKME PRODUCT** is submitted to **St. Mary's college (Autonomous) Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is my original work and that no part of this project has been submitted for the award of other degree, diploma, fellowship or other similar titles.

Place: Thoothukudi

Date: 10.04.2020

B. Jasmine
Signature of the candidate

B. JASMINE

Counter signed

[Signature]
(Faculty guide)

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Finally, I record my sincere thanks to my parents and friends for their encouragement and support during the work.

B. JASMINE

CHAPTERIZATION

CHAPTER	TITLE	PAGE NO
I	Introduction	1-8
II	Profile of the study	9-23
III	Analysis and Interpretation of data	24-53
IV	Findings and Suggestion	54-55
V	Conclusions	56
	Annexure-I	
	Questionnaire	57-60
	Annexure-II	
	Bibliography	61

LIST OF TABLES

DESCRIPTION	PAGE NO
classification of occupation of respondents	25
age wise classification of respondents	26
monthly income of the respondents	27
frequency of buying lakme product of respondents	28
using lakme product of the respondents	29
lakme products affordable respondents	30
factors influence lakme product of respondents	31
amount spent for lakme products	32
place of availability of lakme product	33
usage of lakme products of the respondents	34
changes expected in lakme product	35
purchase of lakme product even if there is increase in price	36
favorite lakme product of respondents	37
chance for experimenting the product	38
checking for review before using lakme product	39
suitable lakme products for skin	40
feeling about comparison of lakme products with other products	41

3.18	period of availing of offer	42
3.19	budget which suits the price of the product	43
3.20	advertisement attracts new customers for lakme	44
3.21	purchasing of right product at right choice	45
3.22	online purchased of lakme feels safe convenient	46
3.23	opinion about price level of lakme product	47
3.24	policies that affect the selection	48
3.25	Suggestion regarding the improvement of product	49
3.26	General opinion about lakme product	50
3.27	Factors towards the purchase of the product	51-52
3.28	Improvement needed in lakme product	53

CHAPTER I



10 TOP BEST
LAKME MAKEUP
PRODUCTS IN INDIA

CHAPTER I

INTRODUCTION & DESIGN OF THE STUDY

1.1 INTRODUCTION:

Within a short span of the last five to six years, the use of cosmetics by Indian consumers has increased significantly, with more and woman and men taking greater interest in personal grooming increasing disposable incomes, changing life styles, influence of satellite television and the opening up of the market to foreign companies, many of the world 's popular cosmetics brands entered the Indian market in the early and mid-nineties and some more have set their sights on India.

The cosmetics and personal care industry has been growing at an average rate of 20% for the last few years. The growing Indian cosmetics market offers promising prospectus for beauty care products in India.

Penetration of most cosmetics and toiletries is very low in India. Current consumption of many products is well below that of many countries in Asia. The low market penetration of many cosmetics and personal care products offers room for growth. The Indian market is welldesigned developed and dominated by major multinational companies and a few large Indian companies.

The urban population with increasing purchase power is the major force driving demand for cosmetics. India is a very price sensitive market and mass-markets products constitute the major part of the cosmetics market. India's import of cosmetics, intermediate raw materials is around is 120 million of which the US has share of approximate 10 present. The objective of the study report is to analyze the teenager's satisfaction level of different brands, particularly focused on the lakme products.

Although Indian are strongly attached and committed to their traditions and culture, the advent of television and the awareness of a western world are changing the tastes and customs of India. The morphing' of India is suitable and the changes are not visible for the first time. However, the market liberalization process that began in 1998 along with the crowning of these Indians as Miss World and Miss Universe during the preceding four years have made Indian

woman more conscious of their appearance. The Indian teenagers are noted for the high degree of value oriented which has made Indians as one of the most valuable consumers in the world.

Even luxury brands have design a unique pricing strategy in order to get a freehold in the Indian market this orientation in facts extends to the spreads family friends as well brands with identities that support family values tent to be popular and accepted easily in the Indian market.

Indian consumers are associated with values of nurturing and affection. These values are for more dominant that values of ambition and achievement. Products which are communicate feelings and emotions get with the Indian teenagers. The domain of teenager's behavior is complex on account of the mind-blowing variety of the tastes and needs of individuals. The psychology of consumer while making purchase decision cannot be ignored irrespective of the essential things, cosmetics or luxury items, others factors link peer social groups, options of family members and advertisement appearing in the print and electronic media also influence the consumer buying behavior. We will develop new ways of doing business that will allow us to double the size of our company while reducing our environmental impact.

1.2 INTRODUCTION OF LAKME UNILEVER PRIVATE LTD:



Lakme is the Indian women's beauty sutra inspiring expression of her unique beauty and sensuality. Lakme brings export products and services that are borne out of true understanding of the needs of the Indian woman. They help the Indian woman in expression of her best self-sensual, original, expressive, alive and intuitive. Lakme inspires her to unleash the potency of her femininity, beauty and sensuality.

CODE OF BUSINESS PRINCIPLES:

STANDARD OF CONDUCT:

Day conduct their operation with honesty, integrity and openness, and with respect for the human rights and interest of their employees.

OBEYING THE LAW:

Unilever companies and their employees are required to comply with the laws and regulations of the countries in which day operate.

EMPLOYEES:

Unilever is committed to diversity in a working environment where there is mutual trust and respect and where everyone feels responsible for the performance and reputation of the company.

CONSUMERS:

Products and service will be accurately and properly labeled, advertised and communicated.

BUSINESS PARTNERS:

Unilever is committed to establishing mutually beneficial relations with our suppliers, customers and business

1.2 OBJECTIVES OF THE STUDY:

- To identify the factor that influence youngsters to purchase lakme products.
- To identify the buying behaviours of youngsters towards lakme products.
- To determine the price factor in buying lakme products.
- To study the satisfaction level of youngsters in using the lakme products.
- To find out the innovative strategy of lakme products.

1.3 STATEMENT OF PROBLEM:

Today's world is changing rapidly either economically, technologically or politically due to the globalization. It has become difficult for any type of company to sustain in the market. And to face the challenge fulfill the needs and wants of the customer and at the same time increase market share.

A special emphasis is made on lakme cosmetics to uncover impact effectiveness and efficiency of lakme cosmetics. This research study youngsters preferences towards lakme product.

1.4 REVIEW OF LITERATURE:

S. Bagiyalakshmi and S. Saranya (2017): In his study entitled, "a study on cosmetics usage of girls". The purpose of the study is to find cosmetic usage of girls and the most popular products are coloured cosmetics, of which nail polish, lipsticks and shine are the largest number of products in the entire Indian cosmetics and toiletries market. Popular local brands in the region include Lakme and Revlon. This study has made a serious attempt to study the behaviour of teenage girls in the use of cosmetics. A sample of 100 girls was examined and their data collected. The samples for the study are selected systematically. The study uses statistical techniques such as percent analysis and Chi-square test. In addition, a study may also be conducted to identify differences in the use of cosmetics by female students of the arts and sciences, engineering and other professional academy students. The behaviour of workers in cosmetics can also be studied.

Syed Kazim and D. G. Kantharaj (2015): In there study entitled Impact of Advertisements towards Customer Purchase Decision: A Study with reference to Cosmetic Products. In the last

two decades, advertising has increased dramatically change. Advertising has a major impact on customers' purchasing decisions for specific brands. It is generally accepted that advertising can give a product or service special features that would otherwise be lacking. The study focuses on identifying the impact of advertising on the behaviour and attitudes of consumers, especially cosmetics, among young people aged 15 to 24 years. To find answers to the research problem, a descriptive search mode was used. The information was collected from primary and secondary sources. The study was conducted in Bangalore with a sample of 100 people, focusing on the random sampling method for adolescents. The collected data were analysed by SPSS using various statistical techniques. The study then showed that there is a close relationship between cosmetics advertising and the buying decision of the customers. The result of the study would help the various stakeholders to exercise caution.

Nischay, K. Upamannu, S. S Bhakar (2014): In their study entitled Examine the impact of customer satisfaction on branding and loyalty intent, directly and indirectly, based on a hypothetical model (MP) in India, in the recent Fair for a Cosmetic Fair at Gwalior. The measurements were standardized to make them suitable for the study. The number of factors was identified by the exploratory factor analysis for all variables. The current structural equation modelling was used in this study on AMOS 16. The SEM results show that there is a close relationship between customer satisfaction and brand image. The result of SEM also shows that there is a close relationship between the brand image and the intent to be loyal and that the relationship between customer satisfaction and loyalty intent was considered weak. The indirect relationship between customer satisfaction and loyalty through branding proved to be very strong. The measure of the benefit of the brand image is the functional, social, symbolic, experiential and aesthetic improvement. A survey was conducted among 250 respondents. The results also showed that overall satisfaction affects customer retention, which means marketers must focus on branding benefits to strengthen customer loyalty.

G. Syamala (2013): "Study of the products of Lakme company ltd. with reference to Pune city. Lakme is an Indian cosmetics brand from Unilever". It began as a wholly-owned subsidiary of Tata Oil Mills (TOMCO), part of the Tata Group, named after the French opera, the goddess of wealth. Lakme Indian Cosmetics was founded in 1952. The then Prime Minister Jawaharlal Nehru personally asked JRD Tata to make it in India. Simone Tata joined the company as a

director and then became president. In 1996, Tata sold its shares for 200 crores (\$ 45 million) to HUL. Lakme still occupies a special place in the heart of Indian women. In this research report, customer satisfaction with Lakme is highlighted. In addition, an attempt is made to find out who the competitors are and which different Lakme products are used by the customers.

1.5 SCOPE OF THE STUDY:

The project entitled "Youngsters preference towards lakme products" is carried out with an objective to study the satisfaction level of youngsters in using lakme product, the research mainly focus on the innovative strategies implemented by the lakme groups, the price of the products & youngsters buying behaviour towards lakme product.

This study makes an attempt to know the awareness & preference of lakme products towards youngsters and it gives a detailed picture about lakme products & the information gathered through this study helps consumers & sellers in buying & selling the lakme products.

1.6 PERIOD OF THE STUDY:

Our project work commenced from a December to March with full involvement.

1.7 METHODOLOGY:

This is an explanatory study on woman preference towards lakme beauty products. Both descriptive and analytical methods have been to explore the linkages on the status of lakme beauty products. The presentation is based on both primary and secondary data.

- **PRIMARY DATA:**

Primary data was collected from 80 customers who are different types of face beauty for collection of primary data and interview schedule was developed.

- **SECONDARY DATA:**

The secondary data has been collected through books other published articles reputed journals and internets.

1.10 SAMPLING DESIGN:

80 Response were selected by convenient sampling method. Questionnaire was supplied and after much guidance for accumulating primary information qualitative face figures were collected directly and from the sample.

1.11 FRAME WORK ANALYSIS:

- Table
- Bar charts
- Pie diagram
- Percentage analysis

1.12 LIMITATIONS:

- Some of the limitations in our study were as follows.
- Only limited tools are used in the study. Due to time constraint there search group were not able to cover certain areas of the study.

1.13 CHAPTERIZATION

The project entitled, "A STUDY ON YOUNGSTERS PREFERENCE TOWARDS LAKME PRODUCTS" is organized into five chapters.

CHAPTER-I

It consists of introduction, objective of the study, statement of the problem, review of the literature, scope of the study, limitation of the study, methodology and chapterization.

CHAPTER-II

It deals with the profile of the study.

CHAPTER-III

It presents data analysis and interpretation.

CHAPTER-IV

It consists of the finding and suggestions

CHAPTER- V

- ❖ Conclusion.
- ❖ Reference
- ❖ Annexure 1 questionnaire
- ❖ Annexure 11 bibliography

LAKMĚ



CHAPTER II

PROFILE OF THE STUDY

Cosmetics, also known as makeup or make-up are care substance used to enhance the appearance or order of the human body. They are generally mixtures of chemical compounds some being derived from natural sources and many being synthetics.

Intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions. This broad definition includes any materials intended for use as a component of a cosmetic product.

HISTORY OF LAKME:



Lakme is an Indian brand of cosmetics, owned by Unilever. Lakme started as 100% subsidiary of Jata Oil Mills (IOMCO) part of Jata Group. It was named after the French opera Lakme. At the time of its establishment, Indian cosmetic industry was rather nascent and there was a very small market base. Simone Jata joined the company as director and went on to become its chairman. When he saw a bigger growth potential in the retail market, and greater competition from global

companies in cosmetics, they entered into a 50-50 joint venture with Hindustan Lever Limited (the subsidiary of Unilever) in 1995 to form Lakme Lever.

The Carreas family established Lakme Cosmetics in 1997 and is an independent self-financed and family-owned company. The family has over 40 years of manufacturing experience in salon products. Lakme

east a regional distributor of lakme cosmetics with its main office in colchester is conveniently placed to provide you with all the guidance back up and support you II ever need.

Lakme today has grown to have wide varity of products and services that cover all facts of beauty care and the consumer with products to pamper her from head to toe. These include products for the lips,face,skin,nail,and services like the lakme beauty salons.

PURPOSE AND PRINCIPLES:

Our corporate purpose states that to succeed requires “the highest standards of corporate behaviour towards everyone we work with, the communities we touch and the environment on which we have an impact.

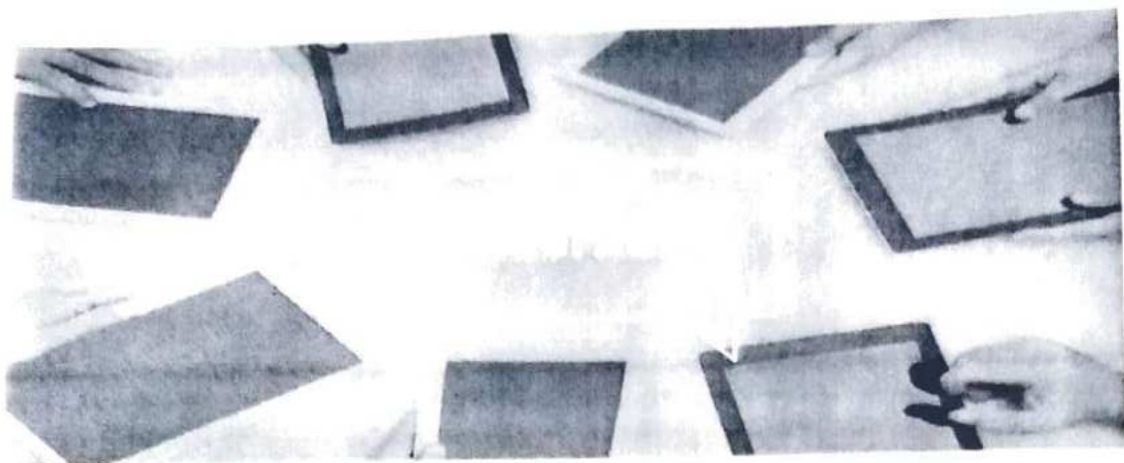
ALWAYS WORKING WITH INTEGRITY:

Conducting our operation with integrity and with respect for the many people, organization and environments our business touches has always been at the heart of our corporate responsibility.

POSITIVE IMPACT:

We aim make a positive impact in many ways: through our brands, our commercial operations and relationship, through voluntary contributions, and through the various other ways in which we engage with socity.

ADVANTAGES OF LAKME PRODUCTS:



FANTASTIC PRODUCT LINE:

Lakme contributes to the beauty of women through a fantastic product lines has amazing depth of products. Lakme is also known to launch a variety of cosmetics which are innovative and are kaown to solve the problem of cosmetics for women.

HIGH BRAND AWARENESS:

Lakme is a well-known brand in the cosmetic and beauty industry. High sensibility through targeting high end beauty parlors/salons and also through sponsoring fashion events strong promotions has helped the company in making top of mind awareness.

EXTENSIVE DISTRIBUTION AYSTEM OF THE PARENT COMPANY:

HLL is the parent company who purchased it from TATA group.since HLI is already an established FMCG brand so it uses extensive distribution channael to make the lakme products available in the market. Also in traditional channel. It als uses unconventional distributions system to make product aailable at pharmacist, beauty parlors and salons.

CELEBRITY ENDORSEMENT:

Lakme positioned perfectly in the mind of propective consumers by targeting celebrities to represent their brands.

PARENT COMPANY:

HLL the parent company is the well-known company in the FMCG industry has stable financial position which is good for its group brands.

DISADVANTAGES OF LAKME PRODUCTS:



LIMITED PRESENCE IN THE PREMIUM:

Lakme have presence in the VFM (value for money) segment in which it is leader is the overall market leader in the colour cosmetic segment (lip care and nail enamel) with a wide range of products and prices but when it comes to premium market which is growing at the rate 30% relvlon is the market.n bnb

PROBLEM OF DIFFERENTIATION:

Its broad portfolio sometimes creates confusions in the mind of the consumers such that, some products are known to be good but others are ignored because no differentiation is present for them.

QUALITY OF LAKME PRODUCT:

Falling quality of lakme salons will result in the negative word of mouth which can affect sales and growth of the company in future.

EYES PRODUCTS:



KAJAL:

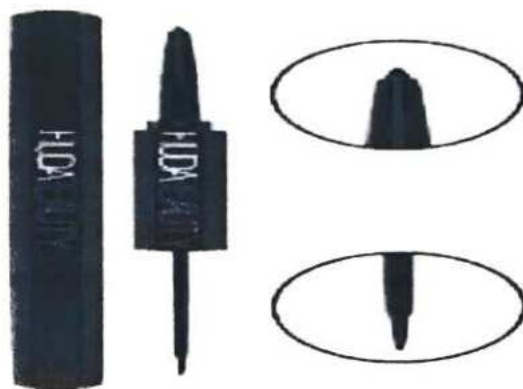
Clear winner on the list no yes makeup look is complete without dark kajal rimmed eyes. Lakme kajal is one of the bestselling kajals in the indian market today. It is eye to use without any hassle of sharpening. The formula is creamy and glides on easily without any tugging or pulling. It gives a dark black hue and sets into a waterproof and smudge proof finish. It feels comfortable on the eyes and easily stays for 6 plus hours. And, there are 9 different shades to pick from. In addition, lakme has very recently come up with an improved version of eyeconic kajal pencil that claims to last up to 22 hours without smudge.



EYESLINER:

The lakme eyesliner is enriched with vitamin e E comes in a one-way twist up pencil form. The texture is very smooth and glides on effortlessly. In fact, it is better to proceed with a soft hand else it might even break.

The colours are highly pigmented & single swipe gives a beautiful color on the lids. It easily lasts for a minimum of 6-7 hours and comes in 6 beautiful colours. Price:Rs.450 onwards for 0.28gms.



EYES SHADOW:

These lakme eye shadows were launched as a part of the color illusion range during the lakme fashion week summer 2014. These come in 8 pretty shades and are great pick for someone who loves a hint of shimmer on their eyes without looking OTT. These shades work best for around 6-7 hours. Price Rs.750 for 3.5gm.



MASCARA:

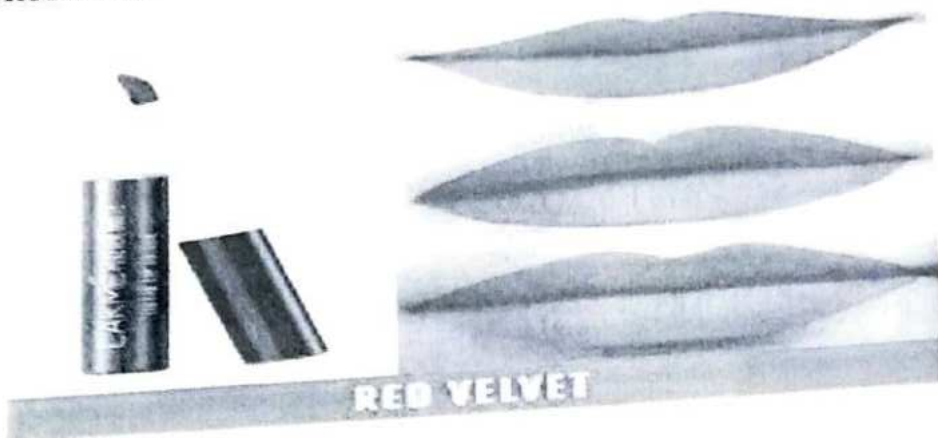
Flutter those eyelashes with lakme mascara .The mascara has a rich black color and the wand is also easy to work with. It separates all the lashes properly and holds up the curls well. It has a decent lasting power of 4-5 hours. It does not cause any irritation to the eyes & removal is not a pain either.price Rs.725 for 9 ml.



EYESHADOW PALETTE:

This is the first time lakme has come up with its eye shadow palette. It comes in 2 variants namely gold & silver and both these contain 6 individual colours. The texture of these lakme eyeshadow is soft and applies easily. The shades are subtle & pigmentation needs to build up for a proper colour. These are quite long lasting & stay on for 6 hour plus. Price Rs.995 for 9 gm.

LIP PRODUCTS:



LIP LINER:

Lakme lip liner has several variants like relvon lip liner, charlotte tilbury lip cheat lip liner, kat von everlasting lip liner etc. Get a perfect pour with this amazing lip liner. It gives precise definition to the lips, while making your lip color last long. It glides beautifully on the lips. and leaves a satin finish. It has an excellent color pay off



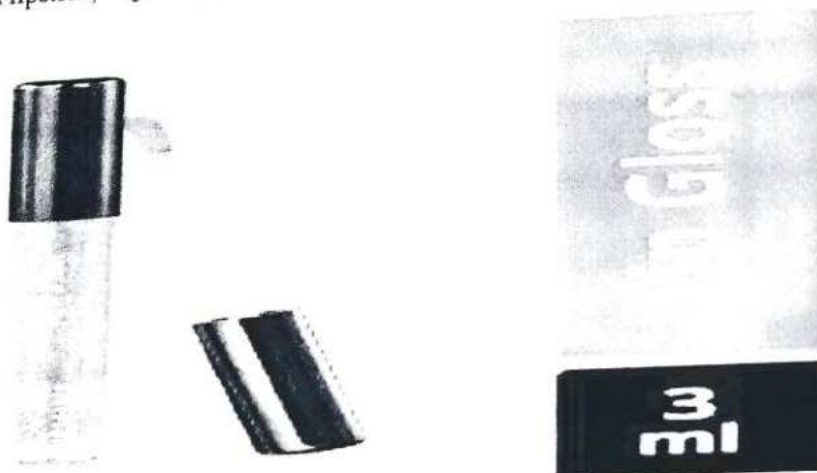
LIP STICK:

The lakme lipsticks range has been around for a while. The lipstick comes in a monisture matte finish and does not dry out the lips. The long stay claim is true. It is a non-transferable lipstick and will suit medium to dusky skin tones pretty well. The lakme lipstick is for long-lasting effect. The luxurious lipstick shade gives a higher colour delivery. The lakme lipstick is best for daily wear as it comes with a soft and smooth texture in a matte finish. now you can say goodbye to regular touch-ups and just switch to the lakme lipstick collections.



LIP GLOSS:

Every makeup kit needs a lip gloss. Lakme introduces its revolutionary 3D lip gloss, which provides a luscious sheen and has a smooth gliding consistency. It gives a glossy shimmer effect and can be used over a lipstick, or just by itself.



NAIL PRODUCTS:



NAIL POLISH:

The lakme absolute fast and fabulous nail polish have different colour variants like flaming orange, sunshine, purple fix, night desire, etc.

These nail colours comes in attractive bottles that catches the customers eyes and they also look gorgeously beautiful in customers dressing area.. colors are visible in see through bottles. Just one stroke and you are done. These colours are really long-lasting with the same application.



NAIL ENAMEL:

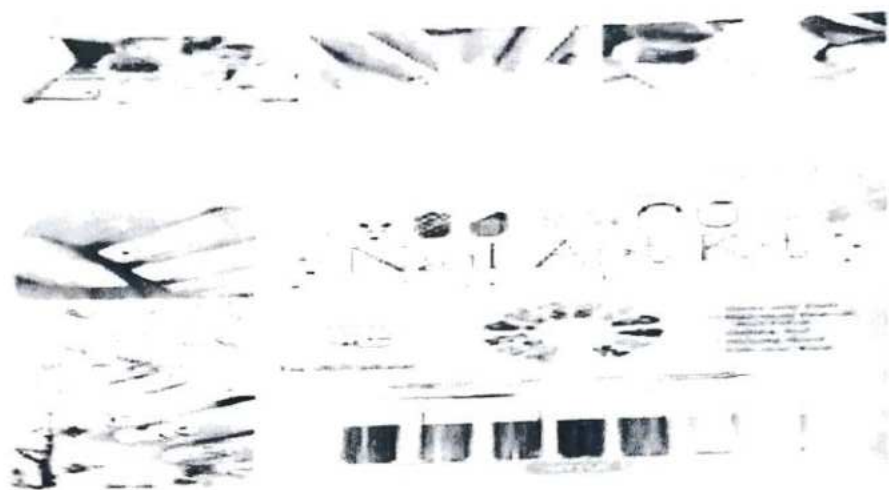
Trendy shades on the go and for every mood, lakme true wear color crush nail enamel make the world a better place. Lakme ture wear color crush coats your nail to perfection. Giving them a vibrant and elegant look. The lakme nail enamel gives a shiny look to your nails and it is long – lasting.



NAIL ART KIT:

Lakme colour crush nail art show-stopping nail art kit.

- i) 4 different families: Unicorn, Circus, Glitterati
- ii) 30 new shades and textures
- iii) Choose from pearlescent Unicorn, metal finish chrome, glitter-mixed effect with glitterati and circus with dazzling micro-particles.
- iv) Shades that highlight each texture vividly.



NAIL POLISH REMOVER:

Lakme Nail Color Remover



The lakme nail polish remover is acetone. Acetone can also remove artificial nails made of acrylic or cured gel. Fewer chemicals are used in lakme nail polish remover. The lakme nail polish remover is the best nail polish remover. It just takes few seconds remove nail polish.

FACE PRODUCTS:



LAKMÉ



FACE CREAM :

Lakme face cream is for all skin types. It makes the skin moisturized and nourished and gives sun protection of SPF 15. It lightens the skin tone, reduces the pigmentation and patches on the face. This cream has the light pigment that even tones the skin and primes the face. It gives you moisturization and skin lightening benefits with UV protection. Men can also try this versatile product during the parties or when they have to attend weddings. This will help them to get clear skin visibly.



COMPACT POWDER:

The lakme compact powder is an essential product to have in your makeup kit. It is enriched with a unique oil absorbing formula that provides a matte finish and a flawless look it is

beautifully packaged in a round cased compact with a mirror and a powder and a powder puff. It is infused with vitamin E that conditions your skin and makes it smooth.



Compact

8g

FOUNDATION:

Sport a dazzling glow, wherever you go, with lakme perfecting liquid foundation. An integral part of your face makeup, this liquid based foundation spreads evenly to cover spots blemishes, dark circles and patchy skin tone. It is formulated to water-resistant, smudge free and long lasting. The brand has also been redefining fashion in india for over 15 years with lakme fashion week, india's premier fashion event.



6g

FACE WASH:

The lakme face wash is infused with soft cleansing beads and lemon anti-oxidants, known to freshest skin. It gently cleanses your skin effectively washes away dirt, impurities and pollution, leaving your skin with blush-like glow. lakme salon experts have developed a way to add beads of lemon anti-oxidants to cleansers, lakme face wash is ideal for everyday use and keeps your skin clear of all and impurities.



Facewash

50g

CHAPTER-3

ANALYSIS AND INTERPRETATION

INTRODUCTION:

Data collection through questionnaire was analyzed and interpreted. The interpretation Of the data was made by the descriptive method. Analysis of the data was made by using the pie Chart. Percentage analysis etc. Graphical diagram will give exact idea about the character of the data. The data Collected in any statistical investigation like questionnaire are known as new data. This project Gives you a brief about the teenager's preference towards the lakme products. Analysis is Intended to provide a foundation upon which we confidently conduct our survey.

*Data Analysis
&
Interpretation*



CHAPTER III

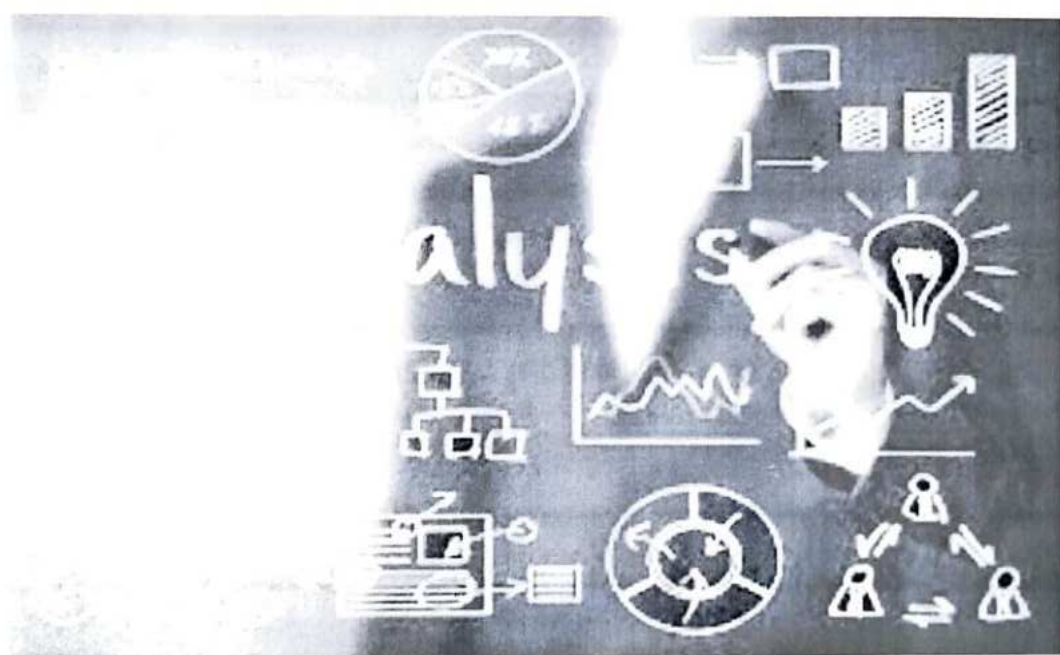
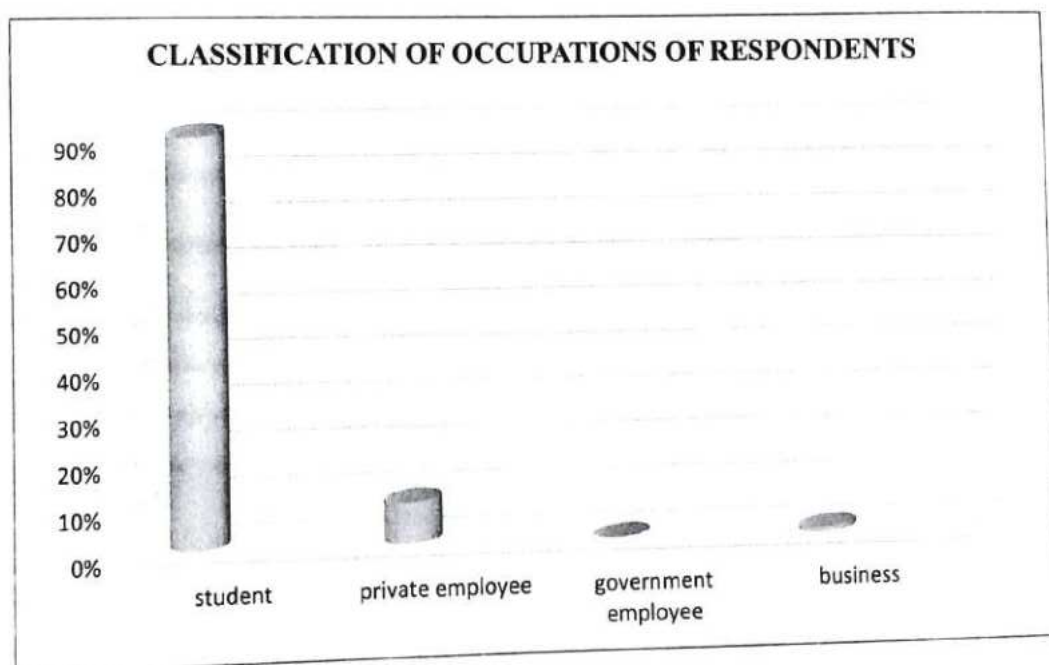


Table 3.1

CLASSIFICATION OF OCCUPATION OF RESPONDENTS

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
Student	72	90
Private employee	7	09
Government employee	0	00
Business	1	01
TOTAL	80	100

SOURCE: Primary data



INTERPERETATION:

From the above table, it is revealed that 90% of the respondents are students, 9% of the Respondents are private employees and 1% of the respondents are business persons. Thus Majority (90%) of the respondents are students.

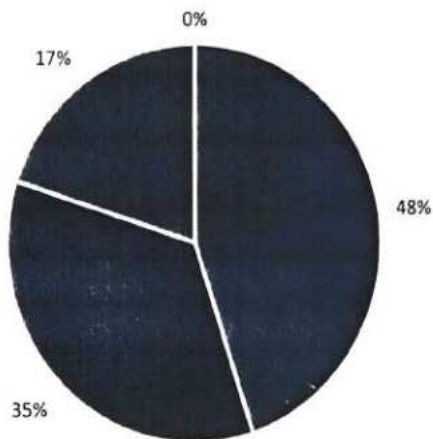
TABLE 3.2

AGE WISE CLASSIFICATION OF RESPONDENTS

AGE	NO. OF RESPONDENTS	PERCENTAGE
18-20	38	48
20-22	28	35
22-24	14	17
TOTAL	80	100

SOURCE: Primary data

**AGE WISE CLASSIFICATION OF THE
RESPONDENTS**



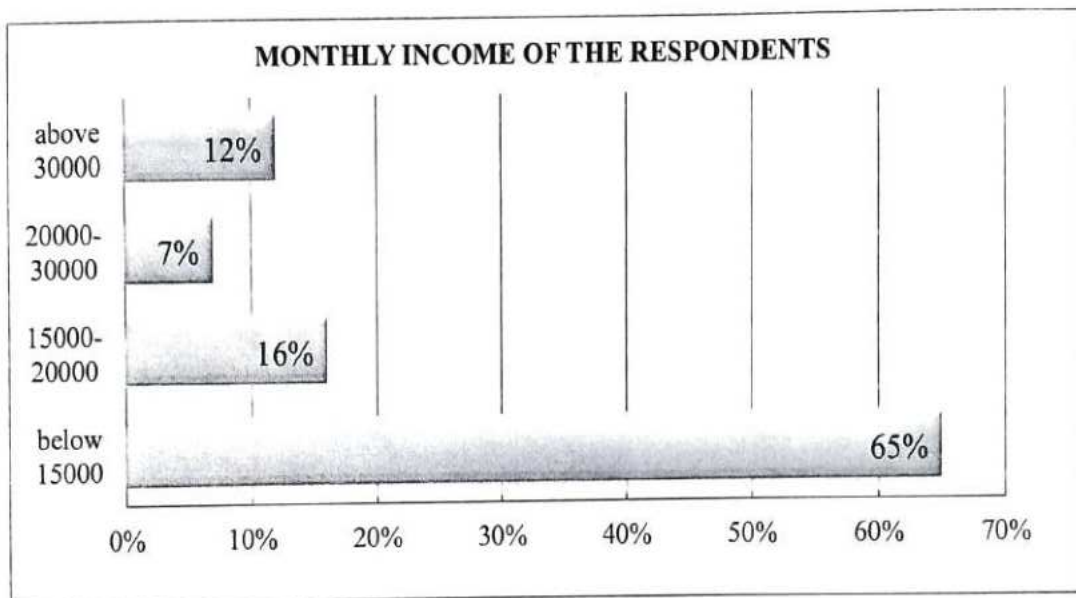
INTERPERETATION:

From the above table, it is revealed that 48% of the respondents are from the age Group between 18-20, 48% of the respondents are from the age group of 20-22 and 35% of The respondents are between the age group of 22-24. 17% Thus majority (48%) of the respondents are between the age group of 18-20.

TABLE 3.3
MONTHLY INCOME OF THE RESPONDENTS

MONTHLY INCOME	NO. OF RESPONDENTS	PERCENTAGE
Below-15000	52	65
15000-20000	13	16
20000-30000	06	07
Above 30000	09	12
TOTAL	80	100

SOURCE: Primary data



INTERPERETATION:

From the above table, it is revealed that 65% of the respondents earn below Rs.15000, 16% of the respondents between Rs.15000 - Rs20000, 12% of the respondents earn above 30000 And 7% of the respondents earn between Rs.20000 – Rs.30000. Thus majority (65%) of the Respondents earn below Rs.15000.

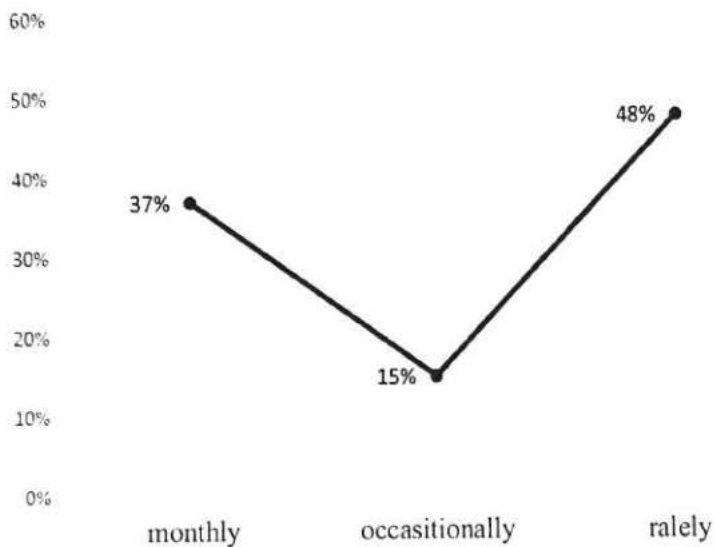
TABLE 3.4

FREQUENCY OF BUYING LAKME PRODUCT OF RESPONDENTS

FREQUENCY OF BUYING LAKME PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
Monthly	30	37
Occasionally	12	15
Rarely	38	48
TOTAL	80	100

SOURCE: Primary data.

FREQUENCY OF BUYING LAKME PRODUCT



INTERPERETATION:

From the above table, it is revealed 48% of the respondents buy lakme product rarely 37% of the respondents buy them monthly and 15% of the respondents buy them occasionally. Thus (48%) of the respondents buy lakme products rarely.

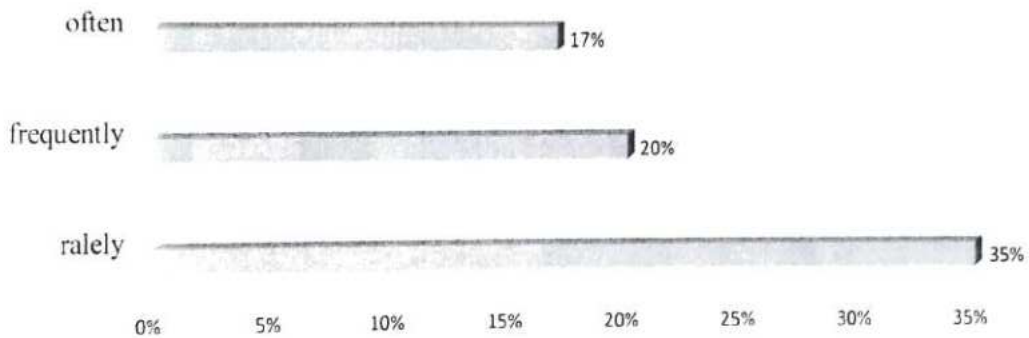
TABLE 3.5

USING LAKME PRODUCT OF THE RESPONDENTS

USE OF LAKME PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
Daily	22	28
Rarely	28	35
Frequently	16	20
Often	14	17
Total	80	100

SOURCE: Primary data

USING LAKME PRODUCTS OF THE RESPONDENTS



INTERPERETATION:

From the above table, it is revealed 35% of the respondents use lakme products rarely, 28% of the respondents use them daily, 20% of (53%) of the respondents use lakme products rarely.

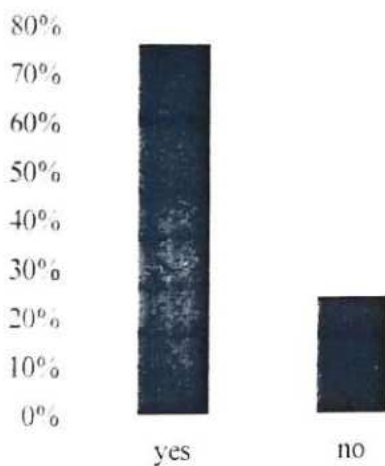
TABLE 3.6

LAKME PRODUCTS AFFORDABLE OF RESPONDENTS

LAKME PRODUCTS AFFORDABLE	NO. OF RESPONDENTS	PERCENTAGE
Yes	61	76
No	19	24
TOTAL	80	100

SOURCE: Primary data

LAKME PRODUCTS AFFORDABLE OF THE RESPONDENTS



INTERPERETATION:

From the above table, it is revealed that 76 % of the respondents feel that Lakme products Affordable and 24% of the respondents consider them as not affordable. Thus majority (76%) of The respondents prefer Lakme products as high priced products.

TABLE 3.7

FACTORS INFLUENCE LAKME PRODUCT OF RESPONDENTS

FACTORS INFLUENCE LAKME PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
Advertisement	23	28
Friends	42	52
Personal experience	12	15
Social media	03	05
TOTAL	80	100

SOURCE: Primary data

FACTORS INFLUENCE LAKME PRODUCT



INTERPERETATION:

From the above table, it is revealed that 52% of the respondents are influenced by their friends to use Lakme products, 28% of the respondents say that advertisement influence them to buy Lakme products, 15 % of the respondents say that personal experience is the factor that influence their purchase decision and 5% of the respondents say that social media influence them to buy Lakme products. Thus majority (52%) of the respondents are influenced by their friends to use Lakme products.

TABLE 3.8

AMOUNT SPENT FOR LAKME PRODUCTS

AMOUNT SPENT FOR LAKME PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
Below 250	47	59
250-500	20	25
500-1000	09	11
Above 1000	04	05
TOTAL	80	100

SOURCE: Primary data

AMOUNT SPEND OF LAKME PRODUCT



INTERPERETATION:

From the above table, it is revealed that 59% of the respondents spend below Rs.250 to buy Lakme products, 25% of the respondents spend Rs.250 – Rs.500 on lakme products, 11% of the Respondents spend Rs.500 –Rs.1000 to buy lakme products and 5% of the respondents spend Above Rs.1000 to buy lakme products. Thus majority (59%) of the respondents spend below Rs.250 on lakme products.

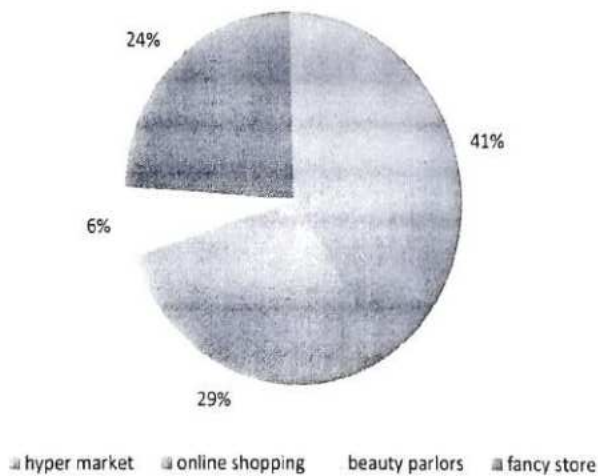
TABLE 3.9

PLACE OF AVAILABILITY OF LAKME PRODUCT

PLACE OF AVAILABILITY OF LAKME PRODUCTS	NO. OF RESPONDENTS	PERCENTAGE
Hyper market	33	41
Online shopping	23	29
Beauty parlors	05	06
Fancy store	19	24
TOTAL	80	100

SOURCE: Primary data

PLACE OF AVAILABILITY OF LAKME PRODUCT



INTERPERETATION:

From the above table, it is revealed that 41% of the respondents buy lakme products from hyper market, 28% of the respondents buy them from online site, 24% of the respondents buy from fancy stores and 6% of the respondents buy them from beauty parlors. Thus majority (41%) of the respondents buy lakme products from hyper market.

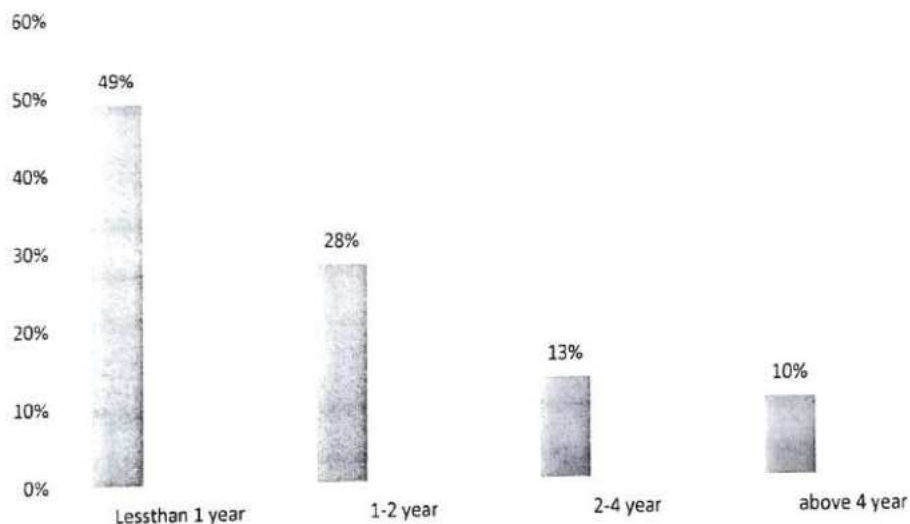
TABLE 3.10

USAGE OF LAKME PRODUCTS OF THE RESPONDENTS

USAGE	NO. OF RESPONDENTS	PERCENTAGE
Less than a year	39	49
1-2 year	23	28
2-4 year	10	13
Above 4 year	8	10
TOTAL	80	100

SOURCE: Primary data

USAGE of lakme products



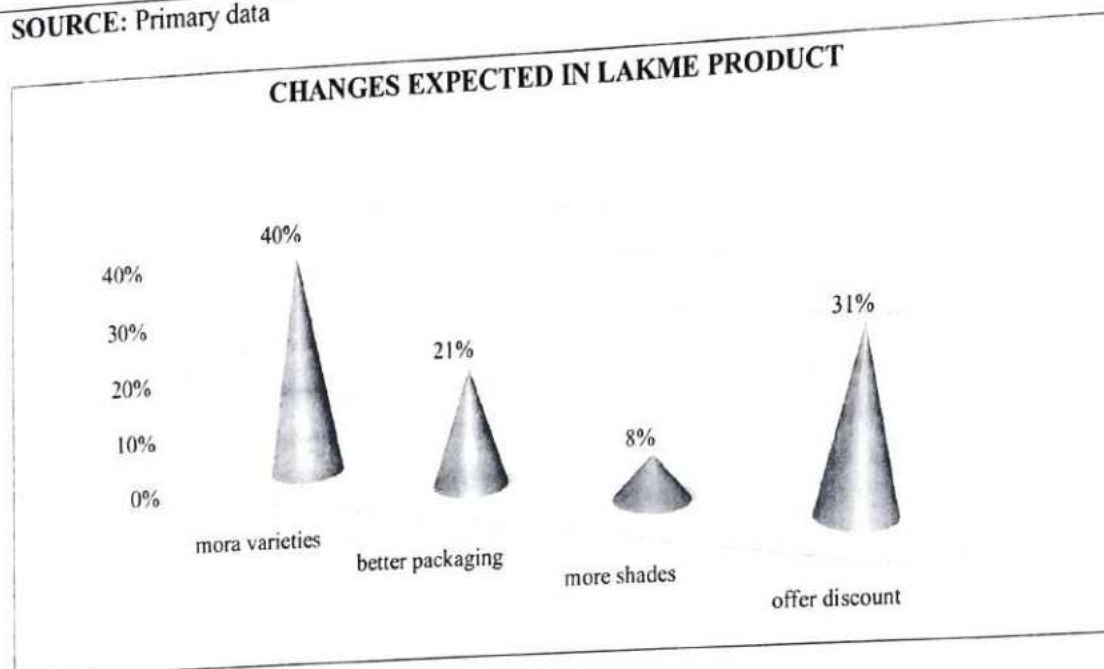
INTERPERETATION:

From the above table, it is revealed that 49% of the respondents are using lakme products less than a year, 25% of the respondents use them for 1-2 years, 13 % of the respondents are using them for 2-4 years and 10% of the respondents are using them above 4 years. Thus majority (49%) of the respondents are using Lakme products less than a year.

TABLE 3.11
CHANGES EXPECTED IN LAKME PRODUCT

CHANGES EXPECTED IN LAKME PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
More varieties	32	40
Better packaging	17	21
More shades	06	08
Offer discount	25	31
TOTAL	80	100

SOURCE: Primary data



INTERPERETATION:

From the above table, it is reveals that 40% of the respondents say that there are more varieties, 21% of the respondents refer that Lakme products have better packaging, 8% of the respondents say that there are more shades in them and 6% of the respondents prefer that there are more offer discounts in the products. Thus majority (40%) of the respondents say that there are more varieties in Lakme products.

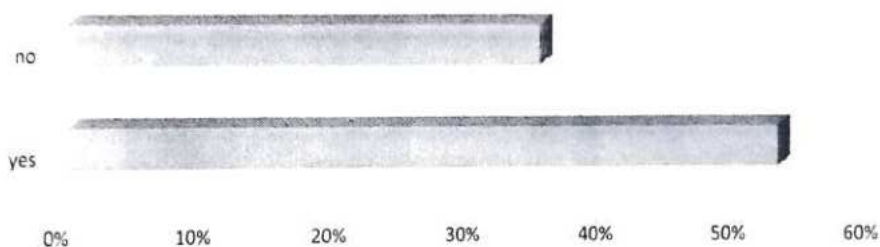
TABLE 3.12

PURCHASE OF LAKME PRODUCT EVEN IS THERE IS INCREASE IN PRICE

PURCHASE OF LAKME PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
Yes	52	65
No	28	35
TOTAL	80	100

SOURCE: Primary data

PURCHASE OF LAKME PRODUCT EVEN IS THERE IS
INCREASE IN PRICE



INTERPERETATION:

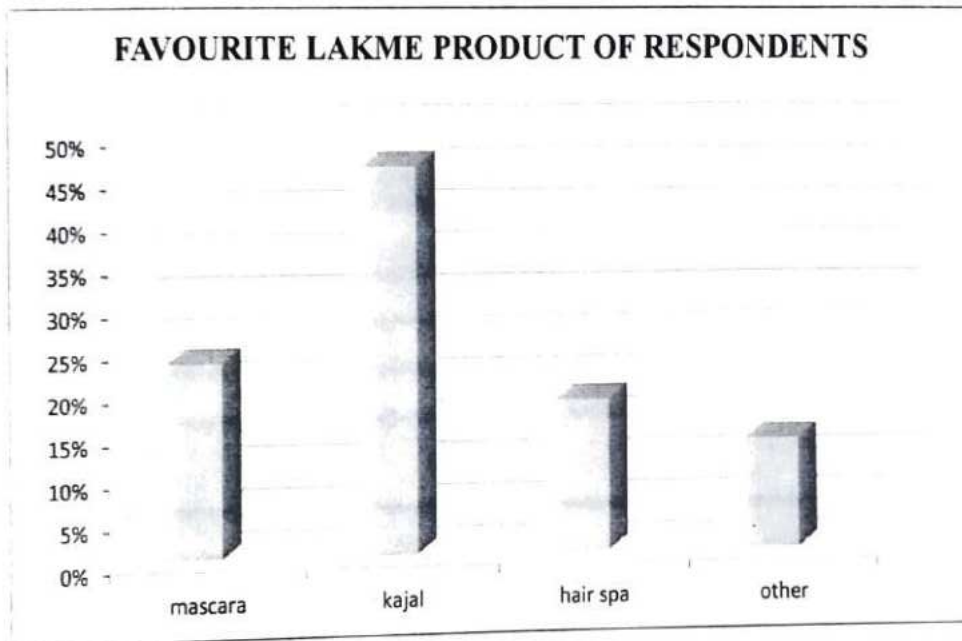
From the table it is reveals that 65% of the respondents buy Lakme products even with an increase in its price and 35% of the respondents do not buy Lakme products when its price increases. Thus majority (65%) of the respondents buy Lakme products even when the price

TABLE 3.13

FAVOURITE LAKME PRODUCT OF RESPONDENTS

FAVOURITE PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
Mascara	18	23
Kajal	38	46
Hair spa	14	18
Other	10	13
TOTAL	80	100

SOURCE: Primary data



INTERPERETATION:

From the above table, it is revealed that 23% of the respondents' favorite lakme product is mascara, 46% of the respondents' favorite lakme product is kajal, 18 % of the respondents' favorite lakme product is hair spa and 13% of the respondents say other products of Lakme. Thus majority (23%) of the respondents' favorite lakme product is mascara.

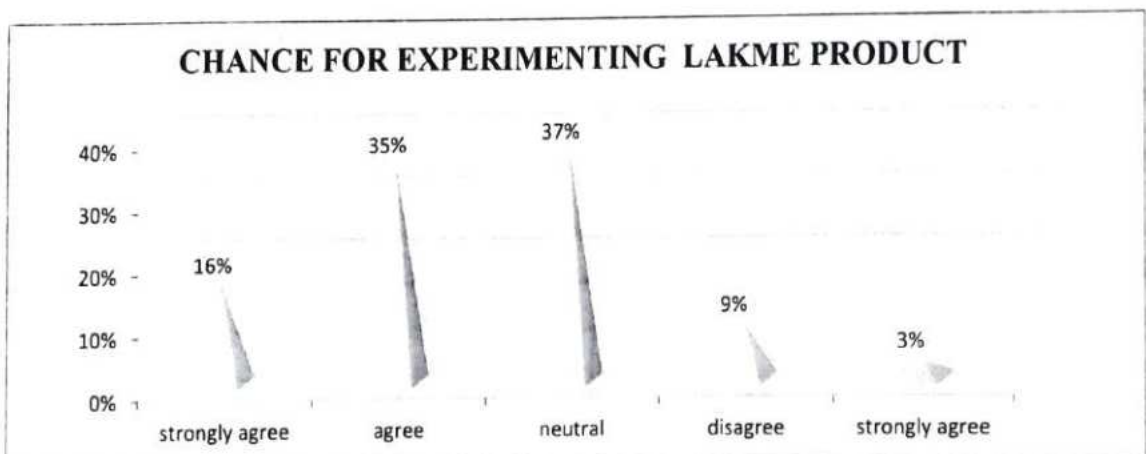


TABLE 3.14

CHANGE FOR EXPERIMENTING THE PRODUCT

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	13	16
Agree	28	35
Neutral	30	37
Disagree	07	09
Strongly disagree	02	03
TOTAL	80	100

SOURCE: Primary data



INTERPERETATION:

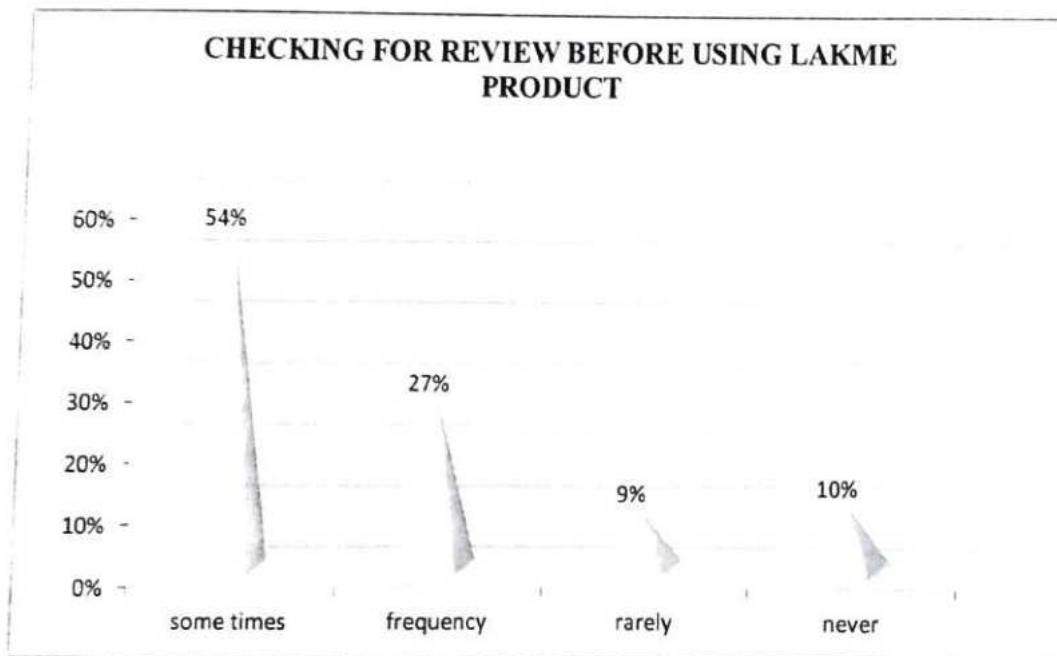
The above table reveals that 37% of the respondent natural that there is a chance for experimenting lakme product, 35% of the respondents agree that there is a chance for experimenting lakme product. 16% of the respondents are strongly agree in their opinion regarding the chance for experimenting lakme product and 9% of the respondents say that there is no chance for experimenting lakme product and 3% of the respondents strongly disagree that there is a chance for experimenting lakme product. Thus majority of the respondent's i.e., 37% of the respondents are neutral in their opinion regarding the chance for experimenting lakme product.

TABLE 3.15

CHECKING FOR REVIEW BEFORE USING LAKME PRODUCT

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Some times	43	54
Frequency	22	27
Rarely	07	09
Never	08	10
TOTAL	80	100

SOURCE: Primary data



INTERPERETATION:

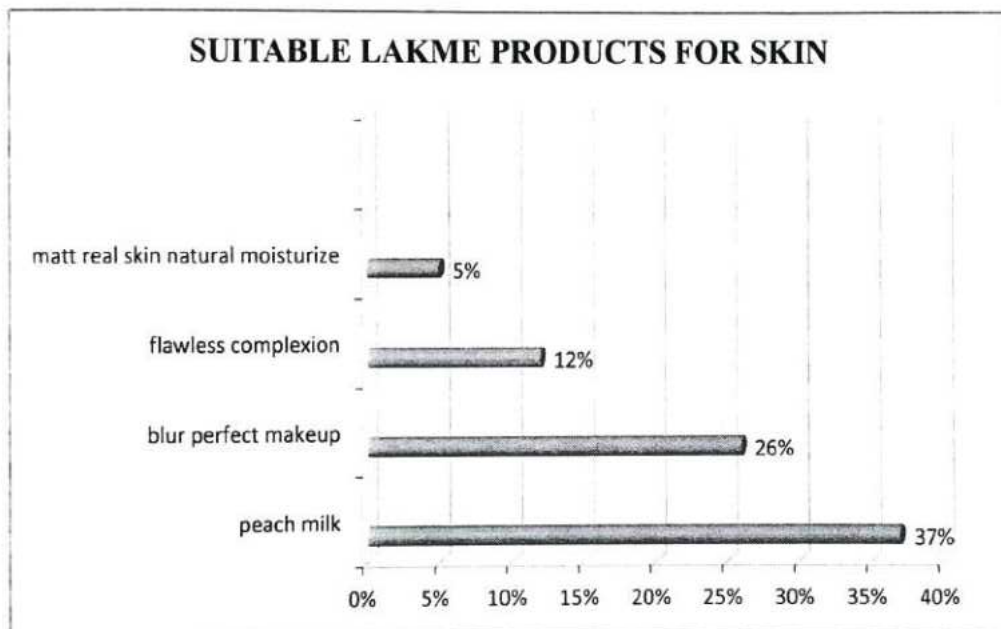
The above table reveals that 54% of the respondents are verifying lakme products before use. Sometimes, 27% of the respondents check frequently, 09% of the respondents verify rarely and 10% of the respondents do not verify. Thus majority (54%) of the respondents are verifying the Lakme products sometimes.

TABLE 3.16

SUITABLE LAKME PRODUCTS FOR SKIN

SUITABLE LAKME PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
Peach milk	30	37
Blur perfect makeup	21	26
Flawless complexion	10	12
Matt real skin natural moisturize	19	25
TOTAL	80	100

SOURCE: Primary data



INTERPERETATION:

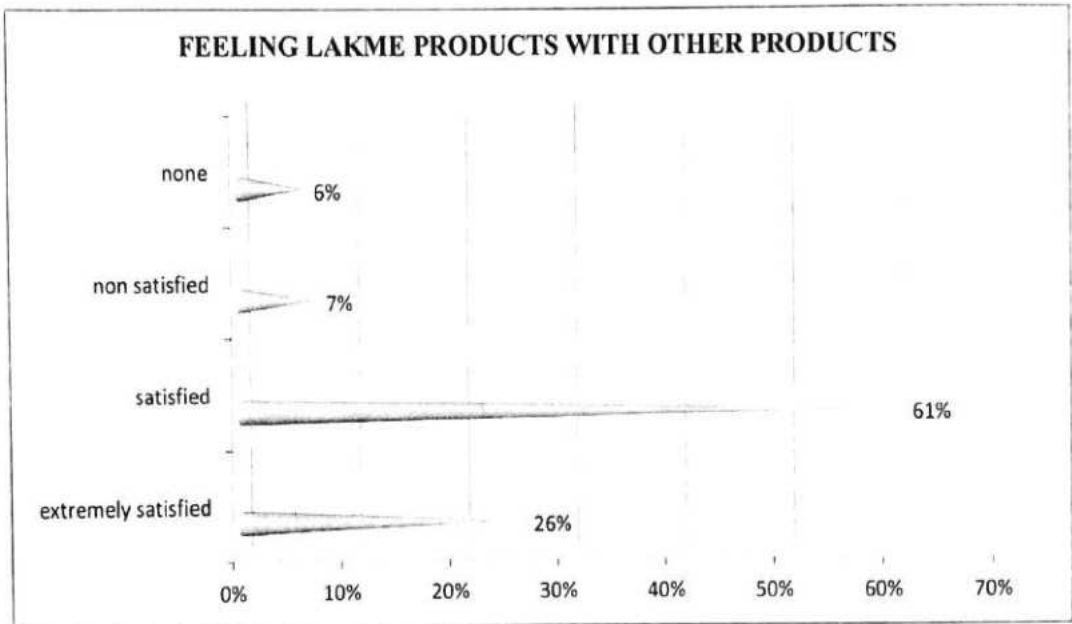
From the table it is revealed that 37% of the respondents prefer peach milk, 26% of the respondents prefer blur perfect makeup, 12% of the respondents prefer flawless complexion and 25%of the respondents prefer matt real skin natural. Thus majority (37%) of the respondents prefer peach milk from lakme product.

TABLE 3.17

FEELING ABOUT COMPARISON WITH OTHER PRODUCTS

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Extremely satisfied	21	26
Satisfied	49	61
Non satisfied	05	07
None	05	06
TOTAL	80	100

SOURCE: Primary data



INTERPERETATION:

From the above table it is revealed that 26% of the respondents are extremely satisfied about Lakme products, 61% of the respondents are satisfied, 7% of the respondents are not satisfied and 6% of the respondents are none. Thus majority (61%) of the respondents are satisfied with Lakme products.

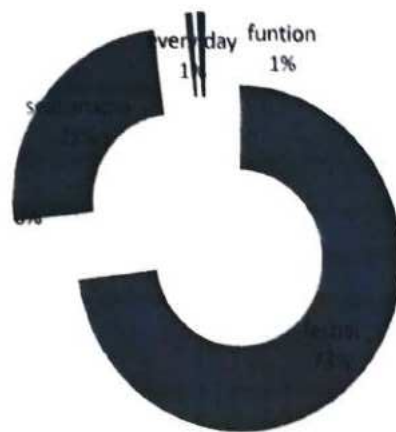
TABLE 3.18

PERIOD OF AVAILING OF OFFER

PERIOD OF AVAILING OF OFFER	NO. OF RESPONDENTS	PERCENTAGE
Festival	58	73
Seasonable	20	20
Every day	01	6
Function	01	1
TOTAL	80	100

SOURCE: Primary data

PERIOD OF AVAILING OF OFFER



INTERPERETATION

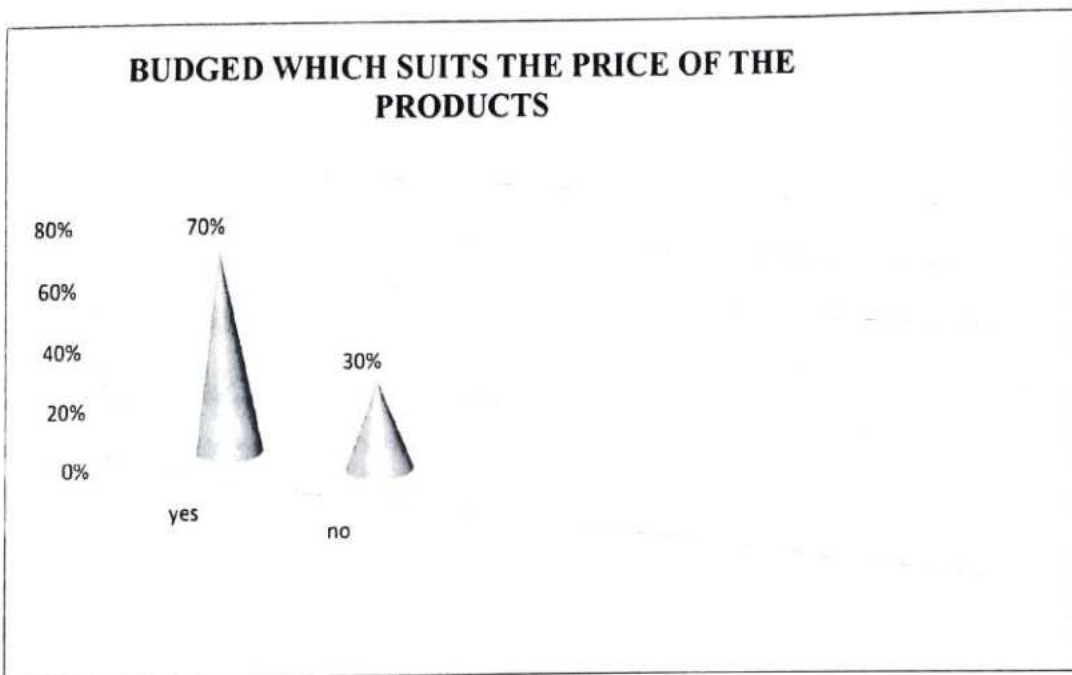
From the above table, it is revealed that 73% of the respondents say that festivals are the offer prevailing period, 20% of the respondents say that it is seasonal, 6 % of the respondents say that every day they get offer and 1% of the respondents say that functions are the best offer prevailing period. Thus majority (73%) of the respondents say that festivals are the best offer prevailing period.

TABLE 3.19

BUDGET WHICH SUITS THE PRICE OF THE PRODUCT

Price of the product	NO. OF RESPONDENTS	PERCENTAGE
Yes	56	70
No	24	30
TOTAL	80	100

SOURCE: Primary data



INTERPERETATION:

The above table reveals that 70% of the respondents say that the product suits their budget and 30% of the respondents say that the product does not suits their budget. Thus majority (70%) of the respondents say that the Lakme products suits their budget.

TABLE 3.20

ADVERTISEMENT ATTRACTS NEW CUSTOMERS FOR LAKME

ADVERTISEMENT ATTRACTS NEW CUSTOMERS FOR LAKME	NO. OF RESPONDENTS	PERCENTAGE
Yes	65	81
No	15	19
TOTAL	80	100

SOURCE: Primary data



INTERPERETATION:

The above table reveals that 81% of the respondents prefer that advertisement attracts new customers for lakme products and 19% of the respondents do not prefer advertisement attracts new customers for lakme products. Thus majority (81%) of the respondents say that advertisements attracts new customers.

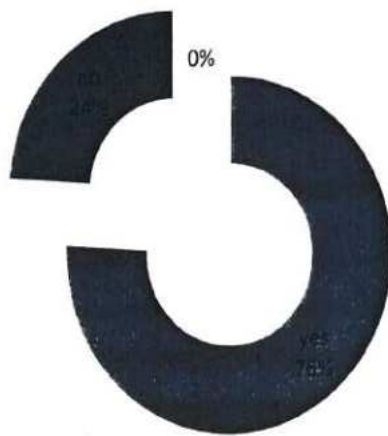
TABLE 3.21

PURCHASING OF RIGHT PRODEUCT AT RIGHT CHOICE

PURCHASE OF LAKME PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
Yes	61	76
No	19	24
TOTAL	80	100

SOURCE: Primary data

PRUCHASING OF RIGHT PRODUCTS AT RIGHT CHOICE



INTERPERETATION:

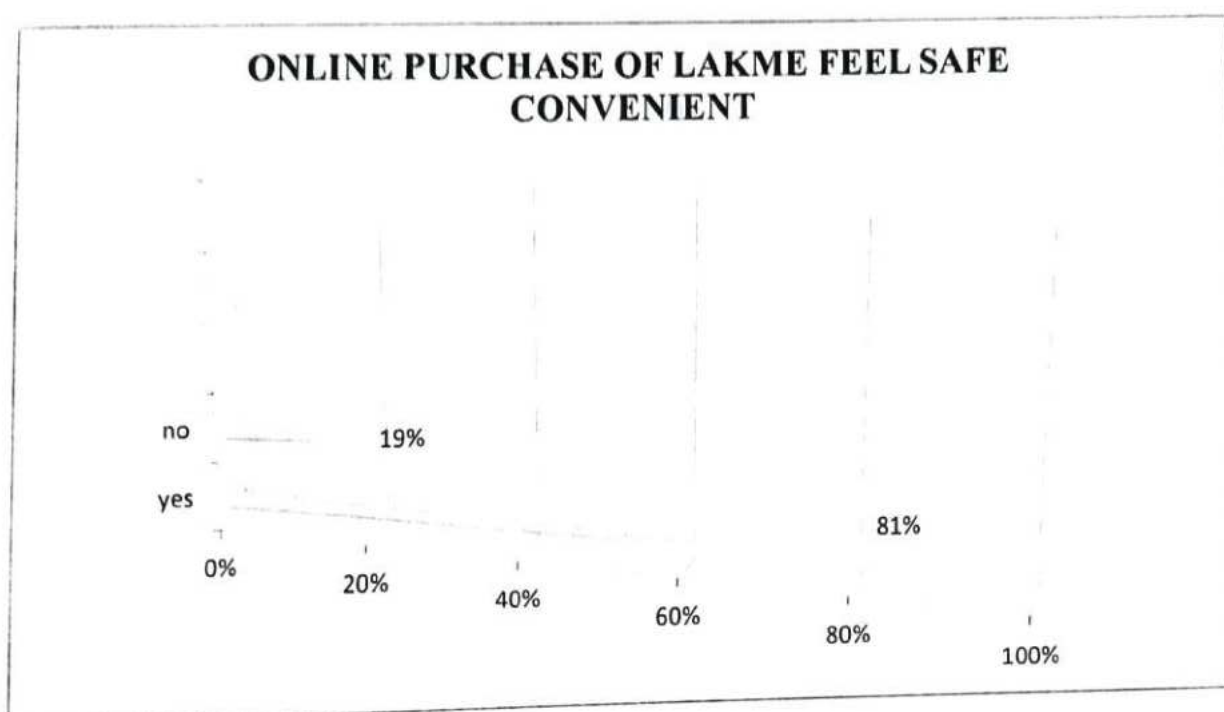
The above table reveals that 76% of the respondents are purchasing the right products at right choice and 24% of the respondents are not purchasing the right products at right choice. Thus majority (76%) of the respondents are purchasing the right product at right choice.

TABLE 3.22

ONLINE PURCHASE OF LAKME FEELS SAFE CONVENIENT

PURCHASE OF LAKME PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
Yes	65	81
No	15	19
TOTAL	80	100

SOURCE: Primary data



INTERPERETATION:

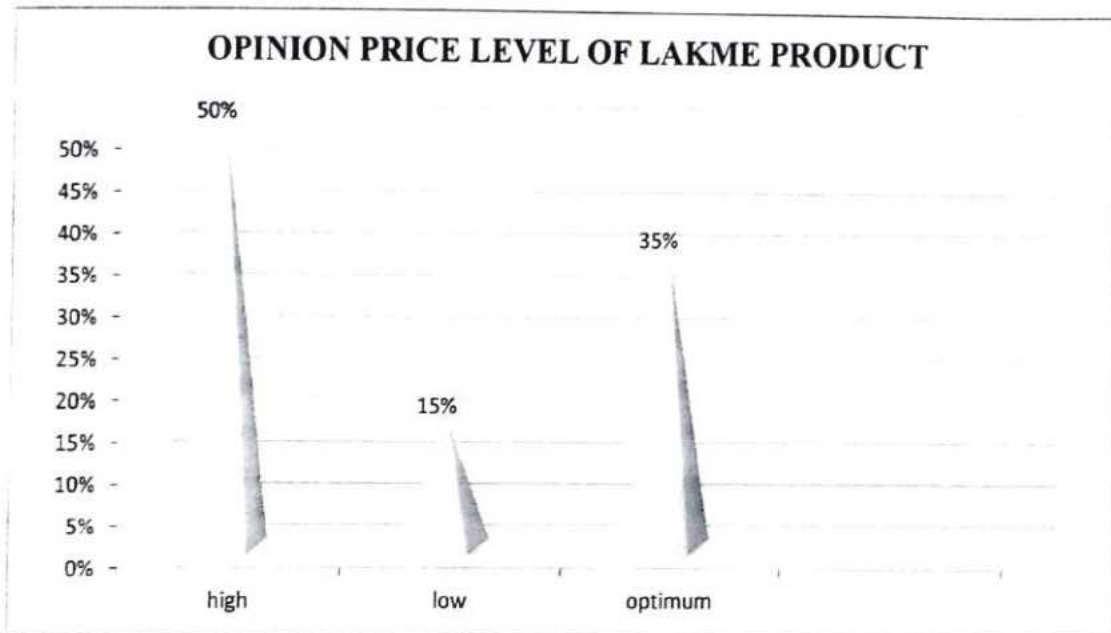
The above table reveals that 81% of the respondents prefer that online mode of purchase as convenient safe and 19% of the respondents feel that online mode of purchasing is not safe and convenient. Thus majority (81%) of the respondents prefer that online mode of purchase is safe and convenient.

TABLE 3.23

OPINION ABOUT PRICE LEVEL OF LAKME PRODUCT

PRICE LEVEL	NO. OF RESPONDENTS	PERCENTAGE
High	40	50
Low	12	15
Optimum	28	35
TOTAL	80	100

SOURCE: Primary data



INTERPERETATION:

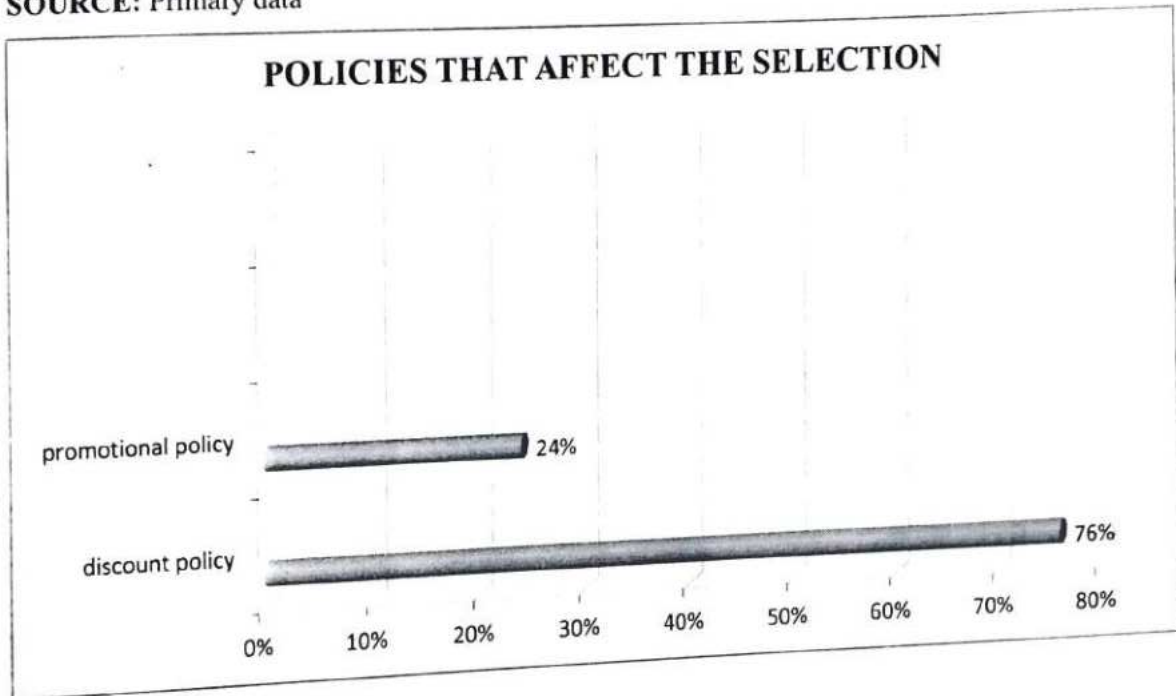
The above table reveals that 50% of the respondents prefer the price level of the lakme Product is high, 15% of the respondents feel it is low and 35% of the respondents say that it is Optimum. Thus majority (50%) of the respondents prefer the price level of the lakme product is high.

TABLE 3.24

POLICIES THAT AFFECT THE SELECTION

SELECTION OF LAKME PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
Discount policy	61	76
Promotional policy	19	24
TOTAL	80	100

SOURCE: Primary data



INTERPERETATION:

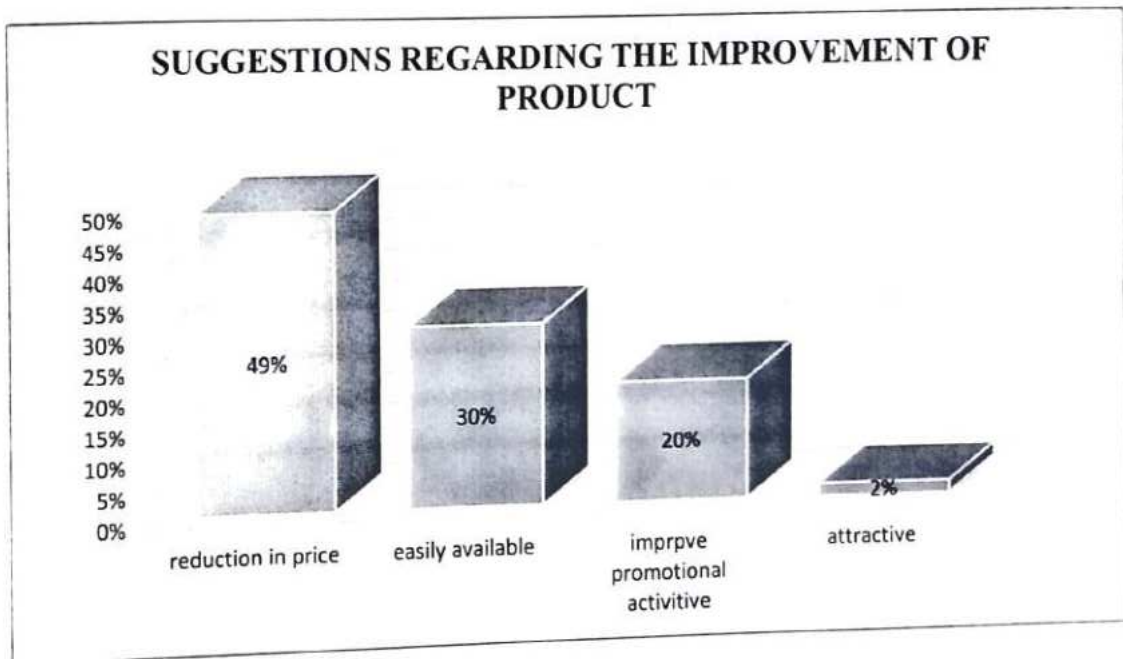
The above table reveals that 76% of the respondents say discount policy that affects the selection and 24% of the respondents say promotional policy affects the selection of the product. Thus majority (76%) of the respondents say discount policy that affects the selection of the product.

Table 3.25

SUGGESTION REGARDING THE IMPROVEMET OF PRODUCT

IMPROVEMENT OF PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
Reduction in price	39	49
Easily available	24	30
Improve promotional activities	16	20
Attractive	1	2
TOTAL	80	100

SOURCE: Primary data



INTERPERETATION:

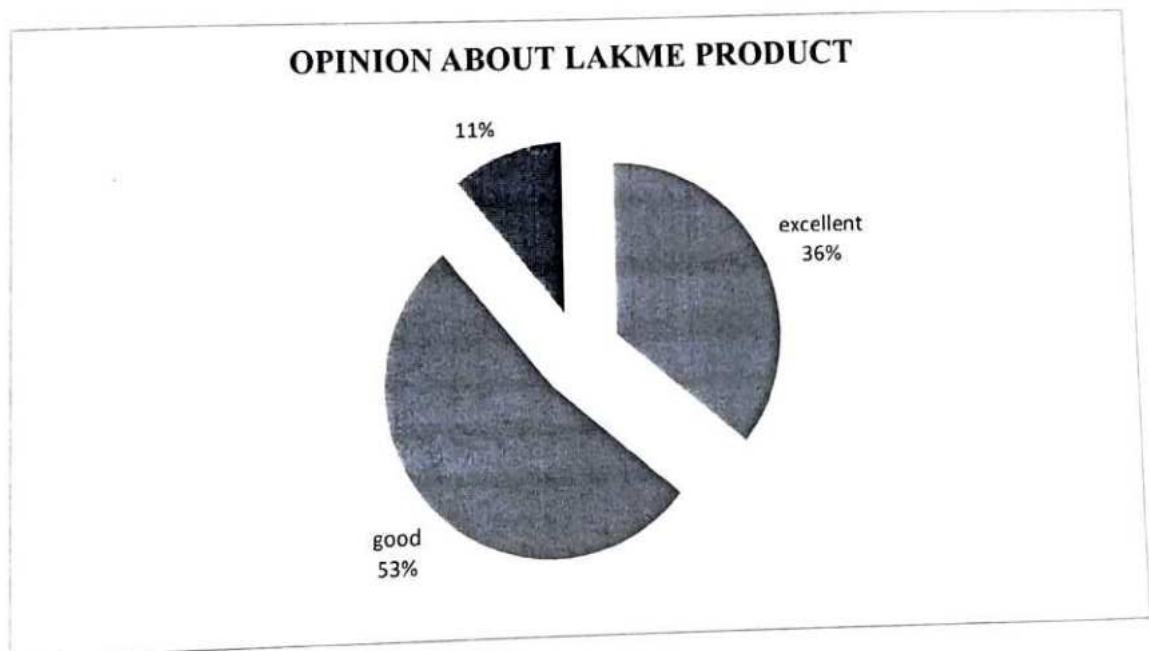
The above table reveals that 49% of the respondents prefer reduction in price, 30% of the respondents say easily available, 20% of the respondents say improvement in promotional activities and 2% of the respondents prefer other options. Thus majority (49%) of the respondents prefer reduction in price.

TABLE 3.27

GENERAL OPINION ABOUT LAKME PRODUCT

OPINION ABOUT LAKME PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
Excellent	29	36
Good	42	53
Satisfaction	9	11
TOTAL	80	100

SOURCE: Primary data



INTERPERETATION:

From the above table it is revealed that 36% of the respondents say that they are excellent, 53%

Of the respondents say that they are good and 11% of the respondents are satisfied. Thus majority

(53%) of the respondents say that the Lakme products are good.

LIKERT SCALE

Likert scale is defined as an undimensional scale used to collect the respondent attitudes and opinions. This scale is often used to understand respondent ratings and agreement levels with the topic in-hand. Different variations of liken scale are focused directly on measuring the attitudes of people. Such as Guttman scale. Bogardus scale. Thurstone scale etc.

Likert scale is a psychometric scale used mainly in market research to understand the opinions and attitudes of an employee towards the organization. Co-workers. Or competitors. It serves organizations to make measurements and know about the degree of conformity of a person or respondent towards a certain affirmative or negative sentence. When responding to a Likert item. Respondents specify their level of agreement or disagreement on a symmetric agree to disagree scale for a series of statements. Thus, the range captures the intensity of their feelings for a given item.

A likert scale can be created as the simple sum of questionnaire responses over the full range of the scale. Likert scaling assumes distances between each item are equal. Importantly "All items are assumed to be replications of each other or in other words items are considered to be parallel instruments". By contrast. Modern test theory treats the difficulty of each item as information to be incorporated in scaling items. Surveys are constantly used to measure quality. Likert scales are a common classification format for surveys. Researchers and auditors generally group collected data into a hierarchy for four fundamental measurement levels nominal. Ordinal, interval and ratio measurement levels:

1. Nominal data: Data in which the answers are classified into variables need not necessarily have a quantitative data or order is called nominal data
2. Ordinal data: Data in which it is possible to sort or classify the answers, but it is not possible to measure the distance is called ordinal data.
3. Interval data: In general, whole data in which measurements of orders and distances can be made is called interval data.
4. Ratio Data: This data is similar to internal data with the only different being an equal and definitive ration between each data and absolute "Zero" being treated as a point of origin.

TABLE 3.28

FACTORS TOWARDS THE PURCHASE OF THE PRODUCT

SATISFACTION LEVEL	S.A	A	N	D.A	S.D	TOTAL	PERCENTAGE	RANK
NECESSITY	80	128	78	8	2	296	3.7	II
STATUS SYMBOL	55	140	63	18	4	280	3.5	III
COMFORT	100	124	60	8	5	297	3.8	I
REASONABLE PRICE	65	80	78	26	8	257	3.2	IV
QUALITY	80	104	48	14	5	251	3.1	V
BRAND NAME	80	76	66	12	7	241	3	VI

INTERPRETATION:

From the above table it is revealed that respondents taken for study, I rank for respondents' comfort. II of the respondents for necessity, III rank of the respondent's status symbol, IV rank of the respondents for Reasonable price, V rank of the respondents for Quality, VI rank of the respondents for brand name.

TABLE 3.28

IMPROMENT NEEDED IN LAKME PRODUCT

FACTOR	% OF SCORE	RANK
QUALITY	48	III
PRICE	52	I
QUANTITY	51	II

SOURCE: primary data

INTERPRETATION:

From the above table it is revealed that respondents taken for study, I rank for respondents' price, II of the respondents for quantity, III rank of the respondent's Quality.

CHAPTER-IV



CHAPTER IV

FINDINGS & SUGGESTIONS

This chapter discuss the majority of the study besides having a few suggestions put down by the candidate. This chapter discussed in a concise and summary format rather than descriptive from. These findings and suggestions are based on the study entitled "A STUDY ON TEENAGER'S PREFERENCE TOWARDS LAKME PRODUCT"

- ❖ It is analyzed that 90% of the respondents are student.
- ❖ It is evident from the analysis 45% of the respondents are in the age group of 18-20.
- ❖ Majority 65% of the respondents are monthly income of below 15,000.
- ❖ It is found that 48% of the respondents are lakme products are rarely.
- ❖ Majority 35% of the respondents are using lakme products are rarely.
- ❖ Majority 76% of the respondents are lakme products affordable.
- ❖ Majority 52% of the respondents are friends.
- ❖ The study reveals that 59% of the respondents are spend on lakme products of below 250.
- ❖ Majority 41% of the respondents are shopping of lakme product is hyper market.
- ❖ Majority 49% of the respondents are using lakme products of less than a year.
- ❖ The study reveals that 40% of the respondents are durability of lakme products are more varieties.
- ❖ Majority 65% of the respondents are purchase of lakme product is increase in price.
- ❖ The study reveals that 46% of the respondents are favorite lakme product of Kajal.
- ❖ The study reveals that 37% of the respondents are chance for experimenting the product of neutral.
- ❖ Majority 54% of the respondents are using of lakme product is sometimes.
- ❖ Majority 37% of the respondents are suitable lakme products for skin in peach milk.
- ❖ Majority 61% of the respondents are feeling about comparison of lakme products with other products are satisfied.
- ❖ Majority 73% of the respondents are period of availing of offer in festival.
- ❖ Majority 70% of the respondents are budget which suits the price of the product.

- ❖ The study reveals that 81% of the respondents are advertisement attracts new customers for lakme.
- ❖ Majority 76% of the respondents are purchasing of right product at right choice.
- ❖ Majority 81% of the respondents are online purchasing of lakme feels safe convenient.
- ❖ The study reveals that 50% of the respondents are opinion about price level of lakme product is high.
- ❖ Majority 76% of the respondents are policies that affect the selection of discount policy.
- ❖ Hence it is inferred from the ranking that majority of the respondents have choose comfort which has been given 1st rank with the highest average score of 3.8.
- ❖ Hence it is inferred from the ranking that majority of the respondents have choose price which has been given 1st rank which the highest average score 52.

SUGGESIONS:

Brand preference studies reveal that comparatively there is more preference for lakme among consumers so in order to attract and maintain their consumers, advertising programs should be intensified.

Perception of the consumer is changing rapidly. They seek new benefits and values in their preferred brand. Moreover, consumer likes to have brand at low rate. So lakme should insert it so as to meet the changing preference of the consumer.

Lakme is the market leader in make-up products. Most of the consumers are brand loyal. They should be treated as intangible assets. Lakme should ever strive to satisfy them.

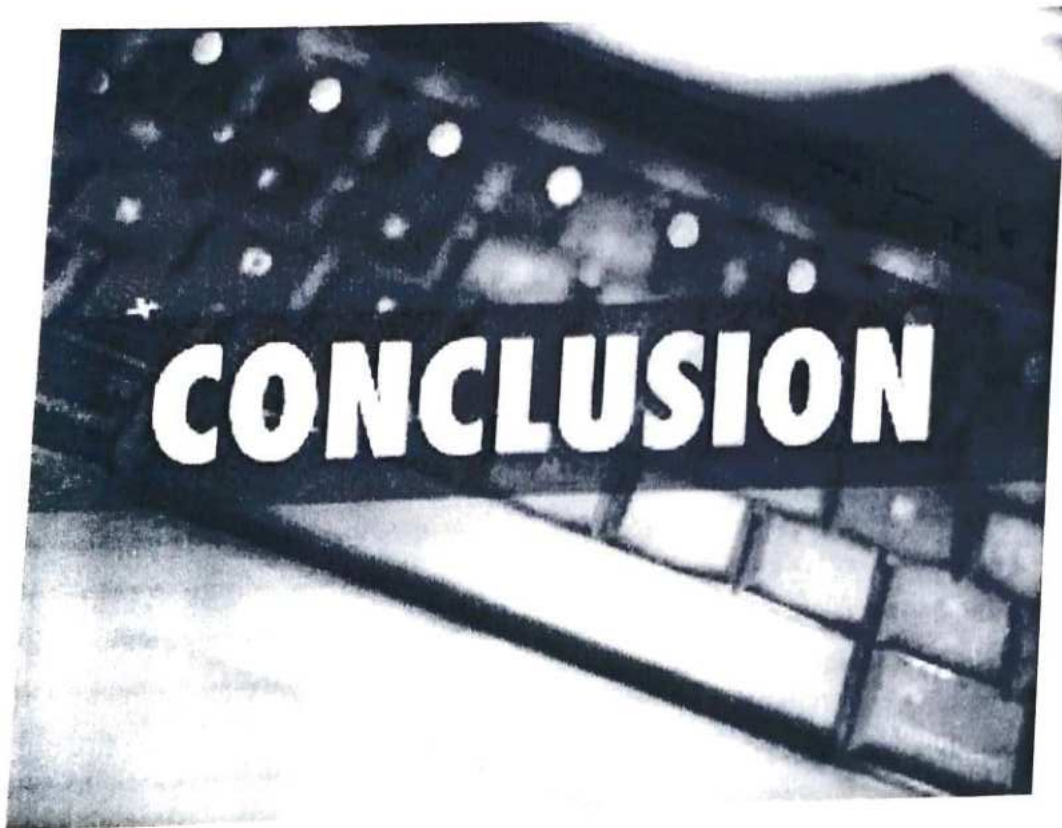
Target supply must be properly fulfilled so the need of the customer satisfied.

The Lakme Company and dealers should develop its marketing information system up to data information of competitors policy, price and product, target market, so that the company can know its strength and weaknesses.

The general perception is that company-owned salons are expensive, though lakme beauty priced, it has not been communicated well enough.

CHAPTER V

CHAPTER V



CONCLUSION

Lakme cosmetics are primarily used to enhance the teenager's facial beauty. Most of the people use cosmetics for making themselves attractive before the opposite sex. Cosmetic products are the perfect solution for beauty and for those who have sensitive skin. Nit improves ones appearance and glow. This study ensures that they get the right product and do not get fascinated by any fake products.

The study highlights the teenager's preference to lakme products, as lakme is a company which has a high focus on its brand image by taking certain strategic steps to attract the teenagers. The competition with the international brands like grainier, L'Oreal stands secondary when compared of lakme. The local markets of the cosmetics cerates image and awareness among the teenagers and emphasize on the quality factors.

The overall quality of the lakme can be improved by effective advertisements which increase the product preference between the teenagers.

QUESTIONNAIRES:

TEENAGERS PREFERENCE TOWARDS LAKME PRODUCTS

1. Name:
2. Occupation
 - a) Student b) Private employee c) Govt.employee d) Business
3. What is your age group from?
 - A) 18-20 b) 20-22 c) 22-24
4. Monthly income?
 - A) Below15000 b) 15000-20000 c) 20000-30000 d) Above 30000
5. How frequently do you buy cosmetic product?
 - a) Monthly b) Occasionally c) Rarely
6. How often do you use lakme products?
 - A) Daily b) Rarely c) Frequently d) Often
7. Are lakme products affordable?
 - a) Yes b) No
8. Which factor influences you the most while choosing the lakme product?
 - A) Advertisement b) Friends c) Personal experience d) Social media
9. How much do you spend on lakme product?
 - A) Below 250 b) 250-500 c) 500-1000 d) Above 1000
10. Where do you shop lakme products?
 - A) Hyper market b) Online shopping c) Beauty parlors d) Fancy stores
11. How long have you been using lakme product?

- A) Less than a year b) 1-2 c) 2-4 d) above 4 years
12. What change would you like to see in lakme product?
- A) More varieties b) better packaging c) more shades d) offer /discount
13. Would you continue to by lakme even if there is an increase in price from lakme?
- A) Yes b) No
14. What do you think, is the main reason for your use of lakme product?
- A) Price B) product C) place D) promotion
15. Which of the following products of lakme have you been using?
- A) Mascara B) Kajal C) Hair spa
16. Will you take a chance with skin for experimenting the product of lakme?
- A) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly disagree
17. Do you check for reviews before using lakme products?
- A) Sometimes b) Frequently c) Rarely d) Never
18. Which lakme product suits to your skin?
- A) Peach milk b) Blur perfect makeup c) Flawless complexion d) Matt real skin natural moisturize
19. When compared with other products how do feel about lakme products?
- A) Extremely satisfied b) Satisfied c) Not satisfied d) None
20. Which period of time do you get an offer?
- A) Festival b) Seasonal c) other
21. does the price of the product suits your budget?

- A) Yes b) No
22. Do you feel if more advertisement is necessary to attract new customers?
- A) Yes b) No
23. After purchase do you think that you have opted for the right choice?
- A) Yes b) no
24. Is the online purchase of lakme products are convenient and safety?
- A) Yes b) No
- 25) What do you think about the price level of lakme product?
- A) High b) Low c) Optimum
26. Will you wait for lakme to be available as possible?
- A) Yes b) No
27. Do you have an obligation to change the brand in future?
- A) Yes b) No
28. Do you recommend lakme brand depending on your experience?
- A) Yes b) No c) Maybe
29. Any problem you faced using it_____
30. Which one of the following policies affects your selection?
- A) Discount policy b) Promotional policy
31. If lakme brand is not available with the retailer you will?
- A) Do you idea of buying products b) Go to another retail outlet c) Try another brand
32. Influential factors towards the purchase of the product?

Factors	Strongly agree	Agree	Neutral	Strongly disagree	Disagree
Necessity					
Status symbol					
Comfort					
Reasonable price					
Quality					
Brand name					

33. Rank the type of improvement you need in this product?

Particular	
Quality of product to be Improvement	
Price must be reduced	
Extra quantity of the product	

34. What improvement do you suggest to lakme for its product?

A) Reduction in price B) Easily available C) Improve promotional activities D) Others

35. What is your general opinion about lakme product?

a) Excellent b) Good c) satisfaction

ANNEXURE 2

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- ❖ www.wikipedia.com
- ❖ www.yahoo.com

yahoo

BOOKS:

- ❖ Principle of marketing – Philip Kotler

**A STUDY ON CONSUMERS' SATISFACTION TOWARDS SONY PRODUCTS IN
THOOTHUKUDI**

A project report submitted to

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

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

MASTER OF COMMERCE

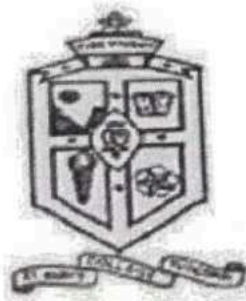
SUBMITTED BY

A. JENISHA

(REG.NO 19APCO11)

Under the supervision and guidance of

DR. P. BANUMATHI M.Com, M. Phil., Ph.D



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS)

Re-accredited with "A+" Grade by NAAC

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CERTIFICATE

This is to certify that the project entitled "A STUDY ON CONSUMERS' SATISFACTION TOWARDS SONY PRODUCTS IN THOOTHUKUDI" is submitted by the candidate **A. JENISHA** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St. Mary's College(Autonomous) Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a original work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 10.04.2021

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DECLARATION

I hereby state that the project entitled "**ASTUDY ON CONSUMERS' SATISFACTION TOWARDS SONY PRODUCTS IN THOOTHUKUDI**" is submitted to **St. Mary's College Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli** for the award of the degree of **Master of Commerce** is my Original work and that no part of this Project has been submitted for the award of any other degree, diploma, fellowship or other similar titles.

Place: Thoothukudi

Date: 10.04.2021

SIGNATURE OF CANDIDATE

(A. JENISHA)

COUNTER SIGNED

(FACULTY GUIDE)

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(A. JENISHA)

CHAPTER-1



INTRODUCTION AND DESIGN OF THE STUDY

CHAPTER-I

1.1 INTRODUCTION AND DESIGN OF THE STUDY



In today's market Indian market is witnessing a changing scenario in view of changes in social and economic status of average Indian house hold. A market is designed for buying and selling of products and services. It is a human activity to satisfy the human needs and wants through the exchange process. This means the aim of marketing is to satisfy the potential needs and wants of products and services of the customer. To do marketing effectively, first we need to understand the likes, dislikes, preferences, taste, process of purchase consumption patterns buying power, buying place, quantity etc, of the buyers of that product. Here comes the importance for us to learn the consumer behaviour.

In late 1945, the end of world war II Masaru Ibuka started a radio repair shop in a bomb-damaged department store shirokiya building in Nihonbashi of Tokyo. The next year he was joined by his colleagues Akio Morita and they founded a company called Tokyo Tsuhin Kogyo K.K. Tokyo telecommunication Engineering Corporation. The boy built Japan's first tape recorder called the type-G. in the early 1950's Ibuka traveled in the United states and heard about Bell Labs invention of the transistor. He convinced Bell to license the transistor technology to his Japanese company. While most American companies were researching the transistor for it is although the American companies were researching the transistor for it is although the American Companies regency electronics and Texas instruments built the first transistor radios joint venture, it was Ibuka's company that made them commercially successfully for the first time.

In August 1955, Tokyo Tsushin Kogyo released the Sony MK-55 Japan's first commercially produced transistor radio. They followed up in December of the same year by releasing the Sony TR-72, a product that was favour both within Japan and in export markets, including Canada, Australia the Netherlands and Germany. Featuring six transistors, push-pull output and greatly improved sound quality the TR- 72 continued to be a popular seller the early sixties.

In many 1956, the company released the TR-6 which featured an innovative slim design and sound quality capable of rivaling portable tube radios. It was for the TR-6 that Sony first contracted "**Atchan**", a cartoon character created by Fuyuhiko Okabe, to become its advertising character. Now known as "**Sony Boy**" the character first appeared in a cartoon advertisement holding a TR-6 to his ear, but went on to represent the company in advertisements for a variety of products well into the Mid-sixties. The following year 1957, Tokyo Tsushin Kogyo came out with the TR-63 model, then the smallest (112*71*32mm) transistor radio in commercial production. It was a worldwide commercial success.

University of Arizona professor Micheal Brain Schiffer, PhD, says "**Sony was not first but its transistor radio was the most successful. The TR-63 of 1957 cracked opens the U.S market and launched the new industry of consumer microelectronics**". By the mid 1950s, American teens had begun buying portable transistor radios in huge numbers, helping to propel the fielding industry from an estimated 100000 units in 1955 to 5000000 units by the end of 1968.

1.2 SONY'S HISTORY:



Tokyo Tsushin Kogyo

Sony found its beginning in the wake of World War II. In 1946, Masaru Ibuka started an electronics shop in a department store building in Tokyo. The company had \$530 in capital and a total of eight employees. The next year, he was joined by his colleague, Akio Morita, and they founded a company called **Tokyo Tsushin Kogyo** (Tokyo Telecommunications Engineering Corporation). The company built Japan's first tape recorder, called the Type-G. In 1958 the company name was changed to Sony.

Globalization

According to Schiffer, Sony's TR-63 radio "cracked open the U.S. market and launched the new industry of consumer microelectronics." By the mid-1950s, American

teens had begun buying portable transistor radios in huge numbers, helping to propel the fledgling industry from an estimated 100,000 units in 1955 to 5 million units by the end of 1968.

Sony co-founder Akio Morita founded Sony Corporation of America in 1960. In the process, he was struck by the mobility of employees between American companies, which was unheard of in Japan at that time. When he returned to Japan, he encouraged experienced, middle-aged employees of other companies to reevaluate their careers and consider joining Sony. The company filled many positions in this manner, and inspired other Japanese companies to do the same. Moreover, Sony played a major role in the development of Japan as a powerful exporter during the 1960s, 70s, and 80s. It also helped to significantly improve American perceptions of “made in Japan” products. Known for its production quality, Sony was able to charge above-market prices for its consumer electronics and resisted lowering prices.

In 1971, Masaru Ibuka handed the position of president over to his co-founder Akio Morita. Sony began a life insurance company in 1979, one of its many peripheral businesses. Amid a global recession in the early 1980s, electronics sales dropped and the company was forced to cut prices. Sony’s profits fell sharply. “It’s over for Sony,” one analyst concluded. “The company’s best days are behind it.” Around that time, Norio Ohga took up the role of president. He encouraged the development of the Compact Disc in the 1970s and 80s and of the PlayStation in the early 1990s. Ohga went on to purchase CBS Records in 1988 and Columbia Pictures in 1989, greatly expanding Sony’s media presence. Ohga would succeed Morita as chief executive officer in 1989.

Under the vision of co-founder Akio Morita and his successors, the company had aggressively expanded into new businesses. Part of its motivation for doing so was the pursuit of “convergence,” linking film, music, and digital electronics via the Internet. This expansion proved unrewarding and unprofitable, threatening Sony’s ability to charge a premium on its products as well as its brand name. In 2005, Howard Stringer replaced Nobuyuki Idei as chief executive officer, marking the first time that a foreigner has run a major Japanese electronics firm. Stringer helped to reinvigorate the company’s struggling media businesses, encouraging blockbusters such as *Spider-Man* while cutting 9,000 jobs. He hoped to sell off peripheral business and focus the company again on electronics. Furthermore, he aimed to increase cooperation between business units, which he described as “silos” operating in isolation from one another. In a bid to provide a unified brand for its global operations, Sony introduced a slogan known as “make.believe” in 2009.

Despite some successes, the company faced continued struggles in the mid- to late-2000s. It became known for its stagnancy, with a fading brand name. In 2012, Kazuo Hirai was promoted to president and CEO, replacing Sir Howard Stringer. Shortly thereafter, Hirai outlined his company-wide initiative, named “One Sony” to revive Sony from years of financial losses and bureaucratic management structure, which proved difficult for former CEO Stringer to accomplish, partly due to differences in business culture and native languages between Stringer and some of Sony’s Japanese divisions and subsidiaries. Hirai outlined three major areas of focus for Sony’s electronics business, which include imaging technology, gaming and mobile technology, as well as a focus on reducing the major losses from the television business.

In recent months, Sony has been selling off and reducing multiple departments and holdings in order to increase profits. In February 2014, Sony announced the sale of its Vaio PC division to a new corporation owned by investment fund Japan Industrial Partners and spinning its TV division into its own corporation as to make it more nimble to turn the unit around from past losses totaling \$7.8 billion over a decade. Later that month, they announced that they would be closing 20 stores. In April, the company announced that they would be selling 9.5 million shares in Square Enix (roughly 8.2 percent of the game company’s total shares) in a deal worth approximately \$48 million. In May 2014 the company announced it was forming two joint ventures with Shanghai Oriental Pearl Group to manufacture and market Sony’s PlayStation games consoles and associated software in China.”

1.3 Review of literature:

J. PRIYADHARSHINI, M. SELLADURAI (2018) is a study that envisioned the prestigious history and the development of audio-visual media in the nation. The Indian television has achieved strata of indispensability. This study has made clear that the SONY television is the market leader. Sony television has to come up with more innovative and promotional campaigns in order to gain more customers. Customer satisfaction index is a good tool to make improvements in the products and services of the company and therefore must utilize it carefully and keep it as confidential as possible.

DEEPIKA.A (2017) establishes that the objective of all customer satisfaction models is to provide results that are relevant, reliable, and valid and have predictive financial capability, Customer satisfaction research should be done with greatest care. One satisfied customer will spread thousands of positive news among the society. For this purpose, the company is suggested to take some necessary step to consider the above mentioned suggestion and it will automatically improve both customer’s satisfaction

and sales volume of Philips product.

1.4 STATEMENT OF THE PROBLEM:

In order to boost the market all major electronics industry players are recording to a clutter of arbitrary discounts and freebies. They offer attractive warranties; discounts etc. and these offers are mostly made during festival seasons. The companies are also building value and image of their products in the customers mind of the increasing number of electronics manufacturers and the customers have a wider choice to choose.

The researcher aims to identify the various parameters of “Consumers satisfaction towards Sony products’ namely price, Durability, mode of payment, Company’s name service rendered exchange offer resale value, warranty etc., taking these factors into consideration the researcher has selected “Consumer satisfaction towards Sony products” for intensive study.

1.5 OBJECTIVES OF THE STUDY:

- To study the socio-economic profile of the respondents
- To study the factors influencing to purchase the Sony products
- To analyse the growth and development of Sony products

- To study the consumer satisfaction level towards Sony products
- To evaluate the reason for success of Sony products

1.6 SCOPE OF THE STUDY:

The study has been undertaken from the point of view of Sony customers in Tuticorin Only. The study deals with the Customers satisfaction towards Sony products. The period of study is about 5 months (i.e.), 2020 November to March 2021.

1.7 METHODOLOGY:

The collected data were analyzed by using the following statistical tool namely percentage analysis and ranking method.

1.8 PROCESSING OF DATA:

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

1.9 COLLECTION OF DATA:

This study is based on both primary data and secondary data. Primary data was collected from 75 Customers diversified Sony products in thoothukudi. The primary data have been circulated among the respondents through google forms. Secondary data was collected from magazines, Journals, sales representatives and Websites.

1.10 CONSTRUCTION TOOL:

The researcher had a group discussion with Sony product's Customers. Based on the discussion a questionnaire was constructed to elicit the required information from the respondents. 75 copies of questionnaire were taken and distributed among the respondents. A copy of the questionnaire is appended.

1.11 SAMPLING DESIGN:

By adopting convenient sampling method a sample of 75 respondents were selected from various parts of Tuticorin town and the questionnaire was distributed to get the primary data from them.

1.12 LIMITATION OF THE STUDY:

- ❖ Some of the respondents were illiterate so the researcher had to use the Interview method.
- ❖ Due to time constraint the most essential information has been taken for the study.
- ❖ The questionnaire was filled in by 75 respondents.

CHAPTER SCHEME:

- I. **Chapter** - Introduction and design of the study

- II. **Chapter** - Profile of the study
- III. **Chapter** - Analysis and Interpretation of Data
- IV. **Chapter** - Findings and suggestions
- V. **Chapter** - Conclusion

ANNEXURE

- Bibliography
- Questionnaire

CHAPTER-II

2.1 PROFILE OF THE STUDY



Sony's former slogans were "it's a Sony", like no other and its current slogan is **"make believe"**

2.2 Sony competitors:

- ❖ Panasonic Corporation
- ❖ Royal Philips electronic N.V
- ❖ SANYO electric co., Ltd.

2.3 INTRODUCTION:

Sony is a name synonymous with technological revolutions. Over the last 53 years, the company has evolved into a luminous brand with a unique selling proposition – technology innovation, quality and premium. In the last 50 years, the company had

already established itself in the field of hi-tech entertainment. Today, Sony has gone further by becoming a preferred choice for professional requirements as well. Whether it is broadcast media or color monitors. The company's leadership position in the world, today, is a reiteration of its ability to connect with the customer's mental space.

Sony is not new to India. Whether it was the television, or the walkman, a Sony always remained a must on the wish list of any Indian returning home. This love for the brand culminated in a new relationship when inspired by a reform friendly Indian business environment, Sony Corporation decided to set up a 100% subsidiary called Sony Indian on 16th January 1995.

In a fiercely competitive Indian consumer durables market, Sony India's mission is to "make a difference in the lifestyle and introduce new dimension to enjoyment. Offer new age technology and digital concepts; work hand with the domestic industry to produce and sell excellence and come closer to the Indian customers through committed service".

Since its inception in 1995, Sony decided to have sales and distribution channels, which are exclusive to Sony India, The business partner are country managers in their own areas. Sony India today has about 33 distributors and 1475 dealers. In all the metros the company has direct sales operations. The company also has about 13 exclusive Sony outlets, which showcase products ranging from analog to digital throughout the country

2.4 ORIGIN OF NAME:

When Tokyo Tsuhin kogyo was looking for a Romanized name to use to market themselves, they strongly considered using their initials, TTK. The primary reason they did not is that the railway company Tokyo kyuko was known as TKK. The company occasionally used the acronym "Totsuko" in Japan, but during his visit to the "united status". Morita discovered that Americans had trouble pronouncing that name. Another early name that was tried out for a while was "Tokyo Teletech" until Akio Morita discovered that there was an American company already using Teletech as a brand name.

The name "sony" was chosen for the brand as a mix of two words. One was the Latin word "Sonus" which is the root of sonic and Sound, and the other was "sonny", a familiar

term used in 1950s America to call a boy the first Sony branded product. The TR-55 transistor radio appeared in 1995 but the company name did not change to Sony until January 1958.

At the of time change it was extremely unusual for a Japanese company to use Roman letters to spell its name instead of writing it in Kanji. The move was not without opposition. TTK's principal bank at the time, Mitsui had strong feeling about the name. They pushed for a name such as Sony electronic industries, or Sony Teletech Akio Morita was firm, however as they did not want the company name chairman gave their approval.

2.5 COMPANY PROFILE:

Consumer behaviour refers to the mental and emotional process and the observable behaviour of consumer during searching, purchasing and post consumption of product or service. Consumer behaviour involves study of how people buy, what they buy, when they buy and why they buy. It blends the elements from psychology, sociology, socio-psychology, anthropology and economics. It also tries to assess the influence on the consumer from groups such as family, friends, references groups and society in general.

2.6 COMPANY PERSPECTIVES:

Recognizing that environmental protection is one of the most pressing issues facing mankind today, Sony incorporates a sound respect for nature in all of its business activities. With this philosophy, Sony has defined environmental conservation as an important part of its management strategy. The Sony group has created a global action plan and conducts environmental preservation programs. This program has five core components: reducing the environmental impact of business activities and production processes; designing environmentally sensitive products and promoting recycling; developing environmental technologies; promoting the environmental information to the public.

2.7 SONY LOGOS:



SONY®

The Sony logo went through several amendments to its shape and proportions, yet, on the whole, it has always been what it is now – a simple typographic wordmark without any images.

1946 – 1957



The very first logo for Sony was created in 1946 and stayed with the brand for more than ten years. It was a monochrome circular badge with an abstract geometric figure drawn in black and placed on a white background. The figure was formed by a trapezoid with its base up, and a rhombus, connected to its bottom part. The composition resembled a chic car badge and looked ashy and modern.

1955 – 1957



The first redesign of the Sony logo was held in 1955, and this is when the sharp and strong emblem was replaced by a smooth yet contemporary and stylish wordmark, enclosed into a vertically oriented rectangular frame. The handwritten inscription had the lines of the “S” elongated both up and down, and the tail of the “Y” touching the frame.

1957 – 1961

The predecessor of the current logotype was introduced by the Sony brand in 1957. It was a bold black inscription in a modern rounded serif typeface with the capital letters stretched. The massive serifs were elongated and rounded on their ends, adding unique character and individuality

The image shows the Sony logo from 1958 to 1960. It features the word "SONY" in a bold, black, sans-serif typeface. The letters are relatively compact and have a slightly rounded appearance. A registered trademark symbol (®) is positioned at the top right of the letter "Y".

to the logotype.

1961 – 1962

The image shows the Sony logo from 1961 to 1962. It features the word "SONY" in a bold, black, sans-serif typeface. The letters are taller and more spaced out than in the previous version, with a more refined and modern look. The registered trademark symbol (®) is no longer present.

In 1961 the logotype was refined — the letters became taller and gained more space and air between each other. The serifs became smaller but still were smooth and very visible.

1962 – 1969

The image shows the Sony logo in a bold, black, sans-serif typeface. The letters are thick and have a slightly rounded, yet firm appearance. The 'S' is particularly prominent, with a thick vertical stroke and a rounded top. The 'O' is a simple, thick circle. The 'N' and 'Y' also have thick strokes and a slightly rounded top. The overall impression is one of strength and reliability.

The typeface of the logotype was changed again in 1962, by straightening the horizontal lines and serif of the letters and making them sharper and stronger. The contours became a bit thinner and more elegant, adding a timeless chic to the whole emblem, working great with a monochrome color palette, which has never left the visual identity of the brand.

1969 – 1973

The image shows the Sony logo in a bold, black, sans-serif typeface. The letters are thick and have a slightly rounded, yet firm appearance. The 'S' is particularly prominent, with a thick vertical stroke and a rounded top. The 'O' is a simple, thick circle. The 'N' and 'Y' also have thick strokes and a slightly rounded top. The overall impression is one of strength and reliability.

The letters got slightly stretched again in 1969, and the serifs became rounded corners just like in the first version of the logotypes introduced in 1957, just a bit shorter. This wordmark was more balanced and harmonized than all the previous ones, evoking a sense of professionalism and confidence.

1973 – Today

The image shows the Sony wordmark in a bold, black, serif font. The letters are slightly stretched and have rounded corners on the serifs, characteristic of the 1969 design.

The redesign of 1973 brought a modernized and refined version of the logotype to the Sony visual identity. The serifs on the letters are straight and clean again, and all the bold contours in the wordmark are neat and solid. The Sony logo, introduced in 1973 uses the Clarendon Medium font.

2.8 Symbol



Although the first insignia looked unique, the manufacturer decided to get rid of it, and as soon as in 1957 another logo was introduced. It was very close to the one the company has today: just a simple, traditional wordmark. The author of the logo was the Japanese designer Yasuo Kuroki.

2.9 Color



The simple combination of black and white featured in the Sony logo looks clean, elegant and never goes out of fashion.

2.10 COMPANY MISSION:

Sony India focused towards making a difference in the lifestyle in the Indian market and open up new vistas of entertainment in the country. Sony India remains committed towards offering new age technology and digital concepts while working hand in hand with the Indian industry to produce and sell excellence. Their consistent commitment towards service has brought the company quite closer to the Indian customer.

2.11 COMPANY VISION:

To create exciting new digital entertainment experiences for consumers by bringing together cutting-edge products with latest generation content and services.

2.12 Awards:

Good Design Award:

The good design award is Japan's only comprehensive design award intended to improve people's lives by promoting the improved quality of goods.

2.13 2011 Good design Award: [October 2011]

If design Award:

The design award is a worldwide design award given to industrial products with superior designs. The award is sponsored by the industrial forum design Hannover (iF), an international organizational that seeks to promote good designs.

2.14 MARKETING STRATEGIES:

Management of a firm needs strategy, to make sure that everything goes well in the company, to make sure that everything goes well in the company the use of strategic management everything done in the company is well organized and no detail is being left out. The company needs strategic management to make sure that the company is doing well internally. The term strategic management originates from the Greek language, where the word means the art of a general. The person who makes strategies is the strategist who is the leader of an army (1991)

Strategic management decisions have multinational and multi-business consequences, this kind of decision require broad consideration of the firm's external and internal environments, and it may affect the firm's chance of Prosperity. It is important to know what strategy is about, what can it do help the company prosper, what will happen if not used properly, what are the advantages and disadvantages of having a strategy. Strategy is a plan that assimilates the company's major target; policies and rules; decisions and sequences of action into organized whole. It can apply at all levels of organization and pertain to any of the functional areas of management (2000). Strategy is plagued by a stigma of unsystematic reasoning (1988).

It is incomplete search for strategic alternatives, and bounded rationality (1960) influenced this perception. Strategy is a combination of the company's objectives, Policies and decisions to be done in unison or contingent upon each other. Marketing strategy thus refers to how a company's products or services its trade is presented to consumers in an effective manner as to gain loyal customers. Strategy can be used in different ways, one of which is through marketing. Using strategy in marketing makes sure that nothing wrong happens in the marketing process in the company. Marketing strategy is a way to capture a niche in the consumer market. Businesses utilize it to gain following and exploit their maximum and/or optimal profit capabilities. Strategic marketing is the way company sells the product it has with less difficulty and more readiness to face competitors. Strategic marketing makes sure that the company uses all of its resources to counter its competitors. Strategic marketing planning is a procedure wherein the strategies used to sell product is carefully situated and analyzed so that the company can compute well and have advantage with rivals.

2.15 Subsidiaries of the Sony group:

- ❖ Film and television production and distribution.
- ❖ Music business
- ❖ Video and online game.
- ❖ Foundations and schools.

2.16 Major factors influencing consumer behaviour:

Consumer buying behaviour indicates that a buyer's purchase decisions are highly influenced by the buyer's unique set of cultural, personal, and psychological factors.

2.17 Cultural factors:

Cultural factors exert the broadest and deepest influence on consumer behaviour. The role played by the buyer's culture, sub-culture and social class.

2.18 Culture:

Culture is the most fundamental determined of a person's wants and behaviour. The child growing up in a society learns a basic set of values, perceptions, preferences and behaviour through a process of socialization involving the family and other institutions.

2.19 Sub- culture:

Each culture consists of smaller subcultures that provide more specific identification and socialization for its members.

2.20 Four types of subcultures:

- Nationality group
- Religious group
- Racial group
- Geographical group

2.21 Social Class:

Social classes are relatively homogeneous and enduring divisions in a society, which are hierarchically ordered and whose members share similar values interests and behaviour.

2.22 Social Factors:

A consumer's behaviour is also influenced by such social factors as reference groups, family and social roles and statuses.

2.23 Reference group:

A person's reference group consists of all the groups that have a direct or indirect influence on the person's attitudes and behaviour.

2.24 Family:

Family members constitute the most influential primary reference groups shaping a buyer's behaviour. The family of orientation consists of one's parents. From parents person acquires an orientation toward religion, politics and economics and a sense of personal ambition, self-worth and love.

2.25 Roles and status:

A person participates in many groups throughout life-family, clubs and Organizations. The person's position in each group can be defined in terms of role and status. People choose products that communicate their role and status in society.

2.26 Personal Factors:

A buyer's decisions are also influenced by his or her personal characteristics, notably the buyer's age and life-style stage, occupation, economic circumstances, lifestyle, personally and self-concept.

2.27 Age and life-cycle stage:

People change the goods and services they buy over their lifetime. They eat baby food in the early years, most foods in the growing and mature years and special diets in the later years, people's taste in clothes, furniture and recreation is also age related.

2.28 Occupation:

A person's consumption pattern is also influenced by his or her occupation. A company can even specialize in producing products needed by a particular occupational group. Thus computer software companies will design different computer software for brand managers, engineers, lawyers and physicians.

2.29 Economic circumstances:

Product choice is greatly affected by one's economic circumstances people's economic circumstances consists of their spendable income, saving and assets, borrowing power and attitude towards spending versus saving.

2.30 Lifestyle:

People coming from the same subculture, social class and even occupation may quite different lifestyles.

2.31 Personally and self-concept:

Personally is usually described in terms of such traits as self-confidants dominance, autonomy, deference, sociability, defensiveness and adoptability.

2.32 Motivation:

Motives are inner states that direct people towards the goal of satisfying a felt need. The individual is moved to take action to reduce a state of tension and to return a condition of equilibrium.

2.33 Perception:

Individual behaviour resulting from motivation is affected by how stimuli are perceived. Perception is the meaning that each person attributes to incoming stimuli received through the five senses.

2.34 Learning:

Learning describes changes in an individual's behaviour arising from experience. Most human behaviour is learned.

2.35 Beliefs and attitudes:

A belief is a descriptive thought that a person holds about something. These beliefs and attitudes may be based on knowledge, opinion, and faith.

2.36 Regional manufacturing and distribution:

Slightly more than 50% of the electronics segments total annual production during the fiscal year 2005 took place in Japan, including the production of digital cameras, video

camera, flat panel televisions, personal computers, semi-conductor and components such as batteries and memory sticks. Approximately 65% of the annual production in Japan was destined for other regions. China accounted for slightly more than 10% of total annual production, approximately 70% of which was destined for other regions. Asia, excluding Japan and china accounted for slightly more than 10% of total annual production with approximately 60% destined for Japan, the US and the EU. The Americas and Europe together accounted for the remaining slightly less than 25% of total annual production, most of which was destined for local distribution and sale.

2.37 LIST OF SONY PRODUCTS:

BRAVIA TV HIGH DEFINITION:

Bravia is Sony's present line of television which includes HD. They are equipped with a variety of features, including light emitting diode or LED, backlight, liquid crystal display and local area network connectivity by screen sizes for the six bravia models of HDTV range from 22 to 60 inches and provide up to 1080- pixel resolution. The bravia HDTV's are compact, measuring less than three inches thick which translates in to more space for accessories such as blue- ray player or gaming console.

BRAVIA



BRAVIA FULL HD 3D TV

The era of High definition has arrived and Sony's bravia LCD TV's are here to help fully enjoy its advantages. Innovation, creativity and technology come into play in the creation of our LCD TVs, bringing an unprecedented level of realism and stunning clarity to our movies, both visually and aurally. With slim and stylish designs, bravia LCDs can fit anywhere in our home. Additional features like faster response time and PC connectivity help create the full entertainment experience.

BRAVIA (brand)

Bravia is a brand of Sony visual products Inc., a wholly owned Subsidiary of Sony Corporation, and Used for its television products. Its backronym is "**Best Resolution Audio Visual Integrated Architecture**". All Sony high-definition **flat-panel** LCD televisions in **North America** have carried the logo for BRAVIA since 2005. BRAVIA replaces the "LCD **WEGA**" which Sony used for their LCD TVs until summer 2005 (early promotional photos exists of the first BRAVIA TVs still bearing the WEGA moniker).

Special about Sony Bravia:

Bravia (stylized as **BRAVIA**) is a brand of **Sony** Visual products Inc., a wholly owned subsidiary of **Sony** Corporation, and used for its television products. Its backronym is "Best Resolution Audio visual integrated Architecture" ... Noteworthy for being the first

Android TV available.

- **X Series**

Precision colour reproduction and high quality screen resolution are the key factors when creating the Bravia X-Series. Including features like a full HD (1920 x 1080) LCD panel, Live colour creation and Sony's intelligent picture enhancement technology. The X-Series also offers astounding stereo sound to match the spectacular visuals, providing a wholesome entertainment experience. Watching movies at home is never the same again.

- **V Series**

Enjoy stunning image quality and convenience with Sony's LCD Bravia V- Series, which on top of an unprecedented degree of detail, also provides high connectivity, thanks to the HDMI input that allows to link up to any other HD sources like Blu-ray players, playStation 3 gaming console and HD camcorders. It delivers an uncompressed, all digital audio/ video inference between our Bravia TV and any HDMI-equipped audio/video components turn viewing into an incredible experience now.

- **S Series**

The Sony Bravia LCD S Series follows in the Sony Bravia line of high performance and stylish LCD TVs. Thanks to Sony's unique S-PVA technology; we can now enjoy vivid colour, wide viewing angels and quick response time. Designed to be versatile, the S-Series is equipped with an extensive range of input interfaces; the PC input allows our TV to double up as a computer monitor.

G Series

With Sony's Bravia LCD G series is enjoy stylish design and superior image and sound quality. Be it for home or office use, we will find the G- Series a great addition. The TVs come with user-friendly navigation, convenient front mounted controls, and an easily comprehensive remote control. We can also adjust the angle of the TV to suit viewers' position with the base stand that can tilt, or choose to mount it on the wall with the Sony wall mounting bracket.

HOME THEATRE SYSTEM



Combining the latest in video and audio technologies, Sony has developed a series of Home theatre system that provides enhanced home theatre experience. Our up scaling DVD players ensure the delivery of the best in video performance while our digital signal processing guarantees a surround sound environment. Some are even compatible with the latest digital television and have dedicated audio input for connecting to portable digital music players.

Special features:

Audio lovers revere the center channel speaker as the most important speaker in your home theatre System. The reason is two- fold. First, it's a hard worker, producing more sound than all the other speakers combined. And second, it's the speaker most of the dialogue comes from.

CYBER- SHOT (DIGITAL CAMERA)



Everyone can be a photographer with the wide range of Cyber-shot cameras of Sony that aim to provide utmost satisfaction. Packed with plentiful features like super steady shot, high sensitivity and real imaging processor, we can be sure that each of our cyber-shot cameras delivers a superior performance. To complement their functions, Sony has also developed a series of accessories that specifically creates to the cyber-shot range.

Special features:

A **camcorder** (camera recorder) is a portable electronic recording device capable of recording live-motion video and audio for later playback.

HANDYCAM (VIDEO CAMERA)



It doesn't matter if making family videos, filming documentaries or developing feature films. Whatever the purpose, we have the right kind of camcorder we need and can afford. Sony's Handycam Camcorders have a variety of different features and functions that help deliver spectacular video performance of stunning clarity.

VAIO (NOTEBOOK)



Combining form, function and the latest in technology, Sony provides a range of IT and computing devices, storage media, accessories and peripherals to better serve all your IT needs.

What does VAIO stand for?

VAIO, which stands for visual Audio intelligent Organizer, was first introduced 18 years ago in 1996.

What happened to Sony Vaio laptops?

VAIO was originally a brand of **Sony**, introduced in 1996. **Sony** sold its PC business to the investment firm Japan Industrial partners in February 2014 as part of a restructuring effort to focus on mobile devices. Currently in the US, **VAIO** business products are sold by Tran's cosmos America, Inc.

PLAYSTATION



Gaming would not be the same without the invention of the Sony PlayStation Series. In addition to the highly popular PlayStation 2, there's the handy playStation Portable and next- generation console PLAYSTATION 3. Powerful consoles must be accompanied with compelling games, and Sony offers games of all generate to match your gaming performance.

Special about the playStation:

Its new controller is amazing, games load quickly, and the console has a more streamlined user interface than the PS4. ... The company continues to make Xbox Game Pass, its Netflix-like game subscription service, one of the best deals in gaming, and it doesn't mind whether you play its games on an Xbox or a PC.

X-PL0D



The media system supports MP3, WMA and WAV formats, and comes with FM and AM tuner. It supports 18 FM and 12 AM channels as well. It comes with a mega bass button that offers optimized bass sound at any volume. It comes with 10 preset equalizers including Bollywood equalizer mode as well.

HI FI SYSTEM



Audiophiles need look no further than Sony's selection of high- power Hi-Fi Systems that can fill your whole room with high quality stereo sounds, thanks to superb speakers and powerful component.

SONY ERICSSON



C902. The Sony Ericsson C902 was released during the second quarter of 2008. It is a java based feature device running on Sony Ericsson's proprietary A200 platform. A special feature was the presence of 8 touch sensitive keys using capacitive technology for the **camera** mode

WEGA (CRT) TV



It's all about features, quality, style and price with Sony's CRT TVs. Our range of CRT TVs offer analog and digital high-definition inputs, superior audio features and picture-enhancing technologies for superior visual and aural results.

Picture circuitry

- Sparking **WEGA**. Yes. Colour temperature. Yes. Picture mode. Vivid, Standard, custom. Intelligent picture PLUS. Yes
- Intelligent signal booster. Yes. AI Comb filter (PAL & NTSC) yes. Wide Mode (V-Compression0) yes. Intelligent picture signal indicator. Yes.

SONY XPERIA TABLET Z 16GB



Sony Xperia tablet Z 16GB tablet features a 10.1 inches (25.65 cm) touchscreen for runs android v 4.1.2 operating system to quickly open apps and games. The device is powered by a quad core, 1.5 GHz processor paired with 2 GB GB of RAM to further enhance the user's experience. It also has a 6000 mAh battery

Latest special features:

Sony's latest mobile launch is the Xperia Z4 Tablet LTE. The tablet was launched in March 2015. The tablet comes with a 10.10- inch display with a resolution of 2560 pixels by 1600 pixels

HEADPHONES



Lightweight, long-lasting wireless streaming:

Enjoy your favourite music and podcasts for longer with the WH-CH510 headphones from Sony. With the lightweight design and up to 35 hours of non-stop listening, you won't have to worry about running out of battery while on the move

Take music anywhere:

Not only are the WH-CH510 headphones compact and lightweight, but the swivel earcups make it easy to safely pack them away in our bag.

Specification and features

- HD Noise cancelling processor QN1 lets us listen without distractions.
- Unique automatic personal NC and atmospheric pressure optimization.
- Wireless freedom with **BLUETOOTH** technology and NFC.
- Smart listening by adaptive sound control automatically adjusts ambient sound to your activity.

2.38 History and development:

Sony corporation (Soni kabushiki Gaisha) 9 TYO: 6758, NYSE:SNE), commonly referred to as Sony, is a Japanese multinational conglomerate corporation headquartered in Minato, Tokyo, Japan. It ranked 73 on the 2011 list of fortune global 500. Sony is one of the leading manufacturers of electronics products for the consumer and professional markets.

Sony Corporation is the electronics business unit and the parent company of the Sony group which is engaged in business through its six operating segments. Consumer products and services group (Consumer electronics, game and network services), professional, Device and solutions Group (B2B products and services), pictures, music, financial services and Ericsson. These make Sony one of the most comprehensive entertainment companies in the world. Sony's principal business operations include Sony corporation (Sony electronics in the U.S), Sony pictures entertainment Sony computer entertainment, Sony music entertainment, Sony Mobile communications (formerly Sony Ericsson), and Sony financial. As a semiconductor market Sony is among the world wide top 20 semiconductor sales leaders.

The Sony Group (soni Gurupu) is a Japan based corporate group primarily focused on the electronics (such as AV/IT) products and components), Game (such as playStation), entertainment (such as motion pictures and music) and financial services (such as insurance and banking) sectors. The group consists of Sony Corporation (holding and electronics), Sony computer entertainment (game), Sony pictures entertainment (motion pictures), Sony music entertainment (music), Sony financial holding (financial services) and others.

It is founders Akio Morita and Masaru Ibuka derived the name from Sonus, the Latin word for sound, and also from the English slang word "Sonny", Since they considered themselves to be "sonny boys" a loan word into Japanese which in the early 1950's can noted smart and presentable youngmen.

2.39 SONY CORPORATION:

1. **Type** : Public company

2. **Traded:** TYO: 6758 NYSE : SNE

3. **Industry** : Conglomerate

4. **Founded** : 7th may 1946.

5. **Founder(s)** :

- Masaru Ibuka
- Akio Morita

6. **Headquarters** : Minato, Tokyo, Japan

7. **Area served** : World wide

8. **Key People:**

- ❖ Sir Howard stringer
(Chairman, president & CEO)
- ❖ Ryoji chubachi (vice chairman)
- ❖ Kazuo Hirai (executive deputy president)
- ❖ Masaru Kato (EVP & CFO)

9. Products:

- Consumer electronics
- Telecommunications
- Communication & information equipment
- Semiconductor
- Electronic device
- Battery
- Chemicals
- PlayStation
- Film
- Television
- Music

10. Service:

- Financial services

- Insurance
- Banking
- Credit finance&
- Advertising agency

11. **Subsidiaries** : list of subsidiaries

12. **Website** : sony.net

2.40 SONY IN INDIA

Sony is not new to India. Whether it was the television, or the walkman, a sony always remained a must in the wish list of any Indian, returning home from abroad this love for the brand culminated in a new relationship when inspired by a reform friendly indian business environment, sony corporation decided to set up a 100% subsidiary called sony India on 16th January 1995

2.41 BACKGROUND OF THE COMPANY

Sony Corporation is a Japanese electronics manufacturer, with headquarters in Tokyo. Sony designs, manufactures, and sells electronics goods, such as videocassette recorders, cellular and cordless telephones, compact disc equipment, and television systems. Sony also manufactures computers and related devices (2003). Sony actively encourages innovation by its employees. Design engineers are given budgets and time for innovation and experimentation. The company holds an annual contest in which engineers show off their prototypes; bonuses are awarded to those whose prototypes are selected for eventual manufacture and marketing. Sony continually makes and offers new products, most of which are tested in the United States market; however, it is outsold in Japanese electronics giant (2003).

2.42 STRENGTH AND WEAKNESSES:

- Sony has build up a good brand image & customer loyalty by his service & quality.
- Same price in all over in India is also a great attraction for customer.
- Service wise Sony is the best among all his competitors, shops ambience, environment and locations is very convenient.
- To provide better service sony conducts the service camp & training and keep its employee update

2.43 WEAKNESSES:

- High cost manufacturing base leading to lower margins
- Legal proceedings likely to hamper corporate image.

2.44 OPPORTUNITIES:

- Sony is leading brand in consumer durable market because of its better service

and quality.

- It has a professionalism, good service attitude and knowledgeable and employee.
- Because of keen foresightedness of future demand and customer perception, sony can beat all the competitors

2.45 COMPANY OVERVIEW:

One of the most recognized brand names in the world today, Sony Corporation, Japan, established its India operations in November 1994, focusing on the sales and marketing of Sony products in the country. In a span of 15 years Sony India has exemplified the quest for excellence in the world of digital lifestyle becoming the country's foremost consumer electronics brand. With relentless commitment to quality, consistent dedication to customer satisfaction and unparalleled standards of service, Sony India is recognized as a benchmark for new age technology, superior quality, digital concepts and personalized service that has ensured loyal customers and nationwide acclaim in the industry.

With brands names such as BRAVIA, BRAVIA Theatre, Cyber-shot, Handy cam, VAIO, walkman, Xplod, Memory Stick, playStation sony has established itself as a value leader across its various product categories of Audio/ Visual Entertainment Products, Information and Communications, recording media, business and professional products.

CHAPTER-III

ANALYSIS AND INTERPRETATION OF THE DATA

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

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

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

This chapter is devoted to present the analyzed data in appropriate manner. For the purpose of analysis, the statistical tools like

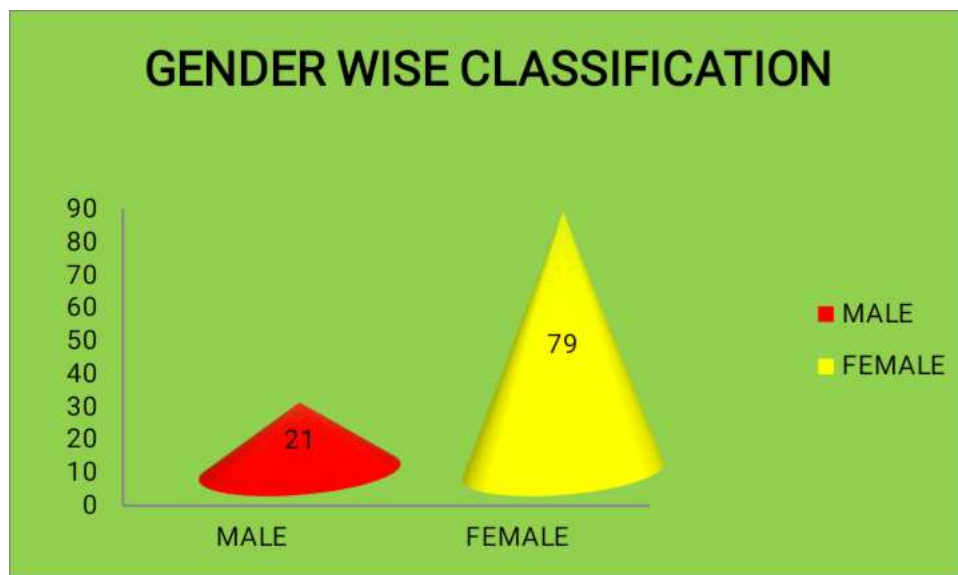
- Percentage analysis
- Likert Scale Method

The diagrams, table’s charts provide a bird’s eye view of the entire data and helps in summarizing and presentation of the data collected in a systematic manner.

Table: 3.1
GENDER WISE CLASSIFICATION

Gender	No. of respondents	Percentage (%)
Female	59	79
Male	16	21
Total	75	100

Source: primary data



INFERENCE:

Table 3.1 shows that 79 percent are female and the remaining 21 percent are male.

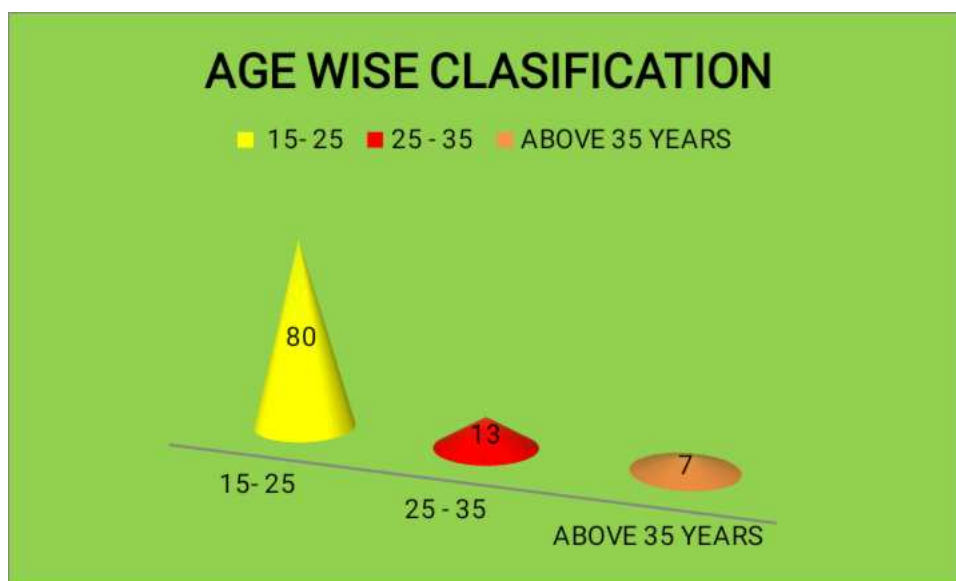
Thus majority, i.e. 79 percent of the respondents are female

Table 3.2

AGE WISE CLASSIFICATION

Age Group	No. of respondents	Percentage (%)
15-25 years	60	80
25-35 years	10	13
Above 35 years	5	7
Total	75	100

Source: primary data



INFERENCE:

Table 3.2 clearly indicates that 80 percent of the respondents belong to the age group between 15-25 years, 13 percent of them are between 25-35 years and 7 percent of them are above 35 years.

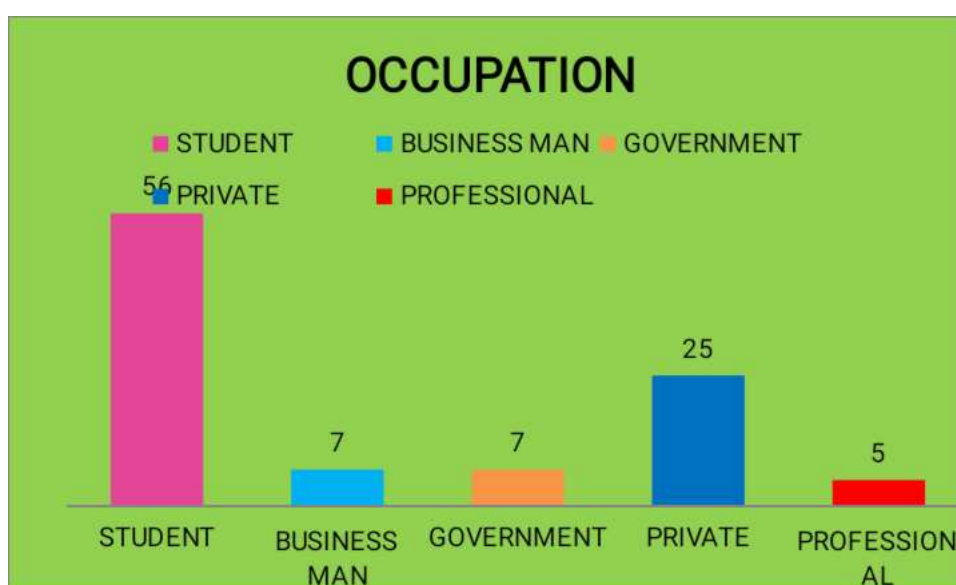
Thus majority 80 percent of the respondents belong to the age group between 15-25

Table 3.3

OCCUPATIONAL WISE CLASSIFICATION

Occupation	No. of Respondents	Percentage (%)
Student	42	56
Business men	5	7
Government	5	7
Private	19	25
Professional	4	5
Total	75	100

Source: primary Data



INFERENCE

The table 3.3 clearly indicates that 56 percent of the respondents are student, 25 percent of them are working in private sector, 7 percent of them are government employees, 7 percent of them are business men and 5 percent of them are professional.

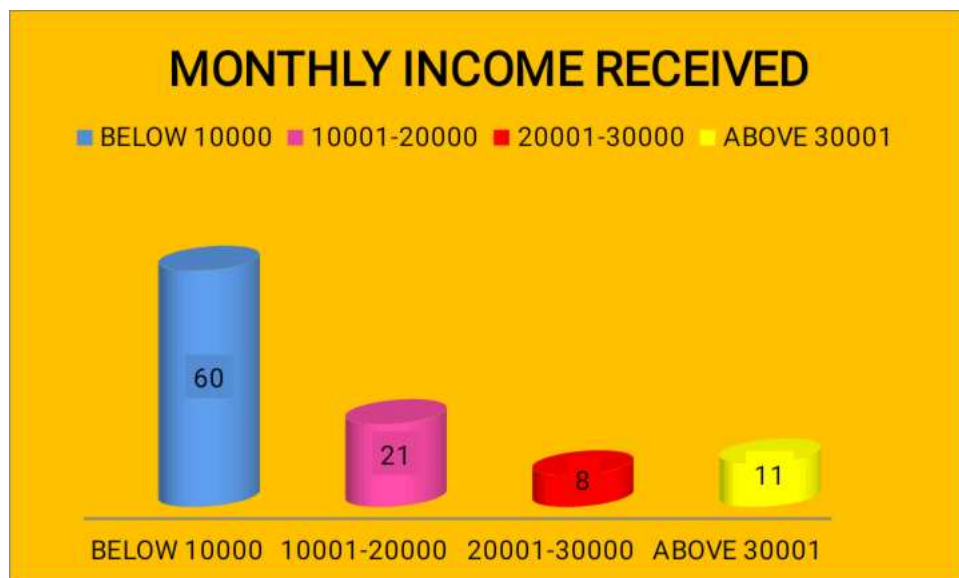
Thus majority i.e. 56 percent of them are students.

Table 3.4

MONTHLY INCOME RECEIVED

Income	No. of Respondents	Percentage (%)
Below 10000	45	60
10001-20000	16	21
20001-30000	6	8
Above 30000	8	11
Total	75	100

Source: primary Data



INFERENCE:

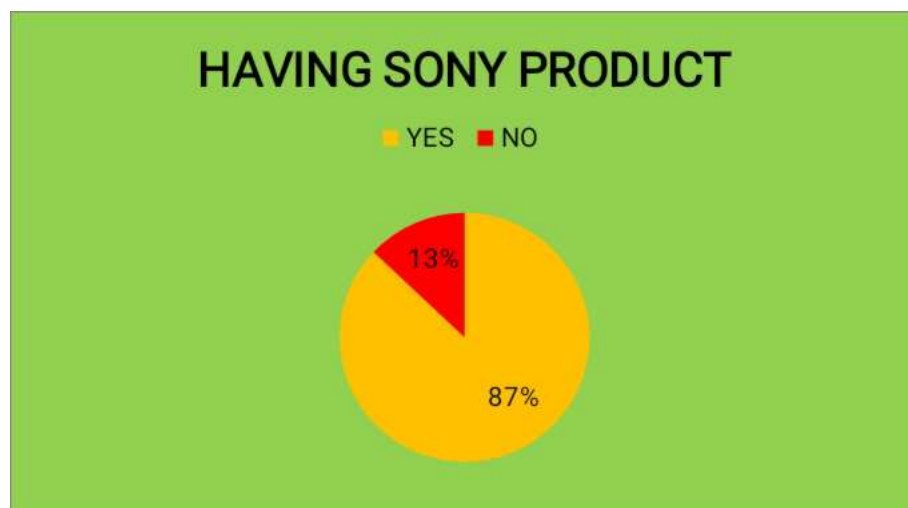
Table 3.4 clearly indicates that 60 percent of the respondents have earned Below Rs.10000, 21 percent of them are earned between Rs. 10001-Rs. 20000 and 11 percent of them are earned above Rs. 30000 and 8 percent of the them earned between Rs. 20001-Rs. 30000

Thus majority, i.e. 60 percent of the respondents earned income below Rs. 10000

Table 3.5
HAVING SONY PRODUCT

Opinion	No. of respondents	Percentage (%)
Yes	65	87
No	10	13
Total	75	100

Source: Primary Data



INFERENCE:

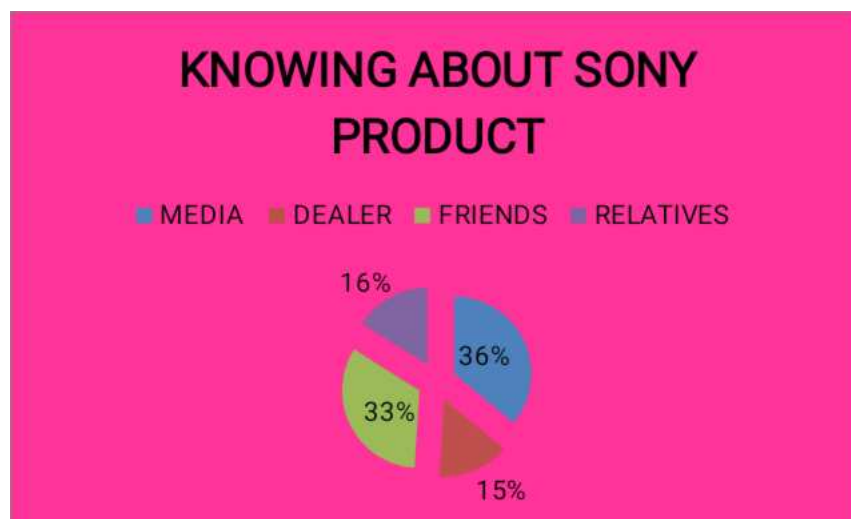
The above table clearly shows that 87 percent of the respondents are having Sony product and 13 percent of them are not having Sony product.

Thus majority, i.e. 87 percent of the respondents are having Sony product.

Table 3.6
KNOWING ABOUT SONY PRODUCT

Option	No. of respondents	Percentage (%)
Media	27	36
Dealer	11	15
Friends	25	33
Relatives	12	16
Total	75	100

Source: primary data



INFERENCE

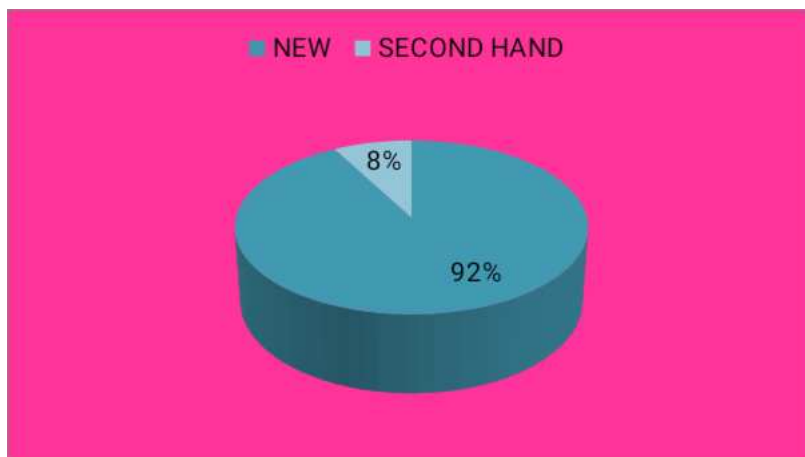
The table 3.6 reveals that 36 percent of the respondents knowing about Sony product by Media, 33 percent of them are by friends, 15 percent of them are dealer and 16 percent of them by relatives.

Thus majority i.e. 36 percent of the respondents know about Sony product by media.

Table 3.7
IS YOUR PRODUCT

Opinion	No. of respondents	Percentage (%)
New	69	92
Second hand	6	8
Total	75	100

Source: primary data



INFERENCE:

The table 3.7 clearly indicates that 92 percent of the respondents are using new product and 8 percent of them using second hand product.

Thus majority i.e. 92 percent of them are using new product.

Table 3.8
DURABILITY OF SONY PRODUCT

Option	No. of respondents	Percentage (%)
Satisfied	7	91
Unsatisfied	68	9
Total	75	100

Source: primary data



INFERENCE

The table 3.8 indicates that 91 percent of the respondents are Satisfied with the durability of Sony products and 9 percent of them are Unsatisfied.

Thus majority i.e. 91 percent of them are satisfied with the durability of Sony product.

Table 3.9
SATISFIED WITH THE QUALITY OF SONY PRODUCT

Option	No. of respondents	Percentage
Yes	69	92
No	6	8
Total	75	100

Source: primary data



INFERENCE:

The above table clearly indicates that 92 percent of the respondents are satisfied with the quality of Sony product. Whereas 8 percent of them are not satisfied with the quality of Sony product.

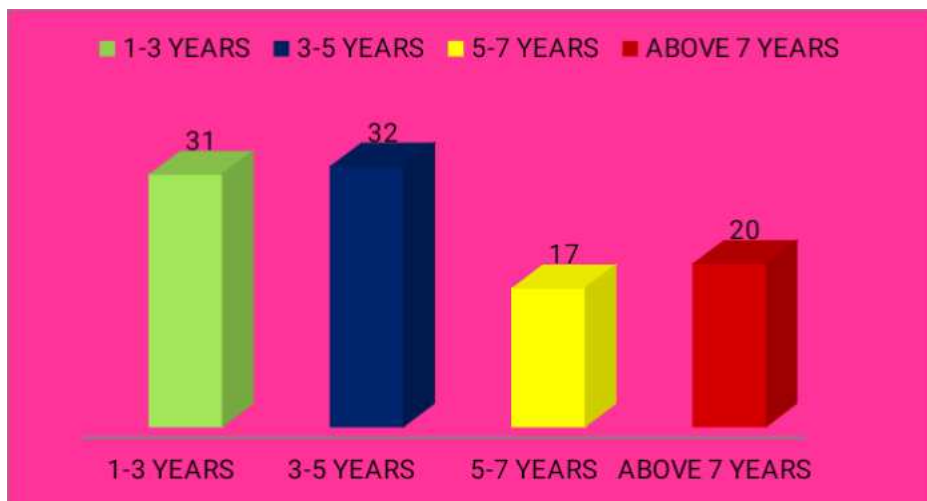
Thus majority i.e. 92 percent of the respondents are satisfied with the quality of Sony products

Table 3.10

DURATION OF USING SONY PRODUCTS

Option	No. of respondents	Percentage
1-3 years	23	31
3-5years	24	32
5-7 years	13	17
Above 7 years	15	20
Total	75	100

Source: primary data



INFERENCE:

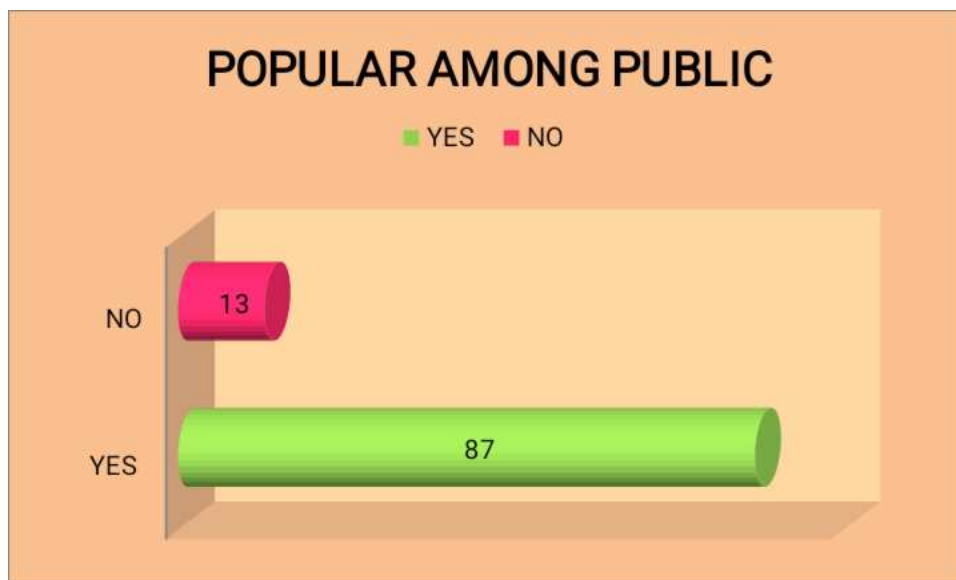
The table 3.10 shows that 32 percent of the respondents are using Sony products between 3-5 years, 31 percent of them are between 1- 3 years and 20 percent of them are above 7 years and 7 percent of them are between 5-7 years.

Thus majority i.e. 32 percent of the respondents are using between 3-5 years

Table 3.11
POPULAR AMONG PUBLIC

Response	No. of respondents	Percentage
Yes	65	87
No	10	13
Total	75	100

Source: primary data



INFERENCE:

The table 3.11 depicts above that the 87 percent of the respondents are Sony product is popular among public and the remaining 13 percent of the respondents are Sony product is not popular in public

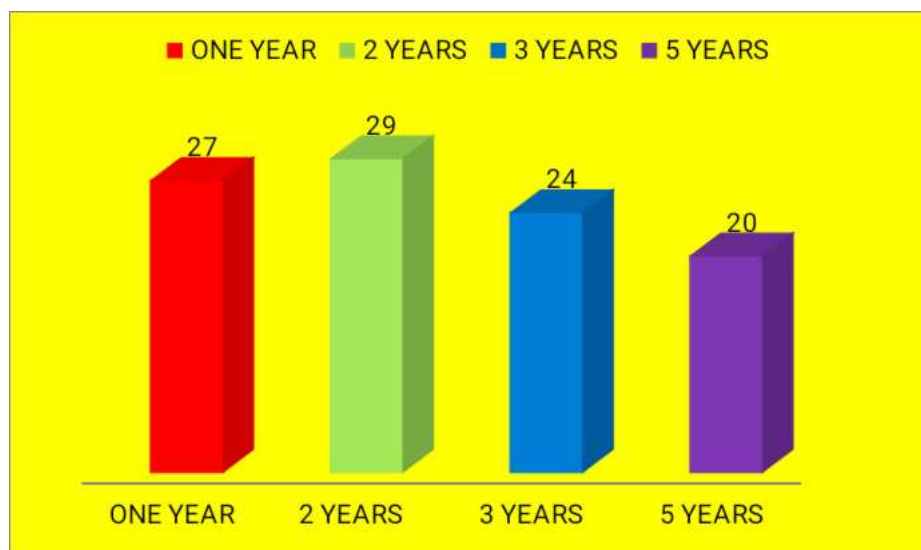
Thus majority i.e. 87 percent of the respondents are Sony product is popular in public.

Table3.12

PERIOD OF WARRANTY OFFERED

Options	No. of respondents	Percentage
One year	20	27
2 years	22	29
3 years	18	24
5 years	15	20
Total	75	100

Source: primary data



INFERENCE:

The table 3.12 reveals that 29 percent of the respondents have offered warranty 2 years, 27 percent of them are 1 year, 24 percent of them are 3 years and 20 percent of them are 5 years.

Thus majority i.e. 29 percent of the respondents have offered warranty of 2years

Table 3.13

PLACE OF PURCHASE OF SONY PRODUCT

Options	No. of respondents	Percentage
Company showroom	49	65
Dealer	24	32
Wholesaler	2	3
Total	75	100

Source: primary data



INFERENCE:

The table 3.13 indicates that 65 Percent of the respondents like to purchase Sony products through company showroom, 32 percent of them are purchase by product dealer and 3 Percent of them by wholesaler.

Thus majority, i.e. 6 percent of the respondents to buy Sony products by company showroom.

Table 3.14

RANKING THE INFLUENTIAL FACTORS TOWARDS TO BUY SONY PRODUCT OVER ANY OTHER COMPANY

FACTOR	% OF SCORE	RANK
Quality	65	I
Price	58	IV
Brand name	62	II
After sales service/ warranty	59	III
Performance	57	V
Previous purchase experience	56	VI
Others	54	VII

INFERENCE:

The table 3.14 is inferred that the most influential factors towards to buy Sony product over any other company in which Quality took place first rank followed by other factor namely Brand name, After sales service/ warranty and Price, Performance, Previous purchase experience and others ranked as II,III,IV,V,VI and VII respectively.

Table 3.15

RANKING THE FACTORS PURCHASE FOR BUYING SONY PRODUCT:

FACTOR	% OF SCORE	RANK
Personal use	57	I
Business use	50	III
To gift someone	51	II
Others	45	IV

INFERENCE:

Rank of table 3.15 it is inferred that purchase is the most influential factors towards buying Sony product, the respondents give first rank for personal use and To gift for someone, business use and others ranked as II, III and IV respectively.

Table 3.16
RATING THE MOST RECENT YOU PURCHASE

PARTICULARS	STRONGLY AGREE	AGREE	NEUTRAL	STRONGLY DISAGREE	DISAGREE	TOTAL	PERCENTAGE (%)	RANK
Product was worth the purchase price	145	148	21	4	0	318	4.24	I
Product fulfilled my purchase need	100	156	36	8	0	300	4	II
Goods after sales service experience	85	124	69	8	0	286	3.81	III

INFERENCE:

The above analysis table shows that the respondents have given first rank for product was worth the purchase price ranked at first price and second rank for product fulfilled my purchase need and third rank for goods after sales service experience.

Thus majority of the respondents are satisfied with product was worth the purchase price.

CHAPTER-IV

FINDINGS AND SUGGESTIONS

FINDINGS:

In this chapter the key finding of the study are summarized and some suggestions are given

- ❖ It is observed that 79% of the respondents are female when compared to male.
- ❖ The study reveals that 80% of the respondents belong to the age group between 15-25 years.
- ❖ From the analysed data it is revealed that 56% of the respondents are student.
- ❖ It is observed that 60% of the respondents have earned income below Rs.10000.
- ❖ A majority 87% of the respondents are having Sony products.
- ❖ The data exactly reveals that 36% of the respondents knowing about Sony products by Media.
- ❖ It is observed that 92% of the respondents are using new product.
- ❖ A majority 91% of the respondents are satisfied with the durability of Sony products.
- ❖ The study reveals that 92% of the respondents are satisfied with the quality of Sony products.
- ❖ From the analysed data it is revealed that 32% of the respondents are using

Sony products between 3-5 years.

- ❖ The data collected reveals that 87% of the respondents are Sony product is popular among public.

- ❖ The study reveals that 29% of the respondents have offered warranty 2 years.

- ❖ It is observed that 65% of the respondents like to purchase Sony products through company showroom.

- ❖ In total most of the 65% of the respondents are quality is most influential factors towards to buy Sony product over any other company.

- ❖ The study reveals that 57% of the respondents are purchase buying Sony product is personal use only.

- ❖ The ranking analysis interprets majority of the respondents are strongly agree with product was worth the purchase price.

SUGGESTIONS:

The researcher presents the following suggestions for consumer's preference towards Sony products

- The consumers give important to the quality and clarity of the Sony products. Therefore, the Sony Company must take steps for the success of the product.
- Some customers feel that the product information given by the dealers

regarding the nature, usage and durability of the Sony product are not satisfactory therefore, the dealers should take steps to give detailed product information to the customers.

- Most of the consumers look into dealer's patronage while purchasing Sony products. Therefore, dealers should take steps to popularize themselves among the public.
- Consumers give more importance to advertisements when compared to that magazine. So the Sony Company should concentrate more on the advertisements.
- Apart from television advertisements, promotional activities should also be introduced.
- Since, consumers prefer to buy the product on cash basis. Dealers should take steps to offer the products on monthly installments so that the middle class and lower class people could purchase the product.
- As Sony Company is leading in electronic devices they can take steps ahead to introduce electronic kitchen appliances like micro wave oven, induction stove and refrigerator etc.

- Sony products introduce new models with latest technology to satisfy the consumers.
- Company should improve/upgrades its employee's product knowledge, market situation and its competitor's knowledge by giving proper training to employee.
- The company should not only concentrate on the customer satisfaction but also the company led to monitor their competitor's performance in their areas of operations.
- The company should make changes according to the other competitors & according to the customer's expectations.
- The company should keep in mind the need of young generation.
- Opportunities can help Sony Corporation to achieve their goals.
- For Sony products, would like to recommend Sony that they should offer the products with low priced that affordable by all categories of consumers. They should expand their product target in all groups of customers rather than aim for upper and middle class of customers. Sony product should be made with high usage and longer life instead of often model changes.

CHAPTER-V

CONCLUSION

Today there are number of product in Sony Company. Sony products are available in market which differs in price, quality, capacity etc. In present economic scenario it is not easy for low income group of people to purchase or use Sony products regularly.

Consumers prefer to purchase their favourite product in Sony due to various reasons. It more obvious that the quality, price factor, cost orientation, media together decide the purchase of Sony products.

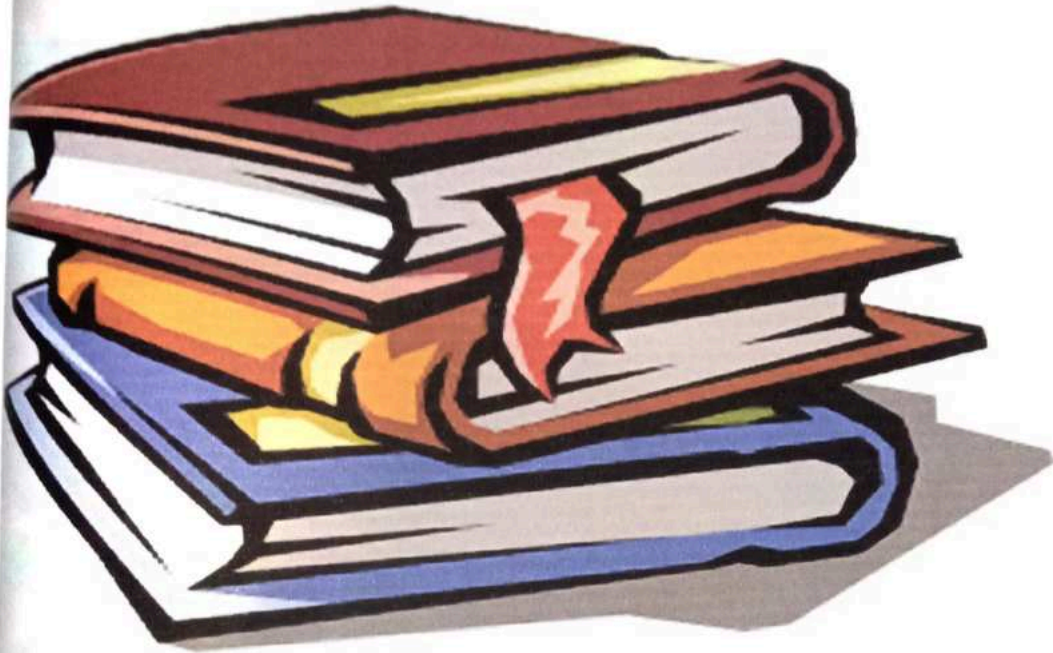
The present study reveals that majority of the respondents purchase Sony on quality basis. They were also the long user of Sony products for the longer period which is more economical and more comfortable.

Sony company shall pay special attention to the factors like quality, competitive price, advertisement etc, If Sony Company considered these factors their business will grow up and they can enjoy good reputation in marketing world

In India, Sony has its footprint across all major towns and cities through a distribution network comprising of over 5000 dealers and distributors, 240 exclusive Sony outlets and 19 direct branch locations. Manned by customer friendly and informed sales persons, Sony's exclusive Stores 'Sony centre' are fast becoming the most visible face of the company in India.

Sony India also has a strong service presence across the country with 20 company owned and 190 authorized service centers and 16 exclusive demonstration centers. A distinctive feature of Sony's services is its highly motivated and well- trained staff that provides the kind of attentive and sensitive service that is rare today.

ANNEXURE



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BIBLIOGRAPHY

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QUESTIONNAIRE



**A STUDY ON CONSUMER SATISFACTION TOWARDS
SONY PRODUCTS IN THOOTHUKUDI**

Questionnaire:

1. Name:

2. Gender:

a) Male b) Female

3. Age:

a) 15-25 b) 25-35 c) Above 35 Years

4. Qualification:

a) Higher secondary b) Graduate c) Post graduate

5. Marital status:

a) Married b) Unmarried

6. Occupation:

a) Student b) Business man c) Government d) Private e) Professional

7. Monthly income:

a) Below 10000 b) 10001-20000 c) 20001-30000 d) Above 30001

8. Do you have a Sony product?

a) Yes b) No

9. If "Yes" what product do you have?

a) Television b) Digital camera c) Mobile phone d) DVD player e) Washing machine f) Pendrive

10. How did you come to know about Sony product?

- a) Media b) Dealer c) Friends d) Relatives

11. Is your product?

- a) New b) Second Hand

12. How many Sony products do you Posses?

- a) One product b) 2-5 products c) More than 5 products

13. What is your opinion about the price of Sony products?

- a) Too costly b) Costly c) Reasonable d) Satisfactory

14. If there is fluctuation in the price of Sony product would you stick on to the same brand?

- a) Yes b) No

15. If "yes" why?

- a) Used to it b) Standard brand c) Satisfactory performance d) Better consumer service

16. What is your opinion about the durability of Sony products?

- a) Satisfied b) Unsatisfied

17. Are you satisfied with the quality of Sony product?

- a) Yes b) No

19. Did you refer to catelogues while buying?

- a) Yes b) No

20. How long do you own your Sony products?

- a) 1-3 years b) 3-5 years c) 5-7 years d) Above 7 years

21. Does the Sony product perform good satisfaction to your home?

- a) Yes b) No

22. If "No" to which brand would you like to switch over?
a) LG b) Samsung c) Philips d) Whirl pool
23. Do you think that the Sony product is popular among public?
a) Yes b) No
24. Have you shared your opinion about Sony products to others?
a) Yes b) No
25. Which Sony product advertisement attracted you to buy the most?
a) Television b) Digital camera c) Washing Machine d) Pendrive
26. Do you buy Sony products for the actor or actress who perform in the advertisement?
a) Yes b) No
27. State the period of warranty offered?
a) One year b) 2 years c) 3 years d) 5 years
28. What do you think about the image of Sony product?
a) Satisfied b) Highly satisfied c) Good d) Dis satisfied
29. Place of purchase of Sony products?
a) Company showroom b) Dealer c) Wholesaler
30. Do you give importance to outward appearance and design while buying?
a) Yes b) No
31. Did you purchase the Sony product during any offer?
a) Yes b) No
32. Were you offered discount on purchase?
a) Yes b) No
33. On what basis did you purchase your Sony product?
a) Cash b) Finance

34. If "Finance" mention the mode of payment?

- a) Loan from bank b) Loan from financial company

35. How often do you prefer servicing Sony product?

- a) Once in a year b) Once in 2 years c) Once in 3 years

36. Whose service do you prefer?

- a) Sony dealer b) Others

37. Did you receive any Sony product as gift?

- a) Yes b) No

38. Do you recommend your brand to other?

- a) Yes b) No

39. Is the sony showroom near to your locality?

- a) Yes b) No

40. When you purchase electronics, how often do you from Sony?

- a) Always b) Occasionally c) Rarely d) Very dealer

41. How much money do you think that you have spent on electronics in last 4 months? (In your currency)

Ans: -----

42. Thinking of similar products offered by other companies, how would you compare Sony's product?

- a) Better b) Same c) Cannot compare d) Worse

43. Rank the factors influence you to buy Sony product over any other company?

Factors	Rank
Quality	
Price	
Brand Name	
After Sales Service/ Warranty	
Performance	
Previous Purchase Experience	
Others	

44. Rank the purchase for buying Sony product

Particulars	Rank
Personal Use	
Business Use	
To gift some one	
Other	

45. Would you like to buy Sony products again in future?

a) Yes b) No c) Not sure

If 'yes' then which product would you like to purchase?

Ans -----

46. Thinking about your most recent purchase, how much do you agree with the following statement

Particulars	Strongly Agree	Agree	Neutral	Strongly Disagree	Disagree
Product was worth the purchase price					
Product fulfilled my purchase need					
Goods after sales service experience					

47. Do you enjoy the survey?

a) Yes b) no

**A COMPARATIVE STUDY BETWEEN ONLINE SHOPPING AND
OFFLINE SHOPPING IN THOOTHUKUDI**

Project report submitted to

ST.MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

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

MASTER OF COMMERCE

BY

R.KAUSALYA

Register Number: 19APCO12

Under the supervision and guidance of

Dr. P. Banumathi M.Com., M.Phil., Ph.D.



PG & Research Department of Commerce

St.Mary's College (Autonomous)

Re-Accredited with 'A+' Grade by NAAC

Thoothukudi – 628 001

April-2021

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CERTIFICATE

This is to certify that the project entitled "**A COMPARATIVE STUDY BETWEEN ONLINE SHOPPING AND OFFLINE SHOPPING IN THOOTHUKUDI**" is submitted by the candidate **R. Kausalya** in partial fulfilment of the requirements for the degree of **Master of Commerce** to **St.Mary's College (Autonomous) Thoothukudi**, affiliated to Manonmaniam Sundaranar University, Tirunelveli is a work done by her during the period of her study under my guidance and supervision.

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I hereby state that the project entitled **“A COMPARATIVE STUDY BETWEEN ONLINE SHOPPING AND OFFINE SHOPPING IN THOOTHUKUDI”** submitted to **St.Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli,** for the award of the degree of **Master of Commerce** is my original work and that no part of this project has been submitted for the award of any other degree, Diploma, Fellowship or other similar titles.

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- **R. KAUSALYA**

CONTENTS

CHAPTER	TITLE	PAGE NO.
I	INTRODUCTION & DESIGN OF THE STUDY	1 – 7
1.1	INTRODUCTION	1
1.2	STATEMENT OF PROBLEM	4
1.3	REVIEW OF LITERATURE	4
1.4	OBJECTIVES	5
1.5	SCOPE OF THE STUDY	5
1.6	AREA OF STUDY	6
1.7	PERIOD OF STUDY	6
1.8	COLLECTION OF DATA	6
1.9	SAMPLING DESIGN	6
1.10	CONSTRUCTION OF TOOLS	6
1.11	FRAMEWORK OF ANALYSIS	6
1.12	LIMITATIONS OF STUDY	7
1.13	CHAPTER SCHEME	7
II	PROFILE OF THE STUDY	8 – 39
2.1	INTRODUCTION	8
2.2	ONLINE SHOPPING	9
2.3	OFFLINE SHOPPING	12
2.4	COMPARISON BETWEEN ONLINE SHOPPING AND OFFLINE SHOPPING	15
2.5	FACTORS AFFECTING ONLINE SHOPPING	16

2.6	FACTORS AFFECTING OFFLINE SHOPPING	18
2.7	ADVANTAGES AND DISADVANTAGES OF ONLINE SHOPPING	19
2.8	ADVANTAGES AND DISADVANTAGES OF OFFLINE SHOPPING	22
2.9	TYPES OF ONLINE SHOPPING WEBSITES	24
2.10	TYPES OF OFFLINE SHOPPING	30
2.11	IMPACT OF COVID-19 ON ONLINE SHOPPING IN INDIA	35
2.12	FUTURE PROSPECTS OF ONLINE SHOPPING	37
2.13	FUTURE PROSPECTS OF OFFLINE SHOPPING	38

III	ANALYSIS AND INTERPRETATION OF DATA	40 – 63
IV	FINDINGS AND SUGGESTIONS	64 – 67
V	CONCLUSION	68 – 69
	ANNEXURE	
	BIBLIOGRAPHY	
	QUESTIONNAIRE	

LIST OF TABLES

S.NO.	TITLES	PAGE NO.
3.1	GENDER OF THE RESPONDENTS	41
3.2	AGE OF THE RESPONDENTS	42
3.3	EDUCATIONAL STATUS	43
3.4	OCCUPATIONAL STATUS	44
3.5	MONTHLY INCOME	45
3.6	SHOPPING FREQUENCY	46
3.7	MODE OF SHOPPING	47
3.8	USAGE OF DEVICE	48
3.9	MEDIA INFLUENCE	49
3.10	FACTORS WHICH MOTIVATE ONLINE SHOPPING	50
3.11	FACTORS WHICH MOTIVATE OFFLINE SHOPPING	51
3.12	BEST PACKAGING	52
3.13	BEST DURABILITY	53
3.14	CONFIDENCE LEVEL IN PAYMENT	54
3.15	PROMOTIONAL STRATEGIES WHICH INDUCE ONLINE SHOPPING	55
3.16	PROMOTIONAL STRATEGIES WHICH INDUCE OFFLINE SHOPPING	56
3.17	ADVANTAGE OF ONLINE SHOPPING	57
3.18	ADVANTAGE OF OFFLINE SHOPPING	58
3.19	REASON FOR MAJOR GROWTH IN SHOPPING	59
3.20	RANK OF ONLINE SHOPPING WEBSITES	60
3.21	RANK OF OFFLINE SHOPS	61
3.22	GOODS PREFERENCE OF RESPONDENTS FROM ONLINE	62
3.23	GOODS PREFERNCE OF RESPONDENTS FROM OFFLINE	63

CHAPTER I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION:

21st century is an era of digitization, where everything is available online from groceries to gadgets. Consumers today are cognizing the benefits of digitization and asking for more personalised dominion. While consumers in large metros are opting for online retail and e-commerce for most of their purchases, the trend is slowly penetrating in non-metro cities as well.

Increase in technology provides good opportunities to the seller to reach the customer in much faster, easier and in economic way. Online shopping is emerging very fast in recent years. Now a day the internet holds the attention of retail market. Millions and millions of people shop online. On the other hand the purchasing of product from traditional market is continuing since years. Many customers go for purchasing offline so as to examine the product and hold the possession of the product just after the payment for the product.

In this contemporary world customer's loyalty depends upon the consistent ability to deliver quality, value and satisfaction. Some go for offline shopping, some for online and many go for both kind of shopping. The focus of the study is on the consumer's choice to shop on internet and at the traditional stores at the information gaining period. However online shopping is easier for the people and less price than the offline shopping. While making any purchase decision consumer should know the medium to purchase whether online shopping or the offline shopping.

Consumer should decide the channel for them which can best suit to their need and wants and which can satisfy them. In this competitive world how consumer can decide the particular medium for their purchase of goods is very important to understand in a managerial point of view. (Laing and Lai, 2000) said that the internet shopping is the third best and most popular activity over internet after online shopping next comes the e-mail using instant messaging and web browsing. These are even more important than watching or getting entertain by the internet or getting any information or news, this are the two very common thought which comes to the people's mind when considering the internet users do when they are online.

A COMPARATIVE STUDY BETWEEN ONLINE AND OFFLINE SHOPPING

The behaviour of online shopping is also known as online buying behaviour and internet shopping. Buying behaviour means the purchase of good over internet using web browser. Online shopping also consist the same five steps which is related to traditional shopping behaviour.

With the significant increase of internet penetration across metros and non-metros, shopping online on apps are becoming a new-age trend in the Indian market and according to a recent survey by Criteo, the performance marketing Technology Company, about 74 per cent of Indian participants in the survey stated they have installed two to five retail and shopping apps on their smart phones.

In India, the sale of consumer durables ranks among the top-three categories in the online domain. Players tapping into an open commerce marketing ecosystem and using technology and data analytics to help shoppers find products of their choice and need along with factors such as e-wallets, improved net banking facilities are playing significant role behind consumer's changing buying behaviour.

Cities such as Bangalore, Mumbai, Delhi and Chennai saw the highest preference for online shopping in 2016. Seeing this noticeable change in consumer behaviour e-commerce websites are improving their policies and coming up with new ways such as attractive EMI options or no cost EMI options which enhances affordability factor for the consumers.

Also, the lifestyle of individuals in metro cities and the time and distance crunch is a major aspect behind consumers shifting towards online platforms as the hectic daily life doesn't spare much time to go and check on offline stores. Considering this, even offline stores are trying to upgrade their game to compete with the changing scenario by bringing up their online presence.

Having said this, while this trend is more visible in metro cities, consumers in tier 2 and 3 cities are relatively sceptical when it comes to buy home appliances from online websites due to various reasons such as time taken for delivery, fear of damaged product or no warranty on their preferred brand. Consumers still have an inclination towards shopping offline, especially when it comes to buying home appliances such as AC, refrigerators and washing machines considering the touch and feel factor.

A COMPARATIVE STUDY BETWEEN ONLINE AND OFFLINE SHOPPING

Another reason why consumers are hesitant to purchase via online stores is the recent introduction and implementation of GST, which needs further clarity, hence buying from the local stores becomes consumer's first choice. But the prime factors due to which people in non-metro cities still don't prefer online site for big purchases is the age old tradition of buying from the offline stores, taking manual demonstration and then make the purchase.

Platforms such as Flipkart, Amazon, Snapdeal where one can find everything are still not able to replace offline stores completely. However, they are already in the race, trying to upgrade their services on daily basis to provide their consumers offline stores feel and break the psychological barrier- Amazon recently introduced the touch- n- feel e-shopping feature on their website which will help overcome this hurdle with the introduction of 3D videos.

It is very evident that Indian consumer are getting more and more comfortable about online shopping due to easy payment options, return policies and faster delivery time and various types of discounts which attract consumers in metro cities but in non-metro cities where smart phones penetration is pretty high, online shopping is still not very popular among consumer as online shopping is not as finically beneficiary as for metro cities, their preference for age old tradition, confusion around the policies and process which will be creating a hurdle for another 5 to 6 years for online websites.

In today's market, irrespective of preferences towards online and offline stores, it is imperative to correspond attention across all channels. The Omnichannel approach not only gives the consumer an option to shop at the store but also gives him the convenience to shop anytime anywhere. The gradual shift towards Omnichannel strategy will not only assist retailers to re-think their business strategy in order to tap the best of both worlds but also maximise footfalls. The key to creating an effective Omnichannel strategy understands how your customers interact with your brand at each step of the customer journey.

In general the population from high level of income and high level of learning are more favourable to do online shopping. The population who are more knowledgeable and more explored to the internet are more into online shopping. The increase in technology increases the online shopping by the consumer. The increase in technology creates a favourable attitude towards the consumer for online shopping.

1.2 STATEMENT OF THE PROBLEM:

Shopping has become a fashion which is highly adored by the current generation. The usage of different types of products such as electronic gadgets, costumes, accessories, groceries, cosmetics etc. have increased over the past decade tremendously due to advancement in promotional activities in terms of advertisements. It is important to look into the situation from an academic research point of view so as to question the reasons behind the condition of the shopping. This project “A Comparative Study between Online and Offline Shopping” will fill the gap between the choice of online shopping and offline shopping. It will reflect the problems and factors affecting online and offline shopping and helps the consumer to get an idea about the online shopping and their priority and preference. This study would finally end up making the consumer clear about which option should be taken to get more benefit out of it.

1.3 REVIEW OF LITERATURE:

Andrew and Currim (2000) focused on expected differences in choice, behaviour of consumer for two products categories, statistically significant difference are found between consumers attracted to shopping online versus traditional super market with regards to parameters describing the choice process. The study found that correlated to traditional supermarket consumers, online shopping are less price sensitive, prefer larger size to smaller sizes, have stronger size faithfulness. The consumer does more broadcasting choice set effects.

Tabatabaei (2009) has explored the opinion of the consumer who are purchasing online and the consumer who are purchasing from offline market. The objective is to know why the traditional customer chooses to shop online and what are the factor influence then to purchase online and what are the factor for them to not use the sites for shopping. The outcome of the study was that the consumers of online shopping use to shop online more than one time in a month and the consumer of offline shopping shop one to five times in a year from shopping sites.

Selvakumar (2014) concentrated on consumer's perception of the product sold online and the issues considered important to online shopping. This study was conducted among the online shoppers at Coimbatore which is in Tamil Nadu state. It is to analyse the impact of consumer opinion and the attitude. The finding of this study shows that improvement and accessibility influence the customer's intention to shop online.

A COMPARATIVE STUDY BETWEEN ONLINE AND OFFLINE SHOPPING

Broekhuizen and Jager (2003) investigated to get a better understanding of channel choice by developing a theoretical framework that shows the relationship between the antecedents and mediators of perceived and purchase intention in both channels. The result indicate the main determinants of channels choice and enables comparison between online and offline Shoppers's perception. The result determined the factors that encourage or prevent consumers to engage in online shopping.

Chaing and Roy (2003) focused on the consumer choice to shop on the internet and at the physical stores during the information acquisition period. A convenience sample of 34 students enrolled in undergraduate marketing class to select the product for testing, 56 products were developed based on the popularity of online shopping. The result shows that the consumer perceives shopping offline as inconvenient, online shopping intention was expected to be greater for search products than experience product.

1.4 OBJECTIVES:

The present study broadly compares the online and offline shopping, specifically the objectives are:

- (a) To analyse the demographic profile of the consumers doing online and offline shopping.
- (b) To examine the factors influencing the consumer to switch from the offline shopping to online shopping and online to offline shopping.
- (c) To evaluate the effectiveness of advertisement towards the preference of online and offline shopping.
- (d) To study the level of satisfaction of the consumers doing online and offline shopping.
- (e) To study the most widely used website for online shopping and location for offline shopping.

1.5 SCOPE OF THE STUDY:

This study aims at “A Comparative Study between Online and Offline Shopping in Thoothukudi” among the people. A keen study was done in Thoothukudi to get an idea about which shopping will be the best and which option would be preferred by the consumer to shop whether online or offline, from the consumer point of view. The outcome of the study will assist retailers understand why consumers search and evaluate products online and then buy them offline and vice versa.

1.6 AREA OF STUDY:

The study area is limited to Thoothukudi City, Tamil Nadu. It is identified as one of the fast developing city in India. It is a port city and an industrial city of the Indian State of Tamil Nadu. The city lies in the Coromandel Coast of Bay of Bengal. Thoothukudi is known as “**PEARL CITY**” due to the pearl fishing carried out in the town.

1.7 PERIOD OF STUDY:

The study was carried out from December 2020 to March 2021. The questionnaire was circulated from January 2021.

1.8 COLLECTION OF DATA:

The study was analysed with the help of both primary data and secondary data. A set of questions related to the research topic was formulated. Response for each questions included in the questionnaire has been collected from the consumers. Information from various published resources like magazines, newspapers and websites were used to validate data.

1.9 SAMPLING DESIGN:

The data collected are original in nature. Convenience sampling method was adopted and 75 respondents doing online and offline shopping from various parts of Thoothukudi was selected on a random basis. The questionnaire was distributed to collect the primary data.

1.10 CONSTRUCTION OF TOOLS:

Based on discussion a questionnaire was prepared. Then it was pretested and necessary changes were incorporated. 75 copies of questionnaire were taken and distributed among the respondents. A copy of questionnaire is appended.

1.11 FRAMEWORK OF ANALYSIS:

The data collected through questionnaire were analysed through the following statistical tools, which work as a base for drawing conclusion and getting result.

- Percentage Analysis

- Garrett Ranking
- Likert's five point scale

1.12 LIMITATIONS OF STUDY:

- ❖ Time is one of the major constraint, which limits the effective data collection.
- ❖ The number of respondents is limited to 75.
- ❖ Some information cannot be accessed due to its confidential nature.
- ❖ Reliability and accuracy of the analysis depends on the respondent's openness and trueness towards each question in the questionnaire.

1.13 CHAPTER SCHEME:

Chapter I - Introduction and Design of the study.

Chapter II - Profile of the Study.

Chapter III - Data Analysis and Interpretation.

Chapter IV - Findings and Suggestions

Chapter V - Conclusion

Annexure

- Bibliography
- Questionnaire

CHAPTER II

PROFILE OF THE STUDY



2.1 INTRODUCTION

Shopping is an action in which a customer finds the obtainable goods or services. It is the process of purchasing items in exchange for money. Nowadays there are two mediums available for shopping. These mediums are online and offline shopping.

Online shopping is one of the most well-liked ways to make a purchase. It is the act of purchasing products or services over the Internet. An offline shopping is a traditional way of trade in physical stores or products. It depends upon a person which medium they go after for shopping. It's an era of technology so people want to take the advantage of that thing and prefer online shopping but still there are some persons who don't trust online sites and prefer offline shopping.

This document shows the Customer awareness towards online and offline shopping and also finds out those factors which power the shopping medium of the consumer whether it is online or offline shopping.

2.2 ONLINE SHOPPING:



Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal.

For physical products (e.g., paperback books or clothes), the e-tailor ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailor usually sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

Alternative names for the activity are "e-tailing", a shortened form of "electronic retail" or "e-shopping", a shortened form of "electronic shopping". An online store may also be called an e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile device-optimized website or software application ("app"). These websites or apps are designed to enable customers to browse through a companies' products and services on tablet computers and smartphones.

One of the earliest forms of trade conducted online was IBM's online transaction processing (OLTP) developed in the 1960s and it allowed the processing of financial transactions in real-time. The computerized ticket reservation system developed for American Airlines called Semi-Automatic Business Research Environment (SABRE) was one of its applications. Here, computer terminals located in different travel agencies were linked to a large IBM mainframe computer, which processed transactions simultaneously and coordinated them so that all travel agents had access to the same information at the same time.

The emergence of online shopping as we know today developed with the emergence of the Internet. Initially, this platform only functioned as an advertising tool for companies, providing information about its products. It quickly moved on from this simple utility to actual online shopping transaction due to the development of interactive Web pages and secure transmissions. Specifically, the growth of the internet as a secure shopping channel has developed since 1994, with the first sales of Sting album 'Ten Summoner's Tales'. Wine, chocolates, and flowers soon followed and were among the pioneering retail categories which fueled the growth of online shopping.

Researchers found that having products that are appropriate for e-commerce was a key indicator of Internet success. Many of these products did well as they are generic products which shoppers did not need to touch and feel in order to buy. But also importantly, in the early days, there were few shoppers online and they were from a narrow segment: affluent, male, 30+. Online shopping has come along way since these early days

A COMPARATIVE STUDY BETWEEN ONLINE AND OFFLINE SHOPPING

and -in the UK- accounts for significant percents (depending on product category as percentages can vary).

As the revenues from online sales continued to grow significantly researchers identified different types of online shoppers, Rohm & Swaminathan identified four categories and named them "*convenience shoppers, variety seekers, balanced buyers, and store-oriented shoppers*". They focused on shopping motivations and found that the variety of products available and the perceived convenience of the buying online experience were significant motivating factors. This was different for offline shoppers, who were more motivated by time saving and recreational motives.

English entrepreneur Michael Aldrich was a pioneer of online shopping in 1979. His system connected a modified domestic TV to a real-time transaction processing computer via a domestic telephone line. He believed that videotex, the modified domestic TV technology with a simple menu-driven human-computer interface, was a 'new, universally applicable, participative communication medium — the first since the invention of the telephone.' This enabled 'closed' corporate information systems to be opened to 'outside' correspondents not just for transaction processing but also for e-messaging and information retrieval and dissemination, later known as e-business. His definition of the new mass communications medium as 'participative' [interactive, many-to-many] was fundamentally different from the traditional definitions of mass communication and mass media and a precursor to the social networking on the Internet 25 years later.

In March 1980 he launched Redifon's Office Revolution, which allowed consumers, customers, agents, distributors, suppliers and service companies to be connected on-line to the corporate systems and allow business transactions to be completed electronically in real-time. During the 1980s he designed, manufactured, sold, installed, maintained and supported many online shopping systems, using videotex technology. These systems which also provided voice response and handprint processing pre-date the Internet and the World Wide Web, the IBM PC, and Microsoft MS-DOS, and were installed mainly in the UK by large corporations.

The first World Wide Web server and browser, created by Tim Berners-Lee in 1989, opened for commercial use in 1991. Thereafter, subsequent technological innovations emerged in 1994: online banking, the opening of an online pizza shop by Pizza Hut, Netscape's SSL v2 encryption standard for secure data transfer, and Intershop's first online shopping system.

The first secure retail transaction over the Web was either by NetMarket or Internet Shopping Network in 1994. Immediately after, Amazon.com launched its online shopping site in 1995 and eBay was also introduced in 1995. Alibaba's sites Taobao and Tmall were launched in 2003 and 2008, respectively. Retailers are increasingly selling goods and services prior to availability through "pretail" for testing, building, and managing demand.

2.3 OFFLINE SHOPPING:



Retail markets have existed since ancient times. Archaeological evidence for trade, probably involving barter systems, dates back more than 10,000 years. As civilizations grew, barter was replaced with retail trade involving coinage. Selling and buying are thought to have emerged in Asia Minor (modern Turkey) in around the 7th-millennium BCE. In ancient Greece markets operated within the agora, an open space where, on market days, goods were displayed on mats or temporary stalls. In ancient Rome, trade took place in the forum..

Recent research suggests that China exhibited a rich history of early retail systems. From as early as 200 BCE, Chinese packaging and branding were used to signal family, place names and product quality, and the use of government imposed product branding was used between 600 and 900 CE. Eckhart and Bengtsson have argued that during the Song Dynasty (960–1127), Chinese society developed a consumerist culture, where a high level of consumption was attainable for a wide variety of ordinary consumers.

In Medieval England and Europe, relatively few permanent shops were to be found; instead, customers walked into the tradesman's workshops where they discussed purchasing options directly with tradesmen. In the more populous cities, a small number of shops were beginning to emerge by the 13th century. Outside the major cities, most consumable purchases were made through markets or fairs. Market-places appear to have emerged independently outside Europe. The Grand Bazaar in Istanbul is often cited as the world's oldest continuously-operating market; its construction began in 1455. The Spanish conquistadors wrote glowingly of markets in the Americas. In the 15th century, the Mexica (Aztec) market of Tlatelolco was the largest in all the Americas.

By the 17th century, permanent shops with more regular trading hours were beginning to supplant markets and fairs as the main retail outlet. Provincial shopkeepers were active in almost every English market town. As the number of shops grew, they underwent a transformation. The trappings of a modern shop, which had been entirely absent from the sixteenth- and early seventeenth-century store, gradually made way for store interiors and shopfronts that are more familiar to modern shoppers. Prior to the eighteenth century, the typical retail store had no counter, display cases, chairs, mirrors, changing rooms, etc. However, the opportunity for the customer to browse merchandise, touch and feel products began to be available, with retail innovations from the late 17th and early 18th centuries.

By the late eighteenth century, grand shopping arcades began to emerge across Europe and in the Antipodes. A shopping arcade refers to a multiple-vendor space, operating under a covered roof. Typically, the roof was constructed of glass to allow for natural light and to reduce the need for candles or electric lighting. Some of the earliest examples of shopping arcade appeared in Paris, due to its lack of pavement for pedestrians. While the arcades were the province of the bourgeoisie, a new type of retail venture emerged to serve the needs of the working poor. John Stuart Mill wrote about the rise of the co-operative retail store, which he witnessed first-hand in the mid-nineteenth century.

The modern era of retailing is defined as the period from the industrial revolution to the 21st century. In major cities, the department store emerged in the mid- to late 19th century, and permanently reshaped shopping habits, and redefined concepts of service and luxury. Many of the early department stores were more than just a retail emporium; rather they were venues where shoppers could spend their leisure time and be entertained.

A COMPARATIVE STUDY BETWEEN ONLINE AND OFFLINE SHOPPING

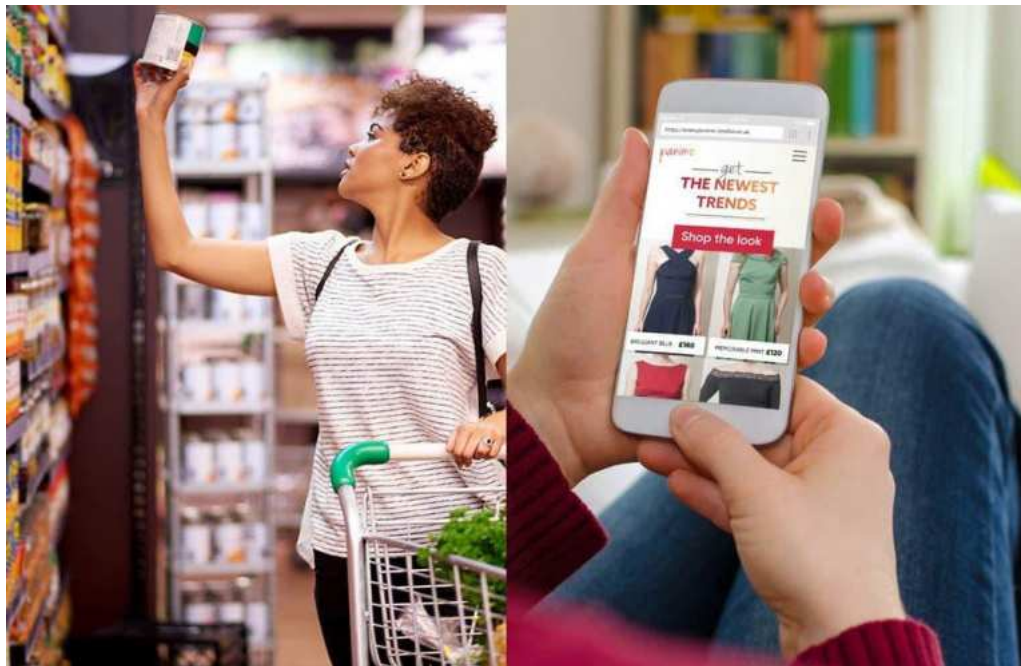
Retail, using mail order, came of age during the mid-19th century. Although catalogue sales had been used since the 15th century, this method of retailing was confined to a few industries such as the sale of books and seeds. However, improvements in transport and postal services led several entrepreneurs on either side of the Atlantic to experiment with catalogue sales.

In the post-war period, an American architect, Victor Gruen developed a concept for a shopping mall; a planned, self-contained shopping complex complete with an indoor plaza, statues, planting schemes, piped music, and car-parking. Gruen's vision was to create a shopping atmosphere where people felt so comfortable, that they would spend more time in the environment, thereby enhancing opportunities for purchasing. The first of these malls opened at Northland Mall near Detroit in 1954. Throughout the twentieth century, a trend towards larger store footprints became discernible.



As the 21st century takes shape, some indications suggest that large retail stores have come under increasing pressure from online sales models and that reductions in store size are evident. Under such competition and other issues such as business debt, there has been a noted business disruption called the retail apocalypse in recent years which several retail businesses, especially in North America, are sharply reducing their number of stores, or going out of business entirely.

2.4 COMPARISON BETWEEN ONLINE AND OFFLINE SHOPPING:



As for traditional shopping consumers simply need to go to store where they can meet the seller and interact with each other to do the transaction. In-store shopping they can browse the products or services they need and want. Traditional shopping let consumers to see the actual product and so they can touch and feel or to try them on before purchasing them it is less risky and tangible. When consumers shop traditionally they get the chance to pay by many payment ways such as cash, credit cards or pay check. On the other side, when consumers shopping on the internet their only way to make the payments will be by credit cards.

There are certain products that consumers need to go the store and buy; it is because they need these items immediately, such as groceries. Normally, shopping online will take few hours to few days or sometimes it will take several weeks to deliver the items depending on the delivery terms of the websites or the distances.

Consumers who choose in-store shopping over the online shopping is because they think that they will be cheated by the seller. It is because there are scammers who are placing fake products or products which are unworthy of the price in this situation the traditional in-store shopping is advantageous than online shopping (Umar, 2004). However, there are several secure companies that provide trusted services for example PayPal and iKobo etc.

When consumers doing online shopping they will have an opportunity to read through the other customer reviews regarding to the product before making the decision. While, the traditional in-store shopping cannot provide customer reviews. This is the one of the online shopping benefits to the consumers.

2.5 FACTORS AFFECTING ONLINE SHOPPING:

Customers can browse a Goods or services of interest by visiting the website of the retailer directly or by searching among another option using a shopping search engine. As of 2016, customer's online shopping usage mainly concentrates on a range of different computer devices, including laptops, tablet computers and smart phones.

Online shopping becomes relevant in the last decade. The kind of business online retailer are doing is proof enough that they are providing some benefits to customer which offline shopping does not give to the customer. These are the factors affecting online shopping:

❖ RISK:

When customer buy products from online shopping they do not touch or feel the product in a physical sense .Hence we understand that lot of risk is involve while buying an online product whether it will reach us on proper time or not is also a concern and a lso there may arise a risk of product size and colour as it may differ in real view or sense. Sometimes the product ordered is kind of damaged.

❖ CONVENIENCE :

Online shopping is much more convenient than offline shopping. Instead of taking out your vehicle and visit shop to shop you can just sit at your home and do the shopping. It is convenient to sit at one place and shop the product of our choice without moving from place to place. Once you have decided on what you want to buy the payment process is seamless and the order is delivered to your place. Online shopping makes things more convenient. We can have a lot of choice over there in any kind of material we want to deal with that too without any fear of dealing with any dealer or distributors. Online shopping is convenient in its real sense as it do not carry any dealing with issues of asking for wanted items or issues of asking for desired kind of items which helps in avoiding the part of waiting, asking, questioning about the product.

❖ **ANXIETY:**

People's anxiety of exploring the sites and experimenting over them is also a matter of concern. Sometimes people those who are not very known to any sites like flip kart, myntra or any sites they just feel like it's a tough kind of activity over net and its complicated in there sense as they are not very fond of doing online shopping as it takes a time to even understand the product about its details. This particular activity makes them irritated and anxious over any kind of fatal online dealing.

❖ **QUALITY:**

The quality of product at online sites and offline stores vary a lot and then this determines the frequency of online shopping. Quality also carries good affecting nature over any kind of shopping. As consumer or buyer want to have a good quality of product as they spent their huge sum of money. In general, qualities is a primary need over any kind of purchasing as it somewhat secure or give a good sense of buying or kind of guarantee about the product preferred.

❖ **DELIVERY TIME:**

The product ordered by the customer in online shopping takes a minimum of six to seven days to deliver the product to the customer. But in offline shopping the possession of the goods is immediately transferred to the buyer. So this is a major factor which affects the online shopping. People want a good delivery time; they prefer to get a product in a desired time or in short time of duration. Duration is the second major factor affecting the demand of product.

❖ **TASTE AND PREFERENCE:**

The taste and preference of the customer vary from customer to customer and time to time, taste and preference also a factor which influences online shopping. Taste and preference of age group also matters in online shopping. Old people buy or purchase product for their kind of use. Young generation or teenagers use to purchase their taste of product. Taste and preference move in tend of ages and choices. Every customer or buyer choices are different in nature as per their ages.

❖ INFORMATION:

The information given in the site may not be correct or may not be appropriate information. The full information about the quality of the product may not reach to the customer. Hence it will affect the online buying of the customer. Information provided by the preferred sites may be not the same about the detail of the product. May be with the provided information and details customers are not very satisfied. Sometimes it happens that even many customers use to buy the product after their full knowledge of details as they prefer the detail are accurate and good in sense. Information related to product may vary in its real sense when it arrives or delivered to relevant customer.

❖ VARIETY:

The kind of variety that a customer gets online is hard to match any product purchased offline. The online retailer's stock products from the entire major brand and a customer can find any product in their listing no matter how hard to find it is in the offline store. Online and offline both shopping provide variety of range from various brands. Variety in it itself is the foremost dealing factor which influence the market. Larger the variety of product in shop higher the selling and vice-versa. People generally prefer to move where they get more variety of products.

2.6 FACTORS AFFECTING OFFLINE SHOPPING:

Offline is a traditional way of purchasing services or products by directly visiting to the store/shop/ or vendor.

Offline shopping has existence since the existence of mankind. Offline shopping gives different types of benefits to the customer. There are some factors which affect the shopping offline those are as follow:

❖ TIME CONSUMING:

It takes a lot of time to go shopping to a store. Distance from home or workplace to the store is time consuming. It is also time consuming while trying out the outfits in a store or even going through other products. In off-line shopping customer move one place to another and one shop to another in search of their desired product.

❖ LESS NUMBER OF CHOICES:

There are limited numbers of choices when it comes to offline shopping. The numbers of varieties are limited. The ranges of products available in the shops are limited.

A COMPARATIVE STUDY BETWEEN ONLINE AND OFFLINE SHOPPING

Sometimes, the stocks are old and are up for discount and sale. Basically in offline or any shop we get less numbers of choices as it consists of manual work. We have to choose in that less number of materials due to manual factor.

❖ INFORMATION:

What generally happens is that the information provided by a shopkeeper isn't correct. Also this information doesn't always suit our needs. And we buy products according to what they say when we ourselves don't have adequate knowledge about the products. Such purchases are based on goodwill when we happen to know the shopkeepers.

❖ AUTHENTICITY:

Offline shopping is more authentic than online shopping. While buying the product we can feel the texture of it and know what it's like. We exactly know what we are buying while buying anything offline. But in online shopping, we don't always know what exactly we are buying. This is because what we see on the websites is not always what we buy when the product reaches us.

❖ TASTE AND PREFERENCE:

The taste and preferences of the customer change from time to time. While buying any product from a store we have the flexibility and the choice to try out 89 outfits. But while buying any product from a website we don't have this facility. Therefore, buying offline caters more to the changing taste and preferences of the customers.

❖ BARGAINING:

In offline store a customer can do physical bargaining to the seller unlike shopping online. In online shopping a customer cannot do bargaining as the price of the product is fixed. Some of the customer purchased products depending upon bargaining so they do not go for online shopping as they feel shopping online is more costly than the market.

2.7 ADVANTAGES AND DISADVANTAGES OF ONLINE SHOPPING:

Due to rapid growth of technology, business organizations have switched over from the traditional method of selling goods to electronic method of selling goods. Business organizations use internet as a main vehicle to conduct commercial transactions. Online stores do not have space constraints and a wide variety of products can be displayed on websites. It helps the analytical buyers to purchase a product after a good search.

2.7.1 ADVANTAGES:

- **CONVENIENCE OF ONLINE SHOPPING:**

Customers can purchase items from the comfort of their own homes or work place. Shopping is made easier and convenient for the customer through internet. It is also easy to cancel the transactions.

- **NO PRESSURE SHOPPING:**

Generally, in physical stores, the sales representatives try to influence the buyers to buy the product. There can be some kind of pressure, whereas the customers are not pressurized in any way in online stores.

- **ONLINE SHOPPING SAVES TIME:**

Customers do not have to stand in queues in cash counters to pay for the products that have been purchased by them. They can shop from their home or work place and do not have to spend time traveling. The customers can also look for the products that are required by them by entering the key words or using search engines.

- **COMPARISONS:**

Companies display the whole range of products offered by them to attract customers with different tastes and needs. This enables the buyers to choose from a variety of models after comparing the finish, features and price of the products on display. Sometimes, price comparisons are also available online.

- **AVAILABILITY OF ONLINE SHOP:**

The mall is open on 365 x 24 x 7. So, time does not act as a barrier, wherever the vendor and buyers are.

- **ONLINE TRACKING:**

Online consumers can track the order status and delivery status tracking of shipping is also available.

- **ONLINE SHOPPING SAVES MONEY:**

To attract customers to shop online, e-tailers and marketers offer discounts to the customers. Due to elimination of maintenance, real-estate cost, the retailers are able to sell the products with attractive discounts through online. Sometimes, large online shopping sites offer store comparison.

2.7.2 DISADVANTAGES:

Ease of use is the prime reason that drives the success of e-commerce. Though internet provides a quick and easy way to purchase a product, some people prefer to use this technology only in a limited way. They regard internet as a means for gathering more information about a product before buying it in a shop. Some people also fear that they might get addicted to online shopping.

- **DELAY IN DELIVERY:**

Long duration and lack of proper inventory management result in delays in shipment. Though the duration of selecting, buying and paying for an online product may not take more than 15 minutes; the delivery of the product to customer's doorstep takes about 1-3 weeks. This frustrates the customer and prevents them from shopping online.

- **LACK OF SIGNIFICANT DISCOUNTS IN ONLINE SHOPS:**

Physical stores offer discounts to customers and attract them so this makes it difficult for e-tailers to compete with the offline platforms.

- **LACK OF TOUCH AND FEEL OF MERCHANDISE IN ONLINE SHOPPING:**

Lack of touch-feel-try creates concerns over the quality of the product on offer. Online shopping is not quite suitable for clothes as the customers cannot try them on.

- **LACK OF INTERACTIVITY IN ONLINE SHOPPING:**

Physical stores allow price negotiations between buyers and the seller. The show room sales attendant representatives provide personal attention to customers and help them in purchasing goods. Certain online shopping mart offers service to talk to a sales representative.

- **LACK OF SHOPPING EXPERIENCE:**

The traditional shopping exercise provides lot of fun in the form of show-room atmosphere, smart sales attendants, scent and sounds that cannot be experienced through a website. Indians generally enjoy shopping. Consumers look forward to it as an opportunity to go out and shop.

- **LACK OF CLOSE EXAMINATION IN ONLINE SHOPPING:**

A customer has to buy a product without seeing actually how it looks like. Customers may click and buy some product that is not really required by them. The electronic images of a product are sometimes misleading. The colour, appearance in real may not match with the electronic images. People like to visit physical stores and prefer to have close examination of good, though it consumes time. The electronic images vary from physical appearance when people buy goods based on electronic images.

- **FRAUDS IN ONLINE SHOPPING:**

Sometimes, there is disappearance of shopping site itself. In addition to above, the online payments are not much secured. So, it is essential for e-marketers and retailers to pay attention to this issue to boost the growth of e-commerce. The rate of cyber crimes has been increasing and customers' credit card details and bank details have been misused which raise privacy issues. Customers have to be careful in revealing their personal information. Some of the e-tailers are unreliable.

2.8 ADVANTAGES AND DISADVANTAGES OF OFFLINE SHOPPING:

Offline shopping as the name suggests refers to that shopping which is not done online by the consumer rather the consumer himself or herself visits the shop and purchase the goods from the shop. While comparisons will always be made between online shopping and offline shopping and supporters will try to prove that one medium of shopping is better than the other medium and that is the reason why one should look at advantages and disadvantages of offline shopping –

2.8.1 ADVANTAGES:

- **CHECKING OF GOODS INSTANTLY:**

The biggest benefit of offline shopping is that one can check the goods personally and there is no scope of one getting disappointed with quality of product as one has checked the product physically which is not the case with online shopping where one cannot check the quality of the product which sometimes can lead to one gets completely different product from the ordered product especially when one is ordering products like clothes, shoes and other such items.

- **INSTANT USE AND NO WAITING PERIOD:**

Another benefit of offline shopping is that one can use the products instantly unlike online shopping where you have to wait for 1 or 2 days in order to get the product in your hand for use. In simple words, in case of emergencies, offline shopping is the only solution.

- **PERSONAL TOUCH:**

When you go to the same shop for purchasing then you maintain good relations with the shop owner and he or she will understand your preference, shopping habits and needs thereby giving products accordingly which is not possible in case of online shopping. In simple words lack of personal touch and understanding about consumer wants and preferences is a big negative as far as online shopping is concerned.

- **JOY OF SHOPPING:**

You might enjoy going out with your loved ones and do the shopping. There is joy in shopping if you can go out and push the cart. You will feel happy to go to your nearest shopping center with your loved ones and spend time buying items. The shopping trip will create time for you to eat out. Your family members will be very happy after you decide to take them out for shopping. You will enjoy the best experience during your shopping trip with your family.

- **CUSTOMER SATISFACTION:**

When doing shopping offline, you get a one to one interaction with experts. For instance, you may be buying medical supplies, and you would like the pharmacy attendant to explain it to you. He will offer you a clear explanation of what you need to get. You will be satisfied if you can get a product that will meet your needs fully. Doing shopping offline can address all of your issues immediately.

2.8.2 DISADVANTAGES:

- **LESS CHOICE:**

The biggest drawback of offline shopping is the lack of choices because physical shops have limitations when it comes to a variety of choices of products they can provide to its customers which is not the case with offline shopping where choices for products are almost unlimited. Hence, for example, suppose you want to buy trouser for yourself than in case of physical shopping you will get 10 or 20 options but in case of online shopping you will get thousands of options and you will get tired scrolling down the options but options

will not end. In simple words when it comes to giving choices for products online shopping has an edge over offline shopping.

- **MORE EXPENSIVE OR LACK OF DISCOUNTS:**

Online shopping websites keep running discounts schemes and cash backs and a majority of times the price of products on online shopping websites is low as compared to the price of products displayed on shops. Hence if you are one of those consumers who want to take discounts and cash back then online shopping is better as compared to physical shopping

- **TIME CONSUMING:**

In case of offline shopping, you have to go shopping for purchasing of products which can be time-consuming whereas in case of online shopping you can order products with a click of a mouse. In simple words, if you want to save time and get products at your doorstep conveniently than offline shopping is not for you and should stick to online shopping.

As one can see from the above that both online and offline shopping has advantages as well as disadvantages and that is the reason why one cannot completely ignore either online or offline shopping as both have their own merits and demerits and people will continue to use both of them rather than using any one of them exclusively.

2.9 TYPES OF ONLINE SHOPPING WEBSITES:

2.9.1 AMAZON:



Amazon.com is now an online retailer of books, toys, music, DVDs, clothing, house-wares and a variety of other products. It all began in 1994 when Jeff Bezo, Amazon.com's CEO and founder, believed books had the potential to be sold on the internet. After one year of building a support infrastructure, Amazon.com was launched in 1995. In May 1997, Amazon.com went public at a price of \$18 a share raising \$54 million in its public stock offering. The biggest reason why Amazon.com has been successful while other e - commerce companies have failed can be attributed directly to its continued focus on the customer's needs and satisfaction.

For success on the internet, the business and customer experience is more important than the web site on which it is built. Amazon.com continually moves towards creating the electronic equivalent of a personnel-shopping assistant to distinguish itself from all possible competition. They do not wish to be viewed as just another online store. Amazon.com's leading role has also meant the company is constantly exploring uncharted territory. It also means constantly tweaking plans while trying to figure out how people want to shop online. They were able to increase the customer experience through improved operations. On the whole, Amazon is a comprehensive site for all one's shopping needs, whether one is looking for an obscure appliance part replacement or a popular novel.

2.9.2 FLIPKART:



Flipkart Private Limited is an Indian e-commerce company established in 2007. Today, Flipkart is the biggest online Indian marketplace competing with the world leader Amazon. It is an e-commerce company headquartered in Bangalore, Karnataka, India, and registered in Singapore. The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products. Flipkart offers multiple payment methods like credit card, debit card, net banking, e-gift voucher and Cash on Delivery. The cash-on-delivery model adopted by Flipkart has proven to be of great significance since the credit card and net banking penetration is very low in India. Initially word of mouth marketing was used to popularize their company. Flipkart's app became the first Indian mobile app to cross 50 million users in 2016.

Flipkart.com offers you replacement within 30 days from the date of delivery on the product/s ordered on Flipkart.com i.e. if at the time of delivery and/or within 30 days from the date of delivery of the product/s, if any defect is found, then the buyer of the product/s can ask for replacement of the product/s subject to some terms and conditions. Cancellation of orders of products is permitted before the product gets shipped and the entire payment amount is refundable. But products such e-Gift Vouchers, Wallet Top-Ups, etc are non-refundable. Flipkart provides free delivery on all items if your total order amount is Rs. 300/- or more. Otherwise Rs. 30/- is charged as delivery charges.

2.9.3 MYNTRA:



Myntra.com is into the e - commerce business. It was started by a group of IIM and IIT students in 2007. Its headquarters is at Bangalore. It is an online retailer of fashion and lifestyle products in India. It is the largest online fashion store in India with 30% market share. It began its operations in 2007 in Business to Business (B2B) segment with the on - demand personalization of gifts, which included clothing, footwear and cosmetics. Myntra.com is ranked among the leading e- commerce companies in India and is the largest online retailer of lifestyle and fashion products. Funded by top tier Venture Capital Funds, Myntra is among the best funded e - commerce companies in the country today. Myntra which started as an online destination for personalized products back in 2007, has expanded into broader lifestyle and fashion retailing.

Today, Myntra is the largest online lifestyle retailer with over 200 national and international brands under its banner. Myntra has brought in a new level of professionalism and technology enablement to the e - commerce space in India. For consumers, thus adding to a better purchasing decision. The company's unique offerings include the largest in - season product catalogue, 100% authentic products, cash on delivery, and 30 day return policy, making Myntra the preferred online shopping destination in the country.

2.9.4 JABONG:



A young and vibrant company that aims to provide good quality branded products, Jabong.com caters to the fashion and lifestyle needs of men, women, and kids. Launched in 2012, and having been acquired by Flipkart through its Myntra unit, Jabong.com now carries over 1000 brands, 90,000 products and over 2 lakh styles.

Jabong.com was an Indian fashion and lifestyle e-commerce portal founded by Praveen Sinha, Lakshmi Potluri, Arun Chandra Mohan and Manu Kumar Jain. In July, 2016 Flipkart acquired Jabong through its unit Myntra for about \$70 million. In February 2020, Flipkart formally shut down Jabong to shift focus completely on its premium clothing platform Myntra. The portal sold apparel, footwear, fashion accessories, beauty products, fragrances, home accessories and other fashion and lifestyle products.

Jabong sold shoes, apparel, accessories, home décor and furniture, with over 1000 brands and over 90,000 products. Other products include jewellery and gold coins. The company's headquarter was in Gurugram, NCR, India. Jabong also had an international online shopping store called Jabongworld.com, which receives its highest amount of traffic from the United States, closely followed by Malaysia and Mauritius among other countries.

2.9.5 INSTAGRAM:



Instagram Shopping is a set of features across Instagram that let people shop photos and videos no matter where they are in the app. Product tags allow businesses to highlight products from their catalogue in stories and in feed, so that people can learn more. US businesses using checkout on Instagram can also highlight products in post captions and in their bios with product mentions.

An Instagram Shop lets you integrate your product catalog with your Instagram profile. In turn, this allows you to promote your products directly to Instagram users through posts, Stories, in the Explore tab, and in a special Shop tab on your profile. It allows users visiting their profile to see all of their products without leaving the Instagram app. You can also tag Instagram shop products in your posts in the same way you would tag a friend. This adds a little shopping bag icon to your image. Then, when users tap the photo, they can view the prices of the products featured and tap the product labels to view product pages. Instagram Shopping allow businesses to customize their shop with an editorial point of view by curating products into themes. This type of shopping makes it possible for people to shop inspiring looks from the creators they love without leaving Instagram.

2.10 TYPES OF OFFLINE SHOPPING:

2.10.1 STREET SHOPPING:



Street market is an interactive, penetrative place with a strong relationship with the customers. It allows the user interaction with the shopkeepers. The success of a shopping place depends upon the interaction of the shopper with the shopping environment, i.e. the shopkeepers and the surroundings of a market place. Street shopping is all about the independent shops where shoppers can find unique and innovative stuff. Malls have more or less the same stuff and same brands.

Street shopping is more about fun when the shoppers can enjoy the real fun of bargaining with the shop-keepers. Shops of all different kinds and categories can be found in a street market having huge range of products. There is a vast variety of stalls and hawkers selling all kinds of objects like bangles, artificial jewellery, household decorative items, fruits and vegetables.

The stuff found at street shops is not expensive. They offer the affordable product range that can be bought by all classes. Street shopping is more about roaming carelessly having a drink or coffee with friends or enjoying the street food along with shopping.

2.10.2 MALLS:



Shopping malls are an important part of lives of some people in today's era. The shopping malls are the places that are packed in weekends. The malls of today's world are huge and provide all the products that a man desires as a source of entertainment. During weekends people come with the families for shopping and fun in the shopping malls. Mainly teenagers go there to hangout with friends and have fun with them. Buyers can explore a variety of designs and styles under one roof. It saves time and efforts as there is no need to move from one street to another in search of the products. Mall shopping comes with entertainment. There are cinema halls and gaming zones included in the shopping malls. There are large in size with hundreds of shops. If one enters a shopping mall, he/she can get each and everything from household products to eatables in the same mall.

These shopping malls are constructed with huge infrastructure beautifully which attracts huge youngster crowd towards them. Many people just come for window shopping to the shopping malls. Shopping malls have made the shopping of people very convenient as they get almost everything from one same roof. Also in Shopping Malls they provide parking, food court, restaurants, rest room, prayer room facilities etc.,

2.10.3 DEPARTMENTAL STORE:



A departmental store is a large scale retail business institution having a number of departments, each specializing in one kind of merchandise and expected to show profit for the department while remaining as a component of the entire business unit. It is, in a technical sense, a horizontally integrated retail business house with all departments under one roof.

Department stores usually sell products including clothing, furniture, home appliances, toys, cosmetics, gardening, toiletries, sporting goods, do it yourself, paint and hardware and additionally select other lines of products such as food, books, jewelry, electronics, stationery, photographic equipment and baby and pet needs. In it, each department is a specialty shop such as textile department, drugs department, books and stationery department, video cassette department, etc. A consumer can hope to get all that he needs in a big departmental store.

That is why, it is remarked that a big departmental store is a place where different sections or departments deal in articles ranging from 'pin to plane'. Such departmental stores are usually located in the central places of big cities.

2.10.4 SUPER MARKETS:



A supermarket is a large retailing shop where goods are displayed in such a way that buyers select products for themselves. Buyers collect their product off the shelves invariably in a trolley and get them billed by the counter clerk. The supermarket typically has aisles for meat, fresh produce, dairy, and baked goods. Shelf space is also reserved for canned and packaged goods and for various non-food items such as kitchenware, household cleaners, pharmacy products and pet supplies.

Some supermarkets also sell other household products that are consumed regularly, such as alcohol (where permitted), medicine, and clothing, and some sell a much wider range of non-food products: DVDs, sporting equipment, board games, and seasonal items. Supermarkets make up for their low margins by a high volume of sales, and with of higher-margin items bought by the attracted shoppers. Self-service with shopping carts (trolleys) or baskets reduces labor costs, and many supermarket chains are attempting further reduction by shifting to self-service check-out.

2.10.5 HYPER MARKET:



Hypermarkets are another name for superstores, and they are a combination of a supermarket and a department store. They are often a very large establishment, which offer shoppers a one-stop shopping experience. The idea behind this big box store is to provide consumers with all the goods they require, under one roof. Hypermarkets usually have everything a customer needs for daily use, including groceries and even toys, furniture, clothing, food, hardware and electronics for consumers to get everything under one roof. Hypermarkets are so common today that you can find many of them in both urban and rural places across a country. Some Hypermarkets are so large that they even house restaurants, Cafes, and beauty parlors with the convenience of shopping around all under one roof. Interior décor in a hypermarket is moderately attractive. They do not have an attractive appearance, and they resemble more of a warehouse rather than a shopping facility.

Hypermarkets mainly focus on providing bulk items at steeply discounted rates..These hypermarkets tend to have a higher volume of sales, but since the prices are very low they have lower revenue. A layout similar to that of supermarkets is followed by hypermarkets, where individuals can move their trolleys or carts through the aisles and choose any product that they want to buy.Hypermarkets usually have large parking lots surrounding the building or in the basement. Walmart was the first hypermarket to ever open and it was opened in 1973 in the United States.

2.11 IMPACT OF COVID-19 ON ONLINE SHOPPING IN INDIA:



The Indian retail market is greatly divided up between the un-organized sector, which includes about 13.8 million conventional family run neighborhood stores and the organized retail sector with a share less than 10%. The organized sector includes all organized brick & mortar stores and online shopping sites. Despite the boom in B2C e-commerce sector in India, majority of Indians continue to have more faith in the neighborhood brick & mortar stores for shopping as they prefer touching and feeling the products and negotiating discounts over-the-counter, before buying. In India, a great majority of B2C ecommerce retailers draw customers to shop online by offering bargains such as free delivery, discounts, buy-one-get-one-free and exchange offers. However, many Indian shoppers known to be cost-conscious and conservative as a part of their value system, are generally not attracted into making quick decisions based on promotions and advertisements. Moreover, online shoppers, many-a-times, come across problems concerning product delivery timelines and customer support services. Customers' perception of risk toward online web sites is aggravated due to the inferior IT set-up used by several e-tailers, resulting in hacking of personal information.

Enter the novel corona virus which causes a highly infectious disease Corona virus disease (COVID-19) that has infected more than 4 lakhs people worldwide. Since it spreads primarily through contact with an infected person (when they cough or sneeze) or when a person touches a surface that has the virus on it, the best way to guard against it is to stay at home. This has increased online shopping usage, globally. In India, it has led to a

A COMPARATIVE STUDY BETWEEN ONLINE AND OFFLINE SHOPPING

rise in the number of FTUs or first-time-ecommerce-users in India, who had been so far inhibited to shop online. The SARS outbreak that infected over 2700 people in 2002, too is known to have dramatically changed people's shopping habits as they were afraid of shopping outdoors.

On 25th March, 2020, BigBasket - a key online grocery player in India had the following message "We'll be back soon! We are currently experiencing unprecedented demand. In light of this, we are restricting access to our website to existing customers only. Please try again in a few hours." So overwhelming was the response that it faced a breakdown due to a steep increase in demand amid COVID-19. Grofers – a rival, had a similar kind of message which said "Due to the sudden rush, we have stopped servicing many locations, but we are working to increase capacity and will be resuming operations shortly." Amazon – one of the leading ecommerce players in the country, and the world, has announced on its site that the customers are relying on them like never before in their social distancing and self-quarantine efforts. Hence Amazon is temporarily prioritizing its available fulfillment and logistics capacity to serve essentials such as household staples, packaged food, health care, hygiene, personal safety and other high priority products. It is temporarily going to stop taking orders for lower-priority products. Globally too Amazon has seen a surge in orders and is raising overtime pay for associates working in its warehouses, during the corona virus outbreak.

This spike in B2C ecommerce in India is of course due to existing online shoppers stocking up on essentials given the coronavirus outbreak and the lockdown imposed by the Government (to check its spread). However it also consists of perhaps two more segments – apart from the one that buys online, regularly. A segment that did not shop online, given the inhibiting factors detailed in the beginning of this article and another segment that up till now, was either ignorant about online shopping or did not have a device or data plan. It would be interesting to check – how many shoppers from these two segments switch to online shopping, even after the corona virus crises is over.

2.12 FUTURE PROSPECTS OF ONLINE SHOPPING:



Technology is changing our lifestyle and the way we go shopping. During the last decade, online shopping is being famous on the globe. Online retailers are making billions of dollars each year. Lifestyle products like apparel, electronic gadgets, and goods, groceries, and rest things are available on the computer or smartphone screens. And the good part is you don't physically present in a retail shop to buy what you need.

In the present time, online marketplaces are winning loyal customers and giving them the best services. Everything that we order can be at our doors the same day or next day or within the time limit. It depends on the delivery of the product location. Online marketplaces are successfully building trust in urban and rural areas.

Globally as well as in India, online shopping is becoming popular. Many existing e-retailers are targeting the Indian market like Amazon, eBay Etc. But few Indian ventures like Shopclues giving them tough competition with their business strategies, for example, by offering discount coupons on a wide range of products of this category. ShopClues promises everything 'from ding to dong', at wholesale rates, and earning loyal customers. It is setting a new trend in the present market and innovating the entrepreneurial ecosystem for the future.

A COMPARATIVE STUDY BETWEEN ONLINE AND OFFLINE SHOPPING

India's e-commerce market is ready to hit \$76 billion by 2021 from \$13.6 billion in 2014, according to e-Tailing India. However, business models are frequently changing, which brings more innovative promotion, complex delivery systems, dynamic pricing, and sale. This way, distribution channels are going forward. An entrepreneurial ecosystem has been evolved and capturing the mass market in India. There are considerable challenges in the Indian market and such an ecosystem making e-retailing more straightforward and ready for better services.

2.13 FUTURE PROSPECTS OF OFFLINE SHOPPING:



Nearly every aspect of how we shop will transform in the coming years, and we're already seeing much of that change start to occur. The future shopping experience is right around the corner. We're already seeing the beginning of many of these trends, and they will only continue to grow. Within just a few years, these trends will dominate the retail world and create a shopping experience that's very different from what we have now. The result will be customers who are connected to brands and can shop in a socially responsible way that is frictionless and convenient for them. There are a wide variety of challenges facing retailers. The polarization of wealth and incomes will continue to gut the middle class in most developed economies. Baby boomers will continue to spend less, thus requiring brands to figure out the needs and sensibilities of younger consumers. Technology continues to advance at unparalleled speed. Globalization is shrinking the world and bringing a never-ending procession of challenger-brands to the market.

A COMPARATIVE STUDY BETWEEN ONLINE AND OFFLINE SHOPPING

But all of these challenges are surmountable, provided a company has the right leadership. Hence, the most important challenge and opportunity into the future is establishing effective leadership itself. In the future, all but the most convenience-based retailers will begin to use their stores as media to acquire customers and their media platforms as stores to transact sales.

Put another way, media is now a cost of sales and rent is now a cost of customer acquisition. Retailers that miss or ignore this shift will do so at their peril. There are only two strategic choices available to retailers who wish to survive the coming decade. Either sell something no one else sells (which is increasingly difficult in a globalized economy) or sell what you sell in a way no one else does. This means breaking the script in your category, devising new and compelling experiences and reinventing how people buy what you sell.

The future of retail will see complete integration of technologies like augmented and virtual reality, the internet of things, sensor-driven packaging and connected appliances. This will result in an exponential impact on e-commerce volumes.

CHAPTER 3

ANALYSIS AND INTERPRETATION OF DATA

Analysis of data plays a dominant role in the completion of project. Data collected are tabulated for easy understanding and good presentation. It is a process of inspecting, cleaning, transforming and modelling data with the goal of discovering useful information, suggesting conclusions and supporting decision-making. Data Analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science, and social science domains. The analysis is being carried out based on the survey conducted among the respondents

This chapter deals with the analysis and interpretation of data regarding the comparison between online and offline shopping from the customer point of view. Data are collected from 75 respondents and tabulated for easy understanding and good presentation, which guides the researcher to analyzed the data efficiently.

The data collected has been analyzed using Percentage Analysis, Likert's Five-Point scale and Garrett Ranking. The diagrams, tables and charts assist the researcher to analyze the data efficiently and present it in a systematic manner.

The Likert Scale is a Five Point Scale which is used to allow the individual to express how much they agree or disagree with a particular statement. Garrett Ranking is used in this study to level of satisfaction and preference level towards online and offline shopping. The following formula can be used for calculating the Garrett Ranking Method.

Henry Garrett Ranking Method = $100(R_{ij}-0.5) / N_j$

Where R_{ij} = Total Score of Weighted Average

N_j = Total No. of Respondents

3.1 GENDER OF THE RESPONDENTS:

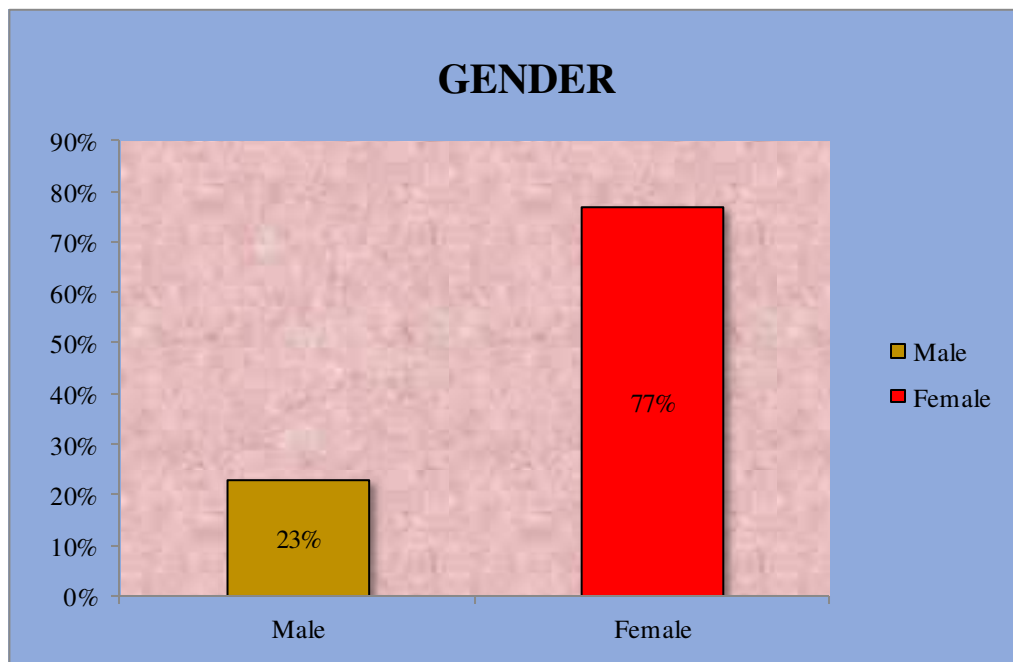
Table 3.1 shows the gender classification of the respondents.

TABLE 3.1

**DISTRIBUTION OF RESPONDENTS ON THE BASIS OF GENDER
CLASSIFICATION:**

GENDER	FREQUENCY	PERCENTAGE
Male	17	23
Female	58	77
TOTAL	75	100

SOURCE: Primary Data



The above table depicts that out of the 75 respondents selected for the study, 77 percent of the respondents belong to the female category and 23 percent of them belong to the male category.

Thus majority, i.e. 77 percent of the respondents are Female.

3.2 AGE OF THE RESPONDENTS:

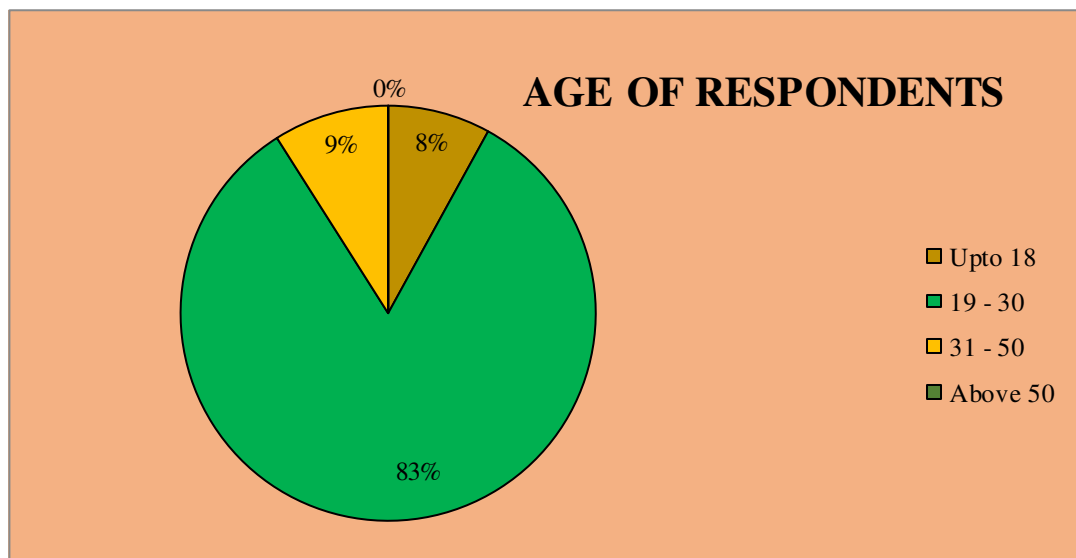
The age wise classification of the respondents shopping through online and offline are presented in Table 3.2.

TABLE 3.2

DISTRIBUTION OF RESPONDENTS ON THE BASIS OF AGE GROUP:

AGE	FREQUENCY	PERCENTAGE
Up to 18	6	8
19 - 30	62	83
31 - 50	7	9
Above 50	0	0
TOTAL	75	100

SOURCE: Primary Data



The above table depicts that out of the 75 respondents selected for the study, 83 percent of the respondents belong to the age group between 19 to 30, 9 percent of them belong to the age group between 31 to 50 and 8 percent of them belong to the age group of up to 18.

Thus majority, i.e. 83 percent of the respondents belong to the Age Group between 19 to 30.

3.3 EDUCATIONAL STATUS:

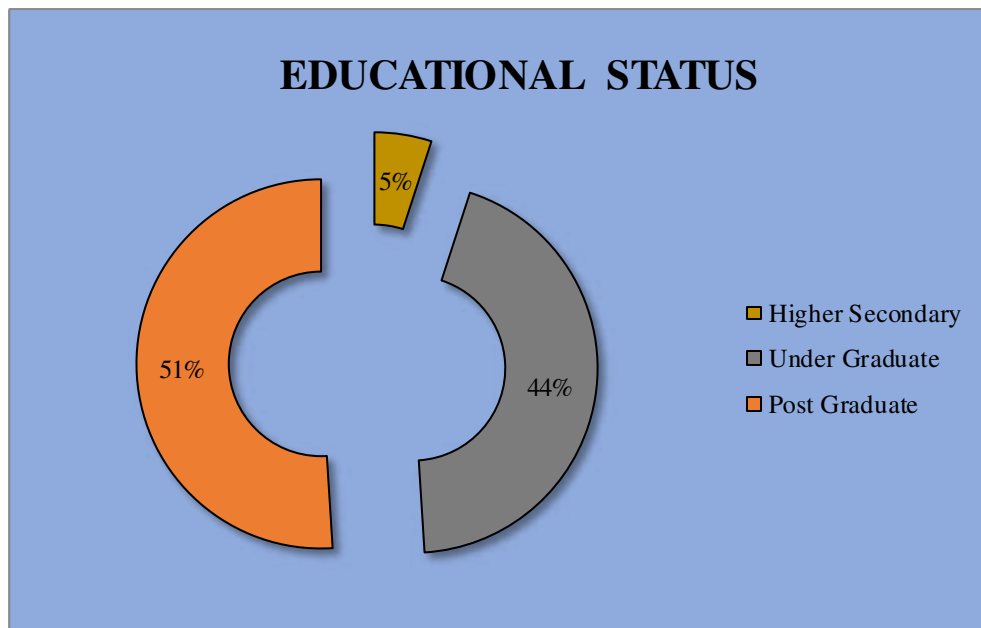
The educational status of the respondents is presented in Table 3.3.

TABLE 3.3

DISTRIBUTION OF RESPONDENTS ON THE BASIS OF EDUCATIONAL STATUS:

EDUCATIONAL STATUS	FREQUENCY	PERCENTAGE
Higher Education	4	5
Under Graduate	33	44
Post Graduate	38	51
Total	75	100

SOURCE: Primary Data



The above table depicts that out of the 75 respondents selected for the study, 51 percent of the respondents are Post Graduates, 44 percent of them are Under Graduates and 5 percent of them are from Higher Secondary.

Thus majority, i.e. 51 percent of the respondents are Post Graduates.

.3.4 OCCPATIONAL STATUS:

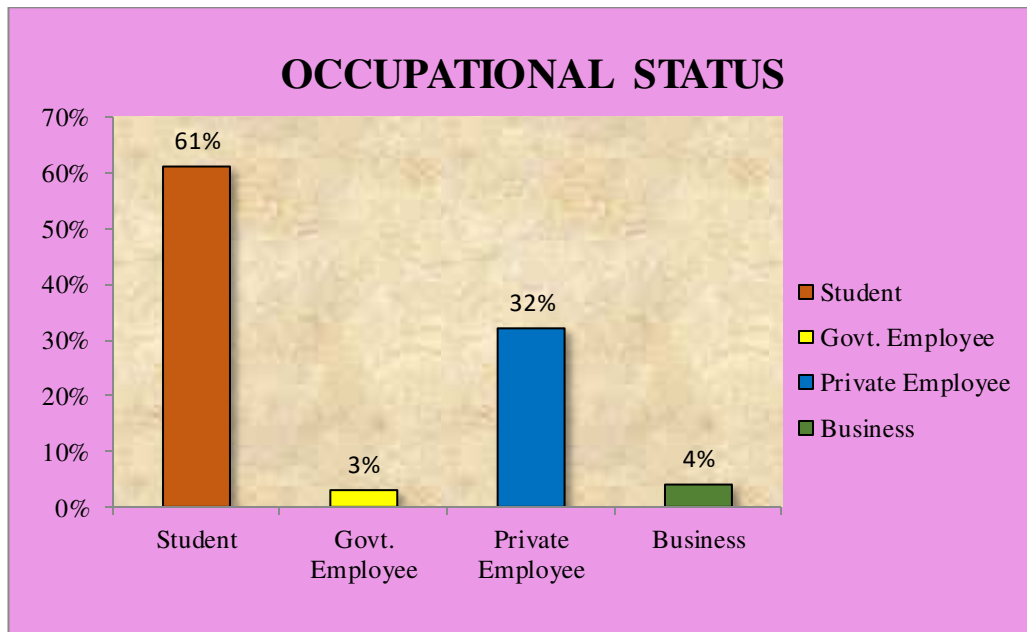
Table 3.4 shows the occupational status of the respondents.

TABLE 3.4

DISTRIBUTION OF RESPONDENTS ON THE BASIS OF OCCUPATIONAL STATUS:

OCCUPATION	FREQUENCY	PERCENTAGE
Student	46	61
Government Employee	2	3
Private Employee	24	32
Business	3	4
Total	75	100

SOURCE: Primary Data



The above table depicts that out of the 75 respondents selected for the study, 61 percent of the respondents are students, 32 percent of them are Private Employees, 4 percent of them are Business people and 3 percent of them are Government Employees.

Thus majority, i.e. 61 percent of the respondents are Students.

3.5 MONTHLY INCOME:

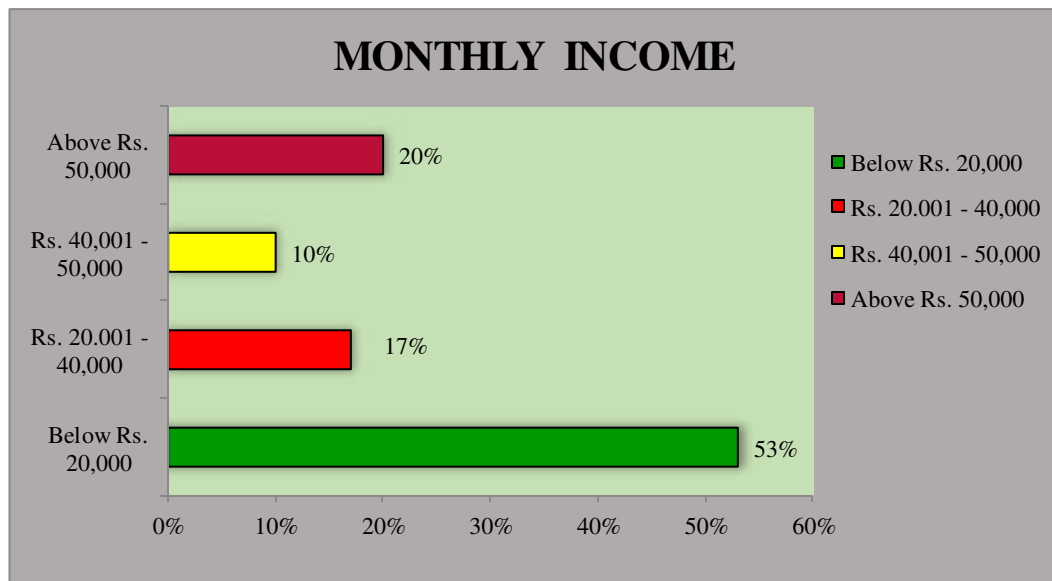
Table 3.5 shows the monthly income of the respondents.

TABLE 3.5

DISTRIBUTION OF RESPONDENTS ON THE BASIS OF MONTHLY INCOME:

MONTHLY INCOME	FREQUENCY	PERCENTAGE
Below Rs. 20,000	40	53
Rs. 20,001 – 40,000	13	17
Rs. 40,001 – 50,000	7	10
Above Rs. 50,000	15	20
TOTAL	75	100

SOURCE: Primary Data



The above table depicts that out of the 75 respondents selected for the study, 53 percent of the respondents have a monthly income below Rs. 20,000, 20 percent of them have above Rs. 50,000, 17 percent of them have between Rs. 20,001 – 40,000 and 10 percent of them have a monthly income between Rs. 40,001 – 50,000.

Thus majority, i.e. 53 percent of the respondents have a monthly income below Rs. 20,000.

3.6 SHOPPING FREQUENCY:

The shopping frequency among the respondents is presented in Table 3.6.

TABLE 3.6
DISTRIBUTION OF RESPONDENTS ON THE BASIS OF SHOPPING
FREQUENCY:

SHOPPING FREQUENCY	FREQUENCY	PERCENTAGE
Frequently	16	21
Occasionally	44	59
Rarely	15	20
Total	75	100

SOURCE: Primary Data



The above table depicts that out of the 75 respondents selected for the study, 59 percent of the respondents shop occasionally, 21 percent of them shop frequently and 20 percent of them shop rarely.

Thus majority, i.e. 59 percent of the respondents shop occasionally.

3.7 MODE OF SHOPPING:

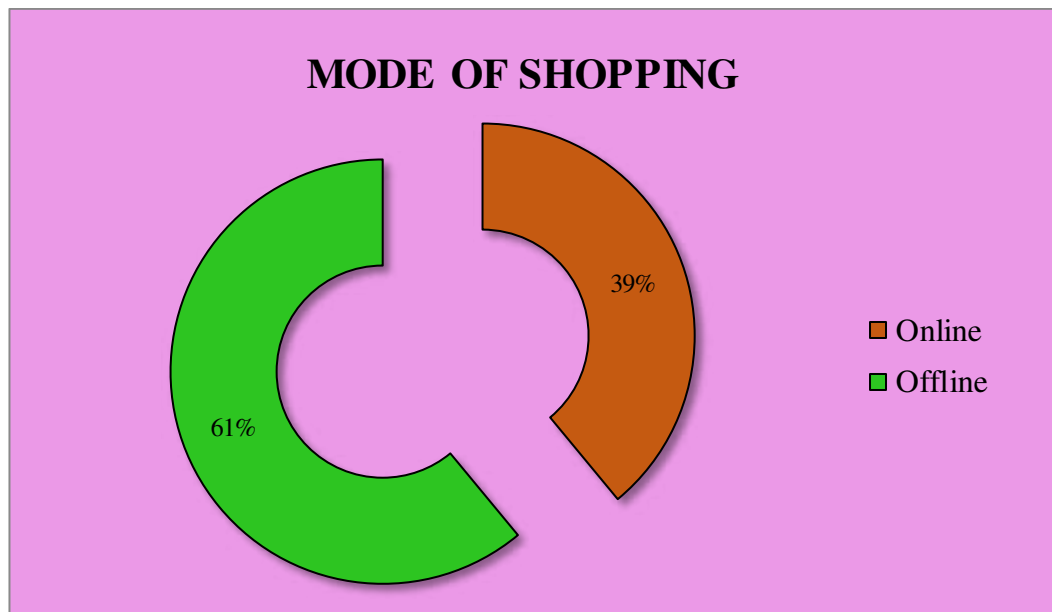
Table 3.7 shows the mostly preferred the mode of shopping among the respondents.

TABLE 3.7

DISTRIBUTION OF RESPONDENTS ON THE BASIS OF THE MODE OF SHOPPING PREFERRED:

MODE	FREQUENCY	PERCENTAGE
Online	29	39
Offline	46	61
TOTAL	75	100

SOURCE: Primary Data



The above table depicts that out of the 75 respondents selected for the study, 61 percent of the respondents prefer offline shopping and 39 percent of them prefer online shopping.

Thus majority, i.e. 61 percent of the respondents prefer Offline Shopping.

3.8 USAGE OF DEVICE:

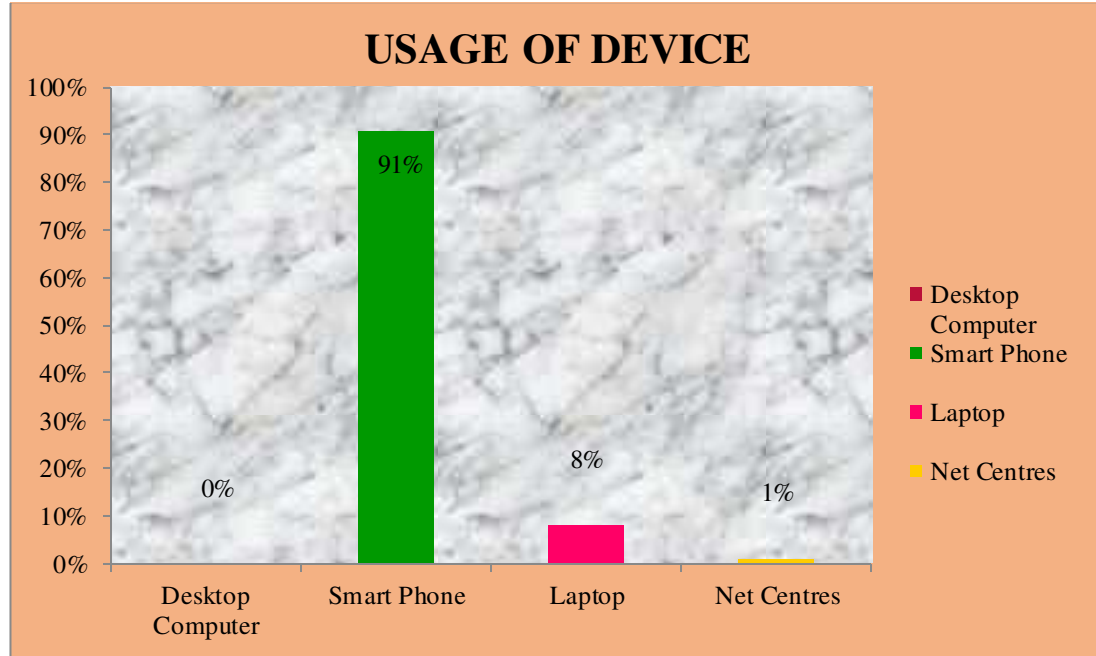
The device preferred by the respondents for online shopping are presented in Table 3.8.

TABLE 3.8

**DISTRIBUTION OF RESPONDENTS ON THE BASIS OF DEVICES
PREFERRED FOR ONLINE SHOPPING:**

DEVICES	FREQUENCY	PERCENTAGE
Desktop Computer	0	9
Smart Phone	68	91
Laptop	6	8
Net Centers	1	1
Total	75	100

SOURCE: Primary Data



The above table depicts that out of the 75 respondents selected for the study, 91 percent of the respondents use Smart Phones for online shopping, 8 percent of them use Laptops and 1 percent of them visit Net Centres.

Thus majority, i.e. 91 percent of the respondents use Smart Phones.

3.9 MEDIA INFLUENCE:

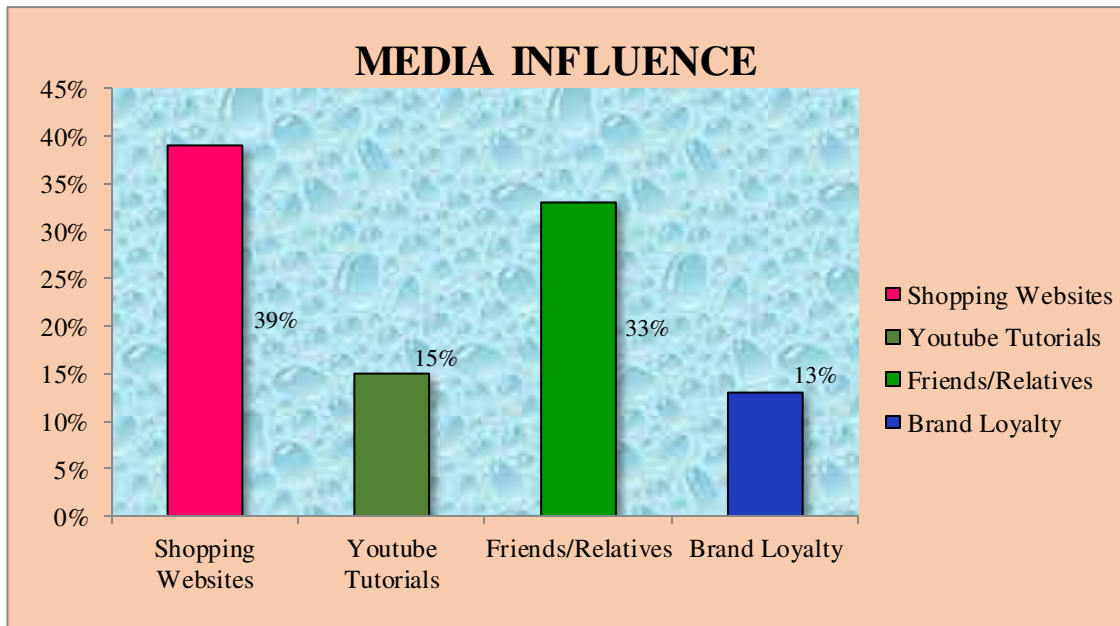
Table 3.9 shows the media through which the respondents check for reviews.

TABLE 3.9

**DISTRIBUTION OF RESPONDENTS ON THE BASIS OF THE MEDIA
PREFERRED TO CHECK REVIEWS:**

MEDIA	FREQUENCY	PERCENTAGE
Shopping websites	29	39
Youtube tutorials	11	15
Friends/relatives	25	33
Brand loyalty	10	13
Total	75	100

SOURCE: Primary Data



The above table depicts that out of the 75 respondents selected for the study, 39 percent of the respondents check for reviews through shopping websites, 33 percent of them through Friends/Relatives, 15 percent of them through Youtube Tutorials and 13 percent of them are influenced by the product's brand loyalty.

Thus majority, i.e. 39 percent of the respondents check for reviews through Shopping Websites.

3.10 FACTORS WHICH MOTIVATE ONLINE SHOPPING:

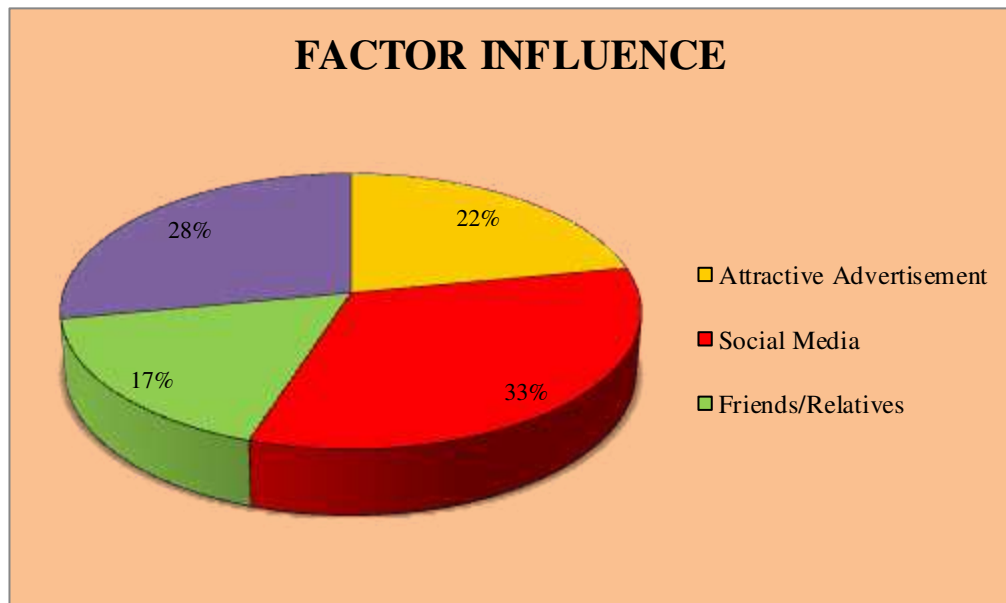
Table 3.10 shows the factors which motivate the respondents to do online shopping.

TABLE 3.10

**DISTRIBUTION OF RESPONDENTS ON THE BASIS OF FACTORS WHICH
MOTIVATE ONLINE SHOPPING:**

FACTORS	FREQUENCY	PERCENTAGE
Attractive Advertisement	16	22
Social Media	25	33
Friends/Relatives	13	17
Availability of Multiple Brands	21	28
Total	75	100

SOURCE: Primary Data



The above table depicts that out of the 75 respondents selected for the study, 33 percent of the respondents are influenced to shop online due to social media, 28 percent of them because of availability of multiple brands, 22 percent of them through attractive advertisement and 17 percent of them through friends/ relatives.

Thus majority, i.e. 33 percent of the respondents are influenced through social media.

3.11 FACTORS WHICH MOTIVATE OFFLINE SHOPPING:

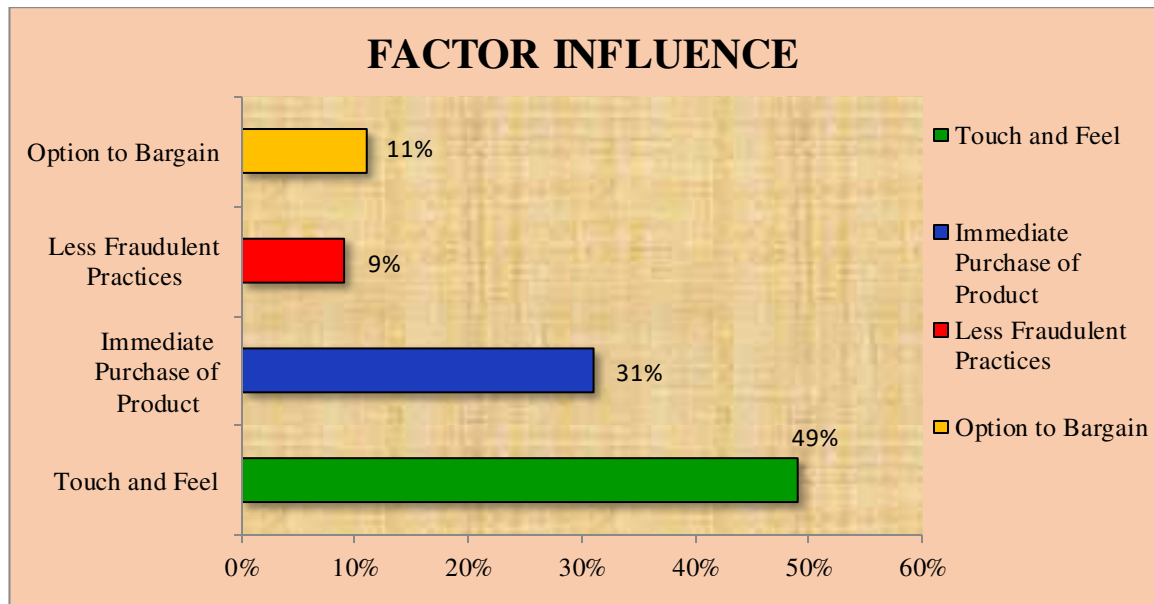
Table 3.11 shows the factors which motivate the respondents to do offline shopping.

TABLE 3.11

**DISTRIBUTION OF RESPONDENTS ON THE BASIS OF FACTORS WHICH
MOTIVATE OFFLINE SHOPPING:**

FACTORS	FREQUENCY	PERCENTAGE
Touch and Feel	37	49
Immediate purchase of product	23	31
Less Fraudulent Practices	7	9
Option to Bargain	8	11
Total	75	100

SOURCE: Primary Data



The above table depicts that out of the 75 respondents selected for the study, 49 percent of the respondents are influenced to shop offline due to the factor touch and feel, 31 percent of them due to immediate purchase of the product, 11 percent of them due to the option to bargain and 9 percent of them due to less fraudulent practices.

Thus majority, i.e. 49 percent of the respondents are influenced by the factor touch and feel.

3.12 BEST PACKAGING:

The modes of shopping in which the respondents feel that the packaging is good are presented in Table 3.12.

TABLE 3.12

DISTRIBUTION OF RESPONDENTS ON THE BASIS OF BEST PACKAGING PREFERENCE:

MODE OF SHOPPING	FREQUENCY	PERCENTAGE
Online	47	63
Offline	28	37
TOTAL	75	100

SOURCE: Primary Data



When it comes to best packaging, the above table depicts that out of the 75 respondents selected for the study, 63 percent of the respondents prefer online shopping and 37 percent of them prefer offline shopping.

Thus majority, i.e. 63 percent of the respondents prefer Online Shopping when it comes to packaging.

3.13 BEST DURABILITY:

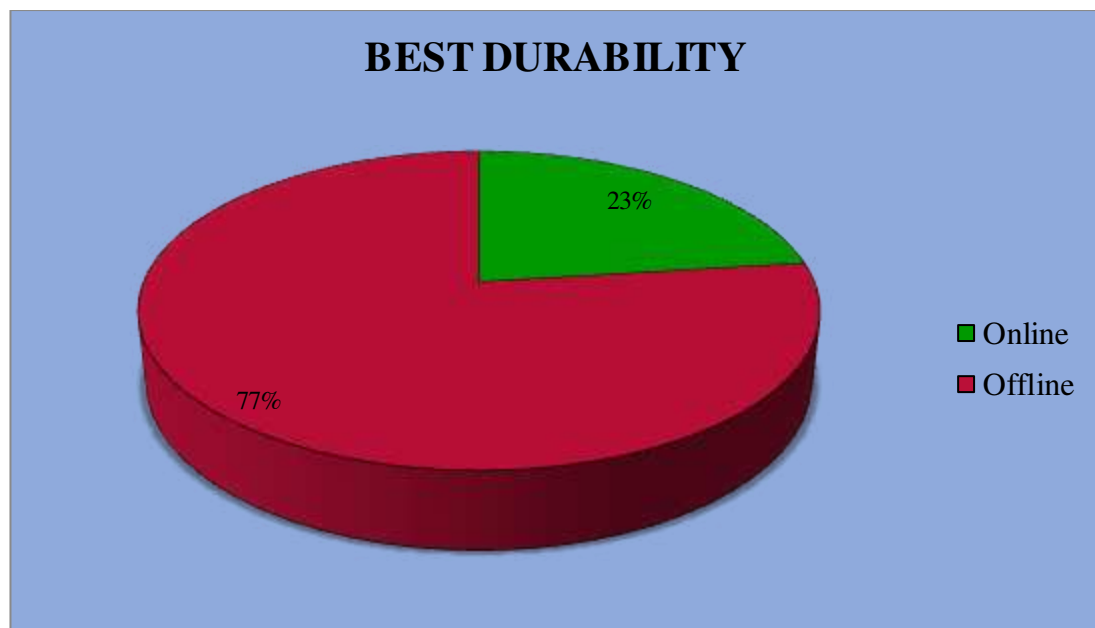
The modes of shopping in which the respondents feel that the durability is long lasting are presented in Table 3.13.

TABLE 3.13

DISTRIBUTION OF RESPONDENTS ON THE BASIS OF BEST DURABILITY PREFERENCE:

MODE OF SHOPPING	FREQUENCY	PERCENTAGE
Online	17	23
Offline	58	77
Total	75	100

SOURCE: Primary Data



When it comes to best durability, the above table depicts that out of the 75 respondents selected for the study, 77 percent of the respondents prefer offline shopping and 23 percent of them prefer online shopping.

Thus majority, i.e. 77 percent of the respondents prefer Offline Shopping when it comes to Durability.

3.14 CONFIDENCE LEVEL IN PAYMENT:

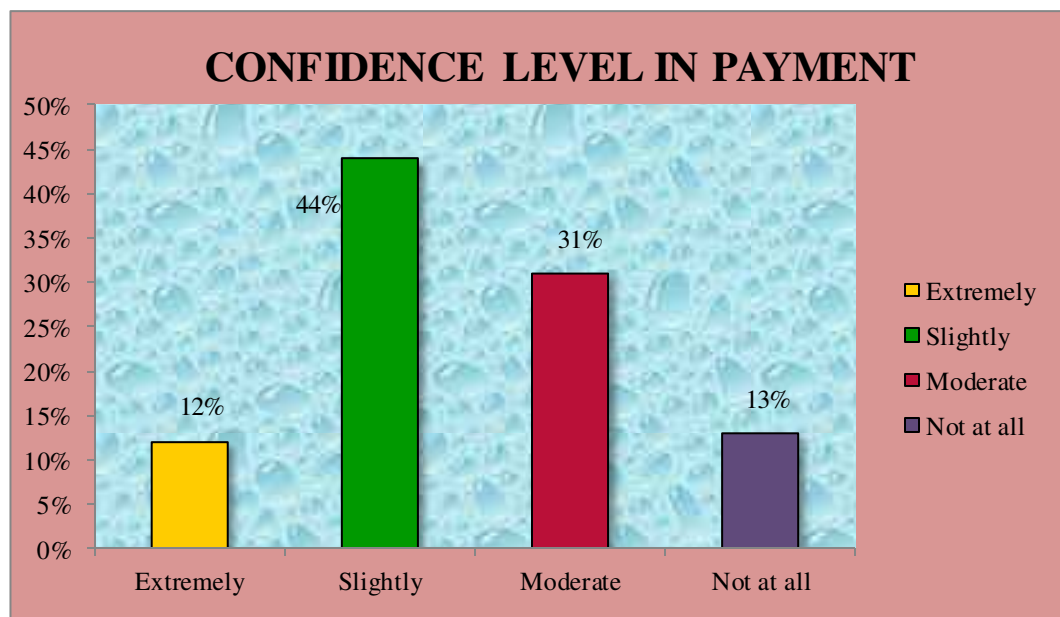
Table 3.14 shows the confidence level of the respondents while making online payments in shopping.

TABLE 3.14

DISTRIBUTION OF RESPONDENTS ON THE BASIS OF THEIR CONFIDENCE LEVEL IN MAKING ONLINE PAYMENTS:

CONFIDENCE LEVEL	FREQUENCY	PERCENTAGE
Extremely	9	12
Slightly	33	44
Moderate	23	31
Not at all	10	13
Total	75	100

SOURCE: Primary Data



The above table depicts that out of the 75 respondents selected for the study, 44 percent of the respondents are slightly confident, 31 percent of them are moderate, 13 percent of them not at all and 12 percent of them are extremely confident while making online payments.

Thus majority, i.e. 44 percent of the respondents are slightly confident while making online payments.

3.15 PROMOTIONAL STRATEGIES WHICH INDUCE ONLINE SHOPPING:

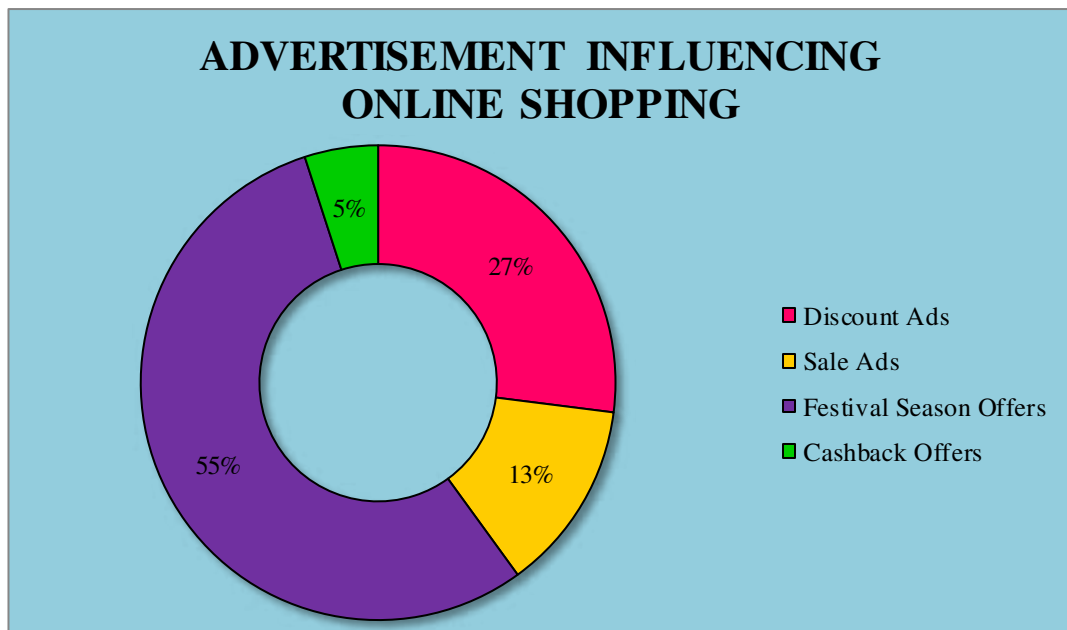
Table 3.15 shows the promotional strategies which induce online shopping.

TABLE 3.15

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF PROMOTIONAL STRATEGIES WHICH INDUCE ONLINE SHOPPING:

STRATEGIES	FREQUENCY	PERCENTAGE
Discount Ads	20	27
Sale Ads	10	13
Festival Season Offers	41	55
Cash Back Offers	4	5
Total	75	100

SOURCE: Primary Data



The above table depicts that out of the 75 respondents selected for the study, 55 percent of the respondents prefer the best promotional strategy which induce online shopping is Festival season offers, 27 percent of them due to Discount Ads, 13 percent of them due to Sale Ads and 5 percent of them due to Cash Back offers.

Thus majority, i.e. 55 percent of the respondents are induced by Festival Season Offers.

3.16 PROMOTIONAL STRATEGIES WHICH INDUCE OFFLINE SHOPPING:

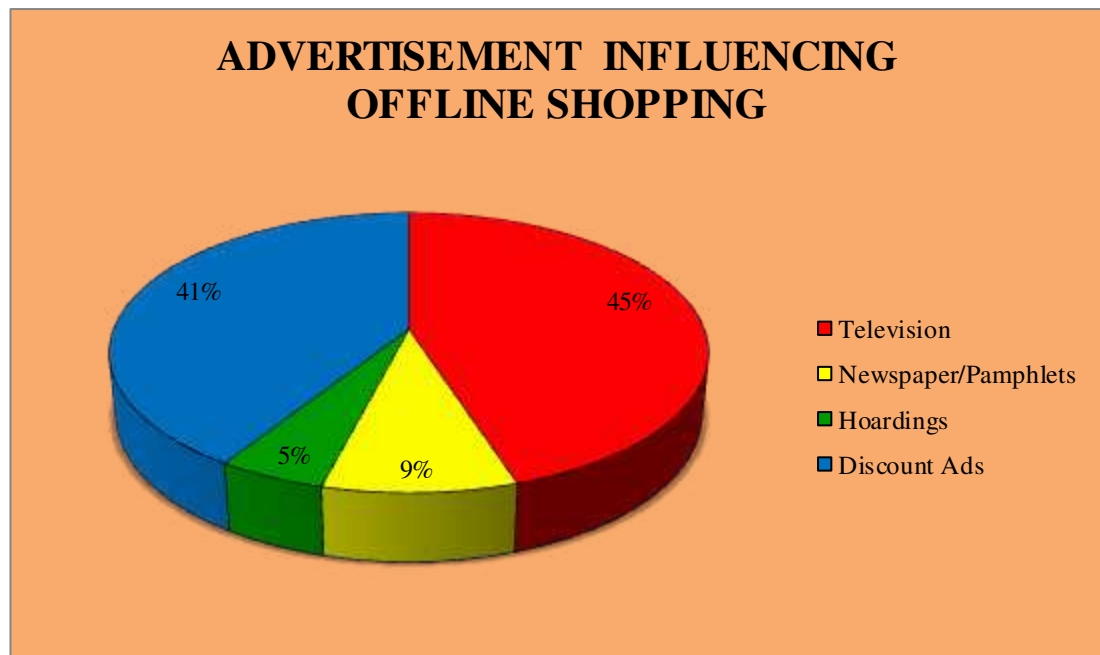
Table 3.16 shows the promotional strategies which induce offline shopping.

TABLE 3.16

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF PROMOTIONAL STRATEGIES WHICH INDUCE OFFLINE SHOPPING:

STRATEGIES	FREQUENCY	PERCENTAGE
Television	34	45
Newspaper/Pamphlets	7	9
Hoardings	3	5
Discount Ads	31	41
Total	75	100

SOURCE: Primary Data



The above table depicts that out of the 75 respondents selected for the study, 45 percent of the respondents prefer the best promotional strategy which induce offline shopping is television, 41 percent of them due to Discount Ads, 9 percent of them due to Newspaper/Pamphlets and 5 percent of them due to Hoardings.

Thus majority, i.e. 45 percent of the respondents are induced by Television.

3.17 ADVANTAGE OF ONLINE SHOPPING:

Table 3.17 shows the advantage preference of respondents in online shopping.

TABLE 3.17

**DISTRIBUTION OF RESPONDENTS ON THE BASIS OF ADVANTAGE
PREFERENCE IN ONLINE SHOPPING:**

ADVANTAGES	FREQUENCY	PERCENTAGE
Time saving	19	25
Door to door service	17	23
24 hours access	32	43
Gifting dear ones	7	9
Total	75	100

SOURCE: Primary Data



The above table depicts that out of the 75 respondents selected for the study, 43 percent of the respondents prefer the best advantage which induce online shopping is door to door service, 25 percent of them prefer time saving, 23 percent of them prefer 24 hours access and 9 percent of them prefer the advantage of gifting dear ones.

Thus majority, i.e. 43 percent of the respondents prefer door to door service.

3.18 ADVANTAGE OF OFFLINE SHOPPING:

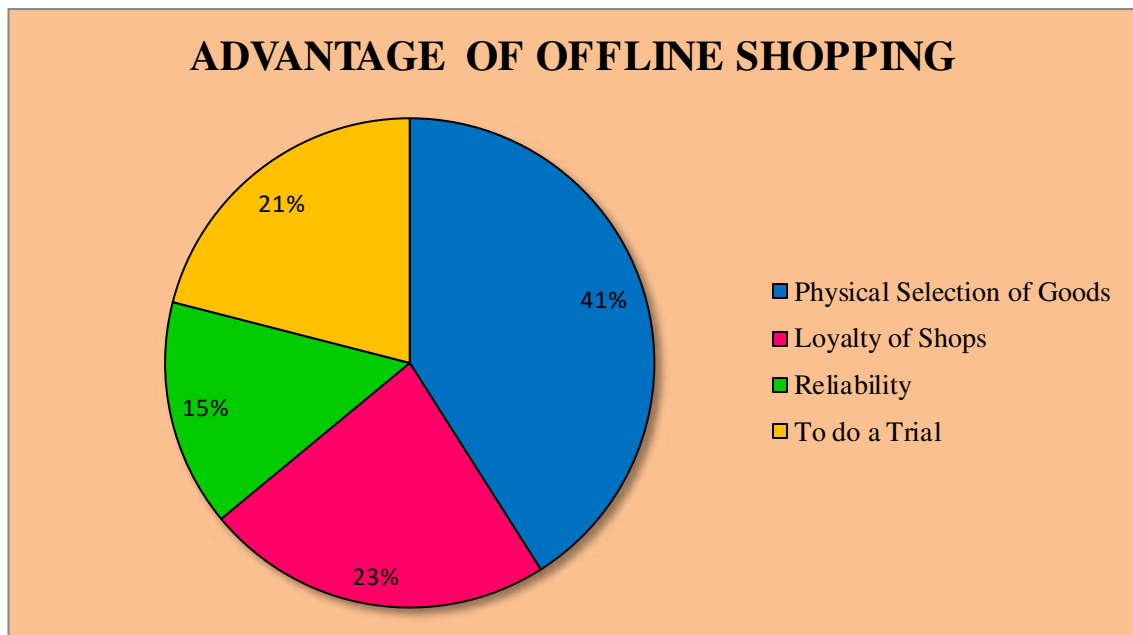
Table 3.18 shows the advantage preference of respondents in offline shopping.

TABLE 3.18

**DISTRIBUTION OF RESPONDENTS ON THE BASIS OF ADVANTAGE
PREFERENCE IN OFFLINE SHOPPING:**

ADVANTAGE	FREQUENCY	PERCENTAGE
Physical selection of goods	31	41
Loyalty of shops	17	23
Reliability	11	15
To do a trial	16	21
Total	75	100

SOURCE: Primary Data



The above table depicts that out of the 75 respondents selected for the study, 41 percent of the respondents prefer the best advantage which induce offline shopping is physical selection of goods, 23 percent of them prefer the loyalty of the shop, 21 percent of them prefer to do a trial and 15 percent of them prefer reliability of the product purchased.

Thus majority, i.e. 41 percent of the respondents prefer physical selection of goods.

3.19 REASON FOR MAJOR GROWTH IN SHOPPING:

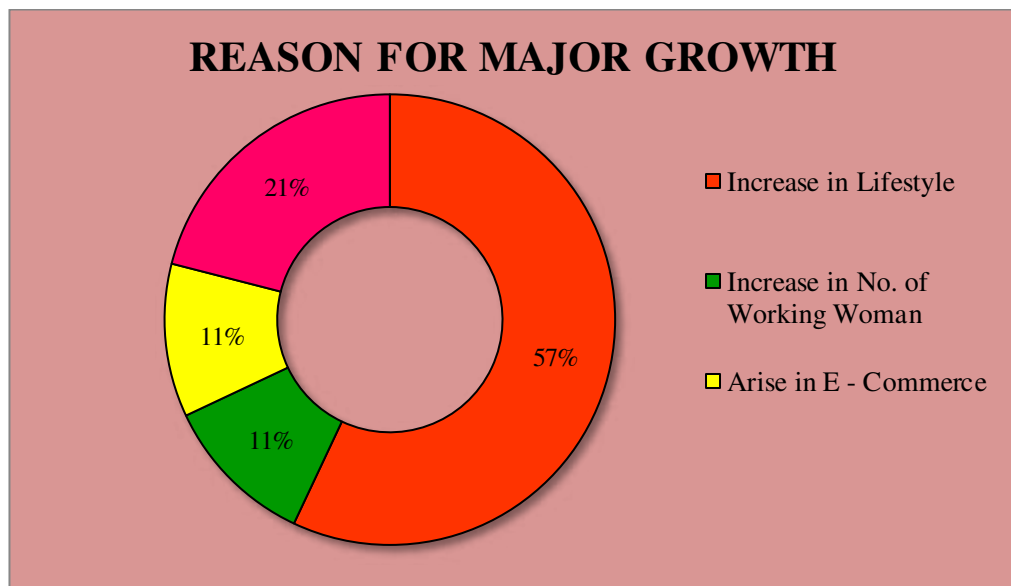
The reasons for the major growth in shopping are presented in Table 3.19.

TABLE 3.19

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF MAJOR GROWTH IN SHOPPING:

REASONS	FREQUENCY	PERCENTAGE
Increase in Lifestyle	43	57
Increased no. of Working woman	8	11
Arise in E – Commerce	8	11
Awareness of Grooming among Current Generation	16	21
Total	75	100

SOURCE: Primary Data



The above table depicts that out of the 75 respondents selected for the study, 57 percent of the respondents prefer the major reason for growth in shopping is increase in lifestyle, 21 percent of them due to awareness of grooming among current generation and 11% of them due to arise in e – commerce and increased number of working woman.

Thus majority, i.e. 57 percent of the respondents prefer the reason Increase in Lifestyle.

3.20 RANK OF ONLINE SHOPPING WEBSITES:

The rank given by the respondents for the various online shopping websites are presented in Table 3.20.

TABLE 3.20

DISTRIBUTION OF RESPONDENTS ON THE BASIS OF RANKING OF ONLINE SHOPPING WEBSITES:

WEBSITES	5	4	3	2	1	TOTAL SCORE	% OF SCORE	RANK
Amazon	150	64	24	22	10	270	3.60	I
Flipkart	65	116	48	22	6	257	3.43	II
Myntra	45	44	90	26	12	217	2.89	III
Jabong	25	40	45	44	23	177	2.36	V
Instagram	80	16	42	32	25	195	2.60	IV

NOTE:

5,4,3,2 and 1 denotes the rank.

SOURCE: Primary Data

It is inferred from the above Table 3.20, that as a result of the study which involves the 75 respondents, Amazon is the best online shopping website, which ranks first, followed by the other online shopping websites Flipkart, Myntra, Instagram and Jabong which are ranked II, III, IV and V.

Thus majority of the respondents selected for the study prefer Amazon as the best Online Shopping website.

3.21 RANK OF OFFLINE SHOPS:

The rank given by the respondents for the various offline shops are presented in Table 3.21.

TABLE 3.21

**DISTRIBUTION OF RESPONDENTS ON THE BASIS OF RANKING OF
OFFLINE SHOPS:**

SHOPS	5	4	3	2	1	TOTAL SCORE	% OF SCORE	RANK
Street Shopping	90	56	60	14	16	236	3.15	I
Departmental Store	70	108	27	42	4	251	3.35	III
Super Market	100	100	48	18	5	271	3.61	V
Hyper Market	135	80	21	26	8	270	3.60	IV
Malls	120	60	27	30	12	249	3.32	II

NOTE:

5,4,3,2 and 1 denotes the rank.

SOURCE: Primary Data

It is inferred from the above Table 3.21, that as a result of the study which involves the 75 respondents, Street Shopping is the best place for offline shopping, which ranks first, followed by the other offline shopping places i.e. Malls, Departmental Store, Hyper Market and Super Market which are ranked II, III, IV and V.

Thus majority of the respondents selected for the study prefer Street Shopping as the best place for Offline Shopping.

TABLE 3.22 GOODS PREFERENCE OF RESPONDENTS FROM ONLINE:

The rank given by the respondents regarding their goods preference from online are presented in Table 3.22.

TABLE 3.22

DISTRIBUTION OF RESPONDENTS ON THE BASIS OF GOODS PREFERENCE FROM ONLINE:

GOODS	GARRETT MEAN SCORE	RANK
Clothes	50.24	III
Groceries	44.31	VII
Cosmetics	49.32	IV
Footwear	46.89	V
Electronic Gadgets	51.72	I
Food/ Cuisine	50.77	II
Medicines	41.60	VIII
Stationery	45.97	VI

SOURCE: Primary Data

Table 3.22 which portrays the ranking of online shopping websites as per the respondent's preference indicates that Electronic Gadgets has the highest Garrett Mean Score of **(51.72)**, Food/Cuisine is ranked II, Clothes is ranked III, Cosmetics is ranked IV, Footwear is ranked V, Stationery is ranked VI, Groceries is ranked VII and Medicines is has the lowest Garrett Mean Score of **(41.60)**.

Thus majority of the respondents selected for the study prefer the purchase of Electronic Gadgets from Online with the highest Garrett Mean Score of 51.72.

TABLE 3.23 GOODS PREFERENCE OF RESPONDENTS FROM OFFLINE:

The rank given by the respondents regarding their goods preference from offline are presented in Table 3.23.

TABLE 3.23

DISTRIBUTION OF RESPONDENTS ON THE BASIS OF GOODS PREFERENCE FROM OFFLINE:

GOODS	GARRETT MEAN SCORE	RANK
Clothes	58.27	VI
Groceries	59.56	III
Cosmetics	56.33	VIII
Footwear	60.13	I
Electronic Gadgets	58.49	V
Food/ Cuisine	58.91	IV
Medicines	58.01	VII
Stationery	59.57	II

SOURCE: Primary Data

Table 3.23 which portrays the ranking of offline shops as per respondent's preference indicates that Footwear has the highest Garrett Mean Score of **(60.13)**, Stationery is ranked II, Groceries are ranked III, Food/Cuisine is ranked IV, Electronic Gadgets are ranked V, Clothes are rank VI, Medicines are ranked VII and Cosmetics has the lowest Garret Mean Score of **(56.33)**.

Thus majority of the respondents selected for the study prefer the purchase of Footwear from Offline with the highest Garrett Mean Score of 60.13.

CHAPTER IV

FINDINGS AND SUGGESTIONS

FINDINGS:

In this chapter, the Findings of the study are summarized below

- From the data collected majority of the respondents are female.
- The study reveals that majority of the respondents belong to the age group 19 – 30.
- Regarding the educational status, majority of the respondents are Post Graduates.
- Regarding the occupational status, majority of the respondents are Students.
- Majority of the respondents selected for the study earn a Monthly Income below Rs. 20,000.
- Majority of the respondents shop Occasionally.
- From the data collected majority of the respondents prefer Offline Shopping.
- Most of the respondents use smart phone for Online Shopping.
- The study reveals that majority of the respondents check for product reviews through Online Shopping Websites.
- From the data collected majority of the respondents are influenced through Social Media to shop online.
- From the data collected majority of the respondents are influenced due of the factor Touch and Feel to shop offline.
- Most of the respondents feel that the packaging is good in Online Shopping.
- Most of the respondents feel that the durability is long lasting in Offline Shopping.
- The study reveals that majority of the respondents feel Slightly Confident while making online payments.
- Majority of the respondents give first preference to the Festival Season Offer type of promotional strategy towards online shopping.
- Majority of the respondents give first preference to the Television type of promotional strategy towards offline shopping.
- Most of the respondents prefer the advantage of Door to Door Service in online shopping.
- Most of the respondents prefer the advantage of Physical Selection of Goods in offline shopping.
- From the data collected majority of the respondents say that the increase in lifestyle is the main reason for the major growth in shopping.

A COMPARATIVE STUDY BETWEEN ONLINE AND OFFLINE SHOPPING

- The study reveals that most of the respondents prefer Amazon as the best online shopping website.
- The study reveals that most of the respondents prefer Street Shopping as the best offline shopping place.
- Majority of the respondents purchase Electronic Gadgets from online.
- Majority of the respondents shop Footwear from offline.

SUGGESTIONS:

To conclude, the researcher presents the following suggestions regarding the preference level of shopping mode:

- ✓ Web based technologies upgrade creative conceptualization that improves the response from technology.
- ✓ Internet environment has to be improved in the area of art, dynamics and interactive techniques. This improvement will give more visual appeal.
- ✓ The information of the customers during the online shopping must be maintained in a well organized way.
- ✓ Proper description must be given to the items that are kept for sale.
- ✓ The price of the item should also be mentioned along with the description to prevent any further confusion.
- ✓ The items purchased by the customers must be delivered on time without any delay. Each area must be assigned with different delivery boys who make the process easier.
- ✓ A marketer should build up a prompt distribution channel to avoid the problem of non – availability of products.
- ✓ We suggest making the online store a bit more pleasant by adding back the human touch that people like so much at brick-and-mortar shops.
- ✓ Size and cut charts of outfits are a must because your customers need to be certain that the purchases would fit. Nobody really wants to waste time on returns and swaps.
- ✓ The less time your shopper spends waiting around for assistance, the more time they'll spend researching their purchasing decisions, while having a greater shopping experience and potentially spending more per visit.
- ✓ Manufacturers or wholesalers should see that their salesmen are trained well and if there is a need for special training, it should be inculcated. The complaints of the customers regarding the discourteous treatment by salesmen must be immediately attended to.
- ✓ Every sales assistant should feel confident speaking to customers. They must be able to suggest what suits and looks good for a customer.

- ✓ Using technologies such as QR codes, NFC or beacons in store allows you to provide a more personalized experience. Especially younger shoppers find this integration exciting.
- ✓ Give customers the option of customizing packaging based on the exact size of the product being delivered.
- ✓ Online Businessmen should take steps to bring down the prices of products, as all the consumers are influenced by price. There is no doubt such reduction in price would be compensated by increase in the volume of sales.
- ✓ Manufacturers must make sure that they satisfy the changing requirements of the customers.
- ✓ The retail market has become more complicated and competitive so display of the products must be attractive to increase the sales of products.
- ✓ Tutorials are suggested to be performed in retail shops to help the customers understand how a particular product works and give results.
- ✓ Special discounts should be given to regular customers as this would not only make their experience memorable but will also compel them to share the product's beautiful packaging and its durability with family and friends.
- ✓ The company can send free samples to famous bloggers ask them to post reviews which help the customers in understanding the latest trends and new techniques.
- ✓ Playing with the packaging and making it memorable and unique makes up for the missed bags from the mall. A cool packing makes your brand sticky in the buyer's mind.
- ✓ Traditional stores can play slow pop music so that the customers shop longer. A nice and pleasant music playing in the background as people keep shopping, results in more sales.
- ✓ If people shopping online are unable to really smell the aroma, carefully selected visuals can trick the imagination, evoking smells and related emotions.

It is personalization strategies like these that improve customer satisfaction, shopping experiences and make the entire experience more engaging.

The importance of focusing on improving the in-store experience cannot be overstated, as shoppers are becoming more digitalized. However, keep in mind that it's not about replacing the offline experience with technology, but about enhancing the in-store experience!

CHAPTER V

CONCLUSION

Everybody has their own way of relaxing and escaping from gloomy and mundane everyday life. And shopping will be a great stress buster to skip depression. Consumers nowadays want shorter and smarter purchase journeys so that they can travel through them with ease. Building relationships through these journeys is a constant ongoing process and organisations must constantly redefine their consumer strategies. Online shopping is a growing technology. If it is properly utilized with assured safety and security for the transactions, it will thrive into a highly competitive and dynamic environment.

The female respondents are more into online shopping because they enjoy doing shopping whether it is traditional shopping or e-shopping. It is mostly the youngsters who are fuelling the amazing growth story of online shopping in India. Advent of online medium of shopping has no doubt hit the offline stores hard. Large discounts offered by the online shopping website have indeed put enormous pressure on their bottom line.

There are increasing demand of online shopping because the variety of options for the consumers to choose and that to at a reasonable price and sometimes even less price than the market.. The project report reveals that people who are aware of technology, with more knowledge, and high income level, are specially engaged in the online shopping. This project report would be of great help to the internet firms provided with the importance of their efforts to communicate and educate the customers about the benefits of the online shopping if they want to increase the traffic on their websites.

About 95 percent of people in India have mobile phone so it is easy to access online websites in their home. According to the survey, maximum number of people do prefer Online Shopping and the reason for same is, it is time saving, 24 hours access but on the other hand there are still few trust issues like cheating, fraud transactions, tangibility of product, security issue etc.,

And we conclude that the consumers prefer Amazon as the best online shopping website and Street shopping as the best offline shopping place. Consumers expect quality products in both online and offline at reasonable price. So it is the duty of the Government, manufacturers and middlemen to supply these necessities of life available in a fair price.

With so many different brands and products available in both online and offline, companies have to regularly come up with new ideas to stand out among the competition and attract new customers. To put it in a nutshell as long as human beings are there in this world, shopping would also prosper and its marketing would have a bright future in the days to come.

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***A COMPARATIVE STUDY BETWEEN ONLINE AND OFFLINE
SHOPPING IN THOOTHUKUDI
QUESTIONNAIRE***

1. Name :
2. Gender : a) Male b) Female
3. Age :
 - a) Upto 18 c) 31 – 50
 - b) 19 – 30 d) Above 50
4. Educational Status :
 - a) Higher Secondary c) Post Graduate
 - b) Graduate
5. Marital Status :
 - a) Married b) Unmarried
6. Type of Family :
 - a) Joint b) Nuclear
7. Occupation Status :
 - a) Student c) Private Employee
 - b) Government Employee d) Business
8. Monthly Income :
 - a. Below 20,000 c) 40,001 - 50000
 - b) 20,001 - 40,000 d) Above 50,000
9. When do you do shopping :
 - a) Frequently c) Rarely
 - b) Occasionally
10. Which mode of shopping do you prefer the most?
 - a) Online shopping b) Offline shopping
11. Which device do you use for online shopping?
 - a) Desktop Computer c) Laptop
 - b) Smart Phone d) Net Centres
12. How often do you do online shopping?
 - a) Every Month c) Regularly
 - b) Once in a week d) Never
13. How often do you do offline shopping?
 - a) Every Month c) Regularly
 - b) Once in a week d) Never
14. Have you faced any problem while purchasing online?
 - a) Yes b) No
15. If yes, what kind of problem?
 - a) Delay in Delivery c) Duplicate product
 - b) Product Damage d) Different Product Delivered
16. If you never had online shopping, please specify the reason?
 - a) I don't know about shopping websites
 - b) Risk of credit card and money transaction

c) Internet illiteracy

d) Risk of identity theft

17. What type of display attracts you more towards buying a product?
a) Virtual display b) Physical display
18. What is your shopping habit in general?
a) To analyze and buy products online.
b) To analyze in shops but buy online
c) To analyze in shopping websites but buy offline
d) To analyze and buy products offline.
19. Through which media, do you check for reviews?
a) Shopping websites c) Friends/Relatives
a) YouTube tutorials d) Brand loyalty
20. Which factor influences you to do online shopping?
a) Attractive advertisements c) Friends/Relatives
a) Social Media d) Availability of multiple brands
21. Which factor influences you to do offline shopping?
a) Touch and feel c) Less Fraudulent practices
b) Immediate purchase of product d) Option to Bargain
22. Which mode do you prefer, if the product is with the same price both in shop and on website?
a) Online b) Offline
23. Do you think the products are of good quality in online shopping?
a) Satisfactory c) Good
b) Excellent d) Worst
24. Do you think the products are of good quality in offline shopping?
a) Satisfactory c) Good
b) Excellent d) Worst
25. In which mode do you think that the packaging is good?
a) Online b) Offline
26. In which mode do you think that the durability is long lasting?
a) Online b) Offline
27. What method of payment do you prefer in online shopping?
a) Credit / Debit Card c) Cash on Delivery
b) Net Banking d) Instalments
28. What method of payment do you prefer in offline shopping?
a) Credit / Debit Card c) Cash on Delivery
b) Net Banking d) Instalments
29. How confident are you that your payment information is kept secured in online shopping?
a) Extremely c) Moderate
b) Slightly d) Not at all
30. Which type of advertisement mostly attracts you to purchase online?
a) Discount ads c) Festival season offers
b) Sale Ads d) Cash-back offers

- | S NO | WEBSITES | RANK |
|------|-----------|------|
| 1 | Amazon | |
| 2 | Flipkart | |
| 3 | Myntra | |
| 4 | Jabong | |
| 5 | Instagram | |

- | S NO | SHOPS | RANK |
|------|--------------------|------|
| 1 | Street shopping | |
| 2 | Departmental store | |
| 3 | Super market | |
| 4 | Hyper Market | |
| 5 | Malls | |

- | S NO | GOODS | RANK |
|------|--------------------|------|
| 1 | Clothes | |
| 2 | Groceries | |
| 3 | Cosmetics | |
| 4 | Footwear | |
| 5 | Electronic Gadgets | |
| 6 | Food/Cuisine | |
| 7 | Medicines | |
| 8 | Stationery | |

38. Rank the most preferred goods from offline?

S NO	GOODS	RANK
1	Clothes	
2	Groceries	
3	Cosmetics	
4	Footwear	
5	Electronic Gadgets	
6	Food/Cuisine	
7	Medicines	
8	Stationery	

39. Suggestions, if any?

CHAPTER I

INTRODUCTION AND DESIGN OF THE STUDY



CHAPTER II

PROFILE OF THE STUDY



CHAPTER III

ANALYSIS AND INTERPRETATION OF DATA



CHAPTER IV

FINDINGS AND SUGGESTIONS



CHAPTER V

CONCLUSION



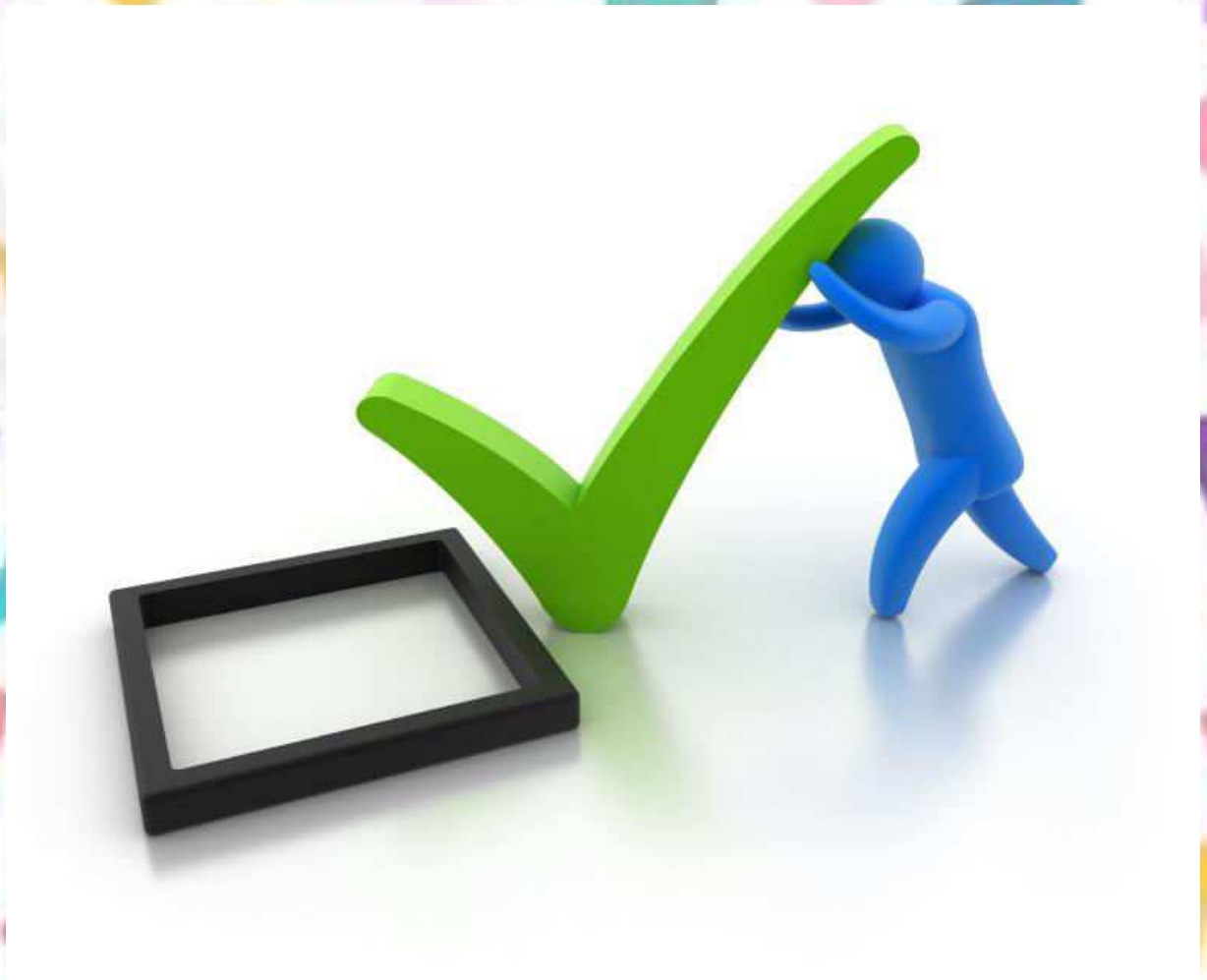
ANNEXURE



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QUESTIONNAIRE



"OCCUPATIONAL STRESS AMONG DCW EMPLOYEES IN THOOTHUKUDI "

A project report submitted to

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

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

MASTER OF COMMERCE

Submitted by

J KERENHAP ANGELIN

Register Number: 19APCO13

Under the Supervision and Guidance of

Dr. S.Bulomine Regi,

Assistant Professor of Commerce



PG & RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS),

(Reaccredited with 'A+' Grade by NAAC)

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APRIL - 2021

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CERTIFICATE

This is to certify that the project entitled “**OCCUPATIONAL STRESS AMONG DCW EMPLOYEES IN THOOTHUKUDI**” submitted by Kerenhap Angelin J, partial fulfillment of the requirements for the degree of **Master of Commerce** to **St.Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of study under my guidance and supervision.

Place: Thoothukudi

Date: 10.4.2021


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DECLARATION

I hereby state the project entitled "**OCCUPATIONAL STRESS AMONG DCW EMPLOYEES IN THOOTHUKUDI**" is submitted to **St.Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is my unique work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 10.4.2021

J. Kerenhap Angelin

Signature

(Kerenhap Angelin J)

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LIST OF CONTENTS

CHAPTER	TITLE	PAGE NO.
I	Introduction and Design of the study	1-5
	1.1 Introduction	
	1.2 Statement of the problem	
	1.3 Objectives of the study	
	1.4 Scope of the study	
	1.5 Research methodology	
	1.6 Collection of Data	
	1.7 Sample Design	
	1.8 Framework of analysis	
	1.9 Period of the study	
	1.10 Limitations of the study	
	1.11 Scheme of the report	
II	Review of Literature	6-12
	2.1 Introduction	
	2.2 Review of literature	
	2.3 Research gap	
III	An Overview	13-25
	3.1 Introduction	
	3.2 Reason of Stress at workplace	
	3.3 Models of Stress Management	
	3.3.1 Transactional Model	
	3.3.2 Health – Realization Method	

	3.4 Causes of Occupational Stress	
	3.5 Stress Management Plan	
	3.6 Successful Stress Management Program	
	3.7 Three – Prong Stress	
	3.8 Physiological Stress Model	
	3.9 Conclusion	
IV	Analysis and Interpretation of Data	26-50
V	Findings, Suggestions and Conclusion	51-53
	Bibliography	
	Annexure – Questionnaire	

LIST OF FIGURES

FIGURE NO	TITLE	PAGE NO
4.1	Monthly Income of the Respondents	28-29
4.2	Experience with other company	31
4.3	Stress at Workplace	33-34
4.4	Relaxation time for employees	34
4.5	Level of Job Stress	35
4.6	Stress caused by co-worker	35-36

LIST OF TABLES

TABLE NO	TITLE	PAGE NO
4.1	Age Wise Classification of the Respondents	26-27
4.2	Gender Wise Classification of the Respondents	27
4.3	Educational Qualification Wise Classification of the Respondents	27-28
4.4	Birthplace of the Respondents	29
4.5	No. of Years Living in Thoothukudi of the Respondents	30
4.6	Respondents reason to quit the job	31-32
4.7	Respondents years of working with DCW	32-33
4.8	Causes of Job Stress faced by the Respondents	36
4.9	Respondents enjoy in doing their job	37
4.10	Respondents satisfied with their current job	37-38
4.11	Betterment in job if the conditions were changed	38
4.12	Job stress affects the family of the respondents	39
4.13	Relationship between the respondents and the co-workers	39-40
4.14	Frequent arguments which were faced by the respondents	40
4.15	Stress which positively influence the respondents Job Performance	41
4.16	Respondents handle their stress without the help on an outside force	41-42
4.17	Respondents relief their stress in the organization	42
4.18	Factors influence stress at workplace	43-44

4.19	Employees have experienced the symptoms due to stress	44-45
4.20	Employees Occupational Stress Index	45-49
4.21	Employees coping up strategies to overcome stress	49-50

CHAPTER – I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

“Successful employers and managers provide leadership in dealing with the challenge of work stress”.

Stress is a state of mind or an illness. Stress is the way human beings react both physically and mentally to changes, events, and in their lives. Another word for stress is tension or anxiety. Stress occurs where demands made on individuals do not match the resources available or meet the individual's needs and motivation. Stress will be the result if the workload is too large for the number of workers and time available. When someone experiences stress, there are many different symptoms and repercussion. Depending on the level and frequency of stress, some of these symptoms can become serious and cause a many of problems. Stress affects people both mentally and physically. The heart rate increases, headaches can develop, and often people become irritated much more easily. Individuals who work in high stress or dangerous jobs as well as those who are employed at a place where there is a high-pressure environment are often prone to experiencing stress. Work environment, co-worker relations, and customer pressures can all contribute to stress at work. Understanding how to manage, minimize, and deal with stress can help people feel more relaxed and react when stressful situations as they arise. People experience stress in different ways and for different reasons. The reaction is based on one's perception of an event or situation. The adverse reaction people have excessive pressures or other types of demand placed on them.

Workers who are stressed are also more likely to be unhealthy, poorly motivated, less productive and less safe at work. Their organizations are less likely to be successful in a competitive market. Employers cannot usually protect workers from stress arising outside of work, but they can protect them from stress that arises through work. Stress at work can be a real problem to the organization as well as for its workers. Good management and good work organization are the best forms of

stress prevention. If employees are already stressed, their managers should be aware of it and know how to help. Organizational culture is one of the key factors in determining how successful an organization will be in managing work stress.

Organizational culture is reflected in the attitudes of staff, their shared beliefs about the organization, their shared value systems and common and approved ways of behaving at work. Organizational culture also concerns how problems are predictable and solved. It can affect what is experienced as stressful, how that experience translates into health difficulties, how both stress and health are reported and how the organization responds to such reports. Employers, managers and trade union representatives must therefore become aware of the culture of an organization, and explore it in relation to the management of work stress. If necessary, these parties must engage in culture change activities as an important aspect of improving the management of stress at work. Work related stress is the response people may have when presented with work demands and pressures that are not matched to their knowledge and abilities and which challenge their ability to cope. Stress occurs in a wide range of work circumstances but is often made worse when employees feel they have little support from supervisors and colleagues and where they have little control over work or how they can cope with its demands and pressures. The present study is about the occupational stress among DCW employees in Thoothukudi city.

1.2 STATEMENT OF THE PROBLEM

Any job in today's world includes a certain level of stress either directly or indirectly to be handled by the employees. Occupational stress is found to occur when there is an imbalance between the capabilities of the workers and the resources to meet the demand of the organization. It may be both emotional and physical. It said to be the inability of the employees to cope up with the pressures of the job. Occupational stress may have an effect on the productivity, effectiveness, quality of the work and also in the personal health of the workers. This study intends to find the causes, level, and the effectiveness of stress management programs in the organization. Through this the personal and the psychological well-being of the employees and their level of satisfaction towards their job and job role. Also, by identifying the unhealthy stress management techniques practiced by the organization and suggesting measures to enable the employees to handle stress effectively, the

performance and the productivity of the individuals and the organization will be improved.

Due to the technological innovations, new market entry, high competition and so on every job is regarded as a stressful job. Increasing the consciousness of the workers about the occupational stress that they have to handle will enable them to achieve their goals and to improve the quality of their work. This study has a significant influence in making the well-being of the employees better and also makes them aware of the stress-coping mechanisms. Thus, this research makes sure to study the occupational stress among the employees of DCW in Thoothukudi.

1.3 OBJECTIVES OF THE STUDY

The following are the objectives focused in this study:

1. To study the causes of stress among employees working in DCW.
2. To know about the most stressful aspect of the job in DCW.
3. To identify the level of stress among employees working in DCW, Thoothukudi.
4. To analyze occupational stress index among DCW employees using occupational stress index.
5. To suggest ways to manage work stress among employees.

1.4 SCOPE OF THE STUDY

The study was done within Thoothukudi City. The study entitled “Occupational stress among DCW employees in Thoothukudi city” aims to find out how employees are facing occupational stress in work place. The analysis helps us to know about occupational stress in companies and the factors that influence stress in workplace. The approach to the study has been made from the view of point of the employees working DCW in Thoothukudi city.

1.5 RESEARCH METHODOLOGY

The present study is analytical and descriptive nature. The questionnaire was constructed to elicit the required information from the respondents. Structured questionnaire was framed and collected manually. The questionnaire had the objective

of finding out the impact of stress on employee performance. Hence the questions were related to factors causing occupational stress among DCW employees and the questions were framed to ascertain the strategies for dealing with occupational stress among DCW employees.

1.6 COLLECTION OF DATA

The present study was focused with both for the study were collected through survey. Data are of two types. They are,

1. Primary data
2. Secondary data

Primary Data

Primary data were collected by framing a structured questionnaire. A set of questionnaire was prepared and were given to DCW employees to understand the occupational stress. The questionnaire was formulated in regional language too for easy understanding of the core aspects of each variables to analyse the occupational stress among DCW employees.

Secondary Data

The secondary data were collected from websites, magazines, books and journals.

1.7 SAMPLE DESIGN

Simple Random Sampling was adopted and the data were collected from 50 sample respondents using questionnaire. The questionnaire was issued to the respondents manually.

1.8 FRAMEWORK OF ANALYSIS

Regarding the study on occupational stress among DCW employees in Thoothukudi city, the researchers collected both primary and secondary data to make a clear view of the project. The data collected through questionnaire. It was classified and analyzed on the basis of statistical tool like,

- Percentage Analysis
- Mean Ranking
- Standard Deviation

1.9 PERIOD OF THE STUDY

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

1.10 LIMITATIONS OF THE STUDY

The study has some limitations, they are,

1. An important limitation for the study was that the employees were not willing to disclose their views openly.
2. Sample for the study taken is only 50 employees. This can also act as a constraint in the study.
3. The other limitation was the non-cooperative nature of the employees to give information about the company.

1.11 SCHEME OF THE STUDY

The study on Occupational stress among DCW in Thoothukudi city is organized into five chapters. They are,

1. The first chapter deals with Introduction and Design of the study.
2. The second chapter deals with the Review of Literature.
3. The third chapter deals with the Theoretical framework of the study.
4. The fourth chapter deals with the Analysis and Interpretation of Data.
5. The fifth chapter deals with the summary of Findings, Suggestions and Conclusion.

CHAPTER – II

REVIEW OF LITERATURE

2.1 INTRODUCTION

A review of literature is a scholarly paper that presents the current knowledge including findings as well as theoretical and methodological contributions to a particular topic. Review of literature is a secondary source and do not report new or original experimental work. It helps to establish the validity of a research project by revealing gaps in substantive the existing literature on a topic that offer opportunities for new research. A large volume of literature is available about occupational stress. In this chapter a detailed review of the studies conducted about occupational stress in companies.

2.2 REVIEWS RELATED TO OCCUPATIONAL STRESS

Osipow and Spokane (1987)¹, described six work roles that they felt were stressful regardless of an individual's actual vocational choice. Role overload (RO)-measure the extent to which job demands exceed resources (personal and workplace) and the extent to which the individual is able to accomplish workloads.

Lagace et.al (1993)², With the movement in the U.S. economy toward a total quality environment, there will be a greater focus on relationships building within an organization. This study sought to empirically explore the association between sales manager salesperson relationships and salesperson motivation, stress, and evaluation of the manager. Results suggest that cadres (high quality relationships) are higher on extrinsic and intrinsic instrumentality, extrinsic valence, and evaluation of their manager. Cadres are lower on the role overload, role insufficiency, role ambiguity,

¹Osipow and Spokane(1987),Occupational stress,strain and coping across the life span;Vol 27,iss 1,pp 98-108; <https://www.sciencedirect.com/science/article/abs/pii/0001879185900557>,retrived on 19-2-2021.

²Lagace, R.R, Castleberry S.B and Ridnour, R.E, (1993), "An exploratory study of the relationship between leader-member exchange and motivation, Role Stress and Manager Evaluation " , Journal of Applied Business research;vol 9(1), PP: 110-119.

and role conflict. Implications of these findings and suggestions for future research are offered.

Chizu mimura and peter Donald Griffiths (2003)³, The effectiveness of current approaches to workplace stress management for nurses was assessed through a systematic review. Seven randomised controlled trials and three prospective cohort studies assessing the effectiveness of a stress management programmes were identified and reviewed. The quality of research identified was weak. There is more evidence for the effectiveness of programmes based on providing personal support than environmental management to reduce stressors. However, since the number and quality of studies is low, the question as to which, if any, approach is more effective cannot be answered definitively. Further research is required before clear recommendations for the use of particular interventions for nursing work related stress can be made.

Bhattacharya Sunetra and Basu Jayanti (2007)⁴ have perceived in their study "Distress, Wellness and Organizational Role Stress among IT Professionals: Role of Life Events and coping resources", that among IT professionals of Kolkata, subjectively experienced distress and wellness are closely associated with Organizational role stress. The researchers have observed that personal and professional stressors exert cumulative effect on the individuals. Women professionals have greater feeling of wellness and less organizational stress than men Professionals. The older age group takes more distressed than the younger age group. Organizational role stress to be predicted from the number of stressful life events and coping resources taken together.

³ Chizu mimura and peter Donald Griffiths(2003), The effectiveness of current approaches to workplace stress management in the nursing profession. Vol 60(1):10 https://www.researchgate.net/publication/10976707_The_effectiveness_of_current_approaches_to_workplace_stress_management_in_the_nursing_profession_An_evidence_based retrived 19-02-2021.

⁴ Bhattacharya Sunetra and Basu Jayanti (2007); 'Distress, wellness and organisational role stress among IT professionals' ; Journal of Indian academy of applied psychology,vol no.33(2); ISSN no.169-178 ; pp 1-5; https://www.academia.edu/24348780/Bhattacharyya_S_and_Basu_J_2007_Distress_Wellness_and_Organizational_Role_Stress_among_IT_Professionals_Role_of_Life_Events_and_Coping_Resources_Journal_of_Indian_Academy_of_Applied_Psychology_33_2_169_178 retrived on 3-02-2021.

Dr.C.Vijaya Banu et.al(2010)⁵,This study is based on SRF limited a technical textile business organization studies the stress factors for the employees and recommends the solution for minimizing the stress effects. High stress jobs refer to work, which involves hectic schedule and complex job responsibilities that result into imbalance between personal and work life. This study is limited within the Low level of employees. The study examines the individual stressors and organizational stressor in a manufacturing unit SRF Limited. The primary data is collected by the help of a questionnaire from Low level employees of organization. The Sampling method followed is stratified random sampling and data is collected from 85 employees under the required field of analysis based on various strata like work associates, learners and area leaders. Organizations are becoming a learning organization by which the management learns from mistakes. Employees themselves are becoming trainers of managing stress. This trend will definitely lead to empower employees which is the aspiration of not only SRF Ltd but for all the companies.

Mahan L. P et.al (2010)⁶, Work environment stress, a salient health and safety issue for secondary school teachers, school administrators, parents, and students, was examined in 168 teachers from two urban and five suburban high schools. The purpose of this study was to examine relationships between ongoing and episodic stressors and anxiety and depression, as well as the extent to which anxiety and depression may be predicted by stressors and coworker and supervisor support. The Ongoing Stressor Scale (OSS) and the Episodic Stressor Scale (ESS), the Coworker and Supervisor Contents of Communication Scales (COCS), the State Anxiety inventory (S-Anxiety), and the Center for Epidemiological Studies Depression Scale (CES-D) were used to measure the variables. Ongoing and episodic stressors were significantly and positively associated with anxiety and depression. Ongoing stressors and coworker support were significant in explaining anxiety and

⁵ Dr.C.Vijaya Banu , Mr. N.Santhosh , Mr. Y.B. Venkatakrishnan; May 2010, A STUDY ON STRESS MANAGEMENT WITH SPECIAL REFERENCE TO A PRIVATE SECTOR UNIT; International Journal of Management; Volume 1,Issue 1, pp. 1 –16,
https://www.researchgate.net/publication/246871144_A_STUDY_ON_STRESS_MANAGEMENT_WITH_SPECIAL_REFERENCE_TO_A_PRIVATE_SECTOR_UNIT ;retrived on 1-2-2021.

⁶ Mahan L. P., Mahan P. M., Park J., Shelton C., Brown C.K., & Weaver T. M., (2010). Work Environment Stressors, Social Support, Anxiety and Depression among Secondary School Teachers. AAOHN Journal,Vol. 58, No. 5, pp. 197-205

depression among secondary school teachers. Coworker support had an inverse relationship to anxiety and depression.

Satyanarayan. K.S. & Maran. K. (2011)⁷ in a study on Stress Management in IT Industry, highlight the job stress, types of stress and its impact on employees who have working in various departments in SEMANSYS technologies. The researchers have found that the major factor of stress has workload, vulnerability and low physical

conditions. Significant correlation between workload and emotional exhaustion and there is no significant different in stress variable and gender. They have used the 100-sample size and convenience sampling method. They have given the some suggestion for reduced the stress such as yoga, counseling, brainstorming games, relaxation activity.

Deshpande C. Revati (2012)⁸ has explored the various causes of stress at workplace in the study- “A healthy way to handle work place stress through Yoga, Meditation and Soothing.” It aims at suggesting the various stress management techniques like humour Yoga, Meditation and Soothing. The study has exploratory in nature and based on secondary data. The researcher has suggested that Stress to be reduced if enterprises take the right steps. Employees perform better, work harder, feel happier and have a long-term commitment to the organization in stress free environment. Now time has come when the organization adopts philosophy of “Healthy Mind and Healthy Body.”

Parilla S. Eric (2012)⁹ analyzed in a study entitled “Level of stress experienced by NWU Employees: towards developing a stress management”, has

⁷ Satyanarayan. K.S. & Maran. K. (2011); Stress Management in IT Industry; Shanlax international journal of commerce;vol no.5,issue no.1;ISSN 2320-4168;pp 1-12;

http://www.shanlaxjournals.in/pdf/COM/V5N1/COM_V5_N1_006.pdf retrived on3-02-2021

⁸ Deshpande C Revati ;2012;A healthy way to handle workplace stress through yoga meditation and soothing humor ; International journal of environment sciences; Vol 2,no.4;ISSN 0976-4402;pp 2143-2150;

https://www.academia.edu/1975921/A_healthy_way_to_handle_work_place_stress_through_Yoga_Meditation_and_Soothing_Humor ; retrived on 3-02-2021.

⁹ Parilla S. Eric (2012); Level of stress experienced by NWU Employees: towards developing a stress management; NWU Graduate & Research Journal;Vol.10 no.1; https://www.nwu.edu.ph/library/wp-content/uploads/2019/04/Levels-of-Stress-Experienced-by-NWU-Employees_Towards-Developing-A-Stress-Management-Program_NWU-Graduate--Research-Journal_Vol.10-No.1_2008.pdf retrived on 3-03-2021

determined the level of stress experienced by NWU (NORTH WESTERN UNIVERSITY) employees. The researcher finds out that the middle level employees experienced the highest degree of stress and the level of stress compared to the other job position. The result that personal characteristics (age, gender, income number of family members) has not correlated to job stress while job position has correlated with job stress. Productivity and stress has negatively correlated.

Musyoka Mary (2012)¹⁰, in a study “Employee stress and performance of companies listed in the Nairobi securities exchange, have emphasized the relationship between job stress and corporate performance. Data was collected from 32 corporations listed at the NSE and was analysed using descriptive and multivariate techniques. The result of the study is that low level of stress is positive impact on performance but the stress is increase it decrease the performance of employees and its affect the organization.

Yurtkoru S and ilginoglu E (2013)¹¹, The aims of this study are determining the organizational burnout, organizational commitment and job performance levels of the employees that work in coal mining and finding out the influences of these levels upon each other. In accordance with this purpose, a study, which is aimed at blue-collar workers that work within the facilities of Turkish Hard Coal Enterprise (TTK)—Turkey’s biggest coal operation, was carried out. Survey technique was used in this study, and the prepared questionnaires were conducted to 1238 blue-collar workers through face-to-face method. Maslach’s “Maslach Burnout Inventory” and Allen and Meyer’s “Organizational Commitment Scale” were taken as bases in the preparation of these questionnaires. The data obtained in the research was analyzed through correlation and regression analyses, one-way analysis and independent-samples T-test. In the result of the analyses carried out, a significant relation was not found between the organizational commitment and the organizational burnout levels and between the organizational commitment and the job performances of blue-collar

¹⁰Musyoka Mary (2012); Employee stress and performance of companies listed in the Nairobi securities exchange; DBA Africa management; Vol 3(1);pp. 115-129; <http://erepository.uonbi.ac.ke/handle/11295/15393> retrived on 3-02-2021.

¹¹Yozgat, U., Yurtkoru, S. and Bilginoglu, E. (2013) Job Stress and Job Performance among Employees in Public Sector in Istanbul: Examining the Moderating Role of Emotional Intelligence. Procedia-Social and Behavioral Sciences,vol 75, pp518-524. [https://www.scirp.org/\(S\(czeh2tfqyw2orz553k1w0r45\)\)/reference/ReferencesPapers.aspx?ReferenceID=1390557](https://www.scirp.org/(S(czeh2tfqyw2orz553k1w0r45))/reference/ReferencesPapers.aspx?ReferenceID=1390557) ,retrived 19-02-2021.

workers, while it was determined that 1 unit of increase in organizational burnout level caused 0.460 unit of decrease in job performance. However, the determination of both high organizational burnout and high worker performance in the same TTK organization was interpreted as the development of organizational burnout based on performance, which is rarely seen in the literature.

Najmoddin Nekzada (2013)¹², Stress at the workplace has become an increasing phenomenon due to external factors. Stress can be considered as an inevitable condition at least at one point in time or another; however, it minimizes the productivity and health of the employee. The purpose for this study is to have a clear understanding of the causes of stress at a multinational company such as Volvo Trucks AB Umea, and how stress is managed. The Methodology used in this paper is qualitative approach, with a descriptive and exploratory case study approach. The data used are collected through conducting semi-structured interviews with six (6) different employees from Volvo Trucks AB, Umea. The findings are, causes of stress is from personal problems like workload, physical working environment, conflicts among colleagues and managers. Stress management is vital for employee and for employer, the management mechanism found was time management, sharing of feeling and leisure activities.

Radha. G. (2014)¹³, in her study entitled- “Occupational Stress among the bank Employees in Tivarurar District of Tamil Nadu, expresses the level of occupational stress among public sector bank employers. The result of the study reveals that the officers and clerical staff experience high level of stress and sub staff face moderate occupational stress. This study defines that occupational stress to be harmful physical and emotional responses that occur when the requirements of the job do not match the capabilities resources, or needs of the workers.

¹²Najmoddin Nekzada and Selamawit Fisseha Tekeste, 2013, "A qualitative study on the causes of stress and management mechanisms at Volvo Trucks AB, Umeå Umeå School of Business and Economics, pp 1,

<https://www.divaportal.org/smash/get/diva2:693132/FULLTEXT01.pdf>; retrived on 1-02-2021(Umeå School of Business and Economics Spring semester 2013 Bachelor thesis, 15 hp).

¹³Radha.G, Occupational Stress among the bank Employees in Tivarurar District of Tamil Nadu;pp 1-8;

<http://oldisrj.lbp.world/ViewPDF.aspx?ArticleID=4317> ;retrived on 2-02-2021

Neeti Singh (2017)¹⁴, This paper aims to analyse the effect of stress on job performance of employees working in real estate industry. Research design is descriptive in nature. Collection of data was taken in quantitative & statistical techniques to summarize the information. Descriptive statistics was used to obtain the mean and standard deviations. Four Top most real Estate companies working in Rajasthan for data collection. Twenty professionals from each company were selected randomly, out of which 10 juniors (less than 10 years experienced) and 10 seniors (more than 10 years experienced). Hence, the sample size shall be 80. The tools used is of 2 types of stress measuring and stress coping scales, Perceived Stress Scale (PSS), Stress Coping, Resources Inventory. The outcome of this paper is that the effect of stress will be shown in performance, change in attitude, withdrawal behaviour.

Khagendra nath gangai(2018)¹⁵, This article provides an overview of stress and its management. Stress is a common phenomenon of modern life. Stress varies from person to person and situation to situation. Stress management involves techniques like relaxation exercise, time management, cognitive intervention and mindfulness-based approaches. The present article examines and reviews aspects of stress, stages of stress and approaches related to stress management. The researcher found that psychological approaches are helpful in managing stress across different situation.

2.3 RESEARCH GAP

There are various study made on occupational stress but there are specific research made on occupational stress among DCW employees in Thoothukudi city. So, the reseachers have conducted research on occupational stress among DCW employees in Thoothukudi city. This study helps to understand the occupational stress among DCW employees in Thoothukudi city.

¹⁴ Neeti Singh; January, 2017; 'A Study of Effect of Stress Management Techniques on Efficiency of Real Estate Employees in Rajasthan';pp 1-27;
<http://shodh.inflibnet.ac.in:8080/jspui/bitstream/123456789/4370/1/neeti%20singh.pdf> retrived on 1-2-2021.

¹⁵Khagendra nath gangai(2018);Stress management approaches ;The international journal of humanities & social studies;Vol1(6); ISSN 2321 -9203;
<https://www.scribd.com/document/415859311/2013-StressManagementConceptandApproaches-pdf> ;retrived on 3-02-2021.

CHAPTER – III

THEORETICAL FRAMEWORK OF THE STUDY

3.1 INTRODUCTION

Occupational stress is one of the major health hazards of the modern workplace. It accounts for much of the physical illness, substance abuse, and family problems experienced by millions of blue and white-collar workers. Occupational stress and stressful working conditions have been linked to low productivity, absenteeism, and increased rates of accidents on and off the job.

Work is a central part of human life. It is the expression of the basic need to accomplish, to create, to feel satisfaction, and to feel meaningful. Rewarding work is an important and positive part of our lives. However, when work denies people an opportunity to utilize their creativity, intelligence, and decision-making ability, it causes stress. The traditional response of management has been to "blame the victim," defining stress as an individual or "personal" problem that workers bring from home to work. In contrast to this approach that blames people for their inability to fit into an inhumane work environment, it is important to analyze the structure of job requirements and social relationships at work as the primary sources of stress.

With the introduction of new technologies, many jobs have become more fragmented and job tasks have been narrowed, leaving workers more disconnected from the final product. This process of "deskilling" has created increased levels of boredom, making work less challenging and less satisfying for many workers. Offices are becoming factories with rows of workers connected to computers that are capable of monitoring every key punched. The knowledge that every minute of one's working day is being recorded has intensified the pressure of the job, which, in turn, has led to an increased rate of cardiovascular health problems/heart disease among office and clerical workers.

Occupational or job stress may be defined as a "mechanism whereby the human body attempts to adapt to the environment." The body has a normal mechanism for dealing with stressful situations that is known as the "fight or flight"

response. As soon as the brain senses danger, it sends messages (electrical, chemical, and hormonal) that stimulate the extra energy needed to fight the danger or run away from it. The stress cycle always includes the danger stimulus, the removal of the danger, and a state of relaxation. The "fight or flight" response is extremely functional when to confront short-term specific dangers. When the danger or challenge is removed or has been dealt with, the body returns to a state of equilibrium.

Many of the sources of stress at work have a different character--they are more subtle, more pervasive, and come from a variety of factors. Whether it's increased workload, eyestrain from staring into computers, unpredictable disciplinary action by a supervisor, or never being complimented about the quality of work we produce, these all cause the "fight or flight" response to be triggered. Since the employees have "gotten used" to working in stressful environments, however, may be unaware of the body's reaction. Yet even if employees are not conscious of it, the demands of being in a constant "on-alert" state takes its toll on our physical health and emotional well-being. When the cause of the stress can be identified, is of short duration, and can be responded to by a specific set of actions that eliminate the cause, this is a healthy stress reaction. However, when the source of the stress is not identifiable, becomes excessive, repeated, prolonged, or continuous, it becomes "distress" and creates unhealthy physiological and psychological reactions.

To understand why exposure to stress, especially prolonged stress, can cause ill health, it is helpful to know what changes take place in the body during the "fight or flight" response. The heart starts beating faster in order to get more blood to the muscles, adrenaline and other hormones are released to provide more energy, additional stomach acids are secreted, and respiration increases. All these changes are intended to prepare the body for action. When these bodily processes are constantly functioning, however, our bodies are working overtime. Under these circumstances, the entire system is weakened and the weakest spots are the first to show signs of strain. If this burden continues over long periods of time without adequate chances for relaxation, the entire body may start to break down.

Although office work has always been stressful, several scientific studies and surveys have helped focus attention on the issue of job stress. The Framingham Heart Study, completed in February 1980, found that female clerical and secretarial workers

developed coronary heart disease at twice the rate of other workers. Occupational Safety and Health Project Office (Computer) Workers Stress Survey found that computer use and job stress might result in the occurrence of chest pain among employees who use computers.

3.2 REASONS OF STRESS AT WORKPLACE

Almost every workers agrees, that stress at work results from the interaction of a person and work conditions. However, the attitudes differ concerning the significance of working atmosphere versus worker's personal characteristics as the main reasons of stress at work. And sometimes identical work situation for one person seems incredibly catastrophic, for another one it is just ordinary working day, and working conditions are not the reason for their attitudes on working situations. That is why there are plenty of various reasons of stress at work.

The most famous division of stress causes is wheel scheme. —The analysis wheel can be useful in both recognizing the causes of stress and in planning how to address them. Each perspective offers a different way of explaining the origins of stress. These perspectives do not necessarily provide 'either...or' explanations - they can be complementary and provide different views of the same cause.



Figure 1 “Causes of stress wheel” Team technology,1995

- **Biological:** The biological makes up and interaction of your body with the food you eat and environment you live in.
- **Social/cultural:** Whole range of social and cultural pressures.

- **Psychodynamic:** The term 'psychodynamic' refers to subconscious thoughts and feelings, which often arise from childhood experiences.
- **Rational:** The rational processes in our minds constantly interpret and evaluate the world around. Events can be interpreted in many ways, and the way in which this is done can influence the level of stress that is felt.
- **Experiential:** The way in which each individual experiences each situation in time, even in very similar situations, is very different. One person may find a situation highly stressful, whilst another may find it stimulating or enjoyable - every reaction is unique.
- **Spiritual:** The need for individual spiritual development has long been recognized by the religion. It is only during the last 30 years that psychology has acknowledged the existence of a spiritual side to the individual

3.3 MODELS OF STRESS MANAGEMENT

It is quite complicated to recognize all possible models of stress management, because the way how stress affects on each of us is very unique, as well as our reaction on it. We can specify the models not only personally, but by gender, age, type of work and by other factors. However, two main models can be marked out: Transactional and Health Realization Models.

3.3.1 TRANSACTIONAL MODEL

Richard Lazarus and Susan Folkman were among the first who presented Transactional Model of stress Management. In 1984 the model was described as follows: —Stress can be thought of as resulting from an imbalance between demands and resources or as occurring when pressure exceeds one's perceived ability to cope. In other words stress in transactional model is not about straight response to stressor, but about dependence of available human resources and factors which develop them in order to control her or his reaction on stress. The model is based on evaluating the stressor and own ability to use own resources to cope with it.

3.3.2 HEALTH-REALIZATION METHOD

Health-Realization Model explains the level of stress reaction as the result of mental thinking of a person, using such definitions as quiet mind, inner wisdom and —common sense. The more person knows about stressor, how to avoid stressful situation, or how to relax, the less negatively stress affects on person. Stress can even be avoided, if person has enough knowledge about of particular subject or if person develops inner spiritual world, because such factors —build defense from most of stressors. —This model proposes that helping stressed individuals understand the nature of thought— especially providing them with the ability to recognize when they are in the grip of insecure thinking, disengage from it and access natural positive feelings—will reduce their stress.

3.4 CAUSES OF OCCUPATIONAL STRESS

Excessive and otherwise uncontrollable demands and pressures can be caused by poor work design, poor management and unsatisfactory working conditions. Similarly, these things can result in workers not receiving sufficient support from others or not having enough control over their work and its pressures. Most of the causes of work stress concern the way work is designed and the way in which organizations are managed. Because these aspects of work have the potential for causing harm, they are called ‘stress related hazards’. The literature on stress generally recognizes nine categories of stress-related hazards and that are listed below:

- Job Content — Tedious, under-stimulating, meaningless tasks — Lack of variety — Unpleasant tasks.
- Workload and Work Place — Having too much or too little to do — Working under time pressures.
- Working Hours — Strict and inflexible working schedules — Long and unsocial hours — Unpredictable working hours.
- Participation and Control — Lack of participation in decision making — Lack of control (for example, over work methods, work pace, working hours and the work environment)

- Career Development, Status and Pay → Job insecurity → Lack of promotion prospects → Under-promotion or over-promotion → Unclear or unfair performance evaluation systems → Being over-skilled or under-skilled for the job
- Role in the Organization → Unclear role → Conflicting roles within the same job → Responsibility for people → Continuously dealing with other people and their problems.
- Interpersonal Relationships → Inadequate, inconsiderate or unsupportive supervision → Poor relationships with co-workers → Harassment and violence → Isolated or solitary work → No agreed procedures for dealing with problems or complaints
- Organizational Culture → Poor communication → Poor leadership → Lack of clarity about organizational objectives and structure
- Home-Work Interface → Conflicting demands of work and home → Lack of support for domestic problems at work → Lack of support for work problems at home

3.5 STRESS MANAGEMENT PLAN

How wonderful would be if there would be an ingenious plan to follow in any stressful situation in order to get rid of stress as fast as possible. Unfortunately our moral condition cannot be fixed completely by rules of behavior. However some generalized ideas would be significantly helpful, because they can give correct direction how to act and help not to panic at the very beginning. Stress Management Plan could be ordered by any company even before its actual operating. It is distributed to every worker, and should be placed in prominent place, so that a person could find it easily in stress situation. Stress Management Plan can include for example the phone number of a specialist, who can help with an advice; the rights listed, which give the opportunity to have one day free or the vocation moved to near future; whom to connect in order to talk about the work load, working hours reduction and other important facts, which the company decides to be important for their workers. However, the process of drawing the Stress Management Plan should be entrusted to the people who know how to create it correctly according to the laws,

psychological point of view and beneficial to the company in a whole and to each worker personally.

3.6 SUCCESSFUL STRESS MANAGEMENT PROGRAMS

Much can be said about the necessity and success of Stress Management Programs, but not everyone trusts beautiful words of the theory. Much more convincing will be the presentation of the companies which have already benefited from those programs, and have done so quite successfully.



The last persuasive drop will be the fact that most of these companies are known around the world, they could survive in economical crises, and some of them are governmental companies, so they are from absolutely different spheres:

- Technology
 - Nokia
 - Yahoo
 - Hitachi
 - Samsung
- Government
 - NASA
 - U.S. Forest Service
 - California Pacific Medical Centre

- GE Healthcare Legal
- ALA Annual Conference
- The Focal Point
- Hotel/Hospitality
 - Hilton
 - Holiday Inn

3.7 THREE-PRONG STRESS

According to conservative estimates in medical books, 50-80 percent of all physical diseases are stress related in origin. Stress is believed to be the principal cause in cardiovascular diseases. Stress can place one at higher risk for diabetes, ulcers, asthma, migraine headaches, skin disorders, epilepsy, and sexual dysfunction. Each of these diseases, and host of others, is psychosomatic (i.e., either caused or exaggerated by mental conditions such as stress) in nature. Stress has three prong effects:

- Subjective effects of stress include feelings of anxiety, aggression, frustration, guilt, or shame. Individuals are also apt to feel irritable, moody, tired, tense, nervous, or lonely.
- Behavioral effects of stress represent readily visible changes in a person's behavior. Exhibiting such things as increased accidents, use of drugs or alcohol, outlandish or argumentative behavior, laughter out of context, very excitable moods, and/or eating or drinking to excess.
- Cognitive effects of stress refer to diminished mental ability, and may include such effects as impaired judgment, rash decisions, forgetfulness and/or hypersensitivity to criticism.

3.8 PHYSIOLOGIC STRESS MODELS

Early physiologic stress response models focused on two main mechanisms: (a) the adrenal medullary response, involving epinephrine (adrenalin) and norepinephrine, and (b) the hypothalamic–pituitary– adrenal (HPA) axis, involving cortisol. Walter Cannon’s fight-or-flight response is most associated with stimulation of the adrenal medulla and epinephrine secretion. This pattern, occurring in conjunction with sympathetic arousal of the cardiovascular system, is an active

response mode in which an organism is able to use metabolic energy to support both mental and physical exertion. Although this response mechanism is a basic element in the behavior of all animals, it can be taxing in the short term. In the long term, arousal of psych endocrine mechanisms can lead to difficulties with relaxation and a state of chronic overarousal. Adrenal medullary mechanisms reflect the importance of sustained arousal conditions: threats to security, time pressures for increased performance, and a range of workplace social situations, including challenges to one's authority. In contrast, the HPA axis is often activated in situations in which people face threats over which they have little control. In such situations, the HPA axis mediates a behavioral response of defeat, withdrawal, and conservation of resources. Allostasis, or allostatic load, describes the "wear and tear" on the body of sustained physiological arousal due to chronic exposure to stress, including heightened and fluctuating neural mechanisms and neuroendocrine responses that contribute to the development of hypertension and atherosclerosis. However, in contrast to research on the HPA axis and the sympathetic nervous system, research on allostasis has not focused on control over one's environment.

3.8.1 Contributions from Cognitive Psychology

A central tenet of cognitive stress models is that processes of perception and interpretation of the external world help determine the development of psychological states and ensuing risk for chronic disease. This tenet led to the development in the 1980s of the person environment (PE) fit model, which assumes that strain develops when there is a discrepancy (a) between the demands of the job and the abilities of the person to meet those demands or (b) between the motives of the person, such as obtaining income, and the "supplies" of the environment to satisfy the person's motives. The PE fit model assumes that strain arises because of poor fit between individuals' motives and abilities and their perceptions of the environment. Because the PE fit model has limited ability to predict what objective work conditions are likely to result in stress, it is no longer widely used. While currently used models of occupational stress still recognize subjective perceptions in the stress process, the focus of these models is identifying work factors that could potentially harm workers and should therefore be the targets of interventions.

3.8.2 Integrated Occupational Stressor Models

Newer, more integrated models of the occupational stress process focus on human behavior in complex environments, rather than solely on psychological processes or physiologic brain functions. These models, which typically are multidimensional in order to capture requisite complexity, offer more complete ways of understanding stressful job conditions. Since the stress process may involve some subjective perceptions and cannot be easily measured objectively—as chemical or physical hazards can—occupational stress research has been advanced mainly through development of theoretical models of the stress process. These models have then been used to develop and test theories of occupational stress. This testing has involved using surveys containing standardized questionnaires based on these models in epidemiological studies to assess stressors and stress in the workplace. The fields of sociology and labor relations have contributed important insights to these integrated models.

3.8.3 The Job Demand–Control Model

The job demand–control (JDC) model, also known as the job strain model, views stress and subsequent strain as arising primarily due to characteristics of work, rather than subjective perceptions of workers. This model assumes that strain arises from an imbalance between demands and decision latitude (control) in the workplace, where lack of control is seen as an environmental constraint on response capabilities. Decision control consists of two components, which are highly correlated in job situations: (a) personal control over decision making (autonomy) and (b) opportunities to develop skills. The JDC model characterizes jobs by their combination of demands and control. Jobs with high demands and low control, such as those of waiters, data-entry operators, and machine-paced assembly-line workers, result in strain. High demand-low control work is typically found in, but not limited to, occupations with a high division of labor and deskilling of tasks. The model assumes that jobs in which psychological demands are accompanied by high control result in active learning and high motivation, which promote mental health and social participation. Examples of high-demand task characteristics are work overload and time pressure (or work with tight deadlines). Low decision latitude arises in tasks that are too narrow in content, lack stimulus variation, have rigid and unmodifiable information formats, and/or do

not allow creativity, problem-solving, the opportunity to learn new skills, participation in decision-making, or worker control over work pace, work methods, or work schedules, such as assembly-line or fast-food work. The JDC model parsimoniously captures the two primary physiologic mechanisms described previously: (a) the adrenal medullary response, which has been shown to correspond to increased job demands, and (b) increased adrenal cortical output (part of the HPA axis), which is associated with decreased decision latitude or control. This model also integrates insights from (a) research on stressful life events (demands) and (b) industrial/organizational psychology (job autonomy and skills). The JDC model can also be conceptually expanded to include consideration of demands versus control over a range of physical and organizational factors at work. The lack of control over all aspects of the job is recognized as a key factor in the development of occupational stress. Recent epidemiologic research on occupational stress and disease risk has usually been performed with the job demand-control-support (JDCS) model, which includes social support as an additional dimension. Lack of social support can include social isolation from coworkers, few opportunities for collaboration and therefore a lack of new learning, competition among workers, and bullying and harassment.

3.8.4 The Effort–Reward Imbalance Model

The effort-reward imbalance (ERI) model, also widely used, shares some elements with the JDCS model, while emphasizing social reciprocity and the imbalance between the effort required on a job and the rewards provided by the job.⁶ In the ERI model, “effort” can be due to extrinsic factors, such as high workload, or intrinsic characteristics, such as the worker’s “overcommitment”. “Reward” includes esteem reward, such as respect and support, income, and status control, such as job security, job stability, and prospects for promotion or demotion. In the ERI model, the work role is considered a basic tool to link a person’s important emotional and motivational needs, such as self-esteem and self-efficacy, with the opportunity structure. Therefore, occupational stress arises from both (a) the immediate conditions of work and (b) the broader context of career and the role of work in a person’s life. The ERI model is especially relevant to the evolving U.S. labor market, in which an increasing proportion of jobs are becoming insecure, and thus providing less reward, as corporations frequently restructure to compete in a global marketplace. Building upon the JDCS and ERI models as well as early industrial/ organizational psychology

research, the job demands-resources (JDR) model assumes that job resources, such as performance feedback, rewards, job control, participation in decision-making, job security, and supervisory coaching, can buffer the effects of various physical, psychological, and organizational demands. Demands are often predictors of exhaustion or burnout, while resources are often predictors of work motivation and work engagement. In a sense, the JDR model mirrors two main pathways of the JDCA model: (a) demands plus low resources lead to ill health (burnout) and (b) demands plus high resources lead to motivation (work engagement). The JDR model includes more types of demands and resources than the JDCA model. The flexibility of this model is both an advantage and limitation, because it may be unclear which of the many possible resources and demands are most important for worker health and how demands and resources are interrelated. In addition, it may be difficult to differentiate job demands from job resources; for example, should a job characteristic, such as a high level of responsibility at work, be considered a job demand or a job resource?¹⁴ Another limitation is that the JDR model has been tested only with mental health outcomes, not physical health outcomes.

3.9 CONCLUSION

The exploration on occupational-stress/work-stress/Job-stress has been relatively a neglected area of research among industrial/organizational psychologists. Occupational stress (Job stress/Work stress) relates to one's job. Occupational stress often stems from unexpected responsibilities and pressures that do not align with a person's knowledge, skills, or expectations, inhibiting one's ability to cope. The literature review projects the idea that too much stress at work place has a toxic effect whereas too little stress may result in boredom and apathy and low performance. Job stress and job satisfaction are inversely (negatively) correlated. Occupational stress is a manifestation of environmental, organizational and individual variables. It is concluded and suggested that an empirical research in the domain of occupational stress and employee health should consider and map the impact and influences of these factors viz., 1. environmental, 2. personal, 3. process, 4. human consequences, 5. organizational consequences, 6. role dynamics, 7. time of stress and 8. adaptive responses. Stress is found to be additive and there is also a positive relationship between role stressors and job stress. Occupational stress (Job stress/Work stress)

need to be kept harnessed and minimised to provide conducive work environment in the organization.

CHAPTER -IV

OCCUPATIONAL STRESS AMONG DCW EMPLOYEES- AN ANALYSIS

INTRODUCTION

Data analysis is a process that involves examining and molding collected data for interpretation to discover relevant information, draw or propose conclusions and support decision-making to solve a research problem. Data analysis has multiple facts and approaches, encompassing diverse techniques under a variety of names, in different business, science and other domains. Data mining is a particular data analysis technique that focuses on modeling and knowledge discovery for predictive rather than purely descriptive purpose while business intelligence covers data analysis that realize heavily aggregation, focusing on the business information. Data analysis and interpretation is done by giving questionnaire to the respondents and the data analysis is done on the view of respondents by using statics and other methods.

4.1 AGE

Table No: 4.1

Age Wise Classification of the Respondents

Age	Frequency	Percent
18-25	2	4.0
26-35	9	18.0
36-45	15	30.0
46-55	17	34.0
Above 55	7	14.0
TOTAL	50	100

Source: Primary data

From the above table, the age wise classification of the respondents was described. It is revealed that the 4 percent of the respondents are between the age of 18-25 years, 18

percent of the respondents are between the age 26-35 years, 30 percent of the respondents are between the age 36-45 years, 34 percent of the respondents are the between the age 46-55 years, 14 percent of the respondents are above 55 years.

Inference:

It is inferred that majority of respondents are between the age of 46 to 55 years. It shows that the adults from the age group of 46-55 are employees of DCW company.

4.2 GENDER

Table No:4.2

Gender wise classification of the Respondents

Gender	Frequency	Percent
Male	50	100

From the above table the gender wise classification of the respondents were tabulated.100 per cent of the respondents are male

Inference:

It is inferred that majority of the respondents are male. It shows that there are only male employees in the company.

4.3 EDUCATIONAL QUALIFICATION

Table No :4.3

Educational Qualification Wise Classification of the Respondents

Educational Qualification	Frequency	Percent
UG	28	56.0
PG	8	16.0
Professional	5	10.0

Technical	1	2.0
Diploma	18	16.0
TOTAL	50	100

Source: Primary data

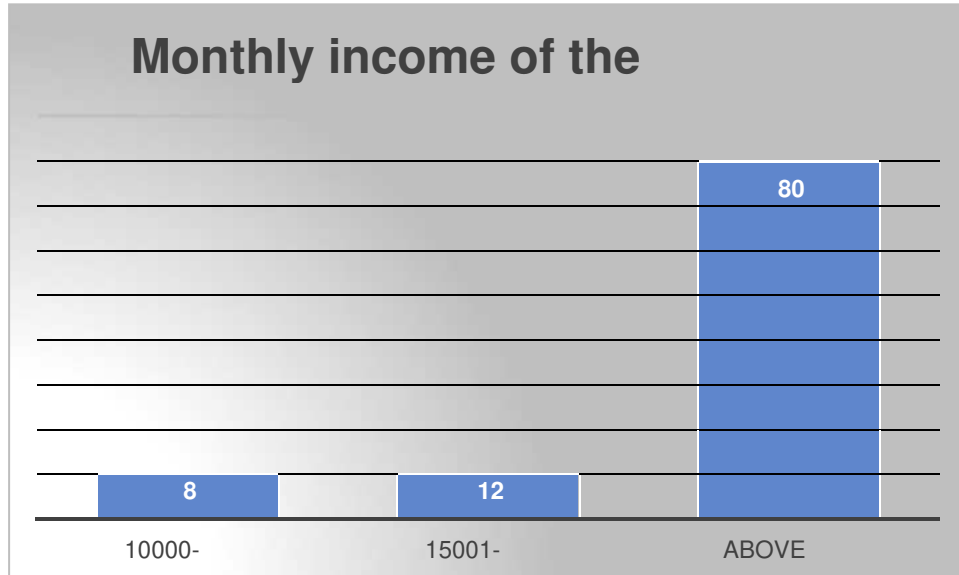
From the above table, the educational qualification of the respondents is revealed. 56 percent of the respondents are Undergraduate. 16 percent of the respondents are postgraduate. 10 percent of the respondents are professional. 2 percent of the respondents have completed technical course. 16 percent of the respondents have completed diploma.

Inference:

It is inferred that the majority of the respondents have completed UG. It shows that DCW recruits people with Undergraduate course.

4.4 MONTHLY INCOME

Figure No.: 4.1



Source: Primary data

The above chart shows the monthly income of the respondents. 8 percent of the respondents monthly income is between Rs 10000 to Rs 15000, 12 percent of the respondents monthly income is between Rs 15000 to Rs 20000, 80 percent of the respondents monthly income is above 20000.

Inference:

It is inferred that majority of the respondents have a monthly income above Rs.20000. It shows that more respondents have high income.

4.5 BIRTHPLACE

Table No.:4.4

Birthplace of the Respondents

Birthplace	Frequency	Percent
Thoothukudi	15	30.0
Tiruchendur	17	34.0
Alwar	3	6.0
Palayamkottai	3	6.0
Kurumbur	6	12.0
Nagercoil	2	4.0
Authoor	4	8.0
TOTAL	50	100.0

Source: Primary data

From the above table, birthplace of the respondents is tabulated .30 percent of the respondents birthplace is Thoothukudi, 34 percent of the respondents birthplace is Tiruchendur, 6 percent of the respondents birthplace is Alwar, 6 percent of respondents birthplace is Palayamkottai, 12 percent of respondents birthplace is kurumbur, 4 percent of the respondents birthplace is Authoor.

Inference:

It is inferred that majority of respondents birthplace is Tiruchendur. It shows that the most of the respondents are in the nearby surrounding of the company.

4.6 NUMBER OF YEARS LIVING IN THOOTHUKUDI

Table No.:4.5

No. of Years Living in Thoothukudi of the Respondents

Years	Frequency	Percent
Below 5 years	15	30.0
6-20 years	15	30.0
21-35 years	16	32.0
36-50 years	1	2.0
Above 50 years	3	6.0
Total	50	100

Source: Primary data

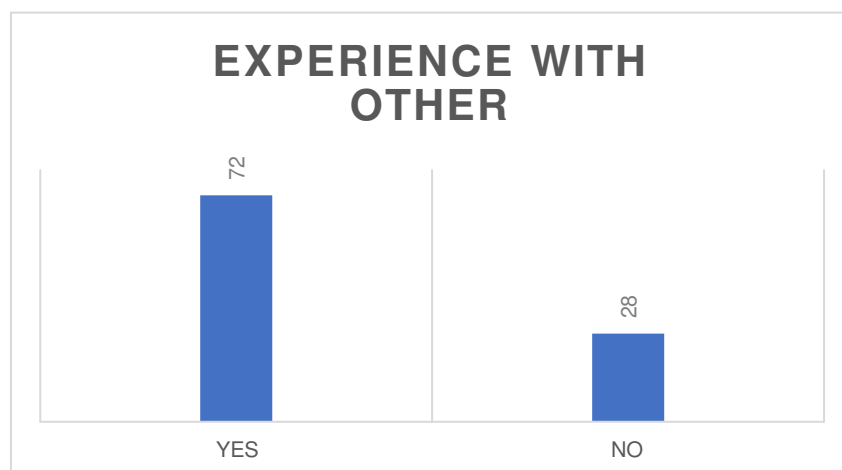
From the above table the frequency of the employees living in Thoothukudi is tabulated. 30 percent of the employees are living in Thoothukudi for less than 5 years, 30 percent of the employees are in Thoothukudi between 6-20 years, 32 percent of the employees are living in Thoothukudi between 21-35 years, 2 percent of the employees are living in Thoothukudi between 36-50 years, 6 percent of the employees are living in Thoothukudi for above 50 years.

Inference:

It is inferred that majority of the respondents are living in Thoothukudi between 21-35 years. It shows that respondents are living in Thoothukudi for many years due to work.

4.7 RESPONDENTS PAST EXPERIENCE IN WORK WITH OTHER COMPANY

Figure No.: 4.2



Source: Primary Data

The above chart, the respondents past experience in work with other company before DCW. It is revealed that 72 percent of the respondents worked in other company before DCW and 28 percent of the respondents have not worked in an company before.

Inference:

It is inferred that majority of the respondents have past experience working in an company other than DCW. It shows that the respondents have changed their workplace due to occupational stress.

4.8 RESPONDENTS REASON TO QUIT THE JOB

Table No.:4.6

Respondents reason to quit the job

Factors	Frequency	Percent
---------	-----------	---------

Pressure in workplace	10	20.0
Misunderstanding among co-workers	6	12.0
Politics inside company	2	4.0
Not enough salary	32	64.0
TOTAL	50	100.0

Source: Primary data

From the above table, the respondents reason to quit the job is tabulated. 20 percent of the respondents reason to quit the job is of pressure in workplace, 12 percent of the respondents reason to quit the job is of misunderstanding among co-workers, 4 percent of the respondents reason to quit the job is of politics inside the company, 64 percent of the respondents reason to quit the job is of not enough salary.

Inference:

It is inferred that majority of the respondents reason to quit the job is because of less salary. It shows that DCW is providing a good package of salary.

4.9 RESPONDENTS YEARS OF WORKING WITH DCW

Table No.:4.7

Respondents years of working with DCW

Year	Frequency	Percent
Less than 1 year	3	6.0
1-5 year	8	16.0
6-10 year	13	26.0
Above 10 years	26	52.0
TOTAL	50	100

Source: Primary data

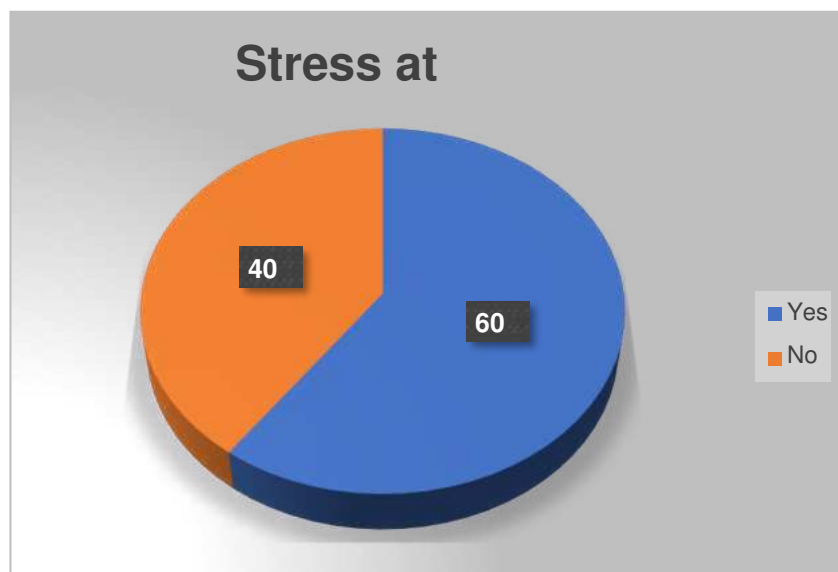
From the above table, the respondents years of working with DCW is observed. 6 percent of the respondents are working in DCW for less than 1 year, 16 percent of the respondents are working in DCW between 1-5 years, 26 percent of the respondents are working in DCW between 6- 10 years, 52 percent of the respondents are working in DCW above 10 years.

Inference:

It is inferred that most of the employees are working in DCW for more than 10 years. This shows that the employees are willing to work with DCW for many reasons like employees are paid high, work status etc.

4.10 RESPONDENTS FEELING ABOUT STRESS AT WORKPLACE

Figure No.:4.3



Source: Primary data

The above chart clearly shows the respondents feelings about stress at workplace. 60 percent of the respondents feel stress at workplace, 40 percent of the respondents.

Inference:

It is inferred that majority of the respondents feel stress at workplace. Its because of some factors that influence in workplace. The DCW management should take care of their employees.

4.11 RESPONDENTS RELAXATION TIME

Figure No.:4.4



Source:Primary data

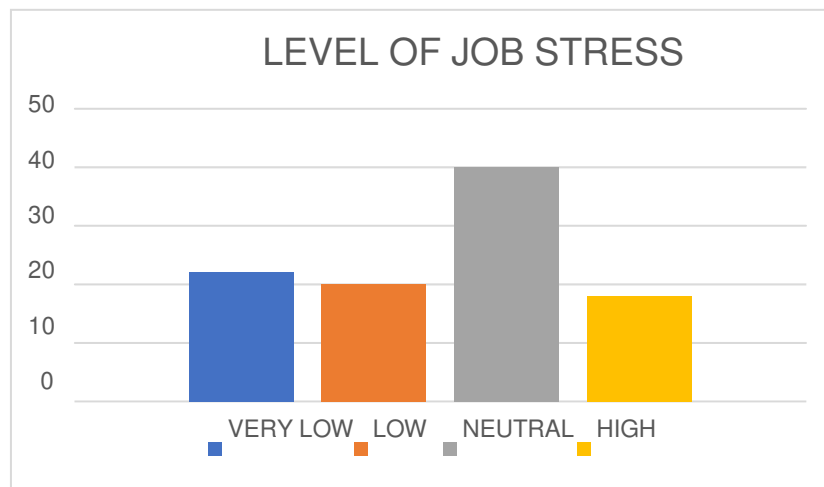
In the above chart clearly shows the respondents relaxation time. 32 percent of the respondents feel relaxed always, 44 percent of the respondents feel relaxed most of the time, 20 percent of the respondents feel relaxed once in a while, 2 percent of the respondents never feel relaxed.

Inference:

It is inferred that majority of the respondents feel relaxed most of the time. It shows that the management give priority to employees feelings.

4.12 RESPONDENTS LEVEL OF JOB STRESS

Figure No.:4.5



Source: Primary Data

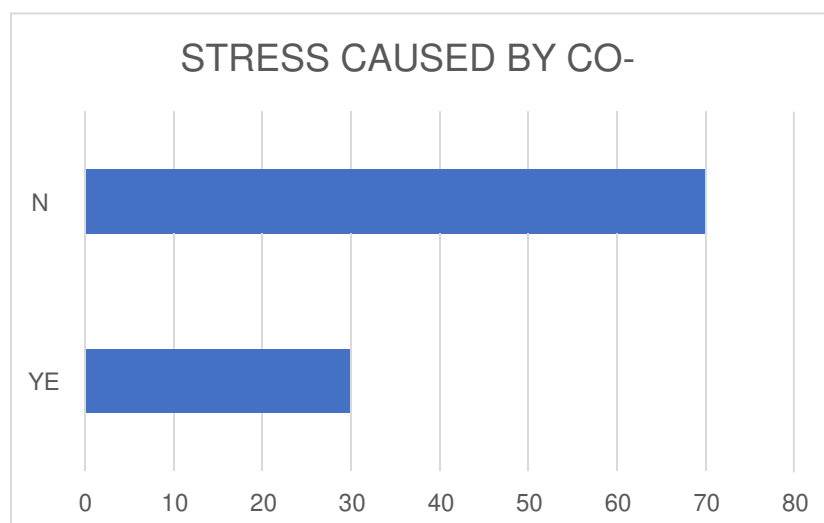
From the above chart, employees level of job stress is revealed. 22 percent of the employees feel very low level of job stress, 20 percent of the employees feel low level of job stress, 40 percent of the employees feel neutral level of job stress, 18 percent of the employees feel high level of job stress.

Inference:

It is inferred that majority of the employees feel neutral level of stress in workplace.

4.13 STRESS CAUSED BY RELATIONSHIP WITH CO-WORKER

Figure No.:4.6



Source: Primary data

From the above chart, the stress caused by relationship with co-workers were tabulated. For 30 percent of the respondents there is stress through the relationship with co-worker and for 70 percent of the respondents there is no stress through co-worker relationship.

Inference:

It is inferred that majority of the respondents have no stress caused by relationship with co-worker in DCW. This shows that the respondents have cordial relationship with their co-workers.

4.14 CAUSES OF JOB STRESS OTHER THAN INVOLVING CO-WORKER

Table No.:4.8

Causes of job stress faced by the respondents

Causes of Job Stress	Frequency	Percent
Volume of work	10	20
Nature of the job and its responsibility	23	46
Personal Health Issue	17	34
Total	50	100

Source: Primary data

From the above table, the cause of job stress without involving co-worker in respondents were tabulated. 20 percent of respondents have higher volume of work that cause them job stress, For 46 percent of the respondents, it is the nature of the job and its responsibility that cause them job stress. For 34 percent of the respondents, it is their personal health issue that makes them stress about their job.

Inference:

It is observed that the majority of the respondents face some problems in the nature of their job and its responsibility in the company and it shows that it is the nature of the job and the responsibility that create job stress in them.

4.15 ENJOY WHAT YOU DO AT YOUR JOB

Table No.:4.9

Respondents enjoy in doing their job

Enjoy doing your Job	Frequency	Percent
Yes	46	92
No	4	8
Total	50	100

Source: Primary data

The above table tabulates the responds of employee on whether they enjoy what you do at their job. 92 percent of the respondents enjoy what they do at their job and 8 percent of the respondents don't enjoy what they do at their job.

Inference:

It is inferred that majority of the respondents enjoy what they do at their job. It shows that their respondents are happy with what they to do in the company.

4.16 SATISFIED WITH YOUR CURRENT JOB

Table No.:4.10

Respondents satisfied with their current job

Satisfied with current Job	Frequency	Percent
Yes	42	84
No	8	16
Total	50	100

Source: Primary data

The above table shows whether the respondents are satisfied with your current job. 84 percent of the respondents are well satisfied with their current job and 16 percent of the respondents are not satisfied with their current job in the company.

Inference:

It is inferred that majority of the respondents are well satisfied with their current job. This shows the employees are content with their job.

4.17 BETTER IN JOB IF THE CONDITIONS WERE CHANGED

Table No.:4.11

Betterment in job if the conditions were changed

Better job if conditions were changed	Frequency	Percent
Yes	36	72
No	14	28
Total	50	100

Source: Primary data

The above table shows how change in conditions would help the employees get better in the work. 72 percent of the respondents responded that they would be better in their job if the conditions were changed and 28 percent of the respondents said there is no effect of being better in job if the conditions were changed.

Inference:

It is inferred that majority of the respondents thought that they would be better in job if the conditions were changed. It shows that the respondents seek change in conditions for performing better.

4.18 JOB AFFECT FAMILY

Table No.:4.12

Job stress affects the family of the respondents

Job stress affect family	Frequency	Percent
Yes	16	32
No	34	68
Total	50	100

Source: Primary data

The above table shows how job affect family in DCW employees. 68 percent of the respondents acknowledge that there is no significant change in their family life with respect to their job nature and 32 percent of the respondents say that their job affect their family life.

Inference:

It is inferred that majority of the employees have no effect on the family life due to their work. This shows that the respondents have a good work-life balance.

4.19 RELATIONSHIP BETWEEN YOU AND CO-WORKERS

Table No.:4.13

Relationship between the respondents and the co-workers

Relationship with Co-workers	Frequency	Percent
Good	31	62
Not Bad	16	32
Bad	3	6

Total	50	100
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Source: Primary data

From the above table, the relationship between the employees and their co-workers were tabulated. 62 percent of the respondents have a good relationship with their co-worker while 32 percent of the respondents have a not so bad relationship between co-workers and 6 percent of the people have poor relationship with their co-workers.

Inference:

It is inferred that majority of the employees are in accordance with their co-workers. It reveals that there is mutual understanding among the employees in the company.

4.20 FREQUENT ARGUMENT

Table No.:4.14

Frequent arguments which were faced by the respondents

Frequent Argument	Frequency	Percent
Supervisor	12	24
Co-worker	31	62
No one	7	14
Total	50	100

Source: Primary data

From the above table shows with whom does the employee have the tendency to argue with mostly is tabulated. 24 percent of the respondents argue with their supervisors. 62 percent of the respondents has frequent argument with their co-worker and 14 percent says they argue with no one.

Inference:

It is inferred that majority of the respondents have frequent argument with their co-worker. It shows that the employee have more diverging views with their co-workers more frequently than their supervisors.

4.21 STRESS POSITIVELY INFLUENCE YOUR JOB PERFORMANCE

Table No.:4.15

Stress which positively influence the respondents Job Performance

Stress Positive	Frequency	Percent
Yes	36	72
No	14	28
Total	50	100

Source: Primary data

The above table shows whether stress has positively influence the employee's job performance. 40 percent of the respondents agrees that stress has positively influence to their job performance and 60 percent of the respondents disagrees to stress having a positively influence on their job performance.

Inference:

It is inferred that majority of the respondents have no positive influence in their job performance due to stress. It shows that stress does not boost up the work performance of the employees.

4.22 HANDLE OCCUPATIONAL STRESS WITHOUT THE HELP OF AN OUTSIDE FORCE

Table No.:4.16

Respondents handle their stress without the help of an outside force

Handling Stress	Frequency	Percent
Yes	36	72
No	14	28

Total	50	100
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Source: Primary data

The above table reads whether the employees could handle occupational stress without the help of an outside force. 72 percent of the respondents were able to handle occupational stress without the help of an outside force and 28 percent of the respondents are not able to handle occupational stress without the help of an outside force.

Inference:

It is inferred that majority of the respondents have the ability to handle to handle occupational stress without the help of others. It shows that the employees have the ability to manage stress by themselves without seeking for external help.

4.23 ACTIVITIES FOR STRESS RELIEF IN YOUR ORGANISATION

Table No.:4.17

Respondents relief their stress in the organisation

Stress Relief	Frequency	Percent
Yes	36	72
No	14	28
Total	50	100

Source: Primary data

The above table displays whether the organisation provides activities to relieve stress to their employees. 68 percent of the respondents agrees that the organisation conducts activities for stress relief and 32 percent of the respondents say that there are not enough stress relief activities for them.

Inference:

It is inferred that majority of the respondents claim that their organisation provides stress relief activities to destress them. It shows that the organisation takes effective measures to provide stress relief programs to their employees.

4.24 FACTORS THAT INFLUENCE STRESS AT WORKPLACE

Table No.:4.18

Factors influence stress at Workplace

Factors	Mean	Standard Deviation	Rank
Very long working hours	2.560	.9293	II
Too much work allotted	2.920	1.0270	VII
Too little work allotted	2.640	1.1563	III
My Work is repetitive and monotonous	2.300	.9742	I
Don't have enough rest breaks to relax in between work	2.660	1.3494	IV
Don't have sufficient time to complete my work	2.840	1.0174	VI
Don't get enough time for my hobbies	3.240	1.0797	X
a Lot of control over the work assigned	3.040	1.1241	IX
Unrealistic targets	2.740	.8033	V

to achieve are set			
Pace of work is dictated by the manager	3.000	.9897	VIII
Constantly expected to perform well at work	4.1800	.77433	XI

Source: Primary data

From the above table the respondent's factors that influence stress at workplace is calculated. the 1st rank is for repetitive and monotonous work, 2nd rank is for long working hours, 3rd rank is for little work allotted, 4th rank is for not having enough rest breaks to relax in between work, 5th rank is for unrealistic targets to achieve are set, 6th rank is for sufficiency of time to complete my work, 7th rank is for too much work allotted, 8th rank is for pace of work dictated by the manager, 9th rank is for control over the work assigned, 10th rank is for not get enough time for my hobbies, 11th rank is for constantly expected to perform well at work.

Inference:

The majority of respondent's Factors that influence stress at workplace is feeling that work is repetitive and monotonous work.

4.25 SYMPTOMS EMPLOYEES EXPERIENCE DUE TO STRESS

Table No.:4.19

Employees have experienced the symptoms due to stress

Symptoms	Mean	Standard Deviation	Rank
Frequent headache	.980	1.0200	XIV
Depression	1.140	1.1430	VIII
Anxiety	1.260	1.1395	V
Insomnia	1.180	1.1551	VII

Loss of appetite	1.140	1.1430	VIII
Prolonged fatigue	1.200	1.1952	VI
Irritability	.920	.9223	XV
Over-sensitive	1.380	1.3231	IV
Neck-pain	1.000	1.0498	XI
Hair loss	1.140	1.1430	VIII
Pressure	.9200	.85332	XII
Increase heartrate	1.1600	1.16689	I
Inability to concentrate	.8800	.82413	XIII
Tension	1.0400	1.10583	III
Low energy	1.1200	1.06215	II

Source: Primary Data

The symptoms experienced by the employees due to stress is shown in the above table. The symptom of increased heart rate is seen in the 1st place. Low energy is seen in 2nd rank and Tension is seen in 3rd rank among the employees as symptoms due to stress. Over-sensitivity is seen in 4th place. Anxiety is seen in the 5th rank. Prolonged fatigue is seen to take the 6th rank followed by Insomnia in the 7th rank. Depression, Loss of appetite and Hair Loss is seen in the 8th position in the employees. Neck pain is ranked in the 11th position and Pressure takes the 12th rank. Inability to concentrate is experienced in the 13th position. Frequent Headaches is positioned at 14th rank as a symptom due to stress. Irritability in the 16th rank is felt by employees as a symptom due to stress.

Inference:

It is inferred that the most experienced symptom due to stress is increased heartrate and the least experienced symptom is Irritability.

4.26 EMPLOYEES OCCUPATIONAL STRESS INDEX

Table No.:4.20

Employees Occupational Stress Index

Factors	Mean	Standard Deviation	Rank
Lot of work in this job	3.180	1.2403	VI
Available information relating to job-role and its outcomes are vague and insufficient	3.160	.7656	VII
Different Officers often give contradictory instructions regarding works.	2.000	.8806	XIX
The responsibility for the efficiency and productivity employees is thrust upon me	3.400	1.2454	V
Employee's decisions and instructions concerning distribution of assignments among employees are properly followed.	3.080	1.1036	VIII
My assignments are of monotonous nature.	2.260	1.1747	XVII
Higher authorities do care for my	3.000	1.1429	X

self-respect.			
I get less salary in comparison to the quantum of my labour/work	2.540	1.1287	XVI
I do my work under tense circumstances	2.080	.9442	XVIII
The objectives of my work-role are quiet clear and adequately planned	3.080	1.0850	VIII
I have to do some work unwillingly owing to certain group	2.8200	1.22374	XI
I get ample opportunity to utilise my abilities and experience independently	3.2000	1.10657	II
This job has enhance my social status.	3.4000	1.21218	I
I have to dispose of my work hurriedly owing to excessive work load	2.4800	.99468	XIII
I am not provided with clear instructions and sufficient facilities	2.2000	1.10657	XIV

regarding the new assignments trusted to me			
I get ample opportunity to develop my aptitude and proficiency properly	3.1800	1.18992	III
My suggestions and cooperation are not sought in solving problems	3.1200	1.09991	IV
I have to do such work as ought to be done by others	2.1400	.98995	XV
I am unable to carry out my assignment to my satisfaction on account of excessive load of work and lack of time.	2.5800	.78480	XII

Source: Primary data

From the above table the respondent's employees occupational stress index is tabulated. 1st rank is for job enhancing social status. 2nd rank is for getting ample opportunity to utilise my abilities and experience independently. 4th rank is for suggestions and cooperation are not sought in solving problems, 5th rank is for responsibility for the efficiency and productivity employees , 6th rank is for Lot of work , 7th rank is for availability information relating to job-role and its outcomes are vague and insufficient, 8th rank is for objectives of work-role are quiet clear and adequately planned,9th rank is for doing work unwillingly owing to certain group ,10th rank is for higher authorities do care for self-respect

of respondents, 13th rank is for dispose of my work hurriedly owing to excessive work load ,14th rank is for not provided with clear instructions and sufficient facilities ,15th rank is for doing work as ought to be done by others ,16th rank is for less salary ,17th rank is for assignments are of monotonous nature ,18th rank is for doing work under tense circumstances, 19th rank is for Different Officers often give contradictory instructions regarding works.

Inference:

The majority of respondent's occupational stress is job enhancing social status.

4.27 COPING UP STRATEGIES TO OVERCOME STRESS

Table No.:4.21

Employees coping up strategies to overcome stress

Factors	Mean	Standard Deviation	Rank
Engaging in leisure activities	3.300	1.4033	VII
Exercise	3.220	1.4748	VIII
Watching Television	3.560	1.2961	II
Consuming Alcohol	1.680	1.1147	XI
Going for a vacation	3.520	1.3886	III
Long drive	3.480	1.3886	V
Spending time with pets	3.500	1.3590	IV
Deep sleep	3.460	1.4737	VI
Setting realistic goal	3.200	1.0102	IX
Talking with friends or family	4.000	1.4142	I
Meditation	3.180	1.2069	X

Source: Primary data

The above table shows the Strategies to cope-up with stress according to the employees in DCW. Talking to friends and family is seen in 1st place. 2nd rank is taken by Watching Television. Going for a vacation is seen in 3rd rank among the employees as a coping up strategies against stress. Spending time with pets is seen in 4th place. Long drives is seen in the 5th rank. Deep sleep is seen to take the 6th rank followed by engaging them in leisure activities in the 7th rank. Exercise in the in the 8th position is practised by the employees. Consuming Alcohol is ranked in the 9th position and Meditation takes the 12th rank.

Inference:

It is inferred that the most used strategy to cope up with stress among the employees is talking with their family and friends and Watching Television.

CHAPTER – V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

Following are the findings in regard to various response from the respondents regarding “Occupational stress among DCW employees in Thoothukudi”,

- ❑ Majority of the respondents are from the age group between 46-55.
- ❑ Majority of the respondents are male.
- ❑ Majority of the respondents educational qualification is UG.
- ❑ Majority of the respondents monthly income is above Rs 20000.
- ❑ Majority of the respondents native place is Tiruchendur.
- ❑ Majority of the respondents are living in Thoothukudi between 1-35 years.
- ❑ Majority of the respondents have worked in an company before joining in DCW.
- ❑ Majority of the respondents reason to quit the before job because salary was not enough for them.
- ❑ Majority of the respondents are working in DCW for more than 10 years.
- ❑ Majority of the respondents feel stress at workplace.
- ❑ Majority of the respondents say stress is not caused by relationship with co-worker
- ❑ Majority of the respondents are not happy at workplace.
- ❑ Majority of the respondents are feeling relaxed most of the time.
- ❑ Majority of the respondents have neutral level of job stress.
- ❑ Majority of the respondents feel that stress is caused by nature of the job and responsibilities given to them.
- ❑ Majority of the respondents say that they enjoy their job.
- ❑ Majority of the respondents are satisfied with their current job.
- ❑ Majority of the respondents also feel that job would be better if the conditions were changed.
- ❑ Majority of the respondents tell job doesn't affect family.
- ❑ Majority of the respondents have good terms with the co-workers.

- Majority of the respondents feel stress does not positively influence job performance.
- Majority of the respondents feel they can manage stress without the help of outside force.
- Majority of the respondents tell they have activities for stress relief.
- Majority of the respondents feel that there is repetitive and monotonous.
- Majority of the respondents are feeling that they have very long working hours.
- Majority of the respondents feel they experience increase heartrate due to occupational stress.
- Majority the respondents feel that their job enhances social status.
- Majority of the respondents feel that they get ample opportunities to use their abilities and experience independently.
- Majority of the respondents tell that their strategy to overcome stress is by talking to their friends & family.

5.2 SUGGESTIONS

- The management should create and honour a clear leadership structure so everyone knows to whom they are accountable.
- Majority of the employees feel stress at workplace so to overcome this the management should train leaders to identify stress and to prevent it from becoming a problem among employees.
- Majority of the employees feel their work is monotonous. So, it is suggested that management can arrange small group interaction weekly or monthly for employees to know each other on an individual level. This is most effective when combined with training and team building activities.
- Stress Management Counselling is another technique to reduce stress where professional assistance and guidance is provided to trigger the personal and psychological problems.
- The employees should be able to rotate shifts from high to lower stress tasks.
- Employees need pleasant and safe working environment to reduce workplace stress.

5.3 CONCLUSION

For every organization, it's important to manage and decrease the stress among the employees as the occupational stress hampers the growth of the organization directly or indirectly. Occupational stress decreases the efficiency and capability of the employee. This decreased capability affects the growth of the organization directly or indirectly. Stress is both, negative and positive. If stress is at moderate level, then it is positive stress and it makes the employee more productive and constructive. On the other hand, if stress is intense and continuous then it is negative and it makes the employee mentally and physically ill and can lead to depression, anxiety, increased turnover rate and increased absenteeism. Organization should take steps for combating stress like job clarification, distributing job responsibilities, maintaining healthy and good working environment, giving recreation hours, etc. The individual should also try meditation, yoga and breathing exercises to cope with stress at their level. Managing stress is important for both organization and individual for their growth and development. Thus, both i.e. the organization and the employee must try to transform Di-stress into Eu-stress. Eu-stress is the moderate stress which makes the employee work beyond his or her capability and to give his hundred percent in the growth and development of the organization. Motivating and guiding the employee in the right direction is very important as this will help them avoid the stress and maintain a work-life balance.

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**A. OCCUPATIONAL STRESS AMONG DCW EMPLOYEES IN
THOOTHUKUDI**

1. Name:

2. Age:

- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ Above 55

3. Gender:

- ☐ Male
- ☐ Female

4.

Educational qualification:

- ☐ Higher Secondary
- ☐ UG
- ☐ PG
- ☐ Professional
- ☐ Technical
- ☐ Diploma

5. Monthly income:

- ☐ Below 10,000
- ☐ 10,000 – 15,000
- ☐ 15,001 – 20,000
- ☐ Above 20,000

6. Birth place: _____

7. How many years are you living in Thoothukudi ? _____

8. Have you ever worked in an company before?

- ☐ Yes
- ☐ No

9. If Yes, why did you quit/leave the job?

- ☐ Pressure in workplace
- ☐ Misunderstanding among employees
- ☐ Not enough salary
- ☐ Political domination

10. How many years are you working in DCW?

- ☐ Less than 1 year
- ☐ 1-5 year
- ☐ 6-10 year
- ☐ Above 10

11. Do you feel stress at work?

- ☐ Yes
- ☐ No

12. If Yes, select the symptoms you experience due to stress?

Factors	Sometimes	Often	Never
Frequent headache			
Depression			
Anxiety			
Insomnia			
Loss of appetite			
Prolonged Fatigue			
Irritability			
Over-sensitivity			
Neck pain			
Hair loss			
Pressure			
Rapid heartbeat			
Not able to concentrate			
Tension			
Low energy			

13. If No, Are you happy at workplace?

- ☐ Yes
- ☐ No

14. How often do you have a hard time feeling relaxed?

- ☐ Always
- ☐ Most of the time

☐ Once in a while

☐ Never

15. Level of job stress(where 4 is the highest)

☐ 1

☐ 2

☐ 3

☐ 4

16. Factors influence stress at workplace

Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Very long working hours					
Too much work allotted					
Too little work allotted					
Work is repetitive and monotonous					
Don't have enough rest breaks to relax in between work					
Don't have sufficient time to complete my work					
Don't get enough time for my hobbies					
A lot of control over the work assigned to me					
Unrealistic targets are given to achieve					
The pace of work is dictated by manager					
Constantly expected to perform well at work					

17. Is your stress caused by your relationship with another employee

☐ Yes

☐ No

18. If your job stress doesn't involve another person, what is caused by?
- ☐ Volume of work
 - ☐ Nature of job and its responsibilities
 - ☐ Physical work environment
 - ☐ Personal health issue
 - ☐ Personal family problems
 - ☐ Others
19. Do you enjoy what you do at your job
- ☐ Yes
 - ☐ No
20. Are you satisfied with your current job?
- ☐ Yes
 - ☐ No
21. Could you do much better on the job if the conditions were changed
- ☐ Yes
 - ☐ No
22. Does your job affect your family.
- ☐ Yes
 - ☐ No
23. How is your relationship between you and your co-worker?
- ☐ Good
 - ☐ Neutral
 - ☐ Bad
24. With whom do you tend to have frequent argument?
- ☐ Supervisor
 - ☐ Co-workers
25. Do stress positively influence your job performance?
- ☐ Yes
 - ☐ No
26. Do you think you can handle job stress without the help of an outside force
- ☐ Yes
 - ☐ No

28. Coping up strategies to overcome stress.

Factors	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Engaging in entertainment					
Exercise					
Watching television					
Consuming alcohol					
Go for vacation					
Long drive					
Spending time with pets					
Deep sleep					
Setting realistic goal					
Talking with friends or family					
Be meditation					

29. Occupational stress index

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I have to do a lot of work in this job					
The available informations relating to my job-role and its outcomes are vague and insufficient.					
My different Officers often give contradictory instructions regarding my works					
The responsibility for the efficiency and productivity of many employees is thrust upon me.					
My decisions and instructions concerning distribution of assignments among employees are properly followed.					

My assignments are of monotonous nature.					
Higher authorities do care for my self respect					
I get less salary in comparison to the quantum of my labour/work.					
I do my work under tense circumstances					
The objectives of my work-role are quiet clear and adequately planned.					
I have to do some work unwillingly owing to certain group or political pressures.					
I get ample opportunity to utilise my abilities and experience independently.					
This job has enhance my social status					
I have to dispose of my work hurriedly owing to excessive work load.					
I am not provided with clear instructions and sufficient facilities regarding the new assignments trusted to me					
I get ample opportunity to develop my aptitude and proficiency properly.					
My opinion is sought in changing or modifying the working system, instrument and conditions.					
I have to do such work as ought to be done by others.					
I am unable to carry out my assignment to my satisfaction on account of excessive load of work and lack of time					

1. : _____

2. :

- ☐ 18-25
☐ 26-35
☐ 36-45
☐ 46-55
☒ 55 ☐ ☐ ☐ ☐ ☐ ☐

3. :

-

4. □□□□□□□□□□:

- [illegible]

5. □□□□□□□□□□:

- [illegible]

6. □□□□□□□□□□:

7. பூக்கள் எங்கெங்கு இருக்கின்றன? எங்கெங்கு இருக்கின்றன? எங்கெங்கு இருக்கின்றன? _____

[illegible]

-

[illegible]

-

[illegible]

- [illegible]

[illegible]

11. ஸ்காலர் அல்லது வெக்டர்?



12. ஆயிரக்கணக்கான மக்கள், குறிப்பாக பெண்கள், பாலியல் வாதனைக்கு உள்ளாகியிருக்கிறார்கள். இதைத் தடுக்க அரசு என்ன நடவடிக்கை எடுக்க வேண்டும்?

[illegible][illegible]

14. □□□க எஃவு எவ □□□□□க டுந் □□□□□உணர்; □□□□□க எ?

-
- | Student | Books Read |
|-----------|------------|
| Student 1 | 8 |
| Student 2 | 12 |
| Student 3 | 15 |
| Student 4 | 10 |

[illegible]

- | | |
|--------------------------|---|
| <input type="checkbox"/> | 1 |
| <input type="checkbox"/> | 2 |
| <input type="checkbox"/> | 3 |
| <input type="checkbox"/> | 4 |
| <input type="checkbox"/> | 5 |

16.

[illegible]

□ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ ர □					
□ □ □ □ □ □ □ □ □ □ □ □ வ □ □ □ □ □ □ □ □ □ □ □ □ க □					

17. டிசம்பர் ௨௦௧௭-ல் உருவான கட்டிடம் எந்த நகரத்தைச் சேர்ந்தது?

-

18.

- ☐ ☐☐☐☐☐☐☐☐அ ☐ ☐
- ☒ ☐☐☐☐☐☐☐☐☐எம் ம ☐☐☐☐☐☐அத ன் ☐சு ப ☐☐☐☐☐☐☐☐☐☐
- ☐ ☐☐☐☐☐☐☐☐☐☐
- ☒ ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐
- ☒ ☐☐☐☐☐

[illegible]

-

20. உங்க ளுடைய தந்தை ஒரு கவிஞர். உங்க ளுடைய தந்தை யார்?

-

21. ந ித ன க ள ம ப ட ட க ள ம ?

-

22.2 நிக் எண்ணெய்க் கண்ணெண்ணெய்த் ?

-

23. □□□
□□□□?

-

24. ஐக்கிய நாடுகளின் மனித உரிமைகள் பேரவையின் 2005 ஆம் ஆண்டு அறிக்கை என்ன?

-

25. ம ி ல ன் து ம டி நக ள் ச ற ன ம ய்து

-

26. ச வ ி த ன் உ த வ ள வ ன ு த நு த ன ் எ ன ூ
ந ன ொ க ?

[illegible]

28. /

[illegible]

**AN ANALYTICAL STUDY ON WORK STRESS OF SANITARY WORKERS DURING
COVID 19**

A Project report submitted to

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

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

MASTER OF COMMERCE

Submitted by

S.MANCHULA DEVI

(Reg. No. 19APCO14)

Under the supervision and guidance of

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PG AND RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

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

APRIL-2021

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CERTIFICATE

This is to certify that the project entitled "AN ANALYTICAL STUDY ON WORK STRESS OF SANITARY WORKERS DURING COVID 19" is submitted by the candidate S. MANCHULA DEVI, in partial fulfillment of the requirements for the degree of "Master of Commerce" to St.Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date : 10.04.2021

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DECLARATION

I hereby declare that the project entitled “AN ANALYTICAL STUDY ON WORK STRESS OF SANITARY WORKERS DURING COVID 19” submitted to St.Mary's College (AUTONOMOUS), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, for the award of the degree of Master of Commerce is my original work and that no part of this project has been submitted for the award of any other degree, diploma, fellowship or other similar titles.

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S.MANCHULA DEVI

CONTENTS

CHAPTER NO.	TITLE	PG. NO.
I	INTRODUCTION AND DESIGN OF THE STUDY	1-9
II	PROFILE OF THE STUDY	10-27
III	ANALYSIS AND INTERPRETATION	29-64
IV	FINDINGS AND SUGGESTIONS	65-69
ANNEXURE-1	BIBLIOGRAPHY	
ANNEXURE-2	QUESTIONNAIRE	

LIST OF TABLES

TABLE. NO	DESCRIPTION	PG. NO.
3.1	NATURE OF JOB	30
3.2	DEMOGRAPHIC VARIABLES	31-32
3.3	PATTERN OF SAVINGS	33
3.4	AMOUNT OF INCOME SAVED	34
3.5	EXPENDITURE TOWARDS HOSPITAL	35
3.6	EXPENDITURE TOWARDS DAILY NEEDS	36
3.7	INTEREST IN WORK	37
3.8	ATTITUDE TOWARDS SANITARY WORKERS	38
3.9	REASON FOR LEAVE	39-40
3.10	DIFFICULTIES IN WORK	41
3.11	OCCUPATIONAL DISEASES	42
3.12	SYMPTOMS OF STRESS	43
3.13	REASON FOR DEBTS	44
3.14	DEBT OWNED	45-46
3.15	FINANCIAL ASSISTANCE	47
3.16	PREVENTION OF COVID INFECTIONS	48
3.17	COVID TEST	49-50
3.18	MENTAL HEALTH IN QUARANTINE	51
3.19	FINANCIAL ASSISTANCE IN COVID 19 FROM GOVERNMENT	52
3.20	SATISFACTION LEVEL OF INCOME	53
3.21	OPINION ABOUT OCCUPATION	54-55
3.22	RATING THE FINANCIAL DIFFICULTIES OF SANITARY WORKERS	56
3.23	RANKING THE MONTHLY AVERAGE EXPENSES	57
3.24	CHARACTER OF SANITARY WORKERS	58

CHAPTER 1



INTRODUCTION AND DESIGN OF THE STUDY

CHAPTER I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION:

'Sanitation workers are those who work in any part of the sanitation chain. They ensure that our contact with human waste ends when we leave the toilet, one of the most important jobs in society, and yet they remain mostly unseen and unappreciated.'

Sanitary workers perform their duties every day with social responsibility but did not get recognition for them in the society. They have no low safety shield maximum risk, no vacation, no pay, sickness and death can strike at any time that is the situation of sanitary workers in India. This is the work of cleaning road, cleaning bus stand, cleaning of public toilets and school toilets and opening the drain, there is not enough salary and their status in the community has not improved. The sanitary workers expressed their pain and frustration. They are considered as permanent employees in the municipality like or in the panchayats, but none of them get the corresponding benefits. They were not given that rehabilitation relief. Contract workers, permanent workers, temporary workers are paid less and their living by borrowing from their relatives and neighbors with no way to borrow they will go to interest collector bank also did not land because there was nothing to mortgage the land. In most parts of the country the sanitary workers clean up the country's overall waste such as open air toilets, dry toilets, the railway track, public toilets sewers, latrines and garbage dumps. Anaemia allergies, reparatory problems, tuberculosis, pneumonia and eye diseases, which are the diseases that every sanitary workers faces in their life, go unnoticed because the sanitary workers, loses a few days of his life every time he sinks into a poisonous pit. Sanitary workers do not get their recognition in this society and their livelihood is in a very bad condition.

1.2 REVIEW OF LITERATURE:

1. **Khan and Raza (2011):** The study on improper disposal of hospital wastes spread the Disease among the community and related healthcare workers in a hospital. The study explored the effects of waste on the health of waste handlers in hospital. Data were collected from the waste handlers. Improper handlings of

wastes pose to infectious diseases among concerned person in a hospital. The study results show that different infectious diseases occur due to improper handling of wastes like a T.B, skin disease and respiratory diseases among the workers in a hospital. The major facts were lack of facilities like clothes, gloves and apron to the worker. Lack of provision of equipment to the worker could lead to higher chances of infectious disease among the waste handlers in the hospital.

2. **Rajadhyaksha (2011):**It has also been working towards the acceptance by individual states of equal rights legislation and has gained some ground in states such as Kerala, Rajasthan, Bihar and Maharashtra, which include the Minimum Wage Act (ibid). However, these acts and programs are only being implemented slowly, and in some cases, not at all: government registration of domestic workers into the formal labour system, in which their rights and entitlements are guaranteed, has yet to begin.
3. **Schenck R, et al (2011):** The aim of the study was to establish a sanitary workers profile of the street waste pickers in Pretoria and to describe the social interaction and relationship dynamics between the waste pickers and their families, each other, the community and buy-back centres. This was done by conducting the first ever empirical study of the street waste pickers in Pretoria. The results revealed that the role of street waste pickers in the broader waste management system is an important public issue that requires urgent attention and appropriate policy responses from policy makers.
4. **Parul Gangwar et al. (2012)** The study reveals that sanitation workers suffered from highly postural discomfort as felt by the workers in various body parts which was measured using Body Discomfort Scale through body mapping technique. Body discomfort in sanitation workers was found to be highly significant at .000 levels in academic institutions. Highly significant differences were found in different body parts of sanitation workers according to their different types of cleaning work because of their working pattern, heavy workload, and long working hours. Postural discomfort, musculoskeletal disorders are still common in cleaning work and clearly it increase with age. Sanitation workers are able to plan their own work to some extent. This enables them to influence their physical workload and postural stress, musculoskeletal pain.

5. **Linda Burnham Nik Theodore (2012):** Opines that the survey revealed that substandard working conditions are pervasive in the domestic work industry. Wage rates are low, the work is often hazardous, and workers rarely have effective recourse to improve substandard conditions.
6. **Abhishek Shaw (2012):** Fifty workers from the Solid Waste Department protested outside the office of the Assistant Commissioner, Municipal Corporation Zone V Office in Rayapuram on 3rd October. They were protesting for drinking water facility at the work site, changing rooms for employees, toilet facilities, raincoats, uniforms and other facilities. This is their second protest on these demands. The workers united under the Red Flag Union (affiliated to CITU) had already presented 6 petitions for which no action has been taken. Almost all the workers involved in garbage collection are from either adi-Andhra or adi-dravida castes both of which are scheduled caste groups. They are consistently abused on the basis of their caste. A woman worker complained that caste abuses are a common feature, and they are forced to bear with such abuse as they are at the mercy of the Conservancy Inspectors. While women and male workers engaged in sanitary work, men are usually engaged in any kind of work, from sweeping, to loading trucks and women are mostly only in sweeping, and are given a half meter long broom for their work. They are forced to bend and sweep. They say that providing a longer broom would make the work more efficient and less tiresome for them. But this along with the other demands has not been addressed so far.
7. **Samuel SathyaSeelan (2013):** The Prohibition of Employment as Manual Scavengers and their Rehabilitation Act 2013 does not give the same rights to those who manually clean drains and septic tanks in urban areas. This is also manual labour and involves the use of hands in cleaning excreta. Workers have to enter manholes to physically clean blockages. Government bodies have brazenly ignored court orders on mechanisation and bans on manual cleaning of sewage pipes. Unfortunately, the much-awaited new law also ignores the plight of sewage workers.
8. **Venkatesh, C.D.(2014):** The present study found that scavenger have low work load status of their job nature and their society views for occupation status also they are having very limited job and getting very low salary from their working

places. Health wise scavengers are poor because they eat very limited nutritional food. So the government , non-government and social worker should initiate program and services such as (i) create awareness among the scavenging communities about the programs for their benefit; (ii) give top priority to education for the children of scavengers; (iii) prepare schemes for the rehabilitation of scavengers in consultation with leaders and NGOs; (iv) develop women specific programs, in view of the high concentration of women in this occupation; (v) improve the work conditions of scavengers by the introduction of modern technologies; and (vi) monitor the health status of scavengers, particularly women.

9. **A study is conducted by DeySoumi (2014):** On domestic work is undervalued. They are not recognized as workers as their effort does not take place in a factory or an administrative center or organization, but inside a home. Their performance does not justify to labour market values. The home is not acceptable as a formal workplace, even more as the domestic workers work in several residences; it is difficult to claim any rights or privileges as formal workers. Moreover, occupational health and safety for domestic workers will be difficult to achieve.
10. **Chellamma, P et al (2015):** A cross sectional morbidity study among all sanitation workers corporation area. They studied the morbidity profile of sanitary workers in Thrissur Corporation, Kerala and to study the treatment seeking behavior in these persons. They were interviewed using pre tested structured schedule. Workers were interviewed after obtaining informed consent. Among 601 workers 53.6% were males. 34.4% workers presented with one acute illness and only 79.2% sought medical help. 43.26% had chronic morbidities and 83.86% opted modern medicine. 53.9% of the workers were provided with personal protective equipments and regular use was seen in 18%. Acute illness had significant association with male gender, low education status, large family size, absence of provision of personal protective equipments. Chronic morbidities were associated with males, and elderly group and daily wage workers. Chellamma P, Sudhiraj, AryaVijayakumar, Morbidity profile of sanitary workers in Thrissur corporation, Kerala, 2015.

11. **France Neube et al. (2016):** The study found high mean exposure concentrations for total dust, Gram-negative bacteria (GNB), and fungi for personal samples collected from refuse bin loaders and for truck cabin samples. This suggests the priority for exposure assessment with regard to total /dust and bioaerosols should be focused on waste loaders and the truck cabins. Also, we observed mean summer temperatures higher than 33°C in most waste management areas and workers complained of headaches, sunburn, heat stress, excessive sweating, dehydration, and difficulties in concentration in assigned tasks. Consequently our study argues that in tropical countries it is better to perform summer waste collection services in early morning hours or at night when temperatures are cooler. Our study concludes that municipal solid waste workers are exposed to diverse toxic, mechanical and infectious hazards requiring sound mitigation measures.
12. **Sherin., et al (2017):** The sanitation workers at Sengulam Colony at Tiruchirappalli comprises the universe for the present study. The data were collected from sixty respondents through purposive sampling technique. A self-prepared interview schedule was used to collect the data from the respondents. The findings revealed that 63 per cent were harassed by their supervisors. 55% reported that they have experienced discrimination in the society. 68 per cent consume alcohol. 70 per cent had several health issues such as gastrointestinal diseases, orthopedic, skin related issues, asthma. Providing special medical camps, safety measures and strong welfare schemes is the only source to improve their quality of life.

1.3 OBJECTIVES OF THE STUDY:

- 2 To study the nature of job of the sanitary workers.
- 3 To study the stress factors which affects the sanitary workers in their day to day.
- 4 To examine the financial difficulties and struggles faced by the sanitary workers during covid19.
- 5 The study about socio economic status of the sanitary workers during covid 19.
- 6 To examine the fear of infection Caused during the sanitary work done.

1.4 STATEMENT OF THE PROBLEM

Sanitary Workers are no longer contented to worship their home as their only abode. Nor do they wish to confine themselves to the four walls rather aspire to go in for never climbs and nurture a zest to prove their worth in varied fields on par with their male counterparts. This paves the way to maintain or surrounding in a hygienic manner, which in turn has given rise to changes in their roles and status in India and this standard hygienic maintenance improves health and positive changes to our surroundings or environment. One cannot ignore or underestimates the inherent psychological and sociological problems of sanitary workers. The Sanitary workers have to perform both the domestic as well as occupational roles simultaneously which needs adequate adjustment within themselves. Moreover, the research studies in the above said areas are inadequate and restricted. Therefore, an attempt has been made in this present study. To study the socio-economic background, standard of living, health, decision making and social attitudes with a view to prepare a profile of sanitary workers.

1.5 SCOPE OF THE STUDY:

The research was conducted in Thoothukudi Municipality for the purpose of knowing about the Municipal Sanitary Workers. There are above 500/sanitary workers, working in Thoothukudi Municipality. These sanitary workers members were divided into 14 divisions has 19 members. All the sanitary workers had worked under the control of Sanitation Supervisor. They work as street cleaner, Drainage, Cleaner and Wastage Cleaner they put the Wastage in lorry, then transfer the wastage from one place to another places. There is no restriction in this work. Their work is divided daily by the work sanitary supervisor. The working time of the respondents is from morning 5.30am. To 10.30 am. And in the evening from 2.30 pm. To 5.30 pm. They have two holidays.(Wednesday and Sunday) in every week. Thus, it is a scope of the study focuses the stress of sanitary workers in Thoothukudi Municipality. This study also concentrates on their socio economic difficulties facing by them.

1.6 AREA OF THE STUDY:

“A STUDY ON WORK STRESS OF SANITARY WORKERS IN THOOTHUKUDI” was conducted in the area of Thoothukudi. It is a port city and an industrial city of the Indian State of Tamil Nadu. The city lies in the coromandel coast

of Bay of Bengal. Thoothukudi is known as the “Pearl city” due to pearl the pearl fishing carried out in the town. It is a commercial sea port which serves the inland cities of Southern India and is one of the sea gateways of Tamil Nadu.

1.7 PERIOD OF THE STUDY:

This study was under taken during the period between December 2020 to March 2021. Data relating to this study was collected from the sanitary workers of the selected area during the above stashed period only.

1.8 RESEARCH METHODOLOGY:

This study is based on the both primary and secondary data. The researchers had a discussion with sanitary workers. Based on the discussion the researcher constructed a number of statements, keeping the objectives was prepared and was administered to a sample of 112 respondents selected at random. A copy of the questionnaire is appended. Secondary data was collected from annual report published by municipal department, Journals, Magazines and internet websites.

1.9 COLLECTION OF DATA:

1.9.1 Source of Primary Data:

Primary data were collected from 112 respondents of satisfaction towards work stress of sanitary workers from the collection of primary data and interview schedule was developed before its application among respondents pre-testing was employed to make sample survey.

1.9.2 Source of Secondary Data:

The secondary data has been collected from Journal, Articles, and Newspapers books and through internet.

1.10 SAMPLING DESIGN:

The data collected are original in nature. A sample of 112 respondents residing in various parts of Thoothukudi were selected by convenient sampling techniques. The questionnaire was used for collecting a great source of information.

1.11 FRAMEWORK OF ANALYSIS:

The data collected through questionnaire were analyzed through the following statistical tools, which work as a base for drawing conclusion and getting better results.

- ❖ Percentage
- ❖ Ranking
- ❖ Likert scale
- ❖ Chi-square

1.11.1 PERCENTAGE ANALYSIS:

Percentage analysis is one of the simplest statistical tools used in the interpretation and analysis of data. Percentage is used for the purposes of comparison of data. A percent is the number of hundredth part.

1.11.2 GARRETT'S RANKING TECHNIQUES:

Ranking techniques is used in ranking the monthly average expenses, nature of sanitary workers and level of stress are assigned and the important factors are identified.

$$\text{Percent position} = 100(R_{ij}-0.5)/N_{ij}$$

1.11.3 LIKERT'S SCALING TECHNIQUES:

Likert' scaling techniques is used to analyze the statement about level of salary, satisfactory opinion about occupation and financial difficulties about the sanitary workers preference among the various types of mutual funds. The Sanitary workers give their opinion related to and they ranked on five point scale. Following scores are given for the responses as follows:

Strongly Agree-5; Agree-4; Neutral-3; Disagree-2; Strongly Disagree-1

The total score for each statement is calculated as follows.

$$\text{Total score} = (\text{SA} \times 5) + (\text{A} \times 4) + (\text{N} \times 3) + (\text{DA} \times 2) + (\text{SDA} \times 1)$$

Mean score is calculated by dividing the total score by the frequency of responses and then the factors are ranked in the order of merit

1.11.4 CHI-SQUARE ANALYSIS:

The Chi-square test is used to determine whether there is a significant difference between the expected frequencies and observed frequencies in one or more categories. In this study the chi square test is used to analyze the association between the education and the reason behind investors' investment.

1.12 LIMITATION OF STUDY:

In the attempt to make this project authentic and reliable, every possible aspect of the topic was kept in mind. The main limitations are:

- ❖ The time limit is one of the main factors to conduct the study effectively.
- ❖ The number of respondents is limited to 112.
- ❖ The time period of the research was restricted to only 3 months.
- ❖ The different views and opinions provided by the respondents were subjected to personal bias.

1.13 PROCESSING DATA:

The questionnaire were prepared in such a way that it would be easy for the respondents to answer the questions and also easy to process the collected contained large number of facts which were arranged in a systematic manner and proper comparison, analysis and interpretation of the data was done and the result were tabulated.

1.14 CHAPTERIZATION:

Chapter I – Introduction and Design of the study

Chapter II – Profile of the study

Chapter III – Analysis and Interpretation of data

Chapter IV – Findings, Suggestions and Conclusion

1.15 ANNEXURE:

I Bibliography

II questionnaire

CHAPTER - II



PROFILE OF THE STUDY

CHAPTER - II

PROFILE OF THE STUDY

2.1 INTRODUCTION:

Our atmosphere of living is a matter of controlling of large part of the preventable ill health. Sanitary workers have played an important role in improving the urban and semi-urban ecological environment and the urban modern civilization, meeting the needs of people's desires for physical, spiritual, political, ecological civilization and implementing the social sustainable development. A sanitary worker has a dirty job, but it's one that most communities can't live without. Sanitation workers perform a valuable service to their communities collecting garbage and removing it to proper disposal areas such as dumps or landfills. They go by many names like garbage man, trash man. A Sanitation worker must be physically fit, so he can quickly climb in and out of large trucks and lift heavy trash containers. The job is physically demanding. Sanitation workers routinely lift heavy objects and work in all weather conditions. There also a significant injury risk associated with the job. During natural and manmade disasters, sanitation workers participate in emergency response and cleanup. Sanitation Workers are required to work rotating shifts, rotating days off, nights, Saturdays, Sundays, holidays and mandatory overtime.

Sanitation workers mostly carry out their work in unsafe working conditions without protective gears or other safety gears or other safety devices. Death or serious injury to sanitation workers while cleaning sewerage with no or inadequate safeguards are frequent incidents. Those people are exposed to dangerous toxic and harmful substances. But this problem is not adequately addressed in the legal framework. The high court of Gujarat once made some comments in support of these workers' life, health and dignity. "The sewerage workers are the citizens of this country and they are entitled to enjoy fundamental right as provided in the Constitution of India. It is a cardinal principle of the service jurisprudence that the employer has to take adequate care of the safety and well being of his employee. He cannot expose an employee performing duties which are dangerous in nature and likely to adversely affect his health or life. Hence it is the employer who should provide him with all the safety measures and if he is not able to make such provisions, he has to refrain from asking such employee to discharge these duties.

2.2 MEANING OF SANITARY WORKERS:

A sanitation worker or sanitary worker is a person responsible for cleaning, maintaining, operating, or emptying the equipment or technology at any step of the sanitation chain. This is the definition used in the narrower sense within the WASH sector. More broadly speaking, sanitation workers may also be involved in cleaning streets, parks, public spaces, sewers, storm water drains, and public toilets. Another definition is: "The moment an individual's waste is outsourced to another, it becomes sanitation work."



Those workers who maintain and empty on-site sanitation systems e.g. pit latrines, septic tanks, contribute to functional faecal sludge management systems. It is important to safeguard the dignity and health of sanitation workers. Without sanitation workers, the Sustainable Development Goal "safely managed sanitation for all" cannot be achieved.

2.3 DEFINITION:

A report by World Bank, International Labour Organization, Water Aid and WHO from 2019 defines "sanitation workers" to include toilet cleaners and caretakers in domestic, public, and institutional settings; those who empty pits from pit latrines and vaults of septic tanks and other fecal sludge handlers; those who clean sewers and manholes; and those who work at sewage treatment plants and fecal sludge treatment plants and disposal sites.

In the United States however, some organisations use the term exclusively for municipal solid waste collectors. A famous example of "sanitation worker" referring to waste collectors is the Memphis Sanitation Workers' Strike in 1968, supported by Martin Luther King Jr., which brought together both waste collectors and sewerage maintenance workers.

2.4 NEED FOR SANITARY WORKERS:

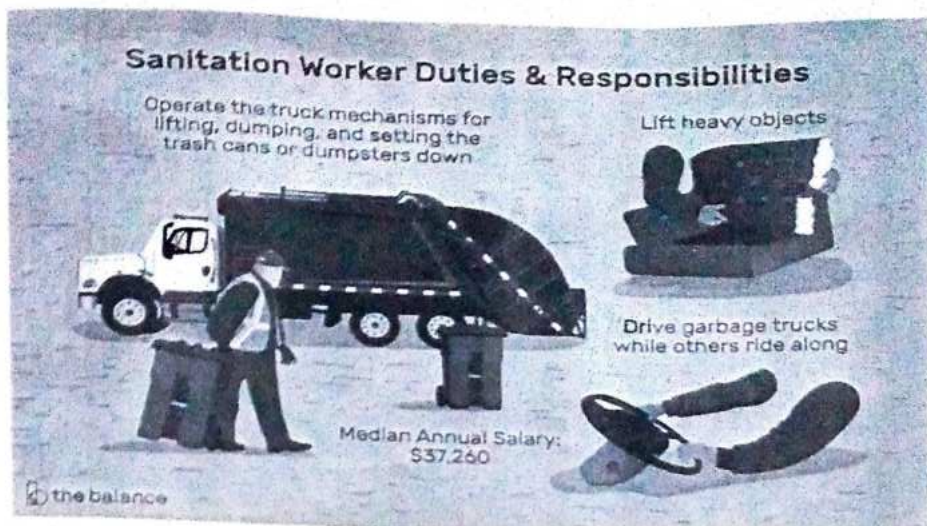
Sanitation workers need Personal Protection Equipment (PPEs), minimum wages, food, insurance, accommodation and transportation like other health workers, mechanisation of the work and solidarity. But instead, most are satisfied with just the clanging of empty vessels as if to celebrate our collective failure.

Most people have been part of a sanitation program from as early as primary school, but may not have recognized it. As children we were directed to clean our rooms, put our clothes away, wash our dishes, and do other dreaded chores. Whether a formal chore chart or an informal household rule, family likely followed some sort of cleaning schedule: dishes were washed daily; laundry was washed, folded, and put away weekly; and cleaning dungeon room may have ranged from weekly to yearly

These tasks probably were not documented, frequencies assigned, or completion dates recorded, but you were learning your role in your home's master cleaning schedule (MCS). For each of those household chores there was likely a procedure to be followed. Dirty dishes probably need to be scraped and rinsed before placing in the dishwasher. Dirty laundry needs to be pre-treated, pulled right-side out, and sorted by color before loading in the washing machine. These procedures probably were not written, but parents had specific instructions they taught to follow to ensure the cleaning activities were successful.

2.5 SANITATION WORKER DUTIES AND REponsibilities:

Sanitation workers have a wide range of duties and responsibilities that vary from city to city and employer to employer. Despite these variations, the majority of sanitation workers are expected to complete the following tasks at work



2.5.1 COLLECT WASTE:

Sanitation workers travel from neighbourhood to neighbourhood collecting solid and liquid waste. They may physically collect the trash left for them or use an automated truck. It is also their job to ensure there is no waste left on the street or in natural areas.

2.5.2 SEPERATE WASTE:

Most municipalities allow citizens and businesses to recycle certain types of refuse. Glass, paper, and plastic are often collected and recycled into other items. It is the job of the sanitation worker to ensure recyclables are properly separated from other types of garbage.

2.5.3 OPERATE A TRUCK:

Most sanitation workers use a truck to perform their job. Larger trucks with the ability to lift garbage dumpsters and small trashcans are often used to simplify the job. Sanitation workers are often expected to travel long distances on a daily basis.

2.5.4 DEPOSIT TRASH:

After collecting refuse and separating it from the recyclables, sanitation workers return to the dump. Here, they deposit all the garbage they have collected into a large pit. Some of the garbage is crushed or burned to make room for additional garbage.

2.5.5 LIFT HEAVY OBJECTS:

Some types of waste, such as pieces of furniture or large electronic devices, must be disposed of. It is often the job of sanitation workers to pick up these larger items and place them in the truck. Sanitation workers should be sure to use the proper

lifting technique when handling heavy objects.

The key responsibilities of this job include taking the garbage to an appropriate disposal facility such as a dump or landfill at the end of the day. These facilities have the staff and equipment to empty the trucks, but sometimes sanitation workers need to help. Workers also maintain the truck. Since a garbage truck gets dirty in a hurry, sanitation workers clean garbage trucks on a routine basis. They may perform routine maintenance on the truck such as check the tire pressure, top off fluids, and inspect mechanical parts for unusual wear and tear.

2.6 HEALTH AND SAFETY MEASURES IN THE COVID-19 CONTEXT:

- Functional hand washing stations and hand sanitizers/soaps for all.
- Adequate, periodic provisioning, user- friendly PPE for all workers and appropriate as per workers' needs.
- Adequate arrangements for safe handling and disposal of waste.
- Training on COVID-19 prevention, work-related risks, PPE use and disposal/reuse.
- Regular medical check-up and routine checking for symptoms.
- Facilities for quarantine/isolation of sanitation workers and their families.
- Provisions for paid leave, monetary compensation and incentives, treatment support for infected workers.

2.7 SOCIAL AND FINANCIAL PROTECTION MEASURES:

- Insurance coverage (life and health) for all workers irrespective of their engagement modalities.
- Targeted support for informal workers.
- Timely payments, inclusive of monetary compensation for additional working hours and risk allowances.
- Ensuring access to the public distribution system (PDS), and state-specific social and financial security schemes and programmes. Linking female workers to programmes on nutrition, and day care support for children.

2.8 DAILY RISKS:

Compared to other groups who are at work during covid-19, the sanitation workers are the most vulnerable because they come in direct contact with several kinds of wastes, including liquid waste, solid waste, organic waste (garbage), hazardous waste, and so on. Not only do the sanitation workers deal with the cleaning and disposal of wastes from our living premises, they also have to deal with the cleaning and disposal of medical wastes. During this pandemic, direct contact with the waste makes them more prone to the corona virus and they may infect their family members as well. A few sanitation workers are already reported to have tested positive for COVID-19



2.9 INFECTION:

The modes of exposure for the various infections are as follows:

- The most common way is by hand-to-mouth contact during eating, drinking and smoking, or by wiping the face with contaminated hands or gloves or by licking splashes from the skin.
- By skin contact, through cuts, scratches or penetrating wounds, i.e., from discarded hypodermic needles. Certain organisms can enter the body through the surfaces of the eyes, nose and mouth.
- By breathing them in as dust, aerosol or mist.

The infections commonly studied among this group of workers include leptospirosis, hepatitis and *Helicobacter pylori* infection.

2.10 ISSUES FACED BY SANITATION WORKERS:

- Sanitation workers are viewed as unclean and stigmatized; scant value is given to the work they do.
- Little or no protective equipment is provided to them, leading to regular accidents resulting in fatalities.
- Mismatch between high occupational hazards and low skill level of sanitation workforce.
- Little support for rehabilitation and self-employment.
- Unfair and untimely payment of wages.
- Lack of financial and social safety coverage.
- Poor contractual mechanisms and lack of SOPs in local governments.
- Lack of awareness and sensitivity for sanitation workers' safety among service seekers.
- No provision of insurance considering the hazardous nature of sanitation work.
- No provision of periodic health checkups.
- Lack of facilities to maintain hygiene.

2.11 Safety of sanitation workers:

Sanitation workers are at an increased risk of becoming ill from waterborne diseases. To reduce this risk and protect against illness, such as diarrhea, measures have been proposed for occupational health: Basic hygiene practices for workers (hand washing etc.); sanitation workers should be provided with proper personal protective equipment (PPE) and be trained on how to use it (i.e. goggles, face mask, overalls, gloves, boots); vaccinations (e.g. tetanus, polio, typhoid fever, hepatitis A and hepatitis B vaccinations).

2.13 MUNICIPAL ADMINISTRATION:

The Thoothukudi City Municipal Corporation was officially constituted as municipality in the year 1866. Upgraded as a corporation on 5.08. 2008. Initially the city exercised its jurisdiction over an area of 27.00 Sq.Km² and its affairs were administrated by a city level committee or municipal committee. The Corporation currently, exercises its authority over an area of 90.66 Sq Km. It comprises 60 wards

and was formulated as corporation by Tamilnadu state. Practically the growth rate of population is almost 11.9%. The floating population of 75000 may be reason for the higher capital generation of waste. The functions of the corporation are developed into four zones and one main office. Comprising departments of General, Engineering, Revenue, Public Health, Town planning, Accounts. All these departments are under the control of a Corporation Commissioner who is the supreme executive head.

2.14 STATUS OF SANITATION WORKERS:

2.14.1 CASTE COMPOSITION:

Caste is defined as a system incorporating within a structure and organization, and is based on endogamy, hierarchy, and commercial restrictions. It also prescribes the pattern of group relations that may bind the interacting individuals in routine life. In terms of social status, the Indian population can be grouped into four categories: Scheduled Caste (SC) or Dalits, Scheduled Tribes (ST) or Adivasis, Other Backward Classes (OBC), and Others. The caste system in its entirety constitutes a status hierarchy with the Brahmins at the pinnacle and the Scheduled Castes or so called untouchables at the base. Scheduled Castes are persons of discrete sets of low castes who are excluded from social, cultural, religious, and other conventions of an elaborate hierarchical Indian caste system. They are in a condition of being marginalised and deprived of basic rights on account of their birth into low status social groups. Thus the Scheduled Castes are characterised by a low, in fact, the lowest, social status in the Caste hierarchy, as well as by low socio-economic conditions. These strata had, on account of their low social and ritual status, been subject to a variety of disabilities. As a consequence, these castes have remained socially, economically and educationally backward.

The Scheduled Castes were said to be carried with them the stigma of their low and impure birth. The caste system was said to be founded on the concept of purity and pollution. As the very positions in the caste hierarchy are based on the ideas of purity and pollution, the caste at the top have greater purity in that their food, dress and occupation are regarded as more pure than those of other castes. Castes at the bottom are regarded as impure and their food, occupations, clothes, customs and myths are regarded as either inferior or impure. Economically completely dependent

on the superior castes and much exploited by them, educationally backward, socially degraded and treated with contempt, deliberately deprived of the higher religious and cultural values of the Hindu society, all the scheduled castes were attributed with varying degrees of ritual impurity. Close contact with them was polluting; hence they were untouchables. Various names have been used to refer to this people. The names that one comes across for these people are Untouchable, Scheduled Castes, Ex Untouchables and Dalit.

2.14.2 EDUCATIONAL STATUS:

One of the reasons for the utter backwardness of sanitation is lack of education. There are reasons for this sorry state of affairs. From the Vedic times these people were never allowed to enter seats of learning, because the rigid caste system which existed then made education the sole monopoly of only a few people at the top of social hierarchy. Secondly, they had also created a fear complex in the minds of Scheduled Castes that it was sinful either to hear or read the sacred texts. The scheduled castes who believed in this superstition kept away from the seats of learning. So this illiteracy is several centuries old. It is a happy augury that most of the scheduled castes have now realized that education alone is the right kind of passport to all happiness and prosperity in life. There is another problem that deserves consideration. While the other sections of scheduled castes are educated, it is only the children of sanitation workers who are totally neglected in the educational field. There are many reasons for this sad neglect. But in present era, the sanitation workers do not want their children to be engaged in the same occupation. They do want their children to get the maximum education and also to raise their standard of living. The fact that there is greater awakening among the community members about the need of education for their upliftment.

2.14.3 ANNUAL INCOME:

Although, the sanitary workers work for long working hours the economic conditions of the sanitation workers are very low. They receive an income of Rs. 350 per day. In this dynamical world, this income is insufficient and very difficult to maintain the family. Within this income they have to meet all such expenses like basic needs, education, hospital expenses and providing healthy food. Some male sanitation workers also have the habit to drinking alcohol due to the nature of their work that

makes them drink to withstand the stench and bad smell. And they daily spend money Rs.150-200 their drink.

2.14.4 SAVINGS HABIT:

Despite their low income, some workers also have the habit of saving. They nearly save above Rs. 1000-3000 per week. Their mode of savings may be adopted through chit funds, post office savings A/C, savings bank A/C and also through insurance schemes.

2.14.5 SOURCE OF MANAGING THEIR FINANCIAL DIFFICULTY:

Though their income is insufficient to maintain their family some sanitation workers manage their financial crises by using their savings, by borrowing money from neighbours and moneylenders. In their more critical situation they mortgage their jewels and house property. Some workers also try to manage their situation by getting loans from banks and applying loans from Self Help Groups.

2.14.6 TYPE OF HOUSING:

An important indicator of one's standard of living and economic condition is the type of house that one is put up. Majority of the respondents live in rental housing and some other sanitation workers in their own housing. Most of the sanitation workers houses are fitted with their own toilet facilities. This proves that they are moving economically forward.

2.15 CATEGORIES OF SANITATION WORKERS:

Manual scavenger means a person engaged or employed on regular or frequent basis by an individual or a local authority or public or private agency, for manually cleaning, carrying, disposing of, or otherwise handling in any manner, human excreta from insanitary latrines is exposed of, or on a railway track, before the excreta fully decomposes.

Safai Karamcharis or sanitation workers normally include persons engaged as 'Sweepers' or sanitation/cleaning workers in municipalities, government and private offices. They may be direct employees of these bodies or may be on contract. Contract employees are employed for collection and disposal of garbage. However Safai Karamcharis, per se, are not manual scavengers.



Manhole workers most of the municipalities in India are not equipped with the latest machines to clean the sewage system and therefore, sewage workers employed are under compulsion to enter the underground sewerage lines through the manholes and cleanse them wherever the lines are clogged for whatever reason. The job of the sewer worker is to inspect and maintain the underground network pipes that make up sewerage system. Sewage workers have to remove solid substances waste which is responsible for blockage of flow of fluid waste in sewage system. For that sewage workers regularly entered into manholes which contain very contain very poisonous gases.



2.16 SANITATION CONDITIONS IN TAMIL NADU STATE:

During 1991-92 the sanitation workers were performing all functions given by the Municipal Corporation. After that the system was abolished by government of India. But it was Sanitation Workers before 1991-92 they were doing all function given by Sanitation Development of Municipal Corporation. After 1991-92 his system was abolished by government of India. But in 1995 it was implemented in few places,

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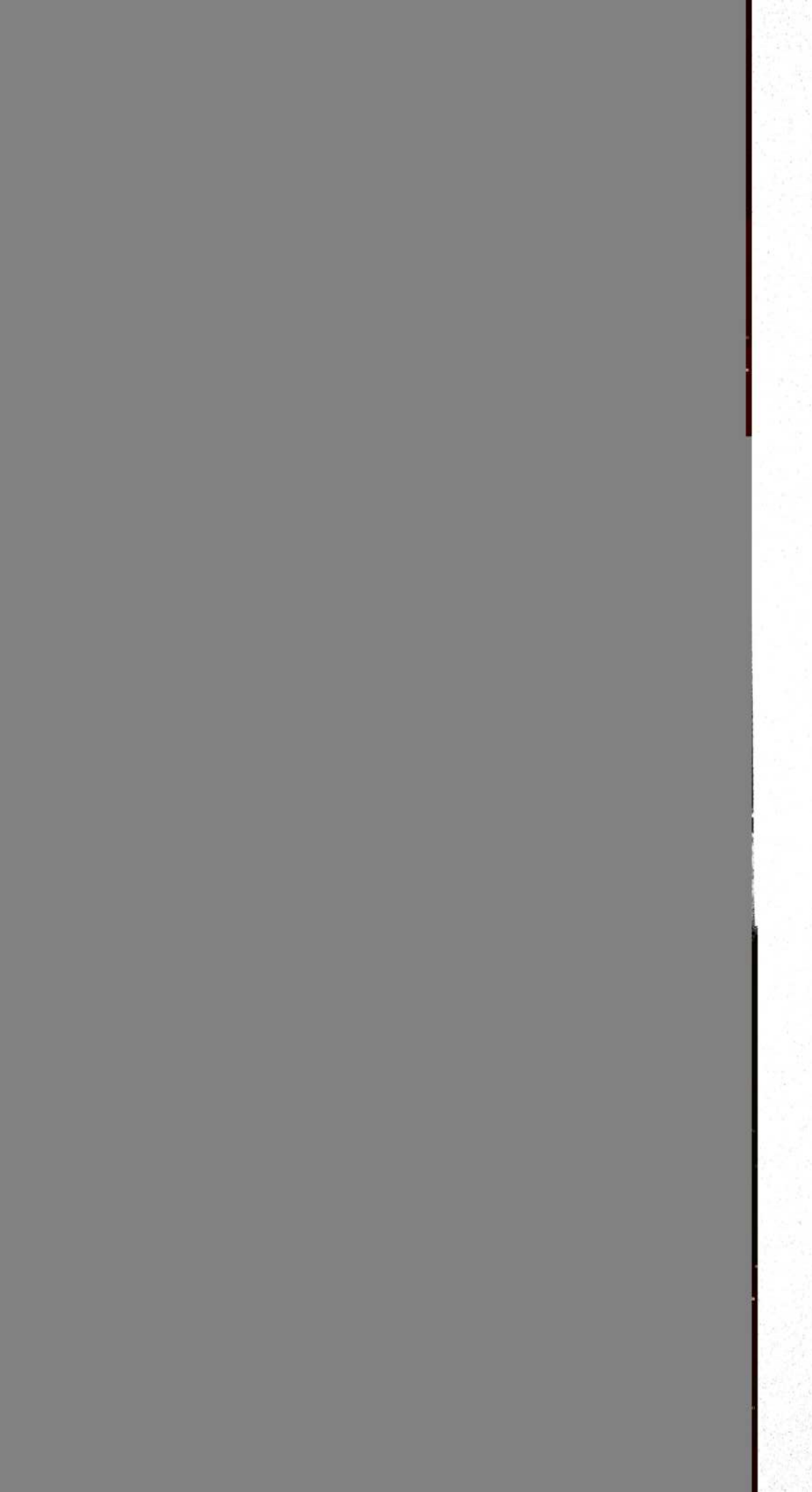
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2.20 CITY SANITATION PLAN:

The City Sanitation Plan is a vision document on Sanitation with 20 to 25 years horizon with short term town level action plans for 3-5 years to achieve sanitation goals as per above stated objections.

Board areas to be covered in City Sanitation Plan are:

- Awareness generation
- Sanitation choices and Technical options
- Operation & Management and Services Delivery System
- Institutional Responsibilities
- Reaching the un-served and poor households
- Legal and Regulatory Institutional Responsibilities
- Planning and Financing
- Capacity Building & Training
- Implementation Management
- Monitoring & Evaluation and Supervision
- City Reward Schemes.



2.21 WELFARE SCHEMES FOR MANUAL SCAVENGERS:

With a view to eradicating the detestable practice of manual scavenging and rehabilitating those who were engaged in this profession, this government has been implementing rehabilitation schemes for manual scavengers. Having regard to the fact that the persons engaged in sanitary work belong to the lowest strata of the society, the Tamil Nadu Government has established a separate welfare board for them and is providing various welfare benefits to them. In the interest of development of Adi Dravidar and Tribal communities, separate allocations are made for them in the divisible plan schemes of the Government under the Special Component Plans for Adi Dravidars and Tribals.

2.21.1 Self-employment scheme for rehabilitation of manual scavengers (SESRMS)

The objective of the schemes is to assist the scavengers and their dependents for rehabilitation irrespective of the income, who are yet to be provided assistance under any scheme of government of India/state government. The identifies scavengers will be training, loan, and subsidy. Credit will be provided by the banks, which will charge interest from the beneficiaries at the rates prescribed under the scheme.

2.21.2 National schemes of liberation and rehabilitation of scavengers (NSLRS):

This scheme was launched by the government of India in March 1992 to provide alternate employment to the scavengers and their dependents. Pre-matric scholarships for the children of those engaged in unclean occupation. The objective of this scheme is to provide financial assistance to enable the children of scavengers of

dry latrines, tanners, flayers and sweepers who have traditional links with scavenging to pursue pre-matric education.

2.21.3 National Safai Karamcharis finance and development corporation (NSKFDC):

This corporation acts as an apex institution for all round socio-economic upliftment of the Safai Karamcharis and their dependents throughout India and to extend concessional financial assistance to the Safai Karamcharis beneficiaries for establishment of income generating projects.

2.22 PREVENTIVE MEASURES:

Workers who handle human waste or sewage are at increased risk of becoming ill (i.e., from water washed, waterborne and water-carried diseases). To reduce this risk and protect against illness, including cholera, the following guidance should be followed by workers and employers.

2.23 BASIC HYGIENE PRACTICES FOR WORKERS:

- Wash hands with soap and water immediately after handling human waste or sewage.
- Avoid touching face, mouth, eyes, nose, or open sores and cuts while handling human waste or sewage.
- After handling human waste or sewage. Wash your hands with soap and water before eating or drinking.
- After handling human waste or sewage, wash your hands with soap and water before and after using the toilet.
- Before eating, removed soiled work clothes and eat in designated areas away from human waste and sewage handling activities.
- Do not smoke or chew tobacco or gum while handling human waste or sewage.
- Keep open sores, cuts, and wounds covered with clean, dry bandages.
- Gently flush eyes with safe water if human waste or sewage contacts eyes.
- Use waterproof gloves to prevent cuts and contact with human waste or sewage.
- Wear rubber boots at the worksite and during transport of human waste or sewage.

- Remove rubber boots and work clothes before leaving worksite.
- Clean contaminated work clothing daily with 0.05% chlorine solution.



2.24 PROTECTIVE EQUIPMENT (PPE):

Workers handling human waste or sewage should be provided proper PPE, training on how to use it, and hand washing facilities. Workers should wash hands with soap and water immediately after removing PPE. The following PPE is recommended for workers handling human waste or sewage:

- Goggles: to protect eyes from splashes of human waste or sewage.
- Protective for mask or splash-proof face shield: to protect nose and mouth from splashes of human waste or sewage.
- Liquid -repellent coveralls: to keep human waste or sewage off clothing.
- Waterproof gloves: to prevent exposure to human waste or sewage.
- Rubber boots: to prevent exposure to human waste or sewage.

Conclusion:

The hazardous nature of sanitation work has been internalized as normative by workers of the Dalit community engaged in manual scavenging and other sanitation work. This has manifested in apathy of the political system by not addressing the larger issue of sanitation, worker safety and emancipation of a downtrodden caste.

The lay epidemiological process uses lay people with training to identify occupational health problems and gaps in access to health care of marginalized workers. This study also revealed their perceptions of health risks, moulded by their low social and economic status. The social oppression of sanitation workers has been so overwhelming that the importance of their job in maintaining hygiene, preventing spread of communicable diseases and safeguarding health of the society has never been acknowledged.

CHAPTER - III



ANALYSIS AND INTERPRETATION OF DATA

CHAPTER III

ANALYSIS AND INTERPRETATION OF DATA

3.1 INTRODUCTION

Data analysis is the process of looking at and summarizing data, develop conclusion. Analysis of data plays a dominant role in the completion of project. Data collected and tabulated for easy understanding and good presentation.

Tables and diagrams assist the researcher to analyze the data. 112 respondents were met and data were collected through questionnaire. Each question in the questionnaire was analyzed individually, sufficiently tabulated and represented graphically.

This chapter is devoted to present the analyzed data in an appropriate manner. For the purpose of analysis statistical tools like

- Percentage analysis
- Garrett ranking method
- Likert's scaling technique
- Chi square test

3.1 Nature of Job

The sanitary workers are doing the official function of municipal like sweeping, drainage cleaning, garbage cleaning. The following table shows the nature of job of the sanitary workers.

TABLE 3.1
NATURE OF JOB

NATURE OF JOB	NO OF RESPONDENTS	PERCENTAGE
Sweepers	56	50
Drainage cleaners	19	17
Garbage cleaners	37	33
TOTAL	112	100

Source: Primary data

INFERENCE:

From the above Table 3.1, it is clear that out of 112 sanitary workers taken for study 50 percent of the sanitary workers are sweepers, 33 percent of the sanitary workers are garbage cleaners and 17 percent of the sanitary workers are drainage cleaners. Majority of the sanitary workers i.e., 50 percent of the sanitary workers are sweepers.

TABLE 3.2 (DEMOGRAPHIC VARIABLES)

This analysis represents the age, gender, educational qualification, marital status, and monthly income of the sanitary workers. The succeeding table shows that the sanitation is mainly undertaken by male and female and is classified according to their age such as 18-30, 30-40, 40-50, and above 50 and also shows their marital status. Educational qualification of the sanitary workers and their income are analysed and presented in the below table.

TABLE 3.2
DEMOGRAPHIC VARIABLES

SL.NO	CATEGORY	NO OF RESPONDENTS	PERCENTAGE
3.2.1	AGE (years)		
	18-30	25	22
	30-40	33	30
	40-50	35	31
	Above 50	19	17
	TOTAL	112	100
3.2.2	GENDER		
	Male	50	45
	Female	62	55
	TOTAL	112	100
3.2.3	EDUCATIONAL QUALIFICATION		
	Illiterate	53	47
	Under Matriculation	44	39
	Higher Secondary	15	14
	TOTAL	112	100
3.2.4	MARITAL STATUS		
	Married	104	93
	Unmarried	8	7
	TOTAL	112	100
3.2.5	MONTHLY INCOME		

Below Rs.3000	12	11
Rs.3000-5000	32	29
Rs.5000-10000	30	27
Above Rs.10000	38	33
TOTAL	112	100

Source: Primary data

INFERENCE:

Table 3.2.1 displays the age of 112 sanitary workers. 31 percent of the sanitary workers are the age between 40-50 years. 30 percent of the sanitary workers are the age between 30-40 years. 22 percent of the sanitary workers are the age between 18-30 years. 17 percent of the sanitary workers are above the age of 50 years. Majority of the sanitary workers (i.e.) 31 percent of the sanitary workers are the age between 40-50 years.

Table 3.2.2 shows that out of 112 sanitary workers, 55 percent of the sanitary workers are female and 45 percent of the sanitary workers are male. Majority of the sanitary workers (i.e.) 55 percent of the sanitary workers are male.

Table 3.2.3 displays the educational qualification of 112 sanitary workers. It clearly shows that 47 percent of the sanitary workers are illiterate, 39 percent of the sanitary workers are under matriculation, and 14 percent of the sanitary workers are higher secondary. Majority of the sanitary workers (i.e.) 47 percent of the sanitary workers are illiterate.

Table 3.2.4 shows that out of 112 sanitary workers, it clearly shows that 93 percent of the sanitary workers are married and 7 percent of the sanitary workers are unmarried. Majority of the sanitary workers (i.e.) 93 percent of the sanitary workers are married.

Table 3.2.5 it is inferred that 33 percent of sanitary workers have a monthly income above Rs.10000, 29 percent of sanitary workers between Rs.3000 to 5000, 27 percent of sanitary workers between Rs.5000 to 10000, 11 percent of sanitary workers earned below Rs.3000. Majority of sanitary workers i.e., 33 percent have a monthly income above Rs.10000.

3.3 Pattern of Savings

Despite their low income, some workers also have the habit of saving. Their mode of savings may be adopted through chit funds, post office savings A/C, savings bank A/C and also through insurance schemes. The table drawn below explains the saving pattern of the sanitary workers.

TABLE 3.3
PATTERN OF SAVINGS

SAVING HABIT	SAVINGS SYSTEM	NO OF RESPONDENTS	PERCENTAGE
Yes	Bank	23	48
	Post office	19	40
	Chit fund	3	6
	In home itself	3	6
	TOTAL	48	100

Source: Primary data

INFERENCE:

The above Table 3.3 clearly depicts that Out of 112 respondents 48 respondents are saved their income. In that 48 percent of the sanitary workers are saved in Bank. 40 percent of sanitary workers have saved money in the post office, 6 percent of sanitary workers have saving habits within their home, and remaining 6 percent of sanitary workers have saved money in the chit fund.

Majority of sanitary workers i.e., 48 percent of sanitary workers prefer their mode of savings through Bank account.

3.4 Amount of Income Saved

The sanitary workers who have a habit of savings in their day to day life. The following table shows the range of savings of the sanitary workers.

TABLE 3.4
AMOUNT OF INCOME SAVED

SAVINGS (Rs)	NO OF RESPONDENTS	PERCENTAGE
Below 1000	28	25
1000-3000	55	50
3000-5000	15	13
Above 5000	14	12
TOTAL	112	100

Source: Primary data

INFERENCE:

From the above Table 3.4 it is inferred that 50 percent of sanitary workers save upto Rs.1000-3000, 25 percent of sanitary workers save below Rs.1000, 13 percent of sanitary workers save upto Rs. 3000 to 5000, and 12 percent of sanitary workers save above Rs.5000 p.m.

Majority of sanitary workers i.e., 50 percent of sanitary workers save upto Rs. 1000 to 3000.

3.5 Expenditure towards Hospital

The following table reveals the amount of money the sanitary workers spend for their health per month. i.e., hospital and medicines.

TABLE 3.5
EXPENDITURE TOWARDS HOSPITAL

HOSPITAL AND MEDICINES	NO OF RESPONDENTS	PERCENTAGE
Below 500	29	25
500-1000	22	20
1000-1500	34	31
Above 2000	27	24
TOTAL	112	100

Source: Primary data

INFERENCE:

The above **Table 3.5** clearly inferred that majority 31 percent of the sanitary workers spending Rs.1000-1500 p.m for hospital and medicines , 25 percent of the sanitary workers spending Rs.500-1000 p.m, 24 percent of the sanitary workers spending above Rs.2000 p.m and remaining 20 percent of the sanitary workers spending Rs.500-1000 p.m for hospital and medicine.

Hence, majority of the sanitary workers i.e.,31 percent of the sanitary workers spending Rs.1000-1500 p.m for hospital and medicines.

3.6 Expenditure towards Daily Needs

Monthly expenditure includes recurring living expenses, such as rent, mortgage, utilities, groceries, clothes, and daily needs. This table reveals the sanitary worker's average amount of expenditure spent on their daily needs.

TABLE 3.6
EXPENDITURE TOWARDS DAILY NEEDS

DAILY NEEDS (Rs)	NO OF RESPONDENTS	PERCENTAGE
Below 100	67	60
100-200	33	30
200-300	7	6
300-500	5	4
TOTAL	112	100

Source: Primary data

INFERENCE:

Above Table 3.6 indicates that, 60 percent of the sanitary workers spent below Rs.100 to meet their daily needs, 30 percent of the sanitary workers spent between Rs. 100 to Rs.200, 6 percent of the sanitary workers spent between Rs.200 to Rs.300, and remaining 4 percent of sanitary workers spent between Rs. 300 to Rs.500.

Hence, majority of the sanitary workers i.e., 60 percent of the sanitary workers spent below 100 to meet their daily needs.

3.7 Interest in Work

Getting to know in the carrier interest means that finding out to do work with dignity on regular basis. The succeeding table helps to know the level of interest and satisfaction of work of the sanitary workers.

TABLE 3.7
INTEREST IN WORK

INTEREST IN WORK	NO OF RESPONDENTS	PERCENTAGE
Yes	91	81
No	21	19
TOTAL	112	100

Source: Primary data

INFERENCE:

Out of 112 respondents Table 3.7 it shows that, 81 percent of the sanitary workers are working with interest and remaining 19 percent of the sanitary workers are not working with interest.

Hence, majority of sanitary workers i.e., 81 percent of sanitary workers work with interest and they are satisfied with their job.

3.8 Attitude towards Sanitary Workers

Individuals attitude about the sanitary workers job impact their stress and willingness towards their work. The succeeding table clearly shows the attitude of environment towards sanitary workers.

TABLE 3.8
ATTITUDE TOWARDS SANITARY WORKERS

OTHERS TREATED YOU	NO OF RESPONDENTS	PERCENTAGE
Good	40	36
Bad	12	11
Very bad	35	31
Better	25	22
TOTAL	112	100

Source: Primary data

INFERENCE:

From the above Table 3.8 it is clear that out of the 112 sanitary workers 36 percent of the sanitary workers says that they are being treated in good manner, 31 percent of the sanitary workers says that they are being treated very badly, 22 percent of the sanitary workers says that they are being treated in a better way, and remaining 11 percent of the sanitary workers feels that they are being treated badly.

The study reveals that 36 percent of the sanitary workers says that they are being treated in good manner.

3.9 Reason for Leave

There are list of reasons for taking casual leave. Genuine emergency reasons can be considered for reason. The following table shows the reasons and difficulty in taking leave of the sanitary workers.

TABLE 3.9
REASON FOR LEAVE

TYPE OF LEAVE	DIFFICULTY	NO OF RESPONDENTS	PERCENTAGE
Sick Leave	Yes	33	89
	No	4	11
	TOTAL	37	100
Maternity Leave	Yes	12	80
	No	3	20
	TOTAL	15	100
Festival Leave	Yes	21	72
	No	8	28
	TOTAL	29	100
Family Function Leave	Yes	28	90
	No	3	10
	TOTAL	31	100

Source: Primary data

INFERENCE:

TABLE 3.9 highlights that out of 112 sanitary workers. In that 37 percent of the sanitary workers who often take sick leave, it inferred that 89 percent of them are having difficulties in taking leave and 11 percent are not facing any difficulties. Hence, majority of the workers i.e.. 89 percent of them are having difficulties in taking leave.

In that 15 percent of the sanitary workers who take maternity leave, it is inferred that 80 percent of them are having difficulties in taking leave and remaining 20 percent are not facing any difficulties. Hence, majority of the workers i.e.. 80 percent of them are having difficulties in taking leave.

In the above table 29 percent of the sanitary workers who take festival leave, it is inferred that 72 percent of them are having difficulties in taking leave and 28 percent are not facing any difficulties. Hence, majority of the workers i.e.. 72 percent of them are having difficulties in taking leave.

In that 31 percent of the sanitary workers who take family function leave, it is inferred that 90 percent of them are having difficulties in taking leave and remaining 10 percent are not facing any difficulties. Hence, majority of the workers i.e.. 90 percent of them are having difficulties in taking leave.

3.10 Difficulties in Work:

The sanitary workers had various difficulties in their work, like fear of infection, Separation of bio degradable waste and non-bio degradable waste, work over load, and fear about family etc...The analysis shows the difficulties of the sanitary workers during their work.

TABLE 3.10
DIFFICULTIES IN WORK

DIFFICULTIES FACED WHILE WORKING	NO OF RESPONDENTS	PERCENTAGE
Fear of infection	42	38
Separation of bio degradable waste and non-bio degradable waste	33	30
Over work load	7	6
Fear about family	30	26
TOTAL	112	100

Source: Primary data

INFERENCE:

The above **Table 3.10** portrays that out of 112 sanitary workers, 38 percent of the sanitary workers are having a fear of infection (covid 19), 30 percent of the sanitary workers are having a difficulties in separation of biodegradable waste and non- biodegradable waste, 26 percent of the sanitary workers are fear about family, and remaining 6 percent of the sanitary workers are over work load.

Majority of the sanitary workers i.e.. 38 percent of the sanitary workers are having a fear of infection (covid19).

3.11 Occupational Diseases among the Workers

Sanitary workers are facing many occupational diseases in their work. Out of 112 workers, 88% of them are affected by occupational diseases. Below table reveals the various diseases such as problems in skin, kidney, eye sight, head ache

TABLE 3.11
OCCUPATIONAL DISEASES

OCCUPATIONAL DISEASES	TYPE OF DISEASES	NO OF RESPONDENTS	PERCENTAGE
Yes	Skin problems	60	61
	Kidney problems	20	21
	Eye sight problems	5	5
	Head ache	13	13
	TOTAL	98	100

Source: Primary data

INFERENCE:

From the **Table 3.11** it is found that 61 percent of the sample sanitary workers are affected with Skin problems, 21 percent of the sanitary workers are affected with Kidney problems, 5 percent of the sanitary workers are affected with Eye sight problems, and remaining 13 percent of the sanitary workers are affected with Head ache.

It is observed from the analysis that the mostly 61 percent of the sanitary workers are affected by skin problems.

3.12 Symptoms for Stress

Work stress is a feeling emotional or physical tension that occur when the requirement of the job. It may lead to poor health and even injury. The commonly sign of stress is lack of sleep, over eating, high/low blood pressure, vomiting sensation. The succeeding table shows the symptoms of respondents stress.

TABLE 3.12
SYMPTOMS OF STRESS

SYMPTOMS OF STRESS	NO OF RESPONDENTS	PERCENTAGE
Lack of sleep	52	47
Over eating	7	6
High/Low blood pressure	36	32
Vomiting sensation	17	15
TOTAL	112	100

Source: Primary data

INFERENCE:

The above **Table 3.12** portrays that 47 percent of the sanitary workers are having stress in Lack of sleep, 32 percent of the sanitary workers are having stress in High or Low Blood Pressure, 15 percent of the sanitary workers are having stress in Vomiting sensation, and remaining 6 percent of the sanitary workers are having stress in over eating.

It is observed from the analysis that mostly 47 percent of the sanitary workers are having stress due to Lack of sleep.

3.13 Reason for Debts

Financial burdens are the major stress factor for sanitary workers. All the sample sanitary workers are in debt. The following table shows the reason for their debts. The sanitary workers are borrowing money for various reasons such as education, medicine, daily needs, children marriage, due to unemployment.

TABLE 3.13
REASON FOR DEBTS

DEBT	REASONS	NO OF RESPONDENTS	PERCENTAGE
Yes	Education	29	26
	Medicine	51	46
	Daily needs	15	13
	Children marriage	10	9
	Drinking Habits	7	6
	TOTAL	112	100

Source: Primary data

INFERENCE:

Table 3.13 highlights that 46 percent of the sanitary workers are getting a debt for Medicines, 26 percent of the workers are getting a debt for Education, 13 percent of the workers are borrowed to meet their daily needs, 9 percent of the workers are borrowed for their children marriage, and remaining 6 percent of the workers are getting a debt for due to drinking habits.

Hence, majority of the sanitary workers i.e.46 percent of the sanitary workers are getting a debt for Medicines.

3.14 Debt Owned

From this analysis, the researcher came to know that most of the sanitary workers and their monthly payment of debts. The following table highlights amount of debts owned by sanitary workers and their monthly contribution towards it.

TABLE 3.14
DEBT OWNED

DEBT OWNED	PAYMENT OF DEBT PER MONTH	NO OF RESPONDENTS	PERCENTAGE
Below 5000	500-1000	23	21
	1000-3000	15	13
	3000-5000	17	15
	Above 5000	2	2
5000-10000	500-1000	0	0
	1000-3000	18	16
	3000-5000	5	4
	Above 5000	15	13
10000-20000	500-1000	1	1
	1000-3000	4	4
	3000-5000	7	6
	Above 5000	2	2
Above 20000	500-1000	0	0
	1000-3000	0	0
	3000-5000	0	0
	Above 5000	3	3
	TOTAL	112	100

Source: Primary data

INFERENCE:

Table 3.14 shows, the sanitary worker's debt and their payment towards their debt per month. Out of 112 respondents, 51 percent of them are having debt below 5000. In that 21 percent of them is paying Rs.500 to 1000 p.m for their debt and 15 percent of the sanitary workers is paying Rs.3000 to 5000, 13 percent of them paying between Rs.1000 to 3000 p.m for their debt, and remaining 2 percent of the workers is paying above 5000 p.m. It shows that majority of the sanitary workers i.e...21 percent of them is paying Rs.500 to 1000 p.m for their debt.

In the above table, out of 112 respondents 34 percent of them are having debt between Rs.5000 to 10000. In that 16 percent of them is paying Rs.1000 to 3000 p.m for their debt and 13 percent of the sanitary workers is paying above 5000 and remaining 4 percent of the workers is paying Rs.3000 to 5000 p.m. It is clear that majority of the sanitary workers i.e.. 16 percent of them is paying Rs.1000 to 3000 p.m for their debt.

In the above table, out of 112 respondents 13 percent of them are having debt between Rs.10000 to 20000. In that 6 percent of them is paying Rs.3000 to 5000 p.m for their debt and 4 percent of the sanitary workers is paying Rs.1000 to 3000, 2 percent of them paying between above Rs. 5000 p.m for their debt, and remaining 1 percent of the workers is paying Rs.500 to 1000 p.m. It depicts that the majority of the sanitary workers i.e.. 6 percent of them is paying Rs.3000 to 5000 p.m for their debt.

In the above table, out of 112 respondents 3 percent of them are having debt above Rs.5000. In that 3 percent of them is paying above Rs.5000 p.m. It is evident that majority of the workers i.e.. 3 percent of them is paying above Rs.5000 p.m.

3.15 Financial Assistance

Financial assistance is one type of monetary help from persons, organizations and government. Financial aid helps the sanitary workers to face the money matters in hard times. The following table shows the financial assistance of the sanitary workers.

TABLE 3.15
FINANCIAL ASSISTANCE

FINANCIAL DIFFICULTIES	NO OF RESPONDENTS	PERCENTAGE
Use my own savings	3	3
Borrow from neighbors and friends	48	43
Borrow from money lenders and financial institutions	43	38
Apply loan from government	18	16
TOTAL	112	100

Source: Primary data

INFERENCE:

From the above Table 3.15 it is clear that out of the sanitary workers taken for study, 43 percent of the sanitary workers borrow from neighbors and friends, 38 percent of the sanitary workers borrow from money lenders and financial institutions, 16 percent of the sanitary workers have tackled their financial difficulty by Applying loan from government, and remaining 3 percent of the sanitary workers have tackled their financial difficulty by using their own savings.

It is observed from the analysis that the mostly 43 percent of the sanitary workers solve their financial difficulty by borrowing from neighbors and friends.

3.16 Prevention of Covid Infections

The sanitary workers had prevent themselves from covid 19 through mask, gloves, sanitizer and social distance. The succeeding table shows percent of factors from what they are prevent themself.

TABLE 3.16
PREVENTION OF COVID INFECTIONS

FACTORS TO PREVENT	NO OF RESPONDENTS	PERCENTAGE
Use hand wash and sanitizers	52	47
Using mask and hand gloves	31	28
Maintaining social distancing	26	23
In taking Tamil medicines	3	2
TOTAL	112	100

Source: Primary data

INFERENCE:

It is derived from the **Table 3.16** out of 112 sanitary workers. 47 percent of the sanitary workers using hand wash and sanitizers, 28 percent of the sanitary workers using mask and hand gloves, 23 percent of the sanitary workers maintaining social distance, and remaining 2 percent of the sanitary workers are caring themselves by taking Tamil medicines.

The survey reveals that the . 47 percent of the sanitary workers using hand wash and sanitizers.

3.17 Covid Test

Due to this pandemic situation, sanitary workers are taking covid test regularly. Below succeeding table shows about their experience, result and intake of vaccine.

TABLE 3.17
COVID TEST

SL.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
3.17.1	UNDERGONE COVID19 TEST		
	Yes	95	85
	No	17	15
	TOTAL	112	100
3.17.2	RESULT		
	Positive	11	12
	Negative	84	88
	TOTAL	95	100
3.17.3	INJECTED VACCINE		
	Yes	73	65
	No	39	35
	TOTAL	112	100

Source: primary data

INFERENCE:

Table 3.17.1 highlights that out of 112 sanitary workers 85 percent of the sanitary workers are tested for covid test and remaining 15 percent of the sanitary workers are not tested covid test. Hence, majority of the sanitary workers i.e. 85 percent of the sanitary workers are tested for covid test.

Table 3.17.2 shows that 12 percent result of the sanitary workers got positive in covid19 test and remaining 88 percent of the sanitary workers got negative. Hence, majority of the sanitary workers i.e. 88 percent of the sanitary workers got negative.

Table 3.17.3 it is clearly understand that only 65 percent of the sanitary workers are injected vaccine and remaining 35 percent of the sanitary workers are not injected vaccine. Hence, majority of the sanitary workers i.e. 65 percent of the sanitary workers are injected vaccine.

3.18 Mental Health in Quarantine

Quarantine is a restriction on the movement of people which intended to prevent the spread of disease. While in isolation, they are handling some mental stress. The succeeding table shows the mental health of the sanitary workers during covid 19.

TABLE 3.18
MENTAL HEALTH IN QUARANTINE

MENTAL HEALTH IN QUARANTINE	NO OF RESPONDENTS	PERCENTAGE
Depression	41	37
Nervousness	32	28
Emotionally sick	22	20
Impatient	17	15
TOTAL	112	100

Source: Primary data

INFERENCE:

The above **Table 3.18** illustrates that 37 percent of the sanitary workers having depressed, 28 percent of the sanitary workers having nervousness, 20 percent of the sanitary workers having emotionally sick, 15 percent of the sanitary workers having impatient.

It is observed from the analysis that the mostly 37 percent of the sanitary workers are depressed.

3.19 Financial Assistance in covid 19 from Government.

In the following table, the sanitary workers reveal their financial assistance during covid 19.

TABLE 3.19
FINANCIAL ASSISTANCE IN COVID 19 FROM GOVERNMENT

RECEIVE WELFARE AND COMPENSATION FACILITIES	NO OF RESPONDENTS	PERCENTAG E
Resident welfare association	72	64
Ministry of corporate affairs	40	36
TOTAL	112	100

Source: Primary data

INFERENCE:

The above **Table 3.19** shows that 64 percent of the sanitary workers have received financial assistance from Resident Welfare Association and remaining 36 percent of the sanitary workers have received from ministry of corporate affairs.

The survey reveals that 64 percent of the sanitary workers are received financial assistance from Resident Welfare Association.

3.20 Satisfaction Level of Income

Sanitary workers perform a valuable source as to their community by collecting garbage and transporting it to a proper waste disposal areas, such as dumps or land fills. So they should give satisfied pay. The following table shows the satisfaction level of income.

TABLE 3.20
SATISFACTION LEVEL OF INCOME

PARTICULARS	HS	S	N	DS	HDS	TOTAL	MEAN SCORE	RANK
Salary	200	128	81	14	6	429	3.83	I
Daily wages	110	156	93	24	8	391	3.49	III
Medical benefit	185	92	126	18	1	422	3.76	II
Bonus	85	100	114	46	9	354	3.16	V
Dearness Allowance	140	76	63	66	11	356	3.17	IV

Source: Primary data

For finding the satisfaction level of salary based on its factor LIKERTS FIVE POINT SCALE was used for computing total score certain weight have based on various degree of opinion

HIGHLY SATISFIED – 5; SATISFIED – 4; NEUTRAL – 3; DIS SATISFIED – 2;
HIGHLY DIS SATISFIED – 1

INFERENCE:

Table 3.20 inferred that the sanitary workers are satisfied with salary and it ranked first, medical benefits as second rank, daily wages as third rank, dearness allowance as fourth rank and bonus as fifth rank. Satisfaction level of income is the most inferential factors towards expenses and savings.

3.21 Opinion about Occupation

* Satisfaction opinion about occupation is the most inferential factors towards various element in sanitary work. The sanitary worker shows the satisfaction opinion about their occupation.

TABLE 3.21

RATING THE SATISFACTION OPINION ABOUT OCCUPATION

S.NO	OPINION	H S	S	N	D A	SDA	TOTAL	MS	RANK
1	Working Condition	115	68	111	40	7	381	3.4	X
2	Training Programs Conducted	190	108	48	46	8	400	3.57	III
3	Interaction with Supervisors	110	136	111	32	3	392	3.5	IX
4	Government facilities provided	155	60	117	44	5	381	3.4	X
5	Relationship with coworkers	210	104	99	16	3	432	3.85	I
6	Outlook in Society	140	36	81	78	9	344	3.07	VIII
7	Canteen Facilities	215	72	102	24	5	418	3.73	II

8	Gender Discrimination	185	72	36	50	20	363	3.24	VII
9	Differentiation in Wage Payment	140	88	117	16	15	376	3.35	VI
10	Sexual Harassment Problems	60	64	72	34	43	273	2.43	V
11	Maternity Leave	205	76	69	36	9	395	3.52	IV

Source: Primary data

INFERENCE:

The above **Table 3.21** inferred that the sanitary workers are satisfied with relationship with coworkers and it ranked first, Canteen Facilities as second rank, Training Programs Conducted as third rank, Maternity Leave as fourth rank, Sexual Harassment Problems as fifth rank, and Differentiation in Wage Payment as sixth rank, Gender Discrimination as seventh rank, Outlook in Society as eighth rank, Interaction with Supervisors as ninth rank, Working Conditions and Government facilities provided as tenth rank.

3.22 Financial Difficulties of Sanitary Workers

Financial difficulties of sanitary worker is the most inferential factors towards expenses. The sanitary worker face following financial difficulties in the day to day life.

TABLE 3.22

RATING THE FINANCIAL DIFFICULTIES OF SANITARY WORKERS

ARTICULARS	AFFOR DABLE	MANA GABLE	NEUTRAL	VERY DIFFICULTY	NOT POSSIBLE AT ALL	TOTAL	MEAN SCORE	RANK
to meet the daily needs	160	112	138	12	0	422	3.76	I
to meet the family expenses	105	36	81	84	13	319	2.84	III
to meet the medical expenses	155	28	57	106	2	348	3.10	II
Education	10	108	51	86	23	278	2.48	IV

Source: Primary data

INFERENCE:

Table 3.22 it inferred that that the financial difficulties to meet day to day life of sanitary workers is ranking first, expenses for medicine as ranked second, family expenses as ranked third, and children's education as ranked fourth.

3.23 Monthly Average Expenses

The succeeding table shows the monthly average expenses on various factors which they spend for their daily and basic needs. Such as expenses for hospital/medicines, food and expenses, entertainment, house rent, education, and for occasional festivals.

TABLE 3.23
RANKING THE MONTHLY AVERAGE EXPENSES

FACTORS	% OF SCORE	RANK
House Rent	57	III
Food	60	II
Hospital medicine	61	I
Entertainment	50	IV
Education	42	V
Festival	29	VI

Source: primary data

INFERENCE:

From **Table 3.23** shows the monthly average expenses. Here the sanitary workers are spending more in their medicine as ranked first, food as ranked second, house rent as ranked third, entertainment as ranked fourth, education as ranked fifth and festival as ranked sixth.

3.24 Character of Sanitary Workers

Willingness to perform routine manual work, ability to lift heavy weights, a willingness to work under all weather conditions, physical endurance are the main features to work of a sanitary workers. In this the sanitary workers should do with passion. The following table shows that rank the character of sanitary workers.

TABLE 3.24

CHARACTER OF SANITARY WORKERS

FACTORS	% OF SCORE	RANK
Dignity to work	34	V
Interest to work	60	I
To gain salary	47	IV
To keep our surroundings clean and neat	58	II
To ensure the safety of society	49	III

Source: Primary data

INFERENCE:

Table 3.24 clearly indicates the character of sanitary workers. It is found that most of them are having interest to work as it ranked first, dignity to work as second rank, to gain salary as third rank, to keep our surroundings clean and neat as fourth rank and to ensure the safety of society as fifth rank.

3.25 Types of Stress

Stress are normally triggered by things happening in life which involve lots of pressure, worries and burdens. The following table shows the impact of stress.

TABLE 3.25
TYPES OF STRESS

FACTORS	% OF SCORE	RANK
Financial stress	66	I
Work stress	53	III
Women Harassment stress	58	II
Family stress	44	IV
Personal stress	44	IV
Caste stress	33	V

Source: Primary data

INFERENCE:

Table 3.25 it is clearly shows the types of stress. It is found that, most of them are facing financial stress, and it is ranked first, Women harassment stress as second rank, work stress as third rank, family stress and personal stress as fourth rank and caste stress as fifth rank.

3.26 RESPONDENTS SATISFACTION LEVEL BASED ON MONTHLY INCOME

Calculated there is any relationship between monthly income and their satisfaction level of job.

Alternative hypothesis (H_1):

There is a significant relationship between monthly income and their satisfaction level of job.

Table of Observed Value

Income/Level of Satisfaction	High	Medium	Low	Total
Below Rs.3000	12	0	0	12
Rs.3000-5000	32	0	0	32
Rs.5000-10000	30	0	0	30
Above Rs.10000	31	7	0	38
TOTAL	105	7	0	112

Total of Expected Value

Rows & Columns	Observed Frequency	Expected Frequency	(O-E)	(O-E) ²	(O-E) ² /E
R1C1	12	11.25	0.75	0.56	0.049
R2C1	32	30	2	4	0.133
R3C1	30	28.12	1.88	3.53	0.125
R4C1	31	35.62	-4.62	21.34	0.599

R1C2	0	0.75	-0.75	0.56	0.746
R2C2	0	2	-2	4	2
R3C2	0	1.87	-1.87	3.49	1.866
R4C2	7	2.37	4.63	21.43	9.042
R1C3	0	0	0	0	0
R2C3	0	0	0	0	0
R3C3	0	0	0	0	0
R4C3	0	0	0	0	0
					$\chi^2=14.56$

$$\chi^2=14.56$$

$$\text{Degrees of Freedom} = (r-1)(c-1)$$

$$= (4-1)(3-1)$$

$$= 3 \times 2$$

$$= 6$$

Where, r= number of rows

C= number of columns

Table Value = 12.59

INFERENCE:

At 5 % level of significance the table value for 6 degree of freedom is 12.59. The calculated value of χ^2 is 14.56 and is more than table value. Therefore the alternative hypothesis (H_1) is accepted. Thus concluded that there is a significant relationship between income and their job.

3.27 RESPONDENTS GENDER BASED ON DIFFERENTIAL IN WAGE PAYMENT

Calculated there is any relationship between gender and their differential in wage payment.

Null hypothesis (H₀):

There is no significant relationship between gender and their differential in wage payment.

Table of Observed Value

Gender/Differential in wage payment	High	Medium	Low	Total
Male	27	16	7	50
Female	44	15	3	62
TOTAL	71	31	10	112

Total of Expected Value

Rows & Columns	Observed Frequency	Expected Frequency	(O-E)	(O-E) ²	(O-E) ² /E
R1C1	27	31.69	-4.69	21.99	0.693
R2C1	44	39.3	4.7	22.09	0.562
R1C2	16	13.83	2.17	4.7	0.339
R2C2	15	17.16	-2.16	4.66	0.271
R1C3	7	4.46	2.54	6.45	1.446
R2C3	3	5.53	-2.53	6.4	1.157
					X²=4.468

$$X^2=4.468$$

$$\text{Degrees of Freedom} = (r-1) (c-1)$$

$$= (2-1) (3-1)$$

$$= 1 \times 2$$

$$= 2$$

Where, r= number of rows

C= number of columns

$$\text{Table Value} = 5.99$$

INFERENCE:

At 5 % level of significance the table value for 2 degree of freedom is 5.99. The calculated value of X^2 is 4.46 and is less than the table value. Therefore the null hypothesis (H_0) is accepted. Thus concluded that there is no significant relationship between gender based on the differential in wage payment.

Conclusion:

Due to the transition in the role performance of sanitary workers they face many adjustment problems when they play a dual role at their working places as well as their homes. Half of the respondents are in the age group of 40 -50 years, majority of the respondents are illiterate and more than two third of the respondents are married. All the respondents are reported that they are not associated with any trade union, majority of the respondents reported that they don't have a knowledge about schemes of sanitary workers and they don't about sanitary workers policy.

CHAPTER - IV



SUMMARY OF FINDINGS, SUGGESTIONS & CONCLUSION

CHAPTER-IV

FINDINGS, SUGGESTIONS AND CONCLUSION

4 INTRODUCTION:

The following are the findings on the work stress of sanitary workers during covid19.

This chapter discusses the major findings of the study. These findings have become possible on the basis of formal discussion as well as interview with the 112 respondents.

4.1 FINDINGS:

- ❖ It shows that 50 percent of the sanitary workers are sweepers.
- ❖ It is clear that 31 percent of the sanitary workers are the age between 40-50 years.
- ❖ It depicts that 55 percent of the sanitary workers are male.
- ❖ It is evident that 47 percent of the sanitary workers are illiterate.
- ❖ It shows that 93 percent of the sanitary workers are married.
- ❖ It depicts that 33 percent have a monthly income above Rs.10000.
- ❖ It is clear that 48 percent of sanitary workers prefer their mode of savings through Bank account.
- ❖ Majority of sanitary workers i.e., 50 percent of sanitary workers save upto Rs. 1000 to 3000.
- ❖ It shows that 31 percent of the sanitary workers spend for hospital and medicines Rs.1500.
- ❖ The survey reveals that the 60 percent of the sanitary workers spent on daily needs for below Rs.100.
- ❖ We come to know that majority of the sanitary workers i.e., 81 percent of sanitary workers work with interest and they are satisfied with their job.
- ❖ The study reveals that 36 percent of the sanitary workers says that they are treated good.
- ❖ It shows that 89 percent of them are having difficulties in taking leave.
- ❖ It is clear that 80 percent of them are having difficulties in taking leave.

- ❖ The study reveals that 72 percent of them are having difficulties in taking leave.
- ❖ It is evident that 90 percent of them are having difficulties in taking leave.
- ❖ Majority of the sanitary workers i.e., 38 percent of the sanitary workers are having a fear of infection (covid19).
- ❖ It is observed from the analysis that the mostly 61 percent of the sanitary workers are affected by skin problems.
- ❖ It is observed from the analysis that the mostly 47 percent of the sanitary workers are having stress due to Lack of sleep.
- ❖ Majority of the sanitary workers i.e.46 percent of the sanitary workers are getting a debt for Medicines.
- ❖ It shows that 21percent of them is contributing Rs.500 to 1000 p.m for their debt.
- ❖ It is clear that 16 percent of them is contributing Rs.1000 to 3000 p.m for their debt.
- ❖ It depicts that 6 percent of them is contributing Rs.3000 to 5000 p.m for their debt.
- ❖ It is evident that 3 percent of them is contributing above Rs.5000 p.m.
- ❖ It is observed from the analysis that the mostly 43 percent of the sanitary workers by borrowing from neighbors and friends.
- ❖ The survey reveals that the 47 percent of the sanitary workers using hand wash and sanitizers.
- ❖ 85 percent of the sanitary workers are tested for covid test.
- ❖ Out of 95 sanitary workers, who are tested i.e., 88 percent of them got negative.
- ❖ It is evident that the majority of the sanitary workers i.e. 65 percent of the sanitary workers are injected vaccine.
- ❖ It is observed from the analysis that the mostly 37 percent of the sanitary workers are depressed.
- ❖ The survey reveals that 64 percent of the sanitary workers are received financial assistance from Resident Welfare Association.

4.2 SUGGESTIONS:

The following suggestions are made on the basis of the analysis and information gathered from the respondents.

1. Though many welfare measures and schemes have been announced by the Governments, there is complete lack of implementation of them, due to absolute bureaucratic apathy. Thus, all the welfare programmes and measures need to be fully and strictly implemented in every state;
2. The orders given by the Supreme Court regarding the banning of manual scavenging and cleaning of closed sewers should be abide by all the Governments and Municipalities with utmost care;
3. Use of more machines and equipments should be encouraged in the activities carried out by the sanitary workers and proper replacement for their work need to be implemented. This will help to avoid the workers to enter the sewers and indulge in manual scavenging, risking their lives;
4. Governments should also come forward to provide comprehensive health insurance policy, with cashless treatment not only to the sanitary workers, but also for their dependents;
5. There need to be proper first aid facility in all the municipalities for the benefit of the sanitary workers;
6. There is an urgent need to improve the educational opportunities for the children of the sanitary workers, since they are not able the benefit from the existing system of education. This will provide them enormous confidence to seek employment elsewhere;
7. Proper vocational training can be given to the sanitary workers in activities like electrical wiring, carpentry, plumbing and others, which will help them in diversifying towards other occupations;
8. The support and assistance of non-governmental organisations can be roped in to spread the culture of Self Help Groups among the male and female sanitary workers, since it can provide them greater exposure towards other activities;
9. Proactive steps should be taken by the Government and the NGOs in educating the people who are engaged in this occupation about the availability

of welfare programmes and measures and efforts should also be taken to make them utilise these schemes;

10. There should be a concerted effort to enumerate the number of individuals and households that are engaged in this occupation, since there is complete absence of official data. This will help initiate necessary measures in those areas, where they reside actually.
11. Duty schedule for sanitary workers should be generated in the manner that is neither too rigid nor rigid. Their opinion in related to 'off', 'shift' and 'leave' should be sought earlier in order to make them comfort, feel valued and participated. Too long day or night shift should be avoided.
12. Working hours and shift system should be regulated. The duty hour should be minimized into 8 hours instead of 12 hours and shift system should be changed into 3 shifts instead of 2 shift system.
13. Over time duty should be avoided as it affects the physical and mental life. If the sanitary workers are supposed to assign over time duty they should be provided adequate compensation for them.

4.3 CONCLUSION:

The objectives of the study are to identify the stressors and its impact on individual life and family and social life of the sanitary workers working in single speciality and multi speciality hospitals. To achieve these objectives a sample of 112 sanitary workers have been sampled. This study examined the work stress of the municipal workers who are employed in the municipalities of Thoothukudi, Tamil Nadu. This study brings out the problems faced by the sanitary workers and the difficulties faced by them in a holistic manner. The study has analysed the impact of stress on individual life especially at work place, health, family, financial and social life of the sanitary workers by means of ranking and rating the reactions of the respondents when experiencing the stress. While the living and working conditions of a sanitary worker in general are quite poor. They are given only consolidated wage, which is quite low and are not given any allowances or sufficient holidays. Provision of safety gears is also very inadequate, which puts their life under severe risk. Lack of proper drainage facility also makes their health condition quite vulnerable, as they have to live in the surroundings of mosquitoes and others.

The poor working and living conditions result in quite a lot of ailments. However, they are not aware about the fact that their ailments like eye problem, skin problem, malaria, cholera, typhoid, respiratory difficulties and others are much to do with their occupation. Lack of proper medical facility and absence of health insurance cover exacerbates their health condition and also force them to spend more on their healthcare. Low income with the absence of any allowances and higher medical expenditure, leads to huge amount of poverty in the sample households, which also leads to stress.

With the novel corona virus disease (COVID 19) pandemic showing no signs of abating, sanitary workers and manual scavengers are at an increased risk of exposure. India is home to 5 million of sanitary workers who clean garbage sewers and public toilets. They come to direct contact with human waste and toxic gases and are often at risk of chronic diseases. From cleaning streets to lift in dumping garbage, empty septic tank handling bio hazards, sanitation workers have been performing duties without adequate safety kits, including sanitizers and mask. They should follow standard safety precautions and hygiene practices when handling or working in the area. Additional COVID -19 related precautions are necessary only to prevent person to person transmission between workers in the work place including physical distancing and frequent hand hygiene.

The suggestions given in the study by the researcher will be significantly helpful for more improvement in reducing the stress of sanitary workers to aware about stress management techniques and manage stress at the work place and individual and family level.

ANNEXURE



BIBLIOGRAPHY



BIBLIOGRAPHY

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QUESTIONNAIRE



**AN ANALYTICAL STUDY ON WORK STRESS OF SANITARY WORKERS
DURING COVID19**

QUESTIONNAIRE

PERSONAL INFORMATION:

1. Name:
2. Age:
a) 18-30 b) 30-40 c) 40-50 d) above 50
3. Gender:
a) Male b) Female
4. Educational Qualification:
a) Illiterate b) under Matriculation c) Higher Secondary
5. Level of Language Knowledge:
a) Only can read b) can read and write
5. Marital status:
a) Married b) Unmarried
6. Type of family:
a) Nuclear b) Joint
7. No of members:
a) 2 b) 3-4 c) 5-7 d) above 7
8. Monthly Income (including all sources):
a) Below 3000 b) Rs.3000-5000 c) Rs.5000-10000 d) Above Rs.10000
9. Are you satisfied with the income?
a) Yes b) No
10. Do you have saving habit?
a) Yes b) No
If yes where do you save your money?
a) Bank b) Post office c) Chit fund d) In home itself

11. What percentage of your income is contributed towards your savings?

- a) Below 1000 b) 1000-3000 c) 3000-5000 d) Above 5000

12. Rate the satisfaction level of salary you earned during this covid 19 situation (✓)

Particulars	Highly Satisfied	Satisfied	Neutral	Dis satisfied	Highly Dis Satisfied
Salary					
Daily wages					
Medical benefit					
Bonus					
Dearness allowance					

13. What is the maximum amount of money you spend for your health to the hospital and medicines per month?

- a) Below 500 b) 500-1000 c) 1000-1500 d) above 2000

14. What is the average amount of money you spent on your daily needs (per day)?

- a) Below 100 b) 100-200 c) 200-300 d) 300-500

15. Do you avail any welfare schemes?

- a) Yes b) No

If yes, what are the benefits you received?

- a) Old age pension b) Educational loan c) General insurance d) Home loan

16. What is the nature of your jobs?

- a) Sweepers b) Drainage Cleaners c) Garbage Cleaners d) if others, mention _____

17. Do government conduct any safety training program for sanitary workers?

- a) Yes b) No

If yes, what is the frequency of conducting safety training program?

- a) Weekly once b) Monthly once c) Annually d) No program are conducted

18. Rank the monthly average expenses (Highest to Lowest)

House Rent

Food

Hospital medicine

Entertainment

Education

Festival

19. Are you doing your work with more interest and satisfaction?

a) Yes b) No

20. How do others treated you?

a) Good b) Bad c) Very Bad d) Better

21. Rank the nature of Sanitary Workers

Dignity to work

Interest to work

To gain salary

To keep our surroundings Clean and neat

To ensure the safety of society

22. What is your satisfactory opinion about your occupation?(☑)

Opinion	Highly Satisfied	Satisfied	Neutral	Disagree	Strongly Disagree
Working Condition					
Training programs Conducted					
Interaction with Supervisors					

Government Facilities provided					
Relationship with Co- workers					
outlook in society					
Canteen Facilities (Refreshment)					
Gender Discrimination					
Differentiation in wage payment					
Sexual Harassment problems					
Maternity Leave					

23. What type of leave you availed most?

a) Sick leave b) Maternity leave c) Festival leave d) Family function leave

24. Is there any difficulties in taking leave?

a) Yes b) No

if, yes mention _____

25. Do you avail any welfare schemes?

a) Yes b) No

If yes, what are the benefits you received?

a) Old age pension b) Educational loan c) General insurance d) Home loan

e) if other, mention _____

26. Do you have any stress in during your work?

a) Yes b) No

If yes, what type of stress do you have? (Rank)

Financial Stress

Work Stress

Women Harassment Stress

Family Stress

Personal Stress

Caste Stress

27. What are all the difficulties faced by you while working during covid 19?

- a) Fear of infection b) Separation of bio degradable waste & non- biodegradable waste
c) Work over load d) Fear about family

28. Have you experienced any occupational diseases?

- a) Yes b) No

If yes, what type of diseases did affect?

- a) Skin problems b) Kidney problems c) Eye sight problems d) Head ache

29. Do you have participated in any safety training program for sanitary workers?

- a) Yes b) No

If yes, what is the frequency of conducting safety training program?

- a) Weekly once b) Monthly once c) Annually d) No program are conducted

30. What are all the symptoms of stress in the life of sanitary workers?

- a) Lack of sleep b) Over eating c) High / Low Blood Pressure
d) Vomiting Sensation

31. Do you have debts?

- a) Yes b) No

32. For what reason you have borrowed money?

- a) Education b) Medicine c) Daily needs d) Children marriage e) Drinking habits

33. How much debt you owned from others?

- a) Below 5000 b) 5000-10000 c) 10000-20000 d) Above 20000

34. How do you manage in case of any financial difficulties?
 a) Use my own savings b) Borrow from neighbors and friends c) Borrow from money lenders and financial institutions d) Apply loan from government
35. What is your income to contribute towards your debts (per month)?
 a) 500 - 1000 b) 1000 - 3000 c) 3000 - 5000 d) Above 5000
36. Rate the financial difficulties in the day to day life of sanitary workers (☑)

PARTICULARS	AFFORDABLE	MANAGABLE	NEUTRAL	VERY DIFFICULTY	NOT POSSIBLE AT ALL
To meet the daily Needs					
To meet the family expenses					
To meet the medical expenses					
Education					

37. How do you prevent yourself from covid infections?
 a) Using Hand wash and Sanitizers b) Using Mask and Hand Gloves c) Maintaining Social Distancing d) In taking Tamil medicines
38. Are you satisfied with precautionary measures implemented by government for the safety and welfare of sanitary workers?
 a) Yes b) No
39. Have you received any benefit from Tamil Nadu Government?
 a) Yes b) No
40. Do government organize any awareness program for sanitary workers during covid period?
 a) Yes b) No
- If yes, what are the awareness programs conducted by the government for sanitary workers?
 a) Free covid test b) conducting eye camp c) blood camp d) others (Mention)

41. Have you undergone any COVID 19 test?

a) Yes b) No

If yes, what is the result of your covid test?

a) Positive b) Negative

42. What is your mental health while you are in quarantine?

a) Depression b) Nerves c) Emotionally sick d) Impatient

43. Have you injected vaccine?

a) Yes b) No

If yes, if there is any side effect mention it _____

44. From which organization do you receive welfare and compensation facilities during covid19?

a) Resident Welfare Association b) Ministry of corporate affairs

45. Give Suggestions

**A STUDY ON JOB SATISFACTION TOWARDS
ONLINE JOB**

Project report submitted to ST.MARY'S COLLEGE (Autonomous),
Thoothukudi Affiliated to Manonmaniam Sundaranar University,
Tirunelveli in partial fulfillment of the requirements for the award of the
degree of

MASTER OF COMMERCE

Submitted by
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(Reg. No.19APCO15)

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PG & RESEARCH DEPARTMENT OF COMMERCE
ST.MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI
Re-accredited with "A+" grade by NAAC
APRIL 2021

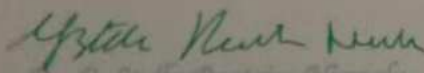
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CERTIFICATE

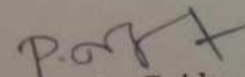
This is to certify that the project entitled "A STUDY ON JOB SATISFACTION TOWARDS ONLINE JOB" submitted by the candidate, Maria Grasy Dirana. K in partial fulfillment of the requirements for the degree of Master of Commerce to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, is a work done by her during the period of the study under my guidance and supervision.

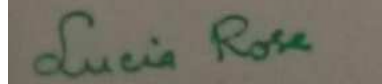
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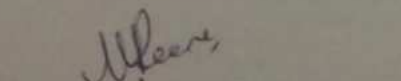
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DECLARATION

I hereby state the project entitled "A STUDY ON JOB SATISFACTION TOWARDS ONLINE JOB" is submitted to St.Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, in partial fulfillment of the requirements for the award of the degree of Master of Commerce is my unique work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

V. Maria Grasy Divara
Signature of the Candidate

Date: 6.4.2021

Counter Sign

P. S. T.
Faculty Guide

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

Maria Grasy Dirana. K

CONTENTS

CHAPTER	TITLE	PAGE NO.
	Certificate	i
	Declaration	ii
	Acknowledgement	iii
	List of Table	vi
	List of Chart	viii
I	Introduction and Design of the study	1-6
	1.1 Introduction	1
	1.2 Statement of the Problem	2
	1.3 Scope of the Study	2
	1.4 Objectives of the Study	2
	1.5 Research Design	3
	1.5.1 Period of Study	3
	1.5.2 Collection of Data	3
	1.5.3 Sampling Design	3
	1.5 .4 Framework Analysis	4
	1.5.5 Construction of Tools	5
	1.5.6 Limitations of the Study	5
	1.6 Chapter Scheme	5
II	Conceptual Framework and Review of Literature	7 – 39
III	Data Analysis and Interpretation	40 – 65

IV	Findings, Suggestions	66 – 69
V	Conclusion	70
	Annexure 1. Bibliography 2. Questionnaire	

LIST OF TABLES

Table No.	Title	Page No
3.1	Distribution Of Respondents On The Basis Of Age	40
3.2	Distribution Of Respondents On The Basis Of Gender	41
3.3	Distribution Of Respondents On The Basis Of Educational Qualification	42
3.4	Distribution Of Respondents On The Basis Of Occupation	43
3.5	Distribution Of Respondents On The Basis Of If Part Time What Would Be The Alternative Job	44
3.6	Distribution Of Respondents On The Basis Of Income	45
3.7	Distribution Of Respondents On The Basis Of Current Employment	46
3.8	Distribution Of Respondents On The Basis Type Of Job	47
3.9	Distribution Of Respondents On The Basis Of Years Of Working	48
3.10	Distribution Of Respondents On The Basis Of The Opinion On Physical Enivronmental Condition	49
3.11	Distribution Of Respondents On The Basis Of Communication And Information Flow	50
3.12	Distribution Of Respondents On The Basis Of Factors Influencing Of Online Job	51
3.13	Distribution Of Respondents On The Basis Of Opinion Get From The Organisation	53

3.14	Distribution Of Respondents On The Basis Of Overall Satisfaction With Online Job As Employee	54
3.15	Distribution Of Respondents On The Basis Of Satisfied With Autonomy Decision Making	55
3.16	Distribution Of Respondents On The Basis Of Opinion On Current Compensation And Benefits	56
3.17	Distribution Of Respondents On The Basis Of Satisfactory Salary	57
3.18	Distribution Of Respondents On The Basis Of Online Job Based On The Skills	58
3.19	Distribution Of Respondents On The Basis Of Quality Of Work Life	59
3.20	Distribution Of Respondents On The Basis Of Facilities Provided By The Organization	60
3.21	Distribution of Respondents on The Basis Of Opinion on Recognition For Hard work	61
3.22	Rating the Job Satisfaction Company Purpose and Leadership	62
3.23	Rating the Job Satisfaction Salary and Benefits	63
3.24	Rating the Job Satisfaction Management and Performance	64
3.25	Ranking Factors Of Job Satisfaction	65

LIST OF CHARTS

Chart No.	Title	Page No
3.1	Age-Wise Classification	40
3.2	Gender-Wise Classification	41
3.3	Educational Qualification	42
3.4	Occupation	43
3.5	Alternative Job	44
3.6	Income-Wise Classification	45
3.7	Current Employment	46
3.8	Types of Job	47
3.9	Years of Working	48
3. 10	Physical Working Condition	49
3.11	Communication and Information flow	50
3.12	Influencing factor of Online Job	51
3.13	Opinion Gate from Organization	53
3.14	Overall Satisfaction	54
3.15	Autonomy in Decision making	55
3.16	Current Compensation and Benefits	56
3.17	Satisfactory Salary	57
3.18	Online job based on Skill	58
3.19	Quality of workers	59
3.20	Facilities provided by the organisation	60
3.21	Recognition for Hard work	61

CHAPTER 1

INTRODUCTION AND DESIGN OF THE STUDY



CHAPTER 2

CONCEPTUAL FRAMEWORK AND REVIEW OF LITERATURE



CHAPTER 3



DATA ANALYSIS AND INTERPRETATION

CHAPTER 4

FINDING AND SUGGESTIONS

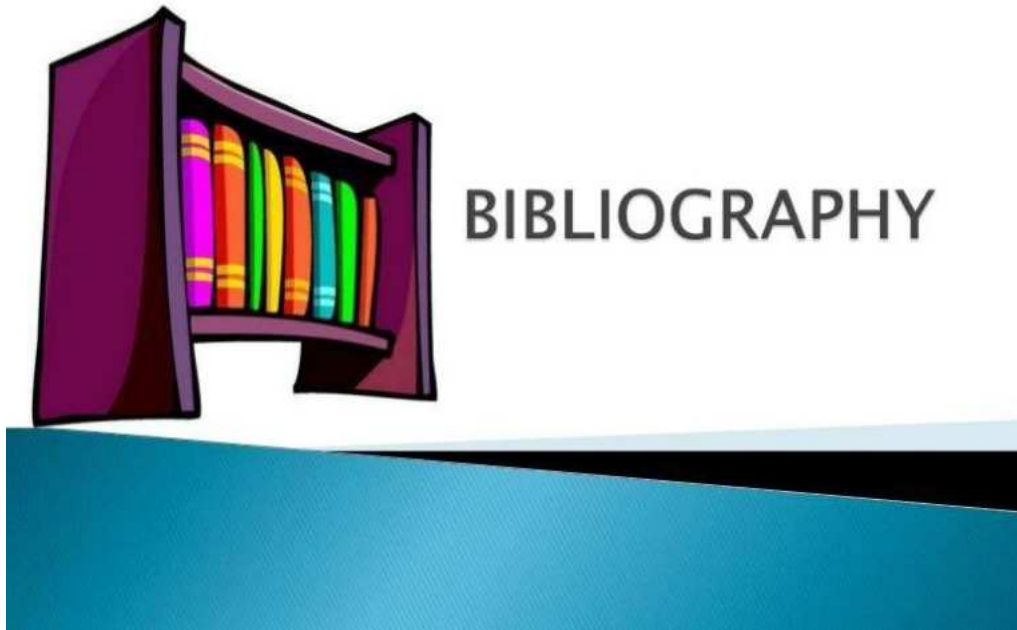


CHAPTER 5



ANNEXURE





BIBLIOGRAPHY

QUESTIONNAIRE



INTRODUCTION AND DESIGN OF THE STUDY

1.1 Introduction

Online job is defined as people working from their home or from other location of their choice other than the working area by payment which is provided by the employer. Working from home is having lots of use in recent years. Since the growth of the networking from home indicates the employee can finish their work within their own premises. Work will be done remotely

It depends on teleporting / telecommunicating arrangements where an employee does not require staying during the business hours with their employer. In today's growing world there is an urgent need for working at home. To improve the employee retention during the busy and stress filled life we require some leisure time. Through online job you can have free access towards a specific job through fewer interruptions from fellow employees in the office and communication time is also wider. With increasing numbers of employees working online job using home as a working destination it is clear that improved employee retention it leads to increased staff motivation with less stress also. It also saves home working can help retain working parents with childcare responsibilities. A huge expenditure towards installing a separate work office area and other facilities. A person involves in working from home can do his office work as well as home required assignments simultaneously. Allowing employees to work from home in order to encourage a better work/life balance can lead to improvements in health and well-being. The system of working from home has some salient characteristics to fulfill its objectives and to provide all the required services, thereby solving all problems of the stake holders. Online Job system should have characteristics to fulfill its objectives to provide all the required services and to solve all problems of the stake holders.

1.2 Statement of the Problem

This topic is chosen because the study helps to understand the employee job satisfaction towards online job. Nowadays, online job has become more popular among various organizations according to their convenience.

This online job meets with various problems while working. Its major problem arises because of non availability of Network, loss of data or wife connection, inconvenient/ loss of power supply, etc. Employers and Employee's were not able to work successfully for a long period of time during their working hours. So this analytical study is based on employee job satisfaction towards online job.

1.3 Scope of the Study

The project entitled "Job Satisfaction towards Online Job" is carried out with an objective of role played by online jobs in current scenario. The researcher mainly focuses on examining the jobseekers perception towards their work carried on creditability of the company, to examine the behavior of potential appliance that are highly talented and more conscious about these online job.

This study gives the detail picture about availability and opportunity of online job for job seekers and employees.

1.4 Objectives of the Study

1. To study the socio environmental conditions of the work from home effectively.
2. To measure the level of satisfaction among the employees.
3. To study the benefits of employees towards online job.

4. To examine the self appraisal level of employees towards an online job.
5. To study the factor influencing to change online job.

1.5 Research Design

This study attempts to describe the design of the present study. It includes the period of study, sampling techniques, collection of data and Analysis of data.

1.5.1 Period of the Study

This study has been done conducted during the period from December 2020 to April 2021

1.5.2 Collection of Data

a) Primary data

Primary data was collected by framing a questionnaire. A set of questionnaire was prepared and was given to selected public to know their views.

b) Secondary data

The secondary data was collected from the Internet and Books, articles and Magazine.

1.5.3 Sampling Design

A sample of 75 respondents residing in and around Thoothukudi was selected on a random basis. The questionnaire was useful for collecting a given source of information.

1.5.4 Framework of Analysis

All the tables for present study of constructed information are obtained in the questionnaire. Simple tables were prepared for understanding the general profile of the respondents. Simple statistical techniques such as frequency, pie-chart, bar, column, likert scale have been used for analyzing the data and finding difference in the responses.

a) Bar Diagrams

The pictorial representation of a grouped data, in the form of vertical or horizontal rectangular bars, where the lengths of the bars are equivalent to the measure of data, are known as bar graphs or bar charts the bars drawn are of uniform width and the variable quantity is represented on one of the axes. Also, the measure of the variable is depicted on the other axes.

b) Pie-Chart

The test is used to determine whether there is significant difference between the expected frequencies and the observed frequencies in one or more categories. This study is used to analyze the association between the profile of respondents and benefits of online job.

c) Percentage Analysis

Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. It is the simplest tool to analyses and interprets the data that have been collected.

d) Likert Scale

Likert's scale is an ascribing quantitative value to qualitative data, to make it amenable to statistical analysis. A numerical value is assigned to each potential choice and a mean figure for all the responses is computed at the

evaluation or survey. The Likert scale is a five (or seven) point scale which is used to allow the individual to express how much they agree or disagree with a particular statement.

e) Ranking Method

Ranking method is one of the simplest performance evaluation methods. In this method, employees are ranked from best to worst in a group. Jobs are compared to each other on the overall worth of the job to the organization. The “worth “of job is usually based on judgments of skill, effort (physical and mental), responsibility and working conditions.

1.5.5 Construction of Tools

The researchers had a discussion with group of Employees. Based on the discussion the researcher constructed a questionnaire. Then it was pretested and necessary changes were incorporated in the revised questionnaire. 75 questionnaire were taken and distributed is appended.

1.6 Limitations of Study

- Due to time constraint the most essential information has been taken for the study.
- The same size is only 75 questionnaires were distributed.
- This study restricted only to Thoothukudi town. So the result cannot be generalized.

1.7 Chapter Scheme

The first chapter deals with

- Introduction and design of the Study,
- Statement of the Problem

- Scope of the Study
- Objectives of the Study
- Research Design
- Limitation
- Chapter scheme

The second chapter contains the conceptual framework and review of literature related studies.

The third chapter deals with analysis & interpretation of the data.

The fourth chapter deals with the findings and suggestion.

The fifth chapter explains conclusions of the study.

CONCEPTUAL FRAMEWORK AND REVIEW OF LITERATURE

2.1 Introduction

Online job is a concept where the employee can do his or her job from home. Online job gives flexible working hours to the employee as well as the job for the employer is done with ease. Online job is helpful to delivering work life balance to the employee, and also parallels help the company to get the work done. Nowadays, most of the employers are offering this option to their employees.

Online job is a modern work approach enabled through internet and mobility wherein irrespective of the physical location of an individual work can be done. Online job is also known as Working remotely or telecommuting which implies that the employee is working from a remote local tin usually home. **Telecommuting**, also called **remote working**, **future of work**, **timework**, **Teleworking**, **mobile work**, **remote job**, **work from anywhere (WFA)**, and **flexible workplace**, is a work arrangement in which employees do not commute or travel (e.g. by bus, bicycle or car, etc.) to a central place of work, such as an office building, warehouse, or store. Modern technology makes it possible to work from out of the office, a practice known as telecommuting. If you prefer or require a flexible work schedule, telecommuting jobs might be a good option for you. Telecommuting also called "teleporting" is when an individual performs their job from outside a company's office with telecommunication options like phone, email and internet tools such as slack or Skype. Though freelancing can be considered a form of telecommuting, it more often refers to when an individual performs their job from outside a company's office. The internet has brought with it lots of opportunities. More and more people are reaping the benefits of working online. This has led to increased job creation across the globe with the rise of sites for freelance work being on the

rise at the break of every dawn. Moreover, some organizations that are purely online based allow their employees to work from home as well. Some employees, unless of course they have meetings, will never show up at their office. The opportunities that the internet provides from emails, messaging apps like Slack and even Skype, working from home or where one is comfortable has increased in different parts of the world. Online work requires internet, a laptop and your personal time management. This makes you more flexible and means you can be able to work from anywhere.

2.2 History

Telecommuting came into prominence in the 1970s to describe work-related substitutions of telecommunication and related information technologies for travel. In the 1990s, telecommuting became the subject of pop culture attention. In 1995, the motto that "work is something you do, not something you travel to" was coined. Variations of this motto include: "Work is something we DO, not a place that we GO and "Work is what we do, not where we are." Telecommuting has been adopted by a range of businesses, governments and not-for-profit organizations. Organizations may use telecommuting to reduce costs (telecommuting employees do not require an office or cubicle, a space which needs to be rented or purchased, and incurs additional costs such as lighting, climate control, etc.). Some organizations adopt telecommuting to improve workers' quality of life, as teleworking typically reduces commuting time and time stuck in traffic jams. Along with this, teleworking may make it easier for workers to balance their work responsibilities with their personal life and family roles (e.g., caring for children or elderly parents). Some organizations adopt teleworking for environmental reasons, as telework can reduce congestion and air pollution, with fewer cars on the roads.

Teleworkers in the 21st century often use mobile telecommunications technology such as a Wi-Fi-equipped laptop or tablet computers and

smartphones to work from coffee shops; others may use a desktop computer and a landline phone at their home. According to a Reuter's poll, approximately "one in five workers around the globe, particularly employees in the Middle East, Latin America and Asia, telecommute frequently and nearly 10 percent work from home every day." In the 2000s, annual leave or vacation in some organizations was seen as absence from the workplace rather than ceasing work, and some office employees used telework to continue to check work e-mails while on vacation

The practice became much more mainstream during the global coronavirus pandemic of 2020-21, when millions of workers were forced to start telecommuting for the first time.

2.3 Importance of Online Job

Online job as a concept is very important in current times. It helps to keep productivity of the employee same or even better and at the same time supports the employee for being with family or handling some personal work. Also in the case the employee is facing some health issue of self or family, online job can be a great tool for helping employee stay at home and work at the same time. In 2020, during Corona virus (COVID-19) Pandemic, Work from Home enabled many companies to remain productive and keep themselves relevant. Roles like IT, Management, Designing, and Media etc. continued to work with the WFH option

2.4 How to Work Online Job Successfully

Traditionally, work is done in an office. A business functions in a physical workspace and work-related tasks are completed by employees at the office itself. This is changing with the progression of digital transformation. As software capabilities become more complex, and business processes come to rely on them more, companies are finding that many of their employees are

no longer bound by a physical workplace in order to work efficiently. Instead, telecommuting, or working from home, can be just as efficient.

Businesses can have a successful online job workforce

- Employees are equipped with the right hardware and software tools to perform their tasks
- The organization has a digital adoption solution to enable its employees to navigate, utilize, and adopt their software
- Managers and company leaders have access to software insights to assess software ROI, business success and the digital employee experience

2.4 Company Profile

2.4.1 Career Builder



CAREER
BUILDER™

Career Builder is one of the largest job boards, providing job listings, resume posting, and career advice and

resources to job seekers. CareerBuilder secures job listings directly from employers and has expanded local listings by partnering with many newspapers to incorporate their online classifieds.

History

- CareerBuilder was found by Robert J. McGovern in 1995 as Net Start Inc. selling software to companies for listing job openings on their websites and the ability to manage the incoming e-mails those listings created.
- In 1996, Net start raised \$2 million in investment

- In 1998, Net Start Inc. changed its name to CareerBuilder and raised a further \$7 million of investment.
- In 1999, the company's IPO raised \$8 million more than initially forecast, but was less successful than other Net offerings of the time. In its first day of trading, the stock opened at \$17.50 and rose as high as \$20 before closing at \$16. Microsoft acquired a minority stake in the company in exchange for using the company's database on their own web portal.
- In July 2000, the company was purchased in a joint venture by Knight Ridder and Tribune company for \$8 a share. CareerBuilder acquired competitors CareerPath.com and later Headhunter.net which had already acquired Career Mosaic. At that time and after the acquisitions, CareerBuilder still trailed behind the number one employment site Monster.com and number two Hotjobs.com.
- In 2001, major newspapers owned by Knight Ridder and the Tribune company merged their help wanted sections with the online component.
- Robert McGovern was replaced as CEO in March 2002 by Robert Montgomery. Gannett purchased a one-third interest in the company for \$98.3 million in 2002, adding the CareerBuilder brand to its 90 news paper nationwide. The company suffered major difficulty because of the dot com crash and nearly went bankrupt.
- The McClatchy Company purchased Knight Ridder for \$4.5 billion in stock and cash in March 2006.

- In December 2008, the company announced layoffs affecting approximately 300 employees.
- In September 2012, the company acquired Economic Modeling Specialists Intl. (EMSI), an economic modeling software firm based in Moscow, Idaho. EMSI was sold to Strada Education Network in April 2018.
- In 2016 CareerBuilder and Capella University launched the Right Skill program. The Company also expanded into background screening with the acquisition of Aurico and post-hire software with the acquisition of WORKTERRA.

2.4.2 LinkedIn



LinkedIn connects the world's professionals to make them more productive and successful.

LinkedIn is the world's largest professional network on the internet. You can search for jobs, identify contacts at employers who are advertising vacancies, and follow companies of interest on LinkedIn. Users can incorporate portfolio samples within their profile to showcase their offerings for prospective employers. LinkedIn works well for strong candidates conducting a passive jobs search where they want employers to find them.

History

The company was founded in December 2002 by Merijn de Groot and founding team members from Jack and Ledahero.co.uk (Allen Blue, Jean-Luc Vaillant, Lee Hower, Konstantin Guericke, Stephen Beitzel, David Eves, Ian McNish, Yan Pujante, and Chris Saccheri). In late 2003, Sequoia Capital led the Series A investment in the company. In August 2004, LinkedIn reached 1 million users. In March 2006, LinkedIn achieved its first month of

profitability. In April 2007, LinkedIn reached 10 million users. In February 2008, LinkedIn launched a mobile version of the site.

In June 2008, Sequoia Capital, Greylock Partners, and other venture capital firms purchased a 5% stake in the company for \$53 million, giving the company a post-money valuation of approximately \$1 billion. In November 2009, LinkedIn opened its office in Mumbai and soon thereafter in Sydney, as it started its Asia-Pacific team expansion. In 2010, LinkedIn opened an International Headquarters in Dublin, Ireland, received a \$20 million investment from Tiger Global Management LLC at a valuation of approximately \$2 billion, announced its first acquisition, Mspoke, and improved its 1% premium subscription ratio. In October of that year, Silicon Valley Insider ranked the company No. 10 on its Top 100 List of most valuable start ups. By December, the company was valued at \$1.575 billion in private markets.

2.4.3 Naukri.com



Naukri.com helps job seekers find the right job that matches their aspirations. Registering on Naukri.com is free of cost.

History

- Naukri.com was launched in March 1997. The company was started as a floorless employment exchange. It was a database of resume, jobs and recruitment consultants. Conceived as a platform of jobseekers and hiring managers meet, the services went commercial in October 1997.
- It all started when Sanjeev Bikhchandani quit his corporate job at Hindustan Milk food Manufacturers now Glaxo Smithkline and founded two companies- Info Edge and Indmark Info Edge offered

salary reports to various categories of college graduates such as engineering and MBAs. Salary reports were sold to companies, somewhere between 5000 to 10,000 INR. Sanjeev and his business partners at Info Edge operated from servants' quarter located in Sanjeev's home.

- In 1991, The Department of Telecom advertised for videotext services. Info Edge submitted the business plan to don't and it was shortlisted. Reasons undisclosed, the department cancelled the pilot project. This was a setback and Sanjeev and his business partner parted ways. His partner took Indmark and he was left in charge of Info Edge.

During a visit to an IT fair at Delhi's fair ground Pragati Maidan, he was drawn to a stall written WWW Curious, Sanjeev found more about how the Internet worked. Internet was new in India in the 90s. He took help from his brother Sushil who was residing in the US to hire a server. The server was hired at a monthly rent of \$25 and Sanjeev gave 5 per cent share in his company to his brother. This is how Info Edge India, which was then a holding company of Naukri.com, was started. In May 1, 1995, it became Info Edge (India) Private Limited.

In 1996, recession hit and the company suffered loss. It was then Sanjeev took help from his friend Anil Lall and shared the thought of creating the website. Anil Lall was offered 7 percent share in the company. Another friend, VN Saroja took care of the operations. She was made 9 percent shareholder in the company.

Naukri.com was launched on April 2, 1997 and the first version of the website had 1000 jobs collected from 29 newspapers. Reviews of business magazines, newspaper and word-of-mouth followed. Jobseekers learnt job

search on Naukri was free, and soon more people started logging in. Traffic on Naukri.com slowly and steadily increased.

In 2012, the company launched mobile apps for Blackberry, Android and iPhone devices and reportedly received 23 percent of its traffic from mobile users in 2013.

2.4.4 Monster.com



Monster is one of the original job boards and has expanded to include a variety of other resources and apps for job seekers.

Monster users can search for and apply for jobs online, post a resume, review company profiles, and get salary information and career advice.

History

- Jeff Taylor contracted Christopher Caldwell of Net Daemons Associates to develop a facility in an NDA lab on a Sun Microsystems spark station 5 where job seekers could search a job database with a web browser. The machine was moved to sit under a router in a phone closet in Adion (a human resources company owned by Taylor) when the site went live in April 1994.
- Initially, the site was populated with job descriptions from the newspaper segment of Adion's business with the permissions of the companies advertising the jobs.
- Later, in 1996, The Monster Board issued a press release that was picked up and provided needed exposure to drive people to the web site. Monster was the first public job search website on the Internet; first public resume database in the world and the first to have job search agents or job alerts.

- When TMP acquired Adion, the site was moved into BBN Planet's web hosting facility where it grew from three SPARC server 1000s to become the centerpiece of the globally distributed network it is today.
- TMP went public in December 1996, with its shares traded on NASDAQ under the ticker symbol "TMPW". In 1998, TMP acquisitions expanded the Recruitment Advertising network. TMP became one of the largest recruitment advertising agencies in the world.
- In June 1998, The Monster Board moved its corporate headquarters out of a small office above a Chinese restaurant in downtown Framingham, Massachusetts, to an old textile mill in Maynard, Massachusetts, that formerly housed Digital Equipment Corporation.
- In January 1999, The Monster Board became known as Monster.com after merging with Online Career Center, another of TMP Worldwide's properties. The first post-merger president of the new Monster.com business was Bill Warren, the founder of Online Career Center.
- In November 2000, seeking to attract additional job market levels, Monster bought JOBTRAK because it was used at thousands of heterogeneous college and university campuses. The 1987 peaceful conception of JOBTRAK by Jeff Wohlwend who then brought in Dave Franey and the Ramberg family giving birth to what is now the MonsterTRAK feature "for male and female students and alumni seeking jobs and career advice."

2.3.5 Dice.com



Dice is the leading site for tech job seekers. You can search by company, job title, keyword, employment type, and location.

Registered users can upload a resume, get salary information, store resumes and cover letters, and track jobs. You'll also find career advice and tech news for job seekers.

History

- Founded in 1990 by Lloyd Linn and Diane Rickert, two former contractors, Dice.com had 175 employees by April 2001. Today, DHI Group, Inc. has 500+ employees worldwide.
- Chris Benner, in his 2002 book *work in the new economy: flexible labor markets in Silicon Valley*, called Dice.com the most prominent site in the Silicon Valley high-tech recruiting industry. Dice is an acronym for "Data-processing Independent Consultant's Exchange". In the book, Benner says "the dice imagery actually captures fairly well the type of high-rolling lifestyle that high-end contractors aspire to."
- Dice was originally a bull inboard service where recruiters would list open jobs. Dice began operations in the San Francisco Bay Area in 1990. In 1994, the founders moved Dice's headquarters to Des Moines, Iowa. They then launched the URL WWW. Dice.com in 1996. In 1999, Dice opened the career website to direct hiring companies while continuing to serve the recruiting and staffing industry. In February of the same year, it was acquired by Earth Web.

- In 2001, the parent company, Earth web, changed its name to Dice Inc. In October that same year, Dice.com moved operations to Urbandale, Iowa. Then, in 2003, Dice Inc. completed a financial restructuring and went private. In 2005, Dice Inc. was acquired by Dice Holdings, Inc. which is owned equally by private equity firms General Atlantic LLC and Quadrangle Group LLC.
- In 2007, Dice Holdings completed an initial public offering and its stock began trading on the New York Stock Exchange under the ticker symbol DHX.
- In 2015, parent company Dice Holdings changed its name to DHI Group, Inc.
- In mid-2017 following an attempt at selling the company to private investors, it was announced that most of the brands were being marketed for sale so the company can focus on growing the technology recruiting focus of Dice, Clearance Jobs and E-Financial Careers.

2.4 Job Satisfaction



Job satisfaction is defined as the level of contentedness that an employee has towards his job. It is a positive feeling and the optimistic perception that he has regarding his work. Job satisfaction is essential for both the employee and the employer as it results in improved productivity and efficiency in the organization. Times are changing, and the world has recognized the fact that

happy employees will lead to better productivity and employee retention. A satisfied employee is the best ambassador of the brand and will help in taking the company to the next level.

Employee will happily go the extra mile to achieve the objectives and goals of his company. This is why most of the organizations emphasize on job satisfaction as it means saving unnecessary expenses because of low turnover. Job satisfaction will happen only when the employee is satisfied and content in his job. The term refers to the work-life balance that occurs because of job stability and career growth. A happy employee will take pride in his work and will be loyal to his company no matter what.

2.5 Key factors to job satisfaction

Some of the key factors to job satisfaction are as follows

1. Employee engagement

It is imperative for the employees to be engaged in their work as it gives them a feeling of worthiness that leads to contentment. Utilizing your abilities and skills to your fullest potential is a heady feeling as it boosts the confidence and morale of the employee. They should be aware that their job is directly supporting a more substantial outcome and helping the company in achieving its goals. When the talent of the employees is put to use, they will automatically enjoy their job, and this will result in job satisfaction.

2. Respect

Respect is a two-way street, and if the employees get due respect in the workplace, and then they will accord the same to their colleagues, peers and superiors. Respectful treatment is considered one of the most critical factors that lead to job satisfaction.

3. Praise and appreciation

Human beings crave approval from the ones they believe in their lives. Regardless of the type of work an employee does, he seeks praise and appreciation from his superiors. Employees who are applauded for a job well done are satisfied and happy, whereas when they are underappreciated and undervalued, it leads to job dissatisfaction and stress in the workplace. The company must care for its employees and communicate this care through formal and informal recognition, rewards, paid incentives, newsletters, etc., as it is a significant factor regarding employee satisfaction.

4. Flexibility

Offering flexible hours to the employees show that the company is ready to help them in their hours of crises. Choosing their schedule and working hours is an essential factor that leads to job satisfaction

5. Encourage extracurricular activities

There was a time when employees were treated like minions, and they did not have enough time to breathe in the workplace. Today, employers are bent on taking care of their workforce by encouraging extracurricular activities that will keep them happy, satisfied and engaged in the workplace.

6. Trust

When the employees trust their organization to do what is best for them, and then it will automatically lead to a better work environment and result in job satisfaction.

7. Job security

It is one of the most critical factors for an employee that determines his level of job satisfaction. It is a fact that an employee whose job is secured feels safe and is eager to give his one hundred per cent to the organization whereas

the ones that have the sword hanging on their head are gripped by anxiety, and this leads to low productivity.

8. Workplace environment

The workplace that is free from discrimination, harassment, morale issues and unnecessary stress will have a positive ambience. This healthy and productive environment is an essential factor in job satisfaction

9. Organizational support

An important factor in job satisfaction is organizational support. The employees need to know that the management cares for them and are willing to go the extra mile for the welfare of its workforce.

10. Work-life balance

High-pressure jobs take a toll on the emotional and mental health of a person. The right kind of work-life balance is an essential factor in finding satisfaction in the job

11. The behavior of supervisors

The behavior of supervisors is significant in the workplace. It is a fact that job satisfaction is highest where the managers and supervisors treat their workforce cordially, is appreciative of their efforts and praises them for an excellent performance.

12. Upward career graph

The goal of every employee is to move forward in their professional life. Employees are more likely to be happy and satisfied when they see that there is an upward path already in the company that will give them ample opportunities for growth and development.

13. Pay and benefits

A good salary is always an essential factor and motivator that leads to job satisfaction. Employees want to be compensated fairly for their efforts and are likely to look elsewhere if they are not satisfied.

They rank pay and benefits as the second and third most important factors respectively that matters much to them.

If the company is offering a benefits package along with a competitive salary, then it feels like the cherry on the top and motivates employees to go the extra mile.

14. Culture of two-way feedback

Times are changing, and employers are encouraging the concept of two-way feedback. This helps the employees to receive feedback constructively and positively. It also gives them the liberty to share their views and opinions with management

15. Fair and inclusive company policies

By ensuring fair treatment and inclusive policies, the company sends a positive message to its employees. This has a positive impact on the mindset of an employee and leads to job satisfaction. Autocratic company policy will cause resentment in the workforce, whereas an open and democratic structure will prove an essential factor in job satisfaction.

2.6 Why employers use recruitment agencies?

For many years the term ‘recruitment agency’ has been unusual words for hiring managers, but recently there has been a wind of change. Many businesses are now turning to recruitment agencies, with a move towards ‘partner’ relationships between employer and agency.

Some of the main reasons why organizations develop closer relationships with recruitment agencies are:

1. Access the best

Using recruitment agency is statistically more likely to access the best job-seekers on the market (both active and passive). People who are actively looking for new positions are more likely to register with agencies. In addition, most recruitment agencies will position their vacancy adverts on a range of job boards, and they should understand what it takes for that advert to rank highly in candidates' job searches.

2. Specificity

Sometimes, employee requirements might be very specific. They might be so tight; that they need an expert who understands the candidates in the company's niche and has a database of them to call upon. In this instance, using a recruitment agency means that only candidate who is fully qualified for the role will be shortlisted for the position. A recruitment agency will manage the process for the employees rejecting any unsuitable candidates and managing any queries about the role, which leads to time saving:

3. Time saver

Using a recruitment agency will reduce the time and in-house resource that is needed to dedicate to recruitment. It should also lead to a quicker turnaround on filling the vacancies, which in turn leads to increased efficiency of the organization

4. Additional services

Recruitment agencies normally offer a range of specialist services such as psychometric tests, to help give the employees a unique insight into

future hires. Sourcing these tests independently can be time consuming and expensive as they can be part of the agencies' service offering.

5. Sector expertise

Recruitment consultants are experts at screening, filtering and profiling candidates. The in-house team might not have the same level of expertise. Again this leads to time and cost efficiencies in the long run.

6. Seasonal demand

Another great reason to use a recruitment agency might be to give flexibility in recruitment planning to meet cyclical/market demand e.g. holiday cover in busy times such as Christmas. Temporary recruitment agencies will take a huge amount of the pain and stress away from companies who need quick access to temporary candidates.

7. Access to national job board

A recruitment agency will improve the efficiency of a company's recruitment process through direct access to national job boards. Negotiating one's own job board contracts can be costly and time consuming, and print media is nearly all but dead for job searching purposes, so utilizing the right agency's access to job boards will put the company in front of the best candidates on the market.

8. Short listing the best

Recruitment agencies will ordinarily only shortlist the correctly qualified personnel, meaning that the employee don't have to. Again this becomes a huge time saver.

9. Expert sector knowledge

If a hiring manager needs to get expert opinion about and knowledge of current recruitment legislation, he could make the recruitment agency as a first 'port-of-call'. The agency should know all the relevant requirements and legalities surrounding the industry they're in.

10. Salary benchmarking

If the company got a role and is unsure what the correct salary is for the position, the recruitment agency is ideally placed to give an accurate market rate using salary data and local market knowledge.

2.7 Essential Online Job Trends For 2020 – 2021

❖ Increasing Demand For Online Job Options

For employees, the online job arrangement has many benefits. For employees, they can save time not commuting, save on their gas money or Uber fares, save on clothes and laundry from not dressing up, and save money from not eating out, among others. Essentially, telecommuting professionals can just roll out of bed and get to work on their desks (or work in bed). For many, this is more convenient and, hence, less stressful.

These are outstanding financial incentives for work from home setups. However, there are other personal and wellness benefits of working remotely as well. One, employees can spend more time with their families at home. Two, they can start eating healthier by having more time to cook. And they will have more time to exercise. Water cooler breaks can turn into exercise sessions. Commuting time can turn into meal planning and cooking. They can even have more time for their pets (if they have them).

❖ **Companies Encouraging Online Job**

Pre-pandemic, companies have already been encouraging employees to online job. Amidst the pandemic, that is only the option available for many of them as governments imposed lockdowns and quarantines on a global scale. Post-pandemic, many companies will find work from home as a more viable option, especially with experience tucked under their belt managing the work setup.

Companies that encourage online job can save more money. So, it is understandable that some encouraged telecommuting even before the pandemic started. This is because there are obvious benefits.

❖ **Online job to Earn More**

In the industry, some have regular work that still get an additional job or project for extra pay. These jobs include both outcome-based ones and timed-ones. They range from taking surveys, watching videos, and many more. And, of course, some are not so respectable in some sense, especially the ones that are involved with internet advertising. However, legitimate projects like making PowerPoint presentations, copywriting, editing, video editing, and the likes abound on the net.

People get projects and actual jobs from marketplaces like up work and Fever. Many people with regular non-remote work often opt to find extra gigs or another job from these marketplaces. There are even those who have multiple freelance jobs. And, many freelancers find multiple clients for extra pay.

In this economy, and with the power of technology, getting access to work from home jobs is quite apt and almost too easy. All you need is to go to freelancer marketplaces online, fill out a profile, spruce it up a bit, create a stunning portfolio, and off you go. Of course, competition is fierce. One long-

term trend you will notice in this industry is the ongoing price war between freelancers. This seems to negatively affect new freelancers. But, when employee shows great work and potential, he/she will be sought out by many clients.

❖ **Online Job, A Jumb Start To Start Pups**

Telecommuting is a startup-generating activity. We mean this in two ways. First, these arrangements can help startups get cheaper professional labor and save on overhead costs. Secondly, many freelancers have eventually created their startups when their clients' needs expand or when they get more clients.

❖ **Remote Work Will Reduce Environmental Impact**

By staying at home, employees can save the environment in many ways. For example, telecommuters significantly reduce the energy spent on driving and commuting. Also, they reduce the following pollutants produced during traffic:

- a) Air pollution stemming from dust particles and vehicles
- b) Oil and fuel consumption
- c) Water pollution from chemicals used on cars and other transportations
- d) Working from home helps save the environment by reducing pollutants produced when commuting or driving to and from the office.
- e) Tons of gas and fuel can be saved if a significant number of employees are given a chance to work from home, even for just one day a week.

- f) Using electronic devices to work from home saves billions of kilowatt-hours of energy each year.

❖ **Rising Mental Health Issue Using Remote Workers**

- The rise of remote working is also highlighting various mental issues experienced by work from home employees. In 2019, Buffer reported that out of the thousands of telecommuters surveyed, about 49% said wellness is one of the biggest struggles when working out of the office.
- Wellness-related issues are one of the top concerns among telecommuters.
- Anxiety and depression are much more common among remote employees than their colleagues in the office.
- Mental health issues lead to physical problems such as insomnia and lack of focus, which can further affect a remote employee's performance.

2.8 Online job Tips

The companies should encourage the employees to Work online jobs but should provide certain tips to enable effective Work from Home like

1. Asking employee to work for the hours he/she would work otherwise in office
2. Maintain a proper work schedule
3. If personal breaks are being taken for per personal work, proper status should be sent to manager

4. Designate a place at home where work can be done in a professional setting
5. Make sure that the employees have proper internet and mobile connectivity (many companies provide reimbursement policies as well)
6. Have a proper routine with breaks

2.9 Online job Steps

A company before allowing work from option should be enabled as a mobile organization

1. Make sure that the employees can work from home securely
2. Provide office laptop and hardware if work has to be ensured with proper security
3. Have professional partners for video and audio conferencing
4. Put proper online job policy in place for employees to follow
5. Make sure you have reimbursement policies in place for internet, mobile bills etc

There are both advantages and disadvantages with this work from home concept. But still most companies are offering this to its employees and this has been a new trend these days. However some people think the ideal way should be splitting the week with some days working from home and other days visiting office, by doing that many of the pitfalls can be taken care of. So this depends on employers which procedure to follow.

2.10 Advantages of Online Jobs

1. Quality family time

Most women find it hard balancing their work and family. The same applies to men too. Working online can allow to work from home giving him/her much-needed flexibility to spend time with your family. Members can plan the schedule so that they have more time for their family and then they can commit with their work.

2. Work life balance

There is more work life balance .Many people claim that a more quitter or friendly atmosphere is found at home which helps to concentrate on the work as well as they can complete the assigned work quickly.

3. Flexibility

Online work requires internet, a laptop and personal time management. This makes more flexible and they are able to work from anywhere.

4. More independence

Online job can provide autonomy and independence in their job that might be absent in a physical workplace. Additionally, these types of roles require self-discipline and motivation enough to manage time responsibly and complete job tasks.

5. No commute to work

Online jobs mean we can eliminate our commute. Even if the employee works from home for one or two days during the week, they travel less.

6. Save on expenses

This benefit can have several far-reaching effects. Telecommuting also help to reduce other expenses like work clothing, meals and even childcare. Saving on the costs of childcare can be especially advantageous to parents working from home.

7. Increased productivity

When the work is done independently in a quieter environment, the work may be more productive. Increased productivity relates to several more factors including the ability to move around freely and take breaks whenever we feel the need to. Being able to step away from work when we feel like we need a break can help us stay motivated and reduce burn-out.

8. Improved technical skills

Telecommuting often requires using technical applications, such as online meeting, communication and team collaboration platforms. Employees are able to develop technical skills that they are not typically use in a physical workplace.

9. Improved communication skills

Online jobs requires consistent communication between teams and managers, which likely requires more emails, phone calls, video calls and chats in messaging platforms. Regular use of communication tools will improve your skills.

10. More work flexibility

There is a lot of flexibility with most telecommuting jobs. For instance, many work-from-home positions are unaffected by normal business hours, making it easier to attend to life events like medical appointments. Work-

from-home roles can be a huge benefit for parents who work unconventional schedules to accommodate their families.

11. No office distractions

There are no office distractions when work is done from home. Office noise like coworkers talking, office equipment running or phones ringing can be highly distracting in a work environment. A home office doesn't have these same distractions.

12. Collaborate across locations

Telecommuting can be an advantage to multi-divisional companies that have office locations around the world. The ability to communicate with professionals in diverse areas can open additional paths for business development. This is beneficial to the career as more things can be learnt from a variety of industry professionals that you can learn from.

13. Build professional networks

Being able to work with a diverse range of people can result in adding to the professional network. Professional relationships can be developed through networking that can lead to future advancement opportunities.

14. Grants and incentives

Depending on the industry the employees work in and where they live, they become more eligible for various grants or telecommuting incentives. Some states have remote worker incentive programs that offer monetary allowances in order to motivate workers to relocate to those areas.

15. Reduction in work absences

Since working from home offers flexibility, it can also reduce work absences. Whether the employee is sick or has to schedule an important

appointment, working from home can reduce how often they need to take a day off.

16. Increases satisfaction

Employee satisfaction in remote positions may be higher because of the flexibility in performing their jobs. The employees are not only able to make decisions independently, they are also able to work comfortably without the worry of office-related stress, interruptions or other challenges normally found in a traditional workplace. This can have a direct influence on your overall job satisfaction.

17. Provides more job opportunities

Remote positions can open up additional job opportunities for individuals with limitations to working in traditional roles. For instance, people with disabilities that prevent them from traveling or working long hours can build their careers remotely. The ability to work from anywhere can also mean an increase in available jobs in industries like technology, healthcare and education.

18. Provides work-life balance

In many cases, working from home can help foster work-life balance allowing scheduling work around personal life. Working remotely can afford to spend more time in the home to take care of essential tasks that benefit employee's lifestyle.

2.11 Disadvantages

1. Laxity

Lack of self-discipline can make one become less productive. It's very easy to start work late based on the fact that there is not official time to log in at

work. If not handled properly, one can easily start procrastinating on their tasks due to other factors.

2. Distractions

Whether it's from children or a favorite programmed that airs during work time, it's quite easy to lose focus when working from home. Being online for the better part of the day with the availability of gaming and social media sites can get you easily distracted. This can be avoided by practicing self-discipline.

3. House chores

It's really hard not getting some house chores done when working from home. Tasks that the workers would have spent so much time on if they were going to the office end up taking so much of their time. These chores end up eating so much into your work time leaving them with unfinished tasks that keep piling up every day.

4. Missed networking opportunities

Unless employee is an introvert, being unable to interact with the colleagues can make one feel isolated and lonely. Not being able to chat with the colleagues about work and the assignments given can lead to boredom. Moreover, the employee becomes less and less interested in going for networking events.

5. Internet dependency

Any online work is internet based. In the event of a power outage, the workers will be forced to lose several hours of work time affecting their deadlines. Moreover, if the internet is down, they won't be able to get any work done.

Opting to work online has both its ups and downs. It's important to evaluate and decide whether it's worth the time. If, learning better time management tips and maintaining high discipline levels to be able to outshine the cons.

6. Lack of community and teamwork

It is evident that man cannot live alone, or for that matter, work alone efficiently and effectively. While some employees are quite excited about the idea of working alone, without the distractions of the workplace, some might find it difficult to spend long hours and collaborate with only a computer screen and no face to face interaction and communication with team members. Though there are various platforms like Zoom, Skype, etc., where employees can connect through video calls and conferences, it might not be as efficient as sitting together and brainstorming ideas to work effectively.

7. Lack of Motivation

Motivation drives people to power on and achieves their goals. It can be very easy to lose motivation, very quickly, when one is put in the wrong place and time. It further risks achieving the desired business outcomes.

Working at an office with fellow employees with a common goal and purpose, or having a pep talk with a senior at work, can be great sources of external motivation. Whereas, working from home lacks that kind of environment. Lack of motivation can make an employee's life difficult, and can adversely affect their productivity. Though self-motivation works to a certain extent, it is not always enough to keep a man going. That's where the use of external motivation comes into play

8. Unmonitored performance and those frequent breaks

Working independently can be a tough job. The role requires employees to keep a check on their performance at work themselves. Self-

regulation is a tough job, and work rests on the discretion of the employees. Employees might often tend to laze around and take frequent breaks, resulting in longer break time and less work time, when the breaks and work go unmonitored. Whereas, in the workplace, one is always monitored, it is evident that man cannot live alone, or for that matter, work alone efficiently and effectively.

9. Lack of Office Equipment and Security Concerns

Remote workers have loved the change from working at a cluttered office space to their own home office, which is quiet and comfortable. But, as everything has two sides to it, a home office too, has its drawbacks.

Setting up a home office with a high-end laptop/desktop, a high-speed internet connection, and other equipment, like printers/fax machines can be pretty costly, which is not very convenient for everyone. Furthermore, working over the internet might be a problem to access sensitive company documents, which otherwise are easily accessible in the workplace. Moreover, sharing those documents might raise security issues, for which, again, various steps need to be taken, such as the use of Virtual Private Networks or secure cloud access.

10. Burnout

Flexible working hours is one of the benefits of remote work, and it lets employees structure their days according to their convenience. But, this can turn into a disadvantage for some employees, as some may forget to clock out and might forget to differentiate between work-life and home-life, which might lead to working longer than one should, thus; resulting in **employee burn-out** and added stress. Whereas, working in an office helps to draw the line between professional and private life.

11. Risk to productivity

It is claimed that working remotely attracts **increased productivity**. But, with all the tempting distractions of mid-day naps, the web-series that was left on a cliffhanger, spending time with family, etc. makes it difficult to concentrate and be interested in work for long. Furthermore, working remotely can make one **feel isolated** and not motivated enough to work productively. So, it can be said that all of the **various disadvantages** discussed above can lead to loss in productivity when working in online.

2.12 Review Of Literature

Crosbie and Moore (2004) concluded that home working was not panacea for modern working life. Careful consideration should be given to aspirations and personality skills of those who are thinking of working from home. Those who have tendency to work long hours outside the home might and that home life is even further marginalized by work life.

Agenda and Harrison (2007) revealed in their study that it is difficult to monitor a worker's effort at home, especially when occasionally being interrupted by private responsibilities and family members. In a competitive labor market, such productivity effects would be reflected in a worker's wage level. Evidence on the productivity effects of Work from home is inconclusive, but seems to suggest positive effects more often than negative effects.

Stevenson and Wolfers (2009) investigated that depending on the interactions between work and private life work from home could be more or less favorable to overall life satisfaction. As illustrated by the paradox of the decline in female happiness, these interactions are likely to differ by parental status and gender.

Amabile & Kramer (2013) found that online job is helping the employees to balance and differentiate their office work with their routine work. The study also added that work from home saves time, increases the productivity, finishes the targets on time and also helps the employees to give time for their personal life.

Beauregard. A et al. (2013) in their study Home is where the work is: A new study of home working in Aces –and beyond, found that mobile workers and partial home workers performance is higher to a some extent and they are highly satisfied and engaged with their jobs than any of other workers. Their study also revealed that workers perform best when they achieve good work life balance and are less stressed. It was reported in the study that Mobile workers and home workers miss informal interaction and emotional support from their co-workers more frequently than partial home workers.

Go (2016) stated the focus on major failures and dark side of online job, the cultural differences faced during webinars by the employees. Work from home creates a big gap in communication between superior and the subordinates.

Richardson & Writer (2019) opined that online job is the result of modern technology, which resulted in the increased credibility i.e. increase usage of internet for web conferencing, voice mail, fax which makes work easier and simpler. The positive side of online job is that the employees according to their convenience can start their work. Further they added that the negative impact such as delay in work and no submission of work on time will be there.

DATA ANALYSIS AND INTERPRETATION

This chapter deals with the Analysis and Interpretation of collected data. Analysis of data plays a dominant role in the completion of project. Data Collected are tabulated for easy understanding and good presentation. Tables and diagrams assist the researchers to analyze the data. Seventy five respondents were met and data were collected through questionnaires. The analysis is being carried out based on the questionnaire collected among the respondents. Each question in the questionnaire is analyzed individually. The analysis is performed with Percentage analysis, Likert scale, Ranking method.

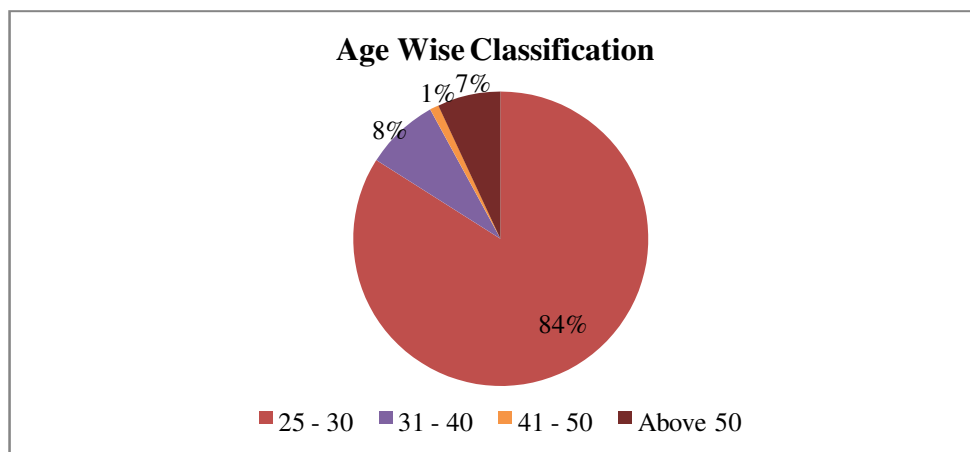
TABLE 3.1

Distribution of Respondents on the basis of age

Age	No of Respondents	% of Respondents
25 – 30	63	84
31 – 40	6	8
41 – 50	1	1
Above 50	5	7
Total	75	100

Source: Primary Data

CHART 3.1



Inference

Table 3.1 clearly shows that 84 percent of the respondents belongs to the age group of 25 – 30 years, 8 percent of the respondents belong to the age group of 31 – 40 years, 1 percent of the respondents belong to the age group are 41 – 50 years, and 7 percent of the respondents belong to the age group above 50 years. Thus, the study has majority respondents as the age group between 25 – 30 years.

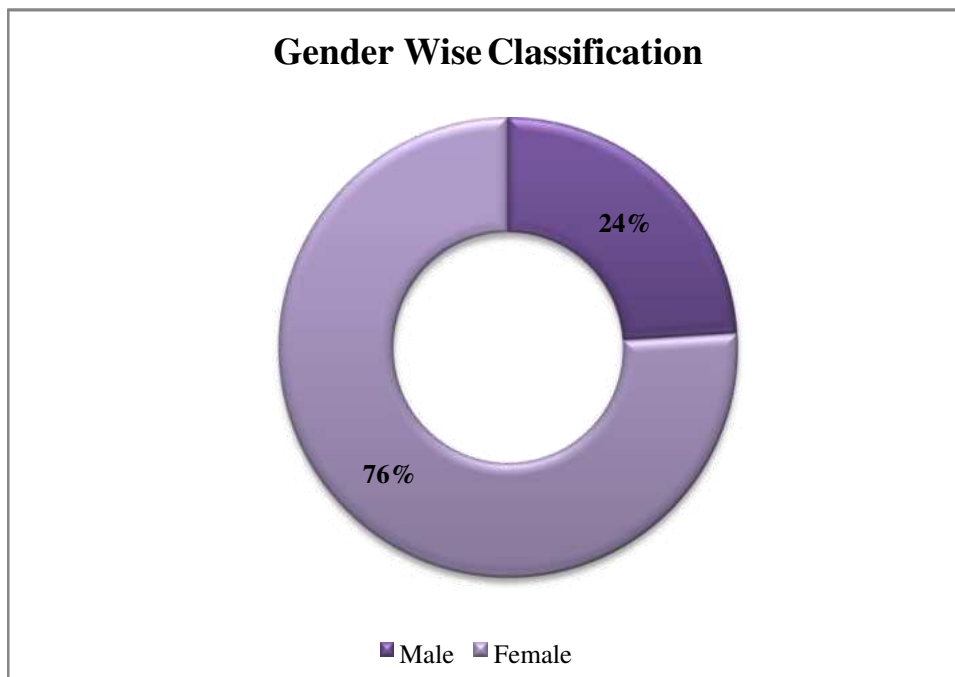
TABLE 3.2

Distribution of Respondents on the basis of Gender

Gender	No of Respondents	% of Respondents
Male	18	24
Female	57	76
Total	75	100

Source: Primary Data

CHART 3.2



Inference

Table 3.2 shows that 76 percent of the respondents are female and 24 respondents of them are Male. Thus the study concentrates more on Female.

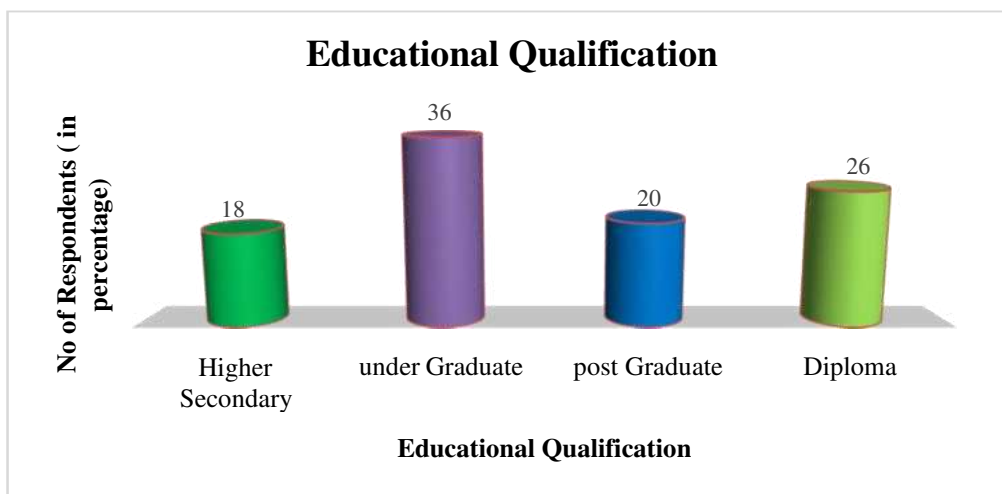
TABLE 3.3

Distribution of Respondents on the basis of Educational Qualification

Educational qualification	No of Respondents	% of Respondents
Higher Secondary	8	18
Under Graduate	27	36
Post Graduate	20	20
Diploma	20	26
Total	75	100

Source: Primary Data

CHART 3.3



Inference

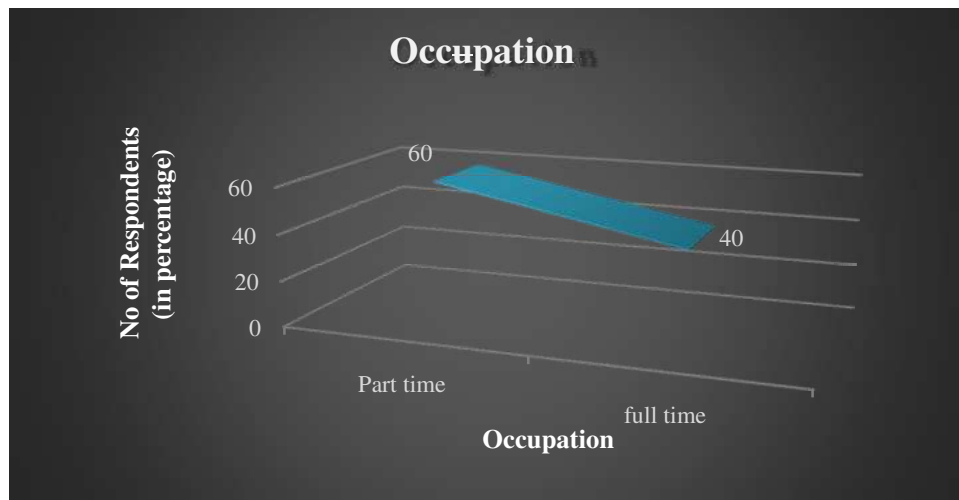
Table 3.3 clearly shows that 18 percent of the respondents have completed their higher secondary, 36 percent of the respondents are Under Graduates and 20 percent of them are Post Graduates and 26 percent of them are Diploma Holders. Thus, Majority of the respondents are Under Graduates.

TABLE 3.4
Distribution of Respondents on the basis of Occupation

Occupation	No of respondents	% of Respondents
Part time	45	60
Full time	30	40
Total	75	100

Source: Primary Data

CHART 3.4



Inference

Table 3.4 reveals that majority (60 percent) of the respondents belongs to part time job and (40 percent) of the respondents belongs to full time job. Thus, most of them are doing Part Time Jobs.

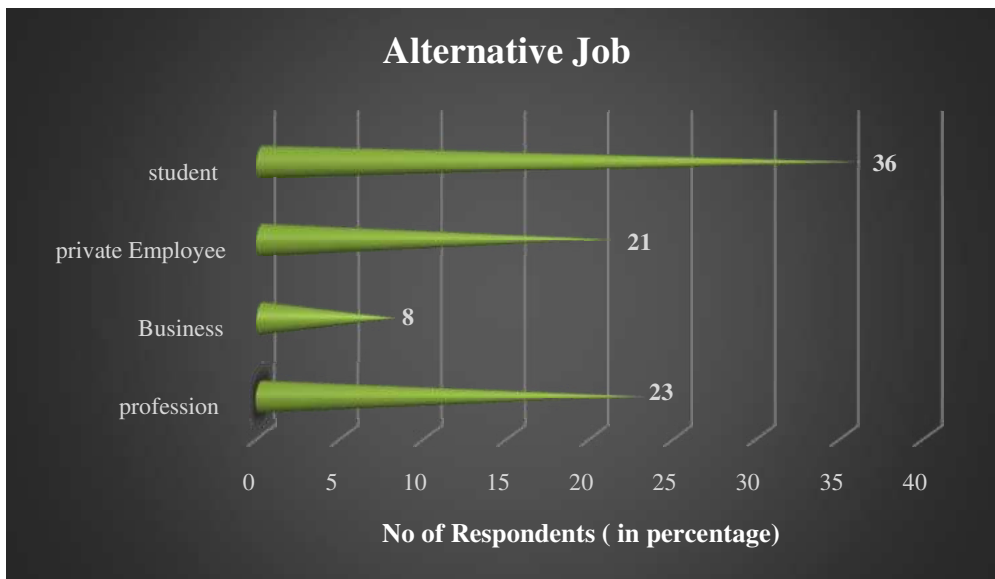
TABLE 3.5

Distribution of Respondents on the basis of if part time what would be the Alternative Job

Part time	No of respondents	% of Respondents
Profession	17	23
Business	6	8
Private Employee	16	21
Student	27	36

Source: Primary Data

CHART 3.5



Inference

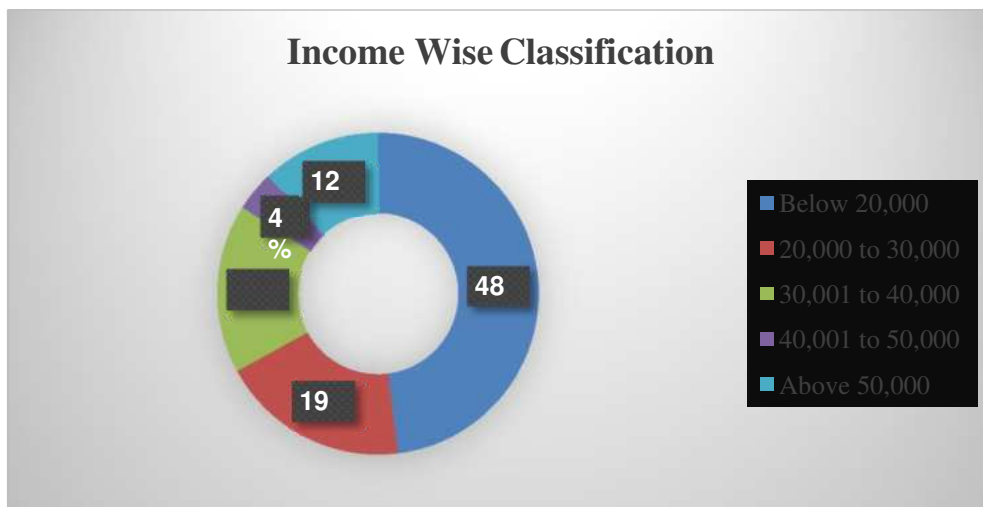
Out of 45 respondents who part time job holders, 27 opted for Student, 17 opted for profession, 16 opted for private Employee and 6 opted for business.

TABLE 3.6
Distribution of Respondents on the basis of Income

Monthly Income	No of Respondents	% of Respondents
Below 20,000	36	48
20,001 -30,000	14	19
30,001 – 40,000	13	17
40,001 – 50,000	3	4
Above 50,000	9	12
Total	75	100

Source: Primary Data

CHART 3.6



Inference

Table 3.6 depicts that 48 percent of the respondents earn below Rs. 20,000, 19 percent of them earn between 20,001 to 30,000 and 17 percent of them between 30,001 to 40,000, 4 of them earn between 40,001 to 50,000, 12 of them earn above 50,000. Thus, most of them earn below 20,000.

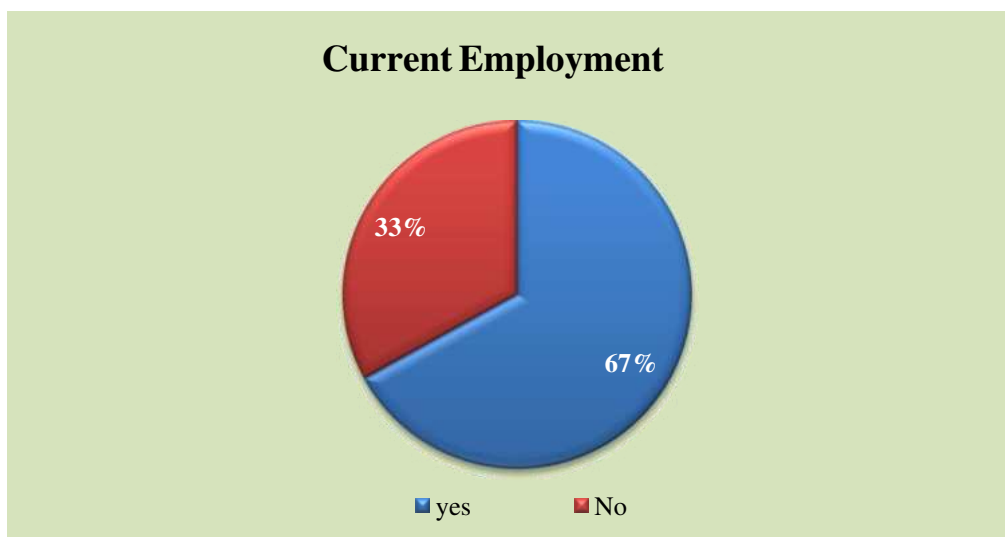
TABLE 3.7

Distribution of Respondents on the basis of Current Employment

Employed at the Moment	No of Respondents	% of Respondents
Yes	50	67
No	25	33
Total	75	100

Source: Primary Data

CHART 3.7



Inference

Table 3.7 depicts that 67 percent of the respondents are Current Employment, 33 percent of the respondents are not Current Employment. Thus, most of the respondents are Current Employment.

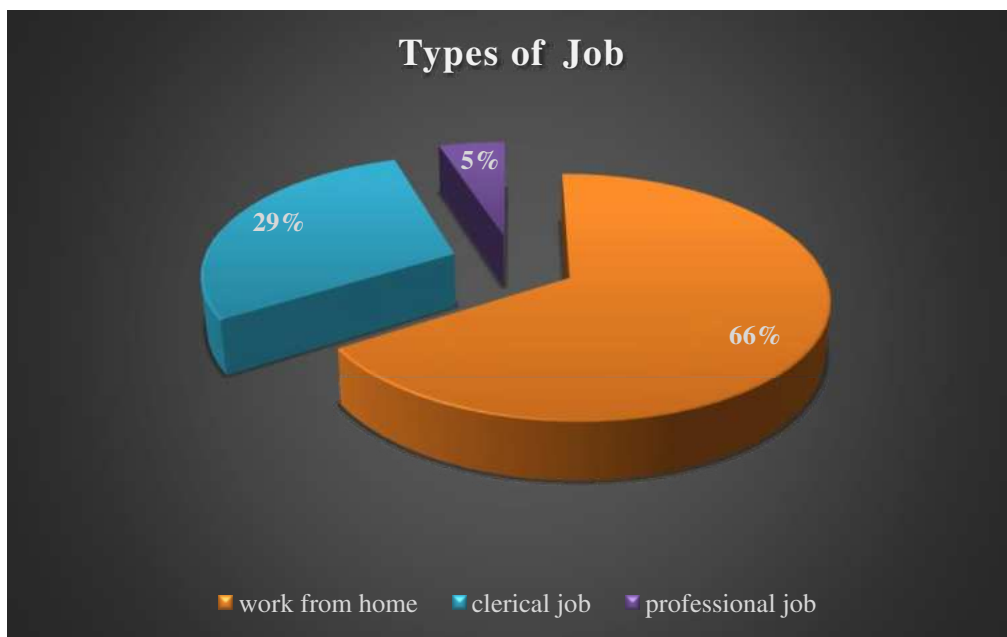
TABLE 3.8

Distribution of Respondents on the basis Type of Job

Types	No of Respondents	% of Respondents
Work from Home	49	66
Clerical Job	22	29
Professional Job	4	5
Total	75	100

Source: Primary Data

CHART 3.8



Inference

Table 3.8 reveals that 66 percent of the respondents perform Online Job from home, 29 percent of the respondents are performing clerical Jobs, 5 percent of the respondents doing professional Job. Thus majority are performing Online Job from Home.

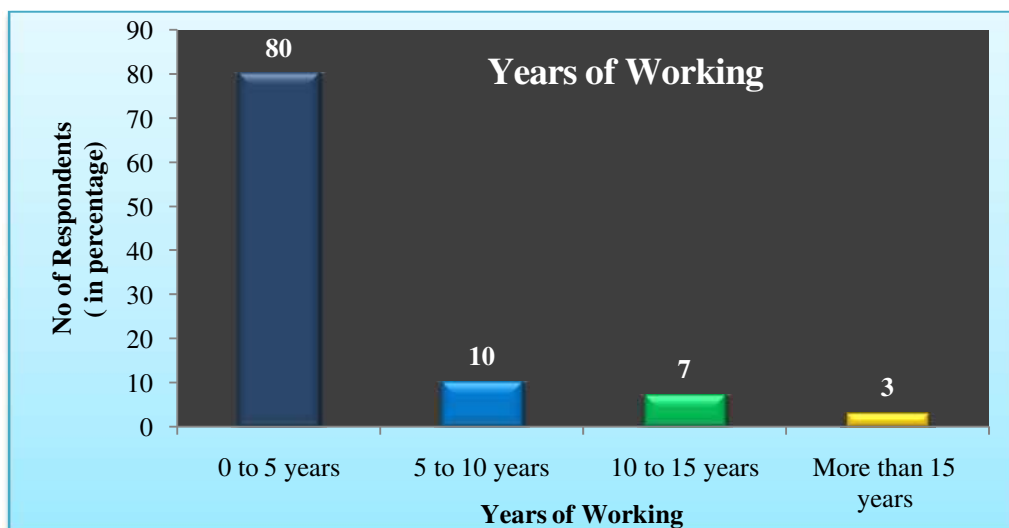
TABLE 3.9

Distribution of Respondents on the basis of Years of Working

Years	No of Respondents	% of Respondents
0 to 5 years	60	80
5 to 10 years	8	10
10 to 15 years	5	7
More than 15 years	2	3
Total	75	100

Source: Primary Data

CHART 3.9



Inference

Table 3.9 shows that 80 percent of the respondents are doing Online Jobs between 0 to 5 years, 10 percent of the respondents are doing Online jobs between 5 to 10 years, 7 percent of the respondents are doing Online Jobs between 5 to 10 years, 3 percent of the respondents are doing Online Jobs between more than 15 years. Thus majority of the respondents are doing Online Job between 0 to 5 years.

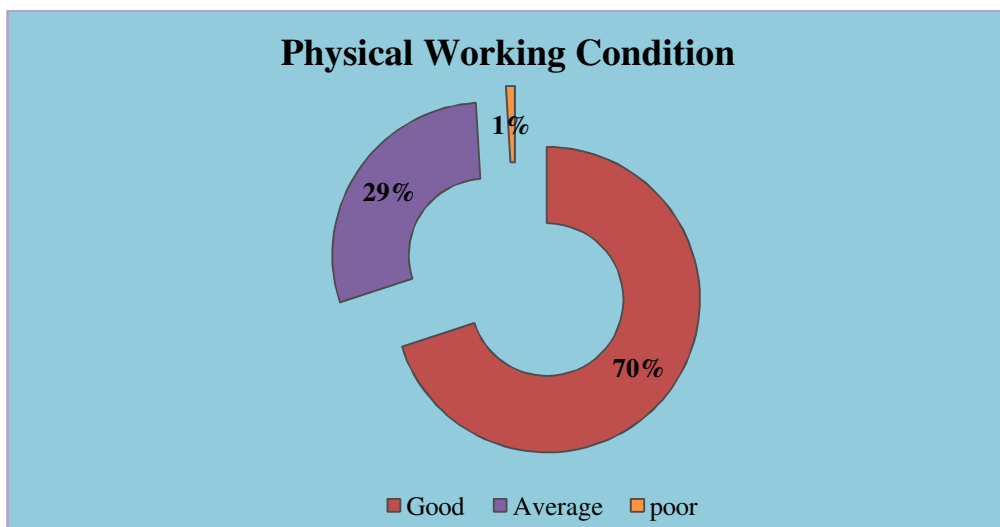
TABLE 3.10

**Distribution of Respondents on the basis of the opinion on Physical
Environmental Condition**

Physical Working Condition	No of Respondents	% of Respondents
Good	52	70
Average	22	29
Poor	1	1
Total	75	100

Source: Primary Data

CHART 3.10



Inference

The above table clearly defines that 70 percent of the respondents are saying the physical environmental condition is good, 29 percent of the respondents are saying that physical environmental condition is Average, 1 percent of the respondent is saying the physical environmental condition is poor. Thus, majority of the respondent are saying the physical environmental condition is good.

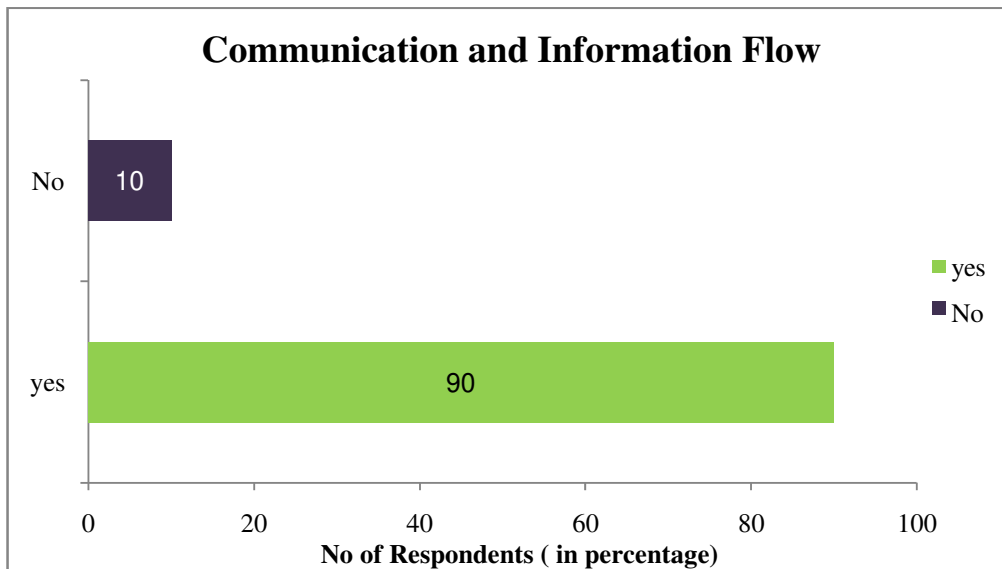
TABLE 3.11

Distribution of Respondents on the basis of Communication and Information Flow

Communication and Information flow	No of Respondents	% of Respondents
Yes	67	90
No	8	10
Total	75	100

Source: Primary Data

CHART 3.11



Inference

Table 3.10 reveals that 90 percent of the respondents are satisfied on the Communication and Information Flow between the departments is satisfactory, 10 percent of the respondent are think that Communication and Information Flow is not satisfactory. Thus majority of the respondents think information and communication flow is satisfactory.

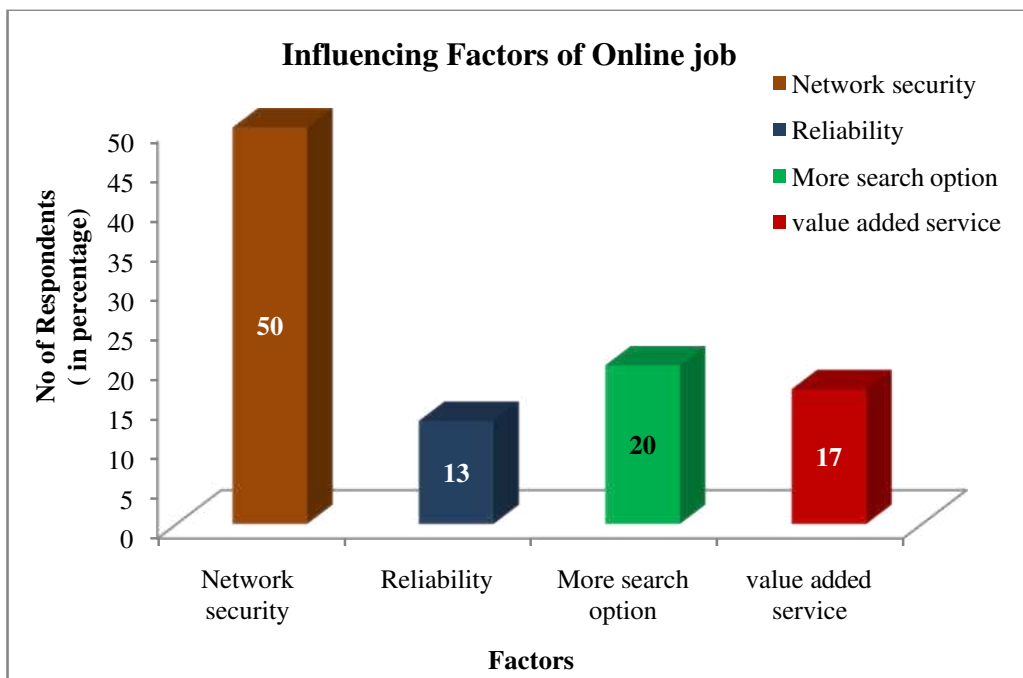
TABLE 3.12

**Distribution of Respondents on the basis of Factors Influencing of
Online Job**

Factors of Online Job	No of Respondents	% of Respondents
Network security	37	50
Reliability	10	13
More search option	15	20
Value added service	13	17
Total	75	100

Source: Primary Data

CHART 3.12



Inference

Table 3.12 reveals that 50 percent of the respondents choose Network security is the important Influencing Factor of an Online Job, 13 percent of the respondents choose More search option is the important Influencing Factor of an Online Job, 20 percent of the respondents choose value added service is an important I Factor of an Online Job, 17 percent of the respondents choose reliability is the important Influencing Factor of an Online Job. Thus most of the respondents choose Network security is the important Influencing Factor of an Online Job.

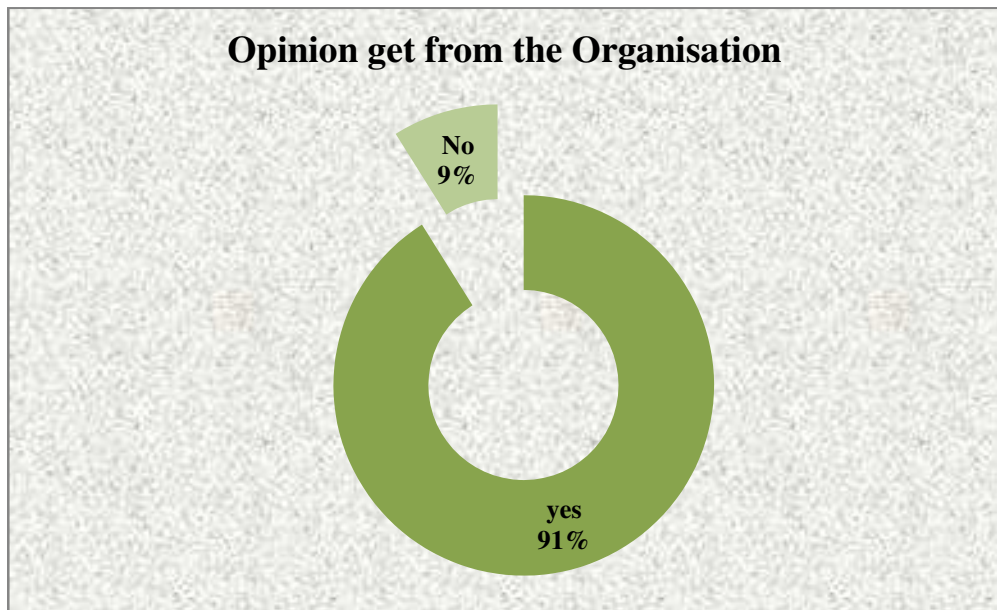
TABLE 3.13

Distribution of Respondents on the basis of Opinion get from the Organisation

Support get from the organization	No of Respondents	% of Respondents
Yes	68	91
No	7	9
Total	75	100

Source: Primary Data

CHART 3.13



Inference

Table 3.13 shows that 91 percent of the respondents are getting Opinion get from their organization, 9 percent of the respondents are not getting opinion from their organization. Thus majority of the respondent are getting Opinion from the organization.

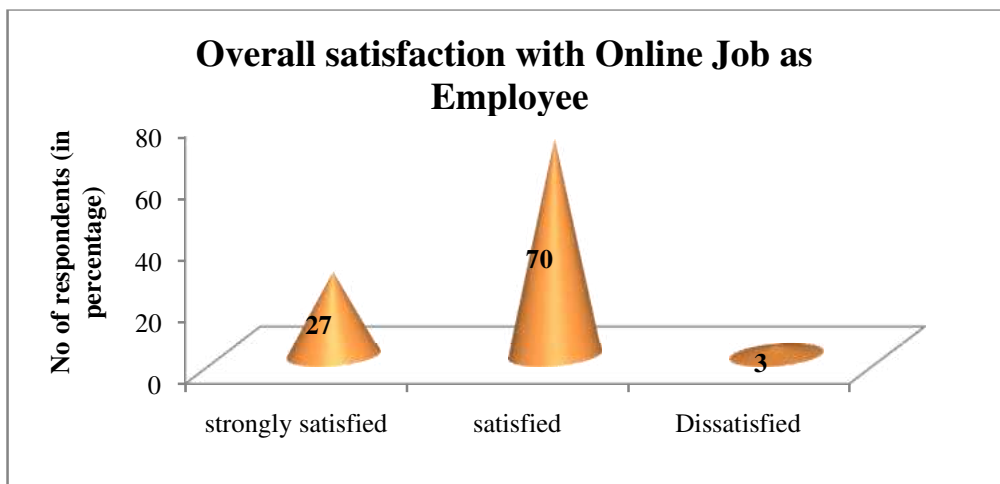
TABLE 3.14

**Distribution of Respondents on the basis of Overall Satisfaction with
Online Job as Employee**

Overall satisfaction with Online Job as Employee	No of Respondents	% of Respondents
Strongly satisfied	20	27
Satisfied	52	70
Dissatisfied	3	3
Total	75	100

Source: Primary Data

CHART 3.14



Inference

Table 3.14 clearly shows that 27 percent of the respondents are strongly satisfied with their Online Job as an employee, 70 percent of the respondents are satisfied with their Online Job as an employee, and 3 percent of the respondents are dissatisfied with their Online Job as an employee. Thus majority of the respondents are strongly satisfied with their Online Job as an employee.

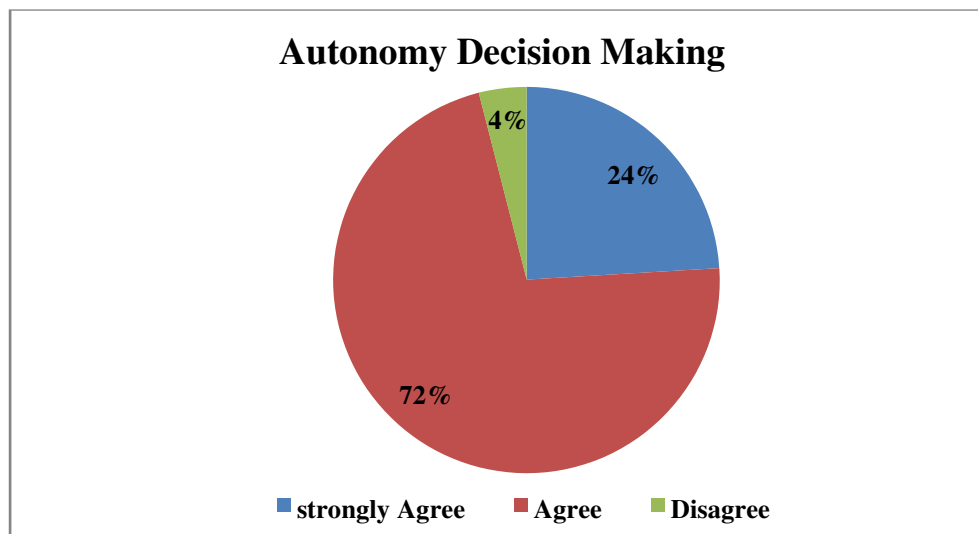
TABLE 3.15

**Distribution of Respondents on the basis of Satisfied with Autonomy
Decision Making**

Satisfied with autonomy making decision	No of Respondents	% of Respondents
Strongly Agree	18	24
Agree	54	72
Disagree	3	4
Total	75	100

Source: Primary Data

CHART 3.15



Inference

Table 3.15 shows that 24 of the respondents are strongly agree with autonomy Decision Making and 72 percent of the respondents are agree with autonomy Decision Making and 4 percent of the respondent are disagree with autonomy Decision Making .Thus majority of the respondents are agree with Decision Making about the daily task.

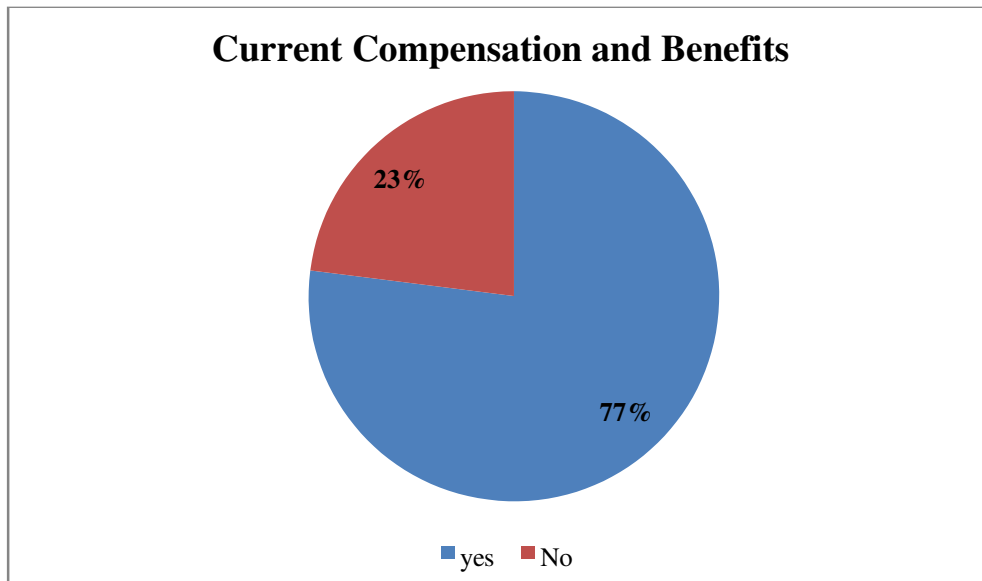
TABLE 3.16

Distribution of Respondents on the basis of opinion on Current Compensation and Benefits

Current Compensation	No of Respondents	% of Respondents
Yes	58	77
No	17	23
Total	75	100

Source: Primary Data

CHART 3.16



Inference

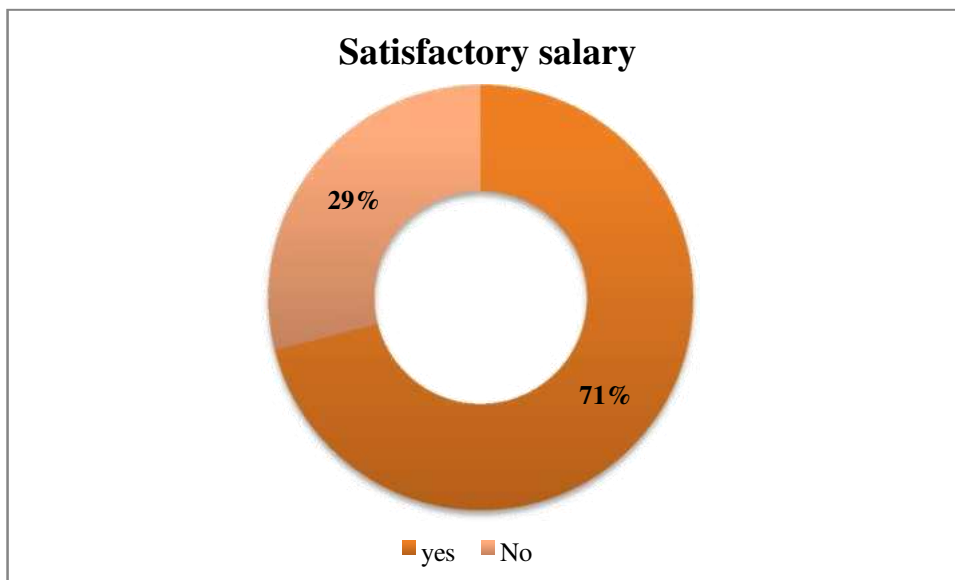
This table clearly shows that 77 percent of the respondents are satisfied with the current compensation and benefits offered by the company, 23 percent of the respondents are not satisfied with the current compensation and benefits offered by the company. Thus majority of the respondents are satisfied with current Compensation and Benefits.

TABLE 3.17
Distribution of Respondents on the basis of Satisfactory Salary

Satisfactory salary	No of Respondents	% of Respondents
Yes	53	71
No	22	29
Total	75	100

Source: Primary Data

CHART 3.17



Inference

Table 3.17 reveals that 71 percent of the respondents are satisfied with the salary according to their Online Job, 29 percent of the respondents are not satisfied with the salary according to their Online Job. Thus majority of the respondents are satisfied with the salary according to their Online Job.

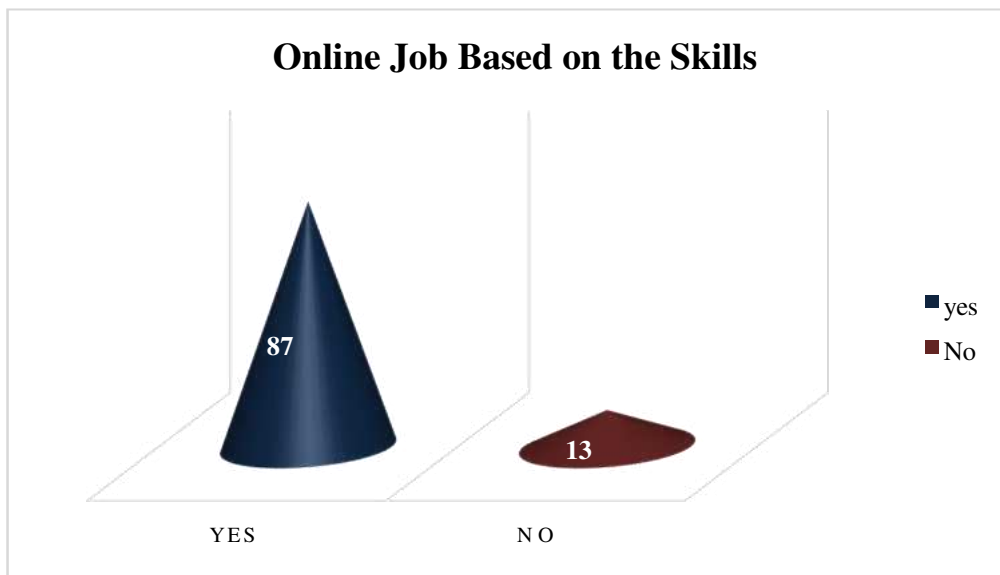
TABLE 3.18

Distribution of Respondents on the basis of Online Job based on the Skills

Online Job based on the skills	No of Respondents	% of Respondents
Yes	65	87
No	10	13
Total	75	100

Source: Primary Data

CHART 3.18



Inference

Table 3.18 shows that 87 percent of the respondents are satisfied with their Online Job based on the skills, 13 percent of the respondent is not satisfied with their Online Job based on the skills. Thus majority of the respondents are satisfied with their Online Job based on the skills.

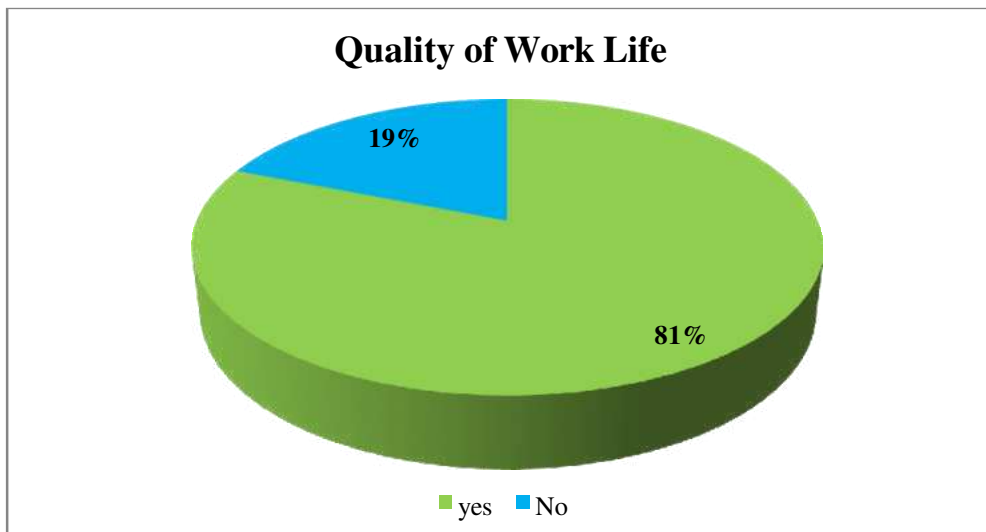
TABLE 3.19

Distribution of Respondents on the basis of Quality of Work Life

Quality of work life	No of Respondents	% of Respondents
Yes	61	81
No	14	19
Total	75	100

Source: Primary Data

CHART 3.19



Inference

Table 3.19 shows that 81 percent of them are satisfied with the quality of work life of the organization helps to improve their productivity, 19 percent of them are not satisfied with the quality of work life of the organization helps to improve their productivity.

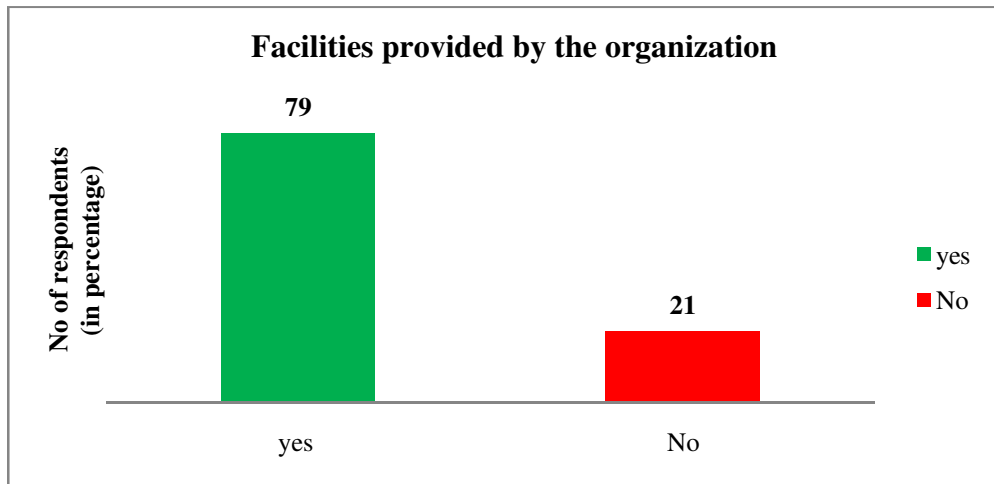
TABLE 3.20

Distribution of Respondents on the basis of Facilities Provided by the Organization

Facilities provided by the organization	No of Respondents	% of Respondents
Yes	61	79
No	14	21
Total	75	100

Source: Primary Data

CHART 3.20



Inference

Table 3.20 shows that 79 percent of the respondents are satisfied with the facilities provided by the organization, 21 percent of the respondents are not satisfied with the facilities provided by the organization. Thus majority of the respondents are satisfied with the facilities provided by the organization.

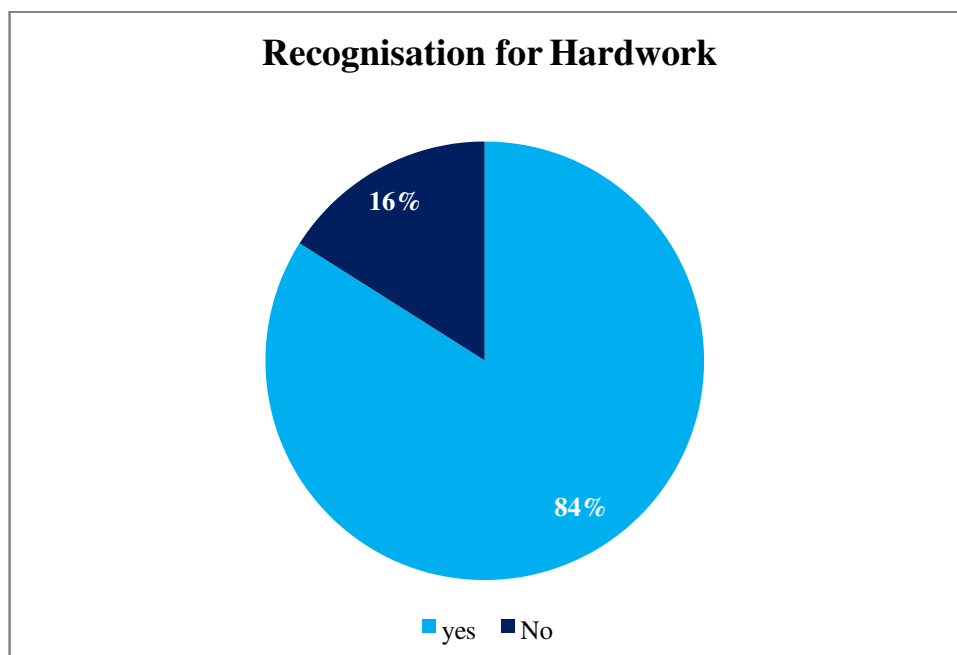
TABLE 3.21

**Distribution of respondents on the basis of Opinion on
Recognition for Hard work**

Reorganization for Hard work	Number of Respondents	% of Respondents
Yes	63	84
No	12	16
Total	75	100

Source: Primary Data

CHART 3.21



Inference

Table 3.21 depicts that 84 percent of them are feel recognized for hard work and success at work, 16 percent of them are not feel recognized for hard work and success at work. Thus majority of the respondents are feeling Recognition for Hard work.

TABLE 3.22**Rating the Job Satisfaction****Company Purpose and Leadership**

Factors	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	Total	Percentage	Rank
Company's value	170	104	42	0	1	317	4.22	I
Company's Mission	60	180	51	0	1	292	3.89	III
Company's vision	80	136	96	0	1	313	4.17	II
Senior leadership	95	112	60	14	1	282	3.76	IV

Inference

Job satisfaction is based on company purpose and leadership is highlighted on the basis of job satisfaction.

Company's value is the Ranked First which decides company purpose and leadership and rated on the basis of Job satisfaction. Company's vision is the Ranked Second which decides company purpose and leadership and rated on the basis of Job satisfaction. Company's mission is the Ranked third which decides company purpose and leadership and rated on the basis of Job satisfaction. Senior leadership is the Ranked Fourth which decides company purpose and leadership and rated on the basis of Job satisfaction.

TABLE 3.23**Satisfaction in Salary****Rating the Job and Benefits**

Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total	Percentage	Rank
Salary	125	148	30	6	0	309	4.12	I
Overall benefit	55	176	57	2	0	290	3.86	II
Health	80	128	63	16	3	280	3.73	III
Vacation time	65	128	65	12	2	273	3.64	IV

Inference

Job satisfaction is based on salary and benefits are highlighted on the basis of job satisfaction.

Salary is the Ranked First which decides salary and benefits rated on the basis of Job satisfaction. Overall benefits are the Ranked Second which decides salary and benefits rated on the basis of Job satisfaction. Health is the Ranked third which decides salary and benefits rated on the basis of Job satisfaction. Vacation time is the Ranked Fourth which decides salary and benefits rated on the basis of Job satisfaction

TABLE 3.24
Rating the Job Satisfaction
Management and Performance

Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total	Percentage	Rank
Service quality	165	152	12	0	0	329	4.38	I
Responsiveness and kindness	85	196	24	2	0	307	4.09	III
Helpfulness	140	132	42	0	0	314	4.18	II

Inference

Job satisfaction is based on management and performance is highlighted on the basis of job satisfaction.

Service quality is the Ranked First which decides Management and performance rated on the basis of Job satisfaction. Helpfulness is the Ranked Second which decides Management and performance rated on the basis of Job satisfaction. Responsiveness and kindness is the Ranked Third which decides Management and performance rated on the basis of Job satisfaction.

TABLE 3.25
Ranking Factors of Job Satisfaction

Factors	% of scores	Rank
Working Facilities	60.05	II
Remuneration Compensation	54.96	I
Infrastructure	57.09	III
Professional Development	54.09	IV

Inference

Remuneration Compensation Ranked First which decides Job satisfaction. Working Facilities Ranked second which decides Job satisfaction. Infrastructure Ranked Third which decides Job satisfaction. Professional Development Ranked Fourth which decides Job Satisfaction.

FINDINGS SUGGESTIONS AND CONCLUSIONS

This chapter deals with the majority findings of the study. Based on the findings and suggestions, conclusions were drawn. This chapter was discussed in concise and summary format rather than descriptive form.

Findings

The following are the findings found through the analysis of data interpretation .A study on **Job satisfaction towards Online Job**.

- The study clearly shows that (84%) of the respondents are of the age group between 25 – 30.
- Majority (76%) of the respondents are Female.
- Most of the respondents are Under Graduates.
- Most of the respondents are doing part time job
- Majority of the respondents earn below 20,000 per month.
- Majority (67%) of the respondents are Current Employment.
- Majority of the respondents are performing Online Job.
- Mostly (80%) of the respondents doing online job between 0 – 5 years.
- Majority (70%) of the respondents are satisfied with the physical Environmental condition.
- Mostly (90%) of the respondents feel that an online job satisfied on the communication and information flow system
- Majority (50%) of the respondents choose Network security is the influencing factor of an online job

- Mostly (91%) of the respondents are opinion get from the organization
- Majority(70%) of the respondents are satisfied with Online Job
- Majority (72%) of the respondents are satisfied with the Opinion on Autonomy Decision Making
- Mostly (77%) of the respondents are satisfied with the opinion on current compensation and benefits.
- Majority (71%) of the respondents are satisfied with their salary.
- Most of the respondents are satisfied with their online job based on work the skill
- Most of the respondents are satisfied with the quality of work life
- Majority (79%) of the respondents are satisfied with the facilities provided by the organization
- Majority of the respondents are satisfied with the opinion on Recognition for their hard work
- While ranking the influential factors it is found that company's value Ranked First, Company's vision gets the Ranked Second, Company's Mission gets the Rank Third and Senior Leadership gets the Ranked Fourth.
- While ranking the influential factors it is found that Salary gets the Ranked First, Overall benefits gets the Ranked Second, Health gets the Rank Third, and Vacation time gets the Ranked Fourth.

- While ranking the influential factor it is found that service quality gets the Ranked First, helpfulness gets the Ranked Second and responsiveness and kindness gets the Ranked Fourth.
- It is inferred that Salary is the most influential factors towards Online Job in which.
- Remuneration Compensation gets the Ranked First followed by other factors namely working facilities, Infrastructure Development and Professional Development.

Suggestions

- Try to apply for all available opportunities of the website for online job.
- Prepare proper resumes for the clear and crisp ideas for your attendee
- Maintain proper time management to organize online meeting sessions
- Need free WIFI facilities to work properly without any interruption
- Need of private room , to work without any disturbance
- Try to give more incentives and rewards for your employees who are more attentive and active.
- Provide reasonable leaves and holidays to your employees for their relaxation.
- Generate promotion facilities to your employees who perform their duty in a full pledged manner.

- Employees want to know that management recognizes their contributions and accomplishments.
- Employees value the investment organizations make into ongoing job skill training.
- Investing in career development of an organizations workforce result in employees who feel valued and grow professionally.
- Job satisfaction is also connected to relationships that the employee has with co-workers.
- Invests the time and resources in creating an environment where employees thrive and love to work.
- Employees want to know that there are opportunities within the organization to grow and advance their careers.
- Explore the benefits that employees appreciate and value. Bench mark your total benefits packages to ensure your package is competitive.

CHAPTER V

CONCLUSION

Online job is lot more comfortable for lots of people. Employees can save a great deal of time and money since they don't have to travel so often, which means people will have lot more time for work and for themselves, too. Less travelling will also help reduce traffic congestion and environmental pollution. Besides working at home does not mean staying all day long, people can choose to work in their garden or backyard, wherever makes them feel convenient to work. Moreover, employees are under less stress with flexible working schedule.

To be fair, there are still some disadvantages of teleworking. For instance, working from personal space will reduce face to face interactions among colleagues. However, the problem is solved thanks to the internet. As for now, people from around the globe can easily contact and work with others from distances. Another drawback is that some people may get distracted from work by external factors. The situation requires employees to be highly awarded of what they should and should not do for their paid jobs.

Job portal is application which connects employer and job seekers where employers are the source of the resources and the job seeker can find apply for their targeted job.

This situation has prompted many job portals to look for the ways that has been widely accepted and fully in job searching. In this sense the job portals assumes greater importance ad we could develop such as efficient system which is used by lot many job hunters and employers.

ANNEXURE II

QUESTIONNAIRE

I. Socio Environmental Conditions

1. Name :

2. Age :

- A) 25 - 30 B) 31 - 40 C) 41- 50 D) Above 50

3. Gender :

- A) Male B) Female

4. Marital status :

- A) Single B) Married

5. Educational Qualification :

- A) Higher secondary B) Undergraduate
C) Post graduate D) Diploma

6. Occupation :

- A) part time B) Full time

7. If part time what would be your Alternative Job?

- A) Profession B) Business C) Private Employee D) Student

8. Type of family :

- A) Nuclear B) Joint family

9. Monthly family Income

- | | |
|--------------------|--------------------|
| A) Below 20,000 | B) 30,001 – 40,000 |
| C) 40,001 – 50,001 | D) Above 50,000 |

10. Are you employed at the moment?

- A) Yes B) No

11. Which type of job do you perform mostly through online job?

- A) Yes B) No

12. Do you prefer the same company for different designation?

- A) Yes B) No

13. Since how many years you have been working in this organization?

- | | |
|------------------|-----------------------|
| A) 0- 5 years | B) 5- 10 Years |
| C) 10 - 15 years | D) more than 15 years |

14. What is your current position?

- | | |
|----------------------|--------------------|
| A) Manager | B) Sales Executive |
| C) Marketing Manager | D) other |

15. How is the physical environmental condition in the company?

- A) Good B) Average C) Poor

16. What do you think about the work load in the organization?

- A) It can't be finish in appropriate time
- B) Work load is very much employees able to complete their task
- C) work load is less as compared to other companies.

II. Level of Satisfaction

17. Do you think communication and Information flow between the departments is satisfactory?

- A) Yes B) No

18. Do the employees share their experiences to help each other?

- A) Yes B) No

19. Which factor of an online job is the most important factor in your opinion?

- A) Network security B) More search option
C) Value added service D) Reliability

20. Are you satisfied with the support you get from the organization?

- A) Yes B) No

21. Does the top Management involve employees in the Management decisions?

- A) Yes B) No

22. Do you think department in the organization have co –operation?

- A) Yes B) No

23. What is the overall level of satisfaction with your job as an employee

- A) Strongly Satisfied B) satisfied
C) Dissatisfied

24. Are you satisfied with autonomy making decision about the daily task

- A) Strongly agree B) Agree C) Disagree

25. What is the most important area to improve job satisfaction?

- A) Salary B) Management
C) Task D) Good co –operation

26. Does your manager care about you as a person in this online mode of working?

- A) Yes B) No

27. Do your colleagues contribute to your level of satisfaction?

- A) Yes B) No

28. Rank the factors of job satisfaction

S.No.	Factor	Rank
1	Working facilities	
2	Remuneration Compensation	
3	Infrastructure	
4	Professional Development	

III. Benefits of Employees

29. Did you receive any incentives?

- A) Yes B) No

30. If yes on what basis incentives are given?

- A) Work based B) Hour based
C) Result based D) Higher education

31. Do you feel being rewarded for your efforts at your work?

A) Yes B) No

32. Is monthly salary sufficient to meet all expenses?

A) Yes B) No

33. Are you satisfied with the current compensation and benefits offered by the company?

A) Yes B) No

34. Does the organization provide satisfactory salary according to your work?

A) Yes B) No

IV. Performance Level

35. Do you think that extra work is given due to leave absence of other employees

A) Yes B) No

36. Do you feel that your work is according to your qualification and skill?

A) Yes B) No

37. Are you satisfied with promotional procedures followed by your organization?

A) Yes B) No

38. Do you think quality of work life of organization helps to improve your productivity?

A) Yes B) No

39. Does the goals and task are clearly defined for increasing productivity?

A) Yes B) No

40. Does the facilities provided by the organization motivate you to improve your productivity?

A) Yes B) No

V. Influencing Factors

41. Do you feel job Security is less in your job?

A) Yes B) No

42. Do you feel recognized for your hard work and success at work?

A) Yes B) No

43. Do you think that your job provides you opportunity to use skill?

A) Yes B) No

44. If yes, what are all the skills you learned and improvement from your job?

A) Management skills	B) Team spirit
C) Leadership	D) sociable

45. Does working in the organization give you feeling of security and improves your productivity?

A) Yes B) No

46. Do you have sufficient opportunities for personal growth and professional growth?

A) Yes B) No

47. What factor motivates you the most?

A) Salary increase

B) Promotion

C) Leave

D) Motivational talks

E) Recognition

48. What do you think about the other employees in organization are skilled,
Motivated and productive?

A) Yes

B) No

49. How would you rate your job satisfaction in following areas?

a) Company purpose and Leadership

S.No	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Company's value					
Company's Mission					
Company's Vision					
Senior Leadership					

b) Salary Benefits

S.No.	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Salary					
Overall Benefits					
Health					
Vacation Time					

c) Management and Performance

S.No.	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Service quality					
Responsiveness and kindness					
Helpfulness					

50. How would you describe your overall level of satisfaction?

A) Highly satisfied

B) satisfied

C) Neutral

D) Dissatisfied

E) Highly dissatisfied

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**A STUDY ON CONSUMER PERCEPTION AND
SATISFACTION TOWARDS FAST MOVING CONSUMER
GOODS IN THOOTHUKUDI**

A project submitted to
ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI

Affiliated to
Manonmaniam Sundaranar University, Tirunelveli,
in partial fulfillment of the requirements
for the award of the degree of
MASTER OF COMMERCE'

By

C. MARIA JOSEPH ANN LIN

(Register Number: 19APCO16)

Under the Supervision and Guidance of
Dr. FERNANDO ALEXANDRIA M.com., Ph.D.



PG AND RESEARCH DEPARTMENT OF COMMERCE

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

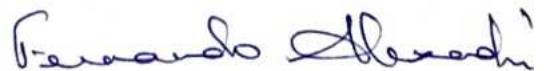
This is to certify that the project work entitled "A STUDY ON CONSUMER PERCEPTION AND SATISFACTION TOWARDS FAST MOVING CONSUMER GOODS IN THOOTHUKUDI" submitted by the candidate C. MARIA JOSEPH ANNLIN in partial fulfillment of the requirements for the degree of "Master of Commerce" to St.Mary's College(Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli is a work done by her during the period of her study under my guidance and supervision.

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I hereby state that the project entitled "A STUDY ON CONSUMER PERCEPTION AND SATISFACTION TOWARDS FAST MOVING CONSUMER GOODS IN THOOTHUKUDI" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli for the degree of Master of Commerce is my original work and that no part of this project has been submitted for the award of any other degree, diploma, fellowship or other similar titles.

Place: Thoothukudi

Date: 10.4.2021


Signature of the candidate

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Last but not least, I extend my sincere thanks to my parents, friends and respondents for their encouragement and cooperation during the work.

C. MARIA JOSEPH ANNLIN

TABLE OF CONTENT

Chapter No.	Title	Page No.
I	Introduction & Design Of The Study <ul style="list-style-type: none"> ➤ Introduction ➤ Importance of the study ➤ Statement of the problem ➤ Objectives of study ➤ Review of literature ➤ Scope of the study ➤ Area of study ➤ Period of study ➤ Collection of data ➤ Sampling design ➤ Construction of tools ➤ Need for the study ➤ Framework of analysis ➤ Limitations the study ➤ Chapter scheme 	1-11
II	Profile of the Study	12-44
III	Analysis and Data Interpretation	45-78
IV	Findings and Suggestions	79-81
V	Conclusion	82-83
	Annexure <ul style="list-style-type: none"> • Bibliography • Questionnaire 	

LIST OF TABLES

S.No.	Title	Page No.
3.1	Gender wise classification	46
3.2	Age wise classification	47
3.3	Educational qualification	48
3.4	Marital status	49
3.5	Monthly income	50
3.6	Motivating factor in the family for purchase	51
3.7	Influencing factors	52
3.8	Preference of sales outlet	53
3.9	Awareness of the alternative products	54
3.10	Preference for sales promotional schemes	55
3.11	Awareness through advertisement	56
3.12	Factors influencing the choice of product	57
3.13	Aspects which influence consumer's purchasing decision	58
3.14	Factors inducing the consumer towards the purchase	59
3.15	Types of product preferred	60
3.16	Switching over to other brands	61
3.17	Reason for change of brand	62
3.18	Consumer awareness and knowledge about product	64
3.19	Purchasing behaviour	66
3.20	Suitability of internet shopping for consumer products	67
3.21	Timely information about sales promotion	68
3.22	Easy availability of products	69
3.23	Influence of income on the choice of products	70
3.24	Amount spent monthly on purchase	71
3.25	Period of usage of same product	72
3.26	Reason for brand recognition	75

3.27	Reason for buying products from the selected departmental stores	76
3.28	Factors that helps to build a good brand image	77
3.29	Overall satisfaction	78

CHAPTER – 1

INTRODUCTION



CHAPTER – 1

INTRODUCTION AND DESIGN OF THE STUDY

1.1 CONSUMER PERCEPTION

In marketing, ‘customer perception’ refers to customers’ awareness, their impressions, and their opinions about your business, products, and brand. **Customer perception is shaped by multiple variables**, including direct and indirect interactions with your offerings.

Today, perception impacts buyer decision-making and is a “huge success factor in the retail industry,” Deloitte reports. Brands who monitor and **understand customer perception** and its contributing factors can better identify opportunities to [improve customer experiences](#). In fact, Forrester defines customer experience as “your customer’s perceptions of their interactions with your brand”.

1.2 CONSUMER SATISFACTION

Customer satisfaction is defined as a measurement that determines how happy customers are with a company’s products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

An organization’s main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, non-profit organisations, and every subgroup within an organization.

1.3 FAST MOVING CONSUMER GOODS

Fast-moving [consumer goods](#) are products that sell quickly at relatively low cost. These goods are also called [consumer packaged goods](#). Fast Moving Consumer Goods have a short shelf life because of high consumer demand (e.g., soft drinks and confectionery) or because they are perishable (e.g., meat, dairy products, and baked goods). These goods are purchased frequently, are consumed rapidly, are priced low and are sold in large quantities. They also have a high turnover when they're on the shelf at the store. The Fast Moving Consumer Goods sector is one of the booming sectors of the Indian economy. This sector has experienced an outstanding growth in the past decade. This sector comprises of four main segments, which include personal care, household care, food & beverages, and health care products. Personal care products are oral care, hair care, toiletries, soaps and cosmetics; household care are fabric wash and household cleaners; and food and beverages include health beverages, soft drinks, cereals, dairy products, bakery products, chocolates and so on. Health care products include over the counter products as well. Fast Moving Consumer Goods are domestic product and is also the fourth largest sector in the Indian economy, responsible for providing employment for more than three million people in downstream activities which are generally carried out in smaller towns and also in rural India. The liberalization of the Indian economy had far reaching consequences, which led to the entry of global brands in the Indian market. Earlier companies focused their marketing efforts on the urban market targeting the educated consumer. However with the saturation of markets in the urban sector, many companies focused their attention towards the fast growing rural sector and also the rural markets in India are still evolving, and the sector poses a variety of challenges. The consumption patterns, tastes and needs of the consumers are entirely different from the needs of urban consumers. While it is evident that urban consumer has adapted himself to the fast changing consumerism much faster than the rural consumer due to higher exposure to media and changing life style, but the rural consumers are not far behind. Hence the buying behaviour of consumers has become a hot topic for discussion because rural India, in recent days, is enthusiastically consuming everything from shampoo to motor cycles being considered as one of the significant topics of market analysis.

Products which have a quick turnover and relatively low cost are known as Fast Moving Consumer Goods. Fast Moving Consumer Goods are those that get replaced within a year. Fast Moving Consumer Goods generally include wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, tooth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, bulbs, batteries, paper products, and plastic goods. Fast Moving Consumer Goods also include pharmaceuticals, consumer electronics, packaged food products, soft drinks, tissue paper, and chocolate bars. Fast moving consumer goods are also known as Consumer Packaged Goods (CPGs).

Owing to a rapid shift in consumer behaviour and diversity, competition dynamics and regulatory norms, Fast Moving Consumer Goods (FMCG) companies are expected to innovate and turnaround at an unprecedented pace. Staying ahead of the curve is the key to retain market leadership. Growth has not only remained essential, but has also become more difficult to achieve. Hence, it becomes imperative to incorporate critical measures for growth across the value creation cycle, starting right from the facility design and engineering through operations, maintenance to digitalization of factories.

The essentials, the products that people use every day, don't just appear out of thin air. Dedicated, caring, and forward thinking manufacturers, produce them to help the rest of the world continue to turn. Luckily, our Automated Guided Vehicles (AGVs) can take the stress out of the material handling within operation. Within the Fast Moving Consumer Goods (FMCG) industry, we have established ourselves as a leader, and some of the world's largest Fast Moving Consumer Goods companies have trusted us to move their goods from the beginning to the end of the production cycle. Our years of experience and diversified installation base translates into smarter problem solving and a macro-level understanding of the Fast Moving Consumer Goods manufacturing process.

Whether its food and beverage, personal care, household and cleaning products, apparel and footwear, tobacco or pet care products, Fast Moving Consumer Goods companies are in a race against time to prepare for future trends and stay on top of changes within the industry.

As many Fast Moving Consumer Goods companies operate on a global scale, it is important for them to understand economic and demographic trends that will shape future demand and consumer spending around the world. Perhaps more than ever, with global uncertainty and

market volatility seemingly increasing by the day, these companies need to monitor external macro factors including timely insights and most importantly accurate forecast data in order to evaluate future strategy. Therefore, reducing the risk inherent with economic forecasting is key.

With forecasts from over 900 world renowned experts, the Focus Economics Consensus Forecast allows Fast Moving Consumer Goods professionals to rest easy knowing they are getting the most accurate forecast that will consistently beat a single-source forecast.

Focus Economics covers 127 countries globally, comprising of 97% of global GDP. Our reports include key historical economic data and forecasts on macroeconomic indicators such as GDP, consumption, unemployment, CPI, ForEx and interest rates, among many others. We help Fast Moving Consumer Goods industry professionals with mid- to long-term strategy, budget planning, exchange rate monitoring for import/export planning and to simply stay abreast of macroeconomic developments in countries and entire regions, all in one place.

Fast moving consumer goods (FMCG) form one of the largest industries worldwide. From our morning showers with a shampoo to our oats and fruit breakfast, or office outings at a local pub or snacks at a street vendor – our worlds spin around consumer goods.

The industry today is constantly being disrupted by ever-changing consumer preferences and new technologies. Customers demand innovative products, which means producing a wider range of goods at higher volumes quickly. In developing markets, consumers are also spending more, which raises the call for an expanded supply chain.

According to Allied Market Research, the global Fast Moving Consumer Goods market is predicted to reach \$15,361.8 billion by 2025, growing at an incredible 5.4% in the next five years. New avenues providing greater business opportunities. Research from Statista also shows that E-Commerce is growing faster than traditional brick and mortar stores every year. Consumers are demanding new product offerings such as healthier and sustainable products, and this is expected to open new roads for Fast Moving Consumer Goods players.

1.4 IMPORTANCE OF THE STUDY

The study focuses mainly on the consumer behaviour towards perception and satisfaction Fast Moving Consumer Goods in Thoothukudi, but with the prevailing trend, it is necessary to focus on the essence and emergence of vibrant marketing efforts from the Fast Moving Consumer Goods companies. Thus while more number of companies are entering the rural and urban markets, with a variety of products, it is very much essential on the part of the companies to study the rural and urban consumer perception and satisfaction on Fast Moving Consumer Goods. This study tries to highlight the consumer behaviour before the purchase and satisfaction after the purchase, at the time of purchase, post-purchase and also the factors influencing the consumer satisfaction towards Fast Moving Consumer Goods in Thoothukudi.

1.5 STATEMENT OF THE PROBLEM

Fast Moving Consumer Goods, are the products that are sold quickly at a low price. The profit from these products is relatively very small and the selling is in large quantities and hence the cumulative profit on such products is large. The companies which produce of Fast Moving Consumer Goods has massive competition and they are forced to find new strategies to sell their Fast Moving Consumer Goods. They try to do this by learning the customer's common needs and buying motives and consequently to develop a solution. This is very difficult because the consumers have different needs, attitudes and expectations due to vast changes in the standard of living and life styles. Nowadays the consumers are very dynamic, and their taste and preferences are also changing very fast. The consumers are also looking for product differentiation and the convenience offered. Further, they have certain expectations from the branded items in terms of its quality, price and packaging. The money spent on advertisement makes the consumers aware of the latest brands available in the market. The market conditions do not assume an organized functioning pattern. The status of marketing needs to be understood in view of social dynamics and various economic and operational gap theories. Thus, an appropriate planning for market in terms of trade for channel infrastructure, technology and behavioural dimensions need greater emphasis for achieving better economic efficiency. Various problems are faced by the consumers in selecting the fast moving consumer goods, though the Fast Moving Consumer Goods have specific characteristics of

forming the small value, it becomes a significant part of a family budget. Hence, it is imperative on the part of the researcher to study brand wise consumer behaviour in the purchase decision of FMCGs. Thoothukudi being a conglomeration of rural and Urban People and notable industrial centre, the research work has been undertaken with the given objectives dealing with the following questions centred around Thoothukudi.

1. What are the factors that highly influence the consumer behaviour in the purchase decision of Fast Moving Consumer Goods?
2. What are the factors that are connected to the level of awareness, knowledge and loyalty of consumer regarding Fast Moving Consumer Goods?

The research inputs derived would help the manufacturers to take up fresh strategies to attract new customers and maintain a healthy and loyal relationship with the existing customers by way of offering post purchase benefits to retain them.

1.6 OBJECTIVES OF THE STUDY

1. To analyse the socio economic status of the respondents.
2. To identify the factors that influence consumer's buying behaviour and consumer's decisions making process.
3. To study the consumer's perception towards brand awareness and knowledge.
4. To examine the benefits of using the fast moving consumer goods.
5. To understand the preference of the consumers towards the fast moving consumer goods.
6. To understand the overall satisfaction level of respondents using Fast Moving Consumer Goods product.

1.7 REVIEW OF LITERATURE

- **Rajasekaran, B and Saravanan, P. A. (2014)** highlighted, “ Consumer Satisfaction on Fast Moving Consumer Goods ” . The study throws on the attitudes, values, beliefs and perception of the consumers with regards to the consumption of fast moving consumer goods. To study the brand preference of fast moving consumer goods, the preference and opinion of consumer towards popular brands have been taken into

consideration. A five point scale was used to analyze the consumer satisfaction. The respondents have been classified into three categories namely those holding high level, medium level and low level of opinion. The relationship variables have been analyzed by means of Chi-square test. The study found that the quality is the major driver to prefer a particular brand of FMCGs. If the marketers target the consumer with high quality goods at affordable price, certainly they will succeed in their business.

- **Prabha.C and Baranidharan.K, (2013)** “Online FMCGs Advertising”, FMCGs sector in India is one of the four largest sectors in Indian economy. The FMCGs (fast moving consumer goods) companies have faced tough competition among themselves over the years, which is continuously increasing. This is due to the increase in per capita income among individuals and various developments in rural economy. The FMCGs sector has changed its strategies and has opted for a better-planned marketing of the products to penetrate both the rural and urban markets. FMCGs brands to come up with something of great value online for their brands. However, there have been instances where brands have been launched online before being introduced directly to their end customers.
- **Nagarajan . G and Khaja Sheriff .J (2013)** “Emerging Challenges and Prospects of FMCG Product Development in India”, this article provides inputs for a clear understanding of the consumer mindset towards FMCGs. It focuses on some of the fundamental issues pertaining to the emerging challenges and prospects of marketing FMCGs (new product launch) in India, emerging trends in sales and customer attraction which enable to improvements in new product development. Fundamental issues of the customer and their expectations involve around three magical questions 1.What more? 2. What next? 3. What else? When the marketers want to fulfill the customer requirements they come up with challenges which are new and unseen in yesteryears.
- **MunirHussain and AmnaMunir, (2012)** “Impact of innovation in FMCGs on customer loyalty and satisfaction: A case study of Confectionary Producer “English Biscuit Manufacturers” in Pakistan”, The purpose of this quantitative study is to discover the impact of innovation on customer’s loyalty and satisfaction. Furthermore it is a brief review of some relevant approaches which have been used for the measurement of customer satisfaction. It also describes the number of factors which may consider facilitating customers in Pakistan. The aims and objectives of this

research are to determine the impact of innovation on customer satisfaction, customer loyalty, new features of product, customer retention, the factors affecting the innovation, and comparison of existing old and new products in terms of innovation. This quantitative research was conducted through the responses collected by Pakistani buyers with the help of close ended questionnaire developed on Likert and dichotomous scale.

- **IpseetaSatpathy and Patnaik B.C.M, (2011)** “A Survey on Women Consumer Behaviour towards Fast Moving Consumer Goods (With Special reference to Demography)”, The objective of modern marketing is to make profits through satisfying and delighting the customer’s need and wants. Hence, the marketers have to understand the real needs, wants, beliefs and attitudes of the women consumers towards their products and services. Today, network marketing is a multi-billion dollar business, and a large number of driving forces of the 21st century economy. Many business leaders now regard network marketing as the business for future. But the marketing method was misunderstood as a get rich-quick scheme; it is also too common for network marketers worldwide to answer the legality and soundness of their business. In this paper, an attempt is made to analyze and compare the women consumer behaviour on the basis of demography for the post-purchase evaluation and awareness level of consumers with regard to different consumer Protection Acts, etc.
- **Ranganathan (2006)** Chairman and Managing Director, CavinKare, India (Pvt) Ltd, in his article pointed out that in the last decade, increased competition has driven down margin for all the FMCGs players. He further added that it is time for FMCGs players to innovate not just in products, but in distribution, packaging, pricing, consumer promotion, communication and supply chain to gain a distinct advantage over competition and fuel their growth. He concluded that the future for the FMCGs sector is very bright John Mano Raj (2007)³³ in his paper covers the attractions for the FMCGs marketers to go to rural and the urban markets and uses a suitable marketing strategy with the suitable example of companies and their experience in going rural. Thus the rural marketing has been growing steadily over the years and is now bigger than the urban market for FMCGs. Globally, the FMCGs sector has been successful in selling products to the lower and middle income groups and the same is true in India. Over 70% of sales is made to middle class households today and over 50% of the middle class is in rural India. But the rural penetration rates are low. This presents a

tremendous opportunity for makers of branded products who can convert consumers to buy branded products. The marketers need to develop different strategies to treat the rural consumers since they are economically, socially and psycho-graphically different from each other. This paper covers the attractions for the FMCGs marketers to go to rural, the challenges, the difference between the rural and the urban market and the suitable marketing strategy with the suitable customers.

- **Madhavi.C and Arulkumar.S (2006)**, in their study pointed out that most of the rural consumers are influenced by quality of the product. So the FMCGs Companies should strictly adhere to the quality standards. Price is the second factor that influences the purchase of the product in most cases and hence the product should be reasonably priced. They concluded that FMCGs companies could significantly increase the market share by extending attention to rural areas. More generic product with different advertisement campaigns surely attracts non-users.

1.8 SCOPE OF THE STUDY

The Scope of the study in terms of geographical location is restricted to Thoothukudi. The scope of the study in terms of objectives is restricted to the customer behaviour to identify the preference, influence, perception and satisfaction on the brand in taking purchase decision.

1.9 AREA OF STUDY

The study area is limited to Thoothukudi City, Tamil Nadu. It is identified as one of the fast developing city in India. It is a port city and an industrial city of the Indian State of Tamil Nadu. The city lies in the Coromandel Coast of Bay of Bengal. Thoothukudi is known as “PEARL CITY” due to the pearl fishing carried out in the town.

1.10 PERIOD OF STUDY

The study was carried out over from December 2020 to March 2021. The questionnaire was circulated from January 2021.

1.11 COLLECTION OF DATA

The study was analyzed with the help of both primary data and secondary data.

Primary data:

Questionnaire: A set of questions related to the research topic was formulated. Response for each questions included in the questionnaire has been collected from the consumers.

Secondary data:

Information from various published resources like magazines, newspapers and websites were used to validate data.

1.12 SAMPLING DESIGN

The data collected are original in nature. Convenience sampling method was adopted and 80 respondents using Fast Moving Consumer Goods from various parts of Thoothukudi was selected on a random basis. The questionnaire was distributed to collect the primary data.

1.13 CONSTRUCTION OF TOOLS

Based on the discussion a questionnaire was prepared. Then it was pretested and necessary changes were incorporated. 80 copies of questionnaire were taken and distributed among the respondents. A copy of questionnaire is appended.

1.14 NEED FOR THE STUDY

There is much need to understand consumer perception and satisfaction towards Fast Moving Consumer Goods in Thoothukudi. The development of business depends on consumer satisfaction. When a consumer is satisfied the growth of the business in terms of sales would gradually increase. However there is high growth tendency for Fast Moving Consumer Goods sector but it faces some difficulties in achieving their destination. Hence the purpose of this study is to identify the force that influence on consumer attitudes towards Fast Moving Consumer Goods Product.

1.15 FRAMEWORK OF ANALYSIS

The data collected through questionnaire were analyzed through the following statistical tools, which work as a base for drawing conclusion and getting result.

- Percentage Analysis
- Bar Diagrams
- Pie – Charts
- Chi-square test
- Garrett Ranking
- Likert's five point scale

1.16 LIMITATIONS OF THE STUDY

The research is restricted to only Thoothukudi. The opinion of respondents might vary from area to area. The sample size is less and time factor to collect the data from respondents need to be considered.

1.17 CHAPTER SCHEME

Chapter I - Introduction and Design of the study.

Chapter II - Profile of the Study.

Chapter III - Data Analysis and Interpretation.

Chapter IV - Findings and Suggestions

Chapter V - Conclusion

Annexure

- Bibliography
- Questionnaire

CHAPTER – 2

PROFILE OF THE STUDY



CHAPTER - 2

PROFILE OF THE STUDY

2.1 CONSUMER PERCEPTION



Derived from the word ‘perceive’, perception refers to the ability to give meaning to whatever stimuli are sensed by our sense organs. The stimuli are inputs to any of our sensory receptors, be it vision, hearing, smell, taste, or touch. An individual uses the perceptual mechanism to select a stimulus from many in the environment, organizes them into a coherent picture, and interprets it to derive meaning out of it. Perception is the process through which an individual interprets his sensory impressions to give meaning to them. Consumer perception is defined as a process by which consumers sense a marketing stimulus, and organize, interpret, and provide meaning to it. The marketing stimuli may be anything related to the product and/or brand, and any of the elements of the marketing mix. We can classify the marketing stimuli into two types, namely primary or intrinsic and secondary or extrinsic.

The **primary or intrinsic stimuli** comprise the product and its components, namely brand name, label, package, contents, and physical properties.

The **secondary or extrinsic stimuli** comprise the form in which the good or service offering is represented through words, visuals, graphics, and the symbolism, or through other cues such as price, outlet, salespeople, or marketing communication.

2.1.1 PERCEPTION CAN BE BETTER EXPLAINED BY UNDERSTANDING ITS NATURE AND CHARACTERISTICS

1. **Perception comprises three components**, namely the perceiver, the target (stimulus), and the situation. The characteristics of each of these components influence the perceptual processes of selection, organization, and interpretation. The consumer, actual or prospective, is the perceiver, the 4 Ps are the target, and the buying occasion and the surrounding environment are the situation.

2. **Perception is a complex process**, after a stimulus is detected by the sense organs, the perceptual process comes into play and involves the interplay of three processes, namely selection, organization, and interpretation. In this way, perception is a dynamic process.

3. **Perception is also an intellectual process**, as it involves a lot of cognitive effort. Once sensation takes place, the cognitive processes take over and assign meaning to the stimulus. Consumers possess varying cognitive capacities and capabilities; their backgrounds are diverse, and psychological processes (needs, motivation, learning, attitudes, and values) and sociological factors (culture, sub-culture, and social class) are different. The cognitive processes have a bearing on not only the perceptual mechanism, but also on the resultant output and the behavioural response of the perceiver.

4. **Perception is broad in nature**, it includes a physiological component (through sensation), as well as cognitive, sociological, and psychological components.

5. **Perception is a subjective process**, as it is unique to each person. Two consumers who are exposed to a particular stimulus may perceive it differently. While they are exposed to the same marketing stimulus, the manner in which they select, organize, and interpret it is different.

2.1.2 CUSTOMER PERCEPTION - PROCESS

Modern business leaders emphasize improving customer experiences, but “most companies have no idea if they are creating value for their customers,” Forrester find. Another Forrester analyst observes that value for customers is actually “customers’ perception of what they get versus what they give up.”

CX professionals who want to see themselves this way that is, ‘through the eyes of their customers’ must begin by understanding the three phases of the customer perception process. The three stages sensing, organizing, and reacting are simple in concept, but difficult to understand in terms of how they truly shape the behaviour of consumers and even business buyers:

1. **Sensing:** Characterized by the physical senses, customers use this stage to accumulate ‘knowledge’ about a product, service, or brand. This may apply to facts such as clothing sizes, but also product smells, taste, and touch.
2. **Organizing:** During this stage, customers make sense of the information they’ve attained, interpreting its value based on context, personal beliefs, perceptions of themselves, and other highly subjective factors. At this stage, customers will categorize the object of their critique and compare it to other objects within their chosen categories. For example, a consumer hoping to buy a winter coat may prioritize coats by price, but also colour and thickness, during the organizing stage.
3. **Reacting:** Customers will act based on the sensing and organizing stages, but also internal and external stimuli ranging from personal history to online reviews. Although each reaction and its contributing factors are different, buyers tend to go through similar processes of evaluation before making their decision.

CX professionals who understand these three phases are better equipped to impact customer perceptions in a positive way. However, it’s impossible to capitalize on every contributing factor to shape customers’ behaviour. As Forrester observes:

“Customers make tradeoffs between these value dimensions. They are willing to give up value in a less important dimension if they get high value in another, more important one. But customers have a threshold for how much they are willing to give up depending on their context.”

2.1.3 CUSTOMER PERCEPTION - IMPORTANCE

Perception does more than impact each individual sale, it shapes the long-term relationships good or bad that customers establish with your brand. As a result, every touch point your company has with customers must affect their perception in a positive way.

Businesses that shape positive brand perceptions among customers are more likely to impact potential customers in indirect ways as well and establish themselves as remarkable compared to other brands in their space. As Forbes observes:

“We live in an era where the perception of a brand is no longer reliant on the quality of a product. Instead, a brand’s reputation is reliant on the perceived value to its customers and expands much further than whether or not the product works.”

To improve customer experience and differentiate your brand, you must have positive customer perceptions. Brands must therefore understand which elements have the broadest and most profound impact on customer perception. These elements can be both tangible and abstract, but each has the potential to be shaped deliberately by CX professionals.

Some **tangible factors** that influence customers’ perceptions include:

- **Price:** Price should always be part of a comprehensive marketing plan. However, marketers must understand that context impacts customers’ perception of its value lower is not always better, as often seen in luxury markets where it’s reflective of the product’s true worth.
- **Quality:** Quality can apply to multiple attributes in a product attributes whose importance will differ from customer to customer. Marketers should understand what feature most distinguishes their products or services, and which are most desirable in target markets.
- **Branding:** Logos, artwork, and even packaging all deliver a message about your company and your brand. Marketers should ensure these elements meet and exceed customers’ expectations, helping your brand to stand above others.
- **Service:** Service quality will make or break customer perception, where even companies with superior products miss out if their service is poor. Customers are more likely to write online reviews after highly positive or highly negative service experiences, which can improve or exacerbate brand awareness.

Some **less-tangible factors** that influence customers’ perceptions include:

- **Advertising:** What you say about your company, the mediums you choose, and how you deliver your message can drive customers in both positive and negative directions.
- **Reputation:** Brand reputations are built over time and can be quite durable. They are formed from customer experiences with products and services, but also secondary interactions from third-parties (e.g. media coverage). While marketers attempt to measure their reputations online, sudden events can impact reputation without warning.
- **Influencers:** Influencers are people whom customers trust, and are among the biggest factors impacting customer perception aside from the customer's own personal experience. Customers who have firsthand experience with your product, service, or brand are most likely to sway other potential customers during the organizing stage.

Brands have some ability to measure customer perception quantitatively, but this data is best understood and more profound when explained from the customers themselves. Having conversations with customers helps to illuminate customer perceptions by probing and clarifying to uncover the heart of the 'why' behind their perceptions.

2.2 CONSUMER SATISFACTION



Customer satisfaction (often abbreviated as CSAT) is a term frequently used in [marketing](#). It is a measure of how products and services supplied by a company meet or surpass [customer](#) expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified [satisfaction](#) goals." Customers play an important role and are essential in keeping a product or service relevant so it is in the best interest of the business to ensure customer satisfaction, and build customer loyalty.

The [Marketing Accountability Standards Board \(MASB\)](#) endorses the definitions, purposes, and constructs of classes of measures that appear in Marketing Metrics as part of its ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

It is seen as a [key performance indicator](#) within business and is often part of a [Balanced Scorecard](#). In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

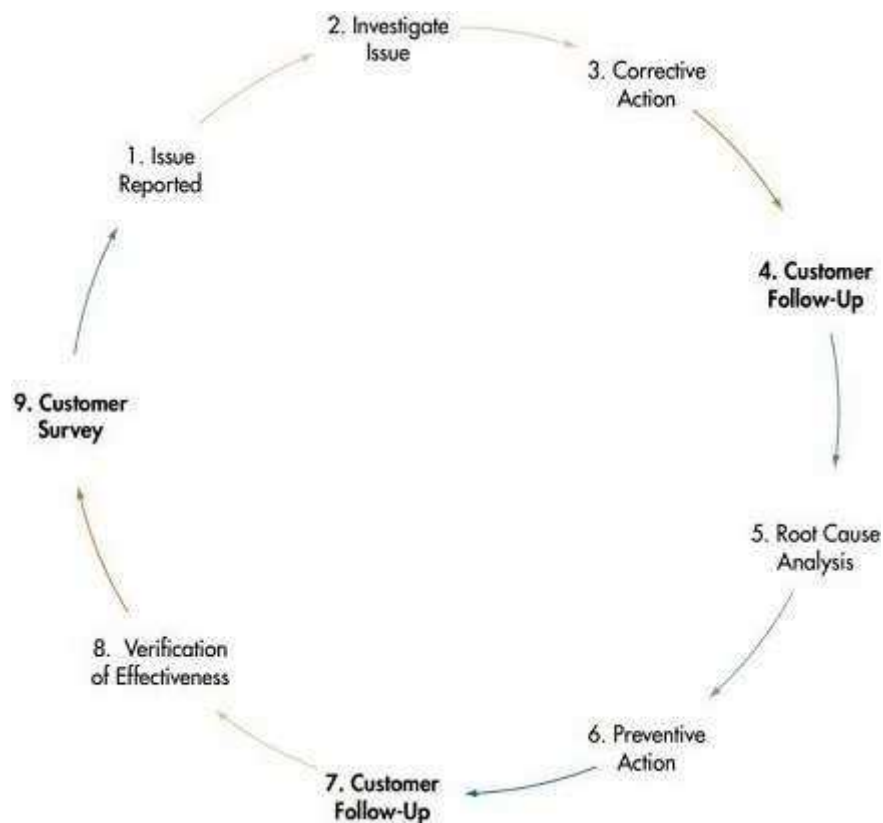
"Customer satisfaction provides a leading indicator of consumer [purchase intentions](#) and [loyalty](#)". "Customer satisfaction data are among the most frequently collected indicators of market perceptions". Their principal use is twofold:

1. "Within organisations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services."
2. "Although sales or market share can indicate how well a firm is performing currently, satisfaction is perhaps the best indicator of how likely it is that the firm's customers will make further purchases in the future. Much research has focused on the relationship between customer satisfaction and retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the extremes."

On a five-point scale, "individuals who rate their satisfaction level as '5' are likely to become return customers and might even evangelize for the firm. (A second important metric related to satisfaction is willingness to recommend. This metric is defined as "The percentage of surveyed customers who indicate that they would recommend a brand to friends." A previous study about customer satisfaction stated that when a customer is satisfied with a product, he or she might recommend it to friends, relatives and colleagues. This can be a powerful marketing advantage.) "Individuals who rate their satisfaction level as '1,' by contrast, are unlikely to return. Further, they can hurt the firm by making negative comments about it to prospective customers. [Willingness to recommend](#) is a key metric relating to customer satisfaction."

2.2.1 WHAT DOES IT TAKE TO SATISFY THE CUSTOMER?

Organisations should not assume they know what the customer wants. Instead, it is important to understand the [voice of the customer](#), using tools such as customer [surveys](#), focus groups, and polling. Using these tools, organisations can gain detailed insights as to what their customers want and better tailor their services or products to meet or exceed customer expectations.



Customer Satisfaction Process Improvement

2.3 FAST MOVING CONSUMER GOODS



The Fast-Moving Consumer Goods (FMCG) sector is the 4th largest sector of the [Indian economy](#). It is characterised by high turnover consumer packaged goods, i.e. goods that are produced, distributed, marketed and consumed within a short span of time. Fast Moving

Consumer Good products that dominate the market today are detergents, toiletries, tooth cleaning products, cosmetics, etc. The Fast Moving Consumer Goods sector in India also includes pharmaceuticals, consumer electronics, soft drinks packaged food products and chocolates. Since the sector encompasses a diverse range of products, different companies dominate the market in various sub-sectors. However, some of the top Fast Moving Consumer Goods companies in India are Dabur (60%), Colgate (54.7%), Hindustan Unilever (54%). The Fast Moving Consumer Goods (FMCG) sector is one of the booming sectors of the Indian economy which has experienced outstanding growth in the past decade.

This sector comprises of three main segments, which include **personal care, household care, food and beverages.**

- ✓ Personal care comprises of oral care, hair care, toiletries, soaps and cosmetics;
- ✓ Household care comprises of fabric wash and household cleaners;
- ✓ Food and beverages include health beverages, soft drinks, cereals, dairy products, bakery products, chocolates etc.

Fast Moving Consumer Goods sector is an important contributor to India's Gross Domestic Product (GDP) and is also the fourth largest sector in the Indian economy, responsible for providing employment. This sector also creates employment for around three million people in downstream activities, which are generally carried out in smaller towns and rural India.

2.3.1 WHAT IS MEANT BY FAST MOVING CONSUMER GOODS?

Fast-moving consumer goods (FMCG), also called consumer packaged goods (CPG), refer to products that are highly in-demand, sold quickly, and affordable. Such items are considered “fast-moving” as they are quick to leave the shelves of a [store or supermarket](#) because consumers use them on a regular basis.

2.3.2 TYPES OF FAST-MOVING CONSUMER GOODS



As mentioned above, Fast Moving Consumer Goods are non - durable goods, or goods that have a short lifespan, and are consumed at a rapid or fast pace.

Fast Moving Consumer Goods can be divided into several different categories including :

- **Processed foods:** Cheese products, cereals, and boxed pasta
- **Prepared meals:** Ready-to-eat meals
- **Beverages:** Bottled water, energy drinks, and juices
- **Baked goods:** Cookies, croissants, and bagels
- **Fresh, frozen foods, and dry goods:** Fruits, vegetables, frozen peas and carrots, and raisins and nuts
- **Medicines:** Aspirin, pain relievers, and other medication that can be purchased without a prescription
- **Cleaning products:** Baking soda, oven cleaner, and window and glass cleaner
- **Cosmetics and toiletries:** Hair care products, skin care products, toothpaste, and soap
- **Office supplies:** Pens, pencils, and markers

2.4 FAST MOVING CONSUMER GOODS MARKET



The global Fast Moving Consumer Goods market is projected to reach \$15,361.8 billion by 2025, registering a CAGR of 5.4% from 2018 to 2025. Fast Moving Consumer Goods also known as consumer packaged goods are products that can be bought at a low cost. These products are consumed on a small scale and are generally available in a variety of outlets including grocery store, supermarket, and warehouses. The Fast Moving Consumer Goods market has experienced healthy growth over the last decade because of adoption of experience retailing along with reflecting consumers desire to enhance their physical shopping experience with a social or leisure experience.

- The global Fast Moving Consumer Goods market is segmented based on product type, distribution channel, and region. Based on product type it is classified as food and beverages, personal care (skincare, cosmetics, hair care, others), healthcare care (over-the-counter drugs, vitamins & dietary supplements, oral care, feminine care, others), and home care. The distribution channel segment comprises of supermarkets and hypermarkets, grocery stores, specialty stores, specialty stores, e commerce and others. By region, it is analyzed through North America, Europe, Asia-Pacific, and LAMEA.
- In 2018, the food & beverage segment held majority share in the Fast Moving Consumer Goods market and is expected to hold a significant share in the global market throughout the forecast period. Consumers today have become more knowledgeable and open to food & beverages consumed by foreign cultures. They are driven by a sense of exploration and are in search for new experience. This search for novel experience has pushed the food & beverage operators to maintain the quality of their offerings. The trend of healthy eating has also been a top impacting factor

affecting the growth of the food & beverage market. Consumers have become increasingly health conscious and a large number of people have begun to follow special diets and want to enjoy these healthier choices both at home and when they are eating.

- In 2018, the supermarkets and hypermarkets distribution channel segment dominated the Fast Moving Consumer Goods. The growth of this segment is driven by rise in disposable income and increase in demand for a one-stop solution for all shopping needs. Moreover, the augmented experience provided by these retail formats increases its attractiveness to customers. This in turn drives the growth of the supermarkets and hypermarkets distribution channel segment of the Fast Moving Consumer Goods market. In 2018, in terms of region, North America is expected to remain dominant and grow at a steady pace in the Fast Moving Consumer Goods market. However, Asia-Pacific is expected to grow at the highest CAGR of 8.0% owing to changes in lifestyles, which is led by globalization and increase in working population. The rise in the affluent population and increased penetration of internet and social media has increased the consumption of processed and packaged food, which makes way for the growth of the Fast Moving Consumer Goods market in the region. Furthermore, innovations in current products and introduction of new products with attractive pricing is expected to provide growth opportunities for the Fast Moving Consumer Goods market in future.
- The leading players in the Fast Moving Consumer Goods market focus on providing customized solution to consumers as their key strategies to gain a significant share in the market. Strategies such as product launch and acquisition have also helped the key players to gain a significant share in the global Fast Moving Consumer Goods market. The key players profiled in the report include Procter And Gamble, Unilever Group, The Coca Cola Company, Pepsi Co. Inc, Kimberly-Clark Corporation, Patanjali Ayurveda Ltd., Dr Pepper Snapple Group, Inc., Revlon, Inc, Johnson & Johnson, and Nestle.

2.4.1 FAST MOVING CONSUMER GOODS MARKET IN INDIA



The Fast Moving Consumer Goods sector is one of the largest sectors of the Indian economy. According to an Fast Moving Consumer Goods industry overview, revenues of the Fast Moving Consumer Goods sector reached \$ 52.75 billion in Financial Year 2018, and are estimated to reach \$ 103.7 billion in 2021. As consumption in India grows at an unprecedented rate, the Fast Moving Consumer Goods industry remains a key sector for investors. Acknowledging these trends in the Fast Moving Consumer Goods industry profile, the Government of India has undertaken various initiatives to promote the sector. For instance, 100% FDI is permitted in SBRT and cash-and-carry models of retail, and the minimum capitalisation for foreign Fast Moving Consumer Goods companies to invest in India is \$ 100 million. Even the implementation of GST in India has had far-reaching consequences for the sector, as the highest selling Fast Moving Consumer Goods products such as soap, toothpaste and hair oil now come under the 18% tax bracket (as opposed to the previous 24%)

2.4.2 FAST MOVING CONSUMER GOODS MARKET IN TAMIL NADU

The Indian state of Tamil Nadu is one of the most vibrant and happening place in terms of business activities. Fast Moving Consumer Goods Market in Tamil Nadu has huge scopes with the rise in the income of the general people. The state has made major progress in the

Information Technology sector along with Automobile and Telecommunication sectors. Tamil Nadu houses big companies like TCS, IBM, Cognizant, Wipro, Nokia in the IT and Telecommunication sector. Tamil Nadu is also the home for several automobile manufacturing units. Furthermore, the state has become one of the major destinations for quality technical education in India. All these factors along with the fact that its capital - Chennai is also a metro city has propelled the growth of the city. The state is one of the largest producers of agro-products like tea, coffee, sandalwood, cashew, coconut and spices, rice, which have facilitated the growth of food industry in the state. The state of Tamil Nadu has a number of important cities like Chennai, Coimbatore, Sivakasi, Trichy, Erode, Kodaikanal, Ooty etc, which has made great progress. Industrialization of Tamil Nadu has led to the further development of consumerism in the state. This increased consumerism facilitated growth of the Fast Moving Consumer Goods market in Tamil Nadu. The Fast Moving Consumer Goods industry in Tamil Nadu is shaping up under the umbrella of organized sector and it is distinctly classified into four different segments like Food and Beverage industry, Cleaning, Disinfectants and Home Care, Personal care and Electronics.

2.4.3 KEY BENEFITS FOR FAST MOVING CONSUMER GOODS MARKET

- The report provides an in-depth analysis of the current trends, drivers, and dynamics of the Fast Moving Consumer Goods market to elucidate the prevailing opportunities and tap the investment pockets.
- It offers qualitative trends and quantitative analysis of the global Fast Moving Consumer Goods market from 2018 to 2025 to assist stakeholders to understand the market scenario.
- In-depth analysis of the key segments demonstrates the types of Fast Moving Consumer Goods available.
- Competitive intelligence of the industry highlights the business practices followed by key players across geographies and the prevailing market opportunities.
- Key players and their strategies and developments are profiled to understand the competitive outlook of the market.

2.5 INVESTMENTS IN FAST MOVING CONSUMER GOODS INDUSTRY IN INDIA



Favourable demand drivers such as rising income levels and growing urbanisation, among others, have recently encouraged major and diverse investments in the Fast Moving Consumer Goods sector. While top Fast Moving Consumer Goods companies are expanding their capacity to feed the growing domestic demand, home grown brands have ventured into international markets. Some of these include:

1. Patanjali- Their success has encouraged the brand to look at the international stage, with plans to set up a 100% export-oriented manufacturing unit in Milan SEZ, Nagpur
2. RP-Sanjiv Goenka Group- They have created a venture capital fund of \$ 14.74 million to invest in Fast Moving Consumer Goods start ups. This move was made taking into account the capital appreciation in the Fast Moving Consumer Goods sector

2.6 TRENDS IN FAST MOVING CONSUMER GOODS IN INDIA



a. Consumer related trends

There are numerous and diverse consumers in India who are diversified in their consumption pattern and the trends. It will be the consumers trading up the price ladder in search of additional functionality or brand promise. The evolution of consumption behaviour will be seen to lead to significant changes within and across product categories and many companies will find increasing value at the Bottom of the Pyramid by serving products with high quality to specifically meet the requirements of this large market. It may be said that there will be significant scaling up at each step of the consumer income pyramid to be able to justify independent commercialization of the business potential.

b. Market related trends

These trends related to evolving geographical markets towards the Fast Moving Consumer Goods players. The key trends within this segment will be the viability of sub-markets in India, growing organized retail and the increasing globalization of Fast Moving Consumer Goods players. These players need to be conscious of such trends and adapt their products as well as go-to-market strategies as per their target markets

c. Environment Related Trends

The environment trend is influenced by socio-political, legal, and technological reprioritizing that is inevitable in a dynamic environment. The changes in government policies, growing importance in the sustainability, evolving media platforms and technology will force the Fast Moving Consumer Goods players to adopt business strategies which keep the interests of communities and the environment in mind for inclusive development.

2.7 FAST MOVING CONSUMER GOODS COMPANIES IN THOOTHUDI

- Sahayamani Traders
- Thomas Enterprises
- P S S Agency
- Sandhya Agency
- Kalki Traders
- Sri Alagar Agency
- Porchand
- Sri Murugar Agency
- Jem Agencies
- JSS Marketing

2.8 THE FAST-MOVING CONSUMER GOODS INDUSTRY



Fast-Moving Consumer Goods have such a high turnover rate, the market is not only very large, it is also very competitive. Some of the world's largest companies compete for market

share in this industry including Tyson Foods, Coca-Cola, Unilever, Procter & Gamble, Nestlé, PepsiCo, and Danone. Companies like these need to focus their efforts on marketing Fast-Moving Consumer Goods to entice and attract consumers to buy their products. That's why packaging is a very important factor in the production process. The logistics and distribution systems often require secondary and tertiary packaging to maximize efficiency. The unit pack or primary package is critical for product protection and shelf life, and also provides information and sales incentives to consumers. Fast Moving Consumer Goods are sold in large quantities, so they are considered a reliable source of revenue. This high volume of sales also offsets the low [profit margins](#) on individual sales as well. As investments, Fast Moving Consumer Goods stocks generally promise low-growth but are safe bets with predictable [margins](#), stable returns, and regular dividends

2.8.1 WORKING AT AN FMCG COMPANY



The multi-million-dollar Fast Moving Consumer Goods industry is creative and innovative. Companies are always on the lookout for consumer products that are both affordable and readily available. Fast Moving Consumer Goods products are used by most people day in and day out. As an employee, you can easily identify with the industry. If one is looking for a work environment that promotes the sharing of ideas and creativity, they may want to consider working with an Fast Moving Consumer Goods company. With the huge selection of products being offered to consumers regularly, the industry needs to keep up with the demand and continually come up with new product ideas. With core areas such as sales, marketing, information services, finance, research and development, and human resources, the industry offers a wide variety of career opportunities

2.8.2 FAST MOVING CONSUMER GOODS MARKET



Given the fact that Fast Moving Consumer Goods are purchased so rapidly and consumed so quickly, its [market](#) is extremely large. It is estimated that this market accounts for more than half of all **consumer spending**; however, these purchases usually have low involvement.

2.8.3 RURAL AND URBAN TRENDS

The Fast Moving Consumer Goods industry in India is divided into the demographics of rural and urban India. The urban market contributes 60% of the consumption revenue of the Fast Moving Consumer Goods market in India. In 2017, this sector recorded a market size of \$ 29.4 billion. While urban areas have spearheaded the growth of the Fast Moving Consumer Goods industry in India, semi-urban and rural segments are growing at a rate that cannot be ignored. Semi-urban and rural segments contribute over 40% of the overall revenues of the Fast Moving Consumer Goods sector in India. Fast Moving Consumer Goods companies in India have witnessed higher growth in rural areas compared to urban ones. And with 12.2% of the world's population living in the villages of India, the Indian rural Fast Moving Consumer Goods market cannot be ignored by investors. Dabur, one of the top Fast Moving Consumer Goods companies in India, generates over 45% of its domestic revenue through the sale of packaged consumer goods in rural India. Hindustan Unilever, another name that has consistently dominated the list of top Fast Moving Consumer Goods companies in India, earns over 35% of its revenue from rural areas. Rural India accounts for more than 40% of consumption in major Fast Moving Consumer Goods categories such as personal care, fabric care, and hot beverages. In urban areas, home and personal care category- including skin care,

household care, and feminine hygiene- will continue to grow at attractive rates. Within the foods segment, it is estimated that [processed foods](#), bakery, and [dairy are long-term growth](#) categories in both rural and urban areas.

2.8.4 DEMOGRAPHIC SUPPORT

Fast Moving Consumer Goods industry overview indicated that India's demographic profile plays a major role in the growth of this sector. Not only is India's demographic, but this segment is also characterised by increased urbanisation and higher expenditure. Urban development initiatives by the government, as well as the increasing middle class of India, has led to an increase in the number of attractive markets in the country. Ernst & Young's research on the cities of India highlights the emergence of 30 'new wave' cities such as Jaipur and Surat. Consumption in these cities is growing at a faster rate than that of many of India's metros. India's young population is also characterised by a high degree of technological awareness. Growing penetration of smartphones and better internet connectivity in India has led to a burgeoning E-Commerce sector, which has, in turn, helped formalise large sections of the [unorganised retail sector](#). The E-Commerce segment is projected to contribute 11% of overall Indian Fast Moving Consumer Goods companies' sales in 2030. The online Fast Moving Consumer Goods market is projected to reach \$ 45 billion in 2021. This has been a major catalyst in the development of the Fast Moving Consumer Goods sector in rural India.

2.9 CHALLENGES FACING THE FMCG MARKET

Though Fast Moving Consumer Goods are very relevant, there are challenges that companies involved in this market face. **Some of the biggest challenges** that these companies face include:



- **Online shopping.** Purchasing products online is an ever-growing trend. It's much more convenient for consumers, and it also provides consumers with more options than they could find at a local grocery store or pharmacy. Online retailers, such as Amazon, are monopolizing this industry, which presents definite challenges for local retailers and even large organisations that sell these products, such as discount department stores.
- **Ensuring product availability.** Companies must ensure that they have products available when consumers need them. This can be a challenge because it can be difficult to predict when certain products will be in high demand. Though many Fast Moving Consumer Goods follow a relatively distinct purchasing pattern, there can be ebbs and flows. This means that providers must ensure they are properly calculating and predicting so that they can ensure they are purchasing the right amount. They don't want to purchase too many products that could go bad before they are bought by consumers, but they also don't want to run out of the products.
- **Determining selling prices.** Pricing for Fast Moving Consumer Goods is a very detailed process. Companies need to ensure that they are setting prices so that they are affordable for consumers, yet that they are high enough so that they are making a [return on investment](#).

2.10 FAST MOVING CONSUMER GOODS MARKETING STRATEGIES

In order for companies to meet the challenges listed above, they should implement the following strategies:

- **Building [brand awareness](#).** Consumers are more likely to purchase Fast Moving Consumer Goods from companies that they are familiar with.
- **Establishing trust.** Consumers want to ensure that they are purchasing products from [business](#)' that they can rely on; that offer the products they are looking for, have a wide selection, and sell them at affordable prices. Companies should seek to establish the trust of consumers.
- **Incentives.** Consumers are more likely to shop at a retailer that offers incentives; a gift card for a certain amount after spending a specific amount, for example. Incentives are a great way for retailers to attract customers and encourage them to purchase.

- **Competitive prices.** One of the main characteristics of fast moving consumer goods is their fairly low prices. Companies should ensure that they are selling their products at prices that are competitive with other retailers.

2.11 PACKAGING OF FAST MOVING CONSUMER GOODS



Packaging is crucial for Fast Moving Consumer Goods. These products have to be packaged in such a way that they are well protected and that they can retain their shelf life for as long as possible (though even with effective packaging, the shelf life for these products is still very low). Additionally, packaging provides consumers with **information about the product**, including ingredients, the date they were packed on, their expiration date, and where they originated from. Packaging can also include sales incentives that encourage consumers to purchase the products.

2.11.1 ROLE OF PACKAGING IN FAST MOVING CONSUMER GOODS INDUSTRY

Fast Moving Consumer Goods are the products that are consumed rapidly. The list of Fast Moving Consumer Goods includes non-durable goods such as packaged foods, beverages, toiletries, over-the-counter drugs and other consumables items. These products usually have a shorter shelf life. Packaging is a critical part for Fast Moving Consumer Goods products. For logistics and distribution of products, the secondary and tertiary packaging should be effective. The primary packaging is required for product protection and shelf life.

2.11.2 MARKET OVERVIEW ON PACKAGING



The Fast Moving Consumer Goods Packaging market was valued at USD 711.56 billion in 2019 and is expected to reach USD 935.98 billion by 2025, at a CAGR of 4.6% over the forecast period from 2020 to 2025. The food and beverage industry is going through enormous changes due to factors such as changing consumer preferences, which prompt the Fast Moving Consumer Goods companies to adopt new technologies and measures to offer packaging on-par with the changing trends. Modern packaging technology is being adopted by packaging vendors to improve the quality of packaging to serve a more extensive range of customers (Fast Moving Consumer Goods companies) and to enable them to achieve product differentiation.

- With the rising demand for nutritional foods among consumers, the Fast Moving Consumer Goods packaging companies are innovating their packaging to preserve the nutritional value of the products that are being packed. In May 2020, sealed packages of fresh-cut produce imbibed a new technology that releases an anti-pathogenic agent inside the container to protect against bacteria, fungi, and viruses. The Food is a platform technology specially formulated to release the amount of the agent to extend shelf life, maintain freshness, and improve efficacy in food safety. The company's next launch is on tomatoes, onions, peppers, and sliced apples. The company is developing the technology to release different anti-pathogenic agents for leafy greens and berries.
- The transportation of packed goods and consumables can have adverse effects and can also lead to a reduction of the nutritional value of the packaged contents. More and more hyperlocal supply chains are emerging in combination with consumers'

desire to have information about the origin of the food products. With the recent trend of private labels, big retailers are ramping up their packaging to attract customers. According to a survey conducted by Daymon, more than half of consumers are loyal to a specific store due to its private-label brands. Moreover, the report also found that 85% of consumers believed they trust a private brand just as much as a national brand, and 81% said that they purchase an individual brand product during every shopping trip.

- Modern developments in the seafood packaging are becoming more sophisticated and more attuned to the social inclinations touted by consumers, retailers, and for essential foodservice buyers who shop for them. Sustainability of seafood has been a robust trend promoting a healthy seafood resource for generations to come. The same idea is now being focused on the viability of packaging used to protect and ship seafood. According to consumer-facing packager Bemis, the concern for sustainable practices from all areas of the supply chain is expected to continue to increase. Many beverage companies are showing interest in transforming their packaging and, thereby, switching from bottles to aluminium cans for water and introducing interactive digital platforms.
- With the outbreak of COVID-19, consumer goods are considered necessity products and do not react to slowdowns as much as products in other sectors. However, the stock prices of Fast Moving Consumer Goods companies, like Unilever and Procter & Gamble, dropped 15.6% and 6.7% respectively over February to March 2020. The consumer demand pattern has been up due to stock-piling behaviours, and hence, supply chain disruptions were evident. For instance, milk producers have been reducing prices in the United Kingdom. For example, Medina Dairies in the United Kingdom have cut their cost by 2p per litre to a standard 23.75p per litre from May 1st, 2020. Also, with small distributors of the F&B segment, concerning packaging material, manufacturing would face financial hurdles as the shopping has gone online along with stricter regulations.

2.11.3 IMPORTANCE OF RIGHT PACKAGING FOR FAST MOVING CONSUMER GOODS PRODUCTS

It's an accepted fact that people judge by outward appearance, and nowhere is this more true than on the retail shelf. When it comes to buying behaviour in Fast Moving Consumer Goods, consumers assess a product by its packaging.

After all, it's the customer's first interaction with the product. It is the first thing customer sees and touches. Most of the time, for an undecided customer, it is this first impression that persuades or dissuades her from buying. No wonder, packaging is considered an important tool for [marketing and brand building](#).

2.11.4 PURPOSE OF PACKAGING



Marketing is much more than just your product's face. Packaging serves many practical purposes:

a. Protection

This is the first and foremost purpose of packaging. It physically protects the goods from damage caused by exposure to sun, dust, temperature changes & contaminants; it protects against loss of nutritional value such as denaturing of proteins, oxidation of fats, etc. Packaging preserves the hygroscopic nature of the product.

b. Information

One of the important functions is to communicate product information, which can assist consumers in making their decisions effectively. An example of such

significant information is food labelling. The trend towards healthier eating has highlighted the importance of labelling, which gives the consumers an opportunity to cautiously consider alternatives and make informed decisions. Moreover, evolving mandatory requirements demand certain information to be provided by the manufacturer. Information typically covers directions for use, storage instructions, ingredients, warnings, helpline information and any government required warnings.

c. Aesthetics

In the contemporary world of supermarkets and countless me-too products, packaging plays an integral role in helping it stand out and grab the buyer's attention. Aesthetic value increases chances of it being accepted and tried by the consumer. Packaging is a platform to build brand, enhance aesthetics and protect the form and shape. We all know that a deformed or dented pack is unacceptable to consumers, and so many SKUs are sent back – causing losses to the manufacturer.

d. Transportation

Goods have to be transported, distributed, stored and warehoused during their journey from production to consumption. Packaging ensures durability and strength, so the goods can withstand transportation stress and make the process of handling goods more convenient for all parties involved.

e. Security

To ensure that there is no tampering with the goods packaging is crucial. The package of a product will secure the goods from any foreign elements or alterations. High-quality packages will reduce the risk of any pilferage.

f. Convenience

It's the age of innovation in packaging and breakthroughs that enhance convenience, usability and sustainability are always appreciated. Some examples are Kissan jam tubes that eliminate the need for spoons; Act-II popcorn microwave pack; Bru coffee containers with aroma lock.

However basic considerations still remain important ease of opening, pouring and re-sealing, re-usability of containers, and easy disposability of discarded packs.

2.11.5 THE CHALLENGE FACED IN PACKAGING

Fast Moving Consumer Goods, as the name spells out, are fast moving consumer goods and include non-durable household goods such as packaged foods, beverages, toiletries, over-the-counter drugs, and other consumables. In a world of over-crowded shelves, growing consumerism, increasing awareness of environmental concerns, rising need for convenience, deeper penetration into rural & remote markets, etc., Fast Moving Consumer Goods manufacturers need to pay minute attention to their packaging. Weight, cost and availability of packaging material play a key role. Packaging needs to contain preserve and transport the product with safety and durability. The challenge lies in providing packaging that fulfils all these considerations and impressing consumers while managing the cost so that it does not mark up the price for the end user – or neglect environmental concerns.

2.12 CHARACTERISTICS THAT IDENTIFY FAST MOVING CONSUMER GOODS

Some of the characteristics that identify fast moving consumer goods in the market place. There are two different categories that characterize Fast-Moving Consumer Goods.

- **Consumer perspective** characteristics include items that have a very low price, are not difficult to choose, are purchased frequently, are consumed rapidly and have short shelf lives.
- From the **perspective of the [marketer](#)**, these items are characterized by high volumes of sales, a high contribution margin, fast stock turnover and nationwide or worldwide distribution [networks](#).

In order for a product to be considered a [fast moving consumer good](#), it should meet one or more of the following **characteristics**:

A. FROM THE PERSPECTIVE OF CONSUMERS

- **Frequently purchased.** Products that are purchased on a daily basis, such as milk, bread, or toiletries are bought frequently, making them fast moving consumer goods.

- **Low cost.** The price [tags](#) of these items are relatively low, especially when compared to **slow moving consumer goods (SMCG)**, such as televisions, computers, and home furnishings.
- **Short shelf life.** Due to the ingredients or the nature of some products, such as dairy products, meat, vegetables, and fruits, many fast moving consumer goods have a very short shelf life.
- **Rapidly consumed.** These products are also used quickly. For example, many people use milk on a daily basis, or consume meat on a daily basis. As such, these products are quickly consumed and therefore consumers replace them quickly.

B. FROM THE PERSPECTIVE OF MARKETERS

- **High volumes.** These products are sold at very high volumes.
- **Low contribution margin.** Contribution margin refers to the [selling](#) price per unit minus the variable cost per unit. The contribution aspect serves as the portion of sales revenue that is not consumed by variable costs, and as such, contributes to the coverage of fixed costs. Fast Moving Consumer products have a low contribution margin for marketers.

2.13 FAST-MOVING CONSUMER GOODS AND E-COMMERCE



Shoppers across the globe increasingly purchase things they need in online because it offers certain conveniences from delivering orders right to the door to broad selection and low prices that brick-and-mortar stores can't. The most popular e-commerce categories, not surprisingly, are non-consumable goods, durables and entertainment-related products. The online market for buying groceries and other consumable products is growing, as companies redefine the efficiency of delivery logistics which shorten delivery times. While non-consumable categories may continue to lead consumable products in sheer volume, gains in logistics

efficiency have increased the use of e-commerce channels for acquiring Fast Moving Consumer Goods.

2.13.1 E-COMMERCE GIVES WINGS TO FAST MOVING CONSUMER GOODS

Online shopping continues to rule Fast Moving Consumer Goods sales and compared to offline sales via kirana stores, malls and other stores, people bought more Fast-Moving Consumer Goods on Amazon and other e-tailors.

Online shopping continues to rule Fast Moving Consumer Goods sales and compared to offline sales via kirana stores, malls and other stores, people bought more Fast-Moving Consumer Goods on Amazon and other e-tailors. “In the year ending 30 June 2019, global Fast Moving Consumer Goods online sales grew seven times faster than total Fast Moving Consumer Goods sales on average,” Kantar World panel said in a recent report. The report also said that by 2025, online grocery sales will double, i.e 10% of global Fast Moving Consumer Goods sales will happen online. “The continued demand for convenience in urban areas, the integration between online and offline, the creation of new direct-to-consumer options and more technology will all help reach new targets beyond the current profile of affluent families with children,” Stephane Roger, global shopper and retail director at Worldpanel Division, Kantar, said.

In India, one in every two items bought via online shopping platforms such as Amazon and Flipkart belongs to Fast-Moving Consumer Goods such as cosmetics, food and beverages, skincare and other categories. Fast Moving Consumer Goods products remain the most sold items on e-commerce platforms by volume. The highest volume of orders are for Fast Moving Consumer Goods at 56%, information, data and measurement firm Nielsen had earlier said in a report. In terms of value, Fast Moving Consumer Goods sales contribute about 11% of e-commerce sales.

“E-commerce has seen a transformative journey and is now a \$1.2 billion industry growing from 0.5% contribution in 2016 to a 2% contribution in 2019, and slated to be 5% 2022 this is in half the time that brick and mortar retail took to evolve,” Sharang Pant, Head-Retail Measurement Services and Retailer Vertical, South Asia, Nielsen Global Connect, said earlier. However, the increase in online shopping will eventually take a toll on offline trade such as kirana stores. The online shopping growth will contract in the share of traditional

trade from 89% in 2019 to 85% in 2022. But, modern trade or organised retail will go up by 1% to contribute a total of 10%.

2.13.2 E-COMMERCE STRATEGIES FOR FAST-MOVING CONSUMER GOODS

a. Institute Staff

The Path to Purchase Institute held a one-day symposium for brand, retailer and agency executives on Nov. 19, 2015, in New York City. Attendees heard presentations on a range of topics including the future of online grocery, full-basket sales, click and collect and on demand delivery. Matt Pierre, director of e-commerce at General Mills, was the event chairperson. Here, we provide a summary of the presentations.

b. E-Commerce Is Proving Irresistible

Disruption is looming, warned Matt Pierre, who leads General Mills' strategy development, retailer activation and integrated marketing programs. Most CPG executives still view e-commerce in terms of a "spear fishing" shopping model, where consumers are focused on one-off purchases like books, gifts and clothing. But the game changer for CPG brands is "full basket" purchasing in the grocery channel. As external forces coalesce around e-commerce like never before especially in the grocery space, which is in a "high challenge/low growth" mode right now it has become "the most interesting time" of Pierre's 25 years in marketing and definitely "not for the faint of heart." Disrupters, he said, are coming from many directions with heavy funding from the venture capital industry. The grocery business now faces revolutionary not evolutionary technological change. But at its heart, the disruption is being driven by consumers who find the advantages offered by e-commerce in terms of their planning, shopping and living to be irresistible. E-commerce can offer a more personalized shopping experience for consumers. The average grocery store has 40,000 SKUs, and the average family is buying less than 1.5% of those SKUs on an annual basis. They spend a lot of time hunting through things they don't want, and that problem can be solved for them online. "They don't want to hunt for SKUs, they want to buy solutions." Pierre said. "It's hard to sell solutions in a brick-and-mortar environment. It's easy in an online environment." For the most part, however, the grocery industry is still behaving the way it did 50 years ago. Only about 35% of consumers presently have a solid option for a full-basket grocery shopping experience. And in terms of their primary grocer, only 10% of

consumers have access to e-commerce. But within the next 24-36 months, Pierre predicts, this figure will move up to 60-70% as more retailers jump into the game aggressively. He expects “50% of the growth in this industry” to move online. Because of the fixed cost nature of the grocery industry, if a retailer loses 5% of volume, it can represent a 20-25% profit drain. And there will be losers. There’s a gap between how retailers play online and how they play in-store, but they are working to fix it; too many manufacturers, however, are still thinking about the old game. CPG companies will need to fundamentally adjust how their organisations operate to compete in this new space, Pierre told attendees.

2.14 FAST MOVING CONSUMER GOODS VS FAST MOVING CONSUMER DURABLES

Fast Moving Consumer Goods, Fast Moving Consumer Durables, Value retailing, and lifestyle retailing. These are the phrases that you might be familiar with if you are trying to be in the retail market. Don’t be confused with the terms. Make yourself familiar with not just the terminology but also the concepts, here is the piece of information for you. Our major focus will be trying to know the vital question, what is the difference between Fast Moving Consumer Goods and Fast Moving Consumer Durables?

2.14.1 FAST MOVING CONSUMER GOODS

Fast Moving Consumer Goods (FMCGs) are the products that are sold really quick and at a relatively low cost. This Fast Moving Consumer Goods industry deals with the consumer goods that have a lesser shelf life and the goods that are perishable in nature. Some of the examples of Fast Moving Consumer Goods products include packaged foods, toiletries, beverages, cosmetics, over the counter drugs and other consumables.

2.14.2 FAST MOVING CONSUMER DURABLES



Fast Moving Consumer Durables (FMCD) are products that are also known as durable goods or hard goods or consumer durables. Consumer durables are the goods that yield utility over time rather than being completely consumed in one use. Some of the examples of consumer durables will include household goods, automobiles, books, jewellery, toys, etc.

2.14.3 WHAT IS THE DIFFERENCE BETWEEN FAST MOVING CONSUMER GOODS AND FAST MOVING CONSUMER DURABLES?

While both Fast Moving Consumer Goods and Fast Moving Consumer Durables are considered as the fastest growing and also one of the prominent sectors in the Indian marketing industry, there are a few basic differences.

1. Fast Moving Consumer Goods Vs Fast Moving Consumer Durables

With the above definitions, it is pretty clear that Fast Moving Consumer Goods sector deals with the consumer goods that don't last longer. On the other hand, Fast Moving Consumer Durables sector deals with the consumer goods that are more durable.

2. Nature of the products

Fast Moving Consumer Goods products are consumed almost immediately and they need the consumer to replenish from time to time. While Fast Moving Consumer Durables products do not exhaust with one usage. They can be used considerably for a longer period of time.

3. Demand from consumers

With no connection to the economic status of the individual, Fast Moving Consumer Goods products will be a basic necessity for the consumers. So, Fast Moving Consumer Goods companies will always be on-demand. Whereas durable goods from the Fast Moving Consumer Durables companies are the goods that the consumers purchase from their disposable income. Life expectancy which is commonly known as the durability is usually longer than the Fast Moving Consumer Goods products, so the sale volume is considerably low.

4. Difficulties

For Fast Moving Consumer Goods industries, it is quite a challenging thing not only because of the quality of the goods that are perishable in nature, but it is also actually difficult to keep up the competition with the changing tastes of the consumers. Packaging, pricing, branding everything matters and are immediate factors of conversion.

Fast Moving Consumer Durables companies won't be facing any challenges in storing the goods as they are long-lasting products. But one major thing that affects these companies is the economic condition or the purchasing factor of the consumer in the targeted market.

From the company perception, whether it is selling consumer goods or durables, it is important for them to first understand the nature of the product, target customers, and the competition in the market before they step into it. Any company should and must concentrate on giving the consumers the assurance, belief on their products and it is the ultimate thing that brings them success.

CHAPTER – 3

DATA ANALYSIS AND INTERPRETATIONS



Analytical Reports

CHAPTER – 3

DATA ANALYSIS AND INTERPRETATIONS

Analysis of data is a process of inspecting, transforming and modeling data with the goal of discovering useful information, providing suggestions, arriving at conclusion and supporting decision making. This chapter deals with the analysis on consumer's perception and satisfaction towards Fast Moving Consumer Goods in Thoothukudi. The data are collected from 80 respondents and tabulated for easy understanding and good presentation, which assists the researcher to analyse the data efficiently.

The data collected are being analysed by using the following statistical tools:

- Percentage Analysis
- Bar diagram
- Pie – Charts
- Chi-square test
- Garrett Ranking
- Likert's five point scale

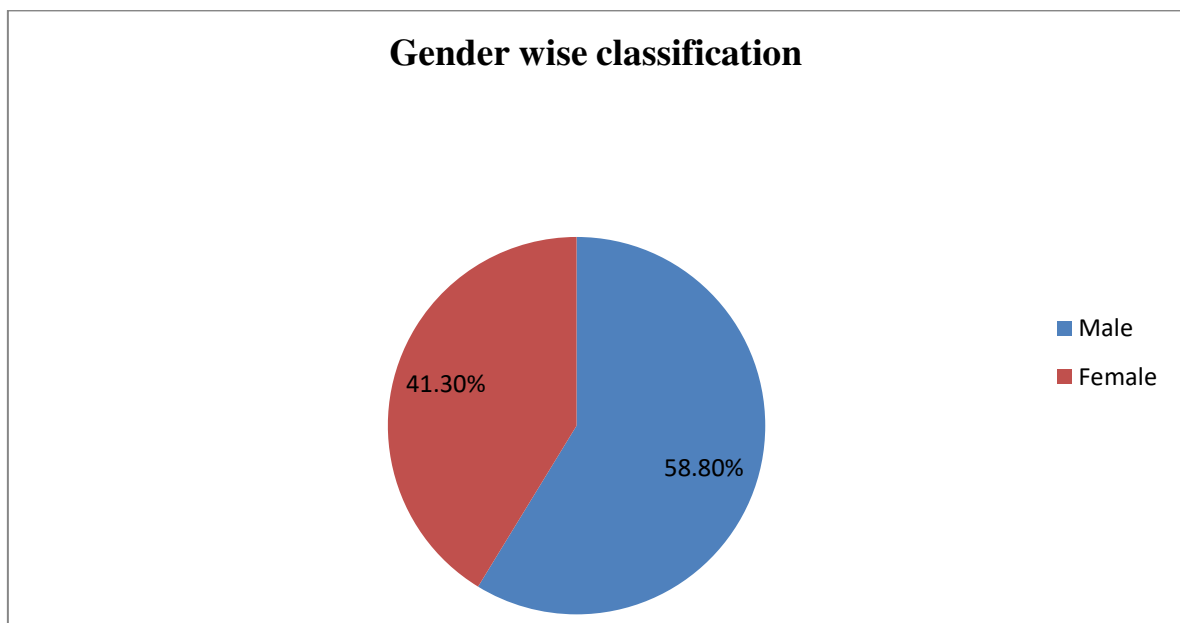
The diagram, tables and charts provide a bird's eye view of the entire data helps in summarising and presentation of the data collected in a systematic manner.

Table 3.1

GENDER WISE CLASSIFICATION

Gender	Respondents	Percentage
Male	47	58.7%
Female	33	41.3%
Total	80	100%

Source: Primary data



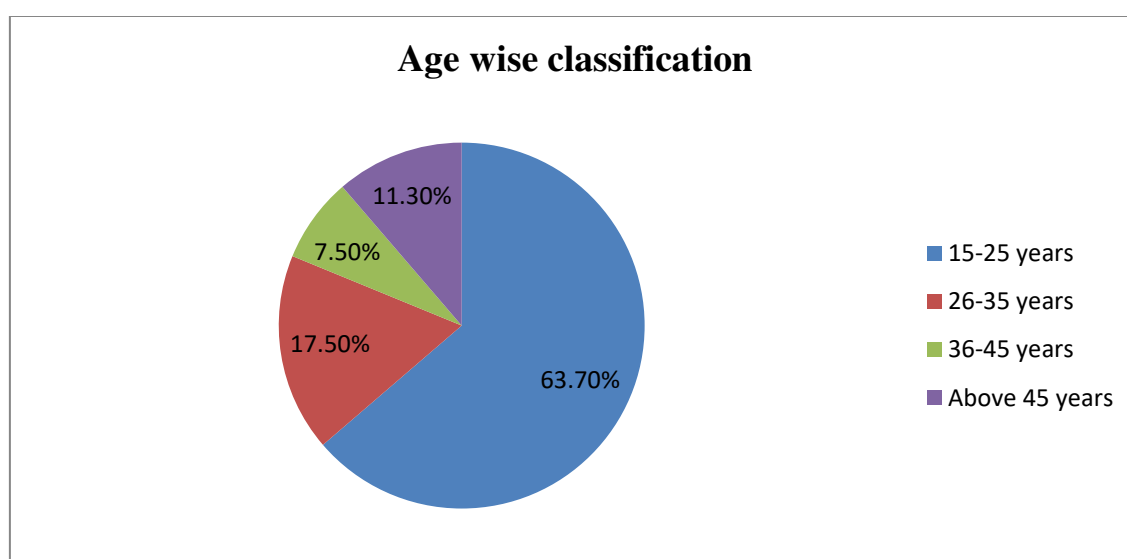
Inference: From the above table we can infer that the majority of respondents are male (58.7%) and while the other 41.3% of the respondents are female. Thus nearly half of the respondents are male.

Table 3.2

AGE WISE CLASSIFICATION

Age	Respondents	Percentage
15-25 years	51	63.7%
26-35 years	14	17.5%
36-45 years	6	7.5%
Above 45 years	9	11.3%
Total	80	100%

Source: Primary data



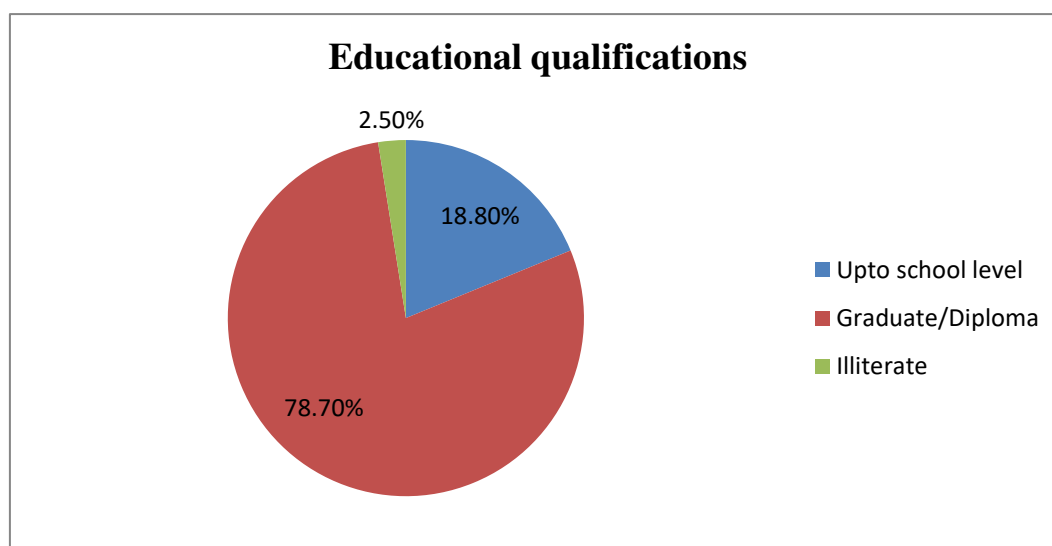
Inference: From the above table it is evident that 63.7% of the respondents are between 15-25 years, 17.5% of the respondents are between 26-35 years, 11.3% of the respondents are above 45 years, and 7.5% of the respondents are between 36-45 years. Thus majority i.e 63.7% belong to the age group 15-25 years.

Table 3.3

EDUCATIONAL QUALIFICATIONS

Educational qualifications	Respondents	Percentage
School education	15	18.8%
Graduate/Diploma holders	63	78.7%
Illiterate	2	2.5%
Total	80	100%

Source: Primary data



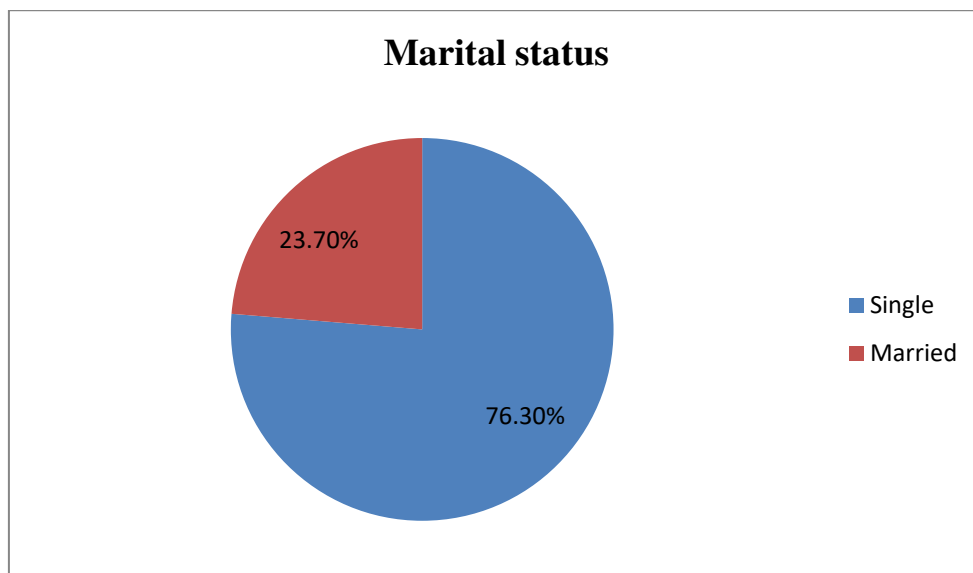
Inference: From the above table it could be seen that 78.7% of the respondents are graduate/diploma holders, 18.8% have completed school education and 2.5% of the respondents are illiterate. Thus majority i.e 78.7% are graduate/diploma holders.

Table 3.4

MARITAL STATUS

Marital status	Respondents	Percentage
Single	61	76.3%
Married	19	23.7%
Total	80	100%

Source: Primary data



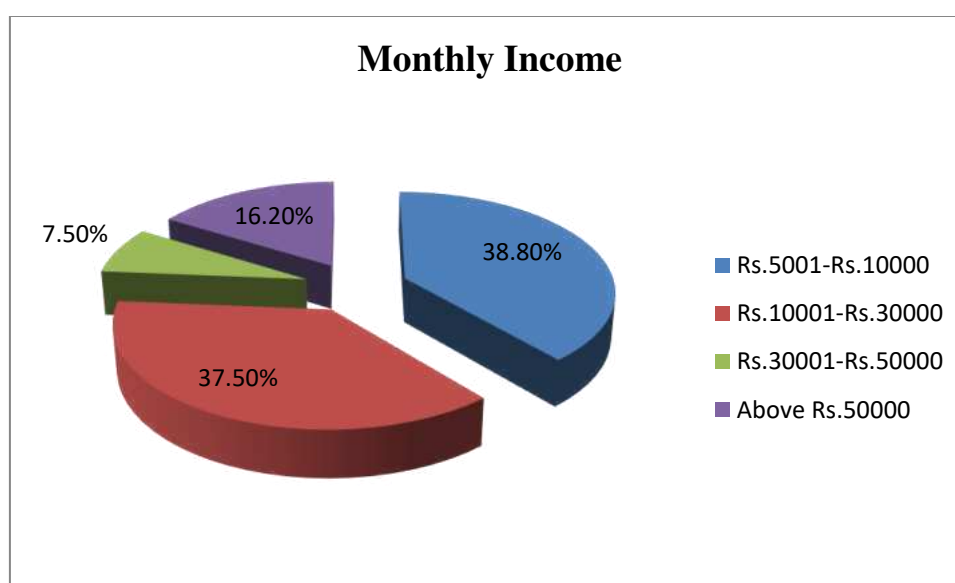
Inference: From the above table it is inferred that 76.3% of the respondents are single while 23.7% of the respondents are married. Thus majority of them i.e 76.3% are single.

Table 3.5

MONTHLY INCOME

Monthly Income	Respondents	Percentage
Rs.5001-Rs.10000	31	38.8%
Rs.10001-Rs.30000	30	37.5%
Rs.30001-Rs.50000	6	7.5%
Above Rs.50000	13	16.2%
Total	80	100%

Source: Primary data



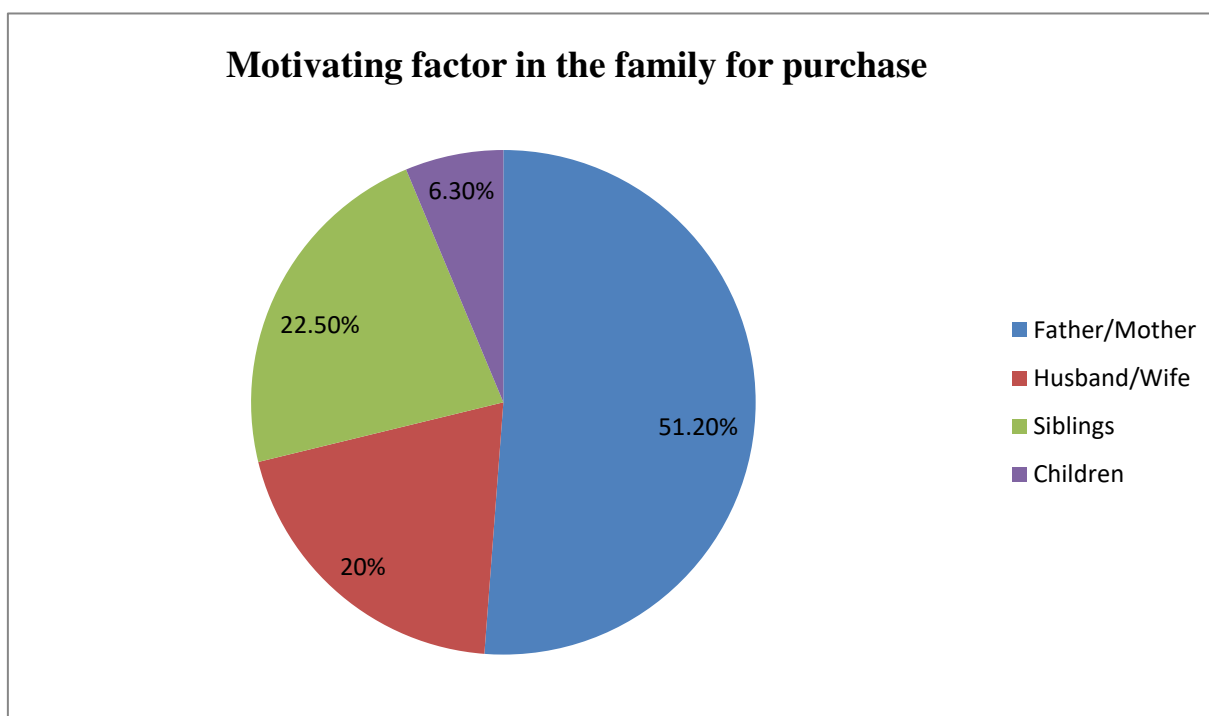
Inference: From the above table it is inferred that 38.8% of the respondent's earnings is between Rs.5001-Rs.10000, 37.5% earn between Rs.10001-Rs.30000, 16.2% earn above Rs.50000 and 7.5% earn between Rs.30001-Rs.50000. Thus major proportion of the respondents i.e 38.8% earn between Rs.5001-Rs.10001.

Table 3.6

MOTIVATING FACTOR IN THE FAMILY FOR PURCHASE

Particulars	Respondents	Percentage
Father/Mother	41	51.2%
Husband/Wife	16	20%
Siblings	18	22.5%
Children	5	6.3%
Total	80	100%

Source: Primary data



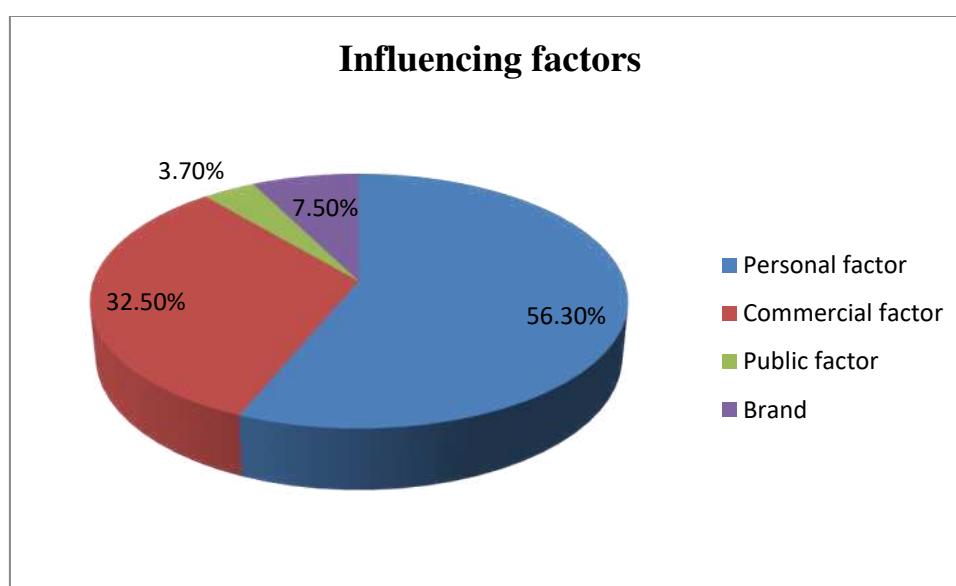
Inference: From the above table it is evident that around half of the respondents (51.2%) feel that father/mother initiated the need for purchase, while 22.5% of the respondents feel that it is the siblings, 20% of the respondents feel that it is the husband/wife and 6.3% feel that the children have initiated the need for the fast moving consumer goods. Thus major proportion of the respondents i.e 51.2% feel that they are motivated to purchase only by their father/mother.

Table 3.7

INFLUENCING FACTORS

Factors influencing	Respondents	Percentage
Personal factor	45	56.3%
Commercial factor	26	32.5%
Public factor	3	3.7%
Brand	6	7.5%
Total	80	100%

Source: Primary data



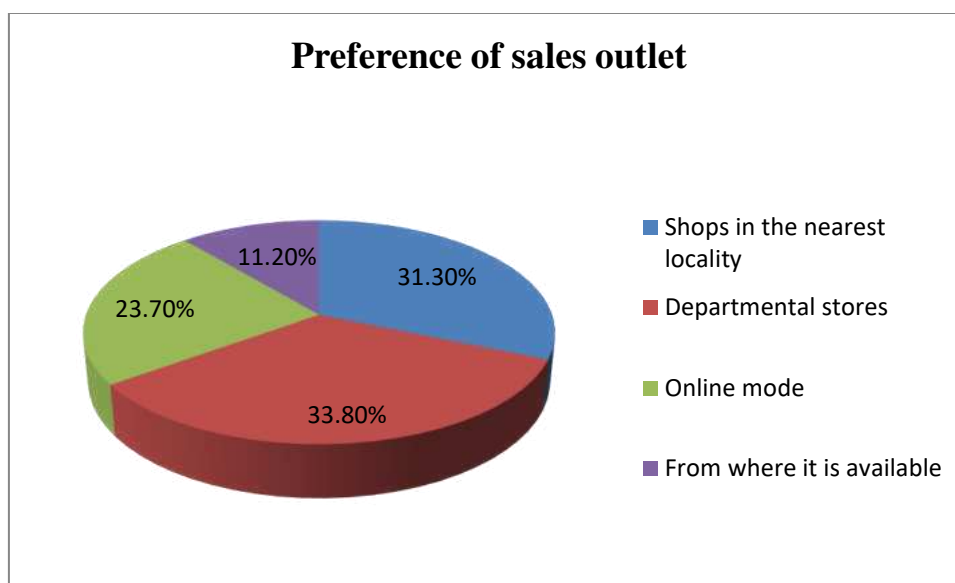
Inference: From the above table it is inferred 56.3% of the respondents are influenced by the personal factor, while 32.5% are influenced by commercial factor, 7.5% are influenced by brands and 3.7% of the respondents are influenced by public factor. Thus the major proportion of the respondents i.e 56.3% feel that they are influenced by personal factor.

Table 3.8

PREFERENCE OF SALES OUTLET

Sales outlet	Respondents	Percentage
Shop in the nearest locality	25	31.3%
Departmental stores	27	33.8%
Online mode	19	23.7%
From where it is available	9	11.2%
Total	80	100%

Source: Primary data



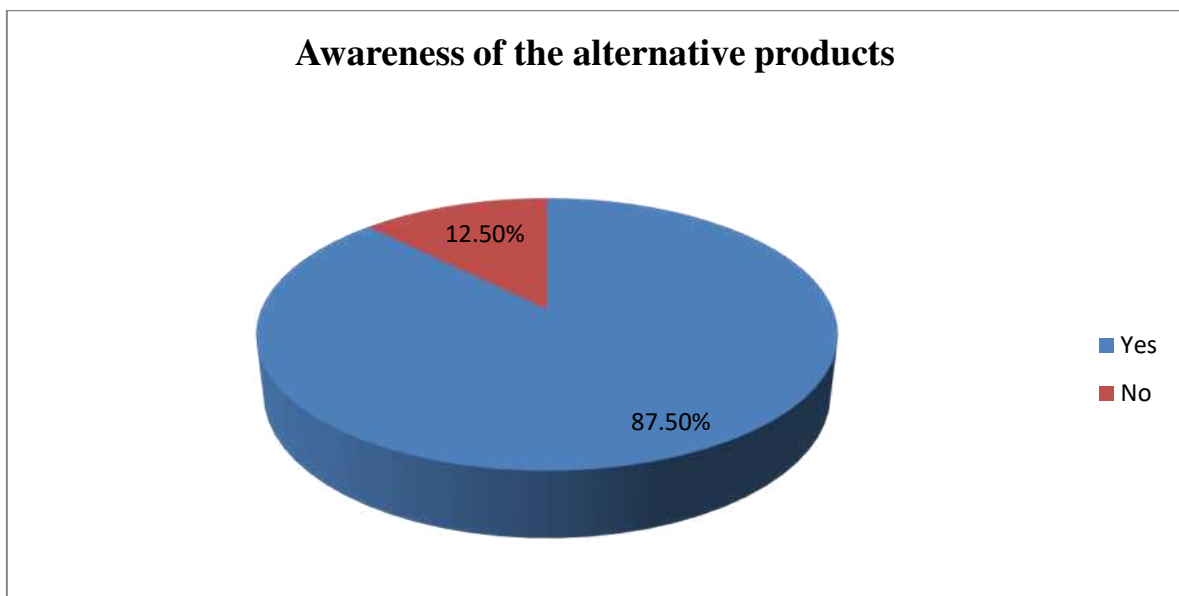
Inference: From the above table it is concluded that 33.8% of the respondents prefer departmental stores as the sales outlet, while 31.3% prefer the shop in the nearest locality, 23.7% of the respondents prefer online mode and 11.2% of the prefer the sales outlet from where it is available. Thus most of the respondents i.e 33.8% prefer departmental stores as a sales outlet.

Table 3.9

AWARENESS OF THE ALTERNATIVE PRODUCTS

Response	Respondents	Percentage
Yes	70	87.5%
No	10	12.5%
Total	80	100%

Source: Primary Data



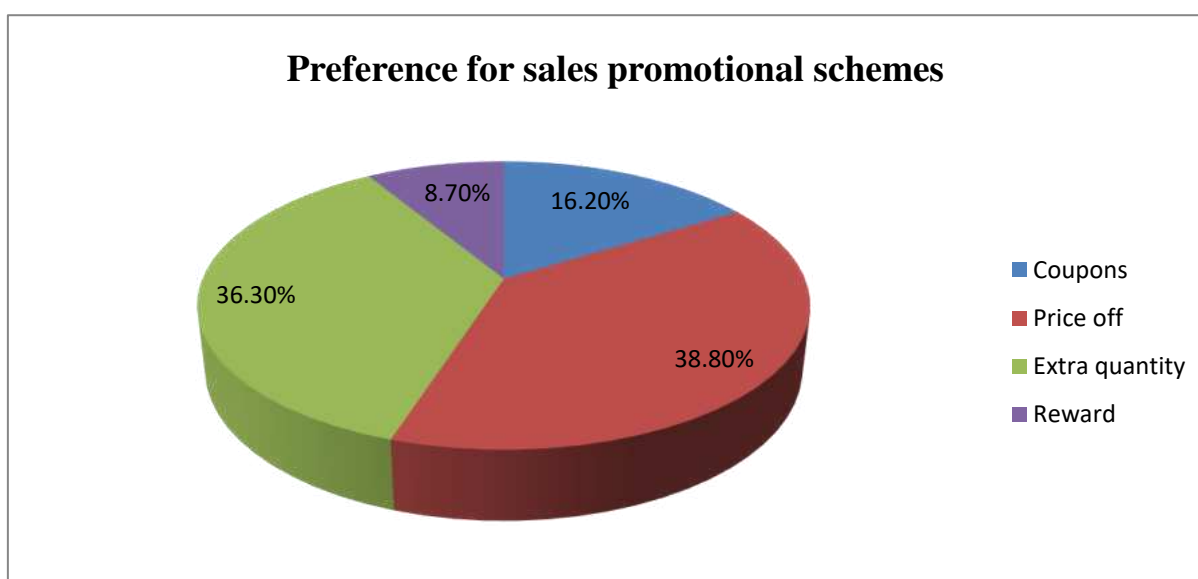
Inference: From the above table it is concluded that majority of the respondents (87.5%) are aware about the alternative product in the market, while 12.5% of the respondents are not aware about the alternative products available in the market. Thus majority i.e 87.5% are aware of the alternative product available.

Table 3.10

PREFERENCE FOR SALES PROMOTIONAL SCHEMES

Schemes	Respondents	Percentage
Coupons	13	16.2%
Price off	31	38.8%
Extra quantity	29	36.3%
Reward	7	8.7%
Total	80	100%

Source: Primary data



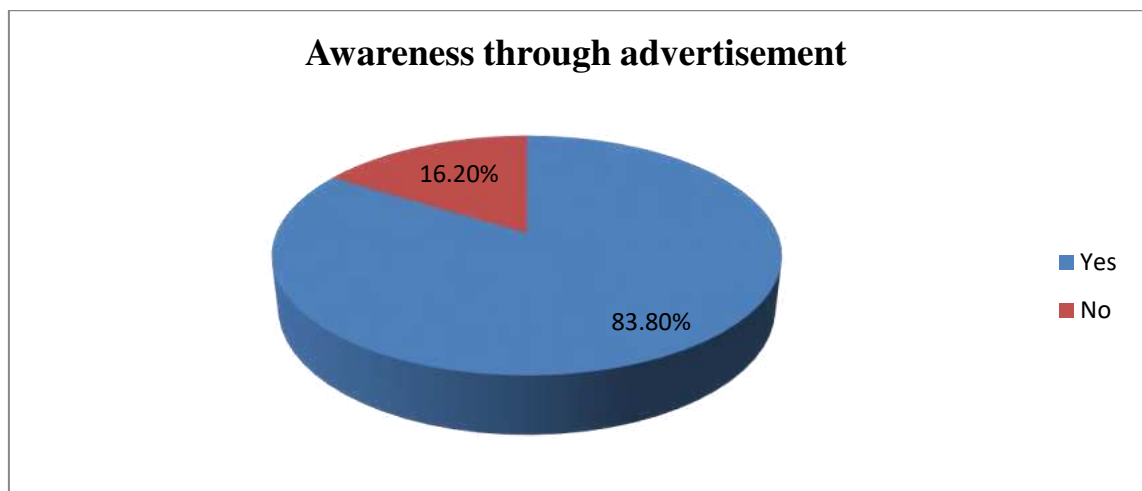
Inference: From the above table we can find that most of the respondents (38.8%) prefer price off in the sales promotional schemes, while 36.3% are prefer extra quantity, 16.2% prefer coupons and 8.70% of the respondents prefer reward in the fast moving consumer goods.

Table 3.11

AWARENESS THROUGH ADVERTISEMENT

Response	Respondents	Percentage
Yes	67	83.8%
No	13	16.2%
Total	80	100%

Source: Primary data



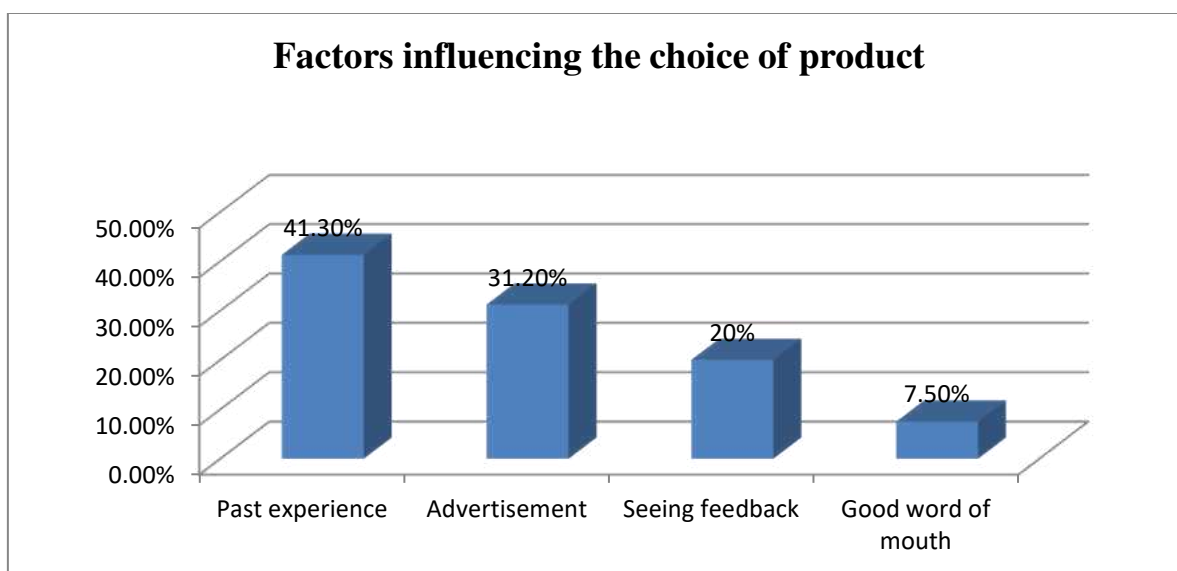
Inference: From the above table it is inferred that 83.8% of the respondents are getting awareness about the fast moving consumer goods product through advertisement, while 16.2% of the respondents feel that advertisement has not created awareness. Thus majority of the respondents i.e 83.8% feel that they are aware of the product only through advertisement.

Table 3.12

FACTORS INFLUENCING THE CHOICE OF PRODUCT

Factors	Respondents	Percentage
Past experience	33	41.3%
Advertisement	25	31.2%
Seeing feedback	16	20%
Good word of mouth	6	7.5%
Total	80	100%

Source: Primary data



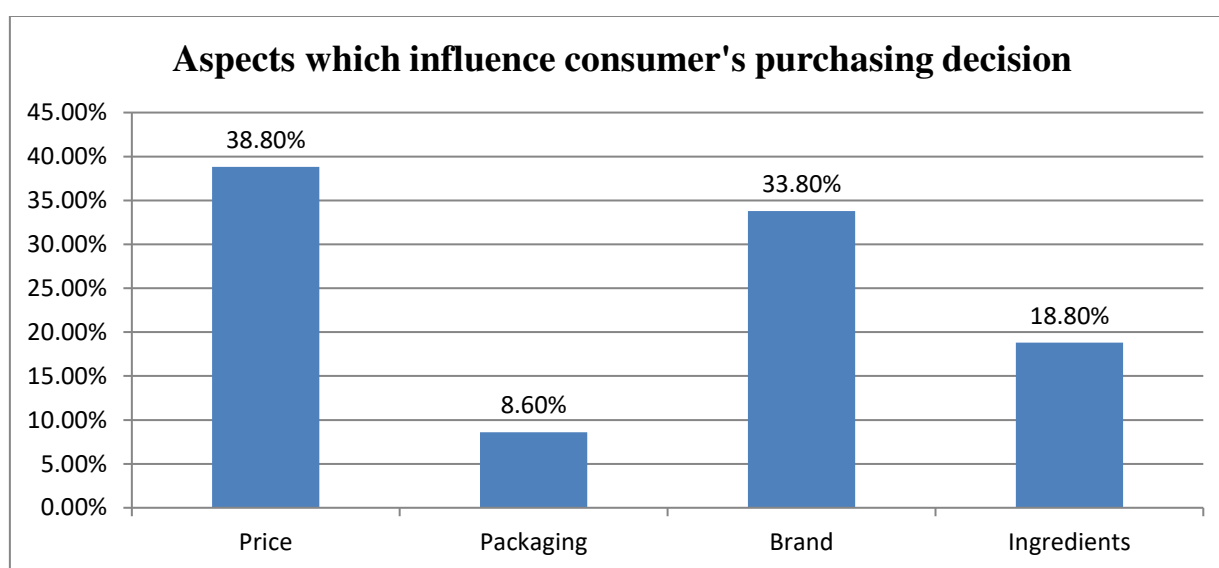
Inference: It is evident from the above table that 41.3% of the respondents choose the products through their past experience, while advertisement helps to choose the product for 31.2% of respondents, 20% of the respondents choose the product by seeing the feedback and 7.5% of the respondents feel that good word of mouth helped them to choose the product. Thus most of the respondents i.e 41.3% feel that past experience help them to choose the product.

Table 3.13

ASPECTS WHICH INFLUENCE CONSUMER'S PURCHASING DECISION

Particulars	Respondents	Percentage
Price	31	38.8%
Packaging	7	8.6%
Brand	27	33.8%
Ingredients	15	18.8%
Total	80	100%

Source: Primary data



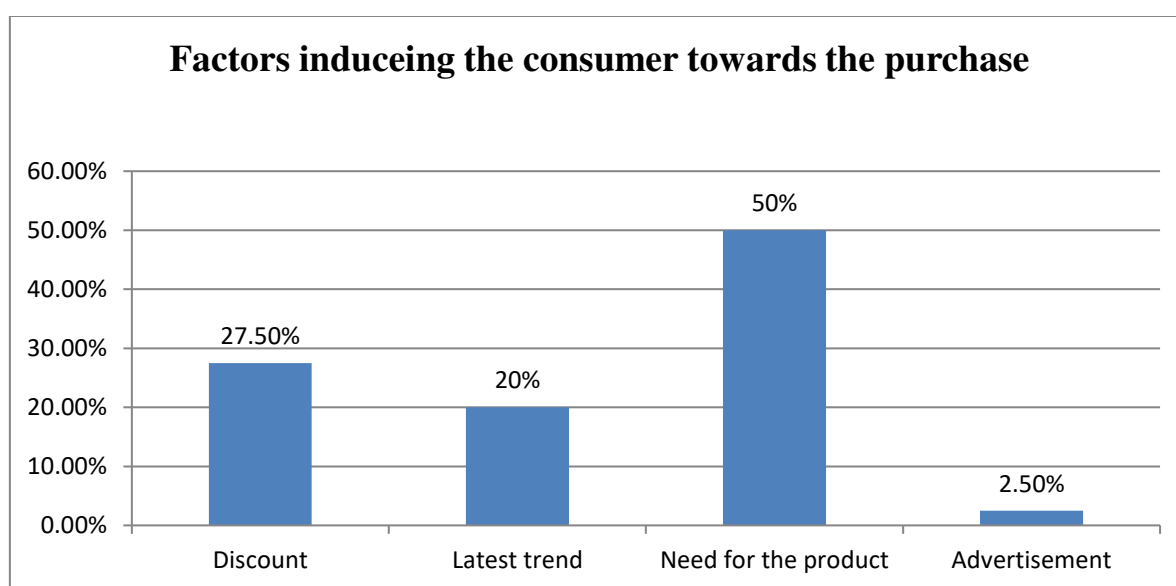
Inference: From the above table it is inferred that 38.8% of the respondents look at the price of the product first while purchasing of fast moving consumer goods, while 33.8% of the respondents look at the brand, 18.8% of the respondents look at the ingredients and 8.6% of the respondents look the packaging of the product first while purchasing of fast moving consumer goods. Thus major proportion of the respondents i.e 38.8% look at the price while purchasing the product.

Table 3.14

FACTORS INDUCING THE CONSUMER TOWARDS THE PURCHASE

Factors	Respondents	Percentage
Discount	22	27.5%
Latest trend	16	20%
Need for the product	40	50%
Advertisement	2	2.5%
Total	80	100%

Source: Primary data



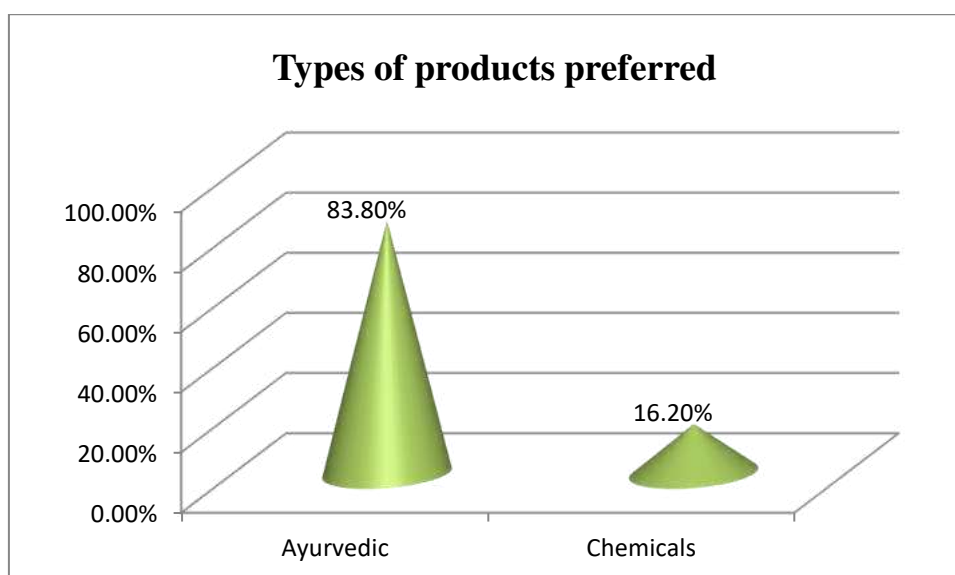
Inference: From the above table we can find that the major proportion of the respondents (50%) feel that they are induced by need for the product to buy the product, while 27.5% of the respondents are induced by discount, 20% of the respondents are induced by latest trend and 2.5% of the respondents are induced by the advertisement.

Table 3.15

TYPES OF PRODUCTS PREFERRED

Products	Respondents	Percentage
Ayurvedic	67	83.8%
Chemical based	13	16.2%
Total	80	100%

Source: Primary data



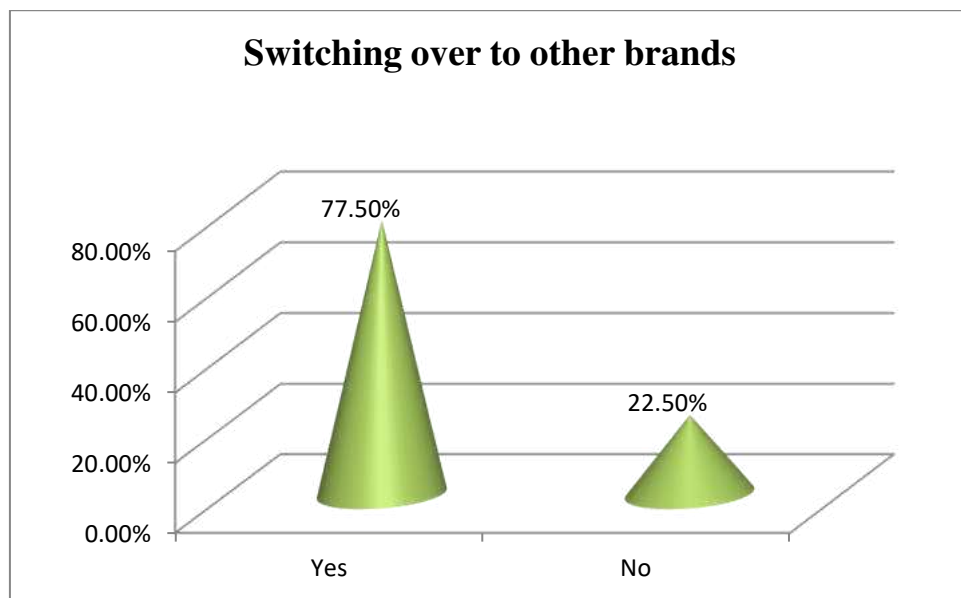
Inference: From the above table it is inferred that 83.8% of respondents prefer ayurvedic product and 16.2% prefer chemical based products. Thus majority i.e 83.% prefer Ayurvedic products.

Table 3.16

SWITCHING OVER TO OTHER BRANDS

Response	Respondents	Percentage
Yes	62	77.5%
No	18	22.5%
Total	80	100%

Source: primary data



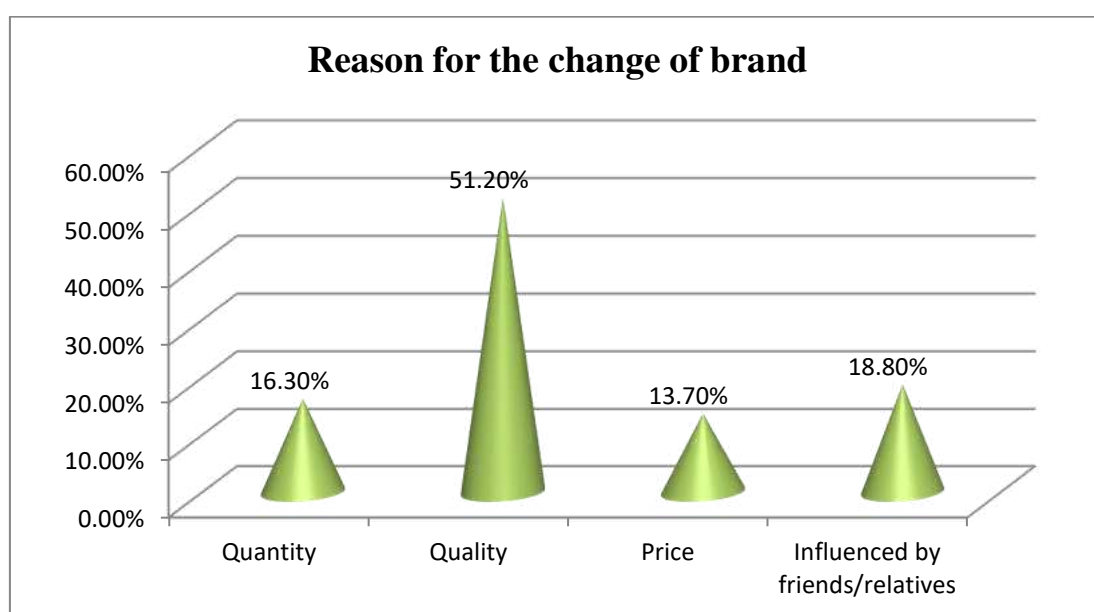
Inference: From the above table it could be seen that 77.5% of the respondents have switched over to other brands, while 22.5% of the respondents are using the same brand. Thus majority i.e 77.5% have switched over to other brands.

Table 3.17

REASON FOR THE CHANGE OF BRAND

Particulars	Respondents	Percentage
Quantity	13	16.3%
Quality	41	51.2%
Price	11	13.7%
Influenced by friends/relatives	15	18.8%
Total	80	100%

Source: Primary data



Inference: From the above table we can find that 51.2% of the respondents have changed the brand because of the low quality of a particular brand, 18.8% of the respondents were influenced to change by friends/relatives, 16.3% of the respondents due to the quantity and 13.7% of the respondents changed the brand because of the price. Thus major proportion the respondents i.e 51.2% have changed their brand because of low quality of the products.

GARRETT RANKING

Garrett's ranking technique was used to evaluate the problems faced by the researchers. The orders of merit given by the respondents were converted into rank by using the formula. To find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcome of such ranking have been converted into score value with the help of the following formula:

$$\text{Present Position} = 100 (R_{ij} - 0.5) / N_j$$

Where,

R_{ij} = Rank given for the I item variable by the j respondents

N_j = number of variables ranked by the respondents

With the help of Garrett's ranking table; the present estimated is converted into scores. Then for each factor, the score of each respondent were added together and then total value of score and mean value of score is calculated. This mean score for all factors were arranged in a descending order and ranks are assigned and the important factors are identified.

Table 3.18

CONSUMER AWARENESS AND KNOWLEDGE ABOUT PRODUCT

Particulars	SA(I)	A(II)	N(III)	DA(IV)	SDA(V)	Total
Knowledge on discrimination of brand	24	36	19	1	Nil	80
Exposure to the brand	24	36	18	1	1	80
Brand recognition	31	27	20	2	Nil	80
Brand knowledge	25	34	18	2	1	80
Brand comparison	31	28	28	5	1	80

Source: Primary data

Rank	$100(R_{ij}-0.5)/N_j$	Percentage position	Garrett's value
I	$100(1-0.5)/5$	10	75
II	$100(2-0.5)/5$	30	60
III	$100(3-0.5)/5$	50	50
IV	$100(4-0.5)/5$	70	40
V	$100(5-0.5)/5$	90	24

Rank Factor	I	II	III	IV	V	Total	Average	Rank
F1	1800	2160	950	40	-	4950	19.96	III
F2	1800	2160	900	40	24	4924	19.86	IV
F3	2325	1620	1000	80	-	5025	20.26	I
F4	1875	2040	900	80	24	4919	19.84	V
F5	2325	1680	750	200	24	4979	20.08	II
						24797		

Inference: The above table clearly indicates that the majority of the respondents have more awareness and knowledge on brand recognition and is ranked as first, followed by brand comparison, knowledge discriminate of brand, exposure to the brand and then brand knowledge.

Table 3.19

PURCHASING BEHAVIOUR

Particulars	Always (I)	Often (II)	Sometimes(III)	Not at all (IV)	Total
Food product	43	19	15	3	80
Personal product	19	41	18	2	80
Household product	25	24	28	3	80

Source: Primary data

Rank	100(Rj-0.5)/Nj	Percentage position	Garrett's value
I	$100(1-0.5)/4$	12.5	73
II	$100(2-0.5)/4$	37.5	56
III	$100(3-0.5)/4$	62.5	44
IV	$100(4-0.5)/4$	87.5	28

Rank Factor	I	II	III	IV	Total	Average	Rank
F1	3139	1064	660	84	4947	35.43	I
F2	1387	2296	792	56	4531	32.45	II
F3	1825	1344	1232	84	4485	32.12	III
Total					13963		

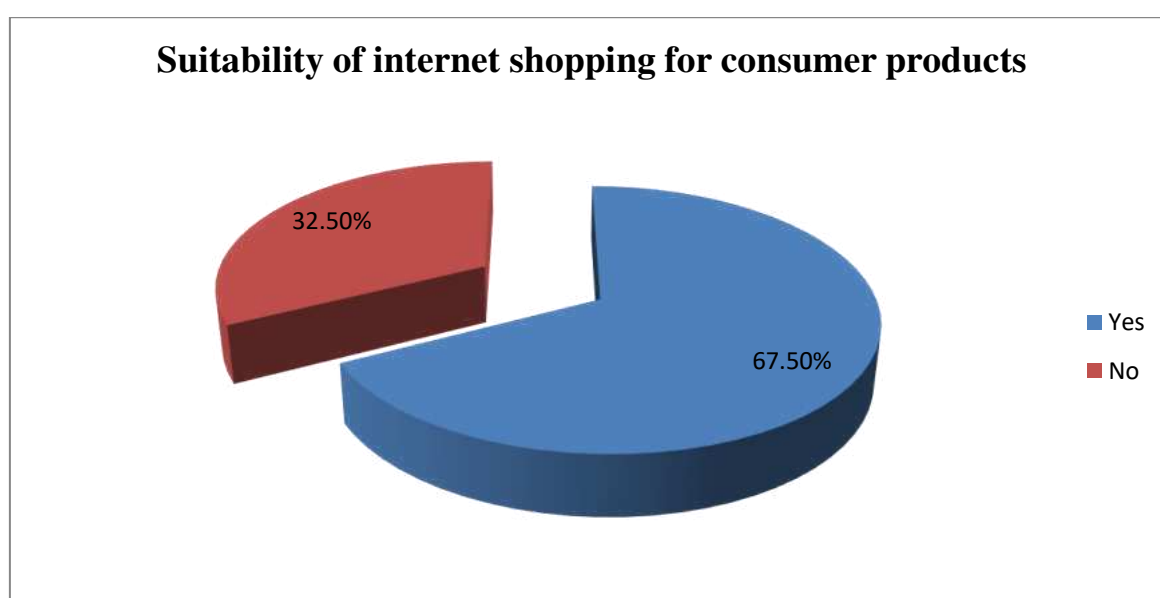
Inference: The above table clearly indicates that the majority of the respondents have purchased food products which is ranked first followed by personal and then household products.

Table 3.20

SUITABILITY OF INTERNET SHOPPING FOR CONSUMER PRODUCTS

Response	Respondents	Percentage
Yes	54	67.5%
No	26	32.5%
Total	80	100%

Source: primary data



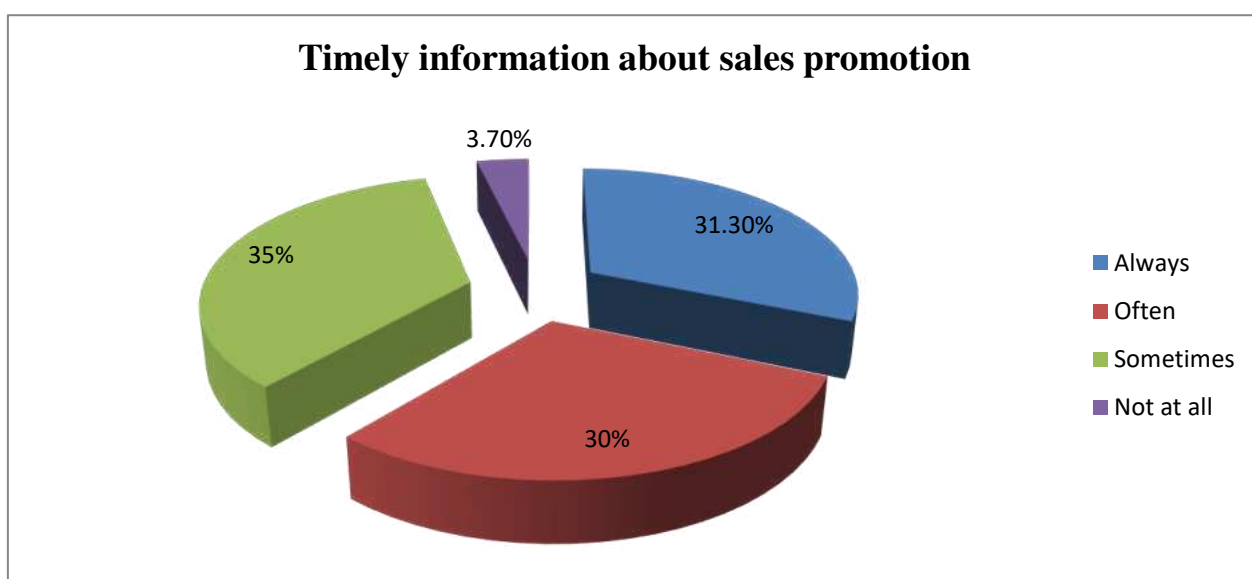
Inference: From the above table it is inferred that 67.5% of the respondents feel that internet shopping is suitable for purchasing of fast moving consumer goods, while 32.5% of the respondents feel that internet is not suitable for purchasing of fast moving consumer goods. Thus majority i.e 67.5% feel that internet shopping is suitable for purchasing Fast Moving Consumer Goods.

Table 3.21

TIMELY INFORMATION ABOUT SALES PROMOTION

Particulars	Respondents	Percentage
Always	28	31.3%
Often	24	30%
Sometimes	28	35%
Not at all	3	3.7%
Total	80	100%

Source: Primary data



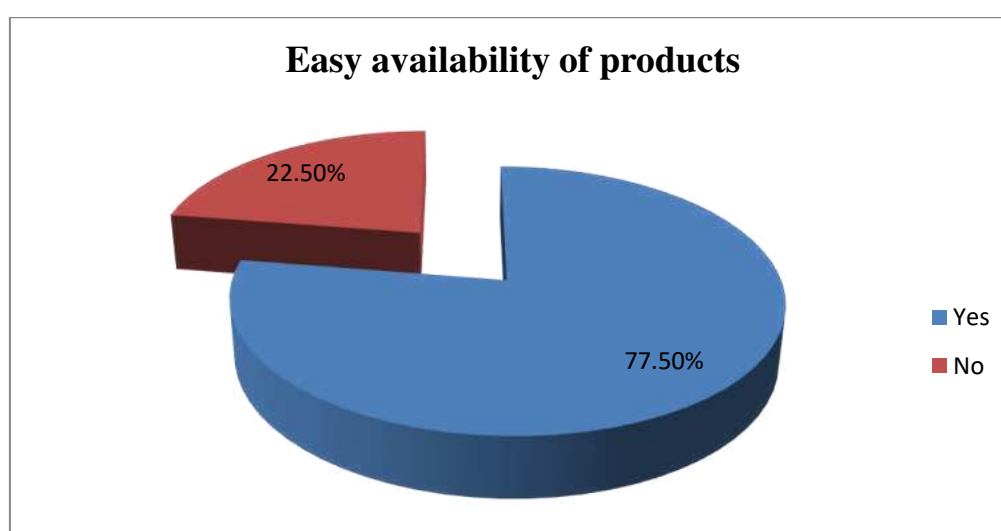
Inference: From the above table it is inferred that 35% of the respondents say that they get information about sales promotion sometimes, 31.3% say that they receive the information always, 30% receive it often and 3.7% do not get timely information about sales information. Thus most of the respondents i.e 35% say that they sometimes get timely information.

Table 3.22

EASY AVAILABILITY OF PRODUCTS

Response	Respondents	Percentage
Yes	18	77.5%
No	62	22.5%
Total	80	100%

Source: Primary data



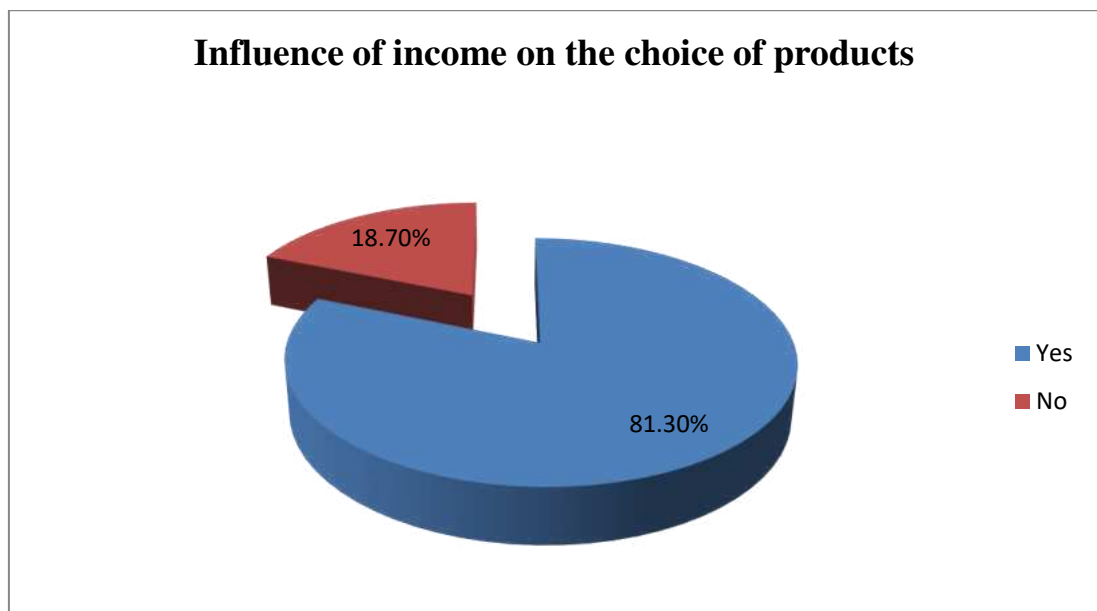
Inference: from the above table is inferred 77.5% of the respondents use the product because of its easy availability, while 22.5% of the respondents do not use the product because of its easy availability. Thus major proportion of the respondents i.e 77.5% use the product because of its easy availability.

Table 3.23

INFLUENCE OF INCOME ON THE CHOICE OF PRODUCTS

Response	Respondents	Percentage
Yes	65	81.3%
No	15	18.7%
Total	80	100%

Source: Primary data



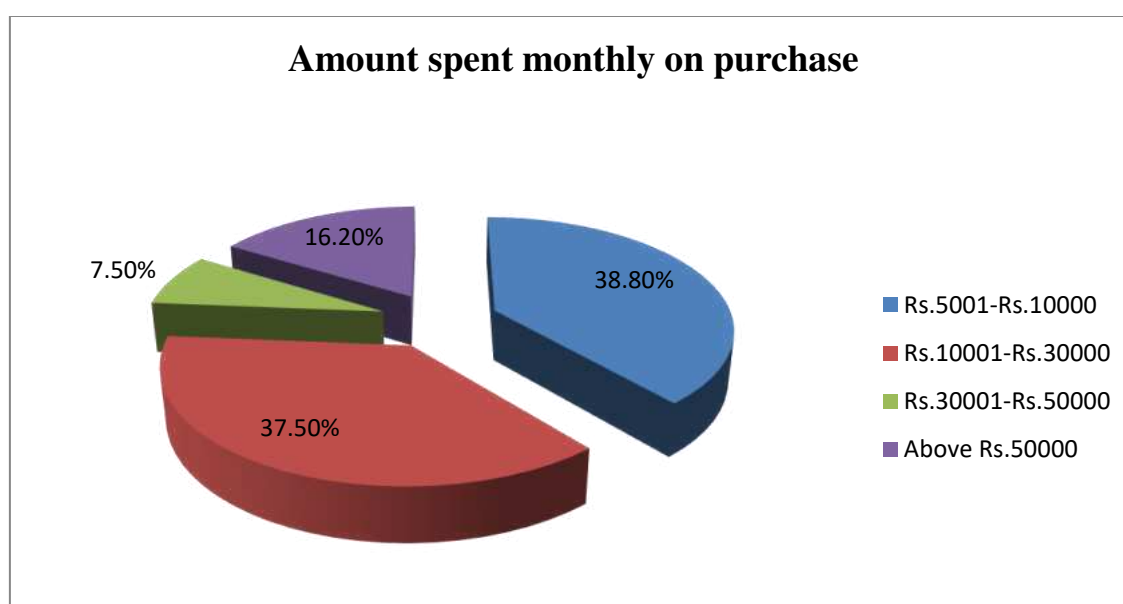
Inference: From the above table it is inferred that 81.3% of the respondents are influenced by the income, while 18.7% of the respondents are not influenced by the income in purchasing of fast moving consumer goods. Thus majority i.e 81.3% of the respondents are influenced by income while choosing the product.

Table 3.24

AMOUNT SPENT MONTHLY ON PURCHASE

Particulars	Respondents	Percentage
Below Rs.1000	23	28.7%
Rs.1001-Rs3000	31	38.8%
Rs.3001-Rs.5000	15	18.8%
Above Rs.5000	11	13.7%
Total	80	100%

Source: Primary data



Inference: From the above table it is evident that 38.8% of the respondents spend between Rs.1001-Rs.3000 monthly on fast moving consumer goods, while 28.7% spend below Rs.1000, 18.8% spend between Rs.3001-Rs.5000 and 13.7% of the respondents spend above Rs.5000. Thus major proportion of the respondents i.e 38.8% spend between Rs.1001-Rs.3000 on the purchase of Fast Moving Consumer Goods.

Table 3.25

PERIOD OF USAGE OF SAME PRODUCT

Particulars	Respondents	Percentage
Less than a month	16	20%
6 months	32	40%
1 year	7	8.7%
More than 1 year	25	31.3%
Total	80	100%

Source: Primary data

Null Hypothesis (H₀):

There is no significant relationship between the respondent's preferences towards the products purchased in the fast moving consumer goods.

Alternative Hypothesis (H₁)

There is significant relationship between the respondent's preferences towards the products purchased in the fast moving consumer goods.

$$X^2 = \sum (O-E)^2/E$$

Usage of period Gender	Less than a month	6 months	1 year	More than a year	Total
Male	2	8	3	6	19
Female	14	24	4	19	61
Total	16	32	7	25	80

O	E	O-E	(O-E)²	(O-E)²/E
2	3.8	-1.8	3.24	0.85
14	12.2	1.8	3.24	0.27
8	7.6	0.4	0.16	0.02
24	24.4	-0.4	0.16	0.01
3	1.66	1.34	1.79	1.08
4	5.3	-1.3	1.69	0.32
6	5.9	0.1	0.01	0
19	19	0	0	0
Total				2.55

Degree of freedom = (r-1) (c-1)

$$= (2-1) (4-1)$$

$$= 3$$

Inference: The table value for 3 degree of freedom at 5% level of significance is 7.815. It is found the calculated value i.e., 2.55 is less than the table value. Thus the result is independent. Hence it is concluded that there is no significant relationship between gender and usage of the same product. Therefore null hypothesis is accepted.

LIKERT SCALE

Likert scale is defined as a unidimensional scale used to collect the respondent attitudes and opinions. This scale is often used to understand respondent ratings and agreement levels with the topic in-hand. Different variations of likert scale are focused directly on measuring the attitudes of people, such as guttman scale, bogardus scale, thurstone scale etc.

Likert scale is a psychometric scale used mainly in market research to understand the opinions and attitudes of an employee towards the organization, co-workers, or competitors. It serves organizations to make measurements and know about the degree of conformity of a person or respondent towards a certain affirmative or negative sentence. When responding to a likert item, respondents specify their level of agreement or disagreement on a symmetric agree to disagree scale for a series of statements. Thus, the range captures the intensity of their feelings for a given item.

A likert scale can be created as the simple sum of questionnaire responses over the full range of the scale. Likert scaling assumes distances between each item are equal. Importantly “All items are assumed to be replications of each other or in other words items are considered to be parallel instruments”. By contrast, modern test theory treats the difficulty of each item as information to be incorporated in scaling items. Surveys are constantly used to measure quality. Likert scales are a common classification format for surveys. Researchers and auditors generally group collected data into a hierarchy for four fundamental measurement levels nominal, ordinal, interval and ratio measurement levels:

1. **Nominal data:** Data in which the answers are classified into variables need not necessarily have a quantitative data or order is called nominal data
2. **Ordinal data:** Data in which it is possible to sort or classify the answers, but it is not possible to measure the distance is called ordinal data.
3. **Interval data:** In general, whole data in which measurements of orders and distances can be made is called interval data.
4. **Ratio data:** This data is similar to interval data with the only difference being an equal and definitive ratio between each data and absolute “zero” being treated as a point of origin.

Table 3.26

REASON FOR BRAND RECOGNITION

Particulars	SA	A	N	DA	SDA	Total
Attractive colour	18	41	16	4	1	80
Fragrance	20	40	15	5	Nil	80
Herbal contents	32	34	14	Nil	Nil	80
It is very healthy	41	20	18	1	Nil	80
New flavour attracts you	15	31	30	4	Nil	80

Source: Primary data

Particulars	SA	A	N	DA	SDA	Total	Percentage	Rank
Attractive colour	18	41	16	4	1	311	3.11	IV
Fragrance	20	40	15	5	-	315	3.15	III
Herbal contents	32	34	14	-	-	338	3.38	II
It is very healthy	41	20	18	1	-	341	3.41	I
New flavour attracts you	15	31	30	4	-	297	2.97	V

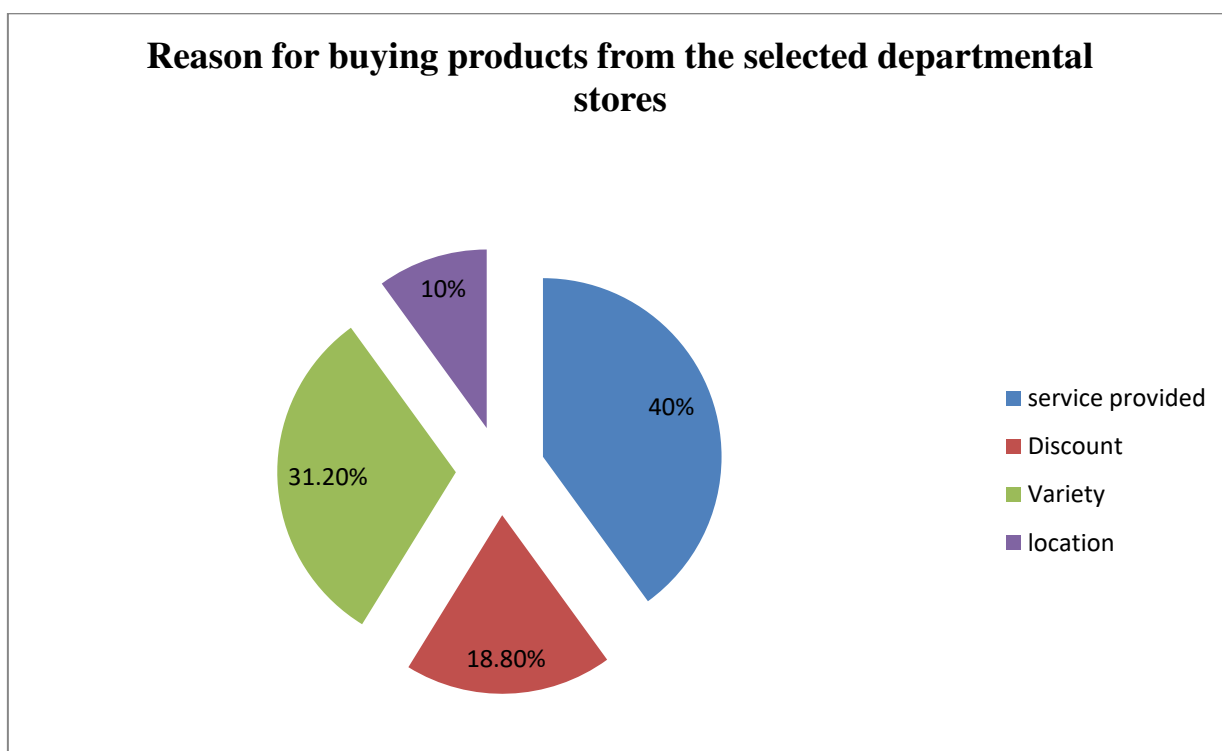
Inference: The above table clearly indicates that the healthy products stands first in brand recognition followed by herbal contents, fragrance, attractive colour and then new flavour.

Table 3.27

REASON FOR BUYING PRODUCTS FROM THE SELECTED DEPARTMENTAL STORES

Particulars	Respondents	Percentage
Service provided	32	40%
Discount	15	18.8%
Variety	25	31.2%
Location	8	10%
Total	80	100%

Source: Primary data



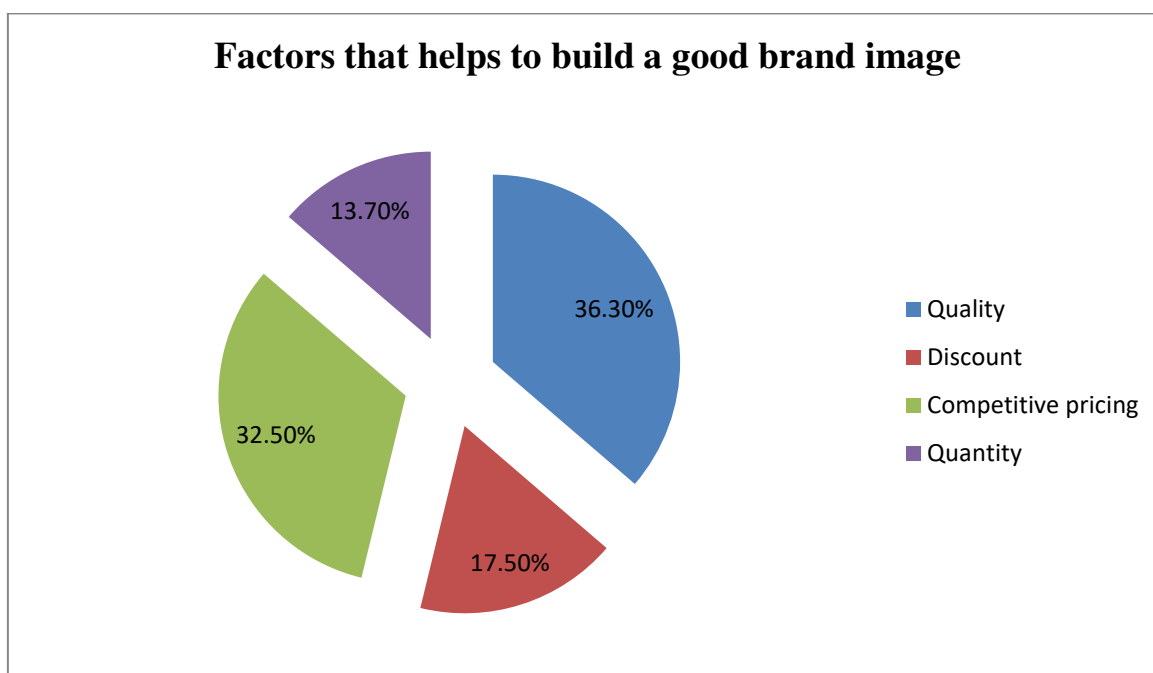
Inference: From the above table it is concluded that 40% of the respondents buy products in their selected departmental stores because of service, while 31.2% buy because of variety, 18.8% buy because of discount, and 10% of the respondents buy because of locality. Thus major proportion of the respondents i.e 40% buy the products in the selected departmental stores because of the service provided.

Table 3.28

FACTORS THAT HELPS TO BUILD A GOOD BRAND IMAGE

Particulars	Respondents	Percentage
Quality	29	36.3%
Discount	14	17.5%
Competitive pricing	26	32.5%
Quantity	11	13.7%
Total	80	100%

Source: Primary data



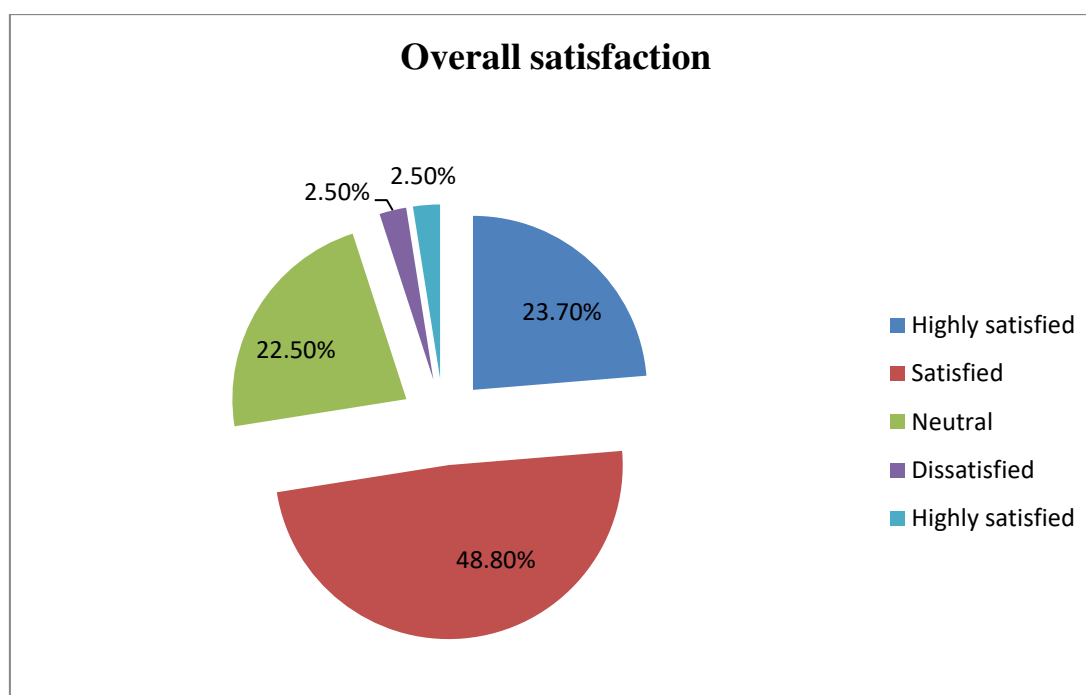
Inference: It is evident from the above table that 36.3% of the respondents feel that quality of the product helps to build a good brand image, while 32.5% of the respondents feel that competitive pricing gives good brand image, 17.5% of the respondents feel that discount provide good brand image and 13.7% of the respondents feel that quantity helps to build a good brand image. Thus most of the respondents feel that the quality of the product helps to build a good brand image.

Table 3.29

OVERALL SATISFACTION

Response	Respondents	Percentage
Highly satisfied	19	23.7%
Satisfied	39	48.8%
Neutral	18	22.5%
Dissatisfied	2	2.5%
Highly dissatisfied	2	2.5%
Total	80	100%

Source: Primary data



Inference: From the above table we can find that 48.8% of the respondents are satisfied with the fast moving consumer goods, while 23.7% of the respondents are highly satisfied, 22.5% of the respondents are neutral, 2.5% of the respondents are dissatisfied and 2.5% of the respondents are highly dissatisfied with the fast moving consumer goods. Thus major proportion of the respondents i.e 48.8% are satisfied overall with the Fast Moving Consumer Goods.

CHAPTER – 4

FINDINGS AND SUGGESTIONS



CHAPTER 4

FINDINGS AND SUGGESTIONS

This chapter discusses the major findings of the study besides having put down by the researcher, based on the findings and suggestions was drawn. This chapter is discussed in a concise and summary format rather than descriptive form.

FINDINGS

The following are the findings from the study on consumer perception and satisfaction towards Fast Moving Consumer Goods.

- ❖ It is observed from the study that about 58.8% respondents are male.
- ❖ It is found that 63.7% of the respondents are in the age group of 15-25 years.
- ❖ The study reveals that 78.8% of the respondents are Graduates or diploma holders.
- ❖ The analysis shows that of 76.3% of the respondents are married.
- ❖ It is found that 38% of respondents have a monthly income between Rs.5000-Rs.10000.
- ❖ It is found that around half of the respondents 51.2% feel that father/mother initiated the need for purchase.
- ❖ The study reveals that 56.3% of the respondents are influenced by the personal factors.
- ❖ The study reveals that 33.8% of the respondents prefer departmental stores as the sales outlet.
- ❖ Majority of the respondents i.e., 87.5% of them are aware about the alternative product in the market.
- ❖ It is observed that 38.8% of the respondents prefer price off in the sales promotional schemes.
- ❖ The analysis reveals that a majority of the respondents i.e., 83.8% feel that they are aware of the product only through advertisements.
- ❖ It is observed that 41.3% of the respondents feel that past experience is the foremost important factor influencing the choice of product.

- ❖ According to the respondents, 38.8% look at the price first while purchasing of fast moving consumer goods.
- ❖ The study reveals that half of the respondents i.e., 50% of them feel that they are induced by the need for the product to buy the product.
- ❖ It is observed that a majority of 83.8% of the people prefer Ayurvedic products.
- ❖ The study reveals that majority i.e 77.5% of the respondents have switched over to other brands.
- ❖ The study reveals that 51.2% of the respondents have changed their brand because of the quality of a particular brand.
- ❖ The majority of the respondents have more awareness and knowledge on brand recognition and is ranked as first.
- ❖ The study discloses that majority of the respondents have purchased food products followed by personal and then household products.
- ❖ It is observed that 67.5% of the respondents feel that internet shopping is suitable for purchasing of fast moving consumer goods.
- ❖ It is revealed that 35% of the respondents get information about sales promotion only sometimes.
- ❖ The study shows that 77.5% of the respondents use a product because of its easy availability.
- ❖ Majority of 81.3% of the respondents feel that their income influences their choice of products.
- ❖ It is observed that that 38.8% of the respondents spend between Rs.1001-Rs.3000 monthly on purchase of fast moving consumer goods.
- ❖ The study reveals that there is no significant relationship between gender and usage of the same product. Therefore null hypothesis is accepted.
- ❖ The analysis reveals that healthy products stand first in brand recognition followed by herbal contents, fragrance, attractive color and then new flavor.
- ❖ The study reveals that 40% of the respondents buy products in their selected departmental stores because of their service.
- ❖ It is observed that 36.3% of the respondents feel that quality of the product helps to build a good brand image.
- ❖ The majority of 48.8% of the respondents are satisfied with the fast moving consumer goods.

The study reveals that 48.8% of the respondents have overall satisfaction with the Fast Moving Consumer Goods.

SUGGESTIONS

The following are the suggestions made:

- Companies should enhance their product standard and take more effort to increase sales through sales promotion methods.
- Companies have to create awareness to purchase the domestic products.
- Discount percentage, extra quantity with same price and reward, are more important tools in the sales promotion.
- Stores have to encourage the regular customers through promotion & offers.
- The communication infrastructure have to be developed in order to update consumers regarding the ongoing offers and promotions.
- Companies must focus on quality, service and positioning to have a better brand recall value.
- The advertisement has to be created in a way that the brand recall value has to be effective.
- In today's market performing community service will have positive impact on brand image.
- The brand has to focus on consumer engagement activities.
- The brand also need to focus on new market by way of road shows.

CHAPTER – 5

CONCLUSION



CHAPTER-5

CONCLUSION

The study reveals the perception and satisfaction of the Fast Moving Consumer Goods in particular reference to Thoothukudi from the point of view of the customers. The experiences of the customers are the major source for the study that emphasizes the entry of the number of outlets at an easy reach. Health is important for the growth of Fast Moving Consumer Goods products. The sales outlets and their service with good facts attract more customers. The customers are to be provided with all details of the products sold either at outlets or retail shops. In this view, the researcher has concluded the study with the inferences and suggestions. This work is carried due to the increasing competition of the retail markets and outlets.

In this modern age of business, the Fast Moving Consumer Goods are consumed continuously by all the types of customers irrespective of the discrimination of the income, status, etc. Hence the researcher has enacted to describe the utility of all the manufacturers of Fast Moving Consumer Goods to sustain the market. In future, the retail outlets and shops are fine tuned with several facilities to reach the consumers and their interest. Fast Moving Consumer Goods products have turned out to be really significant in our daily lives. So assessing customer satisfaction on Fast Moving Consumer Goods products is really important in today's market scenario. It is disclosed from the study that variables like service quality, product quality and perceived value have high significations to customer satisfaction.

Fast Moving Consumer Goods consists of those goods that are purchased frequently by the consumer. Therefore, consumer retention is an important concept of the marketing function. Also Fast Moving Consumer Goods need to sell through the outlets that provide continuance of purchase. Thus it is very important to frame marketing strategies in these companies taking different aspects into consideration. In order to sustain in the market it is imperative for every organisation, which are engaged in the business of Fast Moving Consumer Goods, to develop and sustain an effective marketing strategy. The goal of any marketing strategy is to create and retain a satisfied customer through the process of value addition.

It is concluded from this study that Fast Moving Consumer Goods sector is growing and will continue to grow very fast. This sector provides quality and quantity with reasonable cost to the consumers not doing away with its competitive edge. Consumer satisfaction is its ultimate objectives.

ANNEXURE



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CONSUMER'S PERCEPTION & SATISFACTION TOWARDS FAST MOVING CONSUMER GOODS IN THOOTHUKUDI

1. Name of the consumer :
2. Gender :
 - a. Male
 - b. Female
3. Age :
 - a. 15-25 years
 - b. 26-35 years
 - c. 36-45 years
 - d. Above 45 years
4. Marital status :
 - a. Married
 - b. Single
5. Educational Qualification :
 - a. School education
 - b. Graduate/ Diploma
 - c. Post Graduate/ Professional
6. Occupation :
 - a. Employed
 - b. Business
 - c. Student
 - d. Self Employed
7. Monthly Income (in Rs) :
 - a. Rs.5001 to Rs.10000
 - b. Rs.10001 to Rs.30000
 - c. Rs.30001 to Rs.50000
 - d. Above Rs.50000
8. Size of the family :
 - a. Small(<3)

b. Medium(4-5)

c. large (above 5)

9. Nature of the family : a. Joint

b. Nuclear

10. Who is the motivating factor in the family for purchase of fast moving consumer goods product?

a. Father/ Mother

b. Husband/ Wife

c. Siblings

d. Children

11. Which factor influence you to purchase fast moving consumer goods product?

a. Personal factor

b. Commercial factor

c. Public factor

d. Brand

12. Your preference of sales outlet of fast moving consumer goods products

a. Shop in the nearest locality

b. Departmental stores

c. Online mode

d. From where it is available

13. Are you aware about the alternative products available in the market?

a. Yes

b. No

14. Do you look for various schemes in the fast moving consumer goods product?

a. Yes

b. No

15. If Yes which scheme is preferred?

a. Coupons

b. Price off

c. Extra quantity

d. Reward

16. Is advertisement effective for creating awareness of the product?

a. Yes

b. No

17. Which factor helps you to choose the product?

- a. Past experience
- b. Advertisement
- c. Seeing feedback
- d. Good word of mouth

18. What do you look first when you buy fast moving consumer goods products?

- a. Price
- b. Packaging
- c. Brand
- d. Ingredients

19. What induce you in the purchasing process?

- a. Discount
- b. Latest trend
- c. Need for the product
- d. Advertisement

20. What type of products do you prefer to buy?

- a. Ayurvedic
- b. Chemical based

21. Which factor has influenced the purchase of fast moving consumer goods?

- a. Product
- b. Price
- c. Place
- d. Promotion

22. Which would you prefer to buy

- a. Local brand
- b. Regional brand
- b. National brand
- d. International brand

23. Have you recently changed the brand of your fast moving consumer goods product?

- a. Yes
- b. No

24. If Yes why did you change it?

- a. Quantity
- b. Quality
- c. Price
- d. Influenced by friends/ relatives

25. Please tick the suitable scale regarding awareness and knowledge you have about the fast moving consumer goods product

(SA- strongly agree, A- agree, N- neutral, DA- disagree, SDA- strongly disagree)

S. No	Statement	SA	A	N	DA	SDA
1.	Knowledge on discrimination of brand					
2.	Good exposure					
3.	Brand recognition					
4.	Brand knowledge					
5.	Brand comparison					

26. Mention the frequency of purchase for the following

S. No	Variables	Always	Often	Sometimes	Not at all
1.	Food products				
2.	Personal care products				
3.	Household products				

27. Do you think internet shopping is suitable for fast moving consumer goods?

a. Yes

b. No

28. Do you get timely information about the sale promotion?

a. Always

b. Often

c. Sometimes

d. Not at all

29. Do you use products because of its easy availability?

a. Yes

b. No

30. Does your income influence the choice of products?

a. Yes

b. No

31. Do you think branded products are better than unbranded products?

a. Yes

b. No

32. How much do you spend on fast moving consumer goods monthly?

a. Below Rs.1000

b. Rs.1001 – Rs.3000

c. Rs.3001 – Rs.5000

d. Above Rs.5000

33. How long are you using the same product?

a. less than a month

b. 6 months

c. 1 year

d. More than 1 year

34. Do you switch over to other brands if it is not available?

a. Yes

b. No

35. Indicate the product purchased by you & Rank them

a. Hindusthan Unilever Ltd

b. Nestle

c. Himalaya

d. ITC

36. Your opinion regarding the benefits of the usage of fast moving consumer goods

S. No	Variables	SA	A	N	DA	SDA
1.	Attractive colour					
2.	Fragrance					
3.	Herbal contents					
4.	It is very healthy					
5.	New flavour attracts you					

37. What is the action taken by you in defective products?

- | | |
|---------------------------|----------------|
| a. Returned | b. Replacement |
| c. Asked for compensation | d. Refund |

38. Choose the reason for buying the product from the selected departmental stores?

- | | |
|---------------------|-------------|
| a. Service provided | b. Discount |
| c. Variety | d. Location |

39. Which of the following factors helps to build a good brand image?

- | | |
|------------------------|-------------|
| a. Quality | b. Discount |
| c. Competitive pricing | d. Quantity |

40. On an overall basis how much are you satisfied with fast moving consumer good

Products

- | | |
|------------------------|-----------------|
| a. Highly satisfied | c. Satisfied |
| b. Neutral | d. Dissatisfied |
| e. Highly dissatisfied | |

**A STUDY ON IMPACT OF EMPLOYEE'S PERCEPTION
TOWARDS ON UNDEREMPLOYMENT**

Project report submitted to
ST.MARY'S COLLEGE (Autonomous), Thoothukudi
Affiliated to
Manonmaniam Sundaranar University, Tirunelveli
in partial fulfillment of the requirements for the award of the degree of

MASTER OF COMMERCE

Submitted by
MARIA MERCILIN. R
(Reg. No.19APCO17)

Under the supervision and guidance of
Dr. P. JAYAMARY M.Com., M.Phil., B.Ed., SET (Com), MBA, SET(Mgt), Ph.D.
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PG & RESEARCH DEPARTMENT OF COMMERCE
ST.MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI
Re-accredited with "A+" grade by NAAC
APRIL 2021

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CERTIFICATE

This is to certify that the project entitled "**A STUDY ON IMPACT OF EMPLOYEE'S PERCEPTION TOWARDS ON UNDEREMPLOYMENT**" submitted by the candidate, **Maria Mercilin. R** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St. Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of the study under my guidance and supervision.

Place: Thoothukudi

Date: 10.04.2021

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DECLARATION

I hereby state the project entitled "A STUDY ON IMPACT OF EMPLOYEE'S PERCEPTION TOWARDS ON UNDEREMPLOYMENT" is submitted to St.Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, in partial fulfillment of the requirements for the award of the degree of Master of Commerce is my unique work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi


Signature of the Candidate

Date:

Counter Sign


Faculty Guide

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Maria Mercilin. R

CONTENTS

CHAPTER	TITLE	PAGE NO.
	Certificate	i
	Declaration	ii
	Acknowledgement	iii
	List of Table	vi
	List of Chart	viii
I	Introduction and Design of the study	1-6
	1.1 Introduction	1
	1.2 Statement of the Problem	2
	1.3 Scope of the Study	2
	1.4 Objectives of the Study	3
	1.5 Research Design	3
	1.5.1 Period of Study	3
	1.5.2 Collection of Data	3
	1.5.3 Sampling Design	4
	1.5.4 Framework Analysis	4
	1.5.5 Construction of Tools	4
	1.6 Limitations of the Study	4
	1.7 Chapter Scheme	5
II	Conceptual Framework and Review of Literature	7 – 31
III	Data Analysis and Interpretation	32 – 60

IV	Findings, Suggestions	61 – 64
V	Conclusion	65 - 67
	Annexure 1. Bibliography 2. Questionnaire	

LIST OF TABLES

Table No.	Title	Page No
3.1	Distribution of Respondents on the basis of Age	33
3.2	Distribution of Respondents on the basis of Gender	34
3.3	Distribution of Respondents on the basis of Educational Qualification	35
3.4	Distribution of Respondents on the basis of Occupation	36
3.5	Distribution of Respondents on the basis of Monthly income	37
3.6	Distribution of Respondents on the basis of Monthly income of family	38
3.7	Distribution of Respondents on the basis of Permanency of job	40
3.8	Distribution of Respondents on the basis reason for not permanency of job	41
3.8a	Distribution of Respondents on the basis opinion about feelings towards underemployment	42
3.9	Distribution of Respondents on the basis of feelings towards underemployment	44
3.10	Distribution of Respondents on the basis of Problems are facing due to underemployment	45
3.11	Distribution of Respondents on the basis of economic dependents	47
3.12	Distribution of Respondents on the basis of financial supports	49

3.13	Distribution of Respondents on the basis of information of job	50
3.14	Distribution of Respondents on the basis of suitable job in future	51
3.15	Distribution of Respondents on the basis of Preference towards Sector of employment	52
3.16	Distribution of Respondents on the basis of skill development Reason for under employment problem	53
3.17	Distribution of Respondents on the basis of skill development	55
3.18	Distribution of Respondents on the basis of opinion of the respondents regarding the present job	57
3.19	Distribution of Respondents on the basis of Suggestion	59

LIST OF CHARTS

Chart No.	Title	Page No
3.1	Age-Wise Classification	33
3.2	Gender-Wise Classification	34
3.3	Educational Qualification	35
3.4	Occupation	36
3.5	Monthly Income of the Respondents	37
3.6	Monthly Income of the Family	38
3.7	Nature of Employment	40
3.8	Permanency of Job	41
3.8a	Reason for not Permanency	42
3.9	Opinion about feelings towards under employments	44
3.10	Main source of Economic Dependence	47
3.11	Opinion about Financial Support	49
3.12	Opinion on helpfulness	51
3.13	Preference towards sector of Employment	52
3.14	Skill Development	55
3.15	Suggestion to Younger Generation	59

CHAPTER 1

INTRODUCTION AND DESIGN OF THE STUDY



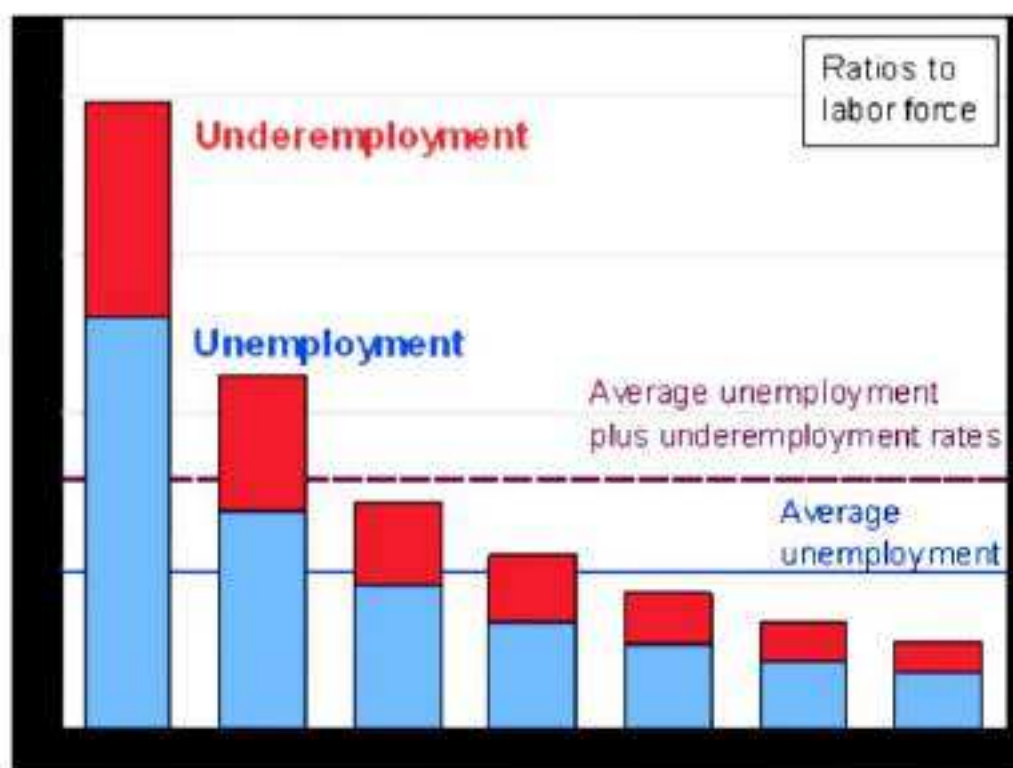
CHAPTER 2

CONCEPTUAL FRAMEWORK AND REVIEW OF LITERATURE



CHAPTER 3

DATA ANALYSIS & INTERPRETATION OF THE STUDY



CHAPTER 4

FINDING AND SUGGESTIONS

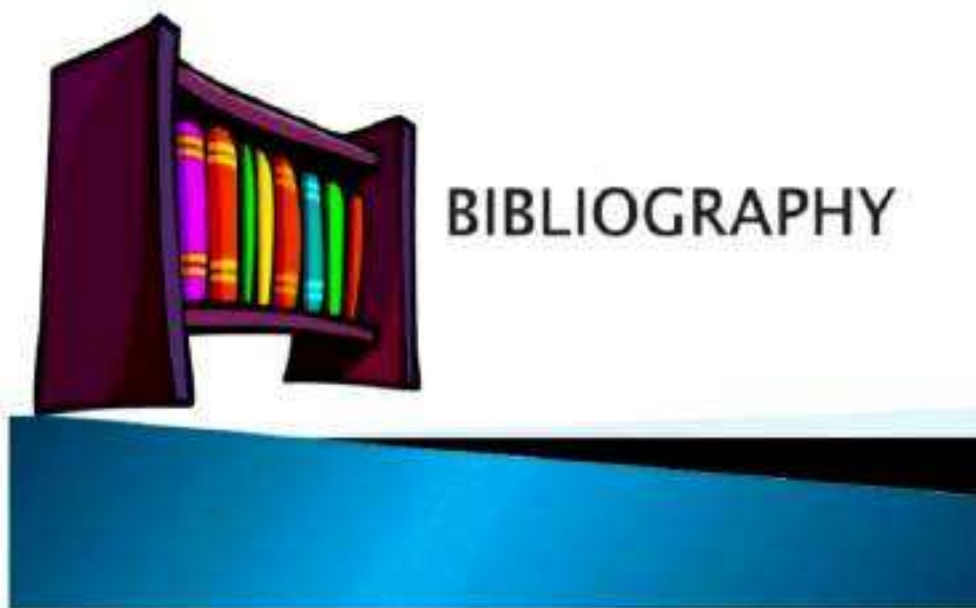


CHAPTER 5

Conclusion

ANNEXURE





QUESTIONNAIRE



INTRODUCTION

1.1 Introduction to the Study

In many emerging economies the crisis has lowered the pace of poverty reduction and formalization, leaving many still facing chronically high levels of structural underemployment. Underemployment covers different aspects of the underutilization of potential labour resources in each country, including working fewer hours than desired and not fully utilizing the available pool of skills and talent. The first of these aspects sometimes referred to as time-related underemployment can be captured by a measure of the share of the labour force working less than full-time hours for involuntary reasons. While the data are not strictly comparable across countries because of differences in the exact definition used, time-related underemployment accounts for a significant share of the labour force in many advanced and emerging economies, reaching more than 8% in Argentina, Indonesia and Mexico. It is also quite high in Australia, reflecting the high incidence of part-time employment in Australia. In general, it also tends to be much higher for women than men.

Underemployment in the emerging economies also manifests itself more generally through the prevalence of low-productivity, informal jobs and working poverty. More than 4 in 5 workers in India occupy informal jobs, while the rate of informality exceeds 30% in all other countries. Working in an informal job not only implies lower social protection and less employment security than working in a formal job, but often also means lower participation in training which may reinforce the likelihood of remaining stuck in a low-paid, precarious job. In developing and emerging country contexts, an important dimension of underemployment is “working poverty”. Despite working for long hours, frequently in multiple jobs, workers do not earn enough to lift themselves and their families out of poverty.

1.2 Statement of the Problem

In low income countries like India where agriculture provides employment for a large proportion of the labour force, actual surplus labour consists of two parts, removable labour which is surplus throughout the year and non-removable labour which is surplus only during the slack season. One of the most disturbing problems in India has been the mounting rate of under employment, both in the rural and urban sectors. In case of rural sector, there has been both unemployment and under employment. In urban sector, there has been both educated and industrial under employment. Unless unemployment and underemployment problems are solved, the future of India cannot be bright. There will be no peace and prosperity in the country if jobless people do not get a proper channel and the problem more serious even when the people of highly academic and technically qualified are underemployed for very low level of income. More attention should be given. Otherwise this problem can make jobless youths go to wrong direction.

Hence the research team has tried to find the causes of underemployment problem and also the satisfactory opinion of the underemployed persons in their present job in the study area.

1.3 Scope of the Study

This study brings to know about the opinion and perception of under employed employees regarding the underemployment problem in the study area. This study tells the readers the reasons for underemployment in the study area. This study is useful to know about the satisfactory opinion of the respondents regarding the underemployment problem in the study area. With the help of this study, government can get a feedback about the present situation about the job satisfaction of underemployed employees and can take necessary steps to improve their job satisfaction. This study gives some

suggestions to younger generation for eradicating the underemployment problem in future.

1.4 Objectives of the Study

- To know the socio-economic characteristics of respondent.
- To know the opinion on the job and perception of employees.
- To know about the different sectors of underemployment.
- To Analysis the challenges faced by underemployment.
- To know about the skill development course available in the work environment.
- To know the job satisfaction of underemployment employee in present job.

1.5 Design Methodology

1.5.1 Research Methodology

This section attempts to describe the methodology of the present study. It includes the Period of the study, Sampling techniques, Collection of data and Analysis of data.

1.5.2 Area & Period of the study

This study is conducted for various classes of people who are scattered in different industries. The primary data were collected during the months of December to march 2021 from the employees those who are under employed in different sectors the study area.

1.5.3 Sampling Design

The data collected are original in nature. It is first-hand information. For the collection of data, 75 respondents working in different sectors were selected by Convenience Sampling method

1.5.4 Collection of data

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

1.5.5 Processing of data

After collecting the primary data, the researcher has thoroughly verified the data and arranged them for further analysis. A master table has been prepared to sum up all the information contained in the questionnaire. A required number of tables are formed there from. Thus, the data collected through questionnaires were tabulated, classified and analyzed on the basis of Pie-chart, Percentage, Simple Ranking Method and Five Point Scaling.

1.6 Limitations of the Study

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

- The sample size is only 75 which may not reveal the true picture of the population.
- This study restricted only to the Thoothukudi town. So, the result cannot be generalized for other areas.
- As the data were gathered through questionnaires, we cannot expect that it is hundred percent factual.

- Some respondents were very uncommunicative and would not voluntarily supply certain information.
- The findings of the study may be applicable to the period in which it has been done, it may be found unsuitable for another period.
- Being busy in their work, some of the respondents could not answer the questions properly. Hence the researcher had to use the interview schedule method.

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

1.7 Chapter Scheme

The project report is classified into four chapters:

The first chapter deals with introduction & research design.

- Introduction
- Statement of problem
- Objectives of the study
- Methodology
- Importance of the study
- Limitations of the study
- Chapter Scheme.

The second chapter contains the theoretical aspects and review of literature related studies.

The third chapter deals with analysis and interpretation of the data. The information collected through the questionnaire was analyzed by using the following statistical tools namely,

- a) Percentage analysis

- b) Bar diagrams
- c) Pie – charts
- d) Five-point scale method

The fourth chapter summarizes the findings, suggestions and conclusion.

CONCEPTUAL FRAMEWORK AND REVIEW OF LITERATURE

2.1 Introduction

Underemployment is the under-use of a worker due to job that does not use the worker's skills, or is part time, or leaves the worker idle. Examples include holding a part-time job despite desiring full-time work and over qualification where the employee has education, experience, or skills beyond the requirements of the job. Underemployment has been studied from a variety of perspectives, including economics, management, psychology, and sociology. In economics, for example, the term underemployment has three different distinct meanings and applications. All meanings involve a situation in which a person is working, unlike underemployment where a person who is searching for work cannot find a job. All job meanings involve under-utilization of labor which is missed by most official (governmental agency) definitions and measurements of unemployed.

2.2 Definition of under Employment - in Economics

"Over qualification" or "Over education" or the employment of workers with high education, skill levels, or experience in jobs that do not require such abilities. For example, a trained medical doctor with a foreign credential who works as a taxi driver would experience this type of underemployment.

"Involuntary part-time" work, where workers who could be working for a full work-week can only find part-time work. By extension, the term is also used in regional planning to describe regions where economic activity rates are unusually low, due to a lack of job opportunities, training opportunities, or due to a lack of services such as child care and public transportation

"Overstaffing" or "hidden unemployment" or "disguised unemployment" (also called "labor hoarding", the practice in which business or entire economies employ workers who are not fully occupied—for example, workers currently not being used to produce goods or services due to legal or social restrictions or because the work is highly seasonal.

Underemployment is a significant cause of poverty. Although the worker may be able to find part-time work, the part-time pay may not be sufficient for basic needs. Underemployment is a problem particularly in developing countries, where the unemployment rate is often quite low, as most workers are doing subsistence work or occasional part-time jobs. The global average of full-time workers per adult population is only 26%, compared to 30–52% in developed countries and 5–20% in most of Africa. <https://en.wikipedia.org/wiki/Underemployment>

2.3 Types of Underemployment

In many emerging economies the crisis has lowered the pace of poverty reduction and formalization, leaving many still facing chronically high levels of structural underemployment. Underemployment covers different aspects of the underutilization of potential labour resources in each country, including working fewer hours than desired and not fully utilizing the available pool of skills and talent. The first of these aspects – sometimes referred to as time-related underemployment – can be captured by a measure of the share of the labour force working less than full-time hours for involuntary reasons. While the data are not strictly comparable across countries because of differences in the exact definition used, time-related underemployment accounts for a significant share of the labour force in many advanced and emerging economies, reaching more than 8% in Argentina, Indonesia and Mexico. It is also quite high in Australia, reflecting the high incidence of part-time employment in Australia. In general, it also tends to be much higher for women than men.

2.3.1 Time Related Underemployment

Time-related underemployment, or the similar concept of involuntary part-time work, can be defined as all persons in employment who are working less than a given number of (full-time) hours and who both willing and available to work additional hours.

2.3.2 Working Poverty

Working in an informal job not only implies lower social protection and less employment security than working in a formal job, but often also means lower participation in training which may reinforce the likelihood of remaining stuck in a low-paid, precarious job. In developing and emerging country contexts, an important dimension of underemployment is “working poverty”: despite working for long hours, frequently in multiple jobs, workers do not earn enough to lift themselves and their families out of poverty.

2.3.3 Underutilization of Labour Resources

Underemployment not only shows up in the share of workers who are employed in poor quality jobs or working fewer hours than desired, but also in the underutilization of labour resources more generally with some groups excluded from jobs altogether because of a range of barriers. While the employment rate (i.e. The share of the population in each group that is employed) for men aged 25-64 is quite similar across G20 countries, there are much larger differences for other groups such as women, youth, older workers and the low-skilled.

2.3.4 Structural Underemployment

Tackling structural unemployment and underemployment will also require ensuring that labour markets are able to adapt to the substantial transformations that are occurring in the sources of job growth and the types of jobs that are being created. These transformations are being driven by

economic and social development, increased globalization, technological change and demographic change. In emerging economies, these trends have given rise to a substantial shift over the past decade out of low-productive jobs in agriculture into more productive jobs in manufacturing and services. In China, for example, this shift has been accompanied by substantial internal migration from rural areas to urban areas, putting pressures on the provision of housing, employment and social services for these migrants. The system of household registration, the hukou has restricted access to some of these services for these migrants and affected their labour market integration, but a number of policy measures have been put in place recently to ease these restrictions. In other economies, various barriers to geographical mobility have also hindered the reallocation of labour across sectors.

2.3.5 Technological Underemployment

Across all G20 countries, technological change and globalization have also changed profoundly work organization practices and skill demands of employers. In general, over the past decade, the demand for more skilled works has outpaced the demand for low-skilled workers with the share of total employment in managerial and technical and professional jobs increasing significantly. These changes are likely to intensify in the face of on-going process of innovation and diffusion of the information and communication technology (IT) and could result in further displacement of jobs that involve routine tasks (manual or cognitive). Not all of these changes are fully predictable in terms of their impact on labour demand, but what is clear is that good information is required on changing skill needs in order to guide the provision of, and participation in, education and training.

2.3.6 Demographic Underemployment

Demographic change will also open up both challenges and opportunities for tackling structural unemployment and underemployment. In

several of the emerging economies, young people aged 15-24 will continue to account for a large proportion of the working-age population and the challenge will be to ensure that these large cohorts of youth do not experience prolonged periods of joblessness or employment in low-paid precarious jobs when entering the labour market. In advanced economies, with a high share of older workers, the employment of the latter is a crucial challenge for the future. Allowing people to stay active as they grow older and to continue contributing to society is key to tackling the challenge of demographic ageing and mitigating the potential negative impact of rapid population ageing on growth. Even in these countries with older populations, however, one-third of unemployed youth have been out of work for a year or more – an unprecedented high.

2.3.7 Underemployment due to skills shortages

These economic and demographic transformations can give rise to both skills mismatch and shortages if countries fail to correctly anticipate and respond to changing skill needs. Close to one in four workers in the G20 countries that participated in the Survey of Adult Skills (PIAAC) have higher qualifications than what they believe is required to be hired for their jobs and 13% are under-qualified. However, this measure tends to overstate the actual extent of skills mismatch. A more direct measure of skills mismatch shows much smaller but still sizeable proportion of workers in jobs that are not well-matched with their skills. These mismatches may have worsened during the crisis, with the large stock of current job seekers facing few job opportunities and frequently accepting jobs that are not well-matched to their skills. At the same time, while international surveys of employers such as by Manpower suggest that recruitment difficulties declined in most countries between 2007 and 2013 as the global financial crisis brought about a sharp rise in unemployment, many employers continue to report difficulties in filling job vacancies. However, it is difficult to distinguish in these surveys the actual

extent of skill shortages from general recruitment difficulties faced by firms because they are not offering the going market wage or attractive working conditions. Skills mismatch and shortages can contribute to structural unemployment and underemployment as well as reduce the growth potential of the economy.

2.3.8 Underemployment due to Skills Mismatch

Skill mismatch puts into question the ability of societies to capitalize on their stock of human capital. Skills are also a critical asset for individual workers and firms in a rapidly changing globalized world. Situations where individuals have substantially more skills than jobs require prevent those individuals, enterprises and economies from reaping the benefits of their investment in skills in terms of higher wages, productivity growth and innovation. In some developing and emerging countries, an under-skilled workforce can lead to skill shortages and compromise economic development, leaving low-skilled workers stuck in low-paid, precarious jobs. In some advanced and emerging economies, significant investments in education have not been accompanied by job growth leading to high rates of graduate unemployment and qualification mismatch.

2.4 Reasons of Underemployment

2.4.1 Theoretical education

This chronic unemployment is in some quarters attributed to the system of education prevailing in our country. Our education is too theoretical. It turns too many arts graduates and too few engineers. To make up for this deficiency Government has opened several technological institutes in different parts of India. However, this attempt, good as it is, will not solve the problem of unemployment. Already there are more technically trained men than there is employment for them.

2.4.2 Lack of full Employment in Industries

In the industrial segment, there is the same lack of full employment. There are not many mills and factories and the number of men employed in them is not large. Even the mills and factories that we have do not work to their maximum capacity either for lack of requisite machinery or for lack of adequate supply of materials.

2.4.3 Lack of Alternative Opportunities for Agricultural Workers

In the rural India, the picture is equally discouraging. Agriculture is the principal occupation of the majority of rural population. However, agriculture keeps the cultivators engaged for a limited part of the year. For many months every year the agriculturist remains idle and lives miserably.

2.4.4 Poor Condition of Cottage Industries

In villages, unemployment is due to lack of cottage industries. The cottage industries are in a winding state. They give whole time occupation to only a fraction of the people who depend on them.

2.4.5 Other Factors

The other factors that are responsible for unemployment in India are:

1. Excessive burden of population on cultivation;
2. Rapidly increasing population;
3. Low productivity in agriculture sector;
4. Defective economic planning, and Large-scale production and mechanization.

2.5 Government Initiatives and Policy Measures

Government of India has taken several policy measures to fight the problem of Unemployment. Some of the measures are as follows: -

2.5.1 Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)

It was enacted by the Central Government in 2005, aimed at improving living standards of the rural poor and providing social security to them by giving the adult members of every household at least one hundred days of guaranteed wage employment of unskilled manual work in a financial year. The Act succeeded in generating employment in more than 300 districts since it was lanced. In the financial year 2013-14, 3,81,26, 455 households provided employment. 3 besides all these achievements there are many issues faced by the government which are related to this scheme. In April 2011, the Central and the State Level revised the policy and concluded that the budget of Rs. 40,000 crores could have been utilized more efficiently with effective planning for curbing unemployment. Schedule one of this Act focuses on conservation of natural resources but evidences showed the destruction of natural resources in some areas where contracting was allowed and machinery were involved. To add on to it, the lack of adequate administration and technical knowhow at Block and Gram Panchayat has adversely affected the Preparation of plan, security, appropriate monitoring and measurement of work. With proper implementation of this policy, the rate of employment generation could have been higher as compared to the four-fold increase in the budget for this scheme since 2005.

2.5.2 Regional Rural Banks (RRBs)

Regional rural banks were established in 1975 with a view to develop the rural economy and to create a supplementary channel to the 'Cooperative 3 For detailed description refer nrega.nic.in Credit Structure' in order to enlarge

institutional credit for the rural and agriculture. The RRBs mobilize deposits primarily from rural/semi-urban areas and provide loans and advances mostly to the rural inhabitants. RRBs encourage entrepreneurship by giving credits in concessional rates. This increases the sense of security to the new entrepreneurs. RRBs also spruce the rural economy. However, some issues were observed in the implementation of this scheme. There are many restrictions in the credit policies which seemingly discourage the rural population to deal with these banks. These banks also follow strict and complicated procedure in deposits and advancing loans which is difficult for these people to understand and undertake. Thus, the very purpose of employment generation has been compromised.

2.5.3 Ministry of Micro, Small and Medium Enterprises (MSME)

It is regarded as the engine of economic growth and development. In India it has played a key role in generating job opportunities and promoting self-employment. MSME act 2006 facilitates the development of both manufacturing and service sector and also enhances their competitiveness. They are spread across the country and boost the manufacturing of many products thus promoting entrepreneurship and also provide services to meet the local market needs. It is found that since they have limited financial resources they are unable to hire skilled and specialized workforce. This hinders technological advancement and expansion of the enterprise. Moreover, these industries do not develop the skill set of the employed unskilled workforce thereby keeping their employability low. National Skill Development Mission was initiated after the Twelfth Five Year Plan emphasized on bridging the skill deficit needed for jobs. This programme aims to skill 500 million people by the year 2022.

2.5.4 Prime Minister's National Council of Skill Development

It was set up as an apex organization to frame policies, give directions and provide vocational training in schools. To promote skill development in rural areas, Apprenticeship Training Scheme (ATP), Vocational Training Providers (VTP) and many other programme were undertaken Government has also decided to transform Public Employment Exchanges into Career Centers to provide guidance and career counseling to young people. National Multi-Skill programme called Skill India has been launched which focuses mainly on entrepreneurial skill development. The skill challenge becomes acute for India considering that the country has a large portion of its population below 25 years of age. Currently a major Unemployment in India is not productively engaged in economic activities due to a 'skills versus jobs requirement' mismatch which leads to economically inactive working age group people affecting the economy and increasing unemployment.

2.5.5 Swarna Jayanti Shagari Roger Yojana (SJSRY)

It was launched in 1997 for urban poverty alleviation. The target population is the urban poor living below the poverty line. The key objective of the Scheme is to provide gainful employment to the urban unemployed through the setting up of self-employment ventures or provision of wage employment. Studies show that the training programmers for beneficiaries were organized by NGOs and other institutions which were not recommended in the SJSRY guidelines. Thus, it is evident that this policy has been unable to generate the required level of employment due to several drawbacks.

2.5.6 Underemployment estimation by NSSO

The employment and unemployment surveys were carried out in rural areas by NSSO adopting three approaches namely usual status, current weekly status and current daily status approaches. Unemployment rates based on usual status, current weekly status, current daily status approaches fluctuated over

the period 1977-78 - 1995-1997. Unemployment by the age groups revealed that the rate of unemployment of the age groups belonging to productive component decreases and it is more in the case of rural males than females. The rate of unemployment is the highest in the age group 20-24 years followed by 15-19 and 25-29 age groups. High rates of unemployment in the age group of 15-21 has to be taken care of since this age group constitutes the potential work force for achieving economic development. The incidence of unemployment is the lowest mainly for households depending on the earnings from self-employment in agriculture with the exception of females during 1997-98. State-wise unemployment levels based on the US approach indicates that unemployment levels registered a rise during green revolution period. The post green revolution phase was characterless by a rise in unemployment rates. In the early phase of new economic policy, the incidence of unemployment was significantly lower in many states for female workers. The magnitude of visible underemployment and invisible under-employment are measured for the periods 1983 - 1987-88. The incidence of visible under-employment in rural India employed by the US but unemployed by the CDS revealed that unemployment rates declined in case of males and females. The levels of the invisible under-employment registered a rise during the period 1983 - 1987-88 for males and in the case of females it registered a decrease. The degree of casualization of labour force is an indicator of the risks and uncertainties in obtaining gainful employment. The relationship was negative for male workers and positive for females during the period 1993-1994 that is most of the casual male workers were not under-employed while casual female workers were mainly underemployed. During the initial phase of the new economic policy regime, an increased casualization led to severe under-employment which might have affected the livelihood system of these workers.

2.6 Employment Protection Regulations

- A careful balance is required between ensuring adequate employment protection for workers while not hindering the required labour mobility, reducing the dynamic efficiency of the economy and restraining job creation.
- On the other hand, firms need to have room for adjusting the level and composition of their workforces to adapt to changing demand conditions and technology.
- Governments should aim to reduce labour market duality by reducing the gap between the level of protection afforded to permanent and temporary contracts.
- Moving forward, governments in countries where employment protection rules are overly restrictive should aim to protect workers, not jobs
- The adaptability and resilience of labour markets not only depends on the degree to which wages and the number of employees is allowed to respond to labour market developments, but also on the extent to which firms are capable of using internal flexibility instruments to avoid dismissals.
- In many countries, there are persistent regional disparities in employment performance, which can be partly addressed through policies that promote local development as well as geographical labour mobility.
- International migration can also be an equilibrating force in the labour market, but poor labour market outcomes of migrants mean that the benefits of migration are not always fully exploited.

- Training programmers are also most likely to be effective where they are demand-led. The involvement of employers has often been identified as a key to the success of training programs. One of the best ways of achieving this is by ensuring an element of co-financing in the provision of training. It is also important that employers as well as trade unions are involved in the design and implementation of training courses, to make sure that the skills they impart on participants are in line with those demanded by the labour market. Performance which can be partly addressed through policies that promote local development as well as geographical labour mobility.
- Promoting entrepreneurs and the self-employed can provide new sources of employment.
- Long spells of unemployment increase the risk that individuals' skills become obsolete and, because of shifts in labour demand, unemployed workers may find they lack the skills required to find a new job even during the recovery. The young and the low-skilled are particularly at risk: the former because there is very strong evidence that starting one's career in a recession and experiencing unemployment can lead to long-term 'scarring' effects; and the latter because they are at a higher risk of losing their jobs during a crisis and are likely to be replaced by more skilled workers in the recovery.
- Countries therefore need to invest in high-quality lifelong learning opportunities. Such policies can help ensure that individuals maintain their skills or are able to re-train and adapt to changing skills needs. But access to training is distributed very unequally over the adult workforce, and those with the least education and

skills participate much less in training and tend to receive less employer-sponsored training. Second-chance opportunities can offer these workers a way out of the low-skills/low-income trap.

- On-the-job training programs are likely to be the most effective. Evaluations show that, on the whole, training programs tend to have modestly positive effects on employment outcomes. Their effects are more noticeable in the medium- than in the short-run. Also, not all training programs tend to be equally effective. Work-based programs in particular tend to perform better than those that are classroom-based and/or deliver basic education.
- Training programs are also most likely to be effective where they are demand-led. The involvement of employers has often been identified as a key to the success of training programs. One of the best ways of achieving this is by ensuring an element of co-financing in the provision of training. It is also important that employers as well as trade unions are involved in the design and implementation of training courses, to make sure that the skills they impart on participants are in line with those demanded by the labour market.
- Skill mismatches call for a comprehensive strategy involving all key stakeholders. The adjustment of skills to changing labour market needs requires a two-pronged, long-term and systematic approach. First, action is needed to reduce the gap between knowledge generated in the education system and the skill demands of employers. Second, continuing intervention throughout each person's working life, targeting the continuous development and use of skills, is necessary for both the employed and the unemployed.

- Students should be encouraged and supported to complete their schooling with the essential skills needed to find work. Governments should support participation in education at least until the completion of upper secondary schooling. In developing and emerging economies, where financial barriers play a key role in explaining school drop outs, this could be achieved by introducing schemes that provide financial incentives for school attendance. Empirical evidence confirms that informal employment, a category considered as “non-standard” in traditional literature, is in fact “standard” among young workers in developing economies. Based on school-to-work transitions surveys in 20 countries examined in 2012-2013, three-quarters of young workers aged 15-29 are currently engaged in informal employment.
- The responsiveness of the education system to the needs of the labour market has to be improved and requires close collaboration between employers, trade unions and public authorities. Preparing young people for a successful entry into the labour market requires close cooperation between public and private sectors so that education and training can respond quickly to labour market needs and provide suitable opportunities to learn in the workplace. Guiding students in their choices of field of study, promoting their transition from school to work and maintaining and improving skills throughout the working life will ensure that the full potential of each individual's skills is exploited and that the skill needs of enterprises are effectively met. Many sectors are characterized by rapid transformations, rendering it increasingly important to better prepare guidance workers and counselors to understand labour market information and job demands. This should be part of the policy agenda for responsive education and training.

- Good labour market information can help match labour demand and supply. The demand for skills is changing rapidly as a result of increased globalization and rapid technological change. The need for accurate information on existing skill needs and for forward-looking information on how the labour market and the demand for skills might change is therefore critical. Employers need to plan their current and future workforces; young people and workers need to know which skills offer the best job prospects; education providers need to adapt their curricula and ensure they remain relevant; and policy-makers need to ensure they institute the necessary changes in education systems, labour markets and migration policy in a timely fashion.
- It is essential that employers help workers maintain their existing skills by fully utilizing them. The notion that new recruits will arrive at the workplace with all the job skills they will need over their career is unrealistic. Employers must ensure that their workplaces offer attractive working conditions and learning opportunities and that their recruitment strategies efficiently attract and select talent. Trade unions, through social dialogue, can also promote high quality jobs and stable employment relationships as well as help employers and workers recognize the importance of continuous skills development. The support of trade unions is crucial in developing relevant qualifications and curricula and in expanding internship and apprenticeship schemes for youth and unemployed to learn on the job.
- Skills shortages can be address through an appropriate mix of training provision, increased labour force participation as well as migration.

- Government should support employer-provided training with financial incentives, particularly for occupations in shortage or for workers that would Otherwise not benefit from training. They should also promote labour force participation of groups with high inactivity rates, such as women and older workers. Inactivity represents a major waste of human capital investment and life or their particular situation. Finally, a well-designed and managed migration policy is also important in tackling skill shortages.

2.7 Types of Underemployment in India

Unemployment in India is a serious social issue. Unemployment records in India are kept by the Ministry of Labour and Employment of India. From 1983 till 2011, Unemployment rates in India averaged 9 percent reaching an all-time high of 9.4 percent in December 2010 and a record low of 3.8 Percent in December 2011. In India, the unemployment rate measures the number of people actively looking for a job as a percentage of the labour force. The number of unemployed persons in India decreased to Rs. 39,963 in 2009 from Rs. 39,974 in 2007. Unemployed persons in India and Kenya averaged Rs. 36,933 from 1985 until 2012, reaching an all-time high of Rs. 41,750 in 2001 and a record low of 24861 in 1985.

In India, unemployed persons are individuals who are without a job and actively seeking to work. Based on the gender, it was found that the quality of female candidates is better than the males. This and many more such insights are part of the first India Skills Report, which is an effort to capture the skill levels of the supply side and needs of the demand side of Talent and perform matchmaking between the two ends. Reaching out to over 1,00,000 students spread across the length and breadth of country parallel to almost 100 employers spread across 10 Industry sectors, the India Skills Report has helped to create an agenda that can function to solve the talent supply-demand challenge the country is facing. The Report was released by Mr.Shikhar

Agrawal, Director General of Employment & Training Ministry of Labour and Employment (India) in presence of Mr. S. Ramadorai, National Skill Development Corporation & Indian National Skill Development Agency & Advisor to the PM on Skills, Mr. Chandrajit Banerjee, Director General, CII, Mr. S Mahalingam, Chairman CII National Committee on Skill Development and Mr. Rajeev Dubey, Co-Chairman, CII National Committee on Skill & President (Group HR Corporate Services & After- Market) & Member of the Group Executive Board, Mahindra & Mahindra Ltd. According to NSS Report from Ministry of Statistics and Programme Implementation, Government of India published on 2013 Kerala has the highest unemployment rates, while Rajasthan and Gujarat have the least unemployment rate among major States of India. National average for unemployment rate stands at.

2.7.1 Disguised Under-Employment

It is a situation in which more people are doing work than actually required. Even if some are withdrawn, production does not suffer. In other words, it refers to a situation of employment with surplus manpower in which some workers have zero marginal productivity. So, their removal will not affect the volume of total production. Overcrowding in agriculture due to rapid growth of population and lack of alternative job opportunities may be cited as the main reasons for disguised unemployment in India.

2.7.2 Seasonal Under-Employment

It is under-employment that occurs during certain seasons of the year. In some industries and occupations like agriculture, holiday resorts, ice factories etc., production activities take place only in some seasons. So, they offer employment for only a certain period of time in a year. People engaged in such type of activities may remain under-employed during the off-season.

2.7.3 Cyclical Under-Employment

It is caused by trade cycles at regular intervals. Generally capitalist economies are subject to trade cycles. The down swing in business activities results in unemployment. Cyclical under-employment is normally a short-run phenomenon.

2.7.4 Educated Under-Employment

Among the educated people, apart from open under-employment, many are underemployed because their qualification does not match the job. Faulty education system, mass output, preference for white collar jobs, lack of employable skills and dwindling formal salaried jobs are mainly responsible for unemployment among educated youths in India. Educated under-employment may be either open or underemployment.

2.7.5 Technological Under-Employment

It is the result of certain changes in the techniques of production which may not warrant much labour. Modern technology being capital intensive requires less labourers and contributes to this kind of under-employment.

2.7.6 Structural Under-Employment

This type of under-employment arises due to drastic changes in the economic structure of a country. These changes may affect either the supply of a factor or demand for a factor of production. Structural employment is a natural outcome of economic development and technological advancement and innovation that are taking place rapidly all over the world in every sphere.

2.7.7 Under-Employment

It is a situation in which people employed contribute less than their capacity to production. In this type of unemployment people are not gainfully employed. They may be employed either on part-time basis, or undertake a job

for which lesser qualification is required. For example, a Post Graduate may work as a clerk for which only S.S.L.C. is enough.

2.7.8 Casual Under-Employment

When a person is employed on a day-to-day basis, casual unemployment may occur due to short-term contracts, shortage of raw materials, fall in demand, change of ownership etc.

2.7.9 Chronic Unemployment

If unemployment continues to be a long-term feature of a country, it is called chronic unemployment. Rapid growth of population and inadequate level of economic development on account of vicious circle of poverty are the main causes for chronic unemployment.

2.7.10 Frictional Under-employment

Frictional under-employment is caused due to improper adjustment between supply of labour and demand for labour. This type of under-employment is due to immobility of labour, lack of correct and timely information, seasonal nature of work etc.

2.8 Suggestions to Eradicate Underemployment

- Every country is trying to solve the unemployment problem in her own way. Establishment of Vocational and Technical training institutes: The government should open Technical and Vocational colleges and manual labor should be made compulsory. Big factories should be attached to these colleges. More stress is to be given to practical side.
- Increased investment in heavy industries: Investment in heavy and basic industries and consumer goods industries should be increased to provide more employment with more production.

- **Revival of cottage and small-scale industries:** Cottage and small-scale industries should be developed. Subsidies and other incentives should be given to private sector.
- **Modernization of agriculture:** Modernization and mechanization of agriculture should be done. Wastelands should be utilized. Through which underemployment in agriculture may be eradicate.
- **Improved transport and communication:** Rural works programs should be increased means of transport and communication should be developed.
- **Self-employment should be encouraged:** Government should take initiatives to encourage self-employment. Young entrepreneurs should be assisted with hassle free loans. The unemployed are a great worry to the Government.
- **Government tried to give some relief to unemployed people,** especially to ex-Service men, by opening Employment Exchanges, which are machinery for finding suitable employment for young men and women. Some Universities, too, have employment boards to help their graduates (and under graduates) to secure employment. **Increase in national wealth through industrialization:** The real remedy lies in an addition to the national wealth, in increased production of industrial goods. If there are more industries, there will be more avenues for employment, particularly for men and women with professional and technological training. Already the River valley projects and power-plant projects are finding employment for a large number of men.
- **Nevertheless, these are no complete remedy.** They may have found Employment for some meritorious people. The economic and

financial crisis has highlighted the need for adequate social protection systems. Over the last few years, many G20 countries have extended the coverage and duration of unemployment benefits to help individuals through a difficult time while they searched for a new job. This policy changes has helped job losers in their job search and cushioned the effects of the crisis on household income. One of the main arguments against extending benefits, i.e. that it may reduce job-search intensity, is weaker during periods of recession, as vacancies are scarce and the pool of job-seekers is large.

- Adequate social protection systems can support the emergence of a dynamic and inclusive labour market. Social protection is needed not just in a pursuit of social justice and equity, or to provide all citizens with a minimum acceptable livelihood and protection against risk, but also because they can empower and encourage individuals to invest in their human capital, pursue productive opportunities when they arise and contribute to supporting consumption and aggregate demand in times of economic downturns. This is particularly important in emerging economies, where many workers continue to be employed informally with little or no protection. In those countries, extending social protection coverage would help address persistent poverty, tackle income inequality, but also contribute to improved labour market outcomes.

28 / 67

- In emerging economies, with less developed tax-benefit systems, conditional cash transfers and/or social protection floors ⁷ can provide the most vulnerable with a basic social floor, with little or no adverse effect on work incentives. There are a number of reasons why such programme tend to have little adverse impact on

incentives to participate in the labour market of recipient households: cash transfers in emerging countries are usually not conditional on labour force status (unsurprisingly, given the high rate of in-work poverty); due to administrative constraints, the means-tests benefit eligibility are often loosely and irregularly applied, implying that additional income from work is not taxed away as a result of benefit withdrawal; and levels of transfer are usually low relative to household income. As a result, the implicit tax of cash transfers on working tends to be rather low in emerging economies. Moreover, by alleviating liquidity constraints, these conditional cash transfers appear to have allowed individuals to engage in more optimal job search and find better job matches.

- In countries with more developed social protection systems, well-designed activation policies can allow countries to maintain reasonably generous benefits while achieving low unemployment and high labour market participation. This requires measures to ensure that the unemployed are actively looking for work and encouraged to find new jobs, and that it pays to work rather than stay on benefits. Underlying such an approach is the principle of mutual obligations: governments assume the responsibility to provide job seekers with effective re-employment services, counselling, training and financial incentives to enable them to find work, while beneficiaries are required to take active steps to find work or improve their employability, or else face the risk of (moderate) benefit sanctions. Such initiatives work particularly well in combination with tax-benefit reforms, including in-work benefits, to make work pay. While there is less of a case for exerting strong pressure on jobless people to search for a job when macro-economic or local economic conditions are temporarily depressed, there is also a risk that weak labour markets and a lack

of job search activity reinforce each other. In countries where unemployment benefit programmes are relatively generous, job search incentives and spending on activation programmes should be kept at an adequate level to minimize the risk of deteriorating work incentives and long-term unemployment.

- In this respect, it is important to persevere with reforms aimed at introducing or extending work-related requirements for groups such as lone parents, unemployed older workers and people with partial work-capacity. These reforms have proved to be successful in helping these groups return to work even if initially they may result in some increase in “open” unemployment as these groups lose their inactive status (Box 1). However, care is needed to avoid overloading employment services with new client groups. In particular, the transfer of workers with restricted work capacity to unemployment benefits risks a build-up of long-term unemployment, and this could divert resources that are needed to contain levels of unemployment among workers with full capacity to work. Activation requirements may be targeted on new claimants to test and refine new provisions, and only extended later to people who were already on the inactive benefit at the time of the policy reform
- Promoting product-market competition can support job creation and boost real wages. Model simulations have suggested that product market reforms contribute more to growth than labour market reforms and infrastructure investment (IMF, OECD and the World Bank, 2014). Legal impediments to entry of new firms should be removed in all areas where competition is feasible, and administrative burdens on business start-ups should be reduced. Start-up costs should be lowered and administrative procedures for

the creation of new businesses simplified so as to nurture an entrepreneurial climate. There is also further scope to reduce restrictions on international trade and investment in goods and services, and competition-restraining state control of business operations should be reduced.

2.9 Conclusion

Structural unemployment and underemployment represent a major challenge for G20 countries. In some countries, the immediate challenge is to prevent high and persistent levels of unemployment from translating into an increase in structural unemployment. In others, a high level of structural unemployment predates the crisis and reflects a failure of policies and institutions to adapt to ongoing economic, technological, demographic and social change. In many emerging economies, underemployment remains stubbornly high with many workers unable to find full-time work and often stuck in low-productive, low-paid informal jobs with little, if any, social protection. Responding to these challenges requires a mutually reinforcing set of policies that are tailored to each country's national circumstances and which seek to, first, strengthen growth and encourage greater job creation, and, second, tackle structural barriers in the labour market that are preventing individuals from finding productive and rewarding jobs that correspond well with their skills and capacities.

DATA ANALYSIS & INTERPRETATION OF THE STUDY

3.1 Introduction

This Chapter tells about at studying the job satisfaction of under employed employees working in Thoothukudi. It is based on the primary data which were collected by the researcher with the help of a questionnaire. Though people have many common aspects, they differ in many aspects. Hence in this chapter, an attempt is made to examine the socio-economic profile of the under employed persons working in different sectors of the study area.

Analysis of data plays a dominate role in the completion of the project. Tables and Diagrams assist the research analyze the data. 75 respondents were met and data were collected through questionnaires. Each question in the questionnaire is analyzed individually, tabulated and represented graphically.

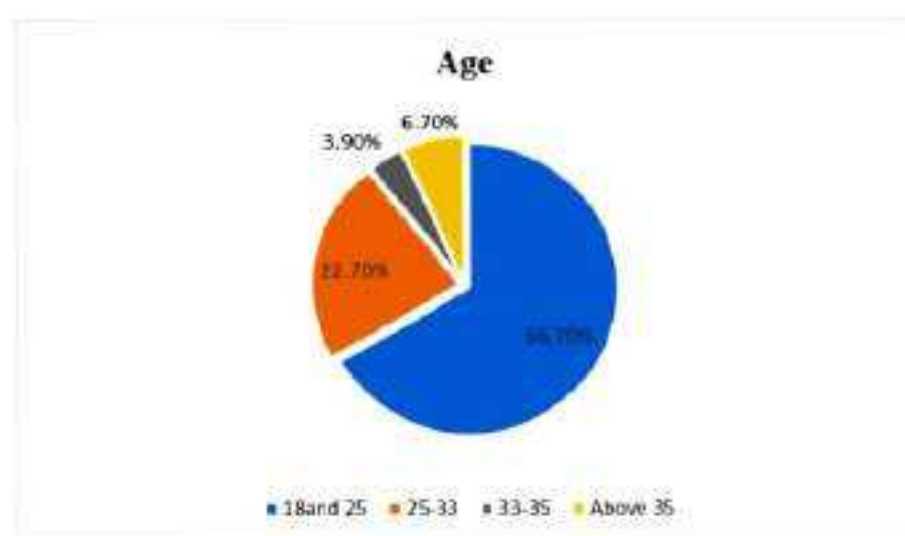
This chapter is devoted to present the analyzed data in an appropriate manner. For the purpose of analysis, the following statistical tools have been used. Percentage, Bar diagram, Pie-chart, Simple ranking method, Ranking method.

Table 3.1
Age wise classification

Age	No. of Respondents	%of Respondents
18-25	50	66.7%
25-33	17	22.7%
33-35	3	3.9%
Above 35	5	6.7%
Total	75	100

Source: Primary data

Chart 3.1



Inference

From the table 3.1, it is clear that out of the total respondent's 66.70 percent of the respondents belong to the age between 18-25 years, percent of the 22.70 respondents belong to the age between 25-33 years, 3.90 percent of the respondents belong to the age between 33-35 and the remaining percent of 6.70 percent respondents belong to the age group of above 35. Thus, the Majority (66.70%) of the respondents belong to the age between 18-25 years.

Table 3.2
Gender wise classification

Gender	No of Respondents	%of Respondents
Male	53	29.3%
Female	22	70.7%
Total	75	100

Source: Primary data

Chart 3.2



Inference

From the Table 3.2, it is clear that out of the total respondent's 29.3 percent of the respondents are female and 70.70 Percent of the respondents are male.

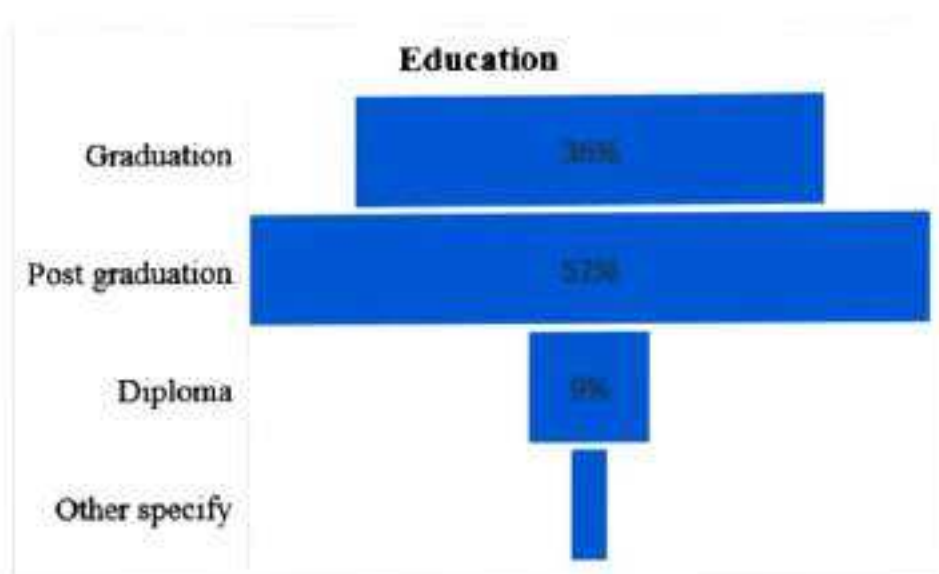
Thus, the Majority (70.70) percent of the respondents are male.

Table 3.3
Education wise classification

Education	No. of Respondents	%of Respondents
Graduation	27	36%
Post-graduation	39	52%
Diploma	7	9.3%
Other specify	2	2.7%
Total	75	100

Source: Primary data

Chart 3.3



Inference

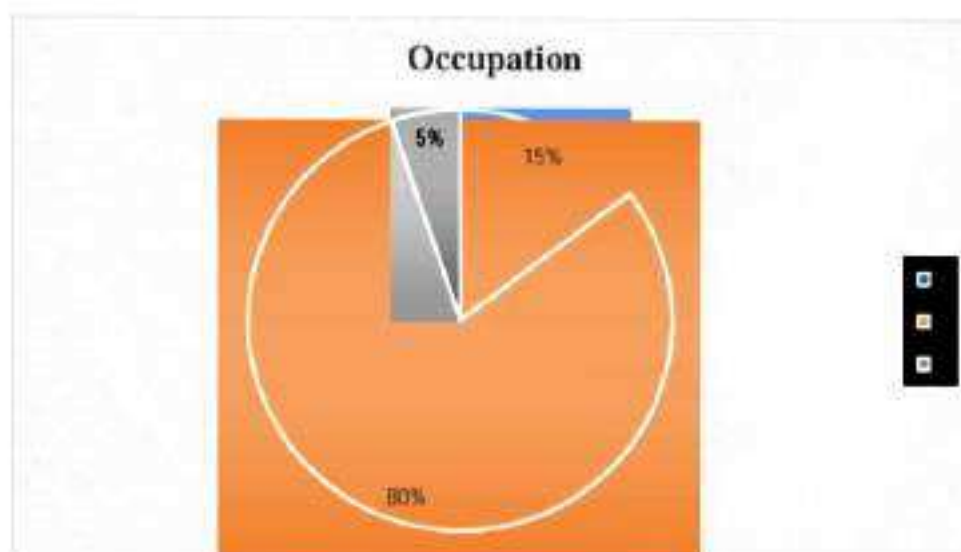
From the above 3.3, it is clear that out of the table respondent's 36 percent of the respondents have completed graduation, 52 percent of the respondents have completed Post-graduation, 9 percent of the respondents have completed diploma and the remaining (3%) of the respondents have completed Other specify [Gp Rating (seaman)]. Thus, the majority (52%) of the respondents have completed Post-graduation

Table 3.4
Occupation Wise Classification

Occupation	No. of Respondents	%of Respondents
Government employment	11	14.7%
Private employment	60	80%
Semi-government employment	4	5.3%
Total	75	100

Source: Primary data

Chart 3.4



Inference

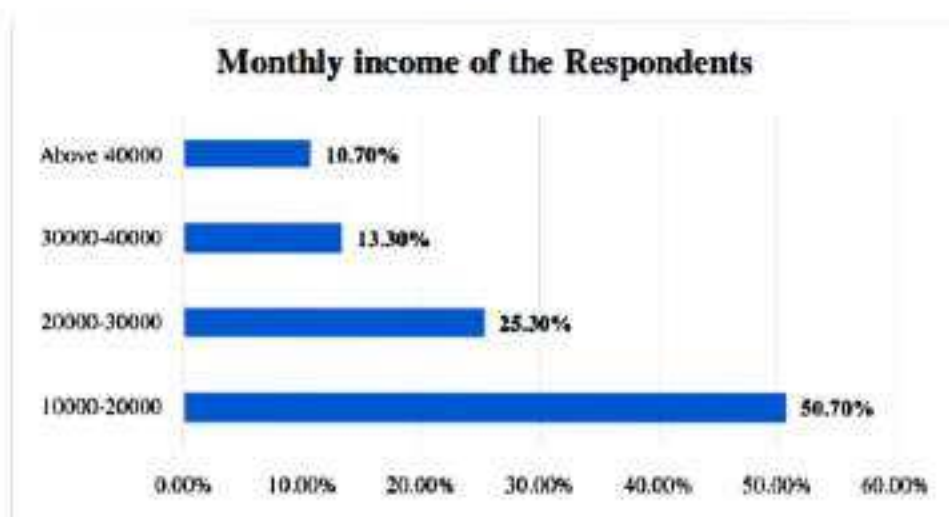
From the above 3.4, it is clear that out of the total respondent's 14.70 percent of the respondents are Government employees, 80 percent of the respondents are Private employees and the remaining 5.30 of the respondents are self-employed. Thus, the majority (80%) of the respondents are employees working in Private sector.

Table 3.5
Monthly income of the respondent wise classification

Monthly income of the respondents	No. of respondents	% of respondents
Below 10000-20000	38	50.7%
20000-30000	19	25.3%
30000-40000	10	13.3%
Above 40000	8	10.7%
Total	75	100

Source: Primary data

Chart 3.5



Inference

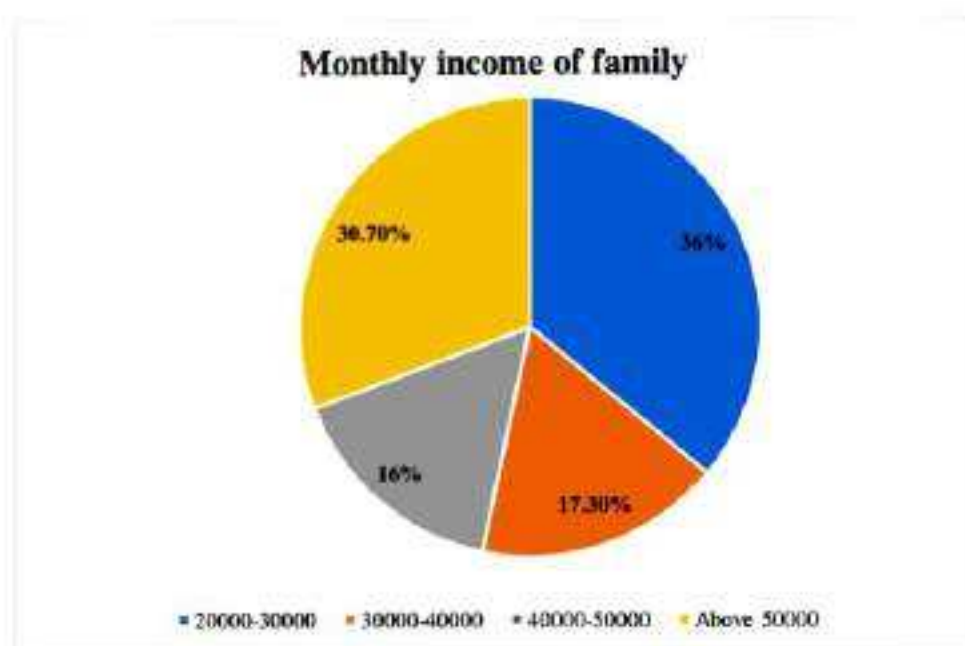
From the above (3.5), it is clear that out of the total respondent's 50.7 percent of the respondents earn monthly income of below 10000-20000, 25.3 percent of the respondents earn Rs.20000-30000, 13.3% of the respondents earn Rs.30000-Rs.40000. And the remaining 10.7% of the respondents earn Above 40000-50000 as the monthly income. Thus, the Majority (50.7 %) of the respondents earn below Rs.10000-Rs.20000 as monthly income.

Table 3.6
Monthly income of family

Monthly income of family	No. of Respondents	% of Respondents
20000-30000	27	36%
30000-40000	23	17.3%
40000-50000	13	16%
Above 50000	12	30.7%
Total	75	100

Source: Primary data

Chart 3.6



Inference

From the above (3.6), it is clear that out of the total respondent's 36 percent of the respondents earn monthly income of Rs.20000-30000, 17.30 percent of the respondents earn Rs.30000-40000 16 percent of the respondents earn Rs.40000-Rs.50000. And the remaining 16% of the respondents earn Above 50000 as the monthly income.

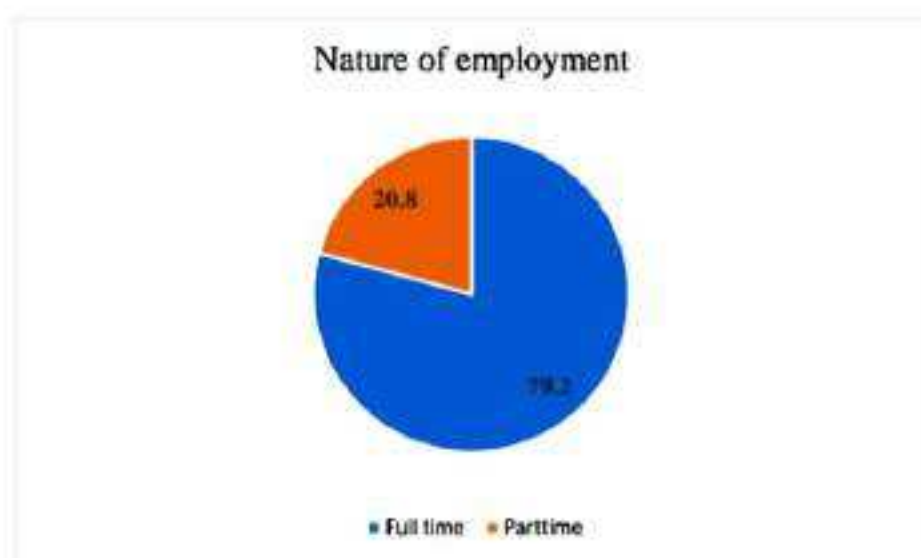
Thus, the Majority (36%) of the respondents earn below Rs.20000 - Rs.30000 as monthly income.

Table 3.7
Nature of employment

Nature	No. of Respondents	(%) of Respondents
Full time	60	79.2%
Part time	15	20.8%
Total	75	100.00

Source: Primary data

Chart 3.7



Inference:

From the above 3.7, it is clear that out of the total respondent's 79.2 percent of the respondents have been working as full time and the remaining 20.8 percent of the respondents as part time.

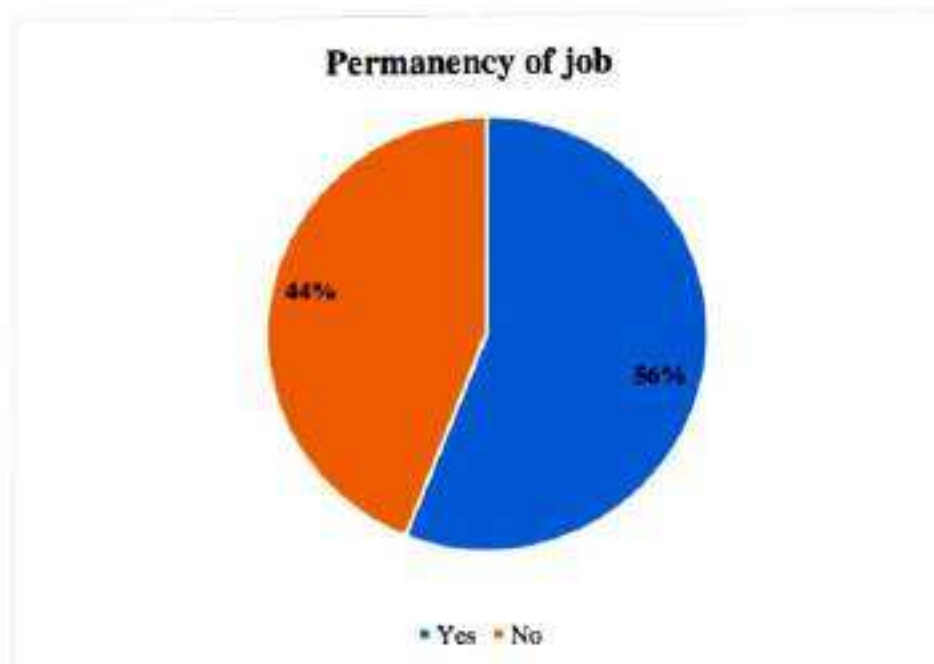
Thus, the majority (79.2%) of the respondents have been working as full time.

Table 3.8
On the permanency of job

Permanency of job	No. of Respondents	% of Respondents
Yes	42	56%
No	33	44%
Total	75	100

Source: Primary data

Chart 3.8



Inference

From the above 3.8, reveals that majority 56 percent of the respondents belongs to job is permanent and 44 percent of the respondents belongs to job is not permanent. Thus, most of them are doing in permanent job.

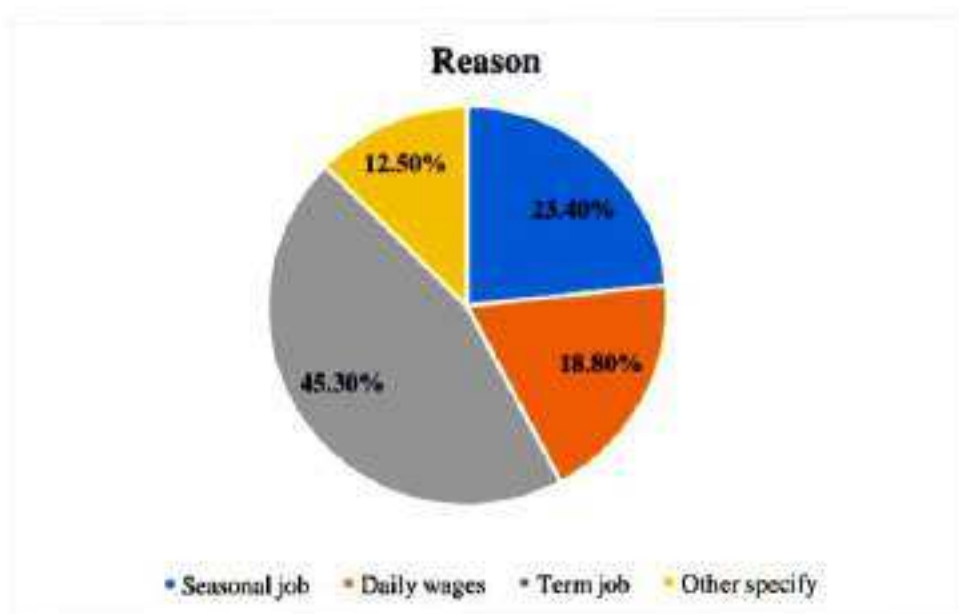
Table 3.8a

The reason for not permanency of job

Reason	No. of respondents	% of respondents
Seasonal job	3	23.4%
Daily wages	12	18.8%
Term job	15	45.3%
Other specify	3	12.5%
Total	33	100

Source: Primary data

Chart 3.8a



Inference

From the above 3.8a, reveals that majority 45.30 percent of the respondent's job is not permanent belongs to term job and 23.40 percent of the respondents belongs to job seasonal job and 12.50% percent of the respondents belongs to contract job.

Thus, the majority (45.30) percent of the respondent doing term job. Thus, the Majority (36%) of the respondents earn below Rs.20000 –Rs.30000 as monthly income.

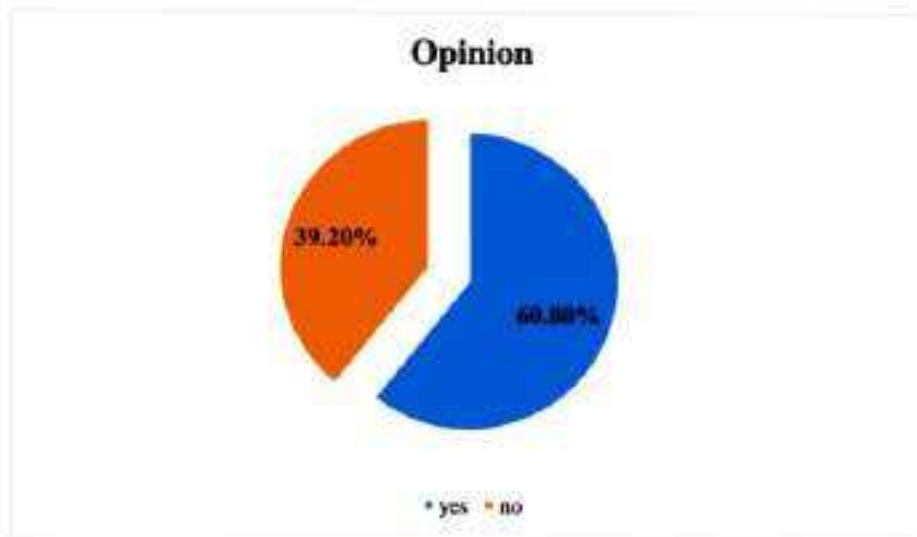
Table 3.9

Opinion about feelings towards underemployment

Opinion	No. of Respondents	(%) of Respondents
Yes	41	60.8%
No	34	39.3%
Total	75	100.00

Source: Primary data

Chart 3.9



Inference

From the above 3.9, it is clear that out of the total respondent's 60.80 percent of the respondents said that they are burden to their family because of their under employment and the remaining 39.20% of the respondents said that they are not a burden to their family and they help their family to some extent.

Thus, the majority (60.80%) of the respondents said that they are burden to their family because of their under employment.

Table 3.10
Problems are facing due to underemployment

Problems	1	2	3	4	5	6	Total Score	Avg. Score	Rank
No importance given in family decision	1	3	5	10	4	19	98	2.33	V
No social recognition	5	6	10	9	11	1	150	3.57	III
Affects my status at home	15	4	3	3	9	8	184	3.34	VI
Excessive financial dependent	12	5	3	5	12	5	153	3.64	II
Fear on future	12	16	4	2	8	2	184	4.38	I
Pressure from spouse & relatives	3	9	13	3	2	1	140	3.33	IV

Source: Primary data

Inference

The above ranking 3.10 exhibits the opinion given by 41 respondents who gave negative opinion towards the underemployment. It is clear from the above ranking that "Fear on future" is the prime reason for the negative feelings towards their underemployment and the reason has been given first rank with the highest score of 4.38. The respondents have also given 2nd rank for the reason "Excessive financial dependent", 3rd rank for the reason "No social recognition", 4th rank for "Pressure from spouse & relatives", 5th rank

for "Affect my status at home" and the factor "No importance is given in family decision" has been given last rank with the lowest score of 2.33.

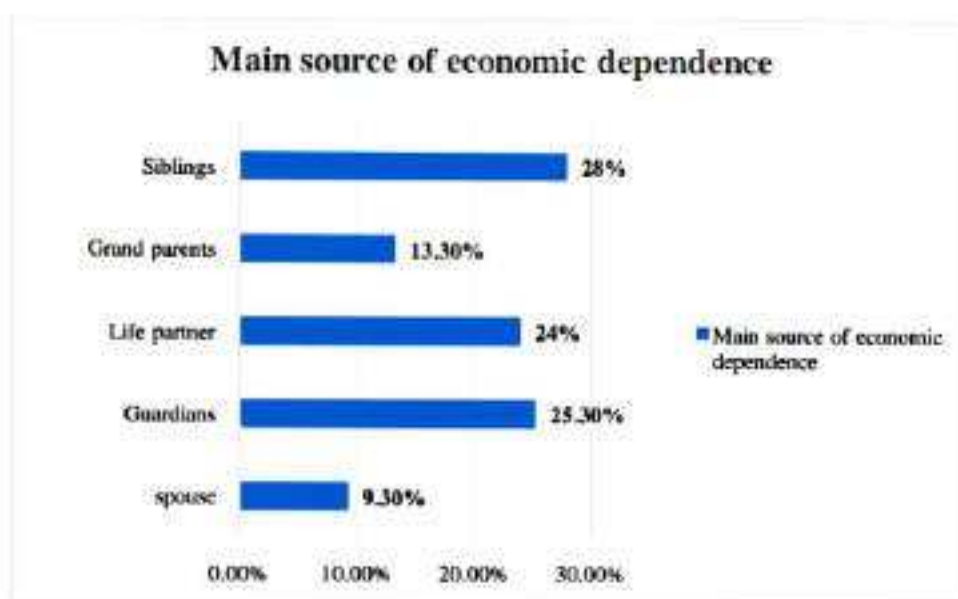
Majority of the respondents have faced difficulties due to "fear on future" which was given as first prime negative factor with the highest score of 4.38 and they have given least importance to the Problem "no importance is given in family decision" with the lowest average score of 2.33.

Table 3.11
Main source of economic dependence

Source of economic dependence	No. of Respondents	(%) of Respondents
Spouse	7	9.3%
Guardians	19	25.3%
Life partner	18	24%
Grand parents	10	13.3%
Siblings	21	28%
Total	75	100.00

Source: Primary data

Chart 3.10



Inference

From the above 3.11, it is clear that out of 75 respondent's 25.30 percent of respondents are economically dependent on their guardians, 28 percent of respondents are economically depending on siblings, 13.30 percent of the respondents on grandparents, 9.30 percent of the respondents on spouse and the remaining 24% of the respondents on their Life Partner.

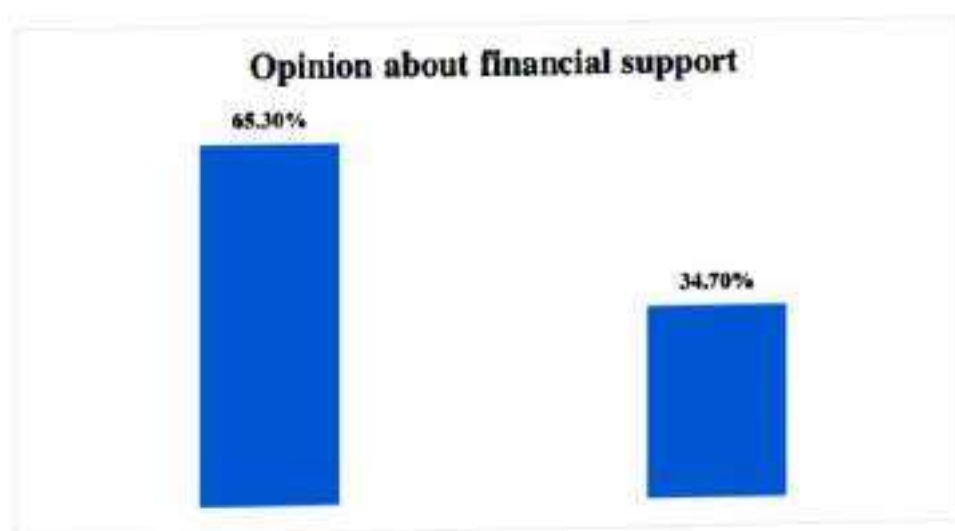
Thus, the majority (28%) of the respondents are economically depend on their siblings for their livelihood.

Table 3.12
Opinion about financial support

Opinion	No. of Respondents	(%) of Respondents
Yes	49	65.3%
No	26	34.7%
Total	75	100.00

Source: Primary data

Chart 3.11



Inference

From the above 3.12, it is clear that out of the total respondent's majority 65.30 percent of the respondents opined that they got the required money whenever needed and the remaining 34.70% of the respondents have not got the needed money.

Thus, the majority (60.30%) of the respondents opined that they got the required money whenever needed.

Table 3.13
Source of information of job

Source	1	2	3	4	Total Score	Avg. Score	RANK
Employment exchange	2.25	4.67	4.5	23	34.4	0.63	I
Advertisement	2.5	5	6	18	31.5	0.57	II
Friends and relatives	5	4	7.5	8	24.5	0.45	IV
Internet (including, what's app, mobile updating etc.)	3	4	7.5	16	30.5	0.55	III

Source: Primary data

Inference

From the above 3.13 it is clear that out of the total respondent's, majority of the respondents got the information about job through "Employment Exchange" and hence they have given first rank to that opinion with highest score of 0.63. Moreover, they have also given second rank for "Advertisement", third rank for "internet" and they have given least importance for "Friends and Relatives" and gave last rank for that opinion with the lowest score of 0.45.

Thus, the Majority of the respondents got the information of job through "Employment Exchange" and hence they have given first rank to that opinion with highest score of 0.63 and they have given least importance for "Friends and Relatives" and gave last rank for that opinion with the lowest score of 0.45

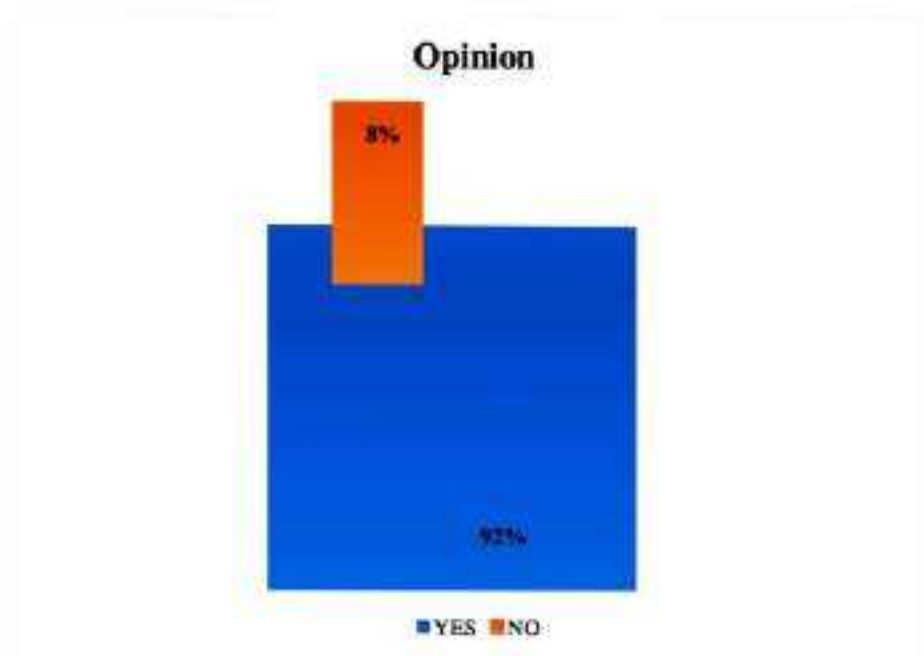
Table 3.14

Opinion on hopefulness of suitable job in future

Opinion	No. of respondents	(%) of Respondents
Yes	69	92%
No	6	8%
Total	75	100.00

Source: Primary data

Chart 3.12



Inference

From the above 3.14, it is clear that out of the total respondent's 92 percent of the respondents have still hope to get suitable job of their choice and the remaining 8% of the respondents have not hope to get a suitable job.

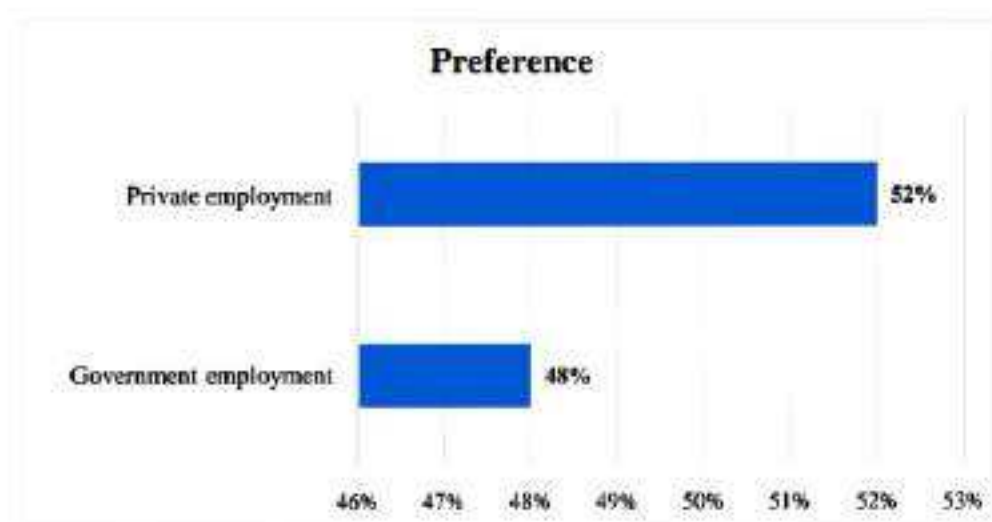
Majority (92%) of the respondents have still hope to get suitable job of their choice.

Table 3.15
Preference towards Sector of employment

Preference	No. of Respondents	(%) of Respondents
Government employment	36	48%
Private employment	39	52%
Total	75	100.00

Source: Primary data

Chart 3.13



Inference

The above 3.15 exhibits that out of 75 respondent's 48 percent of the respondents prefer to be employed in Government sector and 52 percent of the respondents prefer Private

Thus, the majority (52%) of the respondents prefer to be employed in private sector.

Table 3.14

Reason for under employment problem

Reasons	I	II	III	IV	V	Total score	Average score	Rank
Poor academic scores	15	6	15	8	11	176	3.2	VII
Lack of experience	9	22	17	4	3	195	3.54	II
Poor Spoken English	15	9	14	8	9	178	3.23	III
Poor education system	7	16	19	5	8	213	3.87	I
Less family support	6	13	18	12	6	166	3.01	VIII
Community problem	10	8	19	13	5	170	3.09	IV
Ignorance in technical knowledge	13	17	16	8	1	198	3.6	VI
Political pressure in employment exchange	8	7	17	13	10	155	2.81	IX
Less self confidence	13	10	11	10	11	169	3.07	V

Source: Primary data

Inference

The above Scaling 3.16 makes it clear that majority of the respondents have opined that "poor education system" is the main reason for the under employment problem in the study area and that reason has been ranked as 1st rank with the highest score of 3.87 and the 2nd rank for the reason " lack of experience", 3rd rank for " Poor Spoken English", 4th rank for "Community problem", 5th rank for "less self-confidence", 6th rank for "ignorance in technical knowledge", 7th rank for "Poor academic score", 8th rank for "Less family support" and they have given least priority for "Political pressure in employment exchange" with the lowest score of 2.8.

It is inferred from the five-point scaling table that majority of the respondents have opined that "poor education system" is the main reason for the under-employment problem in the study area and that reason has been ranked as 1st rank with the highest score of 3.87 and they have given least priority for "Political pressure in employment exchange" with the lowest score of 2.8.

Table 3.17
Skill Development

Opinion	No. of Respondents	(%) of Respondents
Going to training institute	14	18.67
Type writing /short hand	8	10.67
Computer course	17	22.66
Preparing for competitive exam	14	18.67
Online jobs daily\weekly	22	30
Total	75	100.00

Source: Primary data

Chart 3.14



Inference

From the above 3.17, it is clear that out of the total respondent's 18.67 percent of the respondents have gone to training institutes to develop their skills to get a better job, 10.67 percent of the respondents have learnt type writing/short hand, 13.90 percent of the respondents have learnt computer courses, 22.66 percent of the respondents are preparing for competitive exam at home and the remaining 30 percent of the respondents for online jobs.

Thus, the majority (22.6%) of the respondents have learnt Computer course to develop their skills to get a better job.

Table 3.18**Opinion of the respondents regarding the present job**

Opinion	I	II	III	IV	V	Total score	Average score	Rank
Less job satisfaction	14	26	12	2	1	230	3.87	I
Less working environment	10	23	16	3	3	199	3.61	II
Low opportunities for advancement	14	14	16	5	6	189	3.45	IV
Problem for working hours	11	3	10	11	5	139	2.32	V
Far away to home	6	9	17	13	10	148	2.69	VII
Low salary package	6	19	21	8	1	186	3.38	III
Low training and educational opportunities	8	14	18	10	5	175	3.18	VI

Source: Primary data

Inference

The above Five Point Scaling 3.18 portrays the satisfactory opinion of the respondents regarding their present job.

Thus the majority of the respondents have opinion that "Less job satisfaction" is the primary criteria to be considered by the under employed persons taken for study towards the opinion of their present job and hence that criteria has been ranked as first with the highest score of 3.87 .They have also

given second rank for "Less working environment" , third rank for "Low salary package" fourth reason for "low opportunities for advancement" fifth reason for "convenient working hours" sixth rank for "Low training and educational opportunities" . They have also given least importance for "far away to home" with the lowest score of 2.69.

It is inferred from the Five Point Scaling that majority of the respondents have opined that "job satisfaction" is the primary criteria to be considered by the under employed persons towards the satisfactory opinion of their present job and hence that criteria have been ranked as first with the highest score of 3.87 and they have also given least importance for "Far away to home" with the lowest score of 2.69.

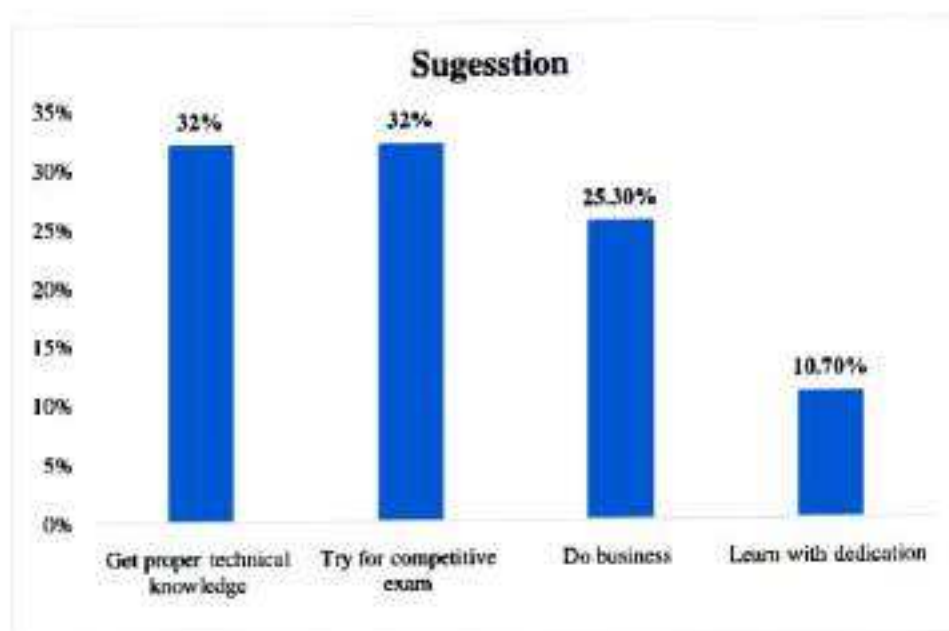
Table 3.19

Suggestion to younger generation to eradicate under employment

Suggestions	No. of Respondents	(%) of Respondents
Get proper technical knowledge	24	32%
Try for competitive exam	24	32%
Do business	19	25.3%
Learn with dedication	8	10.7%
Total	75	100

Source: Primary data

Chart 3.15



Inference:

From the above 3.19, it is clear that out of the total respondent 32 percent of the respondents suggested the younger generation to get proper technical knowledge and the same respondents of the suggested to try for competitive exams, 25.3 percent of the respondents suggested to do business and the remaining 10.7% of the respondents suggested to learn education with dedication.

Thus, the majority (32%) of the respondents suggested the younger generation to try for competitive exams and get proper technical knowledge for their betterment of life.

FINDINGS AND SUGGESTIONS

4.1 Introduction

The summary of the following findings is a natural and logical outcome of analysis and interpretation carried out in the previous chapter.

4.2 Findings of the study

- Majority (66.70%) of the respondents belong to the age between 18-25 years.
- Majority (70.70%) of the respondents are male.
- Majority (52%) of the respondents have completed Post-graduation
- Majority (80%) of the respondents are employees working in Private sector.
- Majority (79.2%) of the respondents have been working as full time.
- Majority (56 percent) of the respondents belongs to job is permanent and (44 percent) of the respondents belongs to job is not permanent. Thus, most of them are doing in permanent job.
- Majority (45.30%) respondents belongs to term job, (23.40%) respondents belongs to seasonal job, (18.80%) respondents belongs to daily wages and the least (12.50%) belongs to other specify (like... go for intern for marketing field or some other field).
- Majority (50.7 %) of the respondents earn below Rs.10000 – Rs.20000 as monthly income.
- Majority (36%) of the respondents earn below Rs.20000 – Rs.30000 as monthly income.

- Majority (60.80%) of the respondents said that they are burden to their family because of their under employment.
- Majority of the respondents have faced difficulties due to “fear on future” which was given as first prime negative factor with the highest score of 4.38 and they have given least importance to the reason “no importance is given in family decision” with the lowest average score of 2.33.
- Majority (28%) of the respondents are economically depend on their siblings for their livelihood.
- Majority (60.30%) of the respondents opined that they got the required money whenever needed.
- Majority of the respondents got the information about job through “employment exchange” and hence they have given first rank to that opinion with highest score of 0.63 and they have given least importance for “friends and relatives” and gave last rank for that opinion with the lowest score of 0.45
- Majority of the respondents got the information about job through “employment exchange” and hence they have given first rank to that opinion with highest score of 0.63 and they have given least importance for “friends and relatives” and gave last rank for that opinion with the lowest score of 0.45
- Majority (92%) of the respondents have still hope to get suitable job of their choice.
- Majority (52%) of the respondents prefer to be employed in private sector.

- It is inferred from the five-point scaling table that majority of the respondents have opined that "poor education system" is the main reason for the under-employment problem in the study area and that reason has been ranked as 1st rank with the highest score of 3.87 and they have given least priority for "Political pressure in employment exchange" with the lowest score of 2.8.
- Thus, the majority (22.6%) of the respondents have learnt Computer course to develop their skills to get a better job.
- It is inferred from the Five Point Scaling that majority of the respondents have opined that "job satisfaction" is the primary criteria to be considered by the under employed persons taken for study towards the satisfactory opinion of their present job and hence that criteria have been ranked as first with the highest score of 3.87 and they have also given least importance for "Far away to home" with the lowest score of 2.69
- Majority (32%) of the respondents suggested the younger generation to try for competitive exams and get proper technical knowledge for their betterment of life.

Suggestions

Every country is trying to solve the unemployment problem in her own way. Establishment of Vocational and Technical training institutes:

To the government

The government should open Technical and Vocational colleges and manual labor should be made compulsory. Big factories should be attached to these colleges. More stress is to be given to practical side.

To the Industries

Investment in heavy and basic industries and consumer goods industries should be increased to provide more employment with more production.

To the small-scale industries

Revival of cottage and small-scale industries: Cottage and small-scale industries should be developed. Subsidies and other incentives should be given to private sector.

To the Modernization of agriculture

Modernization and mechanization of agriculture should be done. Wastelands should be utilized.

To the Improved transport and communication

Rural works programs should be increased means of transport and communication should be developed.

To the Increase in national wealth through industrialization

The real remedy lies in an addition to the national wealth, in increased production of industrial goods. If there are more industries, there will be more avenues for employment, particularly for men and women with professional and technological training. Already the River valley projects and power-plant projects are finding employment for a large number of men. Nevertheless, these are no complete remedy. They may have found Employment for some meritorious people. Graduates may be employed in jobs commensurate with them of education.

CONCLUSION

Conclusion

India is a fast-growing economy. There has been enormous improvement in the unemployment and underemployment scenario since the time it was recognized as a challenge. The government is implementing various measures for increasing the employment rate and has succeeded to a great extent. Participation of women and the marginalized groups speaks about the success of the policy measures. The wide spread skill Development programmes have gained popularity across the nation. With better enforcement of the strategies mentioned above, the employment level can be significantly improved. Underemployment, or employment that is insufficient relative to a standard, takes several forms, including over qualification, involuntary educational mismatch, involuntary part-time or temporary employment, and underpayment. The most consistent findings are that underemployment is associated with job dissatisfaction, low affective commitment, and poor psychological health, but the causal mechanisms involved in these relationships are still not well understood. In general, given how common underemployment is, there is a surprising lack of research on this experience, its antecedents, and its consequences. Empirical work is particularly scant with regard to over qualification and involuntary educational mismatch and on the effects of underemployment on employee performance and withdrawal behaviors. Finally, what we know about underemployment is limited to workers in the United States, because there is little published research on underemployment from other countries or cultures. Labour force sample survey covering all groups of the population, enabled to receive systematized, interrelated information on economically and not economically active population, labour force structure, professional composition, labour migration, hours worked, incomes earned and wages of employees, as well as to study for the first-time child labour in Armenia. At the same time, this

survey allowed to estimate employment and underemployment (visible and invisible) rate, unemployment rate and length, real labour force supply, child labour scales and character, etc.

Analysis of the survey results allows to make the following conclusions:

- Economic activity rate of the population in the surveyed households comprised 52.7%, economic activity rate of the urban population - 51.5%, that of rural population - 55.7%. Exceeding of the latter by 4.2 percent point is conditioned by the high employment rate of rural population, which results from the seasonality of the observation period.
- Low employment rate of young person's -23% compared to the employment rate -36.0% is conditioned by the lack of skills and experience in integrating into professional and labour market.
- Unemployment rate comprised 31.6%, which exceeds the officially registered (by administrative way) unemployment rate 3.5 times, that, perhaps, is a consequence of significant quantitative and qualitative structural (including conditioned by geographical and professional rupture) disbalance available between supply and demand. Average length of seeking work comprised 13.9 months.
- Employed in the private sector of economy exceeds 2 times the employed in the state sector, meanwhile rate of wages in this sector exceeds only 1.4 times the rate of wages in the state sector.
- 22.6% of employees worked on oral agreement, which, perhaps, testifies that it is necessity to deepen the legal and contractual regulation of working relations and bureaucratization in the labour

market. Visible underemployment rate among employed comprised 12.9%, and invisible under employment 41.2%.

- Perhaps, registered 5.1% rate of child labour is stipulated particularly by the high poverty level in rural areas and low agriculture productivity (small holdings, low level of mechanization, small access to markets), and because of the survey coincided with the loaded period of agriculture seasonality, it was recorded that particularly 63.6% of the children tried to lighten poverty load of the family. In the recent years changes in demand for wages took place not only among employers, but also among unemployed. 56.8% of unemployed were available to be engaged in any work, but in case of high remuneration, that, perhaps, together with other numerous factors, is a result of influence of private transfers in particular from abroad, relatives and other sources, invisible underemployment, instability of working places and wages in the private sector, availability of the phenomenon of non-monetary incomes and remuneration.

The survey results enabled to:

- complete and update available statistical information base on labour resources,
- develop methodology of computing labour statistics indicators and sample survey tools, apply classifications, definitions and conceptions in compliance with the international standards,
- extend list of labour statistics indicators characterizing labour market,
- ensure international comparability of labour statistics.

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ANNEXURE

QUESTIONNAIRE

1. Name:
2. Gender:
 - a) Male
 - b) female
3. Age group:
 - a) 18-25
 - b)26-33
 - c)33-35
 - d) Above 35
4. Marital status:
 - a) Married
 - b) Unmarried
5. Nature of family:
 - a) Joint family
 - b) Nuclear family
6. Family size:
 - a) Below 3 members
 - b) 3-5 members
 - c) Above 5 members
7. Place of residence:
 - a) Rural
 - b) Urban
 - c) Semi urban
8. Education:
 - a) Graduation
 - b) post-graduation
 - c) Diploma
 - d) Other specify_____
9. Which of the stream do you belong to?
 - a) Arts
 - b) Science
 - c) Technical
 - d) Professional

10. The large part of your schooling was done in?
- a) Tamil medium
 - b) English medium
11. Occupation:
- a) Government employment
 - b) Private employment
 - c) semi-government employment
12. Nature of employment:
- a) Full time
 - b) Part time
13. Is your job permanent?
- a) Yes
 - b) No
14. If no why your job is not permanent?
- a) Seasonal job
 - b) daily wages
 - c) Term job
 - d) Other specify_____
15. Monthly income:
- a) Below 10000-20000
 - b) 20000-30000
 - c) 30000 -40000
 - d) Above 40000
16. Family monthly income:
- a) 20000-30000
 - b) 30000-40000
 - c) 40000-50000
 - d) Above 50000
17. Do you think that you are a liability to your family because of under employment?
- a) Yes
 - b) No

18. If yes, Rank the reason: (1 being the highest rank)

S.No	Particular	Rank
1.	No importance is given in family decision	
2.	No social recognition	
3.	Affects my status at home	
4.	Excessive financial dependent	
5.	Fear on future	
6.	Pressure from spouse	

19. If no, Rank the reason: (1 being the highest rank)

S.No	Particular	Rank
1.	Pressure from spouse	
2.	Going to job only for social status	
3.	Self-respect	
4.	No need to earn money because already having good financial status	
5.	To get knowledge	

20. On whom you are dependent for financial needs?

- a) Spouse b) Guardians c) Life partner
d) Grandparents e) Siblings

21. Do you feel free to ask financial assistance from dependent?

- a) Yes b) No

22. Do you always get required money?

- a) Yes b) No

23. Do you have hope to get a suitable job of your choice?

- a) Yes b) No

24. How long have you been waiting for suitable job?

- a) Below 1 year b) 1 – 3 years
c) 3 – 6 years d) Above 6 years

25. So far, how many jobs have you applied?

- a) Below 10 b) 10 – 20
c) 20 – 30 d) Above 30

26. What is your main sources of information about job? (Rank 1, 2 ,3)

S.No	Particular	Rank
1.	Employment Exchange	
2.	Advertisement	
3.	Friends/Family	
4.	Internet WhatsApp, Insta, Telegram etc.,	

27. Do underemployment delay your marriage commitment?

- a) Yes b) No

28. How closely is your current job related to your education?
- a) Up to 10%
 - b) Up to 10-20%
 - c) Up to 20-30%
 - d) Above 30%
29. Considering your education, training and experience, do you feel that your over qualified for your current job?
- a) Yes
 - b) No
30. Do you feel that you are under qualified for your current job?
- a) Yes
 - b) No
31. On an average, how many hours do you usually work per day?
- a) up to 5 hours
 - b) 6-7 hours
 - c) 7-8 hours
 - d) Above 9 hours
32. What is your preference in the following sector of employment?
- a) Government Job
 - b) Private Job
33. If you are private job, what is the main reason?
- a) Time saving
 - b) Quick career growth
 - c) Better salary
 - d) pension scheme
34. If you are Government job, what is the main reason?
- a) Fixed Hours
 - b) Less stressful
 - c) Steady income
 - d) More holidays & Benefits

35. Reasons for employees 'problem from your point of view? Please () tick

Problems	HS	S	N	S	DS
Less Job satisfaction					
Less Working environment					
Low opportunity for advancement					
Problem of working hours					
Far away from home					
Low Salary package					
Low training and educational opportunities					
the status of educated underemployment is low in the community					

(HS – Highly Satisfied, S – Satisfied, N – Neutral, DS – Dissatisfied, HDS – Highly Dissatisfied)

36. Reason for Under-employment problem from your point of view?

Problems	SA	A	N	DA	SDA
Poor academic					
Lack of expenses					
Spoken English					
Poor education system					
Less family support					
Community problem					
Ignorance in technical knowledge					
Political pressure in employment					
Less Self – Confidence					

37. What is your opinion to younger generation to avoid under-employment in your own experience?

- a) Get proper technical knowledge b) Try for competitive exams
- c) Do Business d) Learn with Dedication

38. Details about skill development courses you learnt \learning to get a better job?

- a) Going to training institute b) Typewriting\ Shorthand
- c) Computer courses d) Others specify

39. Suggestion_____

A STUDY ON PART-TIME WORKING COLLEGE STUDENTS

A project report submitted to

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

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

MASTER OF COMMERCE

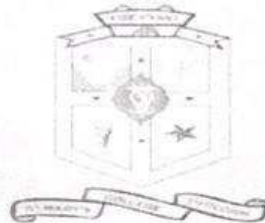
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PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

(Reaccredited with 'A+' Grade by NAAC)

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This is to certify that the project entitled "A STUDY ON PART-TIME WORKING COLLEGE STUDENTS" is submitted by the candidate **M. MARIA PUSHPA JEB** in partial fulfillment of the requirement for the degree of **Master of Commerce** to **St. Mary's College (Autonomous)** affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of her study under my guidance and supervision.

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M. MARIA PUSHPA JEBA

CHAPTERIZATION

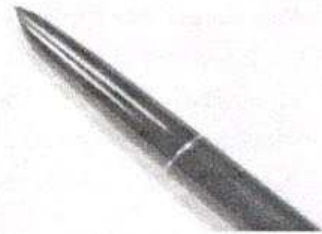
CHAPTER	TITLE	PAGE NO
I	Introduction	1-8
II	Profile of the study	9-21
III	Analysis and Interpretation of data	22-50
IV	Findings and Suggestion	51-53
V	Conclusions	54
	Annexure-I Questionnaire	55-58
	Annexure-II Bibliography	59

LIST OF TABLES

TABLE NO.	DESCRIPTION	PAGE NO
3.1	Gender wise classification	23
3.2	Classification of marital status	24
3.3	Classification on the basis nature of the family	25
3.4	Classification on the basis of size of family	26
3.5	Classification of education	27
3.6	Classification on the basis of part-time job	28
3.7	Classification on the basis of monthly income	29
3.8	Classification on the basis of hours of working	30
3.9	Reason for going to part-time job	31
3.10	Classification on the basis of work experience	32
3.11	Classification on period of work at present part-time	33
3.12	Classification of spending salary	34
3.13	Classification of share of salary given to family member	35
3.14	The preference of certain particulars	36-37
3.15	The opinion of certain particulars	38-39
3.16	Reason for choosing the work	40
3.17	Facilities available in the work place	41
3.18	Classification on the basis of department the respondents work	42
3.19	Classification on the basis of satisfaction level of job	43
3.20	Classification on the basis of job stress	44
3.21	Facilities available in working place during covid-19 period	45
3.22	Satisfaction level of various factor	46-47
3.23	Ranking the reason for part-time job	48-49
3.24	Ranking the use of part-time job	50

CHAPTER I

Part time job



CHAPTER I

1.1 INTRODUCTION

Many college students do part-time jobs now a days because it has some benefits for students. Doing part-time jobs help college student to earn money. It is not very much, but it's useful for their daily expenses such as buying clothes and reference books, paying for transportation or meals.

Moreover, doing part-time job provides student with some experiences. It causes to them to be familiar with the world outside their classes, so they have chances to interact with other to improve their communication skills and self-confidence

Also, part-time job will create chance for them to live an independent life instead of depending in their families. Thanks to part-time job, they can be more responsible for their future.

In short, doing part-time jobs is very good for students in aspects. However, they should arrange their time properly.

The purpose of this study was to examine the relationship between part time working, mental and physical health and academic performance. Fifty per cent of the undergraduate full-time respondents had part time jobs. Results also showed that being in debt and part time working both have a very slight (though significant), detrimental effect on both mental and physical health of college working students. Accordingly, working more hours increased the probability that a student perceived a negative effect on academic performance. In conclusion, it is recommended that several measures to be implemented to help students, to organize study and part time work to best effect.

The effects on students of working in a part-time job while at college constitute the subject of this report. Although it is widely recognized that many college students are employed part-time out of college hours, little is known about the consequences of such employment. It has been shown that around one quarter to one third of college students regularly hold part-time jobs during the college year. That proportion varies somewhat with age and year level at college, and by gender. The average time spent in those jobs is generally in the order of eight or nine hours per week.

To provide a context when considering the influence of part-time employment on college students, it is useful to examine the types of jobs in which those students are involved. In this report the investigation of the consequences of such employment encompasses both the subjective opinions of students who have part-time jobs, and the more readily demonstrable

and objectively measured effects over a number of years. The latter include effects on school completion, on end of college achievement as indicated by final year results, and on labor market outcomes in the initial post-college years.

The trend of employment among college student has been increasing rapidly in the last decade. Some suggest that economic reasons are mainly the factor for this trend. With an increase in the number of students taking part-time job campus, its effect on student's academic performance of students has been questioned by many researchers. Issues such as the number of hours worked, whether the student's job pertain to their majors, and student's workloads have been discussed and scrutinized to see the relation between taking part-time job and academic achievement. Furr and Elling suggest that there are many reasons why student take a part-time job. First, financial problem becomes mostly reasons some of students forced to take part-time job. The average yearly costs of education and continue to increase. Second, student involvement in employment has positive impact to develop career-related skills. It is hands-on experience that cannot be gained in the classroom alone. Whatever the reasons the student has in taking part-time job, there is a popular believe that student with part-time job do not tent to have higher academic achievement, because their focus time of study has been divided with their working time.

Better academic achievement only can be achieved by student who spend more time on academic related activities outside of class. So far, researches on the involvement of students taking part-time job have largely been conducted at college in developing counties. Little, if any, has been reported on this issue when it comes to college students in developing counties. In recent times, college students now have a part-time job for countless reason; a few of those reasons may possibly be necessities of the individual, desire and obligation. About two thirds of college student have job, according to current population survey from the department of labour. Just fewer than half of those student have jobs that money is not reported. Student who are on official payroll, about two-third work in food service or other retail businesses.

A major reason why college students work would be because of personal desire. Every student that works for personal desire is working for extra money into their income. Most teens work because they want the money, but a part-time job can have other benefits. Another reason would want to purchase items that are not necessary; buying these kinds of items is a want. An example would be saving up to buy a vehicle, in addition to purchasing belongings like shoes, clothing to go out, computer, camera or just to spend money; these kinds of things we do not require to live. College student might also even work to help their parents out economically. College student that are considering about their future may possibly even save money to attend

a college, which not several students consider doing; rather they think more of the current situation.

Obligation might also be another reason why college students have a part-time job. Parents can also have a lot to do why a student is working while in college, they may force the student for the reason that it is able to give the student a work experience that everybody needs. Even if the student is not learning technical or specific skills, it's providing work experiences that are more useful. Communication, teamwork, and leadership skills among their associates are as more important than technical skills.

Money is necessary evil- a feeling college student are more than familiar with. It is important to make money to be able to afford everything we want because the pocket money we get from parents is never enough. To make that possible, student often go for part time jobs which they can pursue after classes. These can be physically going to the office or freelancing from home. In either case, it is a big commitment to make with so much of your time dedicated to academics. Here are a few struggles of being a part time worker as a college student. Having FOMO (fear of missing out) while working. The work-study dilemma will hit you hard. Being tired all the time. Making time for family will become more difficult.

Benefit of part-time jobs for college student. Money, money, money, Lessons in budgeting, Time management, and early work experience.

1.2 OBJECTIVES OF THE STUDY

- To examine the reason for going to part-time job.
- To find out their job satisfaction.
- To study about the working conditions of the college student.
- To analyze about the income level of part-time job of college students.
- To study the work pressure on their personal life and studies.
- To know the advantages, disadvantages for college student to have part time job.
- To identify how part-time job play an important role in professional career.

1.3 STATEMENT OF THE PROBLEM

In this Competitive world, Students have to plan their life in advance. So they doing part time job while attending college. For some students, especially those in traditionally underserved populations, taking a job is not a matter of choice, but necessity. They need to work to save for college expenses or even to supplement family income, while attending

college. This interest makes the researcher to take up the research study entitled.

1.4 REVIEW OF LITERATURE

Carnevale, Smith, Melton, & Price, (2015) has identified a number of commonalities among working learners. These learners integrate their professional goals and personal lives. Although the degree of integration may vary depending on the situation, and some working learners place more emphasis on one aspect versus the other, each working learner balances the demands of both work and education. Additionally, working learners share an interest in applying and practicing what they learn, solving problems, honing knowledge, and developing multiple skills and abilities through various pursuits toward a performance-based portfolio. Last, in ideal working and learning experiences, working learners view personal aims, learning, and work as intermingled aspects of life. These commonalities offer the basis for the definition of a working learner, as well as a lens through which to consider the impacts of working and learning and recommendations for policy and practice.

Although each working learner may face a unique set of circumstances, any shared characteristics or observable trends in this population may help employers, institutional practitioners, and policy maker's better design and deliver effective work and learn experiences that could improve student learning and outcomes.

Carnevale et al., (2015) suggests that certain types of individuals are most likely to work while simultaneously being enrolled in school. Women are more likely than men to be working learners, according to Carnevale, Smith, Melton, and Price (2015). Their study found that the majority of young working learners⁴ are white (62%) and enrolled in baccalaureate programs (56%). A closer examination of mature working learners⁵ reveals African Americans are disproportionately represented (when compared with census data) as working learners; African-Americans make up approximately 12% of young working learners and about 23% of mature working learners (Carnevale et al., 2015). Hispanic young working learners are about 16% of the working learner population and approximately 13% among mature working learners. Further, learners of a mature age are more likely to be enrolled in two-year (58%) and for-profit institutions (24%); more than half (54%) of young working learners are in public and private, not- for-profit, four-year institutions, with the rest in two-year public institutions (36%) (Carnevale et al., 2015). These data highlight certain trends that are important to understand when developing and/or offering work and learn opportunities.

Kena et al., (2016). Enrollment status and hours worked per week are also important factors in defining the characteristics of working learners. Data from a report from the National

Center for Education Statistics (2016) indicate a number of patterns in student employment for full-time compared with part-time students (Full-time students are employed at lower rates than part-time students (40% versus 76%), and the largest percentages of these students generally work between 20 and 34 hours per week. Although very few (7%) full-time students exceed 35 hours of work per week, three times as many (35%) part-time students work 35 hours or more per week (Kena et al., 2016).

Patterns of hours worked by enrollment status are similar across institutional sectors (Kena et al., 2016). For example, full-time students enrolled at four-year public, four-year private, two-year public, and two-year private institutions all represent similar proportions of students working fewer than 20 hours per week at 14%, 15%, 14%, and 10%, respectively (Kena et al., 2016).

McElroy & Weng, (2017) Studying the effects of student employment on academic outcomes remains an active field, especially among labor economists. Darolia reports “little discernible impact of working on students' grades. [However] increased work intensity results in fewer credits completed in each term by full-time students. This may contribute to increasing time-to-degree.” Triventi (2017) reports for Italy that working during college, especially intensive work, is negatively associated with academic progress. Scott-Clayton and Minaya (2017) examine campus work study, finding on average that work-study students experience better academic outcomes, but they note heterogeneity in effects such that for some subgroups work study is associated with worse academic outcomes.

Hovdhaugen, (2018), have concluded that the characteristics of the workplace and the hours spent working need to be explored as they are fundamental to understanding the effect of working on academic outcomes. Another element is whether or not the job is related to the degree studied (Graham, 2018) and, furthermore, neither must institutional factors and the characteristics of the degrees themselves be disregarded. The organization of educational programs, the timetables of the subjects, the teaching methodologies, the number of classroom hours and workload demands are some of the factors that make some degrees easier to combine with other external responsibilities, such as working.

Moving on from the often-inconclusive results of the above-mentioned studies, we will now present the aims of this study and the methodology used. It must be mentioned that analyses have been made that take institutional factors into account (public/private university and areas of study) and some specific interesting results have been obtained, although they are not included in this study due to lack of space.

Nelson et al. (2019) Report of the 195 working college students, 138 (71%) indicated

increased stress and anxiety due to the COVID-19 outbreak. Multiple stressors were identified that contributed to the increased levels of stress, unemployment stress, anxiety, and depressive thoughts among college students. These included fears and worry about their own health and of their loved ones (177/195, 91% reported negative impacts of the pandemic), difficulty in concentrating (173/195, 89%), disruptions to sleeping patterns (168/195, 86%), decreased social interactions due to physical distancing (167/195, 86%), and increased concerns on academic performance (159/195, 82%). To cope with stress and anxiety, participants have sought support from others and helped themselves by adopting either negative or positive coping mechanisms.

Mental health issues are the leading impediment to academic success. Mental illness can affect working college students' motivation, concentration, financial problem, unemployment problem and social interactions—crucial factors for working college students to succeed in higher education.

Part-time college workers are considered to be part-time if they commonly work fewer than 30 hours per week. According to the International Labour Organization, the number of part-time workers has increased from one-quarter to a half in the past 20 years in most developed countries, excluding the United States. There are many reasons for working part-time, including the desire to do so, having one's hours cut back by an employer and being unable to find a full-time job.

In some cases, the nature of the work itself may require that the employees be classified part-time workers. For example, some amusement parks are closed during winter months and keep only a skeleton crew on hand for maintenance and office work. As a result of this cutback in staffing during the off season, employees who operate rides, run gaming stands, or staffing concession stands may be classified as part-time workers owing to the months long down time during which they may be technically employed, but not necessarily on active duty.

Productivity of college part-time workers can be higher than that of full-time workers because of lower stress, lower absenteeism, better work-life balance, and a more flexible work organization. Employees who are not fully resilient for health reason may remain longer in part-time employment and it can be a smooth transition into retirement. Working less fits the lifestyle of simple living and earning and spending less can contribute to climate change mitigation.

Ronald D'Amico, (2020) states that part-time employment “provides opportunities to assume greater responsibility, authority and cooperative interdependence”. Students who work part-time will develop networking skills; contacts and references will be valuable for future employment opportunities. Employers may prefer students who held part-time jobs while at college because it indicates stronger management skills. Also, there is high probability that students who worked part-time will be employed on full-time basis once they graduate with the same company.

1.5 SCOPE OF THE STUDY

The present study is an attempt to throw light on the students towards their part time work. The present study focuses its attention to examine the part time working student's working condition, work pressure, job satisfaction and more. The study is a micro study and involved a thorough analysis of the part time working students.

1.6 LIMITATIONS OF THE STUDY

Some of the limitations in my study were as follows.

- Only limited tools are used in the study.
- The analyses were carried out on the basis of primary data. Therefore, the limitations of the study based upon primary data, will apply to this.
- This project was done in a short period. Due to time constraint, the researcher is able to cover only small percentage of sample.

1.7 METHODOLOGY

This is an explanatory study on part-time working college student. This study is a survey based on field work. Primary and secondary data were collected by the researcher herself.

1.8 PRIMARY DATA

Primary Data were gathered through questionnaire through Google form.

1.9 SOURCES OF PRIMARY DATA

Primary data were collected from samples respondents of persons from the collection of primary data and interview schedule was developed before its application among respondents. It was employed to make sample survey.

1.10 SECONDARY DATA

The secondary data has collected through website, journals, books, and document.

1.11 PERIOD OF THE STUDY

My project work commenced for a period from December 2020 to March 2021 will full involvement.

1.12 SAMPLING DESIGN

The data collected are original in nature. 103 respondents were selected by random sampling method. Questionnaire was supplied to them after much guidance for accumulation primary information. Qualitative face figures are collected directly and form the samples.

1.13 FRAME WORK ANALYSIS

With the help of questionnaire, we selected few question and applied percentage to draw up various diagrams.

- Percentage analysis
- Bar chart
- Pie chart
- Ranking
- Likert scale
- Garret ranking

1.14 CHAPTERIZATION

The project entitled, “**A STUDY ON PART-TIME WORKING COLLEGE STUDENT**” is organized into five chapters.

CHAPTER-I

It consists of introduction, objective of the study, statement of the problem, review of the literature, scope of the study, limitation of the study, methodology and chapterization.

CHAPTER-II

It deals with the profile of the study.

CHAPTER-III

It presents data analysis and interpretation.

CHAPTER-IV

It consists of the finding and suggestions.

CHAPTER-V

It consists of conclusion, questionnaire and bibliography.

CHAPTER II

PROFILE OF THE STUDY

MEANING OF PART TIME JOB

A part-time job is a form of employment that carries fewer hours per week than a full-time job. They work in shifts. The shifts are often rotational. Workers are considered to be part-time if they commonly work fewer than 30 hours per week. According to the International Labour Organization, the number of part-time workers has increased from one-quarter to a half in the past 20 years in most developed countries, excluding the United States. There are many reasons for working part-time, including the desire to do so, having one's hours cut back by an employer and being unable to find a full-time job. The International Labour Organization Convention 175 requires that part-time workers be treated no less favourably than full-time workers.

In some cases, the nature of the work itself may require that the employees be classified part as part-time workers. For example, some amusement parks are closed during winter months and keep only a skeleton crew on hand for maintenance and office work. As a result of this cutback in staffing during the off season, employees who operate rides, run gaming stands, or staff concession stands may be classified as part-time workers owing to the months long down time during which they may be technically employed, but not necessarily on active duty.

DURATION PART TIME JOB TIME

The short answer is that there are very few hard-and-fast parameters when it comes to the hours of work in a part-time job. Part-time work usually requires fewer than 30-35 hours a week but can vary widely depending on the company, position, and agreement between the employer and the worker.

REASON FOR WORKING WHILE STUDYING

Money, of course, is a big motivator for students entering the workforce. The places where teens are employed are grocery stores, textiles, retail, fast food, movie theatre, swimming pools, landscaping businesses and golf courses.

Students who work enjoy the challenge, responsibility and personal satisfaction that come with being a valued employee. Working from an early age looks great on a resume because it shows employers that one is mature, dependable and goal oriented.

1. AVOID OR REDUCE DEBT

One of the things that many college graduates initially struggle with is making their student loan payments, but working during college can help to reduce or avoid this type of debt. In general, most people who work their way through college have less student loan debt than those who don't. A part-time job and a careful budget can help supplement what they can earn over the summer to pay for their classes. Even if a person doesn't want to work fulltime or on a steady basis, they can consider picking up a side hustle which help to earn extra cash and avoid debt.

2. GAIN VALUABLE JOB EXPERIENCE

Having work experience, especially in a field related to the studies, can help to become much more competitive once they are ready to enter the full-time job market after college.

Some internship will pay and can turn into part-time or full-time jobs while they finish up their degree, or can help to make the connections to help on their land or a job later on.

The Work-Study Program is also a great option that provides a way for them to get a pay check while gaining valuable work experience.

Even job experience that's not directly related to their field may qualify them for a position that someone without an experience could not get. For example, understanding children and their wants from working at a day care centre may make a difference in landing a job in the marketing department of a toy company when compared to someone with no job experience at all.

3. IMPROVEMENT IN GRADES

Some students see their grades improve when they begin working. This is usually a result of learning to organize and plan their study time effectively.

It's important to work the number of hours that's right. The stress should not be so great that it is a distraction, and it should still be able to stay on top of all projects.

4. GET EMPLOYEE BENEFIT

Many companies offer benefits to people who work part time. This means that one could qualify for health insurance, and possibly even a tuition assistance program while attending college.

They may also qualify for benefits such as vacation and sick time. This can alleviate the stress

of working enough hours when they are not feeling well and allow them to take vacations without worrying. It may make it easier to manage their time and enjoy themselves in college even though when they need to work.

5. TIPS TO MAKE WORKING IN COLLEGE EASIER

Find a job with a set schedule. This may make it easier to plan for classes and for the study time. Look for a job that pays more than minimum wage. If they need to spend time working, make the most money possible. Consider a job in one's own field of study to get work experience that will be a greater benefit. Be sure to schedule a time to relax and have fun with the friends. It's important to find balance if they are going to work while in college. Be sure to set aside money each month to help cover tuition and other fees.

ADVANTAGES



1. EARN MONEY

College students' financial situation is often pretty tight. They have little or no money. Money is the obvious reason that people go to work, but earning for own, spending money during college will definitely come in handy. At the same time, they also have many expenses: tuition fee, dorm room, textbooks, food, etc... A part-time job won't pay enough to live on once him/her graduate and enter the real world, but for now it can help to pay for books, food, pay for their bills, and buy the required things and occasional splurges. And no longer have to worry about being able to afford the basic essentials - and that'll reduce the burden of their study expenses over their parents or relying on their parents or student funding to get by. They can start affording little luxuries like going out with friends and treating themselves to something nice. They can also start to build an after-college savings fund.

2. GAIN WORK EXPERIENCE

The part time job gives the real life work experience. One of the most important aspects of working as a college student is that they have the opportunity to gain experience. Although when they are paying to learn at college, they will get paid to learn at work. Real-life work experience can't be taught in college. But, getting work experience is the most important part of starting once career. Employers generally prefer to hire applicants with some form of work experience, as they already have an understanding of workplace ethics and company culture. Work experience also shows that they are a hard worker and that they are good at multitasking as he/she found the time to work and study simultaneously. Once on-the-job training is over and they are a master at whatever they are doing, they will still learn from all of our experiences—like teamwork and learning to deal with angry customers. Gaining any work experience adds credibility to their resume, which can help them stand out as a viable candidate when they are applying for an internship, apprenticeship or a graduate job. Perhaps when they want to apply as an intern or as a part-time student worker, which allows them to work fewer hours per week but still maximize their experience. Plus, experience is something that employers look for when they are applying for their first entry-level job. All the more reason to boost the resume is with experience from their student days. Once they have graduated from college with some work experience it gives them an edge over the fresher's as they already know how to conduct themselves in a professional manner and they have also gained some organizational skills. This work experience will help in getting a job after study completion. Employers look for employees who understand the work environment and work well as part of a team. Having part time job experience shows that they have some exposure to the professional world and it'll give an advantage over other candidates during a job search. Getting work experience is one of the best advantages of part time workers.

3. LEARN TIME MANAGEMENT

Benjamin Franklin once said: 'Time is money'. And just like money, time needs to be managed appropriately. Going to classes, studying, and working a part-time job, socializing with friends and making time for the hobbies makes for a busy schedule. So, working students only have two choices: Learning time management, Not completing all their tasks on time, and that's also how they learn how to manage their time and weigh priorities. But doing so will certainly help to improve our time management skills. Learning to manage our time with classes and work will helps us to adapt much more quickly. It will also benefit, in learning to deal with people at work. There is a difference between working with people in college and working with people at our job. These skills will make adjusting to the real world outside of

college much easier. Learning to manage our time effectively can help us to do better overall. Some college students find that they do better in college when they have a job because it means they need to carefully plan out the week to make time to study. Indeed, we will generally become more organized and efficient with the time, planning ahead to ensure that we can fit everything into the limited time we have. Learn Time Management through part-time job, so that we can manage our time in the way that both our study and work won't get affected.

4. DEVELOP INTERPERSONAL SKILLS

As well as confidence, student employment provides us with an opportunity to learn how to interact with different personalities - an essential skill in all types of jobs. Through part-time work, we will learn how to talk to a variety of people from different walks of life, forcing us to be sensitive to cultural differences in the workplace. We can also learn the best ways to communicate with our colleagues, forcing one to think about how the words can affect other people's actions and vice versa. Many part-time jobs involve collaboration with different people. It's an excellent opportunity to develop some interpersonal skills: Receptiveness to feedback, Workplace etiquette, Relationship management, showing appreciation. Once a person has developed one of these skills, don't forget to emphasize it in the resume. Employers actively look for applicants who can work collaboratively and communicate effectively.

5. LEARN THE VALUE OF MONEY

Having a part-time job student not only to earn, but to spend money as well. That's why working students tend to have better budgeting and money management skills. Being financially aware from a young age is very important. It is very tempting to buy all those little things we always wanted now that we would have received from our first pay check. But it is wiser to start saving. Life is full of surprises. We never know what might happen to us we need that money for in the future. It is more practical to have some savings than exchange our remuneration for a fading instant joy. Not only can early employment help us to build up long-term savings, but it also makes us financially aware from a young age, meaning that we will have better budgeting and money management skills when we become older, avoiding heaps of debt in the process. Nobody does budget with the pocket money they got from parents, but when they start earning and spend their own hard-earned money, then, they start thinking about it and plan how and where all they spend their money and how much they spend and how much they save.

6. START NETWORKING

A part-time job is an excellent opportunity to build professional relationships that open up career opportunities. A part-time job gives a chance to network with other people. So, even if we are not gaining work experience in a field that we want to pursue, we are still making connections in the professional world. And that's true even if we do not work in our dream company (our employer or co-workers may know somebody who works there). View every conversation as an opportunity to progress in our career. We never know where or when we might meet someone who can help us to land in our dream job. Be polite and try to maintain good relationships with the colleagues and managers. It is often a friend of a friend who knows someone and can arrange a job interview for us. For example, we might meet a client who's working in our dream company, or the employer may know somebody who works there. We never know who knows who, so treat every conversation as a chance to progress in our career, and always keep the door open for further discussions.

7. GAIN TRANSFERABLE SKILLS

A part-time job can help one to gain skills that a university or college degree won't teach them. If they decide that they don't want to work as an intern, they can also find work at cafes, restaurants, textiles, grocery, supermarkets. With jobs like these, that one can usually able to score more flexible hours, perfect for the student schedule. Moreover, don't think that just because we aren't interning or working part-time in the industry of our choice, that our experience isn't as valuable! On the contrary, we will be able to demonstrate transferable skills like communication, language skill, teamwork, and leadership. Indeed, by working in a fast-paced environment, for example, we will learn how to work as part of a team or on our own, as well as how to use our initiative and develop a considerable attention to detail - all valuable skills that can be carried across different jobs and in all aspects of life.

8. BOOST OWN SELF-CONFIDENCE

If we are shy and introverted, a part-time job can help us to come out of our shell and aid in growing our confidence. That's especially true if our job involves customer service or teamwork. And as most student jobs are found in hospitality and retail, which are both mainly customer-facing industries, we will be forced to interact with lots of people that to whom we would not normally talk to. As a result, we will learn to be more comfortable around others.

9. MAKE NEW FRIENDS

It is easy to hang out with our group of friends. Having a part-time job forces us to get out and interact with new people. It is an excellent opportunity to make new friends. Whether we would have moved across town or to an entirely new country for our studies, getting a part-time job can enhance our social life. Indeed, every work environment brings us the opportunity to make lifetime friends. We will naturally bond with some colleagues and will end up spending time with them outside of the workplace. But don't focus solely on making friends - don't forget that we were hired to do a job, not socialize at work.

10. BECOME MORE INDEPENDENT

Students often rely on their parents for financial help. As a working student, we will be less reliant on them. Whether we are a university student, working part time can help us to gain independence. Indeed, we will be responsible for our own schedule, money and duties. As a result, we will be less reliant on those around us, and we will learn how to fend for ourselves. This new found independence will also help to build our character, which will be beneficial to both while studying and in our career.

11. AS A WORKING STUDENT, WORK-LIFE BALANCE IS ALSO IMPORTANT

While there are amazing things to be said about working while studying, student work must be managed well. There's no pressure for one to start working the second that one step onto that campus as a first-year freshman. We are there to enjoy our studies and learn how to live independently. Additionally, we should only take on work that we know and what we can handle. What they mean by that is that we need to be realistic about working hours: we cannot work 30 hours as a full-time student. We need to be able to balance our work, home, social, and most importantly, student life. Remember that our studies are our priority at this point.

12. ENJOY EMPLOYEE BENEFITS

Depending on where our part-time job is, one may be eligible for staff discounts or perks. For example, a personal trainer might get a free gym membership. Naturally, a person will try to find a job at one of their favourite stores, restaurants or brands, and if we are lucky enough to bag one of these jobs, we will get access to discounts and all kinds of other perks. In other words, we not only get paid to work at one of our favourite places, but we also get to save money on purchases. However, be careful not to go overboard and spend our entire salary in our workplace.

13. ONE IS EXPOSED TO A NEW ENVIRONMENT

College students spend most of their time in the same environment. Whether they are at college or not, they often meet and talk with their peers. Having the chance to meet new people and be in a different setting can be a fulfilling experience.

14. BUILD OWN IDENTITY

It is interesting how our identity is linked to our daily activities. Having a part-time job will make it easier to give a glimpse of our personality. We are not just a college student anymore; but we are a hardworking student.

15. CONTRIBUTE TO SOCIETY

As a college student, we do not contribute to society. This is why a part-time job can bring a deeper meaning to our life. Helping other people will help us to gain a sense of accomplishment that studying can't bring us.

16. ADVANTAGEOUS FOR THE ELDERLY AND THOSE WHO HAVE OTHER DOMESTIC RESPONSIBILITIES

Part-time jobs give such individuals the opportunity to work as per their own convenience when their student is either at college or at one of his extracurricular classes. Besides the obvious advantage that these people get to earn some money for themselves and their families, they also receive some job satisfaction, where they assure themselves that they are finally taking out some time to follow their own passions and build their own career. Part time jobs work out great for the elderly or even retired individuals who are physically and mentally unable to work around the clock. Having a part-time job gives them a good opportunity to get dressed, get out of the house and exercise their brain cells so that they keep themselves alert. Having such a job gives them purpose without which they often become disillusioned and self-involved.

17. LESS PRESSURE INVOLVED

The biggest advantage of having a part time job is the fact that there is less pressure involved. For those individuals who have anger management issues or are prone to high blood pressure having a part-time job really helps them to relax. This does not imply that having a part-time job means that they have absolutely no work pressure, it simply implies that since we work for fewer hours, therefore, they are not stressed out throughout the day.

18. FOCUS ON OTHER THINGS

Having fewer work hours implies that we can focus on other important areas of our life which we would otherwise not be able to pay attention to if we had a full time. People with full-time jobs often miss out on important family or social events as their work pressure doesn't permit them to attend these occasions. So, to get the best of both worlds people take up part-time jobs so that they do not miss out on any important days in their loved ones' lives.

19. A JOB SHOWS DEDICATION AND RESPONSIBILITY

Having a job while we are a student will be a boost to our resume even if it's not in our field of study. Working shows prospective employers that we are dedicated and responsible. Students who have part-time jobs during college often tend to be more organized than their counterparts who do not work because they must learn how to manage their time.

20. STAY HEALTHY

When we don't have a set routine, we often fall into a lazy rut and lose the motivation to get up and going in the morning. Working a part-time job, though, helps us to stay active and, as a result, healthy. It's also good for our mental psyche. Writing for the Daily Mail describes the act of bonding with colleagues as 'social grooming', which releases natural feel-good hormones such as endorphins and serotonin and keeps depression at bay. Working while studying has its advantages, but if they feel that the cons outweigh the pros, and then we should consider discussing the hours with our manager or looking for an alternative part-time job. Once we find the right balance, we will reap the benefits of working as a student for years to come.

21. DEVELOP USEFUL SKILLS:

During the part-time job we will develop many useful skills that'll help us in our professional life like team work, organizational skills, multi-tasking, time management, work initiative skills meeting etiquettes etc.

DISADVANTAGES:



1. NO JOB SECURITY

Having a part-time job often implies no job security and in case of an economic crisis, it is most likely that the company is going to let the part-time workers go. It is rather unfortunate as just because people work part time that does not imply that they put in less effort. It is a common misconception that those who work part-time in a company do not take their jobs very seriously and therefore if they are fired it would not make much of a difference to them. This is, in fact, one of the chief disadvantages of working part-time.

2. NO HEALTH INSURANCE

The importance of health and safety at workplace is very important and employers are very keen to make sure that nothing unfortunate happens to their employees. But there are also many companies who prefer hiring part time workers as this implies that they do not have to provide those employees with health insurance. In this day and age where medical treatment costs so much, not having any sort of medical insurance is a huge risk. In case of any medical emergency if we are forced to spend from our own pocket it could cost us like a bomb. This is one of the main reasons why having a full-time job could be a better option if we are the sole breadwinner in our family. Full-time workers in most companies get health insurance for themselves as well as their family members who are dependent on them.

3. NO RETIREMENT BENEFITS

Another big disadvantage of having a part-time job is that most often part-time jobs

offer no retirement benefits. No matter how many years while working part-time, they have given their dedicated service; it is unlikely that we will receive any retirement benefits. In order to enjoy a happy retired life, it is important to make sure that we have some money saved so that in our old age we do not have any financial troubles. It is incredibly heart wrenching to see old people working tirelessly to earn a little money in order to make ends meet. Full-time jobs are beneficial in the manner in which they offer a number of retirement benefits which ensure that they continue to have a high standard of living even when we are old and unable to work.

4. FEWER CHANCES OF RECEIVING A PROMOTION

It is extremely rare that companies choose to grant promotions to an individual who works part time. In an office, to climb the corporate ladder it is necessary to be at the helm of things and constantly in an office or in contact with the office so that we can display our expertise when it comes to acting in an emergency. Part-time workers are not at the office all day long so no matter how good they are at their job they may not get a chance to display their talents or skills when necessary.

5. FATIGUE

Though there may be less pressure involved in having a part time job, yet having to juggle various aspects of our life might prove to be a great challenge for some. Having to study and simultaneously work or having to take care of a child along with working part-time could easily take a toll on one. Multitasking is not as easy as it may sound and according to it some sources are bad for health. Having a part-time job as well as attempting to manage other things could indeed be tiring. Attempting to concentrate on too many things at one time is not always a positive thing. Working part-time has its fair share of advantages as well as disadvantages. Every story has two sides, so if we do choose to opt for working part-time, we should carefully evaluate each advantage as well as disadvantage. Since each individual has his or her own set of priorities, therefore, it is up to him or her to decide upon whether to take up a full time or part-time job. Just remember that no matter what we choose we should be happy and love what we do.

6. EFFECT ON THE STUDY

While doing part time job, we will have a busy schedule and we will get less time for study and for ourselves. We will not have time to rest, so that we feel tired and exhausted and our study will be affected. Less time for homework. Working students may not have or make

the time to complete their work. Lower grades in college. Students who work more than 20 hours a week have grade point averages that are lower than other students who work 10 or fewer hours a week.

7. NO EXTRA BENEFITS

Part time employees usually do not receive the benefits like health insurance, sick leave, holiday pay, etc. If we fell ill and take leave then we won't get paid for that.

8. NO JOB SECURITY

There is less job security for part timers. In bad times, usually company laid them off before the full timers.

9. HEALTH

As we will have a busy schedule and have less time for ourselves, it will affect our health too. Be ready to face the unwelcoming reality of sleep deprivation. Being tired all the time is an annoying component of working. Our time management skills might have nothing to do with it. Putting too much on shoulders has its drawbacks and exhaustion is one of them. If we see that this feeling does not go away, think about the health issues we might have. Our health is by far more important than getting a salary. Increased stress. Balancing work and college can prove to be too much for any student

10. DISTRACTION FROM THE STUDY

Sometime, part timer got good earning and that can distract them from the study. The more money we have, more we think about it. This might be one of the negative consequences of earning money so early. Students do not see any sense in going to college if there is a possibility to get paid without a diploma. Although there are some examples of people without college degrees starting a successful business, it is better to have one just in case. Higher rates of absenteeism and less school involvement. Employment may place constraints on the student's study and sleep time. Fatigue or lack of preparation for the day's academic activities may discourage the working teen from going to college and a job may take the place of extracurricular activities.

11. LACK OF TIME

The sad truth about having a job while we are still in college is the need to reject the

invitations from our friends because there is no time left for fun. That is not entirely true, but we may meet up with friends less often than we did before.

STUDY DURING LOCKDOWN:

ONLINE CLASSES

Online classes, the adoption rate is around 50-60% whereas in the classroom the adoption was around 80-90%. Online classes affect the eyes of the college students due to long hours in front of the blue screen. Lots of poor college students do not have access to laptops and computers; all these college students are native, think there should not be this disparate education. Surely there are lots of disadvantageous factors like there are no exams; college students are being given marks by the internals. This may impact their career in the future. These factors are going to be a fore shadow to the child further life. On this note, want to say that college students are missing the days in the colleges. Hoping the government take good decisions on education with clear instructions as early as possible to avoid the situations that occurred by Covid-19 pandemic.

WORK DURING LOCKDOWN:



It has been a couple of months since the lockdown. Many countries are still going to continue the lockdown until the spread of the virus does not stop. In a global pandemic, it is hard to keep the world economy stable. Many are losing their jobs, there have been cut off in salaries and companies are letting go of part-time employees.

Due to all this, people are going to face an economic crisis. That's why people must start looking for part time roles during the lockdown. The part-time is affected during lockdown.

CHAPTER III

ANALYSIS AND INTERPRETATION OF DATA

3.1 INTRODUCTION

Data collection through questionnaire was analyzed and interpreted. The interpretation of the data was made by the descriptive method. Analysis is must for any research to device a conclusion, analysis of data plays a predominant role in detecting the result of a brief study about part-time working college students.

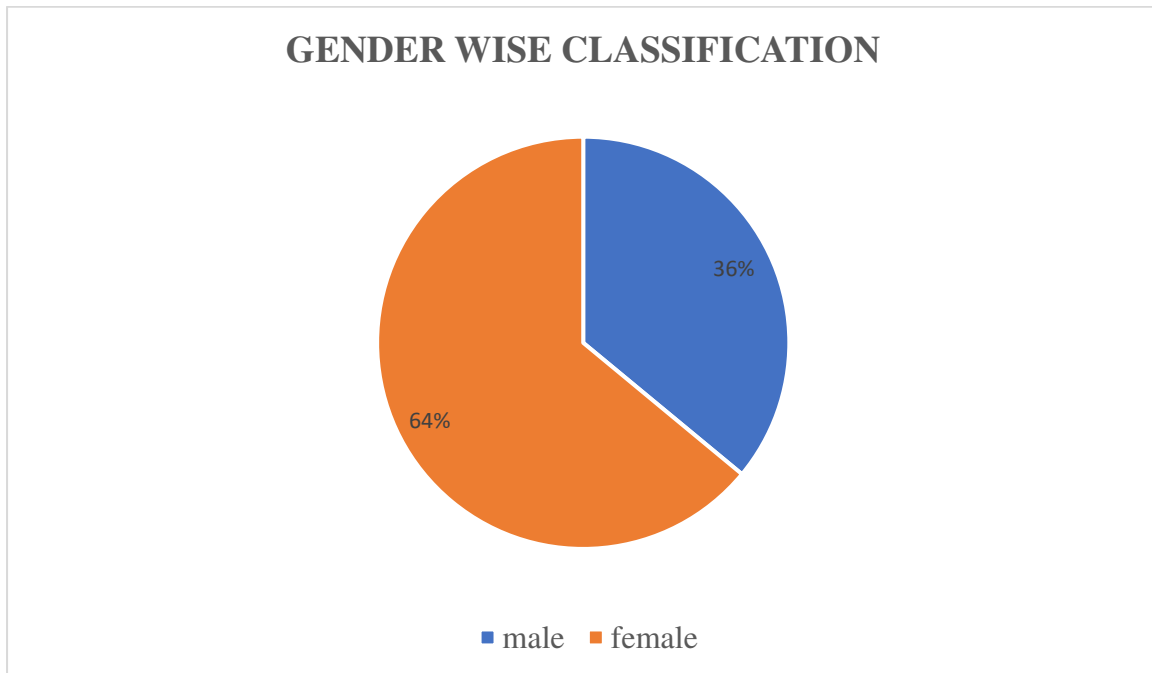
Each question in the questionnaire is analyzed individually, sufficiently tabulated and represented graphically the sample size of data collected is 103.

In the present study, the researcher has made the competition irrelevant by using percentage analysis, Likert scale method and Ranking method.

TABLE 3.1
GENDER WISE CLASSIFICATION

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	37	36
Female	66	64
Total	103	100

SOURCE: primary data



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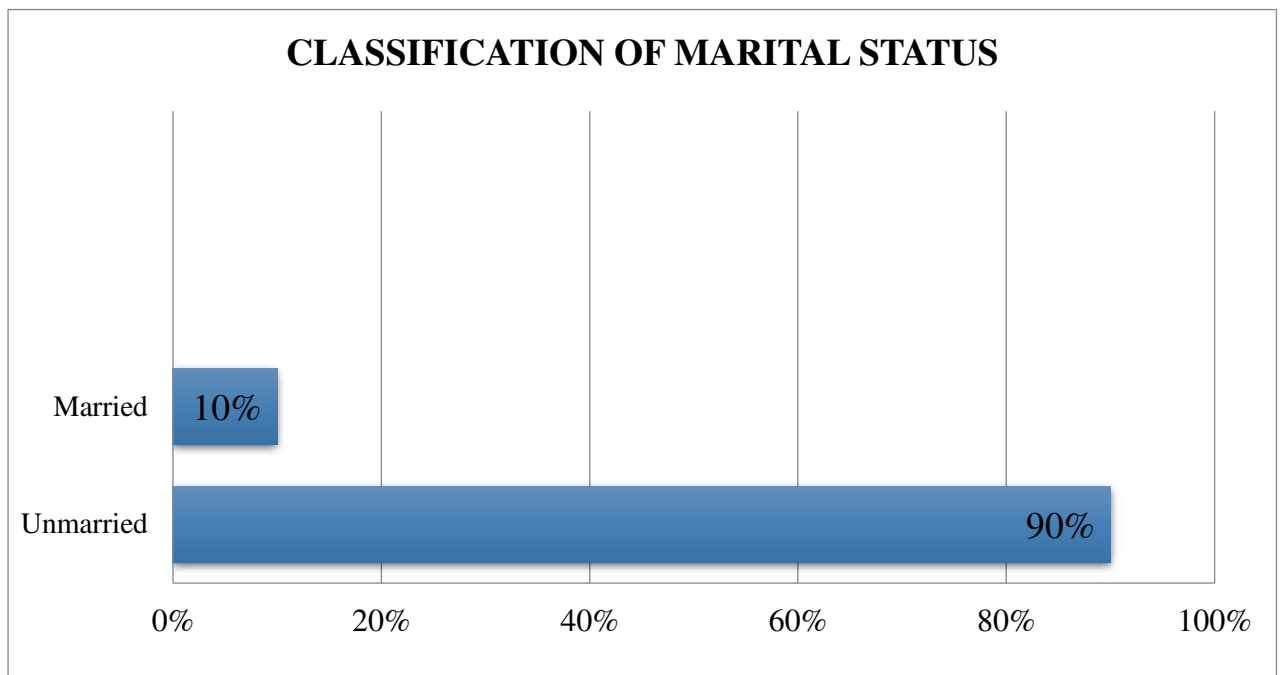
The above table reveals that 64 % of the respondents are female and 36 % of the respondents are male.

Thus, the majority of the respondents are female (ie.64%)

TABLE 3.2
CLASSIFICATION OF MARITAL STATUS

MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
Unmarried	93	90
Married	10	10
Total	103	100

SOURCE: primary data



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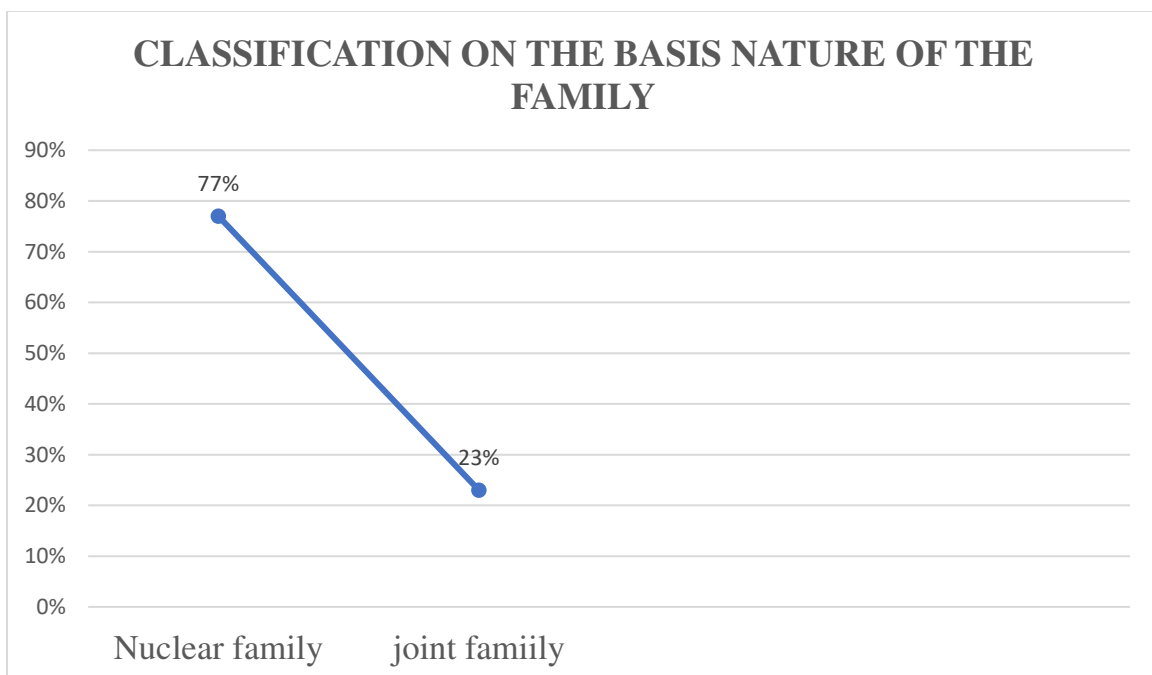
The above table reveals that 90 % of the respondents are unmarried and 10 % of the respondents are married.

Thus, the majority of the respondents are unmarried (ie.90%)

TABLE 3.3
CLASSIFICATION ON THE BASIS NATURE OF THE FAMILY

NATURE OF THE FAMILY	NO. OF RESPONDENTS	PERCENTAGE
Nuclear family	79	77
Joint family	24	23
Total	103	100

SOURCE: primary data



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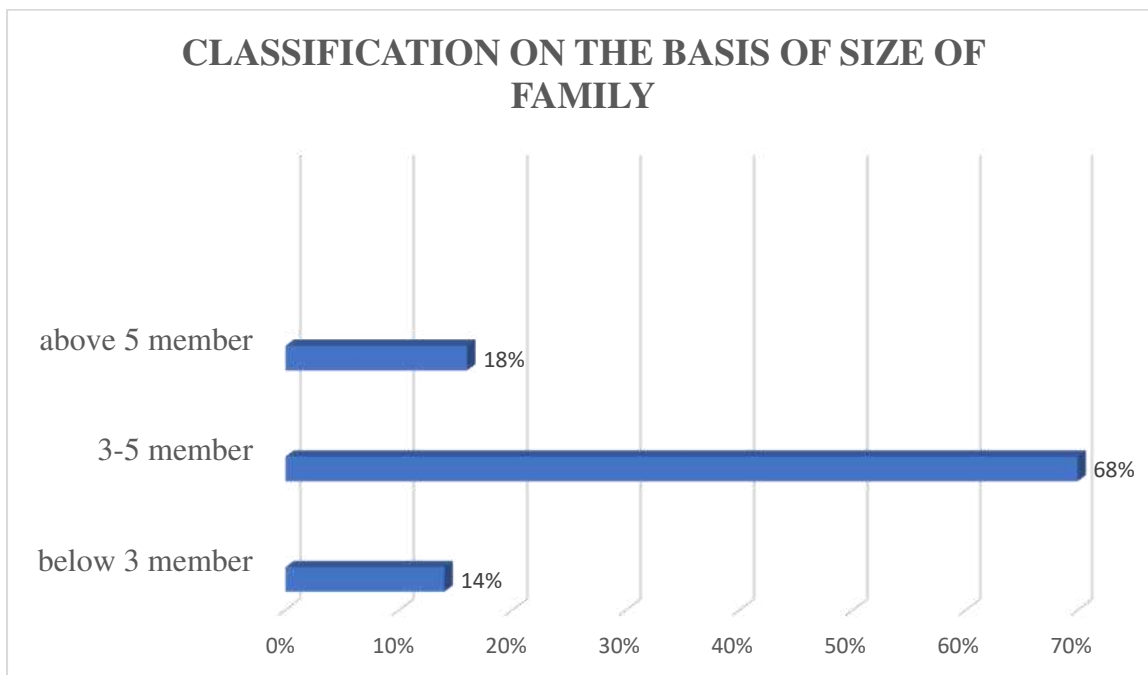
The above table reveals that 77 % of the respondents are nuclear family and 23 % of the respondents are joint family.

Thus, the majority of the respondents are nuclear family (ie.77%)

TABLE 3.4
CLASSIFICATION ON THE BASIS OF SIZE OF FAMILY

MEMBER	NO. OF RESPONDENTS	PERCENTAGE
Below 3 members	14	14
3-5 members	70	68
Above 5 members	19	18
Total	103	100

SOURCE: primary data



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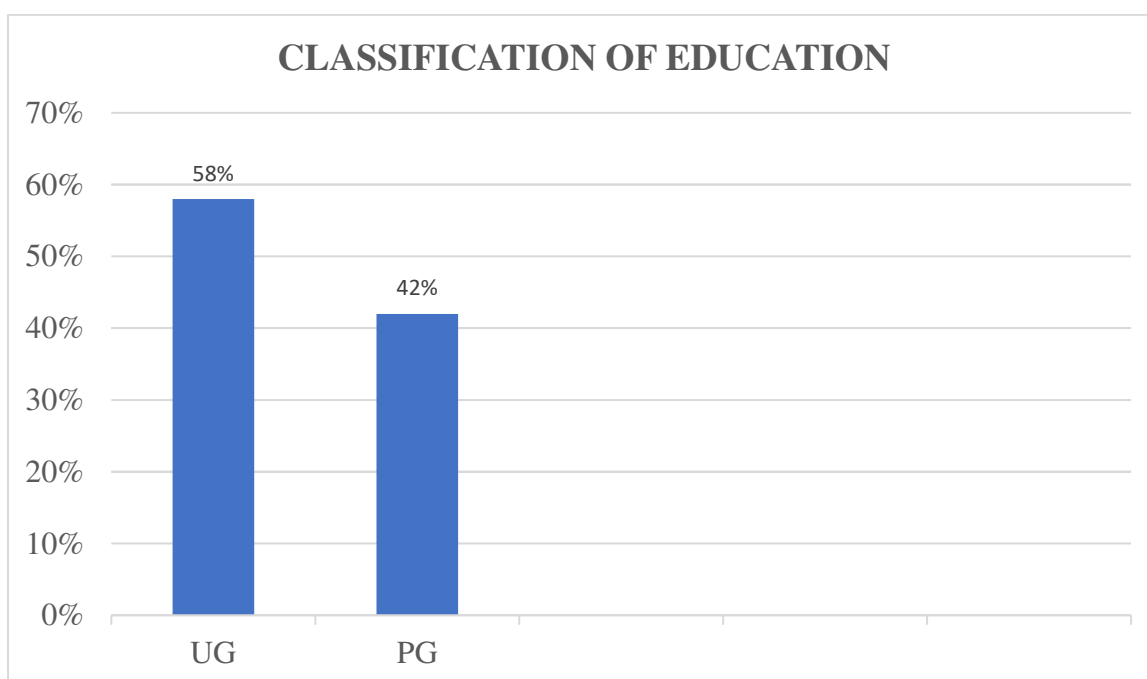
The above table reveals that 68 % of the respondents have 3-5 members in their family, 14 % of the respondents have below 3 members, and 18% of the respondents have above 5 members.

Thus, the majority of the respondents have 3-5 members (ie.68%)

TABLE 3.5
CLASSIFICATION OF EDUCATION

EDUCATION	NO. OF RESPONDENTS	PERCENTAGE
UG	60	58
PG	43	42
Total	103	100

SOURCE: primary data



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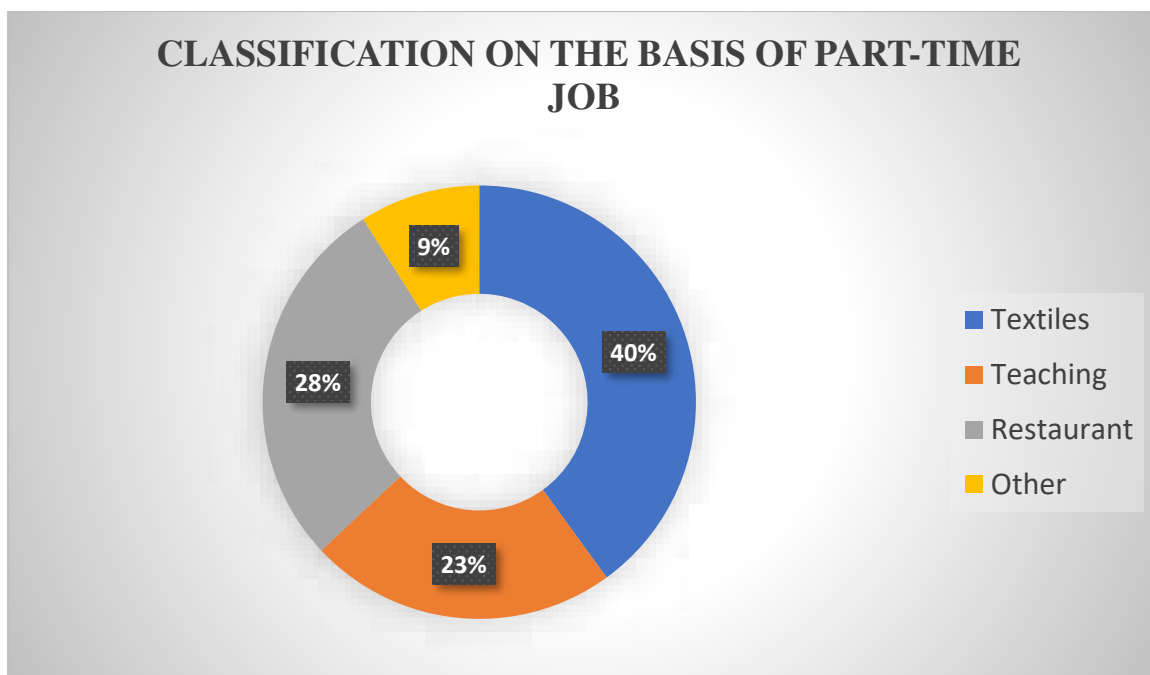
The above table reveals that 58 % of the respondents are UG students, 42 % of the respondents are PG students.

Thus, the majority of the respondents are UG students (ie.58%)

TABLE 3.6
CLASSIFICATION ON THE BASIS OF PART-TIME JOB

KIND OF PART-TIME	NO. OF RESPONDENTS	PERCENTAGE
Restaurant	29	28
Tuition Teachers	24	23
Textile	41	40
Other (clinic, type institution, etc.)	09	09
Total	103	100

SOURCE: primary data



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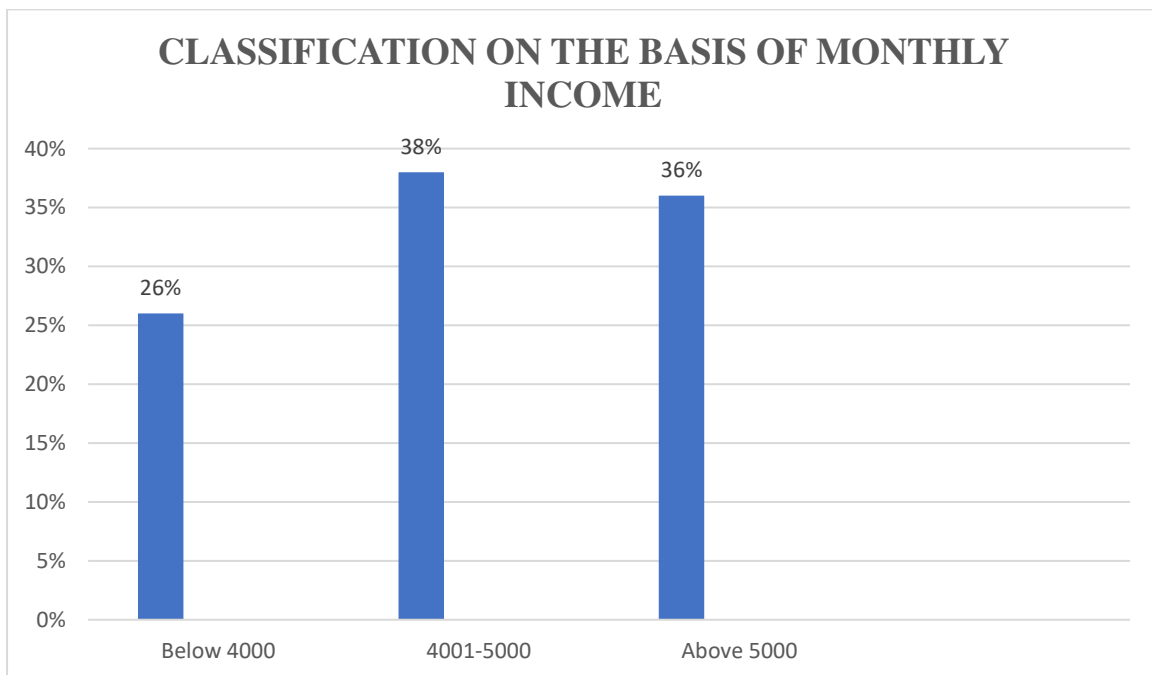
The above table reveals that 40 % of the respondents are working in textile shop, 28% of the respondents are working in restaurant, 23 % of the respondents are working as tuition teachers and 9 % of the respondents were employed in other job.

Thus, the majority of the respondents are working in textile shop (ie.40%)

TABLE 3.7
CLASSIFICATION ON THE BASIS OF MONTHLY INCOME

MONTHLY INCOME	NO. OF RESPONDENTS	PERCENTAGE
Below Rs.4000	27	26
Rs.4001- Rs.5000	39	38
Above Rs.5000	37	36
Total	103	100

SOURCE: primary data



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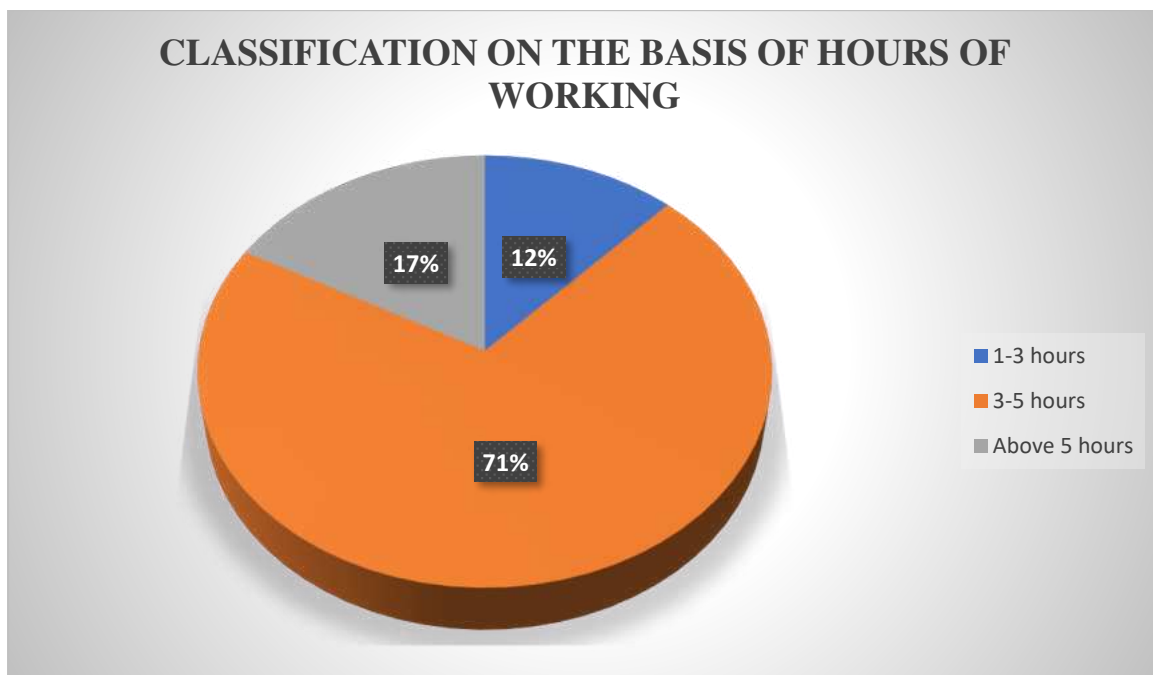
The above table reveals that 38 % of the respondents' monthly income are Rs.4001- Rs.5000, and 36 % of the respondents' monthly income are above Rs.5000, 26 % of the respondents' monthly income are below Rs.4000.

Thus, the majority of the respondent's monthly income are Rs.4001-Rs.5000 (ie.38%)

TABLE 3.8
CLASSIFICATION ON THE BASIS OF HOURS OF WORKING

HOURS OF WORKING	NO. OF RESPONDENTS	PERCENTAGE
1-3 hours	12	12
3-5 hours	73	71
Above 5 hours	18	17
Total	103	100

SOURCE: primary data.



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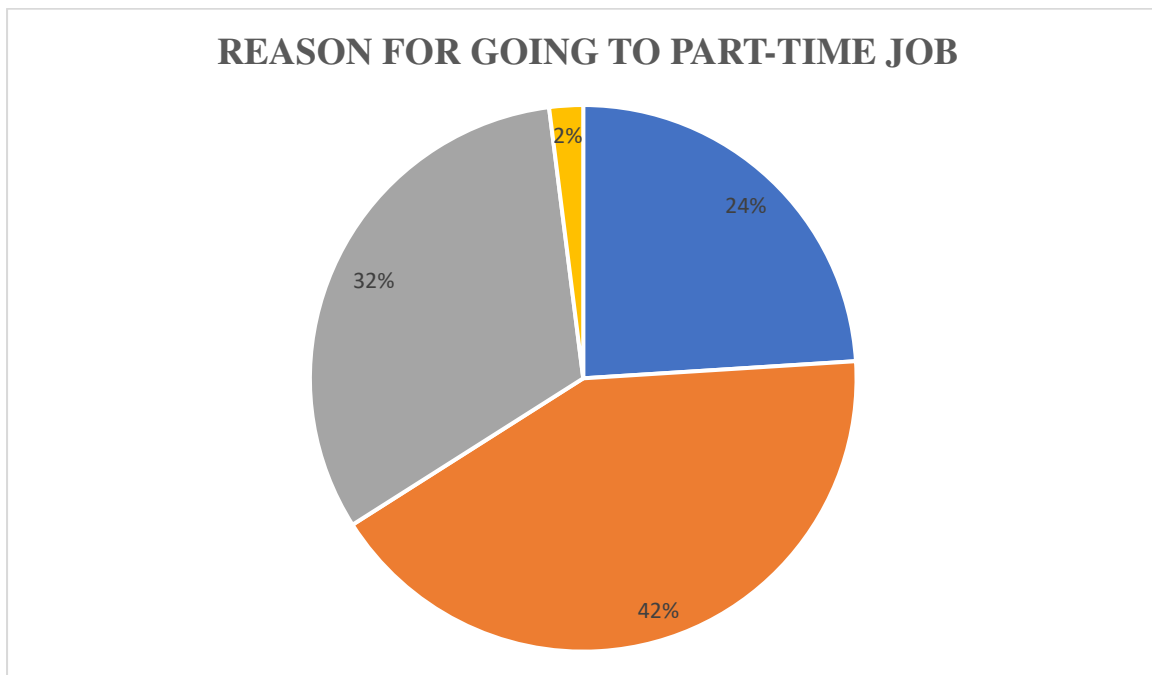
The above table reveals that 71 % of the respondents are working for 3-5 hours, and 17% of the respondents are working for above 5 hours and 12 % of the respondents are working for 1-3 hours.

Thus, the majority of the respondents are working for 3-5 hours (ie.71%).

TABLE 3.9
REASON FOR GOING TO PART-TIME JOB

REASON	NO. OF RESPONDENTS	PERCENTAGE
To gain experience	25	24
To meet personal expenses	43	42
Family situation	33	32
Other (just to add resume strong, develop knowledge)	02	02
Total	103	100

SOURCE: primary data



INFERENCE

The above table reveals that 42 % of the respondents are going to part time to meet their personal expenses, 32 % of the respondents are going to part time job to manage their family situation, 24 % of the respondents are going to part time job to gain experience and 2% of the respondents prefer for other reasons.

Thus, the majority of the respondents are going to part-time job to meet their personal expenses (ie.42%)

TABLE 3.10
CLASSIFICATION ON THE BASIS OF WORK EXPERIENCE

PERIOD	NO. OF RESPONDENTS	PERCENTAGE
Less than 1 year	25	24
1year to 3 years	64	62
Above 3 years	14	14
Total	103	100

SOURCE: primary data



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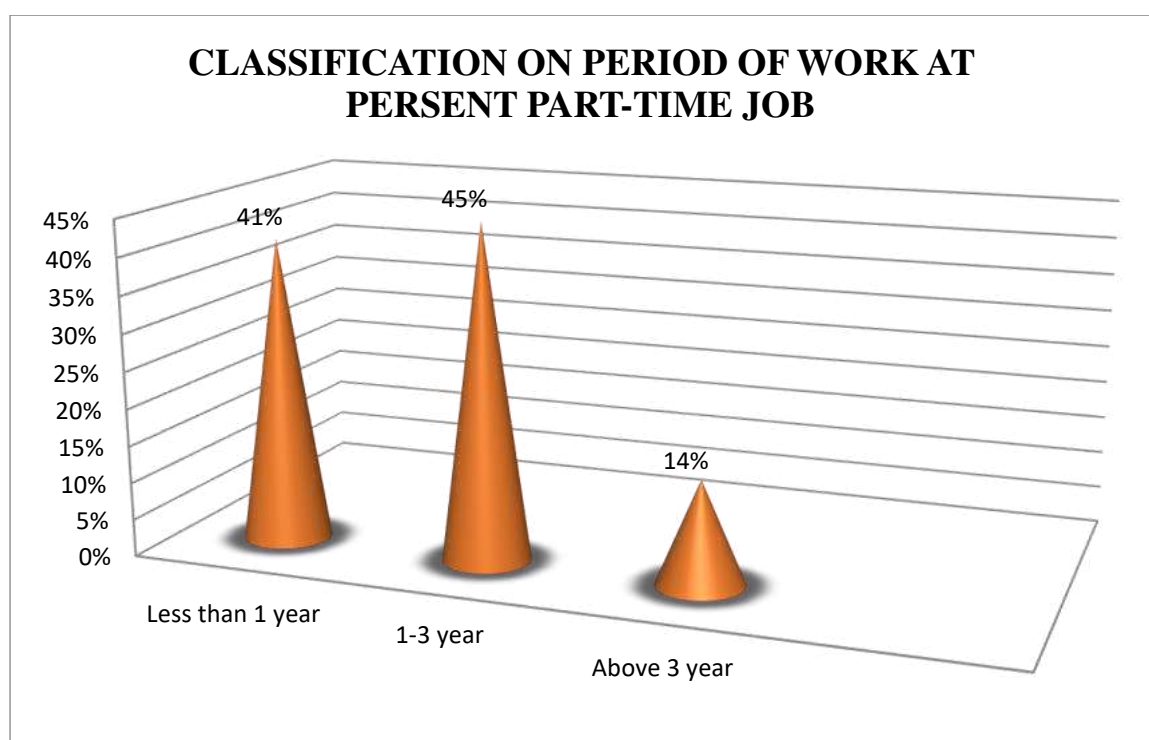
The above table reveals that 62 % of the respondents working experience are 1 year to 3 years, 24% of the respondents working experience are less than 1 year and 14% of the respondents working experience are above 3 years.

Thus, the majority of the respondents working experience are 1 year to 3 years (ie.62%)

TABLE 3.11
CLASSIFICATION ON PERIOD OF WORK AT PRESENT PART-TIME
JOB

PERIOD	NO. OF RESPONDENTS	PERCENTAGE
Less than 1 year	42	41
1year to 3 years	46	45
Above 3 years	15	14
Total	103	100

SOURCE: primary data



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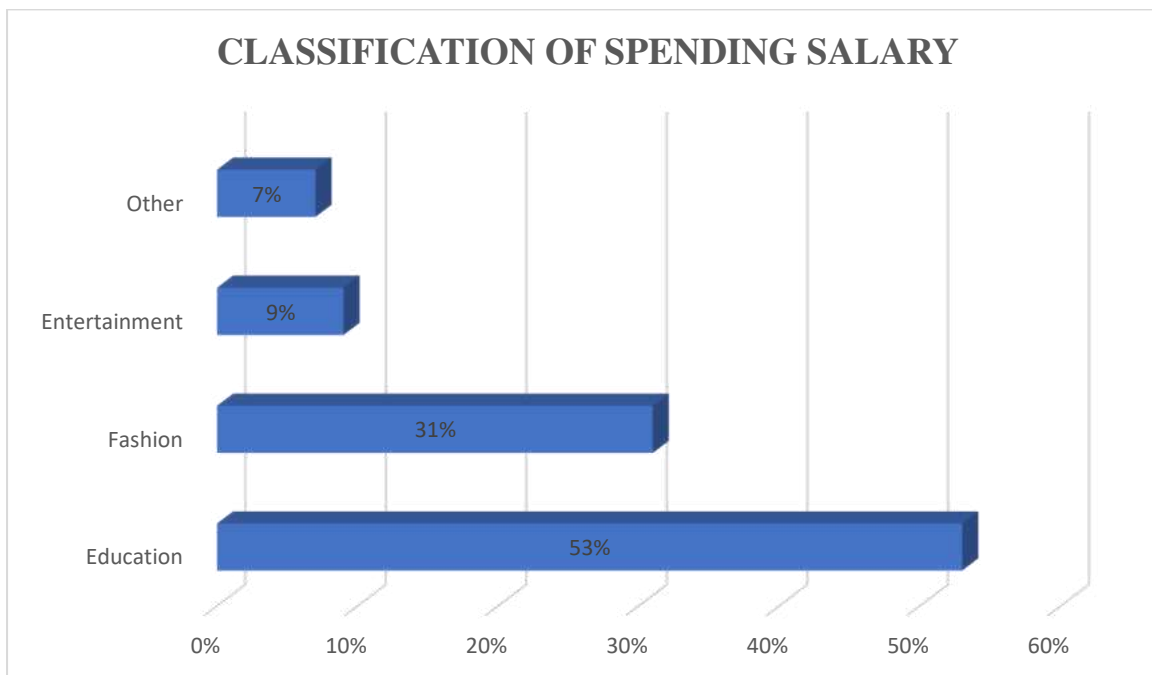
The above table reveals that 45 % of the respondents are working for 1 year to 3 years, 41% of the respondents are working for less than 1 year and 14% of the respondents are working for above 3 years as part time workers.

Thus, the majority of the respondents are working for 1 year to 3 years (ie.45%)

TABLE 3.12
CLASSIFICATION OF SPENDING SALARY

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Education	55	53
Fashion	32	31
Entertainment	09	09
Other	07	07
Total	103	100

SOURCE: primary data



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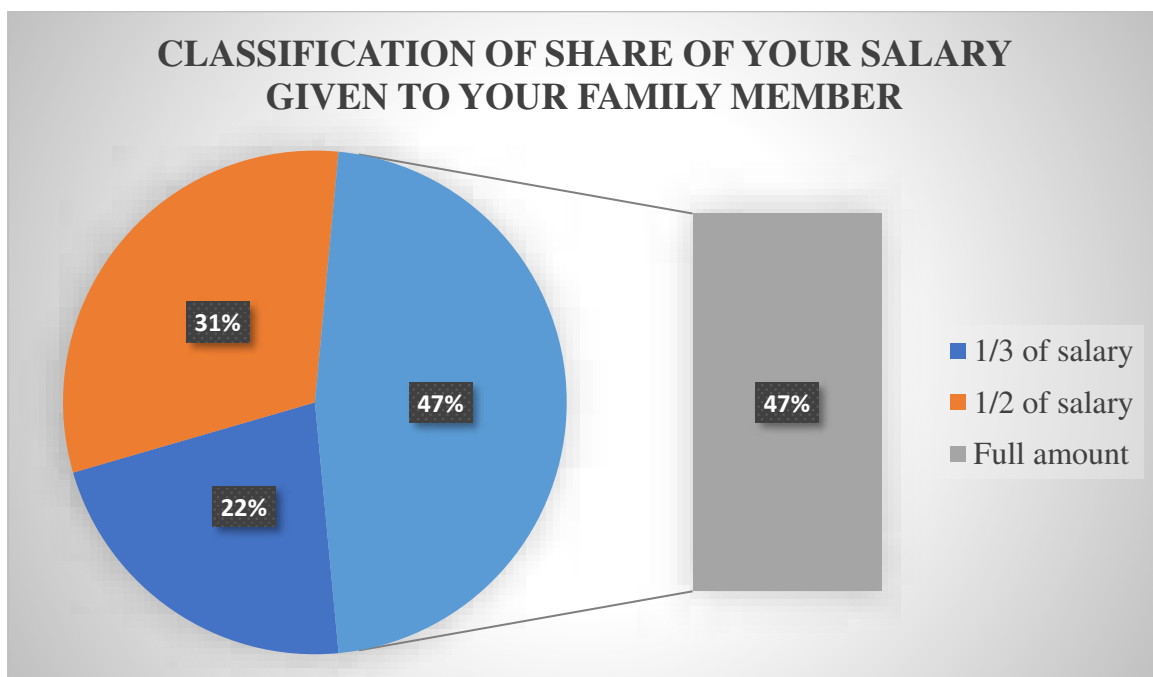
The above table reveals that 53% of the respondents spend their salary for education, 31 % of the respondent spend their salary for fashion, 9% of the respondents for entertainment and 7% of the respondents for other purpose.

Thus, the majority of the respondents spend their salary for education (ie.53%)

TABLE 3.13
CLASSIFICATION OF SHARE OF SALARY GIVEN TO FAMILY MEMBER

SHARE OF SALARY	NO. OF RESPONDENTS	PERCENTAGE
1/3 of salary	23	22
½ of salary	32	31
Full amount	48	47
Total	103	100

SOURCE: primary data



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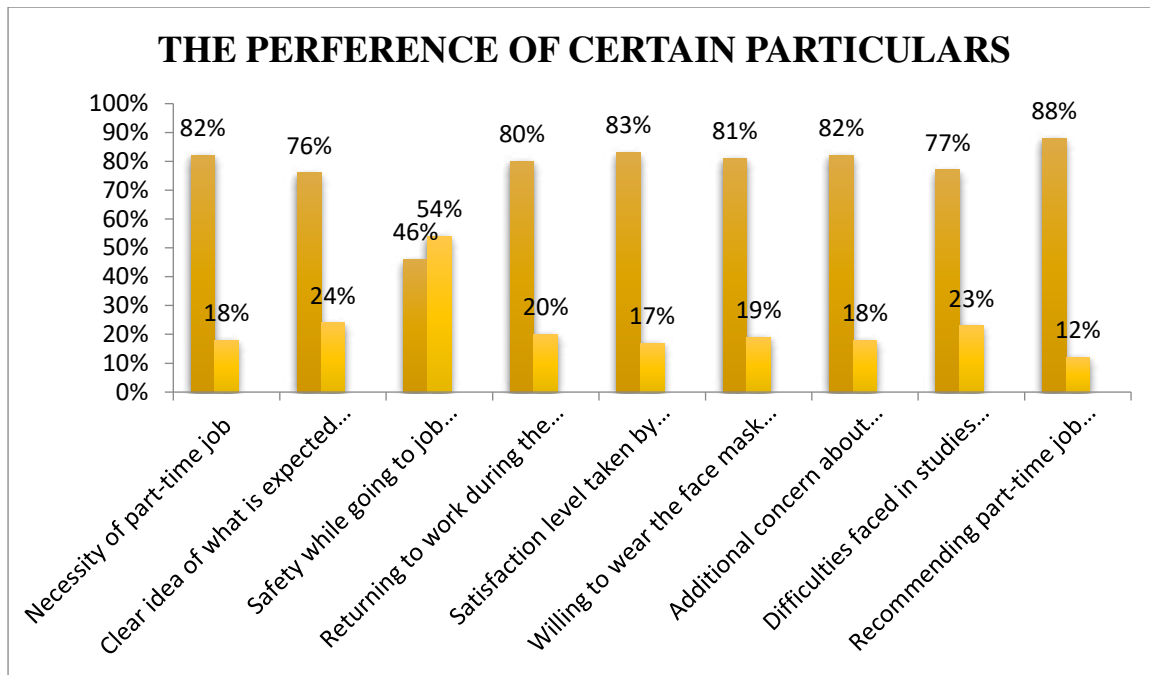
The above table reveals that 47% of respondents share their full amount, 31 % of respondents share 1/2 of their salary and 22% of respondents share 1/3 of their salary.

Thus, the majority of the respondents share their full amount (ie.47%)

TABLE 3.14
THE PERFERENCE OF CERTAIN PARTICULARS

PARTICULARS	PERCENTAGE	
	YES	NO
Necessity of part-time job	82	18
Clear idea of what is expected from the job	76	24
Safety while going to job during lockdown period	46	54
Returning to work during the threat of covid-19	80	20
Satisfaction level taken by proprietor during lockdown	83	17
Willing to wear the face mask at any time	81	19
Additional concern about returning to work	82	18
Difficulties faced in studies due to part-time job	77	23
Recommending part-time job program	88	12

SOURCE: primary data



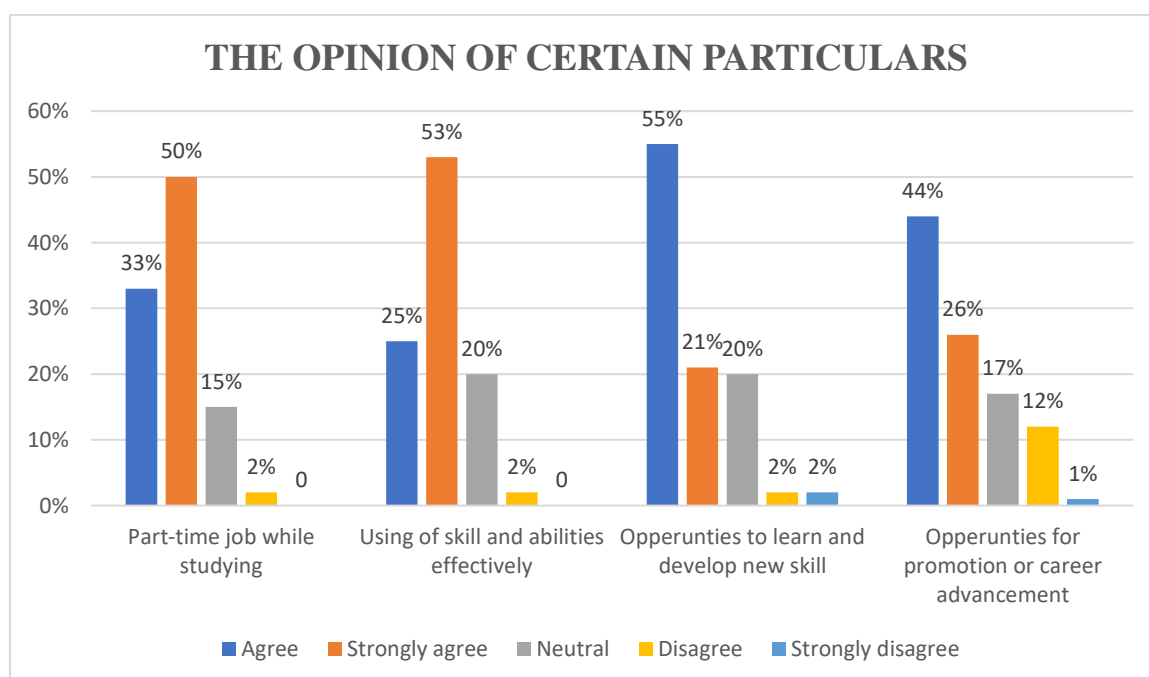
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The above table reveals that 82% of the respondents prefer that part time job is necessary, 18% of the respondents prefer that it is not necessary to go for a part time job, 76% of the respondents have clear idea regarding their job, 24% of the respondents are do not have clear idea regarding their job, 54% of the respondents don't feel safe while going to job during lockdown, 46% of the respondents feel safe while going to job during lockdown, 80% of the respondents feel nervous to return to work during the thread of COVID-19 situation, 20% of the respondents do not feel nervous to return to work during the thread of COVID-19 situation, 83% of respondents are satisfied with the steps taken by the proprietor, 17% of the respondents are not satisfied with the steps taken by the proprietor, 81% of the respondents are willing to wear face mask at any time, 19% of the respondents are not willing to wear, face mask at any time, 82 % of the respondents have concern to return to their job, 18 % of the respondents don't have any concern to return to their job, 77 % of the respondents feel difficulties in studies due to part time job, 23 % of the respondents don't feel any difficulties in studies due to part time job, 88% of the respondents recommend their part time job to their friends, 12% of the respondents do not recommend their part time job to their friends.

TABLE 3.15
THE OPINION OF CERTAIN PARTICULARS

PARTICULAR	PERCENTAGE				
	A	S. A	N	D.A	S. D
Part-time job while studying	33	50	15	02	00
Using of skill and abilities effectively	25	53	20	02	00
Opportunities to learn and develop new skill	55	21	20	02	02
Opportunities for promotion or career advancement	44	26	17	12	01

SOURCE: primary data



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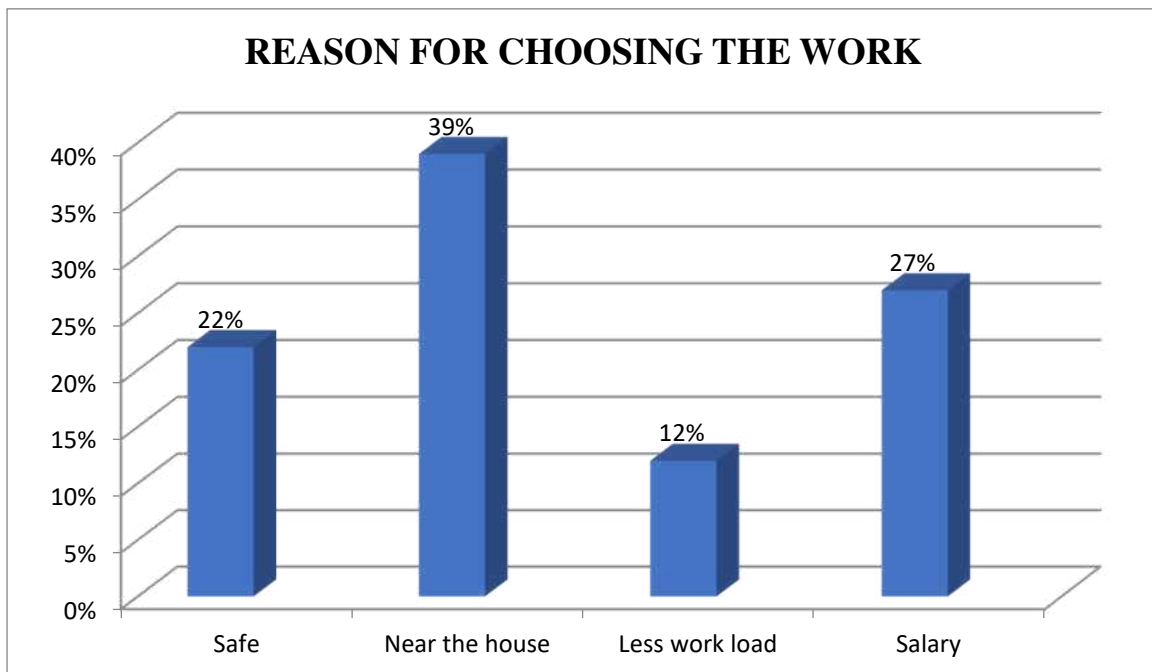
The above table reveals that 50 % of the respondents strongly agree for Part-time job while studying, 33% of the respondents agree for part-time job while studying, 15% of the respondents neutral, 2% of the respondents disagree for part-time job while studying, 53 % of the respondents strongly agree that they use their skills and abilities effectively, 25% of the respondents agree that they use their skills and abilities effectively, 20% of the respondents neutral that they use their skills and abilities effectively, 2% of the respondents disagree that

they do not use their skills and abilities effectively, 55% of the respondents strongly agree that there is enough opportunities to learn and develop new skills, 21 % of the respondents agree that there is enough opportunities to learn and develop new skills , 20% of the respondents choose neutral regarding the opportunities to learn and develop new skills , 2% of the respondents disagree that there is no opportunities to learn and develop new skills and 2%of the respondents strongly disagree that there is no opportunities to learn and develop new skills, 44% of the respondents agree that there is opportunities for promotion and career advancement , 26 % of the respondents strongly agree that there is opportunities for promotion and career advancement, 17% of the respondents neutral about the opportunities for promotion and career advancement, 12% of the respondents disagree that there is no opportunities for promotion and career advancement, and 1% of the respondents strongly disagree that there is no opportunities for promotion and career advancement.

TABLE 3.16
REASON FOR CHOOSING THE WORK

REASON	NO. OF RESPONDENTS	PERCENTAGE
Safety	23	22
Near the house	40	39
Less work load	12	12
Salary	28	27
Total	103	100

SOURCE: primary data



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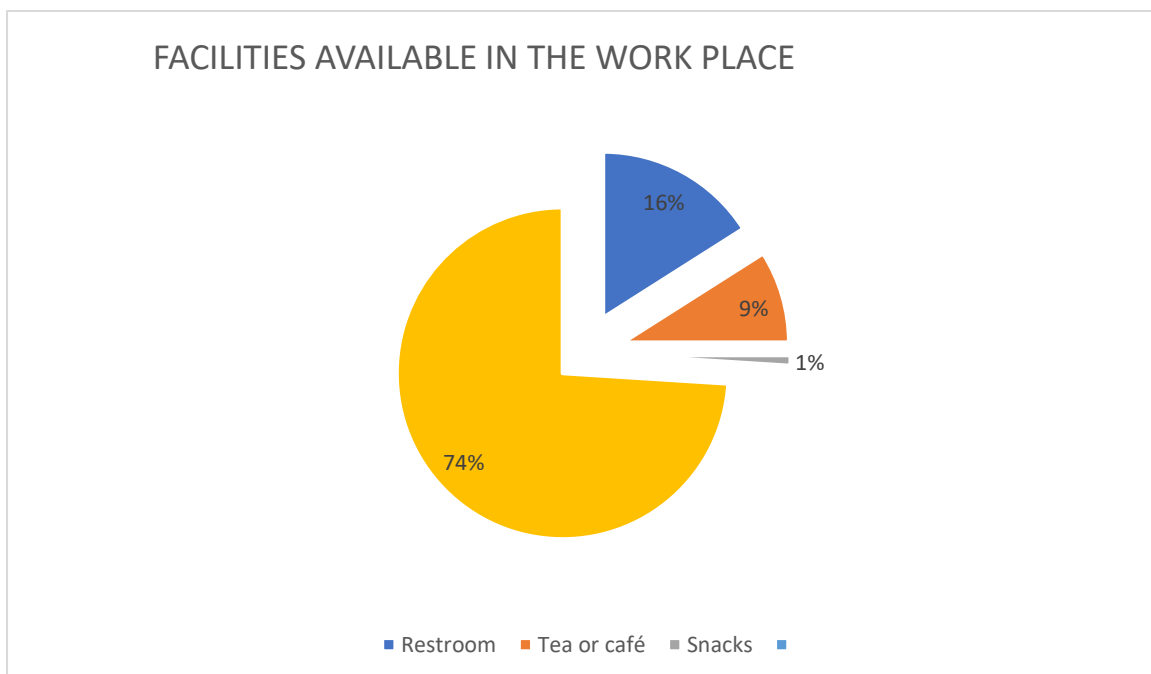
The above table reveals that 39 % of the respondents choose this job because it is near their house, 27% of the respondents choose this job for the salary package, 22% of the respondents choose this job as it is more safety and 12% of the respondents choose this job because there is less work load.

Thus, the majority of the respondents choose this job because it is near their house (ie.40%)

TABLE 3.17
FACILITIES AVAILABLE IN THE WORK PLACE

FACILITIES	NO. OF RESPONDENTS	PERCENTAGE
Restroom	17	16
Tea or cafe	09	09
Snacks	01	01
All of the above	76	74
Total	103	100

SOURCE: primary data



INFERENCE

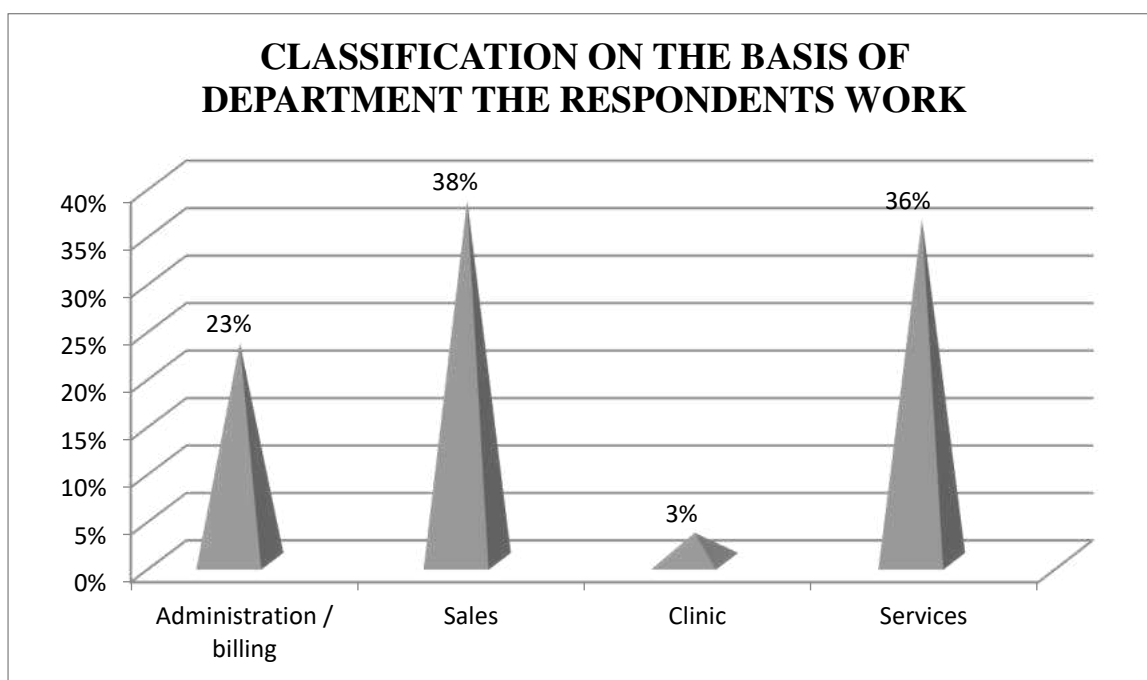
The above table reveals that 74% of the respondents choose all the facility like Restroom, Tea, Snacks, 16% of the respondents reveal that there are restroom facilities, 9 % of the respondents reveal that there is availability of tea or cafe and 1% of the respondents reveal that they provide snacks facilities.

Thus, the majority of the respondents choose all the facility like Restroom, Tea, Snacks (ie.74%)

TABLE 3.18
CLASSIFICATION ON THE BASIS OF DEPARTMENT THE
RESPONDENTS WORK

DEPARTMENT	NO. OF RESPONDENTS	PERCENTAGE
Administration/billing	24	23
Sales	39	38
Clinic	03	03
Services	37	36
Total	103	100

SOURCE: primary data



INFERENCE

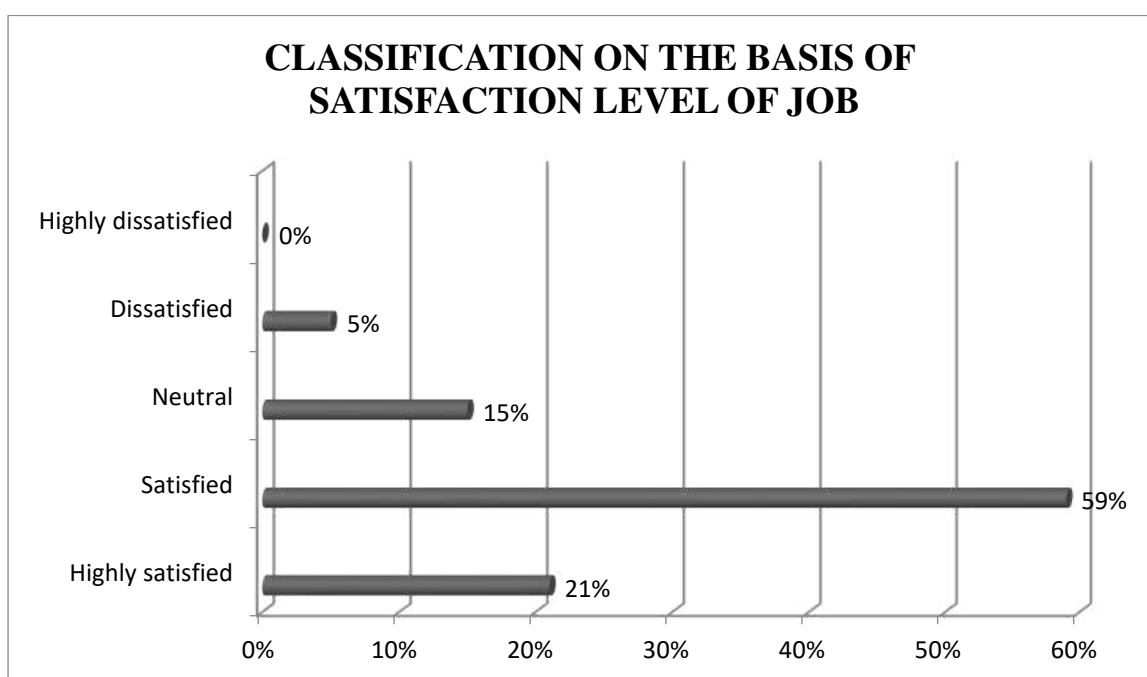
The above table reveals that 38 % of respondents belongs to sales department, 36% of respondents belongs to service department, 23% of respondents belongs to administration/ billing department and 3% of respondents belongs to clinic.

Thus, the majority of the respondents belong to sales department (ie.38%)

TABLE 3.19
CLASSIFICATION ON THE BASIS OF SATISFACTION LEVEL OF
JOB

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	22	21
Satisfied	61	59
Neutral	15	15
Dissatisfied	05	05
Highly dissatisfied	00	00
Total	103	100

SOURCE: primary data



INFERENCE

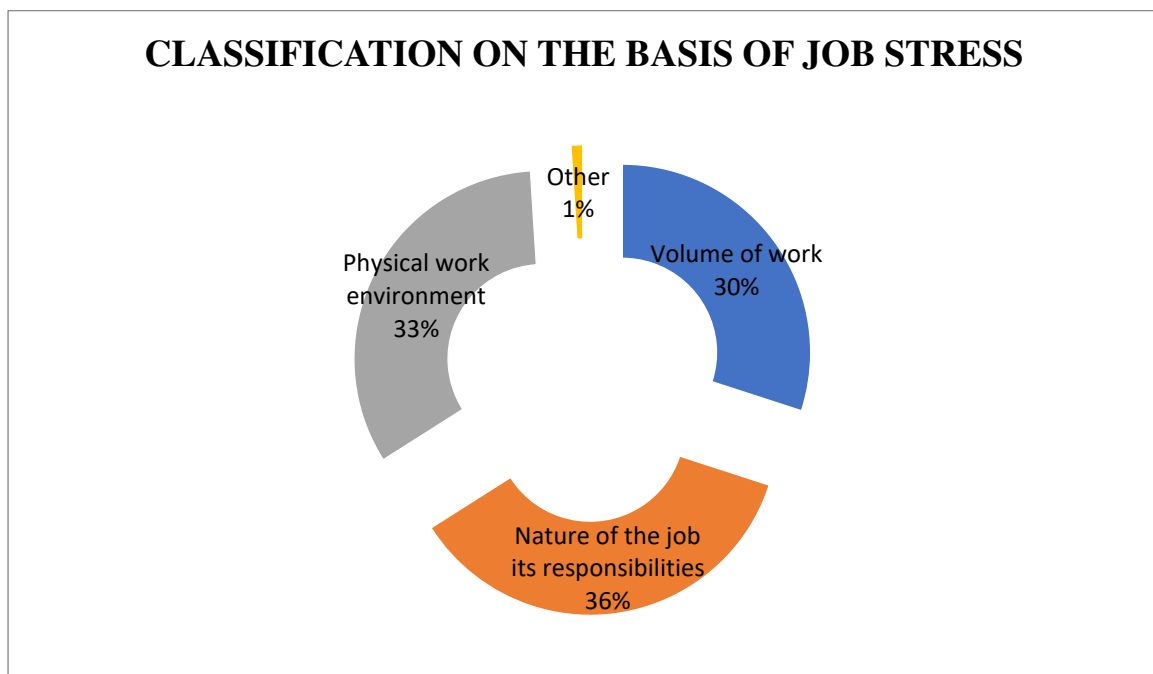
The above table reveals that 59 % of the respondents are satisfied, 21% of the respondents are highly satisfied, 15% of the respondents are neutral, 2% of the respondents are dissatisfied, and 0 % of the respondents are strongly dissatisfied with their position at this job.

Thus, the majority of the respondents are satisfied with their position at this job (ie.59%)

TABLE 3.20
CLASSIFICATION ON THE BASIS OF JOB STRESS

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Volume of work	31	30
Nature of the job and its responsibilities	37	36
Physical work environment	34	33
Other (Distraction)	01	01
Total	103	100

SOURCE: primary data



INFERENCE

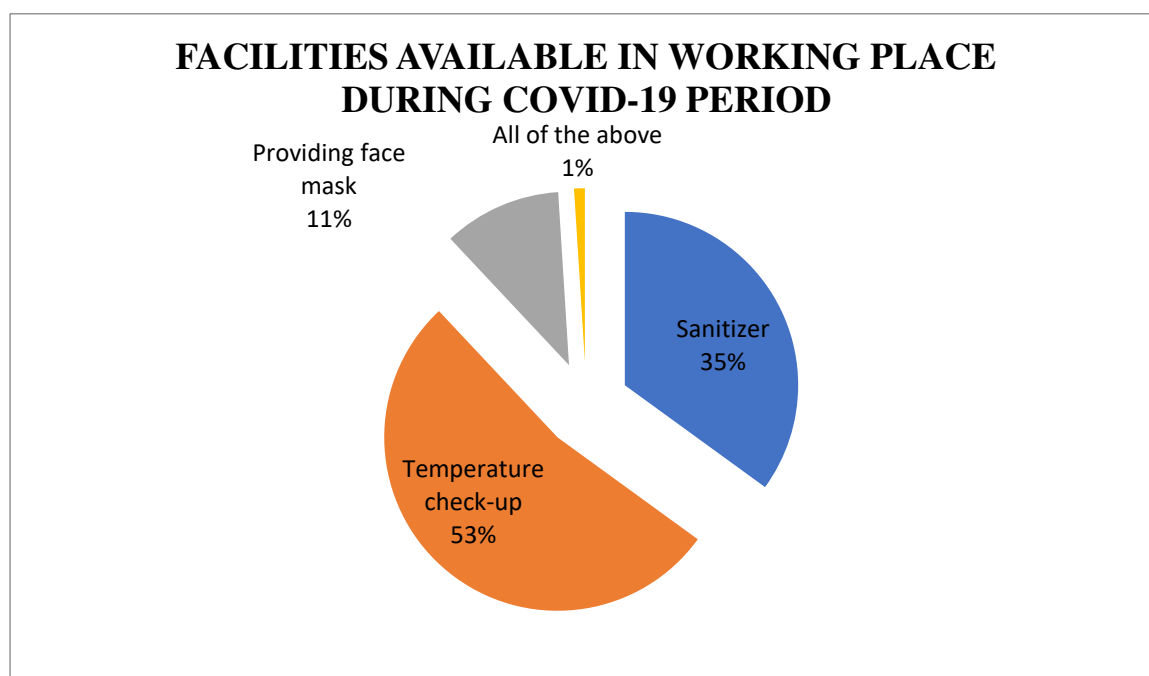
The above table reveals that 36 % of the respondents have job stress due to more responsibilities, 33% of the respondents have job stress due to physical work environment, 30% of the respondents have job stress due to volume of work and 1% of the respondents have job stress on other.

Thus, the majority of the respondents have job stress due to more responsibilities (ie.36%)

TABLE 3.21
FACILITIES AVAILABLE IN WORKING PLACE DURING COVID-19
PERIOD

FACILITIES	NO. OF RESPONDENTS	PERCENTAGE
Sanitizer	36	35
Temperature check-up	55	53
Providing face mask	11	11
All of the above	01	01
Total	103	100

SOURCE: primary data



INFERENCE

The above table reveals that 53 % of the respondents reveal that there is availability of temperature check-up, 35 % of the respondents reveal that there is availability of sanitizer, 11% of the respondents reveal that they are providing face mask and 1% of the respondents prefer all the facility like sanitizer, providing face mask, temperature check-up.

Thus, the majority of the respondents reveal that there is availability of temperature check-up (ie.53%)

LIKERT SCALE

Likert scale is defined as an unidimensional scale used to collect the respondent attitudes and opinions. This scale is often used to understand respondent ratings and agreement levels with the topic in-hand. Different variations of Likert scale are focused directly on measuring the attitudes of people. Such as Guttman scale, Bogardus scale, Thurstone scale etc.

Likert scale is a psychometric scale used mainly in market research to understand the opinions and attitudes of an employee towards the organization, Co-workers, Or competitors. It serves organizations to make measurements and know about the degree of conformity of a person or respondent towards a certain affirmative or negative sentence. When responding to a Likert item, Respondents specify their level of agreement or disagreement on a symmetric agree to disagree scale for a series of statements. Thus, the range captures the intensity of their feelings for a given item.

A Likert scale can be created as the simple sum of questionnaire responses over the full range of the scale. Likert scaling assumes distances between each item are equal. Importantly "All items are assumed to be replications of each other or in other words items are considered to be parallel instruments". By contrast, Modern test theory treats the difficulty of each item as information to be incorporated in scaling items. Surveys are constantly used to measure quality. Likert scales are a common classification format for surveys. Researchers and auditors generally group collected data into a hierarchy for four fundamental measurement levels: nominal, Ordinal, interval and ratio measurement levels:

1. Nominal data: Data in which the answers are classified into variables need not necessarily have a quantitative data or order is called nominal data
2. Ordinal data: Data in which it is possible to sort or classify the answers, but it is not possible to measure the distance is called ordinal data.
3. Interval data: In general, whole data in which measurements of orders and distances can be made is called interval data.
4. Ratio Data: This data is similar to interval data with the only difference being an equal and definitive ratio between each data and absolute "Zero" being treated as a point of origin.

TABLE 3.22
SATISFACTION LEVEL OF VARIOUS FACTOR

SATISFACTION LEVEL	H. S	S	N	D.S	H. D	TOTAL	PERCENTAGE	RANK
Overall satisfaction with work	390	76	12	04	0	482	4.7	I
Satisfaction towards salary	60	296	30	12	01	399	3.9	III
Satisfaction towards the supervisor with regard to listening of work issue and suggestion	90	76	186	06	0	358	3.5	IV
The flexibility of working hours	70	112	39	94	0	315	3	V
Job security	290	60	39	04	15	408	4	II

SOURCE: primary data

For finding the satisfaction towards worked based on its factor LIKERTS FIVE POINT SCALE was used for computing total score certain weight has based on various degree of opinion

HIGHLY SATISFIED - 5

SATISFIED - 4

NEUTRAL - 3

DISAGREE - 2

HIGHLY DISSATISFIED - 1

INFERENCE:

The above table clearly indicates that majority of college part-time working students are overall satisfied with their job and ranked it as first, and job security is ranked as second, satisfaction towards salary is ranked as third, and satisfaction towards the supervisor with regard to listening of work issue and suggestion is ranked as fourth, and the flexibility of working hours is ranked as fifth.

GARRET RANKING

Garrett's ranking technique was used to evaluate the problems faced by the researchers. The orders of merit given by the respondents were converted into rank by using the formula. To find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been converted into score value with the help of the following formula:

$$\frac{\text{Present position}}{N_j} = 100(R_{ij}-0.5)$$

Where

R_{ji} = Rank given for the i^{th} variable by j^{th} respondents

N_j = Number of variables ranked by j^{th} respondents

With the help of Garrett's table, the percent position estimated is converted into scores. Then for each factor, the source of each individual is added and then total value of scores and mean values of score is calculated. The factors having highest mean value is considered to be the most important factor.

TABLE 3.23
RANKING THE REASON FOR PART-TIME JOB

RANK FACTOR	PERCENTAGE OF SCORE	RANK
Enthusiasm towards job	69	I
Job stress	58	II
Working environment in job	56	III
Personal space given at work place	51	IV
Satisfaction of work during lockdown	43	V

SOURCE: primary data

INFERENCE:

The above table clearly indicates that majority of college part-time working students are satisfaction with enthusiasm towards job and ranked it as first, and job stress is ranked as second, working environment in job is ranked as third, and personal space given at work place is ranked as fourth, and satisfaction of work during lockdown is ranked as fifth.

TABLE 3.24
RANKING THE USES OF PART-TIME JOB

RANK FACTOR	PERCENTAGE OF SCORE	RANK
To help financially	67	I
To gain experience	60	II
To make friends	51.3	III
To learn new skill	51.2	IV
To get better social life	43	V

SOURCE: primary data

INFERENCE:

The above table clearly indicates that the uses of part-time working college students to help financially and ranked it as first, and to gain experience is ranked as second, to make friends is ranked as third, and to learn new skill is ranked as fourth, and to get better social life is ranked as fifth.

CHAPTER-IV

FINDING AND SUGGESTIONS

This chapter discuss that finding of the study besides having a few suggestions put down by the candidate. This chapter discussed in a concise and summary format rather than description form. These finding and suggestion are the based on the study entitled “A study on part-time working college students”

FINDING:

- Majority (64%) of the part-time working college students are female.
- It is found that majority (90%) of the part-time working college students are unmarried.
- Majority (77%) of the part-time working college students are nuclear family.
- The study reveals that (68%) of the part-time working college students have 3-5 members in their family.
- Majority (58%) of the part-time working college students are UG students.
- The most (40%) of the part-time working college students are working in textile shop.
- Majority (38%) of the part-time working college student's monthly income are Rs.4001-Rs.5000.
- The most (71%) of the part-time working college students are working for 3-5 hours.
- Majority (42%) of the part-time working college students going part-time job to meet their personal expenses.
- It is found that most (62%) of the part-time working college students working experience are 1 year to 3 years.
- Majority (45%) of the part-time working college students are working for 1 year to 3 years.
- The study reveals that (53%) of the part-time working college students spend their salary for education.
- Majority (47%) of the part-time working college students share their full amount with their family.
- Majority (82%) of the part-time working college students prefer that part-time job is necessary.
- It is found that half (50%) of the part-time working college students strongly agree for part-time job while studying.
- It is clear that majority (40%) of the part-time working college students choose this job because it is near their house.

- Majority (74%) of the part-time working college students choose the job because of the availability of facilities like restroom, tea, snacks.
- Majority (38%) of the part-time working college students belong to sales department.
- Majority (59%) of the part-time working college students are satisfied with their position at the present.
- The most (76%) of the part-time working college students have clear idea regarding their job.
- Majority (53%) of the part-time working college students strongly agree that they use their skills and abilities effectively.
- It is found that most (64%) of the part-time working college students strongly agree that there are enough opportunities to learn and develop new skill.
- Majority (44%) of the part-time working college students agree that there is opportunities for promotion and career advancement.
- Majority (36%) of the part-time working college students have job stress due to more responsibilities.
- Majority (62%) of the part-time working college students agree that they are respected for their efforts they do.
- Majority (54%) of the part-time working college students don't feel safe while going to job during lockdown.
- Majority (71%) of the part-time working college students feel safe while wearing mask.
- Majority (80%) of the part-time working college students feel nervous to return to work during the thread of COVID -19 situation.
- Majority (83%) of the part-time working college students are satisfied with the step taken by the proprietor during COVID-19 situation.
- Majority (81%) of the part-time working college students are willing to wear face mask at any time.
- Majority (82%) of the part-time working college students have concern to return to their job after COVID-19.
- Majority (77%) of the part-time working college students feel difficulties in studies due to part-time job.
- Majority (87%) of the part-time working college students feel difficult to wear face mask.
- Majority (88%) of the part-time working college students recommend their part-time job to their friends.

- Majority (53%) of the part-time working college students reveal that there is availability of temperature check-up.
- Majority of college part-time working students are overall satisfied with their job and ranked it as first.
- Majority of college part-time working students are satisfied with enthusiasm towards job and ranked it as first.
- The study reveals that part-time job helps financially and ranked it as first.

SUGGESTION:

On the basis of the finding of the study, the following suggestion are made:

- The employer should treat their employee in a proper way such as providing reasonable salary at proper time.
- The employer should provide proper training facilities to every employee and clearly explain about the job which is to be done.
- For both normal employee and part-time employee, the employer should register in various scheme like PF, ESI. To protect against low or declining standard of living arising from a number of basis risks and needs.
- Even though the working hours is less the employers should provide reasonable wages.
- The employer should not use their employees for doing their own personal works.
- Part-time working student have to decide whether they will be able to work without affecting the studies.
- The student should not go for work at the time of examination. So that they can reduce the tension.
- For overtime duty, the employer have to pay special salary to encourage the part-time working students.
- Choose and select a job, in your field to get more working experience that will benefit in future.
- Be sure to schedule the valuable time to relax and have fun with your friend and family. And it is more important to balance the schedule.
- Be sure to have the habit of saving money each month, which in turn helps the future expenses which relates to college or other tuition fees etc.

CHAPTER- V

CONCLUSTION

Nothing is perfect. Maintaining a job while attending college is not easy for everyone. A self-motivated and well-organized person may find it easier to balance work and college, while another really needs to concentrate to do well in studies may find having jobs is too difficult. So should think twice before taking part-time job. Students mainly take part-time employment because they want to increase income and take advantage of free time. Working student are to be committed, disciplined, and responsible and have good time management. The motivation behind doing the part-time work is mainly due to financial support, self-development and seeking real world job experience for their future. There are positive and negative impact of working while studying at college. Most students know how to balance the number of job and working hours. For students, working while studying at college level is necessarily detrimental to their academic performances. The most important thing if they work while studying is to get real information and to know how many hours per week in order to suit with their academic loads at college. Despite taking a part-time employment makes student have less time for their learning, it does not have much effect on their learning result, except for outdoor jobs which affect their time and health such as deliverers. Furthermore, the common reason mentioned by respondents in relation to why they need to take part-time job are due to income needs to fulfil their education needs such as tuition fees, or college expenses and looking for experience to advance their skills in the future.

ANNUXRE I

A STUDY ON PART-TIME WORKING COLLEGE STUDENTS

Questionnaire:

1. Name :
2. Gender : Male / Female
3. Marital status : Unmarried / Married
4. Nature of the family:
 - a) Nuclear family
 - b) Joint family
5. Size of the family
 - a) Below 3 members
 - b) 3-5 members
 - c) Above 5 members
6. Name of the College _____
7. Education:
 - a) UG
 - b) PG
8. What kind of part-time job do you have?
 - a) Restaurant
 - b) Tuition Teacher
 - c) Textiles
 - d) Other, specify_____.
9. Monthly income
 - a) Below 4000
 - b) 4001-5000
 - c) above 5000
10. How many hours you work per day?
 - a) 1-3 hours
 - b) 3-5 hours
 - c) above 5 hours
11. Reason for going to that part-time job while studying
 - a) To gain experience
 - b) To meet personal expenses
 - c) Family situation
 - d) other
12. Work experience
 - a) Less than 1 year
 - b) 1 year to 3 years
 - c) Above 3 years
13. How long have you worked at present part-time job?
 - a) Less than 1 year
 - b) 1 year to 3 years
 - c) Above 3 years
14. How do you spend your salary?
 - a) For educational purpose
 - b) Fashion
 - c) Entertainment expenses
 - d) other specify_____
15. How much share of your salary is given family member?
 - a) 1/3 of salary
 - b) 1/2 of salary
 - c) full amount
16. Do you think part-time job is necessary for college student?

- a) Yes b) No

17. What is your opinion of doing part-time job while studying?

- a) Agree b) Strongly agree c) Neutral c) Disagree d) strongly disagree

18. Reason for choosing the work

- a) Safety b) Near the house c) Less work load d) Salary

19. What are the facilities available in working place?

- a) Restroom b) Tea or cafe c) Snacks d) All of the above

20. In what department is your job classified

- a) Administration / Billing b) Sales c) Clinic d) Services

21. Satisfaction of level of various factor:

S. No	Particular	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Strongly dissatisfied
1	Overall satisfaction with your work					
2	Satisfaction towards salary					
3	Satisfaction towards the supervisor with regard to listening of work issue and suggestion					
4	The flexibility of working hours					
5	job security					

22. Please give the rank for various factor

S. No	Particular	1	2	3	4	5
1	Enthusiasm towards job					
2	job stress					
3	Working environment in job					
4	Personal space given at work place					
5	Satisfaction of work during lockdown					

23. Please give the rank 1 to 5

The part –time job helps for:

	PARTICULARS	1	2	3	4	5
a	To help financially					
b.	To gain experience					
c.	To make friends					
d.	To learn new skill					
e.	To get better social life					

24. Overall how satisfied are you with your position at this job?

a) Highly satisfied b) Satisfied c) Neutral d) Dissatisfied e) Highly dissatisfied

25. Do you have a clear idea of what is expected from you in your job?

a) Yes b) No

25. Does the job use your skill and abilities effectively?

a) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly disagree

26. Are there enough opportunities for you to learn new skill and develop professionally?
 a) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly disagree
27. Is there any opportunities for promotion or career advancement in your job?
 a) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly disagree
28. Your job stress is it caused by the:
 a) Volume of work b) Nature of the job its responsibilities c) Physical work environment
 d) Any other, please specify_____
29. Do you feel respected by management for your efforts?
 a) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly disagree
30. Are you felt safe while going to job during lockdown period?
 a) Yes b) No
31. Are there any essential item you need to feel safe at work?
 a) Sanitizer b) Mask c) Other, specify_____
32. Are you nervous about returning to work while the threat of covid-19 remains?
 a) Yes b) No
33. Have you satisfied with the steps taken by proprietor during lockdown?
 a) Yes b) No
34. Would you be willing to wear a face mask at any time (during college time and working time)?
 a) Yes b) No
35. Do you have any additional concerns about returning to work?
 a) Yes b) No
36. _____ % of salary does your proprietor gives you?
 a) Nil b) Below 50% c) 75% d) 100 %
37. Do you felt difficult to wear face mask while working time?
 a) Yes b) No
38. Do you face any problem while Covid-19 period?
 a) To follow regulation b) Covid-19 fear c) financial problem c) Other, specify_____
39. What are the facilities available in working place during Covid-19 period?
 a) Sanitizer b) Temperature check-up c) Providing face mask
 d) All of the above
40. Suggestion if any _____

ANNUXRE II

BOOKS:

S.A. Nonis and G.I. Hudson, “Academic performance of college students: influence of time spent studying and working,” J.Educ. Bus., 2006.

WEBSITIES:

<https://www.researchgate.net>

<http://repec.iza.org>

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<http://oaji.net>

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**A STUDY ON CONSUMER SATISFACTION TOWARDS ASIAN
PAINTS IN THOOTHUKUDI**

A project report submitted to

ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli,

in partial fulfillment of the requirements

for the award of the degree of

MASTER OF COMMERCE

By

MARY SIYONA SELSIYA P.

Register Number: 19APCO19

Under the Supervision and Guidance of

Ms. D. DAISY BAI, M.Com., M.Phil.



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (Autonomous),

Accredited with 'A+' Grade by NAAC)

Thoothukudi -628001

APRIL-2021

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Thoothukudi -628001

APRIL-2021

Ms. D. DAISY BAI, M.Com., M.Phil.

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CERTIFICATE

It is certified that the project work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS ASIAN PAINTS IN THOOTHUKUDI" submitted by the candidate MARY SIYONA SELSIYA P. in partial fulfillment of the requirements for the degree of "Master of Commerce" to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 12.04.2021

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Dr. R. S. S. S.
External Examiner

DECLARATION

I hereby declare that the project entitled on the topic "**A STUDY ON CONSUMER SATISFACTION TOWARDS ASIAN PAINTS IN THOOTHUKUDI**" is submitted to **St. Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli** for the award of the degree of **Master of Commerce** is my original work and that no part of this project has been submitted for the award of any other degree, diploma, fellowship or other similar titles.

Place: Thoothukudi

Date: 12.04.2021

P Mary Siyona Selsiya

Signature of the candidate

(MARY SIYONA SELSIYA P.)

[Signature]

Counter signed

(Faculty Guide)

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- MARY SIYONA SELSIYA P.

TABLE OF CONTENT

Chapter No.	Title	Page No.
I	Introduction & Design Of The Study	1-8
II	Profile of the Study Area	9-34
III	Analysis and Data Interpretation	35-52
IV	Findings and Suggestions	53-55
V	Conclusions	56
	Bibliography Questionnaire	

LIST OF TABLES

S.No.	Title	Page No.
3.1	Customer purchasing pattern	35
3.2	Experience in painting process	36
3.3	Approximate budget towards painting	37
3.4	Usage of different interior products	38
3.5	Usage of different exterior products	39-40
3.6	Life expectance for interior paints by customers	41
3.7	Life expectance for exterior paints by customers	42
3.8	Type of finish required for exterior paints by customers	43
3.9	Type of finish required for interior paints by customers	44
3.10	Wood finish product preference by customers	45-46
3.11	Awareness about asian paints products	47
3.12	Awareness about colour world concept	48
3.13	Customers' choice of company for intereiors	49
3.14	Customers' choice of company for extereiors	50
3.15	Type of guidance expected from company by the customers	51-52



Introduction

CHAPTER 1

INTRODUCTION

Indian Economy is dramatically changing; the dramatic changes are the result of hard realities. Too much of protection for too long a time has hindered the economic development rather than facilitating it. The immediate fallout could be seen in public sector units in the country. Their losses got accumulated and became a drain of the National Exchequer. Too much of regulation for too long time on private sector had also proved to be disastrous.

All these regulations, curbs and restrictions has stifled the enterprising spirit and discouraged healthy competition among the industrialists. The balance of payments position became so unmanageable that even the international lending bodies like International Monetary Fund and World Bank refuse additional finance for India unless Indian economy is revamped.

Since then a series of economy policies were revamped. There was a greater emphasis on Marketing. After liberalization the changed in economic scenario India offers excellent marketing opportunities are created for aspiring Entrepreneurs.

Indian markets are now "Buyers Markets". Therefore the marketers have to resign suitable. Strategies to stay successful in the market. Their success depends on their ability to cater.

Consumer preference is the study of the attitude of the buyers related with buying and blends elements from psychology, sociology, socio-psychology, anthropology and economics. It studies characteristics of individual consumers such as demographics, psychographics and behavioural in an attempt to understand people wants. It also tries to assess influences on the consumers from groups. The study and knowledge of consumer behaviour on firms and organisations to improve their marketing strategies and product offerings.

PAINTS DEFINED:

Technically paints can be defined as a homogenous fluid made from our ingredients namely pigments, resins, solvents and additives which the raw materials can be classified into four categories. A typical paint formation consists of over 500 input materials. However the key raw materials are Pigment: - Titanium dioxide Resins: - PAN, Pentaerythrill. Together these constitute 40-50% of the total raw material dependent on the category of paints.

PAINT INDUSTRY IN INDIA:

Foundation for paint was laid in the year 1902 with the setting up of Shalimar Paints in Calcutta. It was during the and after the World War II. That large number of paint manufacturing units was set up in India. Since then the Indian paint industry has made substantial progress.

The paint industry has come to the recognition as an important sector in the national economy in producing industrial coating and decorative paints. Decorative paints available in wide range of combination account for 70% of the coatings total production. While industrial paints share the balance of 30%. This rate is diametrically opposite to the trend in the industrialized countries where industrial paints account for 70% and Decorative paints for the balance of 30%.

The Indian paint industry is at the crossroads. All most all-major paint companies have expanded or are expanding its capacity substantially. With demand rising slowly competition is becoming increasingly intense.

The decreasing growth rate has made the paint companies to woo customers aggressively. The customer is being offered 10% rebate in most products, Unheard in the industry so far. Most companies have increased their discounts to their dealers to unimaginable level dealers are offered higher credit levels, flexibility in payment, foreign trips for selling even low value products and the like. The increasing competition to offer solutions through technology has made all the paint make as offer a large number of shades through computerized colour dispensing system.

IMPORTANCE

Generally paints and coatings are applied to products to protect them from

- Environmental Corrosion.
- Protection of Food and Beverages in metal cans.
- Improve aesthetic appeal.

CATEGORIES

Paints are classified into two broad categories.

- Decorative or Architectural finish paints.
- Industrial Paints.

Decorative or Architectural finish paints:

This market can be further segmented on the basis of the following

- **Customer types :** Institutional / retail or domestic use
- **Product features / categories:** Distempers, Enamels, emulsions etc.
- **Price:** Premium, Medium, Economy etc.,

Industrial Paints:

Industrial paints include automotive paints (original auto manufactures and refinishes), Powder coatings marine paints high performance coatings and special purpose finishes. These are technology intensive and hence the presence of the unorganized sector is very limited. In fact, there is no presence of the unorganized sector in the original paints. This can be explained by the fact that to bag an order from automobile manufacturer collaboration with a well known foreign paint company is a must. Godless Neola is a UN disputed leader in industrial paint.

Till early 90's paints were treated as luxury items by the governments this resulted in higher excise duty and higher end prices, leading low consumption of paints in India. However the progressive reduction of the excise duty from 40% in 93-94 to 18% in 96-97, the companies have passed on the duty reductions as price cuts.

However the per capita consumption of India is still a mere of .5 kg compared to 26 kg in U.S and 1.2 kg in Thailand.

As already mentioned paints were viewed as luxury item by many even today. Their productive value is not understood and repainting is limited and if ever done is once in 7 – 10 years. The government interest to protect all surfaces is also low and the loss due to

corrosion is estimated to be over Rs. 5000 crores p.a. By the central Electro chemical Research institute at Karaikudi, Tamilnadu.

With a view to emphasizing the importance of protection through painting the Indian paints Association (IPA) had brought slogan in 1995 "Paint and protect". This slogan is popularized through various communications however a lot needs to be done to reach the millions of customers effectively.

This market can be further divided into the following four sub segments depending on the end user profile.

- Automotive paints.
- Marine Paints.
- Powder Paints
- High Performance coatings
- Other general industrial finishes.

In India, decorative paints dominate with the share of 75% of the total paints consumed while in developed countries Industrial paints have a share of 50 – 70%.

Decorative Paints used in buildings include distempers, emulsions, synthetic Enamels, Cement pains and Wood finishes. Interior Paints makeup of the segment. The rest is made up of exterior paints mainly cement paints.

PLAYERS IN DECORATIVE PAINTS

In decorative paints Asian Paints dominates with a 37% market share and number two player Godless Neola has a market share of 14%. These paints are by medium technology and hence the unorganized sector has a major share. A recent estimate that over 2400 companies are in unorganized sector.

STATEMENT OF THE PROBLEM:

The study "Consumer Preference towards Asian Paints in Thoothukudi" is an attempt made to study the consumer preference for Asian Paints in Thoothukudi area among consumers. These actions can play a great role in future market potentials of paint.

REVIEW OF LITERATURE:

Sheth, Newman and Gross (2016) 15 opine that in general, the Indian consumers were indifferent in choosing the brand, since a lot of close substitutes were available in the market. Due to technological and knowledge up-gradation, today's customers prefer to opt for branded product. This is because of an urge for getting proper value against payments made.

Aaker (2016) 16 has mentioned that brand of a particular product plays a fundamental function in consumer's perception of a product. It helps in developing a market position, prestige and image of the product and for these reasons the brand constitutes a mechanism of risk reduction. Hence, selection of brand is another major constituent of consumer behaviour.

Dunne and Narasimhan (2016) 17 say that consumers' perception of the relationship between price and quality is the main factor which influences the brand choice decision between private labels and national brands. According to Mishra (2007) 18 the Indian market has seen vast changes in political, economic and social environment which has a great impact on consumption.

Singh (2017) is of the view that production oriented market has been shifting towards consumer oriented market. Traditional consumption pattern has also been facing large-scale changes.

Priya Soni (2020) study aimed to evaluate the customer's perception towards the purchase of branded products. She says that there is prevailing high competition among various brands in India. In every product category, customers have more choices and higher expectations. The success of the strategy depends heavily on the marketer's understanding of the preference building and bonding process. Since brands seek reflecting consumer preferences and wants.

Objectives of the study

- To study the socio-economic profile of the respondents.
- To study the brand preference of customers towards “Asian paints”
- To analyze the buying behavior of customers towards “Asian paint”.
- To find out the factors which influence the customers towards this particular brand.
- To measure the level of satisfaction derived by the customers from this particular brand.
- To analyze the customers perception regarding the preference of Asian Paint.
- To give suggestions and recommendations on the preference of the customers towards “ASIAN PAINT”.

SCOPE OF THE STUDY:

The present study helps to analyze the customer satisfaction towards Asian Paint. The scope of the study also covers the key factor which influences the consumer to take decision to buy Asian paint. The task of the study is to know the “consumer preference towards Asian paint”.

NEED FOR STUDY:

The main objective of the study is to know the Customer preference with respect to Asian Paints. The need for this can be explained if one knows the importance of understanding the Customer awareness. So in the following paragraph the Customer awareness and its role in the success of an organization have been explained. Customer awareness is taken up to boost the sales of a product by the company. A company having production capabilities may produce the product and fix a reasonable price and then market it through the dealers and retailers by its distribution network.

Considering the factors like the time, need, want and the purchasing power, the marketers rely on the marketing mix to cater it to the customers efficiently and effectively. So the companies producing the product, carefully look into the minds of the consumers and place the products favorably in the hands of the consumers.

METHODOLOGY:

In order to realize the objectives of the study a considerable volume of both primary and secondary data is needed. It has been therefore found necessary to conduct an Interview schedule for gathering relevant data from the users.

Primary Data has been collected from the industrial buyer during January to March 2020 with the help of a structured Questionnaire with stratified sample of 65 respondents have been taken for carrying out the study.

Secondary Data the information regarding the Indian paint industry has been drawn from various published sources. They include Professional business Journals and Magazines, besides the News papers. The data relating to Asian Paints has been collected from company websites.

This study is necessarily based on the limited knowledge and little practical exposure the constraints of resources and time have further imposed limits to the study boundaries.

FRAMEWORK OF ANALYSIS:

The information collected through the questionnaire was analyzed by using the following statistical tools namely,

- a) Percentage analysis
- b) Bar diagrams
- c) Pie-charts
- d) Ranking Method

LIMITATIONS OF THE STUDY:

- The respondents of the questionnaire are very busy and could not afford more time to answer. The average time to response was 5-6 minutes only.
- A limited sample size of 65 customers was considered because of the constraint. An assumption is made that the sample represents the whole population. It will not carry the total reflection of the copier market. Total sample size is comparatively less to represent the entire population.

- A time period of only 3 months from January to March 2020 was allowed for the completion of the project. So considering all the consumers for the study was not possible.
- The data was of primary nature. So the degree biases were relatively high as the sample was randomly selected.
- Study restricted to geographical territory of Tuticorin city only.

CHAPTER SCHEME:

Chapter I	:	Introduction and design of the study
Chapter II	:	Profile of the study
Chapter III	:	Analysis and Interpretation of data
Chapter IV	:	Findings and Suggestions
Chapter V	:	Conclusion

ANNEXURE:

- Bibliography
- Questionnair

CHAPTER-II



PROFILE OF THE STUDY

CHAPTER II

PROFILE OF THE STUDY

PAINT INDUSTRY IN INDIA

Foundation for paint was laid in the year 1902 with the setting up of Shalimar Paints in Calcutta. It was during the and after the World War II. That large number of paint manufacturing units was set up in India. Since then the Indian paint industry has made substantial progress.

The paint industry has come to the recognition as an important sector in the national economy in producing industrial coating and decorative paints. Decorative paints available in wide range of combination account for 70% of the coatings total production. While industrial paints share the balance of 30%. This rate is diametrically opposite to the trend in the industrialized countries where industrial paints account for 70% and Decorative paints for the balance of 30%.

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DEVELOPMENTS IN VARIOUS SEGMENTS

Two significant developments took place in the last three years in the decorative paints segment.

- Advent of Computerized Colour Dispenser
- Sudden increase of Exterior Market.

Colour Dispenser:

Traditionally companies used to supply pre mixed shades to dealers who in turn offered to their customers.

Asian Paints brought in the manual colour dispensing concept in 1998 and offered 151 shades through it. This was the first salvo in offering in variety of shades. This concept took off and Asian Paints went about establishing 2000 colour corners which would stock the 151 shades. Additional shading requirements were catered by providing colours as per the demand after mixing the bases with strainers through colour dispenser other companies followed it soon and Godless Neola introduce Ed 301 shades under the same concept.

In 1995 Jhenson and Nicholson, the 5th ranking company in the industry, pioneered the concept of CCD. And started installing them at dealer shops with the support of TIKKURILA of FINLAND.

The concept is similar to that of the manual colour dispenser except that the dispensing is automatic pre decided formula registered in the computer and the shades are offered instantly shops to customers.

Today Berger Paints is the 2nd Company to enter this system offering 5000 shades a clear indication of the trend. In the year 1997-98 has seen the introduction of the concept by the two giants. Asian Paints and Neola. Today around 1000 dealer shops are installed this concept.

CCD or it is called "AUTO COLOUR DISOENCER" have helped the dealers to reduced their inventories offer a large variety of shades instantly, consistently and accurately. Consumer have also benefited by this concept as the shopping environment has changed dramatically with the advent of CCD.

EXTERIOR MARKET

The second development is the introduction of the 100% Acrylic Exterior Paints and the focus of major companies on the Exterior Paints market. Traditionally, the exterior paint market was catered to by ALLIANCE NIXON and several other small players. The main offered were cement paints in India. But the real change has been thought by Asian Paint through APEX – its 100% exterior paint market has started growing exponentially. In 1999 Neola introduced EXCEL in the category and offered qualitative product at low material cost. Both Apex and Excel have propelled the exterior paints growth by over 60% in 2002 and the trend is expected to continue for at least of three more years.

A major development in 1997-98 was the "Pay by scooter / car" concept by companies. As practiced in western countries, in India also the concept of taking care of the complete painting job has been under taken by paint companies. Godless Neola has commenced this concept with Mahindra cars by managing the entire paint shop and being paint on the basis of per painted cars. Asian Paints also followed it up with a similar tie up with LML for its scooters.

POWDER COATINGS

The other "industrially coat powers", in collaboration with VAISPAR CORPORATION of U.S.

Higher performance coatings is another rapidly growing segment which is used at fertilizer / sugar plants, airports, big construction projects, Berger, Asian., Neola dominates this segment due to their international collaborations and high quality range of products.

DECORATIVE PAINTS

- Managing logistics
- Managing input costs
- Focus on rural markets and viewers segments
- Strong marketing and brand equity
- Quality and technology

INDUSTRIAL PAINTS

- International technology
- Consistent quality
- Customers service
- Competitive price
- Continuous innovation.

PACKAGING

Asian Paints has four production plants and each has four distinct packing patterns. So that the work of the godown in charge becomes easier in recognizing the tins from which plant they have come. And the products are packed as

Enamels	20, 10, 4, 1 liters
Distemper	20, 10, 5, 2, 1 kgs.
Emulsions	20, 10, 4, 1 liters.

PLANT IDENTIFICATION

Plant identification marks for cartoons, drums, tins are given below.

Bhandup plant

1. All liter number will be four digits starting from 1001.
2. Alphabets B as label indicate Bhandup plant
3. Drums will not have any brands on the top side
4. Cartoons will not be Blue in colour.

Ankleshwar plant

- All liter number will be four digits starting from 2001.
- Alphabets A as label indicate Ankleshwar plant

- Drums have one brand on the top side
- Cartoons will red in colour.

Patacncheru plant

- a. All liter number will be four digits starting from 3001.
- b. Alphabets p as label indicate Patacncheru plant
- c. Drums have two brands on the top, one dotted line.
- d. Cartoons green in colour.

Kasna plant

- a. All liter number will be four digit starting from 4001.
- b. Alphabets K as label indicate Kisna plant
- c. Drums have one brand with three dots with nine alternatives.
- d. Cartoons are brown in colour.

PRICING

In the narrowest sense price is the amount of money charged for a product or service.

Price has been the major factor in affecting buyer choice. This is still true in poorer nations, among poorer groups and with commodity products. However non price factors have become more important in buyer choice behavior in recent decades.

With respect to Asian Paints there are two price lists.

- Dealers price list
- Maximum price list.

Dealer price list:

This is applicable to dealers and consists of their trade discount of 3%, additional trade discount of 3%, cash discount 5%.

If written in equation $DPL = \text{trade discount } 3\%$

+ Additional trade discount of 3%

+ Cash discount of 5%.

Maximum Price List:

MPL = consists of dealers price list – trade discount 3% - additional trade discount 3% - cash discount 5% + local tax.

Those dealers who have regular payment of performance are benefited largely by cash discount and those dealers whose payment is not regular do not get products.

The company operates at a very low overdue outstanding rate. Thus it can be said that the company has very stringent rules regarding the credit given to the dealers.

PROMOTION

Modern marketing call for more than just developing a good product pricing attractively and making it available to the target customers companies also must communicate to their customers and what they communicate should not be left to chance.

Asian Paints promotional activities consists of advertisements, schemes, point of purchase, painters schemes.

The advertisement activities are given to OGILVY AND MATHER who has designed the advertisements as shown and partly by contract ad agency.

TARGET GROUP

According to the information provided by the company personnel the target group differs from product to product.

Pop Utsav -rural (chunna and distemper) Distemper -middle income group

Royal -higher income group

ASIAN PAINTS- COMPANY PROFILE:

Asian Paints Logo - Design and History



Asian Paints is an Indian chemicals company headquartered in Mumbai, India. It manufactures a wide range of paints for decorative and industrial use. It is India's largest and Asia's third largest paint company, with a turnover of Rs 96.32 billion. It is also one of the largest paint companies in the world and operates in 17 countries. Besides Asian Paints, the group operates around the world through its subsidiaries Berger International Limited, Apco Coatings, SCIB Paints and Taubmans. Asian Paints was founded in 1942 and has over 5200 stores.

In September 2012, Asian Paints unveiled a new brand identity and logo at a function in Mumbai. The existing logo was about 10 years old and the new identity was born after an extensive consumer survey was completed in some major cities across India. Some of the elements of the new logo are described below.

- At the heart of the new logo, is the ribbon which flows to create the lower case letters 'a' and 'p'
 - The ribbon's design is meant to highlight the easy flow, smoothness, dynamism and possibility that their solutions and offerings will provide
 - The ribbon has bright colours red, orange and purple giving it a nice contemporary feel
 - The word 'Asian paints' with the 'p' shown with some dripping paint it still retained from the previous logo but unlike its predecessor, the term paints is in red not yellow
- The new logo was unveiled by Soha Ali Khan. The Pataudi family has been associated with this brand for many years. The company also launched a branded home painting service called "Asian Paints Home Solutions". The launch makes no mention of any updates to Gattu, the impish boy who has been the mascot of the company. Gattu was designed by R.K. Laxman in 1954 (good to know contest). Growing up in India, whenever we painted our flat, Asian Paints was the paint of choice so the brand and Gattu will always remain in my mind. It's nice to see that the company is emphasising that a good brand matters and are investing in it.

HISTORY

The company has come a long way since its small beginnings in 1942. Four friends who were willing to take on the worlds biggest, most famous paint companies operating in India at that time set it up as a partnership firm. **Chimanlal Choksi, Champaklal Choksey, Suryakant Dani and Arvind Vakil** were the four friends who started the company. Suryakant Dani owned a garage where he did the painting work for Machines & vehicles. The same garage is where **Asian Paints** started off its operations. Over the course of 25 years Asian Paints became a corporate force and India's leading paints company. Driven by its strong consumer-focus and innovative spirit, the company has been the market leader in paints since 1968. Today it is double the size of any other paint company in India. Asian Paints manufactures a wide range of paints for Decorative and Industrial use.

OPERATIONS

The company at present has vertically integrated in diversified products such as Phthalic Anhydride and Pentaerythritol, which are used in the paint manufacturing process. Asian Paints along with PPG Inc, USA, one of the largest automotive coatings manufacturer in the world has begun a 50:50 joint venture, Asian PPG Industries to service the increasing requirements of the Indian automotive coatings market. Another wholly owned subsidiary, Asian Paints Industrial Coatings Limited has been set up to cater to the powder coatings market which is one of the fastest growing segments in the industrial coatings market.

Asian Paints operates in 22 countries across the world. It has manufacturing facilities in each of these countries and is the largest paint company in ten overseas markets. Asian Paints operates in five regions across the world viz. **South Asia, Southeast Asia, South Pacific, Middle East and Caribbean** region through the five corporate brands viz. Asian Paints, Berger International, SCIB Paints, Apco Coatings and Taubmans. In ten markets, it operates through its subsidiary, Berger International Limited; in Egypt through SCIB Paints; in five markets in the South Pacific it operates through Apco Coatings and in Fiji and Samoa it also operates through Taubmans.

In October 2008 the company acquired Sri Lanka's second largest paint company, spending nearly about Rs 360 million (\$8 million) for this deal. With the acquisition of Delmege Forsyth & Co, ended two years of inertia caused by a split within Asian Paints' four founding families. With that chapter closed, India's biggest paints maker can now focus on challenging Sherwin-Williams Co, whose 'Dutch Boy' brand is the world market leader.

AWARDS AND RECOGNITION

- Awarded the "Sword of Honour" by the British Safety Council for all the paint plants in India. This award is considered as the pinnacle of achievement in safety across the world.
- Forbes Global magazine, USA ranked Asian Paints amongst the 200 'Best Small Companies of the world' in 2002 and 2003 and amongst the top 200 'Under a Billion Firms' of Asia in 2005.
- Ranked 24th amongst the top paint companies in the world by Coatings World - Top Companies Report 2006.
- The Asset - one of Asia's leading financial magazine ranked Asian Paints amongst the leading Indian companies in Corporate Governance in 2002 and 2005.
- Received the Ernst & Young "Entrepreneur of the Year - Manufacturing" award in 2003.

Today Asian paints is the market leader in the paint business of India, commanding a market share of more than 35% in organized sector . It's Annual sales turn over us around Rs. 22.6 billion.

Asian paints – one of the largest among the top 10 decorative paint companies in the world. It operates in 22 countries across the world serving consumers in over 65 countries.

Forbes global magazine USA ranked Asian Paints among 200 best small companies in the world for 2002, and in the year 2003 presented the “Best under the Billion” award to the company. It is one and only the company.

One of the country leading business magazine “Business Line” in Feb 2001 ranked Asian paints as the ninth best employer in India.

A survey carried out by Economic Times in January 2000 ranks Asian Paints as the fourth most admired company across industries in India. A talent pool of 4700 employees employed across 23 countries.

The closest competitors of Asian paints do not have even half of Asian paints turn over in other major performance factors like Profits, Asian paints is far ahead all it competitors in the industry.

The achievement of such an over whelming leader ship position, by a company that is fully Indian in capital management is an industry traditionally dominated by multinationals is certainly a grand

How did Asian paints achieve this success? Naturally, it was the cumulative result of a package of

strategies with respect to market targeting, product mix distribution and other aspects. The maximum credits for success should, however go to its distribution strategy. It was through its distribution that Asian paints took its marketing endeavor to perfection.

Asian paints 9.2% stake in ICI India Ltd. It acquired controlling stake in Berger International Ltd., Singapore. And it begins Bangladesh operations. It makes the company eleventh joint venture in international.

THE COMPANY

Asian paints manufacturers and markets a wide spectrum of coatings and ancillaries, which include decorative, protection paints and heavy duty coatings. The manufacturing facilities of the company for paint products are currently spread over four locations

The manufacturing of paints in Patancheru started in 1985. Asian paints, their modern manufacturing facility offers the widest range of paints among all the paint companies in India, in terms of products shades as well as pack sizes. Asian paints have promoted 5 successful overseas subsidiaries.

Asian paints have been turning out consistency good performance over the years. For more than two decades now, it has continuously been the leader in the industry. Besides being the market leader the company has also respectively provided its excellence in terms of operating performance which has earned the company a place among the world's leading manufacturers. And Asian paints logo "GATTU", the impish boy holding paint tin and brush is one of the most recognized and most prosperous mascots in Indian business.

Two marketing breakthrough propelled the company to leap into the decorative segment. The first was the introduction of smaller sized cans into the market where the paint was sold in bulk. The second was a dealer expansion thrust to reach out to end customers and offering them quality paints which were hitherto available to them in the urban areas only. These two steps meant going beyond selling paints and, in particular responding to the customers unmet need. The result was that in 1967, Asian paints captured the top position in the decorative paint segment. Today the company is not just a leader in the paint industry but sells twice as much paint as any other company in India. In 1994-95 the company had a turnover of Rs. 614 crores and 38% share of the organized paint market **Marketing Strategies.**

The success of Asian Paints is primarily attributed to marketing acumen. The company has made

excellent use of the electronic and print media, besides publishing informative brochures for all its products. The company's mascot "Gattu" created to give an ethnic touch has almost become synonymous with the generic product.

Critical Success factors – Distribution

The marketing success of Asian Paints was based on the realization that the semi-urban was untapped and the small consumer neglected. To reach those consumers in small town, the company built a broad distribution network across the whole country. From small towns Asian Paints moved to reach out to the metropolitan market. Today, the network with 17,000 retailers across the country is making the company responsive to a large customer base.

Use of Information Technology

To strengthen the distribution network, the company has gone in for computerization at the branch and the depot level. All branches and 45 depots across the country are connected to the four plants and the Product Management Group at the Head Office through the VSAT. The use of the IT has meant faster flow of information, more efficient management of supplies, and better inventory control.

Width of Product Line

Based on the surface on which they are applied, decorative paints are usually classified as wall, metal, wood and plastic finishes. The products could be emulsions, enamels, varnishes, automotive, or undercoats. Their end use could be in the sign board, bus body, industry or household segments.

Asian Paint has offered brands in all possible applications. For instance:

- Synthetic / Acrylic Washable Distempers : Tractors
- Acrylic Emulsion : Apcolite (Quality I,) Royale (premium category)
- Plastic emulsion Paint (Interiors / Exteriors) : Decoplast
- Synthetic Enamel : Apcolite, Gattu
- Packet Distemper : Utsav

○ Wooden Surfaces : Touch Wood, Silkwood, Apcolite

○ Cement Paint (external) : Gattu

Industrial Segment

- General Industrial Finishes : Apcolite (Hammerton Finish)
- Other Industrial Products : Expory Coatings, Chlorinted R~~h~~ finishes, viny I & Polyurethane Systems.

Automotive

- Kirlo – an Acrlic Paint, Apca – nitro-cellulose based Paint, Aspa – a Alkyd, autocare.

Primers

- Asian Metal Primer Redoxide
- Tractor Redoxide Primer for Metal
- Woodrite for Wood Substrate
- Decorative – Cement Primer

TECHNOLOGY TIE-UPS

The company has a technical collaboration with PIG of the UDS and Nippon Paint Co, Japan for the manufacture of automotive paints, powder coatings, and coil coatings. Through this move, Asian Paints remains a step ahead because companies like Deawoo and General Motors that use PPG paint overseas are likely to source their automobile paint requirements from Asian Paints. Technical follows (From Sigma Coating of the Netherlands) have also added to manufacturing capabilities in the areas of heavy-duty marine coatings, anti-corrosion paints and high-tech resins(that serve as raw materials), thus ensuring that product quality even in sophisticated items match international standards.

Product line Extensions

As stated earlier under conceptual issue, line extensions, as a part of marketing strategy is a low-cost, loss-risk way to meet the needs of various customer segments. It can satisfy customers' desires to provide a wide variety of brands under a single umbrella or family name.

Asian Paints strategy to penetrate into the hitherto unexplored distempers market was a similar move, which was a departure from its earlier strategy of concentrating on higher-end products.

New Market Penetrations

The search of new markets and overseas opportunities has led the company to neighboring Nepal and the distant South Pacific Islands – Fiji, Tonga and the Solomon Islands. The company also exports its to the Middle East, South East Asia and Europe.

Launch of low priced brand as growth strategy

In late 1992, Asian Paints introduced the brand called “Utsav” as a long term strategy to penetrate the rural market. The overall marketing strategy adopted by Asian Paints for this distemper is now detailed.

Entry into the low end distemper market

The Rs. 2047 paints market has a pyramidal structure. At the very top end are [premium emulsions priced at about Rs. 155 to Rs. 170 per liter/kg (which comprise brands like Royale and Velvet touch); next are the synthetic emulsions at the range of Rs. 90 to Rs. 105 per liter (e.g. Apcolite, Neola, Dulux and Rangoli); and at the base is the distemper segment (with Asian Paints Tractor) between Rs. 33 and Rs. 40. There was a huge untapped market at the lower end which no organized player had attempted to tap. This comprised largely packet distempers, dry distempers and lime ash, packed in a brand band of Rs. 3 to Rs. 25.

Reason for entry

Around 1991 a recession in the user industries and hike in the excise rates had slowed the industry growth rate to 2.2%. Asian Paints realized, that to overcome this phase of stagnation, it had to penetrate new markets and real volumes would come only be converting consumers using lime ash, dry distemper, cement paint or other local painting methods into branded paint uses. This would also expand the market base, besides reaping it the “first mover advantage” among the major producers of the paint industry. All the company need was new paint to penetrate into this segment.

Barriers to Entry

- No data on market size, consumer buying habits, etc., on the market.
- Regional brands, much in number, had an established clientele.
- Unorganized sector brands were priced low and offered heavy discounts to push their brands.
- National players / Market leader risked losing premium image quality association by entry into this low priced segment.
- Servicing a huge semi-urban and rural market would entail huge investment, with returns not assured.

Company specific problems / Disincentives

- Large price differential between the company distemper brand ~~Tatu~~ (Price Rs. 45) and the unorganized sector's products (Rs.3-25).
- Danger of eroding Tractor's equity if a low price variant is introduced.
- Threat of substitution of the higher period Tractor brand by cheaper one by the painter, which had a poorer finish resulting in customer dissatisfaction.

The Company's Competitive advantages:

- High degree of awareness about the company among the target constituents.
- Company regarded as a quality-produce maker.
- Market leader, financial and marketing strength to sustain investment pressures
- Core competence in paints, wide variety and well-developed R & D.
- Wide dealer network and good information base about different markets

The Total Strategy followed

(a) Strategic Thinking

This was influenced by the following factors:

- ✓ 70% of the Indian houses were of the non-pucca variety.
- ✓ Painting of the house, especially interiors, was a deeply extended habit.
- ✓ Wall-Paints usage was dominated by lime wash and dry distempers.
- ✓ Branded paints were perceived to be out of reach by the consumers.
- ✓ Penetration of all major paint brands put together was 24% of the users.
- ✓ The company realized that the only option it had was to margins and relentlessly chase volumes. But to achieve volumes, a high penetration in the rural and semi-urban markets would be required.

b) Product and Price

The company realized that it would have to develop a brand that would offer "Value for Money". Hence in late 1992, it unveiled its new distemper Utsav, the name denoting seasonal and festival-oriented relevance of the product. It was positioned as do-it-yourself, oil-based- distemper. At Rs. 26 per kg, it greatly narrowed the price differential and brought, for the first time, a major branded paint within the reach of the price-conscious consumer.

The packet size was fixed at 1 kg, a small size, since the users had smaller-sized houses and did not require large pack sizes. Also, the product was found to cover more surface area than other products. The product was offered in eight new shades, typically in deep colours, keeping the end-user profile in mind.

c) Place / Distribution

- Region wise launch of the brand, to coincide with regional festivals.
- Focusing on the north Indian Market, the largest, was scheduled to incorporate market feedback from the other regions and change the marketing-mix elements if required.
- Company salesmen linked up with sub dealers and petty dealers, usually grocers, in

villages and small towns, who in turn would be serviced by the company's established 15,000 strong dealer networks.

- Undertook innovative promotional campaigns, like arranging demonstration sessions, besides using the regional media and local print media, and customer education to create strong brand pull that would help increase of take and provide the small retailer the incentive to stock Utsav. There was also the prestige element in stocking Asian Paints products, which the company exploited to the hilt.
- The Company funded its (established) dealers transportation ~~overheads~~ incurred in reaching out to the new 80,000 odd outlets.

(c) The Ultimate

- Utsav has been a success in the markets where it has been launched.
- It has overcome the main hurdle of dealer and consumer resistance.
- The brand has gained market share at the expense of local distemper brands. Margins for the product are low about 2-3%, while the higher end brands fetch 20%.
- However, the product has provided the company a clear advantage. I can now use its rural network to build its entire economy range comprising the Enamel range Gattu and other products like primers. Thus it has a clear head start over its competitors in the volumes game.

DISTRIBUTION

In an industry the availability of stocks is crucial determinant of sale, control of material units assumes great significance especially since Asian paints offer the widest range of products, shades and packs to the 13000 dealers in the country through the network of over 47 depots.

This is achieved through a sophisticated material distribution system which optimizes production and movement from plants and meshes it with demand pattern in the market.

The distribution system monitors the dispatch of materials from plants / other processing units to the branches, depots directly or through the warehouses or regional distribution centre.

A bonded store room (BSR) in one where in material for which excise duty has not been paid is

stored. Each plant has a bonded store room where material is sent immediately after production. As and when these materials are dispatched it moves out of the bonded store room. Excise duty is livable at applicable rates on actual movement's basis.

During the course of this section and subsequent sections reference will often be made to an SKU and SAU. An sku is acronym for stock keeping unit which is combination of particular pack, product, shade.

CLASSIFICATION OF SKU

All products can be divided into bazaar and industrial on the end use. Bazaar and industrial item can further be divided into inventoried and non-inventoried items. Inventoried sku are those for which constant demand for which sales forecast with a degree of certainty.

FORM-A

Bazaar sku inventoried at company / branches / depots.

The supply of sku's is affected through multi plant distribution system.

FORM-B

Bazaar sku's which shades are under the specific focus of management group new products, packs are not inventoried at all branches / depots.

FORM-C1

Regular bazaar **sku** inventoried at branch / depot/ but not at company level.

FORM-C2

Bazaar **sku** not inventoried at the branch / depots/ company levels.

FORM-D

Industrial inventoried **sku**.

FORM-E

Industrial not inventoried **sku**.

All non-confirming stocks(This includes damaged stocks defective stocks, old stock -packed before 3yrs for trade products and beyond validity period for the industrial products.

CUSTOMER ACCOUNTING PROCEDURES

TYPES OF CUSTOMERS

MODE OF PAYMENT

Local dealers

Local cheques / pay order

Retail sales /cash sales/

Local cheques party

is known as pay order upcountry dealers or cash location, local cheques if the dealer has local bank account.

Industrial customer's local cheques, D.D payable locally. In case absolutely necessary an upcountry cheques or D.D's.Cash / local cheques -- Date of collection memo

1. Upcountry cheques - 7days from the date of collection memo as it takes around 7days
2. DD/Pay date of DD as the ordered customer is debited as soon as DD is purchased by the customer. Although the company may not be credited(i.e the customer is given the benefit.)

PLANNING PROCESS

In the sales function the planning is as follows

Phase-I

"Market assessment" It consists of assessment of market and market share for total and major products, growth assessment segment wise for this purpose retail audit is conducted. All the sale representatives collect data form each retailer.

Phase-II

"Objective fixation" Based on the above analysis all units should set objective of achievement of total sales volume / sales growth. Volume sales strategically important products like emulsions auto refinishes, wood finishes and collection efficiency.

Phase-III

In this phase plan for meeting the budget shown be drawn up. These plans involving product / segment focus, town focus, dealer focus would form the basis of the planning document.

Phase-IV

“Resource planning” It consists of A: “man power planning”

B: input plans

C: sales promotion plans

PROFITS

Asian Paints during the year 2018– 2019 made huge profits. Though the company has stringent rules and regulations regarding towards the credit policies and payment bills, dealers demanding to extend the credit period. In spite of having such stringent policies the company managing such a profit is something which has been attained by work of great managers and sales staff of the company. It indicated the planning an the performance of the company personnel which made the company dominate the decorative paints segment, and the whole thing is backed up by quality, of the paints.

Asian Paints net sales rise by 16.08% and net profit rise by 13.24% in 2003-2004. And announces dividend to the share holders @35%.

PRODUCTION CAPACITY

The company has four production centers to cater to the needs of the customers in India they are as follows

ANKLESHWAR BHANDUP PATANCHERU KASNA

The production plants are like four pillars to the company and the company is planning to set up a new plant by expanding its capacity.

The aggregate capacity of the four plants roughly mounts to 7000 tones / month in the decorative paint segment.

NEW PRODUCTS DEVELOPMENT

Asian paints has a well defined research and development function to counter the competition

and produce the technologically advanced products to provide a better service to the customers.

The research and development and the management has a plan to produce four new products every year. And the new products added till dates are

APEX anti-fungal exterior paint # ACE economy emulsion

Utsav

Asian wall putty

NC sanding sealer and in the future the tally is going to be increased by their research and development function.

LOGO

Logo is a symbol which represents the company by looking at the logo any one who has little knowledge about the paints would say that it is gattu and the company is Asian Paints.

A boy standing with a brush and a paint tin is famously known and the logo for Asian Paints which is a popular one has been designed by R.K.LAXMAN a well known cartoonist.

THEORETICAL ASPECTS

INTRODUCTION:

Today's companies are facing their toughest competition ever. Companies can outdo their competition if they can move from a product and sales philosophy to a marketing philosophy.

The success of the companies lies in doing a better job of meeting and satisfying customer needs. Only customer-centered companies are adept at building customers, not just building products. Over 35 years ago, Peter Drucker observed that a company's first task is "to create customers." But today's customers face a vast array of product and brand choices, prices, and supplies.

Now the customers started estimating which offer will deliver the most value. Customers are value-maximizers, within the bounds of search costs and limited knowledge, mobility, and income. They form an expectation of value and act on it. Whether or not the offer lives up to the value expectation affects customer's satisfaction.

CUSTOMER AWARENESS:

Customers are informed and reminded about the products and are requested and persuaded to purchase their products. Such communication may be made either along the product or well in advance of the introduction of product into the market. Such communication becomes necessary when a new product or service is introduced in the market or an old product is improved or it is simply to increase the sales of the products.

"Awareness encompasses all the tools in the marketing mix whose major role is persuasive communications."

PHILLIP KOTLER

The main features of awareness are:

1. Customers are informed about the product or services of the company. Either at the time of introduction of a new product into the market or when any change is made in the existing product.
2. Customers are reminded of the products and services of the company.
3. Customers are requested or persuaded to purchase the product and services of the company.
4. Awareness includes, advertising, personal selling and other sale promotion techniques.

Consumers must have awareness about the new products and their usage. Such activities are performed by the manufacturer. It is the responsibility of the producer to get information about the consumers and prospective consumers so that the necessary product may be served to meet their demands.

Subject matter companies must do more than make good products they must inform consumers about the product benefits and carefully position products in customers mind. To do this must skillfully use the mass promotion tools like advertising, sales promotion and public relations, personal selling, publicity.

ADVERTISING:

Advertising is defined as any paid form of non personal presentation and promotion of an idea, product or services by an identified sponsor.

"The best advertising is done by satisfied customers."

PHILLIP KOTLER

Advertising can be traced back to the beginning of the recorded history. Archeologist working in the countries around Mediterranean Sea have dug up signs announcing various events and offers. The Roman painted walls to announce Gladiator fights, and the Phoenician painted pictures promoting their wares and large locks along parade routes.

In 1993 advertisers ran up of bill of more than \$ 138 billions through advertising is used mostly by business firms it is also by a wide range of non profit organization professionals social agencies that advertiser target to various target publics.

Major Decision In Advertising:

Advertising has the impersonal contact and gives message to the receiver. The advertiser uses visual media like newspapers, magazines, radio, television, posters and pamphlets. There is no feedback to know the response from the people. Advertising is directed towards consumers. This leads to more expenses and so the things become an costly affair.

1. Advertising Objectives

- a) To inform
- b) To persuade
- c) To remind

2. Setting the advertising budget

- After determining the advertising the objectives, the company next sets its advertising.
- Budget for each product. The role of advertising is to effect for the product.
- However some specific factors are that should be considered when setting the advertising budget.

3. Message Decision

A large advertisers can spent the same amount on advertising, yet have very different

results studies show that creative advertising message can be more important to advertising success than the number of dollars spent.

4. Message Strategy

The purpose of advertising is to get consumers to think about or react to the product company in certain way. People will react only if they believe that they will benefit from doing so. Effective message consist of customers benefit, creativity, Meanings, distinctive in nature.

SALES PROMOTIOIN

It includes activities other than advertising, personal selling, publicity and public relations which are used in promoting sales of the product or in persuading the customer to purchase the product. Distribution of samples, premium coupon, point of purchase display, off- spring etc., are the examples of sales promotion techniques.

Samples - Offers to consumers of a trail amount of a product.

Coupons - Certificate that give buyer a saving when they purchase a specified product.

Rebates (cash refund offers) – It offers to refund part of the purchase price of the product to consumers who send a “proof of purchase” to the manufacture.

Principles - It reduce prices that are marked by the producer directly on the label or package.

Premiums – Goods offered either free or low cost and incentive to buy a product.

Advertising specialties – useful articles imprinted with an advertisers name given as gift to consumers.

Patronage reward – Cash or other rewards for the regular use of a certain companies products or services.

Point of purchase (POP) – It displays and demonstration that takes place at the point of purchase of sale.

Discount – Straight discount on price on purchase during a period of time.

PUBLIC RELATIONS

Another major promotion tool is public relations – building good relations with the companies various publics by obtaining favorable publicity, building up a good “Corporate image” and handling off unfavorable rumors, stories and events. The old name for marketing public relations was publicity, which was seen simply as activities to promote a company or its products by planting news about it in media not paid for by the sponsor. Public relations are much broader concept that includes publicity as well as many other activities. Public relations department may perform following functions.

- **Press relations** – Creating and placing news worthy information in the media to attract attention to a person, product or service.
- **Produce publicity** – Publicizing specific products.
- **Public affairs** – Building and maintaining national or local community relations.
- **Lobbying** – Building and maintaining national or local community relations.
- **Investors relations** – Maintaining relationship with shareholders and others in the financial community.
- **Development** – Public relations with donors or members of non profit organization to gain financial or volunteer support.

PERSONAL SELLING

Selling is one of the oldest professions in the world. The people who do selling go by many names.

Sales people, sales representatives, Account executives, Sales consultants, Sales engineers, Agent District managers, and Marketing representatives to name just few.

Sales person, an individual acting for a company by performing one of more following activities.

Prospecting, communicating, Servicing and information gathering.

PUBLICITY

Publicity is a non-personal not paid stimulation of demand of the products or services or business units by planting commercially significant news or editorial comment in the print media or by obtaining a favorable presentation of it upon radio, television or stage.

CHAPTER-III



DATA ANALYSIS AND INTERPRETATION

TABLE 3.1

CUSTOMER PURCHASING PATTERN

OCCUPATION	FREQUENCY	% OF RESPONSE
Builders	55	85
Contractors	4	6
Engineer	1	1.5
Others	5	7.5
Total	65	100

SOURCE: Primary Data

CUSTOMER PURCHASING PATTERN

■ Builders ■ Contractors ■ Engineer ■ Others



INFERENCE:

From the above table it is found that 85% of the customers are builders, 6% of the customers are contractors, 1.5% of product purchasers are engineers and 7.5% of product purchasers are others. It is clear from the above data that 85% of the customers are builders because they do painting before handing over the houses to the respective owner.

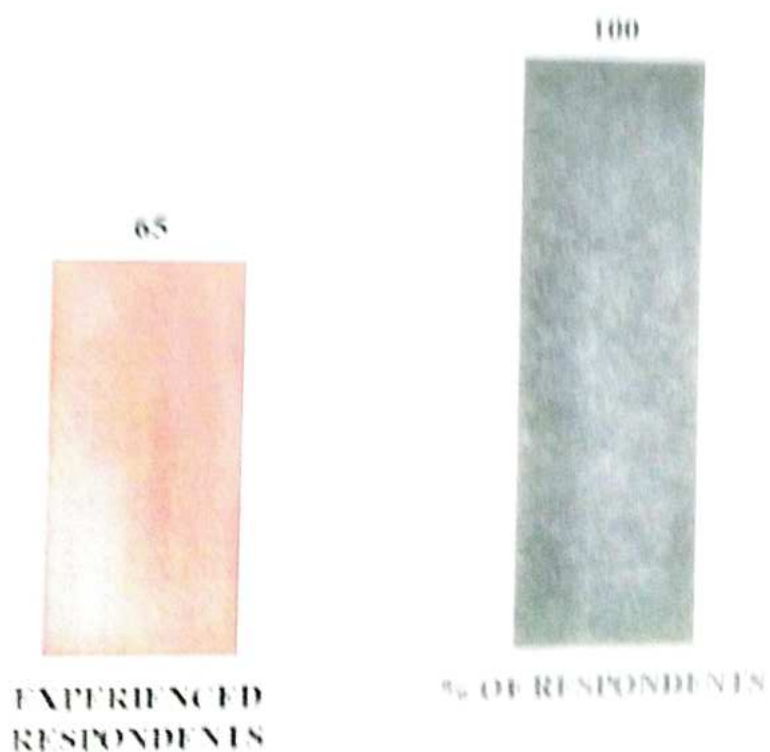
TABLE A.2

EXPERIENCE IN PAINTING PROCESS

NO OF RESPONDENTS	EXPERIENCED RESPONDENTS	% OF RESPONDENTS
65	65	100
TOTAL	65	100

SOURCE: Primary Data

EXPERIENCE IN PAINTING PROCESS



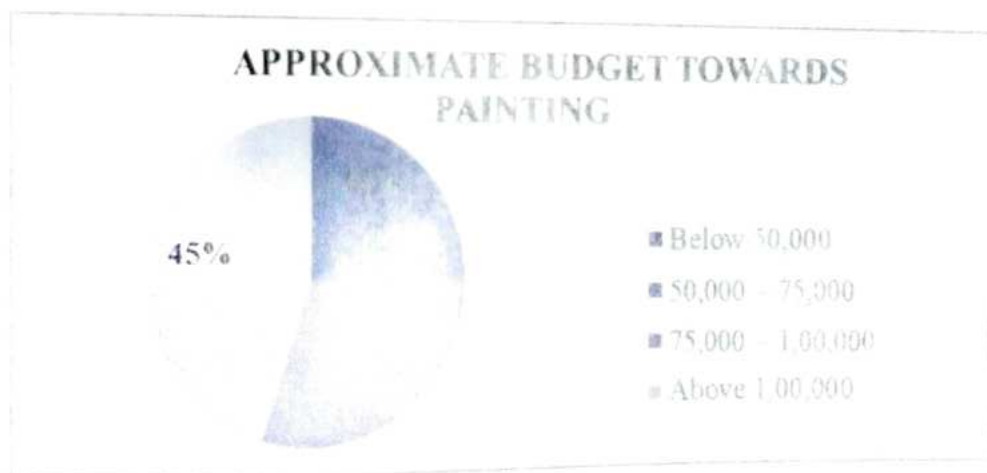
INFERENCE

It is found that all the respondents have experienced in painting process even though, the respondents are purchasing the products for the 1st time, since it is known that buying of paints can be not only for self but even for other such as relations and friends.

TABLE: 3.3
APPROXIMATE BUDGET TOWARDS PAINTING

VALUE OF THE BUDGET	FREQUENCY	% OF THE RESPONDENTS
Below 50,000	12	18
50,000 - 75,000	4	6
75,000 - 1,00,000	20	31
Above 1,00,000	29	45
TOTAL	65	100

SOURCE: Primary Data



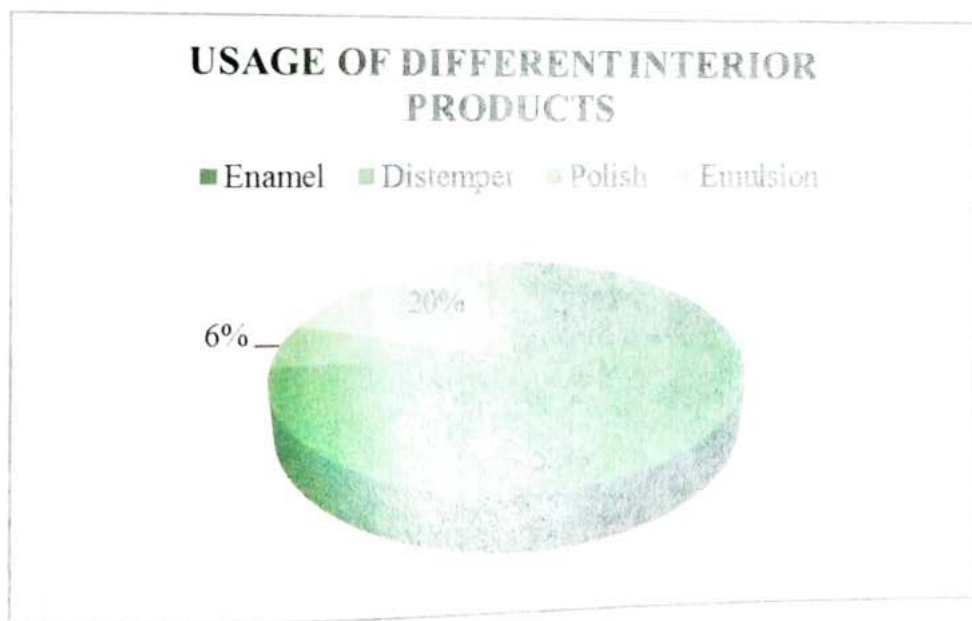
INFERENCE:

From the above table out of 65 respondents it was found that 18% of the respondents are in budget below Rs. 50,000 - which means they are ready to spend for paints. 6% of the respondents are in budget between Rs. 50,000 - to Rs.75,000 - 31% of the respondents are in budget between Rs.75,000 - to Rs.1,00,000 - and the remaining 45% of the respondents are in budget above Rs.1,00,000 - So it was found that maximum number of respondents are in budget above Rs.1,00,000 - and above for paints. Respondents are ready to spend up to Rs.1,00,000 - and above for paints.

TABLE 3.4
USAGE OF DIFFERENT INTERIOR PRODUCTS

INTERIOR PRODUCTS	FREQUENCY	%OF RESPONDENTS
Enamel	14	22
Distemper	34	52
Polish	4	6
Emulsion	13	20
TOTAL	65	100

SOURCE: Primary Data



INFERENCE:

From the above table out of 65 respondents, it is found that 22% of the respondents are in requirements of enamel paint for their interiors. 52% of the respondents required the interior paint like distemper. 6% of the respondents are in requirement of Asian Paint polish. While the other 20% of the respondent are in requirement of Emulsion. In interior product usage, there is a greater demand for the distemper followed by the enamel.

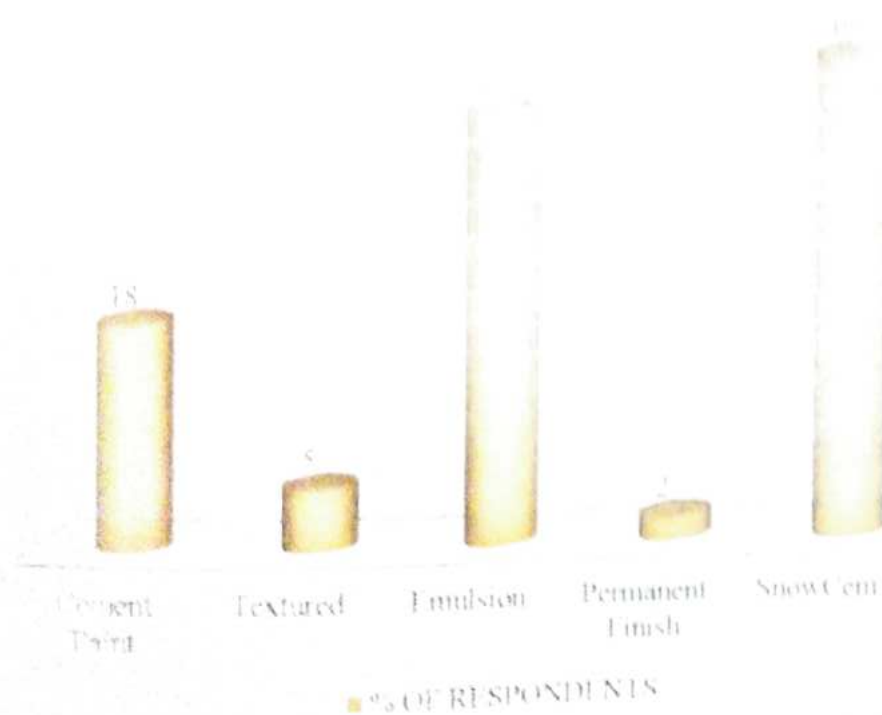
TABLE 3.18

USAGE OF DIFFERENT EXTERIOR PRODUCTS

EXTERIOR PRODUCTS	FREQUENCY	% OF RESPONDENTS
Cement Paint	12	18
Textured	3	5
Emulsion	24	45
Permanent Finish	1	2
Snowcem	26	40
TOTAL	65	100

SOURCE: Primary Data

USAGE OF DIFFERENT EXTERIOR PRODUCTS



INFERENCE:

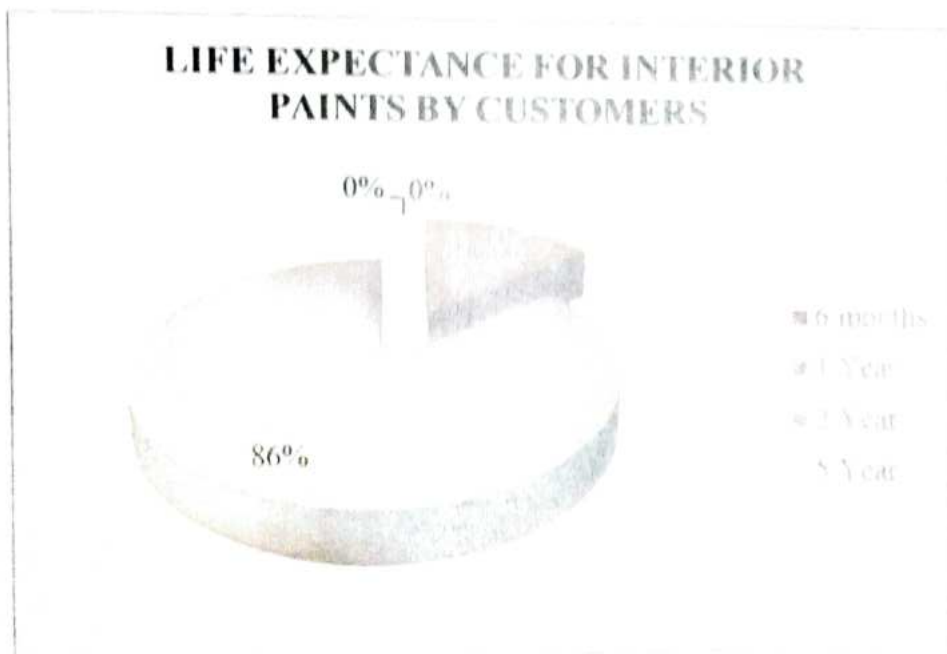
From the above table out of 65 respondents, it is found that 18% of the respondents are in requirement of cement paint for their exterior purpose, 5% of the respondents are in requirement of textured, where as 35% of the respondents required the Exterior Paint like emulsion and 2% of the respondent are in requirement of permanent finish product, while the remaining 40% of the respondents are in requirement of Snowcem. Snowcem had a greater demand, because most of the middle class families are using Snowcem, and next to snowcem the familiar product is emulsion.

TABLE 3.6

LIFE EXPECTANCE FOR INTERIOR PAINTS BY CUSTOMERS

PERIOD	FREQUENCY	%OF RESPONDENTS
6 months	-	-
1 Year	-	-
2 Year	9	14
5 Year	56	86
TOTAL	65	100

SOURCE: Primary Data



INFERENCE:

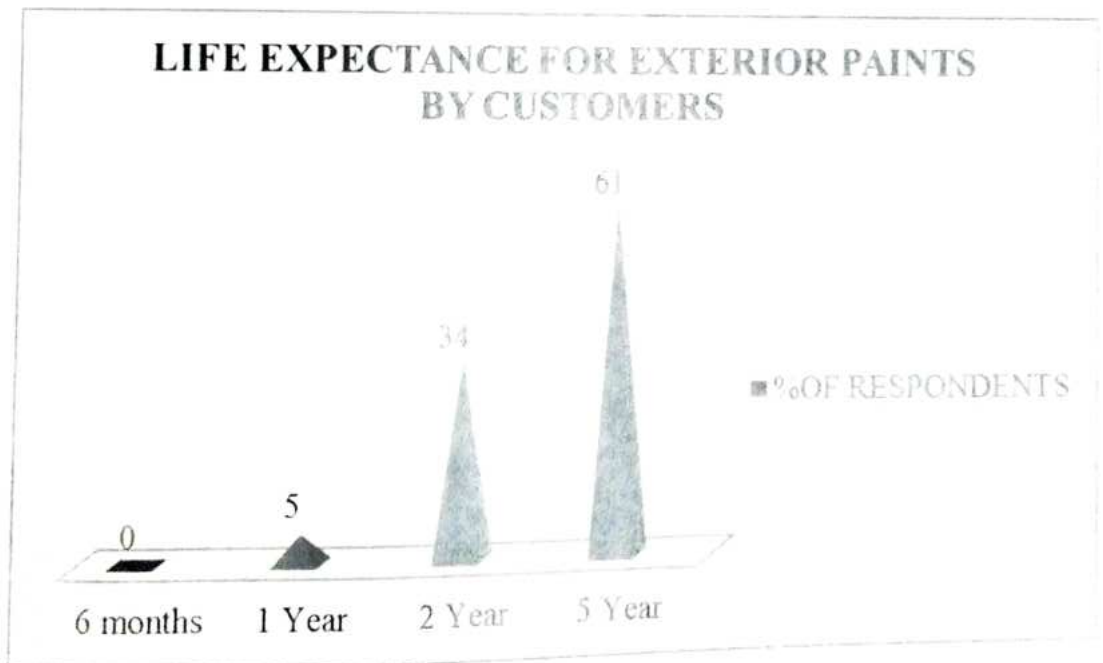
From the above table, out of 65 respondents, it is found that 14% of the respondents customers are expecting the life of interior paint to be 2 years and the remaining 86% of the customers are expecting more than 5 years of life, for their interior products. In details, if we go, "No customer is expecting product life below 2 years" And most of the customers are expecting their product life above 5 years.

TABLE 3.7

LIFE EXPECTANCE FOR EXTERIOR PAINTS BY CUSTOMERS

PERIOD	FREQUENCY	%OF RESPONDENTS
6 months	-	-
1 Year	3	5-
2 Year	22	34
5 Year	40	61
TOTAL	65	100

SOURCE: Primary Data

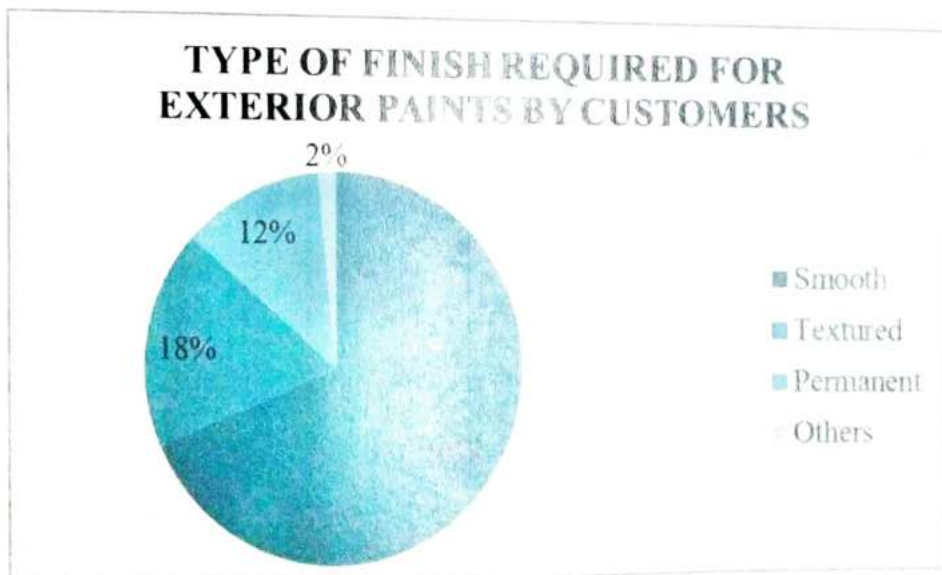
**INFERENCE:**

From the above table, out of 65 respondents, we can find that 61% of the customers are expecting more than 5 years of life for the exterior paints and 34% of customers are expecting more than a life of 2 years, while the remaining 5% of respondents are expecting more than 1 year of life for their exterior paints. No one among respondents are expecting the life of interior paint products for less than 1 year.

TABLE 3.8
TYPE OF FINISH REQUIRED FOR EXTERIOR PAINTS BY CUSTOMERS

TYPE OF FINISH	FREQUENCY	%OF RESPONDENTS
Smooth	44	68.5
Textured	12	18
Permanent	8	12
Others	1	1.5
TOTAL	65	100

SOURCE: Primary Data



INFERENCE:

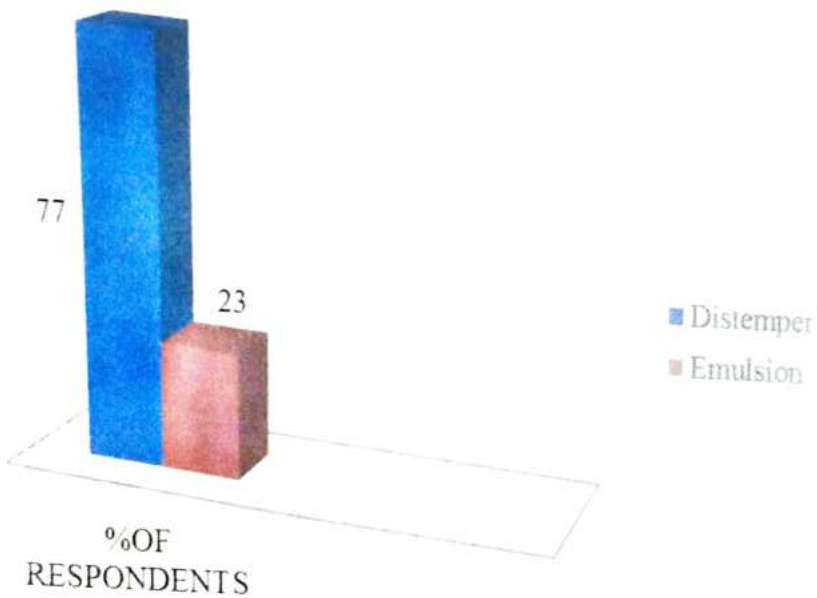
From the above table, out of 65 respondents, A smooth type of finish is required by 68.5% of the respondents where as 18% of the respondents require a textured type of finish, and 12% of the customers require permanent type of finish, while the remaining 1.5% of the customers require other type of finishes.

TABLE 3.9

TYPE OF FINISH REQUIRED FOR INTERIOR PAINTS BY CUSTOMERS

TYPE OF FINISH	FREQUENCY	%OF RESPONDENTS
Distemper	50	77
Emulsion	15	23
TOTAL	65	100

SOURCE: Primary Data

TYPE OF FINISH REQUIRED FOR
INTERIOR PAINTS BY CUSTOMERS

INFERENCE:

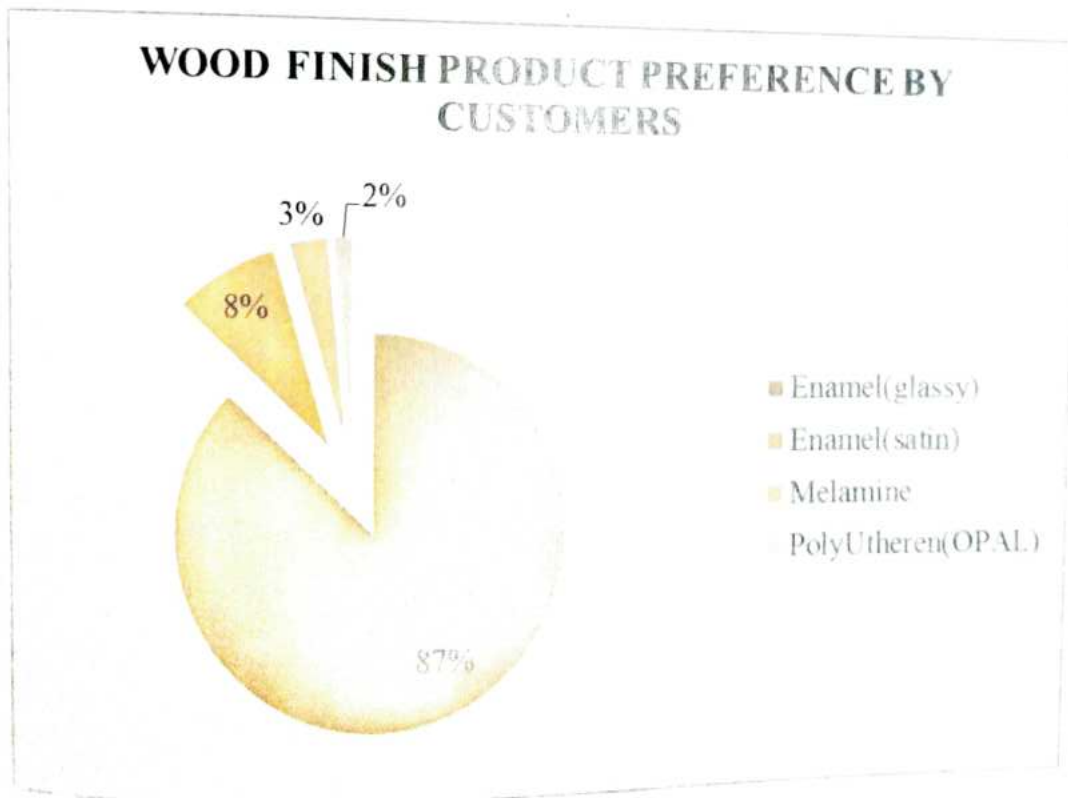
From the above table, out of 65 respondents, "Distemper finish" is required by 77% of the respondents, while the other 23% of the respondents require emulsion finishing for their interiors.

TABLE 3.10

WOOD FINISH PRODUCT PREFERENCE BY CUSTOMERS

TYPE OF FINISH	FREQUENCY	%OF RESPONDENTS
Enamel(glassy)	57	87
Enamel(satin)	5	8.5
Melamine	2	3
PolyUtheren(OPAL)	1	1.5
TOTAL	65	100

SOURCE: Primary Data



INFERENCE:

From the above table, out of 65 respondents, it came to know that 87% of the respondents prefer for enamel(glassy) type of wood finish, where as 8.5% of the respondents prefer for Enamel(satin) type of wood finish, and 3% of the respondents prefer Melamine and 1.5% of the respondents prefer PolyUtheren(OPAL) type of wood finish.

The first step in the process of the development of the new system is the identification of the requirements.

The second step is the analysis of the requirements and the design of the system.

The third step is the implementation of the system.

TABLE 3.11

AWARENESS ABOUT ASIAN PAINTS PRODUCTS

AWARENESS	FREQUENCY	% OF RESPONDENTS
Yes	59	90
No	6	10
TOTAL	65	100

SOURCE: Primary Data

AWARENESS ABOUT ASIAN PAINTS PRODUCTS



CONCLUSION

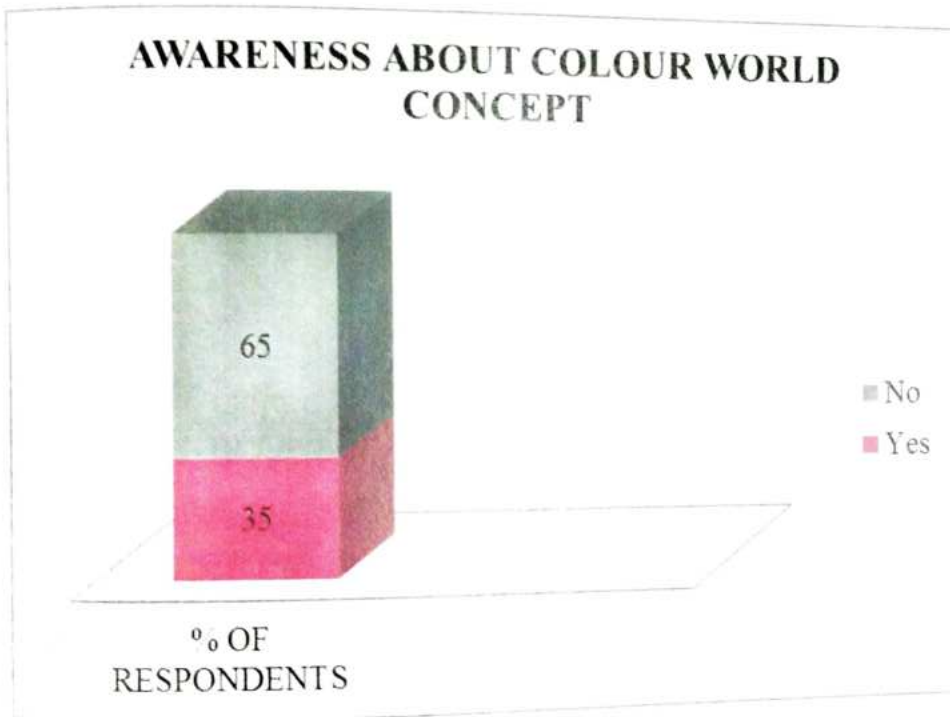
From the above table, out of 65 respondents, it came to know that 90% of the respondents are aware of Asian Paints Products, while the other 10% of the respondents are not aware of the Asian Paints Products. So, company can go for some more awareness program in order to increase the awareness of the products.

TABLE 3.12

AWARENESS ABOUT COLOUR WORLD CONCEPT

AWARENESS	FREQUENCY	% OF RESPONDENTS
Yes	23	35
No	42	65
TOTAL	65	100

SOURCE: Primary Data



INFERENCE:

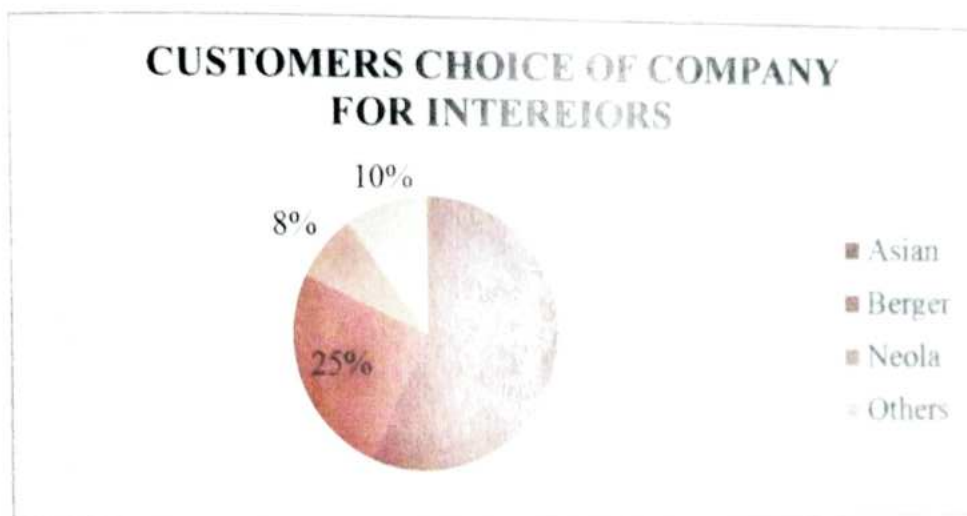
From the above table, out of 65 respondents, 35% of the respondents are aware of "Colour World" tinting machines concept of Asian paints, while the other 65% of the respondents are not aware of this concept. So, the company needs to communicate about the "Colour World" tinting machine concept to the customers by conducting awareness programme or by advertisement.

TABLE 3.13

CUSTOMERS' CHOICE OF COMPANY FOR INTEREIORs

NAME OF THE COMPANY	FREQUENCY	% OF RESPONDENTS
Asian	37	57
Berger	16	25
Neola	5	8
Others	7	10
TOTAL	65	100

SOURCE: Primary Data



INFERENCE:

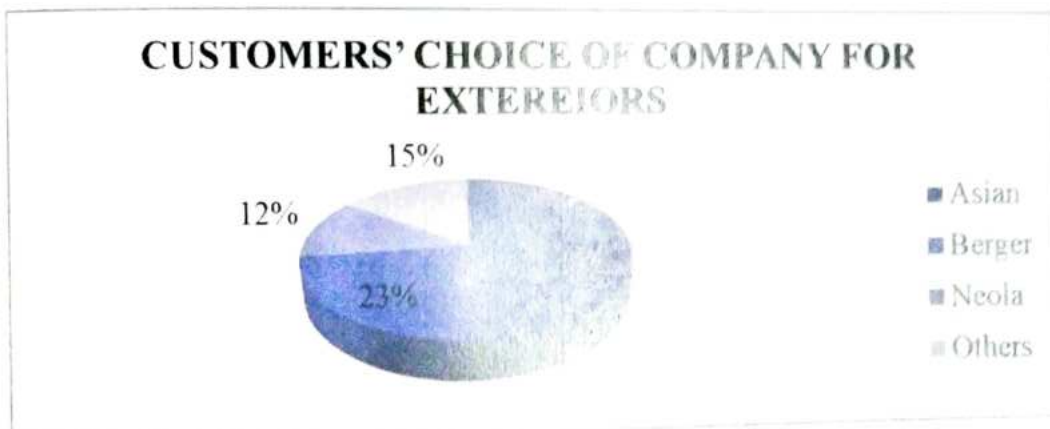
From the above table, out of 65 respondents, 57% of the respondents are opting for **Asian Interior Paints**, while 25% of the respondents prefer for Berger Interior Paints, and 8% of the respondents are opting for Neola Interior Paints, whereas the remaining 10% of the respondents are opting for some other companies for the interiors. So, it is clear that Asian Interior Paint products have more customer preference when compared to other brands.

TABLE 3.14

CUSTOMERS' CHOICE OF COMPANY FOR EXTEREIJORS

NAME OF THE COMPANY	FREQUENCY	% OF RESPONDENTS
Asian	32	50
Berger	15	23
Neola	58	12
Others	10	15
TOTAL	65	100

SOURCE: Primary Data



INFERENCE:

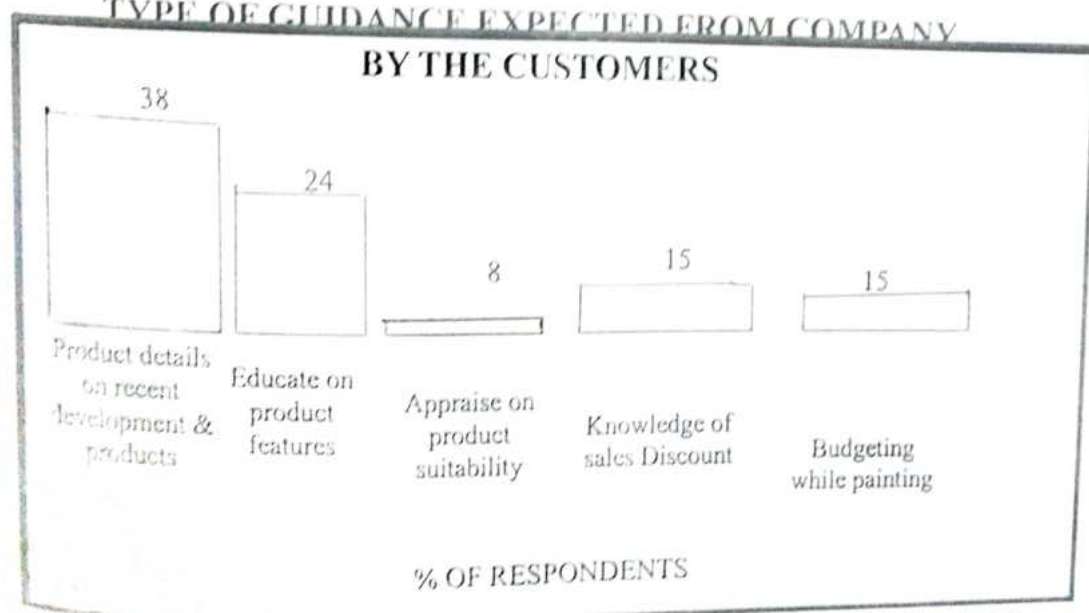
From the above table, out of 65 respondents, 87% of the respondents are opting for **Asian Exterior Paints**, while 23% of the respondents are preferring for **Berger Exterior Paints**, and 12% of the respondents are opting for **Neola Interior Pains**, whereas as the remaining 15% of the respondents are opting for some other companies for the interiors. When compared to interior paints, company exterior paints are not preferred by some of the customers who were preferring Asian paint interior products.

TABLE 3.15

TYPE OF GUIDANCE EXPECTED FROM COMPANY BY THE CUSTOMERS

TYPE OF GUIDANCE	FREQUENCY	% OF RESPONDENTS
Product details on recent development & products	25	38
Educate on product features	15	24
Appraise on product suitability	5	8
Knowledge of sales Discount	10	15
Budgeting while painting	10	15
TOTAL	65	100

SOURCE: Primary Data

TYPE OF GUIDANCE EXPECTED FROM COMPANY
BY THE CUSTOMERS

INFERENCE:

From the above table, out of 65 respondents, it was found that 38% of the respondents are in need of guidance regarding the details on recent development and products, whereas 24% of the respondents are in need of guidance regarding education on product features. While 8% of the respondents are in need of guidance for appraise on product suitability. 15% of the respondents are in need of guidance regarding the knowledge on sales discounts. While the remaining 15% of the respondents are in need of guidance regarding the Budgeting while Painting.

CHAPTER-IV

Findings & Suggestions



FINDINGS & SUGGESTION

CHAPTER 4

FINDINGS

As a part of my study, survey on "Customer Preference" towards asian paints in thoothukudi was conducted during January - March 2021. Important findings are concerning from the customers, have resulted from the survey. They are summarized in following paragraph.

There are 65 respondents in the sample of a study on "Customer Preference".

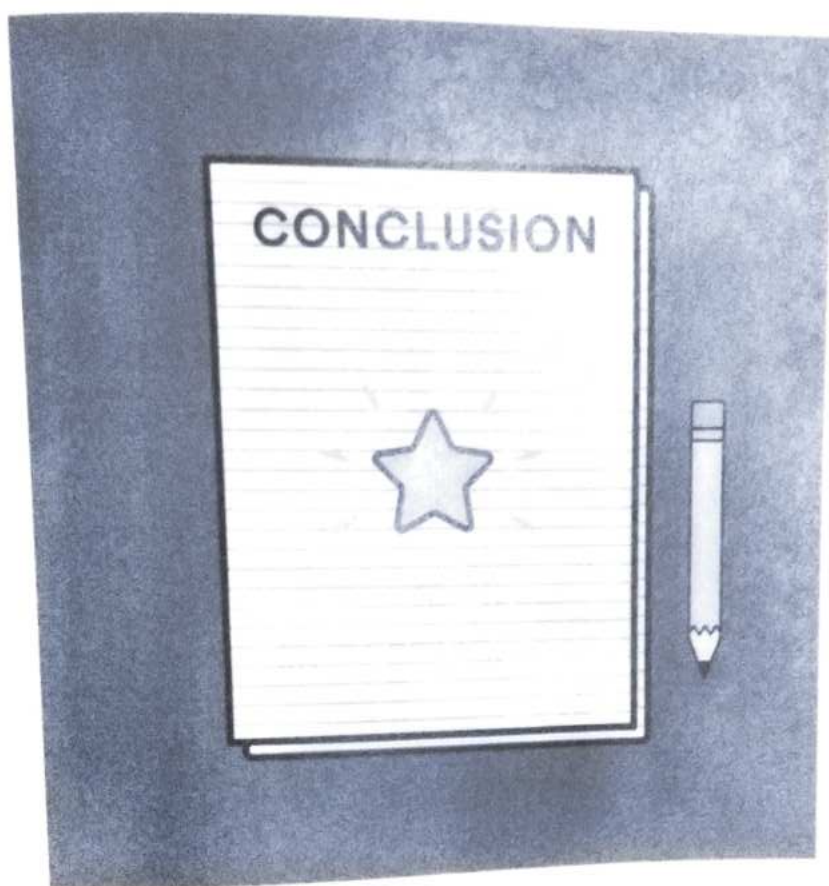
- ✓ The First and foremost observation that has been made from the study is that "Asian Paints" is the leader in the industry of paints. It has very high brand equity in the market.
- ✓ According to observations of the survey, price is the major factor, which influences the purchasing decision of the respondents followed by quality, company name, coverage and services.
- ✓ Comparing to competitors prices, Asian Paint Company Prices are very low.
- ✓ From the analysis point of view, when compared to interior paint, exterior paints are not preferred by some of the customers, who are preferring Asian Paints interior product.
- ✓ At last, most of the customers are satisfied with Asian Paint, but at the same time they require guidance regarding the recent development of the products.
- ✓ 100% of the respondents are satisfied with the **Varieties** of paint.
- ✓ Majority (66%) of the respondents prefer Asian paint because of its **brand name** and **easy availability** in stores.
- ✓ Majority (54%) of the respondents prefer introduction of new colors as the change to be introduced in Asian Paint.
- ✓ While ranking the influential factors it is found that **Quality** gets the **first rank**, **Brand name** gets the **II rank**, **price** gets the **III rank** and **easy availability** gets the **IV rank**.

SUGGESTIONS

- Sales promotion committee should be formed to formulate and ~~implement~~ **new market strategies** to compete with competitors and to extend the market share.
- Company sales representatives must maintain **relations** with ~~construction~~ companies as well as with painting contractors with the help of the dealers.
- Company should conduct **meetings**, at least to make the customers to ~~know~~ **know** about the latest development in the paint industry and their products.
- Companies should even **concentrate** on Exterior Paints as its market share is very low.
- Advertisement should be increased to update the image of Asian Paints ~~in~~ the changing environment.
- Company must look after, there is a **close relationship** between ~~sales~~ representatives and dealers with the customers.
- Company should maintain the **customer records**.
- If the price of the paints is further reduced it will surely attract more people. Moreover not only the high class, but also middle class people can use this Paint.
- Advertisement is found to be the most influencing and widely accepted source, so it is better for the manufacturer to pay more attention towards advertisement and introduce new features in and forms of advertisement.
- True facts only must be stated in advertisement because nowadays customers have more awareness and they cannot be cheated easily.
- More dealership can be given in cities and towns so as to reach more number of customers.
- They should also reach out more rural market and further the development of urban market.
- To get more market share it needs products with innovation styles and aggressive market strategies to create awareness among public regarding their products.
- To make their products technically sound they need more technological advancement and technology updation.
- Mass promotion like advertisement should be increased. Common mass should be made

- more aware of the different types of products and the advantages of using them.
- Providing more and more facilities to their customers at their doorstep by increasing their dealers net throughout the nation.
 - They should recognize their strength and try to increase their customer share and also try to give tough time to their competitors.
 - Stall should be given in front of the construction sites, so that when people come to see the flats they have bought, they can be demonstrated with different kinds of wall paints and texture designs. These prospects can be easily converted into successful sale.

CHAPTER-V



CONCLUSION

CHAPTER 5

CONCLUSION

Paint industry has shown a rapid growth in the last year 2003-2004, and since then there has been a decreasing growth in the industry.

Asian Paints – one of the largest paint companies in India, which has shown a tremendous growth since its establishment, liberalization. This is an achievement, achieved by careful planning a following firm procedures set by the company management.

Asian is qualitative company with strict rules and regulations. All the planning takes place at the central office Mumbai.

Each Asian paint production center has a distinguished packing so that by looking at the drum or cartons the plant identification become easy to the godown incharge.

The company has a excellent distribution network which is the prime reason for its success followed by marketing plans.

The company has a full fledge research of development function, whose aim is develop and present new products every year.

The price and selection of target is also done to protection. Considering the promotional part Asian Paints employed Ogilvy and Mather to attract the customers.

Asian Paints has developed many brands and which have well penetrated in the minds of customers.

Ex: Apcolite, Apex, ACE, etc.,

And Asian Paints was the first to enter with manual color dispensing concept which took off with the advent of computers, Asian is not lacking behind in this they have developed "Colour World" for the consumers with 1150 shades to be selected from.

The study of my topic is "Customer Awareness" with reference to Asian Paints India Limited. And Advertising, sales promotion, personal selling, public relations, and publicity are the customers awareness programs to be conducted.

ANNEXURE-I



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BIBLIOGRAPHY

BOOKS:

Principles of Management Rama Swamy

Marketing Management Philip Kotler

MAGAZINE:

The Hindu Guide Magazines Business India

WEBSITE:

www.asianpaints.com

ANNEXURE-II



QUESTIONNAIRE

QUESTIONNAIRE:

1) NAME:

2) GENDER:

a) Male

b) Female

3) AGE:

a) 18-25 years

b) 25-35 years

c) 35-45 years

d) Above 45

4) Educational Qualification:

A) Illiterate

b) Under Graduate

c) Post Graduate

5) Marital Status:

a) Single

b) Married

6) Type of Family:

a) Nuclear Family

b) Joint Family

7) Occupation :

a) Employed

b) Self – employed

c) Student

d) Business

8) Do you use Asian Paint?

a) Yes

b) No

9) Is your Asian paint showroom available in convenient location?

a) Yes

b) No

10) Which attribute of the Asian paint do you value the most?

a) Quality of service

b) Technology used

c) Brand name

d) Location

11) For what purposes do you use Asian Paint?

a) Interior

b) Exterior

c) Walls

d) All

12) Do you get exact colour as you like in Asian Paint?

a) Yes

b) No

- 13) If Yes, What type of paint do you use?
- a) Asian Paint- Easy Use b) Asian paint- Satin gold
- c) Asian paint – Vinilex d) Others
- 14) Who suggested you to use Asian Paint?
- a) Friends or relatives b) Advertisement c) Dealers
- 15) Have you seen advertisement of Asian Paint before purchasing?
- a) Yes b) No
- 16) Which type of advertisement attracts you to buy Asian Paint?
- a) Television b) Magazine
- c) Dealers
- 17) Do you believe that the advertisement gives you correct information?
- a) Yes b) No
- 18) Are these products easily accessible in the nearby retail stores?
- a) Yes b) No
- 19) Are they available at reasonable prices?
- a) Yes b) No
- 20) Are you able to get the new paint immediately after it is introduced in the market from the retail Store?
- a) Yes b) No

- 21) Are you aware of the colours available in Asian Paint?
- a) Yes b) No
- 22) Which colour do you prefer the most?
- a) Pink b) Green c) Blue d) Ivory e) others
- 23) How many types you have used in Asian Paint?
- a) 1 b) 2
- c) 3 d) More than 3
- 24) On what occasion do you use Asian Paint?
- a) Festivals b) After the expiry of certain period c) Special occasions
- 25) How many times have you used this brand?
- a) 1 b) 2 c) 3 d) More than 3
- 26) Reasons for purchasing Asian Paint?
- a) Attractiveness b) Quality
- c) Variety of Colours d) other reasons
- 27) Have you motivated anyone to purchase Asian Paint?
- a) Yes b) No
- 28) Do you purchase Asian Paint in online?
- a) Yes b) No
- 29) Do you receive any offers while purchasing Asian Paint?
- a) Yes b) No

30) Is there any price discount in Asian Paint?

- a) Yes b) No

31) What is your opinion about the price of the brand?

- a) Cheap b) Reasonable c) High

32) How would you rate the affordability of Asian Paint?

- a) High b) Low

c) Average

33) What is the mode of payment commonly used by you in your nearby retails?

- a) Debit card b) Credit card

c) Cash payment

34) Have you ever changed your brand?

- a) Yes b) No

35) If yes, for what reason you have changed this brand?

- a) For a change b) Not satisfied with price

c) Unavailability in the nearby store d) other reason

36) Are you satisfied with the varieties offered by Asian Paint?

- a) Highly Satisfied b) Satisfied c) Dissatisfied

37) Are you satisfied with the quality of Asian Paint?

- a) Yes b) No

38) Do you think Asian Paint is more satisfactory than other brands?

- a) Yes b) No

39) What is your satisfactory level after using the Asian Paint?

- a) Highly satisfied b) Satisfied c) Dissatisfied

40) Have you faced any problem while using the Asian Paint?

- a) Yes b) No

41) If yes, what are the problems do you faced?

- a) Non-availability b) Limited retail shops c) Improper replies from dealer

42) Do you have the idea of changing Asian Paint?

- a) Yes b) No

43) What is the other brand you would prefer if Asian Paint is not available in the shop?

- a) Nippon Paint b) Apsara Paint
c) Berger Paint d) others

44) If a new paint with good feature comes, would you like to change your paint?

- a) Yes b) No

45) Rank the brand according to your preference:

Brands

Rank

Asian Paint

Nippon Paint

Agsar Paint

Deluxe Paint

Nerolex Paint

Berger Paint

46) Rank the special features of Asian Paint:

Factor

Rank

Quality

Price

Brand Name

Easy Availability

47) Changes you prefer in Asian Paint?

a) Introduce new colours

b) Reduce the price

c) Easy availability

d) Improve Quality

48) Give any suggestion regarding Asian Paint?

**MENTAL HEALTH AND WELL-BEING OF WOMEN DURING
COVID 19 IN THOOTHUKUDI CITY**

A project report submitted to

ST.MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

in partial fulfillment of the requirements

for the award of the degree of

MASTER OF COMMERCE

Submitted by

MELISSA FERNANDO P

Reg.No. 19APCO20

Under the Supervision and Guidance of

Dr.S. Bulomine Regi

Assistant Professor



PG&RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (AUTONOMOUS)

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

Thoothukudi 628001

April -2021


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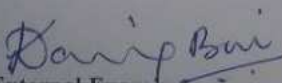
CERTIFICATE

This is to certify that the project entitled "MENTAL HEALTH AND WELL BEING OF WOMEN DURING COVID 19 IN THOOTHUKUDI CITY" submitted by the candidate, Melissa Fernando P., partial fulfillment of the requirements for the degree of Master of Commerce at St.Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, is a original work done by me during the period of their study under my guidance and supervision.

Place: Thoothukudi

Date: 10.4.2021


Guide
(Dr. S. Bulomine Regi)


External Examiner


Dr. G. Stella Beatrice Nirmala,
Head of the Department
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Principal
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Thoothukudi - 628 001.

DECLARATION

I hereby state the project entitled "**MENTAL HEALTH AND WELL BEING OF WOMEN DURING COVID 19 IN THOOTHUKUDI CITY**" is submitted to **St.Mary's College (Autonomous)**, Thoothukudi, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is my unique work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 10-04-2024

Melissa Fernando P
Signature

ACKNOWLEDGEMENT

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

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MELISSA FERNANDO P

LIST OF CONTENTS

CHAPTER	TITLE	PAGE NO.
I	Introduction and Design of the study	
	1.1 Introduction	
	1.2 Statement of the problem	
	1.3 Objectives of the study	
	1.4 Scope of the study	
	1.5 Research Methodology	
	1.6 Collection of data	
	1.7 Sample design	
	1.8 Hypotheses	
	1.9 Framework of analysis	
	1.10 Period of the study	
	1.11 Limitations of the study	
	1.12 Scheme of the report	
II	Review of Literature	
III	Pharmacy : An Overview	
	3.1 Introduction	
	3.2 History of COVID 19	
	3.3 Women's responses towards COVID	
	3.4 Social determinants of health	
	3.5 Mental health and wellbeing within a social model of health	
	3.6 Impact on people with existing mental health illness	
	3.7 Causes of mental health and wellbeing of women during COVID	
	3.8 Signs unique to women	
	3.9 Mental health disorders	
	3.10 Early signs and treatment	
	3.11 Why it is important for women to look at their mental health	
	3.12 Risk and Protective Factors	
	3.13 Conclusion	
IV	Analysis and Interpretation of Data	
V	Findings, Suggestions and Conclusion	
	Bibliography	
	Annexure – Questionnaire	

CHAPERT I



INTRODUCTION AND DESIGN OF THE STUDY

CHAPTER – I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

Mental health is a crucial dimension of health as it is a foundation for wellbeing and effective functioning for an individual and the community. Mental health encompasses more than the absence of mental illness and is strongly associated with physical health, behavior and lifestyle choices which may be influenced by our environment. Illness and disease are not exclusively the result of biomedical, behavioral and environmental factors they have a correlative relationship with socioeconomic and political conditions. While certain biomedical factors have been identified as increasing the risk of illness and mortality, the causes of these biomedical factors are socially determined that is there are ‘causes of the causes’.

Health is determined by a broad range of social, cultural, environmental and economic factors, as well as the genetic and biological factors that are generally thought to cause good and ill health. The social determinants of health are the surroundings in which people are born, grow, live, work and age, including the health system. These circumstances are shaped by the distribution of money, power and resources at global, national and local levels, which are themselves influenced by policy choices. While individual behaviors do play a role in health and wellbeing, they are carried out in the context of a broader environment where social, economic and physical conditions can work to provide support or barriers to health and wellbeing.

On March 11, 2020, the World Health Organization declared the novel coronavirus disease 2019 (COVID-19) outbreak a global pandemic. This highly infectious disease spread across the world in a short span of time, infecting millions of people around the world. The affected countries are using different strategies to contain the spread of COVID-19. In the absence of effective treatment protocols and a vaccine, total lockdown of cities, even entire countries, and mandatory social distancing between people are presently the only means to slow the spread of the disease. The rapid spread of COVID-19 has impacted many aspects of human life and activities. The drastic restrictions on economic activities have resulted in enormous economic losses and consequent loss of incomes and livelihood. Consequently,

mental health of the population has become a public health concern and should be studied. Indeed, the outbreak has stimulated research on mental health concern. In the broader discourse on public health discourse, both health and mental health are usually overlooked. It has been observed that the uncertainty surrounding COVID-19 has led to higher levels of depression among women during COVID 19. Additionally, the populations may have experienced some known risk factors for depression and anxiety including high mortality rate, resource and food insecurity, discrimination, and experience with infected and sick individuals, which can lead to some adverse mental health outcomes during these epidemics.

The COVID-19 pandemic and the lockdown can trigger the onset of anxiety disorders and may lead to symptom exacerbation in those with pre-existing disorders. It is widely accepted that women are the most affected, given that they are known to have a more anxious temperament. This trait-like phenotype is characterized by increased behavioral and physiological reactivity to mildly stressful stimuli. In addition, several genetic, sociocultural, hormonal, and developmental factors can influence an individual's response to stress, and the biological role of gender remains a vulnerability factor to psychosocial stress.

Anxiety is commonly reported when it comes to the women's' feelings about the spread of the pandemic. Their anxiety was often triggered by the news and social media. The need to be prepared with knowledge was an important defense, but concerns over distinguishing factual information made this a flawed coping mechanism for some. Being out of work, having to rely on savings and worrying about food insecurity have taken a large toll on the mental wellbeing of some of the young women in the group.

1.2 STATEMENT OF PROBLEM

Mental health refers to cognitive, behavioral, and emotional well-being. It is all about how people think, feel, and behave. Mental health can affect daily living, relationships, and physical health. COVID-19 has impacted the daily life of several women and has taken a toll on their mental health. While the social and economic impact of the pandemic has been heavy, the psychological consequences of the disease have greatly affected women. Managing multiple roles and trying to be a

‘perfect caregiver’ has affected several women and while balancing everything many women often forget to practice self-care which can drastically improve their mental and physical well-being.

Looking after mental health can preserve a person’s ability to enjoy life. But a good mental health of women will rise the whole family and society. Doing this involves reaching a balance between life activities, responsibilities, and efforts to achieve psychological resilience. Conditions such as stress, depression, and anxiety can all affect mental health and disrupt a person’s routine. Therefore it is necessary to study about the mental health and wellbeing of women during pandemic.

1.2 OBJECTIVES OF THE STUDY

The following are the objectives focused on this study:

1. To know about the pandemic effect on women’s mental health.
2. To find out the stress, anxiety and other indicators of Negative Mental Health of women during COVID 19.
3. To ascertain the influence of socio-economic and family support on mental health.
4. To identify the impact of mental health related to life style changes.
5. To analyze addiction on media and its causes on mental health of women.
6. To examine the effect of financial stability during pandemic.

1.4 SCOPE OF THE STUDY

The study was done within Thoothukudi City. The study entitled “Mental health and wellbeing of women during COVID in Thoothukudi City” aims to find the pandemic effect on women’s mental health in Thoothukudi. The analysis helps us to know about the mental health is the foundation for the well-being and effective functioning of individuals. Pandemic has caused stress, anxiety and worry for many individuals, arising both from the disease itself and from response measures such as social distancing and lockdowns. So in this study analysis are made regarding the mental health and wellbeing of women during pandemic. The approach to the study has been made from the view of point of the women in Thoothukudi city.

1.5 RESEARCH METHODOLOGY

The present study is analytical and descriptive nature. A questionnaire was constructed to elicit the required information from the respondents. Structured questionnaires was framed and collected using google forms.

Simple random samplings technique was adopted to select the sample respondents. The respondents who are interested to spare time for research study was selected as sample respondents.

The study is based on mental health and wellbeing of women in Thoothukudi City. Hence, the questions are related on common causes of psychological stress during pandemics, feelings of helplessness, lack of self-esteem to do anything in daily life, boredom, loneliness, and depression due to being isolated, financial stability during pandemic.

1.6 COLLECTION OF DATA

The data for the study were collected through survey. Data are of two types. They are,

1. Primary data
2. Secondary data

Primary Data

Primary data were collected by framing a questionnaire. A set of questionnaire was prepared and were given to public to analyse the preferences towards pharmacy.

Secondary Data

The secondary data were collected from websites, magazines, books and journals.

1.7 SAMPLE DESIGN

Simple Random Sampling was adopted and the data were collected from 125 sample respondents using questionnaire in Thoothukudi City. The questionnaire was issued by the respondents through G-Form.

1.8 HYPOTHESES

H0: There is no significant difference between occupation with financial stability of women which affects mental health and well-being during COVID -19 in Thoothukudi City.

H0: There is no significant difference between occupation with mental stability of women which affects mental health and well-being during COVID -19 in Thoothukudi City.

1.9 FRAMEWORK OF ANALYSIS

Regarding the study on mental health and wellbeing of women during COVID 19 in Thoothukudi City, the researcher collected primary and secondary data to make a clear view of the project. The data collected through questionnaire. It was classified and analyzed on the basis of statistical tools like,

- Percentage Analysis
- Weighted Average
- Likert's Five Point Scale Technique
- Mean Standard Deviation
- Mean Ranking
- ANOVA

1.10 PERIOD OF THE STUDY

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

1.11 LIMITATIONS OF THE STUDY

The study has some major limitations, they are,

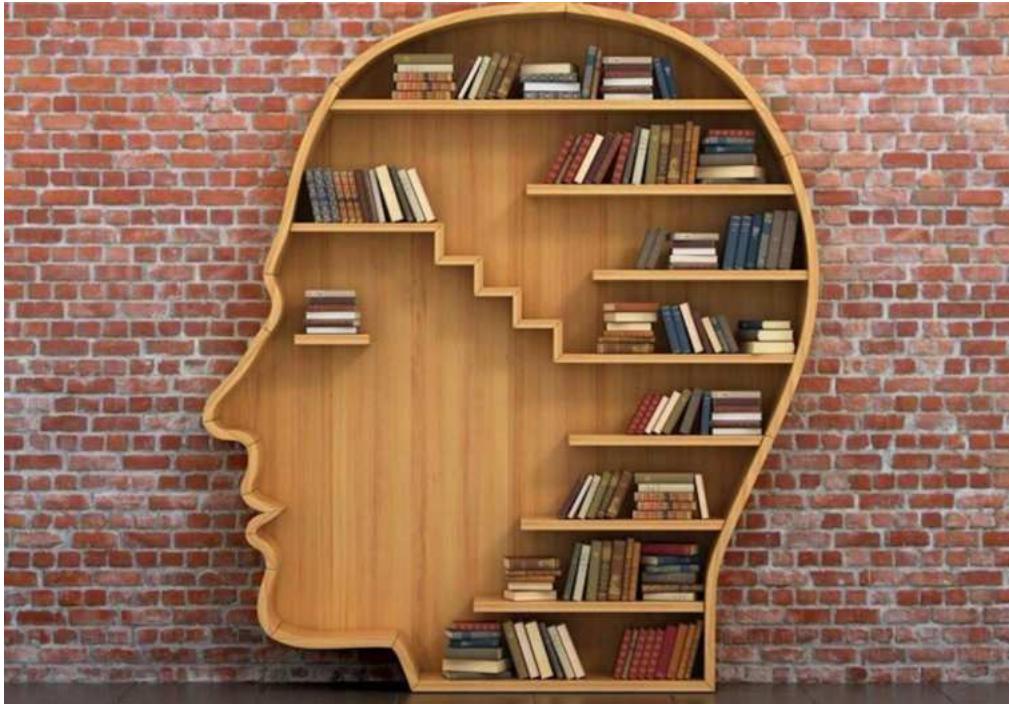
- ❖ Study was limited to Thoothukudi City.
- ❖ Responses generated from the respondents are based on their experience, which might have caused errors.
- ❖ The resources constraints have limited to the scope of the study.
- ❖ The service of data were not adequate. Some of the replies of the respondents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

1.11 SCHEME OF THE REPORT

The study on Mental health and wellbeing of women during COVID 19 in Thoothukudi City is organized into five chapters. They are,

- ❖ The first chapter deals with Introduction and Design of the study.
- ❖ The second chapter deals with the Review of the Literature.
- ❖ The third chapter deals with the Theoretical framework of the study.
- ❖ The fourth chapter deals with the Analysis and Interpretation of Data.
- ❖ The fifth chapter deals with the summary of Findings, Suggestions and Conclusion.

CHAPTER II



REVIEW OF LITRATURE

CHAPTER - II

REVIEW OF THE LITERATURE

2.1 INTRODUCTION

A review of literature is a scholarly paper that presents the current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Review of literature is a secondary sources and do not report new or original experimental work. It helps to establish the validity of a research project by revealing gaps in the existing literature on a topic that offer opportunities for new research. A large volume of literature is available about various pharmacy services offered around the world. In this chapter a detailed review of the studies conducted about the Mental health and well-being of women

2.2 REVIEWS RELATED MENTAL HEALTH AND WELLBEING OF WOMEN

Beatriz Vizcarr.lt.al (2004)¹ in their study, “Partner violence as a risk factor for mental health among women from communities in the Philippines, Egypt, Chile, and India” they made a report to mental health in women from different developing countries was established. Women, 15 to 49 years old with at least one child 18 years old or younger, were randomly selected (N = 3974). The Self Report questionnaire (SRQ) was used to assess mental health. Women with a score on the SRQ of 8 or more, or who reported ever attempting suicide, were classified as having poor mental

Michelle Kermode.et.al (2007)² in their study “ Empowerment of women and mental health promotion: a qualitative study in rural Maharashtra, India” The objectives of their study was Describe concepts of mental health and beliefs about determinants of mental health and illness among women involved and identify perceived mental health problems in this community, specifically depression, suicide

¹The Authors are Beatriz Vizcarra, Fatma Hassan, Wanda M Hunter, Sergio R Muñoz, Laurie Ramiro, Cristiane S De Paula “Partner violence as a risk factor for mental health among women from communities in the Philippines, Egypt, Chile, and India”. Published November 2004 Volume 11, 2004 – issue no. 2 <https://www.tandfonline.com/doi/abs/10.1080/15660970412331292351>

² Michelle Kermode, Helen Herrman, Rajanikant Arole, Joshua White, Ramaswamy Premkumar & Vikram Patel in their study “Empowerment of women and mental health promotion: a qualitative study in rural Maharashtra, India”. Article number: 225 (2007) <https://bmcpublichealth.biomedcentral.com/articles/10.1186/1471-2458-7-225>

and violence, their perceived causes. They undertook qualitative in-depth interviews with 32 women regarding their concepts of mental health and its determinants are suicide depression and violence

Mitchell G. Weiss.et.al (2008) ³ in their study “Global, national, and local approaches to mental health: examples from” they assessed Neuropsychiatric disorders and suicide amount to 12.7% of the global burden of disease and related conditions (GBD) according to World Health Organization (WHO) estimates for 1999, and recognition of the enormous component of mental illness in the GBD has attracted unprecedented attention in the field of international health. Focusing on low- and middle-income countries with high adult mortality, this article discusses essential functions of international agencies concerned with mental health. A review of the history and development of national mental health policy in India follows, and local case studies consider the approach to planning in a rural mental health programme in West Bengal and the experience in an established urban mental health programme in a low-income community of Mumbai. Local programmes must be attentive to the needs of the communities they serve, and they require the support of global and national policy for resources and the conceptual tools to formulate strategies to meet those needs. National programmes retain major responsibilities for the health of their country’s population: they are the portals through which global and local interests, ideas, and policies formally interact. International priorities should be responsive to a wide range of national interests, which in turn should be sensitive to diverse local experiences. Mental health actions thereby benefit from the synergy of informed and effective policy at each level.

Nancy Felipe Russo, Jessica Tartaro (2008)⁴ in their study “Women and mental health” This research highlights new conceptualizations, methodological issues, and selected research findings related to women and mental health. The article

³ [Mitchell G. Weiss, Mohan Isaac, Shubhangi R. Parkar Arabinda N. Chowdhury R. Raguram](#)(2008)

“Global, national, and local approaches to mental health: examples from” they assessed customers”

First published: 09 October 2008 [Volume 6, Issue 1](#)

<https://doi.org/10.1046/j.1365-3156.2001.00670.x>

⁴ Nancy Felipe Russo, Jessica Tartaro (2008)“Women and mental health. ” *Psychology of women: A handbook of issues and theories* (p. 440–483).

<https://psycnet.apa.org/record/2008-00157-014>

first summarize epidemiological findings on gender differences in patterns of mental disorder, with particular attention to differences in patterns by race/ethnicity and marital roles. It provides additional information on high-prevalence disorders for women: anxiety (with special attention to PTSD), depressive, and eating disorders. Then, using a stress-and-coping perspective, we examine risk factors and life events contributing to the gender gap in rates of psychological disorder, topics discussed include pregnancy and resolution, prejudice, and discrimination.

Keva Glynn.et.al. (2009)⁵ in their study “The Association between Role Overload and Women's Mental Health” The objective of research are to determine the importance of role on social determinants of women's mental health. A cross-sectional telephone survey in 2003 assessed the association among role overload, types and quality of roles (parent, employee, and spouse), sociodemographic, and mental health using linear regression. Analysis included 716 women aged 25–54 who indicated that their youngest child living in the household was aged ≤17 years. Their findings indicate the importance of measuring women's experience of their multiple roles rather than focusing on single roles. More research is warranted on the totality of women's experiences of their many social role obligations.

Sarah Basu (2012)⁶ in their study “Mental Health Concerns for Indian Women” made a narrative review of studies about the mental health problems of women, especially in the Indian context. While studying the psychological construct of mental health, we come to understand that it is deeply embedded within an individual's social and socioeconomic relationships. Since women worldwide, and more so in India, face gender-based discrimination at every stage of their lives, their psychological well-being becomes a cause for great concern. This note attempts to explore the various risk and protective factors affecting the mental health of women.

⁵ Keva Glynn, Heather Maclean, Tonia Forte, and Marsha Cohen “The Association between Role Overload and Women's Mental Health” in 2009 [Journal of Women's Health](https://www.liebertpub.com/doi/abs/10.1089/jwh.2007.0783) Vol. 18, No. 2 <https://www.liebertpub.com/doi/abs/10.1089/jwh.2007.0783>

⁶ Sarah Basu “Mental Health Concerns for Indian” in 2012 [Vol 19, Issue 1, 2012](https://doi.org/10.1177/097152151101900106) <https://doi.org/10.1177/097152151101900106>

Sunilkumar M Kamalapur (2013)⁷ in their study “Women Health in India: An Analysis” The journal concludes that nationally, about half the women (51.6%) are involved in decision making on their healthcare. Women’s widespread ignorance about matters related to their health poses a serious impediment to their well-being. The reports tells that out of the total births where no antenatal care was sought during pregnancy, in 60 percent of the cases women felt it was ‘not necessary’

Ansuman Panigrahi et.al. (2014)⁸ in their study “Mental Health Status among Married Working Women Residing in Bhubaneswar City, India: A Psychosocial Survey” This project is about Mental Health Status among Married Working Women: A Psychosocial Survey. This study aimed to assess the mental health status and its correlates among married working women. A cross-sectional study was undertaken in 240 households involving 240 married working women following a multistage cluster random sampling design. Using the predesigned, pretested interview schedule and self-reporting questionnaire, all relevant information was collected. This study revealed that 32.9% of study respondents had poor mental health and only about 10% of these women had sought any kind of mental health services. Logistic regression analysis showed that 3 predictors such as favorable attitude of colleagues, sharing their own problems with husband, and spending time for yoga/meditation/exercise had significant positive impact on the mental health status of married working women. A preventive program regarding various aspects of mental health for married working women at workplace as well as community level could be a useful strategy in reducing this public health problem.

⁷ Sunilkumar M Kamalapur “Women Health in India: An Analysis” ISSN 2319–3565 Vol. 2(10), 11-15, October (2013) Int. Res. J. Social Sci. International Science Congress Association <http://www.isca.in/IJSS/Archive/v2/i10/3.ISCA-IRJSS-2013-135.pdf>

⁸ Ansuman Panigrahi, Aditya Prasad Padhy, and Madhulita Panigrahi. “Mental Health Status among Married Working Women Residing in Bhubaneswar City, India: A Psychosocial Survey” Volume 2014 |Article ID 979827 | <https://doi.org/10.1155/2014/979827>

Savita Malhotra, Ruchita Shah (2015)⁹ in their study “Women and mental health in India: An overview” the purpose of study is to find out that Gender is a critical determinant of mental health and mental illness. Gender differences occur particularly in the rates of common mental disorders wherein women predominate. Differences between genders have been reported in the age of onset of symptoms, clinical features, and frequency of psychotic symptoms, course, social adjustment, and long-term outcome of severe mental disorders. The research concludes around two-thirds of married women in India were victims of domestic violence. Concerted efforts at social, political, economic, and legal levels can bring change in the lives of Indian women and contribute to the improvement of the mental health of these women.

Juhi Vajpayee and Kritika Makkar (2016)¹⁰ in their study “Mental Health of Women in India” This research focuses on the multidimensional social model of mental health of Women in India. It explores the various aspects of society - physiological, family, socio-economic status, cultural and media and the interaction of these factors with women's psychological wellbeing. The main purpose of the study was to identify and analyze the social stigma attached to these factors and create awareness about them. The method used for this research was the analysis of the secondary data collection, movie analysis and literature review.

Raju Kowsalya, Shanmugam Manoharan (2017)¹¹ in their study “Health status of the Indian women- a brief report” this article concludes that The government should take necessary and compulsory policies to improve the literacy rate and quality education as well as to provide adequate employment opportunities for women, which might explore positive impact on the women’s health concerns. The government can also improve the health status of women by strengthening and expanding essential health services as well as by frequent counselling and awareness on educational and nutritional needs and gender based violence.

⁹ Savita Malhotra, Ruchita Shah (2015) “Women and mental health in India: An overview” [Public health information \(CDC\) Research information \(NIH\) SARS-CoV-2 data \(NCBI\)](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4539863/)
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4539863/>

¹⁰ Juhi Vajpayee and Kritika Makkar (2016) “Mental Health of Women in India”
<https://www.researchgate.net/publication/296327929>

¹¹ Raju Kowsalya, Shanmugam Manoharan (2017) “Health status of the Indian women- a brief” Volume 5 Issue 3 – 2017 <http://medcraveonline.com/MOJPB/MOJPB-05-00162.pdf>

Samantha C. Winter, .et.al (2020)¹² in their study, “Intimate partner violence: A key correlate of women’s physical and mental health in informal settlements in Nairobi, Kenya” The purpose of this study was to fill this gap by empirically exploring associations between women’s experiences of intimate partner violence (IPV) and their physical and mental health. A total of 550 randomly-selected women participated in surveys however, analyses for this study were run on a subpopulation of the women (n = 361). Multivariate logistic regressions were used to investigate the link between psychological, and emotional IPV and women’s mental and physical health. Results suggest that while some socioeconomic, demographic, and environmental variables were significantly associated with women’s mental and physical health outcomes, all types of IPV emerged key correlates in this context

Padhmanabhan Vijayaraghavan and Divya Singhal (2020)¹³ in their study “A Descriptive Study of Indian General Public’s Psychological responses during COVID-19 Pandemic Lockdown Period in India” they have studied Pandemics like COVID-19 poses several challenges which not only include medical but also have a psycho-social impact on the society. It is important to understand how public appraise a pandemic in a large country like India and how do they mentally and behaviorally respond during this threat. A structured questionnaire was used to collect the data and examine the Health Anxiety, Coping and Locus of Control-Internal/External variables using five-point Likert Scale. Responses (n = 231) were collected during 24th March to 30th March; this duration is part of nation-wide lockdown period. There was a significant difference between various age groups and their Health Anxiety. (F (8, 222)=2.772. p<.05). Analysis of health related anxiety reveals that respondents are more worried over the health of their loved ones than theirs. With regard to coping mechanism, it was found that, during the Covid-19 outbreak period, respondents displayed high engagement with the social media and connect with their loved ones using technology. Respondents feel responsible towards disease control, prevention,

¹² Samantha C. Winter , Lena Moraa Obara, and Sarah McMahon “Intimate partner violence: A key correlate of women’s physical and mental health in informal settlements in Nairobi, Kenya” PLoS ONE 15(4): e0230894.

<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0230894>

¹³ Padhmanabhan Vijayaraghavan and Divya Singhal “A Descriptive Study of Indian General Public’s Psychological responses during COVID-19 Pandemic Lockdown Period in India” Created: April 13, 2020 | Last edited: April 14, 2020 <https://psyarxiv.com/jeksn/>

spread and healthy protective behavior. The study provides preliminary insights into people's perception on Health Anxiety, Locus of Control and Coping mechanism.

Cara L.Wallace, .et.al (2020)¹⁴ in their study “Grief During the COVID-19 Pandemic: Considerations for Palliative Care Providers” They proposed that the COVID-19 pandemic is anticipated to continue spreading widely across the globe throughout 2020. To mitigate the devastating impact of COVID-19, social distancing and visitor restrictions in health care facilities have been widely implemented. Such policies and practices, along with the direct impact of the spread of COVID-19, complicate issues of grief that are relevant to medical providers. We describe the relationship of the COVID-19 pandemic to anticipatory grief, disenfranchised grief, and complicated grief for individuals, families, and their providers. Furthermore, we provide discussion regarding countering this grief through communication, advance care planning, and self-care practices. We provide resources for health care providers, in addition to calling on palliative care providers to consider their own role as a resource to other specialties during this public health emergency.

Hernán López-Morales, et.al. (2021)¹⁵ in their study “Mental health of pregnant women during the COVID-19 pandemic: A longitudinal study” says that several studies have reported the susceptibility of pregnant women to emotional instability and stress. Thus, pregnancy may be a risk factor that could deepen the already negative effects of the current COVID-19 pandemic. Therefore, the aim of this study is to analyze longitudinally the psychopathological consequences of the pandemic in pregnant women, and to explore differences with non-pregnant women. The participants in this study were 102 pregnant women, and a control group of 102 non-pregnant women (most of them reported having university studies and little financial impact from the pandemic). They completed the Beck Depression Inventory-

¹⁴, Cara L.Wallace, Stephanie P.Wladkowski , Patrick White ^d “Grief During the COVID-19 Pandemic: Considerations for Palliative Care Providers” [Journal of Pain and Symptom Management Volume 60, Issue 1](#), July 2020, Pages e70-e76

<https://www.sciencedirect.com/science/article/abs/pii/S0885392420302074>

¹⁵ [Hernán López-Morales](#), [Macarena Verónica del Valle](#),[Lorena Canet-Juric](#),[María Laura Andrés](#),[Juan Ignacio Galli](#), [Fernando Poó](#),and “Mental health of pregnant women during the COVID-19 pandemic: A longitudinal study” [Psychiatry Res.](#) 2021 Jan; 295: 113567.

PMCID: PMC7657008 PMID: [33213933](#)

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7657008/>

II, the State-Trait Anxiety Inventory, and the Positive and Negative Affect Schedule, in three different times (2, 14, and 47 days after the start of the lockdown). In a time range of 50 days of quarantine, all women showed a gradual increase in psychopathological indicators and a decrease in positive affect. Pregnant women showed a more pronounced increase in depression, anxiety and negative affect than the non-pregnant women did. In addition, pregnant women showed a more pronounced decrease in positive affect. It is important for institutions dedicated to perinatal health care to count on empirical information to optimize the provision of their services.

2.3 Research gap

There are various study made on the Mental health and wellbeing of women and the various services provided by the health institution but there are no specific research made in Thoothukudi city. So the researcher have conducted research on Mental health and wellbeing of women during COVID 19 in Thoothukudi city. This study helps to understand the mental health and wellbeing of women during COVID in Thoothukudi city

CHAPTER – III



MENTAL HEALTH AND WELL BEING OF WOMEN DURING COVID 19- OVERVIEW

CHAPTER – III

THEORETICAL FRAMEWORK OF THE STUDY

3.1 INTRODUCTION

Mental health issues following the COVID-19 pandemic stem from 'normal' people being exposed to 'extraordinary situations'. It includes emotional difficulties as well as severe mental illness and substance misuse. Currently, everyone is experiencing emotions, thoughts and situations which have never experienced before. It is not that there were no pandemics earlier. Pandemics, particularly plague outbreaks have been known since times immemorial. The Cholera pandemic followed by the flu pandemic were highlights of the nineteenth century. Another cholera epidemic and the “Spanish Flu”, ravaged the world in the early part of the twentieth century. Subsequently, while there have been outbreaks of Asian flu, SARS, MERS, Ebola, etc, the pandemic of COVID-19 is on a completely different scale. It has shaken the entire world and created global panic. The pandemic has significant and variable psychological impacts in each country, depending on the stage of the pandemic.

3.2 HISTORY OF COVID 19



The first known human infections were in Wuhan, Hubei, China. A study of the first 41 cases of confirmed COVID-19, published in January 2020 in *The Lancet*, reported the earliest date of onset of symptoms as 1 December 2019. According to official Chinese sources, these were mostly linked to the Huanan Seafood Wholesale Market, which also sold live animals. In May 2020 George Gao, the director of the CDC, said animal samples collected from the seafood market had tested negative for the

virus, indicating that the market was the site of an early super spreading event, but that it was not the site of the initial outbreak.

Italy had its first confirmed cases on 31 January 2020, two tourists from China. Italy overtook China as the country with the most deaths on 19 March 2020. By 26 March the United States had overtaken China and Italy with the highest number of confirmed cases in the world. Later it passed on to many countries. The first reports of cases of what would become COVID-19 came on December 31, 2019. Since then, more than 537,432 cases have been confirmed worldwide and the number is still rising, with more than 24,000 deaths. With new developments across the globe every day, it can be difficult to keep track of exactly what's happening.

3.3 WOMEN'S RESPONSES TOWARDS COVID

In India, the first and foremost responses to the pandemic has been fear and a sense of clear and imminent danger. Fears have ranged from those based on facts to unfounded fears based on information/misinformation circulating in the media, particularly social media. At a time when change is the only constant (concerning advisories and precautions, as we move through different stages), what to do? What not to do? Questions are near-universal and give rise to worry and fear. Each of us responds differently to the barrage of information from global and local sources. This can lead to those who are the “worried well”, those who develop distressful psychological symptoms and maladaptive coping with stress, and those who develop a mental disorder. The fears of contracting the illness are also frequent and range from misinterpreting every fever or cough as a COVID-19 infection, wanting a test done.

Responses to Unemployment

Apart from the advisories regarding handwashing, doubts about whether or not to use a mask, what type of mask, what distances to maintain, what surfaces need disinfection with what? There are also real worries of job losses and economic slowdown during and following the pandemic. The list is endless and leads to a cycle of concern, worry, and distress. On the other extreme are also completely unworried or uncaring, who feel they are invincible and do not need to follow any advisory or precaution. This attitude can also lead to an endangerment to self and others. Many women feel like they are powerless to make the decision they want because of their

disparity in income (earning less than their male partners) and the domestic division of labor.

Responses to Parenting

Women ages 25 to 44 years are almost three times as likely as men to be not working due to childcare demands. For other working women, having to choose between sending their kids to school and risking exposing them to the virus (in order to stay employed) or keeping them home (and leaving the workforce), has presented a tormenting choice.

Even in this “enlightened” era, married mothers do almost double the amount of household work and parenting as married fathers. The burden of parenting and running a household while also working during the pandemic has created a pressure cooker environment, exacerbating women’s psychology of “I’m not doing a good enough job at anything.”

Responses to Social Distancing and Lockdown



The social distancing and lockdown have also led to several changes in day-to-day activities, redistribution of home chores, extensive working from home and greater time spent with those living together. Notwithstanding the importance of social distancing (although many prefer to use the term physical distancing), such a requirement has meant long separation from families (for those working away from their hometowns), financial stress and interpersonal strain. Reactions can range from boredom and moodiness to anger, irritation, and frustration. Another maladaptive coping is through the use of mind-altering substances. Uncertainty and a sense of loss of control are undoubtedly the pathogenic agents for anxiety, panic, and depression.

Media response to COVID-19 and social distancing



The media tend to play a very important role in bringing people together in such difficult times. The media all over the world is taking the pandemic seriously with full coverage and rapid updates about the current situation. The Indian media has been especially supportive of the government in propagating correct measures of social distancing and encouraging the masses to maintain social-distancing protocols and creating online social engagement in support with the government. Despite the efforts, the world's largest democracy, which had been facing issues, is now showing signs of adherence toward government advisories. In recent times, social media has been portraying an important role in the times of social distancing by encouraging and influencing the general population to stay home, giving in a sense that they are not alone in these dark times. There had been efforts by the media to convey to the masses regarding the mental health issues. Some newspapers and radio channels are spreading the awareness through various talk shows, wherein they were able to interact and ask queries. The participation of Psychiatrists has been notable in helping the people out amid social distancing and quarantine of the people.

Responses of the Government

The COVID-19 pandemic is, by far, the most widespread and boundless human pandemic across the world, leading to the involvement of global organizations in the mitigation and management of the disease. The involvement of the world associations has brought about several changes in their functioning. The illness is extremely contagious and difficult to stop. It has infected many national and international leaders

and has cost huge financial and economic burdens on nations. The reports from the United Nations and their Organizations and WTO have given extremely sad and unfortunate responses regarding the falling world economy and the threat of moving a huge number of the world population to poverty. Governments have been reacting to the situation in various ways. The health-care system of the world is being tested globally. Medical, nursing, and paramedical workers are working to their capacities and often are facing a shortage of consumable items such as PPE and basic hygiene consumables such as hand wash and hand rubs. The nations throughout the world have virtually closed their borders and are not allowing movements across states as well. They have rolled out advisories and orders to maintain social distancing, and emergency and Militaries are being used to their fullest capacity to cope up with the pandemic situation. The international alliances are joining hands to help the developing nations and nations in crisis to cope and manage the pandemic situation

3.4 Social Determinants of Health



Illness and disease are not exclusively the result of biomedical, behavioral and environmental factors; they have a correlative relationship with socioeconomic and political conditions. While certain biomedical factors have been identified as increasing the risk of illness and mortality, the causes of these biomedical factors are socially determined that is there are ‘causes of the causes’. Health is determined by a broad range of social, cultural, environmental and economic factors, as well as the genetic and biological factors that are generally thought to cause good and ill health.

The social determinants of health are the surroundings in which people are born, grow, live, work and age, including the health system. These circumstances are shaped by the distribution of money, power and resources at global, national and local levels, which are themselves influenced by policy choices (WHO 2000). While individual

behaviors do play a role in health and wellbeing, they are carried out in the context of a broader environment where social, economic and physical conditions can work to provide support or barriers to health and wellbeing.

3.5 Mental Health and Wellbeing within a Social Model of Health

It is important to view the health and wellbeing of women within a social model of health, where the social context of a woman's life is of equal importance to all other dimensions of health. The social model of health acknowledges the many social determinants of health and the complex ways that the context of a woman's life including her gender, age, socioeconomic status, ethnicity, sexuality, disability and geography may be associated with health outcomes, access to health care, and experiences of health, wellbeing and illness

This approach recognizes that some groups in society have a reduced chance of achieving their full health potential as a result of their life circumstances including political, social, economic and environmental conditions. Gender interact with other social factors to influence health and wellbeing. These include:

- Socio-economic status
- Aboriginality
- Age
- Disability
- Cultural and linguistic diversity
- Geographic location

Social issues, such as poverty and inadequate housing, have been highlighted as major contributors to mental health issues. Women's mental health and wellbeing needs to be viewed within the context of lower incomes, power in relationships, status in the workplace, greater caring responsibilities and experiences of harassment, violence and discrimination. Higher prevalence of mental illness has been found to be associated with:

- Unemployment
- Single parent families
- Single relationship status
- Homelessness
- Social isolation (limited contact with friends / social support)
- Psychological distress

- Suicidal thoughts
- Disability

3.6 Impact on People with Existing Mental Health Illness



- Those with existing poor mental health are facing a number of risks including increased rates of mental ill health and disruption to treatment, medications and the lifeline of support services. Studies are showing COVID-19 is likely to exacerbate existing mental health symptoms or trigger relapse among people with pre-existing mental health illness.

- COVID-19 has had a huge impact on mental health services and caused disruption to care and treatment. Some specialized mental health provision has been cut in order to increase capacity to treat the physical impact of COVID-19. A number of general hospital psychiatric wards have been converted into COVID-19 wards, meaning large numbers of severely ill people are moved out.

- Distancing and lack of Personal Protection Equipment (PPE) have also impacted on the capacity to continue to care for those with severe and acute conditions. Demand for face-to-face mental health services has reportedly significantly decreased due to fear of infection, especially among older people. Many services have had to switch to remote mental health care, providing consultations through digital platforms or by phone. Some countries are investing in innovative digital and telecommunication solutions and the appointment of more mental health professionals.

- People who test positive for COVID-19 have to cope with fear, anxiety and uncertainty about their condition, as well as physical discomfort and separation from loved ones. COVID-19 patients around the world need mental health support now and in the future, as do their families.

- For those who have loved ones affected by COVID-19 they face worry and separation. People who experience the death of a family member often do not have the opportunity to be present in their last moments, or to hold funerals which can have a profound effect on grieving and impact mental health.

3.7 Causes of Mental Health and Well Being of Women during COVID

The coronavirus pandemic is a global threat in the 21st century. There has been a significant rise in the number of infected cases and mortality due to this infection. In addition to these problems, COVID-19 can cause additional psychological responses, such as, risk of being infected when the transmission mode of COVID-19 is not 100% clear, common symptoms of other health problems being mistaken for COVID-19, increased worry about children being at home alone (during school shutdowns, etc.) while parents have to be at work, and risk of deterioration of physical and mental health of vulnerable individuals if care support is not in place.

Women Frontline workers, such as doctors and nurses may experience additional mental health problems. Stigmatization towards working with COVID-19 patients, stress from using strict biosecurity measures (such as physical strain of protective equipment, need for constant awareness and vigilance, strict procedures to follow, preventing autonomy, physical isolation making it difficult to provide comfort to the sick), higher demands in the work setting, reduced capacity to use social support due to physical distancing and social stigma, insufficient capacity to give self-care, insufficient knowledge about the long-term exposure to individuals infected with COVID-19, and fear that they could pass infection to their loved ones can put frontline workers in additional stress

Under reasonable stress, anyone can experience mental morbidity symptoms after a traumatic event and pandemics, which are capable of inducing a lot of stress among large populations. Several factors determine the likelihood of a person developing these conditions. The conditions that precede the event; the nature of the traumatic event happening; the scenarios after the event; rapidity of event; level of uncertainty involved; the potential for personal risk and risk to the family or loved ones; and the overall impact on the economy, jobs, socio-political organizations, etc., are some of the factors determining the outcome.

Stress has been invariably associated with precipitation and exacerbation of psychiatric illnesses, and the level of inflammatory cytokines is elevated in these

conditions, especially psychosis. Generally, when a stressful event occurs, it has been found that certain sections of the population especially women are at a higher risk of experiencing difficulties.

Other risk factors are socioeconomic vulnerability, lack of education, and substance abuse. Profound psychological responses could be triggered by such incidents, which could comprise a life-safety risk, either actual or imaginary. Therefore, relatively close people to the event are inherently predisposed and may suffer from a greater number of major problems.

Psychological markers for posttraumatic stress reactions can be seen in the women's emotionality, cognition, attitudes, and temperament. Symptoms such as sleep deprivation may also supersede. Some have tachycardia, trembling, sweating and fatigue, tiredness, fever, nonspecific somatic symptoms, and other symptoms of autonomic dysfunction. Regardless of the degree of crisis, strategies must assure that those at risk are detected and provided with the need. The concept of "hypochondriac concerns" (worry about being infected) can be established as the cause for developing anxiety and depression, the constant fear that the epidemic could be hard to control, with the unknown impacts on personal and social lives. Those who were well versed with precautionary measures, informed with ample material about the illness, tend to do better. The specific mental health issues during the COVID-19 pandemic are listed below:

- Emotional problems include fear, rage, edginess and mood swings, criticism, and blaming (self and others), frustration, depression, emotional numbness, and inability to cope
- Biological functioning such as impairment in sleep
- Cognitive issues include poor concentration, poor memory, inability to make decisions, integrity loss, heightened alertness, perceptual distortions, intrusive and unwelcome memories, reduced self-esteem/confidence, and denial
- Psychological and personality issues include emotional outbursts, anger, argumentativeness, and inability to settle. Withdrawal, lack of ability to interact with others, reduction/loss of appetite (or may be increased as a coping mechanism), reduction or loss of libido, inability to regulate substance use, and increased risk-taking behaviors
- Variable responses depending on the level of stress perceived can be seen. Somatization often occurs in people who are unable to handle stress. The media

portrayal of COVID-19 has led to a state of constant hypervigilance among the people, leading to the development of various somatic symptoms and panic levels of anxiety

- Suicides have been reported from various parts of the world concerning the COVID-19 pandemic. The mental health impact of the disease regarding the fear of COVID-19 are seen from the case reports, which warrant intervention from the psychiatry fraternity and strengthen protocols for crisis management targeted to the COVID-19 pandemic

- Another common phenomenon is paranoia and fear, which is further enhanced by the constant telephonic reminders and flash of news on the contamination of novel coronavirus, which are acting as a source for paranoid ideas

- Similar cognitive distortions can lead to obsessive contamination thoughts and can reinforce illness in vulnerable populations

- Patients with substance use disorder are likely to experience withdrawal symptoms due to lockdown and inaccessibility to substances. Similarly, spending most of the time at home due to lockdown increases the risk of excessive use of the Internet and binge-watching of television, which may later lead to technology addiction.

3.8 Signs Unique to Women

Women tend to experience mental illness slightly differently than men. Specifically, women are more prone to internalizing mental illnesses such as depression and anxiety, while men are more prone to externalizing mental illnesses such as drug abuse, alcoholism, and antisocial behaviors. An internalizing mental illness is one which causes a person to turn inward. It often leads to withdrawal, ruminating, loneliness, and feelings of sadness. Women who find themselves retreating from life and internalizing their emotions should consider the possibility of a mental illness when this sign is combined with other factors.

Women also tend to experience more physical symptoms in the context of mental illness like Headaches, stomachaches, chronic pain, and high blood pressure can all be symptoms of mental illness. Other physical signs include sleep difficulties, weight fluctuations, lack of energy, or a low sex drive. Physical symptoms should always be checked out by a medical doctor. But, once a medical diagnosis is ruled out, women who experience unexplained physical symptoms may consider the possibility of an undiagnosed mental illness.

General Signs of Mental Illness



There are also a number of universal signs of mental illness that are equally applicable to both men and women. See if you can find yourself in the following list.

- **Difficulty functioning in life:** Sometimes the first signs of mental illness are seen in decreased functioning. This might appear as bad grades, poor work performance, failing to following through on responsibilities, difficulty coping with stress, or problems in personal relationships.
- **Changes in mood and emotion:** Unexplained or uncharacteristic changes or fluctuations in mood are another primary sign of many mental illnesses. This might be displayed as a depressed mood, feelings of euphoria, excessive energy, lack of emotion, or feelings of apathy. Alternatively, a person might experience excessive guilt, fear, shame, or anger.
- **Cognitive deficiencies:** These can include memory problems, difficulty concentrating, or spells of confusion. Any troubling cognitive symptoms of this nature should be assessed for a possible mental illness.
- **Risky or uncharacteristic behaviors:** Mental illness sometimes leads to risky behaviors such as spending exorbitant amounts of money, engaging in risky sexual behaviors, or experimenting with drugs and alcohol. Sometimes a dual diagnosis is present in which a person experiences an addiction to drugs or alcohol in addition to a diagnosis such as depression or PTSD.
- **Breaks with reality:** Breaks with reality are found in psychotic disorders. These might manifest in the form of delusions, hallucinations, paranoia, or a sense of detachment from the world.

3.9 MENTAL HEALTH DISORDERS

1. Anxiety disorders

According to the Anxiety and Depression Association of America, anxiety disorders are the most common type of mental illness. People with these conditions have severe fear or anxiety, which relates to certain objects or situations. Most people with an anxiety disorder will try to avoid exposure to whatever triggers their anxiety. Examples of anxiety disorders include:

❖ **Generalized anxiety disorder (GAD):** The American Psychiatric Association define GAD as disproportionate worry that disrupts everyday living. People might also experience physical symptoms, including

- restlessness
- fatigue
- tense muscles
- interrupted sleep

A bout of anxiety symptoms does not necessarily need a specific trigger in people with GAD. They may experience excessive anxiety on encountering everyday situations that do not present a direct danger, such as chores or keeping appointments. A person with GAD may sometimes feel anxiety with no trigger at all.

❖ **Obsessive-compulsive disorder (OCD):** People with OCD have obsessions and compulsions. In other words, they experience constant, stressful thoughts and a powerful urge to perform repetitive acts, such as hand washing.

❖ **Post-traumatic stress disorder (PTSD):** PTSD can occur after a person experiences or witnesses a deeply stressful or traumatic event. During this type of event, the person thinks that their life or other people's lives are in danger. They may feel afraid or that they have no control over what is happening. These sensations of trauma and fear may then contribute to PTSD.

❖ **Seasonal affective disorder (SAD):** Reduced daylight triggers during the fall, winter, and early spring months trigger this type of major depression. It is most common in countries far from the equator. Schizophrenia disorders

2. **Panic disorders:** People with a panic disorder experience regular panic attacks, which involve sudden, overwhelming terror or a sense of imminent disaster and death.

3. **Phobias:** There are different types of phobia:

- **Simple phobias:** These might involve a disproportionate fear of specific objects, scenarios, or animals. A fear of spiders is a common example.
- **Social phobia:** Sometimes known as social anxiety, this is a fear of being subject to the judgment of others. People with social phobia often restrict their exposure to social environments.
- **Agoraphobia:** This term refers to a fear of situations in which getting away may be difficult, such as being in an elevator or moving train. Many people misunderstand this phobia as a fear of being outside. Phobias are deeply personal, and doctors do not know every type. There could be thousands of phobias, and what might seem unusual to one person may be a severe problem that dominates daily life for another.

4. **Mood Disorder:** People may also refer to mood disorders as affective disorders or depressive disorders. People with these conditions have significant changes in mood, generally involving either mania, which is a period of high energy and elation, or depression. Examples of mood disorders include:

- **Major depression:** An individual with major depression experiences a constant low mood and loses interest in activities and events that they previously enjoyed. They can feel prolonged periods of sadness or extreme sadness.
- **Bipolar disorder:** A person with bipolar disorder experiences unusual changes in their mood, energy levels, levels of activity, and ability to continue with daily life. Periods of high mood are known as manic phases, while depressive phases bring on low mood

3.10 EARLY SIGNS AND TREATMENT

There is no physical test or scan that reliably indicates whether a person has developed a mental illness. However, people should look out for the following as possible signs of a mental health disorder:

- withdrawing from friends, family, and colleagues
- avoiding activities that they would normally enjoy
- sleeping too much or too little
- eating too much or too little

- feeling hopeless
- having consistently low energy
- using mood-altering substances, including alcohol and nicotine, more frequently
- displaying negative emotions
- being confused
- being unable to complete daily tasks, such as getting to work or cooking a meal
- having persistent thoughts or memories that reappear regularly
- thinking of causing physical harm to themselves or others
- hearing voices
- experiencing delusions

Treatment



There are various methods for managing mental health problems. Treatment is highly individual, and what works for one person may not work for another. Some strategies or treatments are more successful in combination with others. A person living with a chronic mental disorder may choose different options at various stages in their life. The individual needs to work closely with a doctor who can help them identify their needs and provide them with suitable treatment. Treatments can include:

Psychotherapy, or talking therapies

This type of treatment takes a psychological approach to treating mental illness. Cognitive behavioral therapy, exposure therapy, and dialectical behavior

therapy are examples. Psychiatrists, psychologists, psychotherapists, and some primary care physicians carry out this type of treatment. It can help people understand the root of their mental illness and start to work on more healthful thought patterns that support everyday living and reduce the risk of isolation and self-harm.

Medication

Some people take prescribed medications, such as antidepressants, antipsychotics, and anxiolytic drugs. Although these cannot cure mental disorders, some medications can improve symptoms and help a person resume social interaction and a normal routine while they work on their mental health. Some of these medications work by boosting the body's absorption of feel-good chemicals, such as serotonin, from the brain. Other drugs either boost the overall levels of these chemicals or prevent their degradation or destruction.

Self-help

A person coping with mental health difficulties will usually need to make changes to their lifestyle to facilitate wellness. Such changes might include reducing alcohol intake, sleeping more, and eating a balanced, nutritious diet. People may need to take time away from work or resolve issues with personal relationships that may be causing damage to their mental health. People with conditions such as an anxiety or depressive disorder may benefit from relaxation techniques, which include deep breathing, meditation, and mindfulness. Having a support network, whether via self-help groups or close friends and family, can also be essential to recovery from mental illness.

3.11 Why It is Important for Women to Look at Their Mental health

Lots of times, women don't take a good look at their mental health, and how they feel. But, did you know that mental health is for everyone, not just for rich people? It can really help women of all shapes, sizes, and economic backgrounds, and women need to consider their own mental health. Here, we'll talk about how it can impact women if they take the time to really understand and improve their mental health and wellness.

Improves Relationships

It for one can improve your relationship. Whether you need marriage advice or advice on how to handle various issues, it is so important for women to look at their own mental health. Talking to a counselor will help with improving your life, and if you are stressed out due to issues at the office, you can talk to someone and get the help that you need. Women often don't take their own mental health into consideration, but even if they're parents, it is very important.

It can improve your relationship with your family too. If you have kids, sometimes it can be rough being a mom. But, with the right help, and by understanding your own mental health, it can prevent upsets between you and your kids. You can look [here](#) and [here](#) too in order to help better understand your family, and as a mother, better your own life.

Brings Empowerment



Understanding your demons and knowing how to best them brings about empowerment. Women do need empowerment and it can help to bring about a better outlook on life. Many women feel like they aren't being listened to, for one reason or another, or maybe they don't have the confidence to speak up. But, by harnessing your own mental health, better understanding yourself, and bringing forth better wellness, you'll realize that you are empowered, and stronger than ever before.

Can Bring About change

Women who are in control of their own mental health and wellness, getting the treatment, and means to handle their demons, will be able to bring about change. If you have a company that you work for that needs a wellness program, for example, you can bring this up, and you can start it. Women who are afraid to make a

difference and change tend to shirk on this, and they don't really push forward and learn how to do so. That is why, when you handle your demons, you can bring about change, and by harnessing the power of your mental health, you will be happier than ever.

Can Prevent Suicide

Suicide in women is pretty high. Depression, anxiety, stress, the whole nine yards can be quite hard for women to deal with. To top it all off, some men don't take women seriously, and they see them as inferior. But, with mental health strides moving in the right direction for both genders, it can prevent suicide in both men and women. Women do need mental health because they aren't just put on this planet to be baby makers and nothing more. They need to handle their mental afflictions, to prevent issues involving their mental health, and to improve their happiness

3.12 The Risk and Protective Factors

A woman's health and wellbeing is determined by the natural, human made and social environments (such as families, social networks and associations). The causes of mental illness are not clear, but a range of risk and protective factors are thought to influence mental health and wellbeing. These factors may be individual (specific to the woman), contextual (a product of her environment), or the result of the interaction between a woman and her environment. It is imperative to address the determinants of poor mental health and wellbeing in order to prevent the onset of mental illness.

Risk Factors

Risk factors increase the likelihood that a mental illness will develop and exacerbate the burden of an existing issue. These factors highlight a woman's vulnerability and may include genetic, biological, behavioral, socio-cultural and demographic characteristics. Risk factors may occur at a range of levels individual, family, school, and community

. There are multiple risk factors for mental health issues and mental illness. Some risk factors may act as immediate precursors affecting the development of a mental illness. These may include:

- Bereavement

- Relationship breakdown
- Removal from family and social supports
- Being in a career role
- Unemployment
- Other major life events.

Protective Factors

Protective factors reduce the likelihood that an illness may develop. They provide women with resilience when faced with adversity and work towards reducing the impact of stress and symptoms on a woman's social and emotional wellbeing.

There are many protective factors that may moderate the effect of risk factors and minimize the likelihood that women will experience mental health and wellbeing issues, mental illness or engage in suicidal behavior. Like risk factors, protective factors can be short term or long term, rest with the individual or the community, and vary across the lifespan. Some of the environmental and social protective factors that are important for maintaining mental health include:

- Good interpersonal relationships (e.g. having a supportive relationship with at least one person or, in the case of a child, with at least one parent; having good perceived social support)
- Family cohesion (e.g. good parent-child, inter-sibling and parent-parent relationships)
- Social connectedness (e.g. having friends and spending time with them)
- Academic and/or sporting achievements

Some of the biological and psychological protective factors for maintaining mental health include:

- An easy-going temperament
- Optimistic thought patterns/ positive attitude
- An effective coping skills repertoire (e.g. having social skills and problem-solving skills)

Table outlines a number of risk and protective factors across individual, social and structural levels

RISK FACTOR		PROTECTIVE FACTOR
Individual	Low self esteem	Positive sense of self
	Low self-efficiency	Good coping skill
	Poor coping skill	Attachment of family
	Insecure attachment in childhood	Social skills
	Physical &intellectual disabilities	Good physical health
Social level	Abuse and violence	Positive experience of early attachment
	Separation and loss	Supporting caring parents / family
	Peer rejection	Good communication skill
	Social isolation	Supportive social relationship
		Sense of social belonging
Structural level	Neighborhood violence and crime	Safe and secure living environment
	poverty	Economic security
	Unemployment / economic	Employment
	Homelessness	Access to support service
	Social /cultural discrimination	
	Lack of supportive service	

3.13 CONCLUSION

The research studies during pandemics like COVID-19 may involve examination of pandemic interactions as well as studies that are independent of pandemics. Conducting such studies involve handling challenges due to pandemic related restrictions as well as risk for infections. Recent advances in technology offer novel avenues to effectively handle some of these challenges. Expectedly, the implementation of such research studies has to efficiently address several facets of ethical requirements. The COVID-19 pandemic was associated with mild stressful impact in our sample; since the COVID-19 pandemic is still ongoing, these findings need to be confirmed and investigated in future larger population studies. This study managed to capture some immediate positive and negative mental health impacts of the COVID-19 pandemic.

CHAPTER – IV



ANALYSIS AND INTERPETATION OF DATA

CHAPTER – IV

MENTAL HEALTH AND WELLBEING OF WOMEN DURING

COVID 19 – AN ANALYSIS

4.1 INTRODUCTION

Data analysis is a process that involves examining and molding collected data for interpretation to discover relevant information, draw or propose conclusions and support decision-making to solve a research problem. Data analysis has multiple facts and approaches, encompassing diverse techniques under a variety of names, in different business, science and other domains. Data mining is a particular data analysis technique that focuses on modeling and knowledge discovery for predictive rather than purely descriptive purpose while business intelligence covers data analysis that realize heavily aggregation, focusing on the business information. Data analysis and interpretation is done by giving questionnaire to the respondents and the data analysis is done on the view of respondents by using statics and other methods.

4.2 AGE

Table No.: 4.1
Age Wise Classification of the Respondents

Age	Frequency	Percentage
20-30	39	31.2
31-40	30	24.0
41-50	36	28.8
Above 50	20	16.0
Total	125	100.0

Source: Primary Data

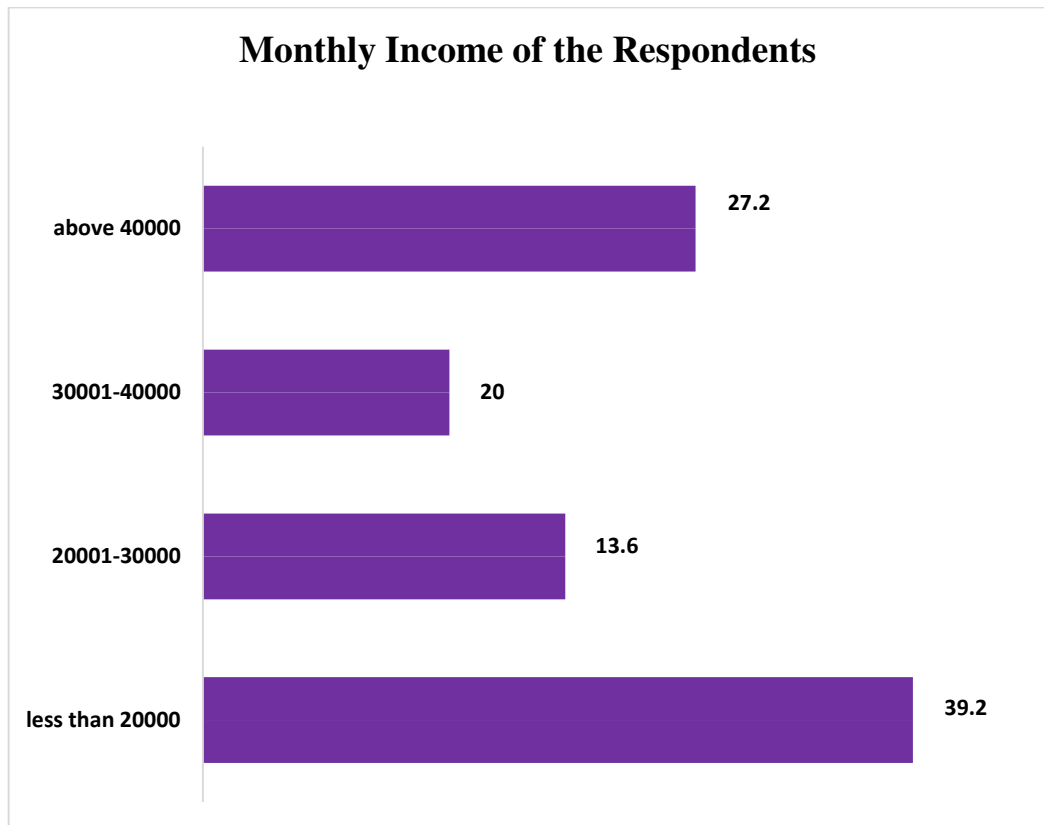
From the above table, the age wise classification of the respondents was described. It is revealed that the 31.2 percent of the respondents are between the age of 20 -30 years, 24 percent of the respondents are between the age 31 - 40 years, 28.8 percent of the respondents are between the age of 41-50 years, 16 percent of the above 50 years.

Inference:

It is inferred that majority of respondents are between the age of 20 to 30 years. It shows that the young women from the age group of 20 to 30 faces stress and anxiety during pandemic.

4.3 MONTHLY INCOME

Figure No.: 4.1



Source: Primary Data

From the above figure, family's monthly income of the respondents is classified. 39.2 percent of the respondent's family have an income below Rs.20000, 20 percent of the respondent's family makes an earning between Rs.20001 to Rs.30000, 13.6 percent of the respondent's family have an income of Rs.30001 to Rs.40000, 27.2 percent of the respondent's family earns above Rs.40000.

Inference:

It is inferred that majority of the respondents have a monthly income below Rs.20000. It shows that more respondents of the study area have low income.

4.4 EDUCATIONAL LEVEL

Table No.: 4.2
Educational level classification

Educational level	Frequency	Percent
Primary School	13	10.4
Upto 10th std	16	12.8
Upto 12th std	19	15.2
UG	39	31.2
PG	20	16.0
Professional	15	12.0
Technical(IT/DIPLOMA)	3	2.4
Total	125	100.0

Source: Primary Data

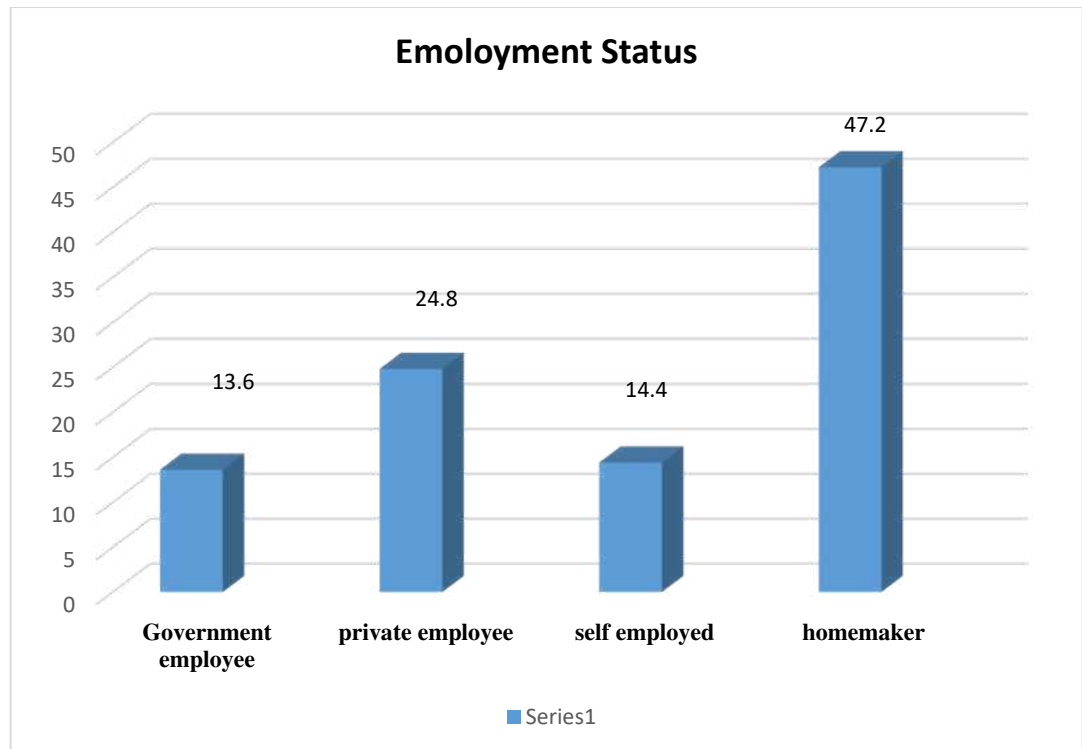
From the above table, the educational level of the respondents is classified. It is revealed that the 10.4 percent of the respondents have completed primary school, 12.8 percent have completed upto 10th std, 15.2 have completed upto 12th std ,31.2 are under graduate , 16 percent are post graduate, 12 percent are professional , and 2.4 percent are diploma holders.

Inference:

It is inferred that majority of the respondents are graduates. It shows that the women recent days are getting into higher educations.

4.5 EMPLOYMENT STATUS

Figure No.: 4.2



Source: Primary data

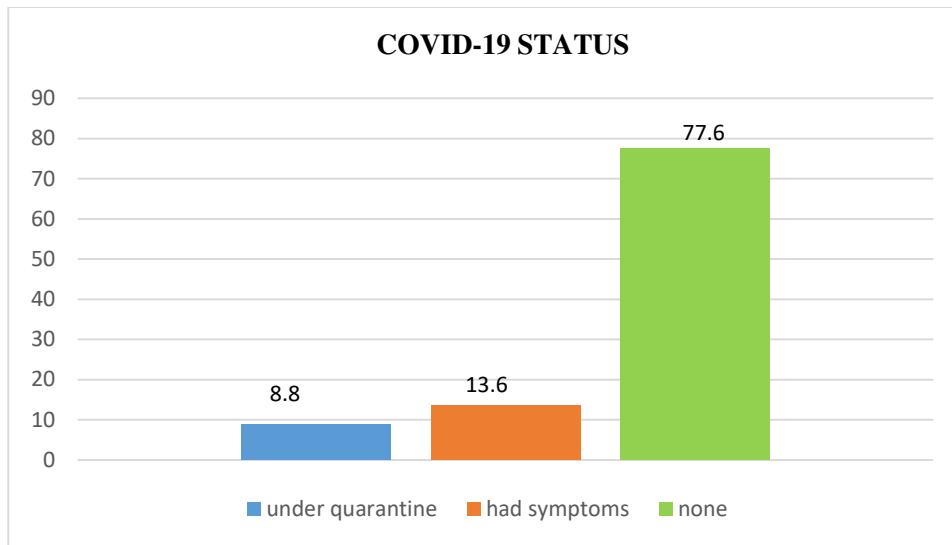
From the above figure, employment status of the respondents is classified. 13.6 percent of the respondents are Government employee, 24.8 percent of the respondents are private employee, 14.4 percent of the respondents are self-employed, 47.2 percent of the respondents are homemaker

Inference:

It is inferred that majority of the respondents 47.2 percent are home maker. It shows that more respondents of the study are homemaker

4.6 COVID-19 STATUS

Figure No.: 4.3



Source: Primary data

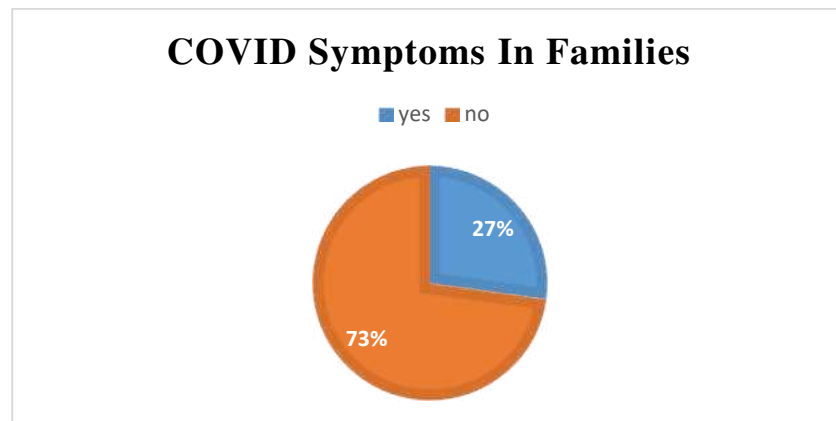
From the above figure, COVID status of the respondents is determined. 8.8 percent of the respondents were under quarantine, 13.6 percent of the respondents had symptoms, and 77.6 percent of the respondents had nothing

Inference:

It is inferred that majority of the respondents 77.6 percent had nothing. It shows that more respondents of the study did not have any symptoms of COVID or were under quarantine

4.7 COVID SYMPTOMS IN FAMILIES

Figure No.: 4.4



Source: Primary data

From the above figure, family's COVID status of the respondents is determined. 27 percent of the respondents had symptoms of COVID, 73 percent of the respondents did not have any symptoms.

Inference:

It is inferred that majority of the respondent's family members did not have any symptoms of COVID.

4.8 COVID SYMPTOMS IN FAMILIES

Table No.: 4.3

Working condition during quarantine

No. of Family Members	Frequency	Percentage
Worked using a digital platform	19	15.2
Continued the work as before	13	10.4
Worked at alternative days	23	18.4
Was at vacation	6	4.8
Homemaker	64	51.2
Total	125	100.0

Source: Primary data

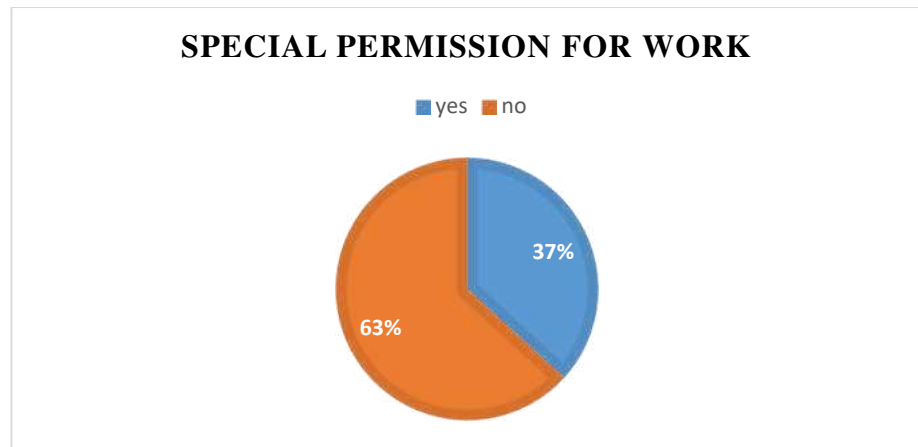
From the above table, the respondent's working condition during quarantine is classified. 15.2 percent had worked using a digital platform, 10.4 percent continued the work as before, 18.4 percent worked at alternative days, and 4.8 percent was at vacation, 51.2 are homemaker

Inference:

It is inferred that majority of the respondents are homemaker. It shows that more respondents of the study are homemaker the continued their household work as usual being at home

4.9 SPECIAL PERMISSION FOR WORK

Figure No.: 4.5



Source: Primary data

From the above figure, the respondent's special permission allowed during the work is determined. 37 percent of the respondents were given special permission, 63 percent of the respondents did not get any special permission.

Inference:

It is inferred that majority of the respondents did not receive any special permission.

4.10 WORKING HOURS AND SALARY

Table No.: 4.4

Working hours and salary

Working hours and salary	Frequency	Percentage
Increase in working hours and salary	29	23.2
Decrease in working hours and salary	40	32.0
Increase in working hours decrease in salary	37	29.6
Decrease in working hours and increase in salary	19	15.2
Total	125	100.0

Source: Primary data

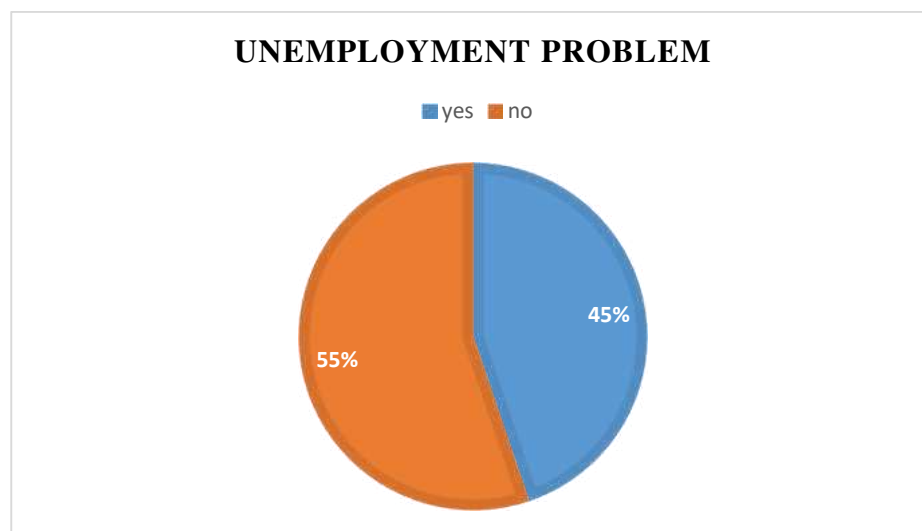
From the above table, the respondent's working hours and salary during the work is determined. 23.2 percent had increase in working hours and salary, 32 percent of respondents faced decrease in working hours and salary, 29.6 percent of respondents faced increase in working hours decrease in salary, 15.2 percent of respondents faced decrease in working hours and increase in salary

Inference:

It is inferred that majority of the respondents working hours increased and salary was decreased.

4.11 UNEMPLOYMENT PROBLEM FACED

Figure No.: 4.5



Source: Primary data

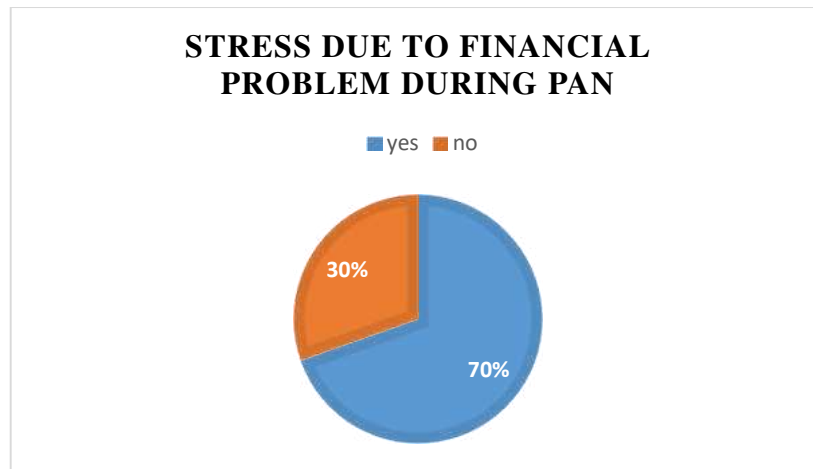
From the above figure, unemployment problem faced the respondents during pandemic is determined. 45 percent of the respondents faced unemployment problem, 55 percent of the respondents did not face unemployment problem

Inference:

It is inferred that majority of the respondents did not face any unemployment problem.

4.12 STRESS DUE TO FINANCIAL PROBLEM DURING PANDEMIC

Figure No.: 4.6



Source: Primary data

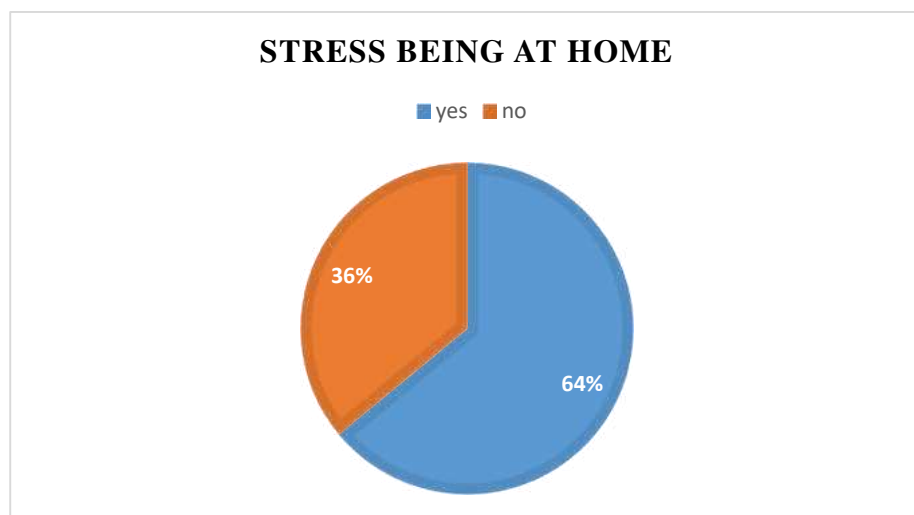
From the above figure, respondents stress due to financial problem during pandemic is determined. 70 percent of the respondents faced stress due to financial problem, 30 percent of the respondents did not face any stress due to financial problem

Inference:

It is inferred that majority of the respondents faced stress due to financial problem and instability

4.13 STRESS BEING AT HOME

Figure No.: 4.7



Source: Primary data

From the above figure, respondents stress being at home during pandemic is determined. 64 percent of the respondents faced stress being at home, 36 percent of the respondents did not face any stress being at home

Inference:

It is inferred that majority of the respondents faced stress being at home. It shows that the need to work additionally to satisfy their family members because the members in the family are being together all the time in the home during pandemic.

4.14 TIME SPENT ON HOUSEHOLD WORK

Figure No.: 4.8



Source: Primary data

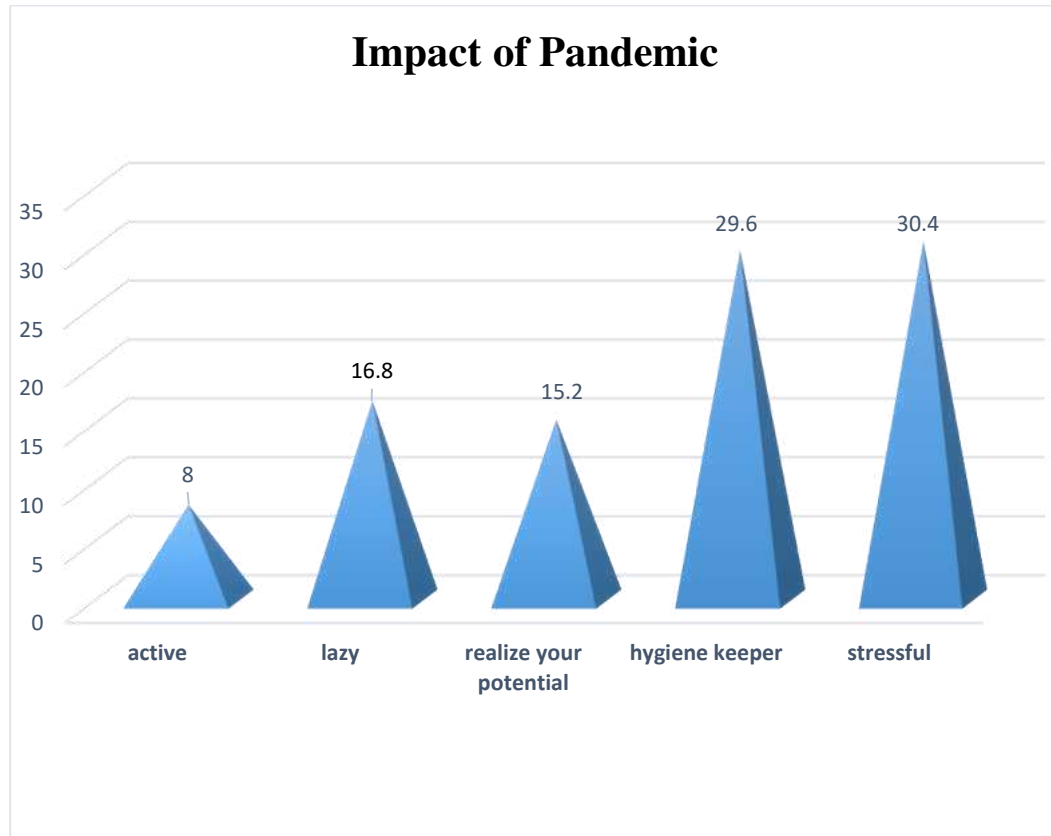
From the above figure, time spent on household work by respondents is determined. 58.4 percent of the respondents spent more time in cooking, 11.2 percent of the respondents spent more time in washing 30.4 percent of respondents spent more time in cleaning.

Inference:

It is inferred that majority of the respondents spent more time in cooking. It shows that women are so stressful during pandemic because they need to cook different varieties due to demand from their family members.

4.15 IMPACT OF PANDAMIC

Figure No.: 4.9
Impact of Pandemic



Source: Primary data

From the above figure, impact of COVID on respondents is determined. 8 percent of the respondents became active, 16.8 percent of the respondents became lazy, 15.2 percent of respondents realize potential, 29.6 percent of the respondents became hygiene keeper, and 30.4 percent of respondents became stressful

Inference:

It is inferred that majority of the respondents became stressful during the pandemic

4.16 FINANCIAL STABILITY DURING PANDEMIC

Table No.: 4.5
Financial stability during pandemic

Level of financial stability	Mean	Std. Deviation	Rank
Had enough savings to face the current economic circumstance	3.288	1.2169	III
Income reduction was compensated	3.144	1.1894	II
Used savings to escape from financial crisis	3.280	1.1750	I
asked help from family and friends	2.984	1.2699	VII
Acquiring debts to escape from financial pressure	3.224	1.2564	VI
Received financial support from the State (subsidies)	2.528	1.2481	V
No means to compensate for the economic crisis	2.904	1.2916	VIII
Expect to generate the same levels of income after quarantine is lifted	3.552	1.2277	IV

Source: Primary Data

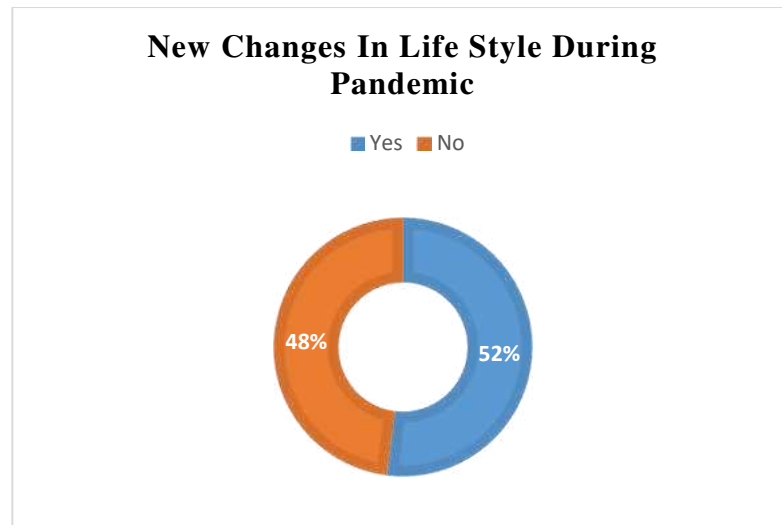
From the above table the financial stability of the respondents during pandemic are tabulated. The 1st rank is used savings to escape from financial crisis, 2nd reduction of income was compensated, 3rd rank is enough savings, 4th rank is to generate the same levels of income after quarantine is lifted, 5th rank is support from the State, 6th rank is acquiring debts, 7th rank is help from family and friends, 8th rank is no means to compensate for the economic crisis

Inference

It is inferred the majority of respondents had no means to compensate financial crisis.

4.17 NEW CHANGES IN LIFE STYLE DURING PANDEMIC

Figure No.: 4.10



Source: Primary data

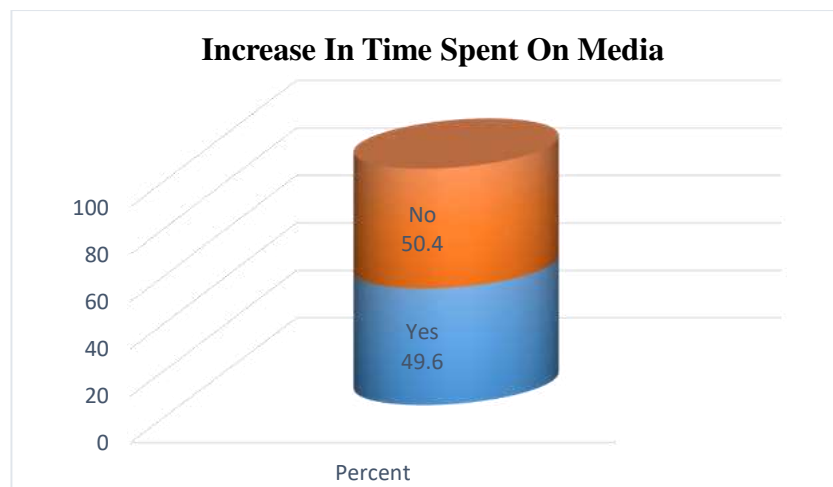
From the above figure, respondents adopted new changes in life style during pandemic is determined. 52 percent of the respondents adopted stress being at home during pandemic, 48 percent of the respondents did not adopt stress being at home during pandemic

Inference:

It is inferred that majority of the respondents adopted new changes in life style during pandemic

4.18 INCREASE IN TIME SPENT ON MEDIA

Figure No.: 4.11



Source: Primary data

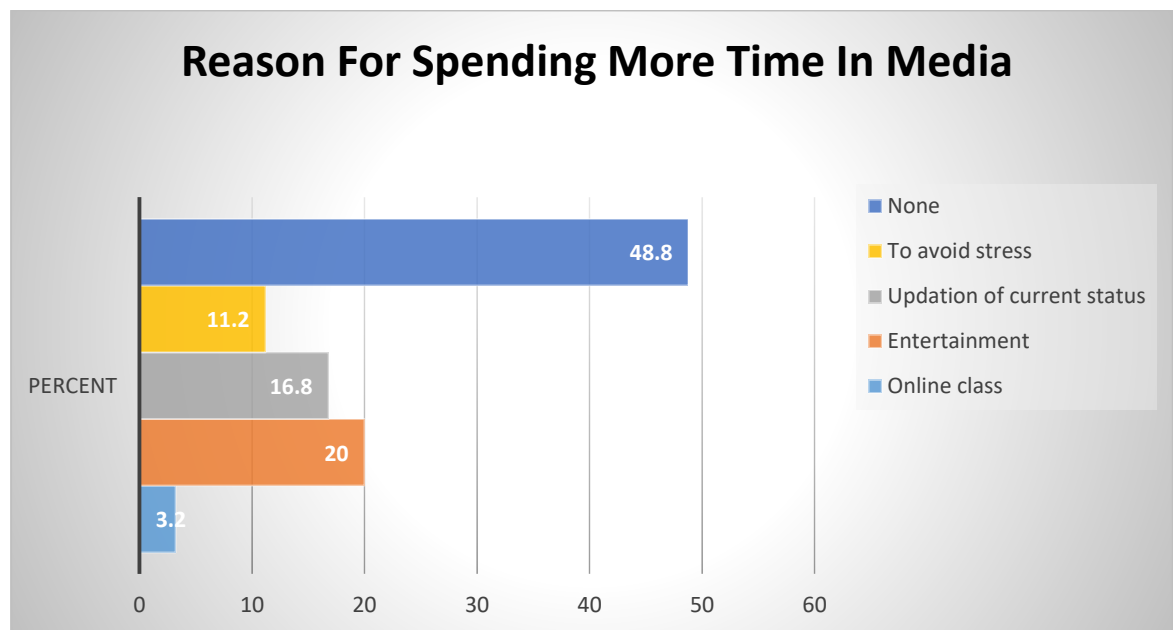
From the above figure, time spent on media by respondents is determined. 49.6 percent of the respondents spent more time on media, 50.4 percent of the respondents did not spend more time on media.

Inference:

It is inferred that majority of the respondents did not spend more time in media

4.19 REASON FOR SPENDING MORE TIME IN MEDIA

Figure No.: 4.12



Source: Primary data

From the above figure, reason for time spent on media by respondents is determined. 48.8 percent of the respondents were none, , 11.2 percent of the respondents spent time to avoid stress, 16.8 percent of respondents spent more time on media for updation of current status, 20percent spent more time on media for entertainment, 3.3 percent of respondents for online class did not spend more time on media.

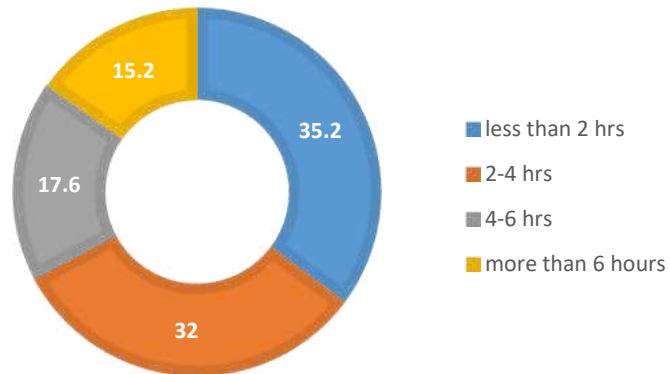
Inference:

It is inferred that majority of the respondents did not spend more time in media

4.20 TIME SPENT ON TELEVISION

Figure No.: 4.13

Time Spent On Television



Source: Primary data

From the above figure, time spent on television by respondents is determined. 35.2 percent of the respondents spent less than 2 hrs, 32 percent of the respondents spent 2-4 hrs, 17.6 percent of the respondents spent 4-6 hrs, 15.2 percent of the respondents spent more than 6 hrs.

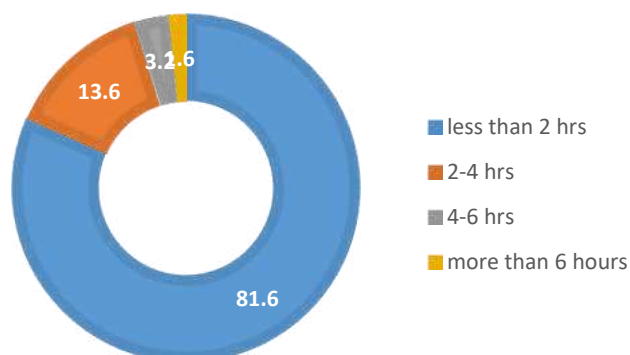
Inference:

It is inferred that majority of the respondents spent time on television is less than 2 hours. It shows that woman are more stressful in spending time in cooking

4.21 TIME SPENT ON RADIO

Figure No.: 4.14

Time Spent On Radio



Source: Primary data

From the above figure, time spent on radio by respondents is determined. 81.6 percent of the respondents spent less than 2 hrs, 13.6 percent of the

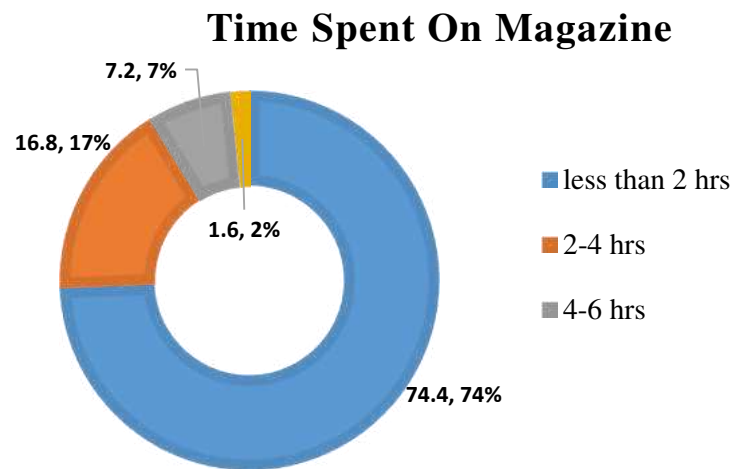
respondents spent 2-4 hrs, 3.2 percent of the respondents spent 4-6 hrs, 1.6 percent of the respondents spent more than 6 hrs.

Inference:

It is inferred that majority of the respondents spent time on radio is less than 2 hours

4.22 TIME SPENT ON MAGAZINE

Figure No.: 4.15



Source: Primary data

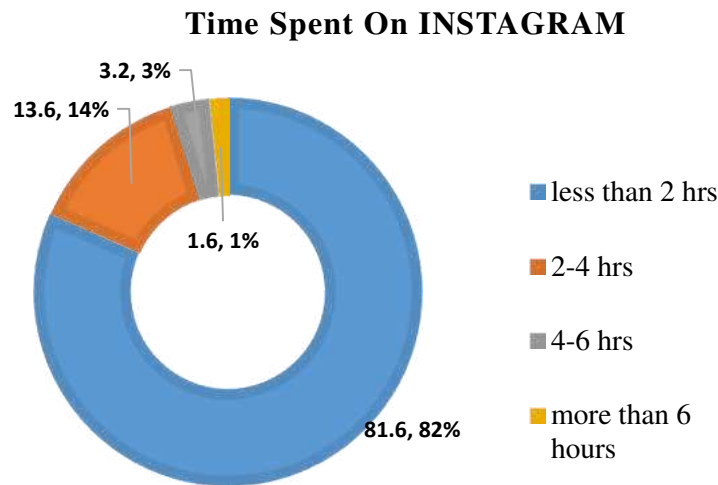
From the above figure, time spent on radio by respondents is determined. 74.4 percent of the respondents spent less than 2 hrs, 16.8 percent of the respondents spent 2-4 hrs, 7.2 percent of the respondents spent 4-6 hrs, and 1.6 percent of the respondents spent more than 6 hrs.

Inference:

It is inferred that majority of the respondents spent time on magazine is less than 2 hours

4.23 TIME SPENT ON MAGAZINE

Figure No.: 4.16



Source: Primary data

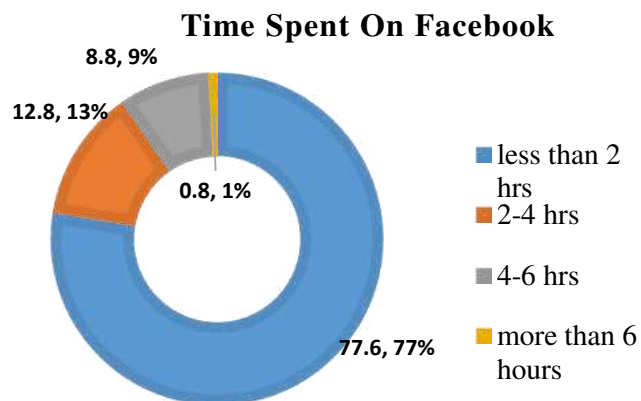
From the above figure, time spent on Instagram by respondents is determined. 81.6 percent of the respondents spent less than 2 hrs, 13.6 percent of the respondents spent 2-4 hrs, 3.2 percent of the respondents spent 4-6 hrs, and 1.6 percent of the respondents spent more than 6 hrs.

Inference:

It is inferred that majority of the respondents spent time on Instagram is less than 2 hours

4.24 TIME SPENT ON FACEBOOK

Figure No.: 4.17



Source: Primary data

From the above figure, time spent on Facebook by respondents is determined. 77.6 percent of the respondents spent less than 2 hrs, 12.8 percent of the respondents spent 2-4 hrs, 8.8 percent of the respondents spent 4-6 hrs, and 1.8 percent of the respondents spent more than 6 hrs.

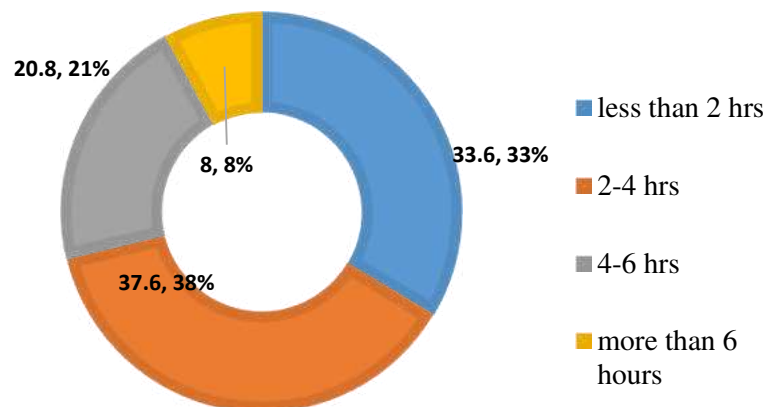
Inference:

It is inferred that majority of the respondents spent time on Facebook is less than 2 hours

4.25 TIME SPENT ON WHATSAPP

Figure No.: 4.18

Time Spent On Whatsapp



Source: Primary data

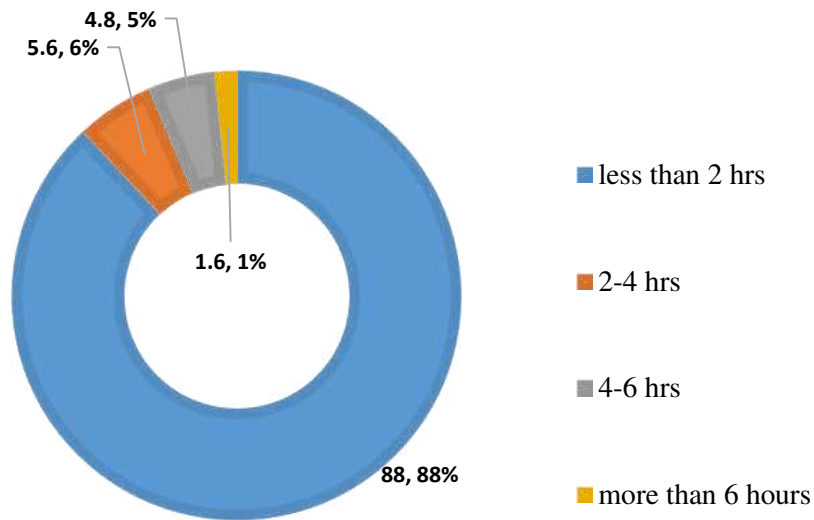
From the above figure, time spent on WhatsApp by respondents is determined. 33.6 percent of the respondents spent less than 2 hrs, 37.6 percent of the respondents spent 2-4 hrs, 20.8 percent of the respondents spent 4-6 hrs, and 8.8 percent of the respondents spent more than 6 hrs.

Inference:

It is inferred that majority of the respondents spent time on whatsapp is less than 2 hours

4.26 TIME SPENT TWITTER

Figure No.: 4.19
Time Spent On Twitter



Source: Primary data

From the above figure, time spent on Twitter by respondents is determined. 88.8 percent of the respondents spent less than 2 hrs, 5.6 percent of the respondents spent 2-4 hrs, 4.8 percent of the respondents spent 4-6 hrs, and 1.6 percent of the respondents spent more than 6 hrs.

Inference:

It is inferred that majority of the respondents spent time on Twitter is less than 2 hours

4.27 LIFE STYLE CHANGES

Figure No.: 4.6
Changes took to adopt pandemic and to stabilize mental health

Life Style Changes	Mean	Std. Deviation	Rank
Paid attention to mental health	1.712	.6935	VI
Time spent to rest	1.744	.7060	VII
Time spent to leisure (i.e music, TV, entertainment etc)	1.616	.7272	VIII
Time spent to exercise	1.984	.6718	III
Time spent to hobbies	1.808	.6921	V
Time spent with kids	1.464	.6030	II
Shared my feelings with family members	1.568	.6760	IV
Caring for family members	1.312	.5596	I

Source: Primary Data

From the above table the changes took to adopt pandemic and to stabilize mental health of the respondents during pandemic are tabulated. The 1st rank is caring for family members, 2nd rank is time spent with kids, 3rd rank is time spent to exercise, 4th rank is shared feelings with family members, 5th rank is time spent to hobbies, 6th rank is paid attention to mental health, 7th rank is time spent to rest, 8th rank is time spent to leisure (i.e music, TV, entertainment etc)

Inference

It is inferred the majority of respondent's lifestyle changes was taking care of family members. The majority of respondents in this study increased the time spent for taking care of family members.

4.28 FEELINGS UNDERGONE DURING PANDEMIC

Table No.: 4.7
Feelings Undergone During Pandemic

Feelings	Mean	Std. Deviation	Rank
Felt horrified due to the COVID-19	2.392	1.1839	VI
Felt helpless due to the COVID-19	2.656	1.2896	IX
Worried or afraid that something unpleasant may happen	2.152	1.1781	V
Was concerned about my health.	2.024	1.1105	II
Was concerned about the health of my loved ones	1.608	1.0843	I
Took all the protective measures recommended by the media and the government	2.088	1.1501	IV
Government measures isolated me	2.912	1.1289	III
Restlessness or feeling on edge.	2.856	1.1894	VII
Poor self-care	3.096	1.2209	VIII
Sleep disturbances	2.928	1.3270	X
Unexplained irritability/aggressive behavior	3.0800	1.41763	XI

Source: Primary Data

From the above table the feelings undergone during pandemic respondents are tabulated. The 1st rank is concern for the health of loved ones, 2nd rank is concern about self, 3rd rank is for isolation, 4th rank is for taking protective measures, 5th rank is worried that something unpleasant may happen, 6th rank is horrible

feeling, 7th rank is Restlessness or feeling on edge. 8th rank is for poor self-care, 9th rank is for feeling helpless, 10th rank is for sleep disturbance, 11th rank is for unexplained irritability or aggressive behavior.

Inference

It is inferred the majority of respondents were concerned about the health of their loved once.

HYPOTHESIS:1

There is no significant difference between occupation with financial stability of women mental health and their well-being during COVID 19.

Table No.: 4.7
Classification of Financial Stability Affecting Women Mental Health and Their Well-Being during COVID 19.

Occupation	Mean	Standard Deviation	F Value	P Value
Government Employee	24.6471	6.35355	0.152	0.928
Private Employee	24.4839	5.21454		
Self Employed	24.7222	7.53662		
Homemaker	25.2542	4.91161		

Since P-Value is greater than 0.05 null hypothesis is accepted at 5 percent significant level with regard to financial stability. Hence, there is no significant difference between occupation with financial stability of women in Thoothukudi City which affects their mental well-being.

HYPOTHESIS:2

There is no significant difference between occupation with mental stability of women which affects mental health and well-being during COVID -19 in Thoothukudi City.

Table No.: 4.7

Women Mental Health and Their Well-Being during COVID 19.

Occupation	Mean	Standard Deviation	F Value	P Value
Government Employee	11.1765	2.60373	4.442	0.005
Private Employee	13.4194	2.94136		
Self Employed	14.8889	3.52952		
Homemaker	13.1695	3.02947		

Since P-Value is less than 0.05 the null hypothesis is rejected at 5percent significant level with regards to mental health of women during COVID 19. Hence, there is significant difference between occupation and mental health of women during COVID 19 in Thoothukudi city.

CHAPTER – V



FINDINGS, SUGGESTIONS AND CONCLUSION

CHAPTER – V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

Following are the findings in regard to various response from the respondents regarding “Mental health and wellbeing of women during COVID in Thoothukudi City”,

- ❖ Majority of the respondents are between the ages of 20-30.
- ❖ Majority of respondents have a monthly income below Rs.20000.
- ❖ Majority of the respondents are under graduate.
- ❖ Majority of the respondents of the study are homemaker
- ❖ Most of the respondents did not have any symptoms of COVID or were under quarantine
- ❖ Majority of respondent’s family members did not have any symptoms of COVID.
- ❖ Majority of the respondents are homemaker the continued their household work as usual being at home
- ❖ Majority of the respondents did not receive any special permission.
- ❖ Majority of the respondents working hours increased and salary was decreased.
- ❖ Most of the respondents did not face any unemployment problem.
- ❖ Majority of the respondents faced stress due to financial problem and instability
- ❖ Most of the respondents faced stress being at home.
- ❖ Majority of the respondents spent more time in cooking.
- ❖ Majority of the respondents became stressful during the pandemic.
- ❖ Majority of the respondents had no means to compensate financial crisis
- ❖ Majority of the respondents adopted new changes in life style during pandemic
- ❖ Majority of the respondents did not spent more time in media

- ❖ Majority of the respondents spent less than 2 hours in media
- ❖ Majority of respondent's lifestyle changes adopted was taking care of family members
- ❖ Majority of the respondents in this study increased the time spent for taking care of family members.
- ❖ Most of the respondents were concerned about the health of their loved once

5.2 SUGGESTIONS

Now, more than ever, it is time to invest in mental health and prioritise it as an essential right alongside good physical health. Leaders nationally and internationally need to protect and scale up mental health support in all COVID-19 responses, and commit to building back better a stronger mental health system for the future.

- I. Apply a whole of society approach to promote, protect and care for mental health
 - We believe this must include upholding the right for all to good physical and mental health, ensuring mental health support is maintained for those with pre-existing mental health conditions during the pandemic. For those in psychiatric institutions and care homes the necessary infection prevention and control measures must be provided to stop the spread of COVID-19 while giving care for those affected by COVID-19, without discrimination.
- II. Ensure widespread availability of emergency mental health and psychosocial support
 - This need to ensure additional support is scaled up especially for those most at risk of mental ill health during the pandemic including health care workers and other first responders, those economically impacted, COVID-19 survivors, and society's most vulnerable.
 - Mental health services and support needs to be incorporated in all aspects of the response including conducting national public health campaigns that promote mental health and psychosocial wellbeing, that explain COVID-

19 and signpost mental health services. These must address misinformation, stigma and discrimination for all citizens.

- More funding is urgently required at the global and national level to prevent, respond and recover from the pandemic. Overall mental health services during this pandemic are still very limited, at a time when the needs are great. Investing in mental health now is an opportunity to build back better for society as a whole, and mental health in particular.

III. Recovery suggestions from COVID-19 by building mental health

- Get at least 15 minutes of sunshine per day. Sunlight increases serotonin in the brain and also increases Vitamin D production, both of which can elevate mood.

- Spend 20 minutes outside. Whether on a park trail or just in a backyard, nature boosts endorphins.

- Exercise for at least 30 min daily. Don't have time? Break it up into three 10 min segments in between zoom meetings. This includes simple free-weights and not only aerobic exercise.

- Get adequate sleep. It's tempting to scroll and scroll through social media at bedtime, but put the device away and enjoy about eight hours of sleep. Having trouble with this? Read up on proper sleep hygiene.

- Try a scenic change. This can be going for a short drive or a trip to a place you haven't explored. Even just for a few hours, this can provide increased mental stimulation.

- Unplug from devices. This stops the constant flow of messages and the never-ending multitasking. Try this during meals or for one hour before you go to bed.

- Practice kindness. Send an uplifting text to a friend or family member. Share a compliment to a friend or coworker. Reach out to a person you haven't spoken to in a while. These acts of kindness will not only lift others but will provide you with the endorphin boost you may need.

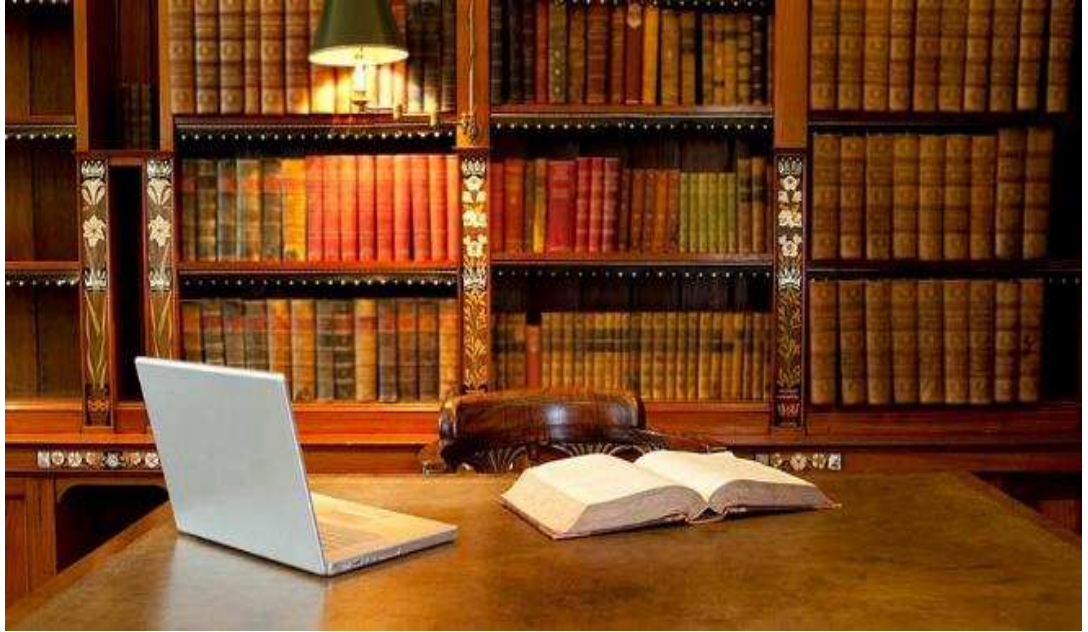
- Talk to a trained professional. If you're feeling detached from others, extremely negative, or unable to complete your daily tasks, these are signs to seek professional help. If you're struggling with hopelessness, suicidal thoughts, addiction to food or illegal substances, a medical professional can help you regain control of your life.

- Be at the table when COVID-19 decisions are being made in the workplace. Be present or at least have a female representative at meetings about COVID-19 relief for employees.
- Use an employee resource group. Women employee resource groups can be crucial as well as employee well-being services with coaching, mentoring, and counseling opportunities available. These can help tremendously with decreasing anxiety, feeling heard, and developing a plan for one's success at work and at home.

5.3 CONCLUSION

This overview has examined women's mental health and wellbeing of women during COVID. The determinants of health relate to a woman's individual health behavior and lifestyle choices, as well as income, social status, education, employment, working conditions, access to appropriate health services and the physical environment. Evidence indicates the significant impact of social and economic factors on mental health and wellbeing. Adopting a health promoting approach, such as raising awareness and providing education around the early signs of mental ill health, is advantageous to successfully address the modifiable determinants of health. Mental health promotion involves actions taken to maximize the mental health and wellbeing of populations and individuals. It aims to optimize wellness through enabling each person to achieve their health potential through influencing environmental conditions.

The findings of the research help to know about the majority of age class responsible for mental health of women, their level of financial stress and handling during COVID and their feeling for stress anxiety. Most of the respondents were concerned about the health of their family members. The findings show that they took care of their love once and adopted changes in their lifestyle during COVID. The average time spent on media is found. The reason why they prefer media during the pandemic is also determined.



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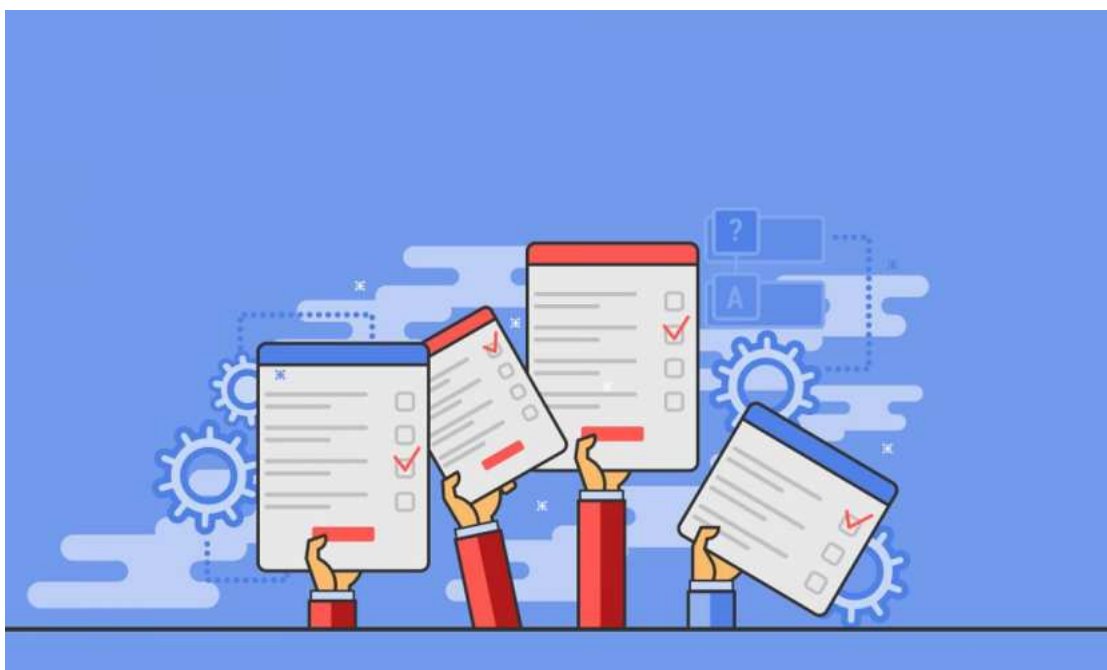
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Annexure – Questionnaire

**MENTAL HEALTH AND WELL BEING OF WOMEN DURING COVID 19 IN
THOOTHUKUDI DISTRICT**

QUESTIONNAIRE

1. Name:
2. Age:
 - a. 20-30
 - b. 31-40
 - c. 41-50
 - d. Above 50
3. Monthly income of the family (in Rs)
 - a. Less than 20000
 - b. 20001-30000
 - c. 30001-40000
 - d. Above 40000
4. Educational level
 - a. Primary school
 - b. Up to 10thstd
 - c. Up to 12thstd
 - d. UG
 - e. PG
 - f. Professional
 - g. Technical (IT/Diploma)
5. Employment status
 - a. Government employee
 - b. Private employee
 - c. Self employed
 - d. Home Maker
6. COVID 19 status
 - a. COVID 19 positive
 - b. Under quarantine
 - c. Just had symptoms
 - d. None

7. Whether anybody in your family got COVID symptoms?
 - a. Yes
 - b.No
8. What is your working conditions during quarantine?
 - a. Worked using a digital platform
 - b. Continued the work as before
 - c. Worked at alternative days
 - d. Was at vacation
 - e. Homemaker
9. Had special permission to carry out the work?
 - a. Yes
 - b. No
10. Took protective measures to carry out the work?
 - a. Yes
 - b. No
11. Working hours and salary
 - a. Increase in working hours and salary
 - b. Decrease in working hours and salary
 - c. Increase in working hours decrease in salary
 - d. Decrease in working hours and increase in salary
12. Faced unemployment problem during pandemic period?
 - a. Yes
 - b. No
13. Has your mental stress increased due to financial problem during pandemic?
 - a. Yes
 - b. No
14. Increased stress being at home?
 - a. Yes
 - b. No
15. For which household work did you spent more time?
 - b. Cooking
 - c. Washing
 - d. Cleaning
16. How did the pandemic make you?
 - a. Active
 - b. Lazy
 - c. Realize your potential
 - d. Hygiene keeper

17. Opinion about financial stability during pandemic

Opinion about financial stability	Strongly agree	Agree	Neutral	Strongly disagree	Disagree
Had enough savings to face the current economic circumstance					
Income reduction was compensated					
Used savings to escape from financial crisis					
asked help from family and friends					
Acquiring debts to escape from financial pressure					
Received financial support from the State (subsidies)					
No means to compensate for the economic crisis					
Expect to generate the same levels of income after quarantine is lifted					

18. Rank the below statement with feeling you had during COVID 19 (1 for highest and 5 for lowest)

Factors	1	2	3	4	5
Felt horrified due to the COVID-19					
Felt helpless due to the COVID-19					
Worried or afraid that something unpleasant may happen					
Was concerned about my health.					
Was concerned about the health of my					

loved ones					
Took all the protective measures recommended by the media and the government					
Government measures isolated me					
Restlessness or feeling on edge.					
Poor self-care					
Sleep disturbances					
Unexplained irritability/aggressive behavior					

19. Rate the changes you took to adopt yourself in pandemic and to stabilize your mental health

Factors	Increased	Same as before	Decreased
Paid attention to mental health			
Time spent to rest			
Time spent to leisure (i.e music, TV, entertainment etc)			
Time spent to exercise			
Time spent to hobbies			
Time spent with kids			
Shared my feelings with family members			
Caring for family members			

20. Was there any new changes in life style during pandemic

- a. Yes
- b. No

21. Your opinion regarding usage of social media platform during COVID 19

Opinion regarding usage of social media platform	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The increase in usage in social media platform affected your mental health and well being					
Amused by memes and jokes about the COVID-19					
Learnt many things from social media which helped me to reduce stress					
Feel that with the help of technology I am ready to continue my activities from home					
Usage of media stimulated my emotions					

22. Have you spent more time in media

- a. Yes
- b. No

23. If yes, What made you more time in media

- a. online class
- b. entertainment
- c. updation of current situation
- d. to avoid stress
- e. none

24. Rate the time spent on media during pandemic

Leisure Time	less than 2 hours	2-4 hours	4-6 hours	More than 6 hours
Television				
Radio				
Magazine				
Instagram				
Facebook				
WhatsApp				
Twitter				

A STUDY ON THE EXPORT AND IMPORT OF VOC PORT DURING COVID AND AFTER COVID

A Project report submitted to

ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI

Affiliated To

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI,

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

MASTER OF COMMERCE

Submitted by

S.MINMINI

(Register No: 19APCO21)

Under the supervision and guidance of

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ST.MARY'S COLLEGE (AUTONOMOUS)

Re-accredited with "A+" grade by NAAC

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April- 2021

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CERTIFICATE

This is to certify that the project entitled "**A STUDY ON THE EXPORT AND IMPORT OF VOC PORT DURING COVID AND BEFORE COVID**" is submitted by the candidate, **S.MINMINI**, in partial fulfillment of the requirements for the degree of "**Master of Commerce**" to **St. Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 10.4.2021

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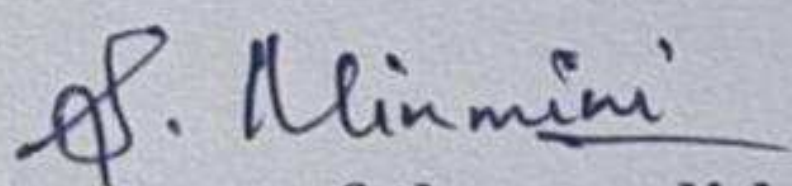
THOOTHUKUDI-628001

DECLARATION

I hereby declare that the project entitled "**A STUDY ON THE EXPORT AND IMPORT OF VOC PORT DURING COVID AND BEFORE COVID**" submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is of my original work and that no part of this project has been submitted for the award of any other degree, diploma, fellowship or other similar titles.

Place: Thoothukudi

Date: 10.4.2021


Signature of the candidate

(S.MINMINI)

Counter signed

(Guide)



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S.MINMINI

CONTENTS

Chapter	Titles	Page
I	INTRODUCTION AND DESIGN OF THE STUDY	1-6
II	REVIEW OF LITERATURE	7-11
III	PROFILE OF THE STUDY	12-35
IV	ANALYSIS AND INTERPRETATION OF DATA	36-59
V	FINDINGS, SUGGESTIONS AND CONCLUSION	60-64
	Annexure	
	• Bibliography	

LIST OF TABLES

TABLES NO.	TITLE	PAGE NO.
4.1	Commodities Exported for the year 2016 to 2020	37-38
4.2	Commodities Imported for the year 2016 to 2020	39-40
4.3	Country wise Export for the year 2016 to 2020	41-42
4.4	Country wise Import for the year 2016 to 2020	43-44
4.5	Container movement in Thoothukudi port for the past five years	45-46
4.6	Status of export using trend analysis	47
4.7	Status of import using trend analysis	48
4.8	Table showing status of the commodities exported using trend analysis	49
4.9	Table showing status of the commodities imported using trend analysis	50
4.10	Trend analysis of total exports for the year 2021 to 2025	51-52
4.11	Trend analysis of total imports for the year 2021 to 2025	53-54
4.12	Impact of COVID in total export and import for the year 2018 and 2020	55-56
4.13	Comparing total export in 2019 with 2020	57
4.14	Comparing total export in 2019 with 2020	58

CHAPTER-I



INTRODUCTION AND DESIGN OF THE STUDY

CHAPTER – I

1.1 INTRODUCTION

The globalization of the world economy has brought about tremendous increase in exchange of goods across the world. Shipping industry is the backbone of international trade and enhances the standard of living of the people. Marine Transport acts as the significant infrastructure contributing to the social and economic development of nations. Ports are vital for imports and exports of India. The trade of accounts for external trade. Indian 12 major and 200 minor ports of India are responsible for the major chunk of foreign trade. The improvement in port will be felt by the reduction in turnaround time and efficiency in handling of goods. Port management represents the space, structure and pattern of development of water transport. The trade also accelerated as the cost of shipping increased due to the economy of scale and development of technology through shipping. The Port infrastructure and shipping have vital roles to play as parts of the logistics chain with the growing international trade. The port of every country acts as change agent of development and plays a prominent role in the international movement of cargoes. It becomes a wheel of economy and expands to a logistic platform. Seaport acts as the never center to the external trade of a nation. It is the transit point of trading goods to different destinations. They play a vital role in bringing equilibrium in the international trade with the adjustment of demand and supply. The importing country is one which does not produce sufficient quantity and import items of products from other country. Port provides services adding value to the products transported and cater to increased demand of trade.

1.1.1 HISTORY OF TUTICORIN PORT

Tuticorin port now called as V.O.C. Chidambaram port is the major port finding its pride place among the Indian Ports was mentioned in Greek work, Periplus of the Erythrean Sea by 88AD. A reference was made by Ptolemy by his keen observation in 124 AD as the country of Kareoi, in the Kolkhic Gulf at that place one could find out pearl fishery sosikourai and Kolkhoi at the entrance of the river solan. It is a well-known fact that Ptolemy's Sosikourai is no other place than Tuticorin. For the period AD 200 to AD 1000 James Harnell, Madras when

mentioning about the Indian Pearl fisheries of the Gulf of Manner discussed about Tuticorin. Tamil ports such as Korkai and Puhar were famous passages for transporting goods and services to the Greeks called as Yavana in Tamil. The Pandiyan kings ruled the Tuticorin port from the second century. The Chola came to prominence during 10-12th centuries. The foreign rulers also had hay days and good maritime contact with India. The Portuguese, the French and the British ruled India. The Portuguese came to the harbour of Tuticorin in 1532. Tuticorin harbour witnessed the construction of a light house to guide the sailors in 1842.

1.1.2 V.O.C PORT:

Tuticorin The port handled 3, 79,693 TEUs of containers in the 2017 with growth of 6.22 per cent over the period 2016 with 3, 57, 443 TEUs. The V.O.Chidambaranar Port handled record cargo traffic of 22.68 million tonnes during the 2017. The growth of 4.09 per cent was observed over the period 2016 21.79 million tonnes. During the year 2017 the port loading 22,228 metric tonnes of Ilmenite sand previous year 2016 18,741 metric tonnes of the sand, which is the highest quantity loaded in the port. It also handled a quantum of 35,656 metric tonnes of thermal coal when compared to the previous record of 33,760 metric tonnes in 2016. The port is determined to improve performance and productivity in order to attract more volume of traffic. V.O.C port in Tuticorin handled 53,260 metric tonnes of Limestone from the vessel in 2017. It also handled Raw materials worth 11, 09, 486 metric tonnes, and 11, 87,836 Metric tonnes of construction materials in 2017. During the financial year 2016-17 V.O.Chidambaranar port performed well by handling a record volume of 7834 million tonnes of cargo, with an impressive growth rate of 15.70 per cent. The better performance of the port could be attributed to a number of initiatives to augment the capacity, improvised last mile connectivity, mechanized evacuation of cargo and e-port logistics support systems. The port started has been taking concrete steps to increase the present draft at the channel and inner harbour from 12.80 m to 14.5m draft in a phased manner. Port management Practices at V.O.Chidambaranar Port Trust, Tuticorin Port management studies about how the ports are being managed, the movement of ships, containers, and other cargo, the loading and unloading of ships and containers, turnaround time and customers activities. Anchorages, channels, lighters, tugs, berths, warehouse and other storage

spaces have to be allocated and released properly. The port organization is involved in a network of relationship with all active entities in nature and societal relationship that are carried by the movement of goods, services, information, money, human rights, and obligations by people's behavior, attitude and activity. In an effort to emphasize the importance of achieving sustainable management throughout the port industry the developments of port management in a highly multifaceted and dynamic environment in Sea transport has been stressed by the experts. Transport is dynamic which involves the integration of various factors such as economic, social, technological, and political and legal. Necessary changes that have occurred within the transport industry over time influence the terms of port activities and port management. The commercial and marketing department carryout various port activities to increase the cargo traffic. The port system focuses as on overall management of the available resources and at the same time develop the capacity, costs and markets in a much more significant manner than ever. Port expansion and constant changes of naval and maritime traffic have not kept up with the requirements of port facilities such as meeting demand for more berths, terminals and location facilities.

1.2 OBJECTIVES

- ♣ To analyze the international trading activities for the past five years (2016-2020) in VOC port.
- ♣ To examine the economic change and status of import and export for Pre and Post COVID in VOC Port Trust.
- ♣ To find out an suggest the future performance of import and export in VOC port
- ♣ To examine the relationship between import and export undertaking
- ♣ To identify the countries and cargos of import and export in VOC port.

1.3 SCOPE OF THE STUDY

Export and import products boost the local economy, help the business and increase the revenue. Heavy and bulk items of shipment can be transported with ease through ocean freight without incurring enormous costs in transportation as ocean freight rates are cheap

Out of 13 major ports of India three are in TamilNadu, the present study would cover the VOC port of Thoothukudi .Without primary data. From the secondary data collected from cargo waves. The total import and export of our study was examined with the help of international trade activities from the year 2015 to 2020. This Study enlightens the export and import activities before covid and during covid.

1.4 STATEMENT OF THE PROBLEM

Trend of globalization is influenced by the intensity of demand for cargo transportation and thereafter establishing appropriate port services. The surroundings of the port development depend on the connectivity of transport. Ports act as an integral part of chain of transport linkages designed to move cargoes from origin to destination. India's cargo movement is not so efficient developed countries like China, Singapore, Germany, Sri Lanka, United States, some European and Asian countries. Logistics and supply chain processes have high efficiencies led to increased performance in ports. The trend towards globalization becomes faster and the complexity of the logistics task has increased exponentially. As India is developing, it has to strengthen its transport network, particularly port infrastructure for the movement of goods. The management practices adopted by the port trust decide the performance of port. The study concentrates on international trade activities in V.O.C port trust, Tuticorin. The proposed study attempts to research their import and export, pre and post COVID and to throw a light on succeeding period availing Trend analysis.

1.5 AREA AND PERIOD OF THE STUDY:

This study, was conducted in Thoothukudi VOC port for the year 2016- 2020

1.6 SOURCE OF DATA:

To assess the performance, secondary data were collected from cargo waves company concerning total imports and exports with size of Ties, cargos handled and countries where international trade activities are carried in VOC port for the year 2016 to 2020.

1.7 APPLICATION OF STATISTICAL TOOLS:

The collected data were analyzed by using Excel and SPSS. Statistical tools like Percentage analysis, Correlation, Regression, Trend analysis. were applied and statistical analysis are summarized below.

1.7.1 PERCENTAGE ANALYSIS:

Percentage analysis is one of the simplest statistical tools used in the interpretation and analysis of data. Percentage is used for the purpose of comparison of data. A percent is the number of hundredth path.

1.7.2 CORRELATION:

Correlation analysis measures the relationship between two or more variables. A strong or high, correlation means that two or more variables have a strong relationship with each other while a weak or low, correlation means that the variables are hardly related.

1.7.3 TREND ANALYSIS:

Trend analysis is a technique used in technical analysis that attempts to predict future stock price movements based on recently observed trend data. Trend analysis is based on the idea that what has happened in the past gives an idea of what will happen in the future.

1.7.4 HYPOTHESIS:

The following hypotheses are framed for the purpose of analysis:

- H_{01} -There is very big difference in international trading activities before COVID and during COVID.
- H_{02} : The future exports and imports for next five years is expected to increase. .

1.8 CHAPTERIZATION:

This project is summarized into five chapters.

Chapter-1

Consists of Introduction, statement of the problem, objectives of the study.

Chapter-2

Review of the literature

Chapter-3

Contains a profile of study A collection of all information about the VOC port trust Thoothukudi.

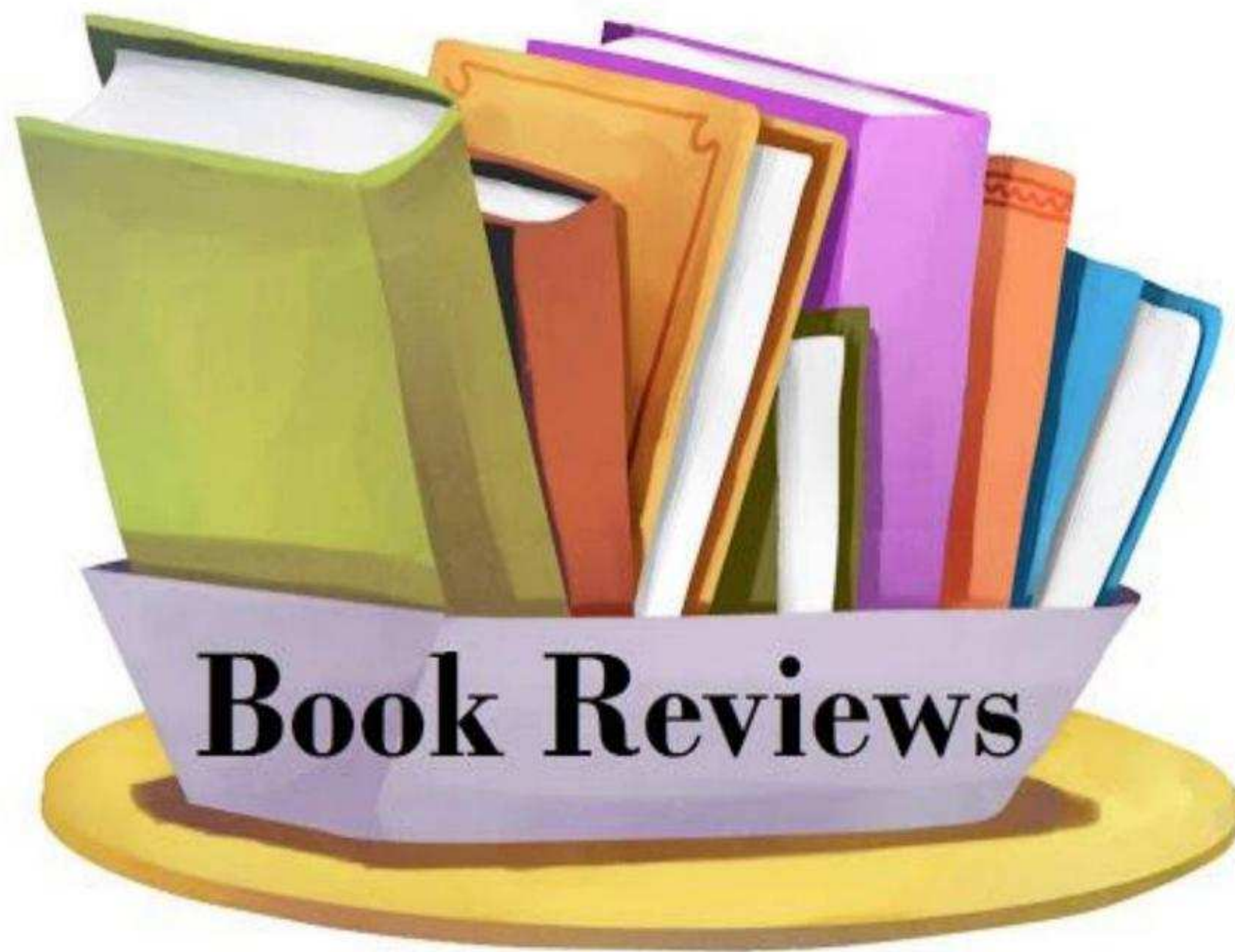
Chapter-4

Contains various tables along with the proper interpretation that were drawn from the secondary source of data.

Chapter -5

Consists of various findings that were found from the study. A few suggestions for the solving and improvising the strategy are also provided. An appropriate conclusion of the research problem is provided.

CHAPTER-II



REVIEW OF LITERATURE

CHAPTER II

REVIEW OF LITERATURE

Maritime economics is the fast growing subject. The ports and ships together constitute a very big industry signaling the process of development. International trade brings the nations together and ports play the gateways for such activity. In the process of port studies port management, shipping finance development, intermodal transport, reducing shipping emissions and optimum turnaround time, space allocation the type of ships calling on ports and the use of technology occupy a lead role. The study of the review of literature makes the researcher to have a clear understanding of the subjects.

1. **Rajyalakshmi and Sarada (2007)** focused on productivity of Indian ports in handling the exports and imports. It studied the pre and post reform labour, capital and total factor productivities and average turnaround time and berth occupation of India ports. As a result of privatization there has been increase in labour productivity. This can be done by training and transfer surplus employees to the required departments. The post reform capital productivity was very low. The optimum or maximum utilization of the existing facilities was the need of the hour was noted that poor rail and road connectivity was affecting cargo movement. Good road rail port connectivity would be helpful in encouraging port trade
2. **Vasan (2012)** reviewed the Indian economy was growing consistently at more than 9 percent. It was imperative to make substantial investments in ports and shipping sector in order to sustain the high growth rate. Every nation liked to follow emerging economic standards and sustain developments. Trade has been a major influencing factor of national economy and world economy. In that, port is a supportive industry for carrying out trade. When one port should perform well by their productivity that also increased port economic performance. It led to national economic development as a term of national GDP. These are done through strategic services of port.
3. **Jai and Poovaraaghavan (2013)** assessed the role played by the ports in import and export of various commodities in India. Chennai port is one of the oldest and second biggest ports in India which handles traffic more than 140

million tonnes per annum in various commodities, container bulk. Export through Chennai port is carried out for four categories namely, container, Break bulk, dry bulk and liquid.

4. **Rajasekar et al (2014)** considered the operational efficiency of select major ports in India over the period of time 1993 to 2011 through Data Envelopment Analysis (DEA). An investigation was carried out to find whether size is influencing the operational efficiency of ports in India. The concrete steps have to be undertaken to make all the ports efficient. The size is not the role critical of efficiency. Even the smaller ports could be effective in the port operations.
5. **Varunkumar et al (2015)** represented the total infrastructure changes. The pricing of sea port infrastructure was the primary cost base, but other factors relevant to port pricing models and servicing models are actually used by ports. Among those factors, in particular, demand and port management and governance model have been found to significantly impact port infrastructure changes. This research work aims at studying the current infrastructure of Gujarat private and government ports. The report seeks to empirically analyse port infrastructure changes in Gujarat state.
6. **Rengamani and Venkatraman (2015)** measured the performance of major ports of India. The major ports carry about 3/4th of the total traffic. The average turnaround time of major Indian ports is less than 4 days which is very high compared to the average turnaround time of about 10 hrs in Hong Kong. This undermines the competitiveness of Indian ports. The main cause of delay is that, the ports are not adequately linked to the Hinterland, the evacuation of cargo is slow leading to congestion. The cargo handling berths and dry docks, container terminals and warehousing facilities and ship repair facilities.
7. **Hui and Vinh (2015)** studied the port functionality as a significant and important aspect of cargo transportation. The results of this simulation reiterate the significance of port resilience in supply chain continuity. The increase in costs could be attributed to higher warehousing storage costs manpower and transportation costs. Due to the imposed production limitation of 20 TEUs, the capacity of a port is much higher than that.
8. **GeethaKuntoji and SubbaRao (2015)** discussed about the development of minor port for the development of a county. Karnataka had a coastline of 300

km one major port at new Mangalore minor port Karwar port is located at the northern state of Karnataka in India. The port improvement were carried out by extension of the existing berth and land reclamation, dredging and construction of petrol, oil and lubrication. Finally the developments of minor ports support the major ports. This directly and indirectly helps to improve the economy of the developing countries like India.

9. **Lakshmi et al (2017)** observed that Chennai port showed great efficiency in its performance during 2007-11 to 2011-15. There was a constant increase in total tonnes of cargo handled in the port from one year to the another year. It was found that the average turnaround time of ships in the port was less when compared from previous period which indicated the higher productivity of the port. The average output per ship berth day of cargo ships in the port was high. The study showed that Chennai port as highly profitable, efficient and comfortable to the traders of export and import.
10. **Kokila and Abijath (2017)** made a study on “Reduction of Turnaround Time for Vessels at Cochin Port Trust”. The performance of Cochin port is improving the development of container terminal. An important objective of Cochin port is to improve its throughput that is to minimize the vessel turnaround time. Turnaround time depends on the effective scheduling and allocation of key resources like yard cranes, quay cranes, berths and trucks. Turnaround time is crucial operational indicators which portray port’s ability and capability to provide better service and good productivity to the shippers. The vessel turnaround time of port increased from the preceding year. The vessel turnaround time was 1.69 during 2014-15 and it increased to 2.18 days in 2015-2016. Increased turnaround time denotes the issues in loading and unloading of goods.
11. **Surykant and Ranjit (2017)** examined the port competitiveness port operators and authorities involve in opportunities in improving the trade. Many international ports perform very well in the competitiveness of global ports as compared to the Indian major ports. The study assessed various factors influencing competitiveness between Indian major ports. It found that only locations, capacity, performance, cost or infrastructure influence competitiveness, but economies in shipping, governance, competition, inter-

firm networks and modernization also contribute for the effective competitiveness among ports.

12. **Ziaul and Hans (2018)** examined associations among quality of port infrastructure, logistics performance and seaborne trade and their effects on national economy. Overall the results show that improvement in quality of port infrastructure and logistics performance would bring the greatest benefits to the economy of a country. The study revealed that the quality of port infrastructure has a significant positive effect on national economy. Economic development is associated much more with the long-term capability of a port to attract more customers while creating and retaining employment and income. Further, the extension to multi group analysis reveals important findings, especially for developing economies. Seaborne trade partially mediates the impact of port infrastructure quality and logistics performance on economic growth in developing countries.
13. **Gertjan and Bart (2018)** studied about short sea shipping (SSS) the Short Sea Shipping (SSS) was the maritime transport of goods over relatively short distances. This opposed to the intercontinental cross ocean sea shipping. The goal of the current paper was to identify short sea shipping growth potential. The Univariate regression analysis indicates that the variables influence total short sea shipping volume in European countries are land area, coastline, total number of short sea shipping ports, number of small short sea shipping ports, number of large short sea shipping ports, number of inhabitants, gross domestic product, and road and rail length.

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CHAPTER-III



PROFILE OF THE STUDY

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3. INTRODUCTION

Tuticorin became the citadel of freedom struggle in the early years of 20th century. V.O.Chidambaram sowed the seeds of nationalism and independence with the doctrine of Swadesism and boycott. He was able to launch the First Swadeshi Navigation Company in 1907. The Swadeshi vessels N.N.Galelia and N.N Lavo were first operated between Tuticorin and Colombo. A detailed background of the study area would throw lights on the export and import, population, working condition, climate, Tuticorin port, and the impact covid has created on the import and export conditions and various facilities. The information about the study area is provided for better understanding to carry out research in a scientific manner. This chapter is imperative to understand the geographical and demographic features of the area to comprehend various research issues under exploration.

3.1 ECONOMY OF TUTICORIN:

The financial system of Tuticorin revolve around shipping, salt pan, fishing, and industries and agricultural. Tuticorin has a swarm of other industries including power, chemicals and IT. The industrial agglomeration is witnessed in and around Tuticorin. The Sethusamudram project, Koodankulam and Vagikulam Nuclear power plant, superior road and rail infrastructure has made Tuticorin an attractive destination for business investment. The accessibility of people availability, plants generating electricity containers and port help development of industry and business. The three national brand products are produced in Tuticorin, namely, V.V.D. Coconut Oil, Agsar paints and Venus water heaters. At present day, the port and Sterlite Industries and Southern Petrochemicals Industries Corporation (SPIC) and Tuticorin Alkali Chemicals (TAC) seem to be the major employers.

3.2 FAST DEVELOPMENT OF THE PORT:

The proposal to construct a deep sea harbour at Tuticorin was first thought of in the year 1914. It was not pursued due to the out-break of the First World War. Just before the First World War, Tuticorin was the second port in Madras Province and the fifth in the whole of British India. The port at Tuticorin was the only minor anchorage port, the administration of which was made fewer than nine separate port trust acts called Tuticorin Port Trust Act from December 17, 1924. Even from 1920 onwards, various committees and experts examined the prospects of developing Tuticorin harbour at the instance of the Government of Madras and evolved schemes. Amongst them Wolse Barry scheme (1920), Bristow's scheme (1922) and Palmer committee scheme are worth mentioning

The task of developing Tuticorin harbour was taken up again in 1949 and 1950 but was dropped due to paucity of funds. From 1954, various committees and experts again examined the prospects of developing Tuticorin harbour at the instance of the Madras Government and among them Chattergee's scheme (1954), Sethusamudram committee scheme (1955), Chacko's scheme (1958) and Mathrani's scheme (1996) are worth mentioning. The schemes were also dropped due to the stringent financial condition of the government.

In the sixties, the minor anchorage port of Tuticorin had handled around one million tonnes of cargo and earned the distinction as the largest intermediate port of India. It will not only augment the traffic potential but also it will give room for many ancillary industries. Moreover, because of the limited facilities available for the handling of cargo in the existing minor port, it has become necessary to construct a new deep sea harbour at Tuticorin. As the draft was inadequate for the berthing of ships, the ships were anchored in the mid sea and sailing vessels were used to carry the cargo between shore and the ships at anchorage. On account of this cumbersome process, a ship had to wait for about 12 to 15 days in the mid sea for loading and unloading operations. This cumbersome process and long time waiting of ships ultimately resulted in increasing the cost of the cargo handled besides the risks and cargo losses. Therefore, in order to quicken the process of handling cargo and to reduce the waiting time of ships and thereby to achieve country's economy, a new major port was found essential

In 1960, the intermediate ports development committee which was appointed by the Government of India in 1959 examined the feasibility of development of select intermediate ports and it suggested the methods of development, considering the past development of Tuticorin into a deep sea harbour. The first systematic traffic survey for Tuticorin was carried out by the National Council of Applied Economic Research during the year 1958-59. It made very strong recommendations for the development of the harbour. The traffic assessment made by it paved the way for the successful culmination of the efforts directed towards the development of Tuticorin as a major harbour the preparation of master plan, evolution of layout and designs of marine structures were done completely by the Indian engineers without any consultation from abroad. Much spade work was done

3.3 DEVELOPMENT OF TUTICORIN HARBOUR:

After Independence, India witnessed planned and rapid economic development in all spheres. The Government of India sanctioned funds for the construction of a modern harbour at Tuticorin to cope with the changing and expanding requirements of maritime trade in 1963. The project was named as Tuticorin Harbour Project. Initially, provisions were made for seventeen berths taking into account further traffic of the port. Based on the development in sea trade during that period and also on the nature of cargoes, initially two berths for general cargo vessels and two berths for bulk cargo were completed. The port was declared open by the former Prime Minister of India, Lal Bagadur Sastri in 1964. On 11th July, 1974 the port was called Port of New Tuticorin. The newly constructed Tuticorin port was declared as the 10th major Indian port. The Tuticorin port continued to rank first in trade among all the minor and intermediate ports in India. The port of Tuticorin was administered by the Tuticorin Port Trust (TPT) Board constituted by the TPT Act of 1924 under the Madras State Government. The Board consisted of 17 trustees including a Chairman and a Vice-chairman. The chairman and the five trustees were appointed by the government and the remaining 11 members were elected from the various trade units with the port. On 1st April, 1969 the anchorage port and the Tuticorin new harbour were merged into an integrated port trust and named as Tuticorin Port Trust under Major Port Trust Act, 1963. Today Tuticorin port has two

operational wings zone 'A' comprising the new major port and zone 'B' representing the old anchorage or minor port.

It is the second largest port in Tamil Nadu after the Chennai Port and 4th largest container terminal in India after Cochin International Transshipment Terminal, Jawaharlal Nehru Port (Mumbai) and Chennai Port. Tuticorin port is the third international port in Tamil Nadu and it is the second all weather port. It has nine cargo berths namely four general cargo berths, two open area berths for landing bulk cargo and three container vessel berths with a container terminal. It has shallow water berth, passenger jetty and oil jetty for the import of furnace oil and naphtha and two coal jetties for the import of coal for the thermal power station. The present capacity of the Tuticorin port is 20.55 million tons. An aggressive trade promotional campaign coupled with the dynamic and far sighted policy of the port management has helped to achieve a break-through in the diversification of traffic passing through Tuticorin port. Exports of certain raw materials and finished products are being shipped to countries all over the world. Among the array of new commodities that pass through the port cashewnuts, handicrafts, cotton piece goods, reefer cargo, coffee, tea, textile machinery, motor chassis, bicyclespares, cosmetics, leather goods, paints, garlic, crushed bones and cardamom are some of the important goods being shipped to the USSR, the USA, Australia, Sri Lanka and Europe. Tuticorin port is the only major port in India that provides regular cargo services to Sri Lanka.

The port has registered high records in productivity and cargo handling. It is expanding and progressing justifying the confidence of port users. Since the commencement of the port operations in 1974, there has been steady all round growth in its performance. This was the first Indian port to obtain the prestigious ISO 9002 certificate issued by the Indian register quality systems, accredited by the Dutch Council Certification. The year 2003-2004 was indeed a golden era as the port saw good and development in all spheres. The quality management system of TPT has been assessed and certified under ISO 9001:2000 standard for port facilities and related support services for sea borne transportation.

3.4 LOCATION OF TUTICORIN PORT:

Tuticorin port is located in the Gulf of Mannar at 540 kms south west of Chennai and 135 kms from Madurai in Tamil Nadu at latitude 8 degree 45' north and longitude 78 degree 13' east, on the east coast of India but navigationally on west coast. The port is a natural harbour and operational throughout the year due to natural calm water located very close to the international sea routes. The port is well connected to various trade centres within Tamil Nadu and the neighbouring states of Kerala, Karnataka and Andhra Pradesh by national and state highways. It is also linked to the broad gauge Designed by Indian engineers and spread over 1250 acres; the port facilities allow handling of all types of commodities. It also has modern flotilla and adequate cranes for effective operations.

The most noteworthy feature of TPT is its close proximity to the international sea routes. Located at the tip of the peninsula, the port has a greater degree of accessibility from both east and west coasts of India. The port is a natural harbour and operational throughout the year due to the natural calm waters exposed either to Northeast or Southwest monsoon.

3.5 SALIENT FEATURES:

Tuticorin port has its unique mid-stream anchorage at the old port which is mainly used for coastal sailing vessels of any size and draught that can be handled. The new port is an artificial deep seaharbour having alongside facilities to receive ships. Tuticorin port is the only port in the world which has both anchorage facilities as well as alongside berths built on modern lines in one and making possible for the port to handle ships of any size. The Tuticorin port is operational throughout the year, because it lies outside the track of normal cyclones and is also unaffected by the southwest monsoon.

Tuticorin port is linked to the major cities, towns and other parts by a network of roads, railroads and by airlines; above all modern communicative facilities are also available in the port. Situated in the Gulf of Mannar with Sri Lanka on the south east and the large mass of India on the west, Tuticorin port is well protected from the fury of storm and cyclonic winds and the rainfall does not cause any serious delay to shipping at the port. Thus the Tuticorin port is an all-weather port.

The infrastructure of the Tuticorin port consists of three breakwater, North breakwater, South breakwater and Eastern breakwater to create tranquillity conditions conducive to shipping operations as also a finger jetty to handle passenger ships in the South breakwater. An oil berth and a coal berth are available at the North breakwater vessels of less than three meters draught which can also berth alongside the four wharves and three jetties are available for cargo

Tuticorin port is well equipped with the modern sophisticated cargo handling equipment insufficient number with different capacities and also with adequate storage facilities even for storing dangerous cargoes and fumigation of imported cotton. The port has enough floating crafts for berthing and mooring of ships, bunkering services and marine survey. Tuticorin port and its area have adequate Strategic location close to the major international sea routes, transit sheds and warehouses, vast open lands for bulk, break bulk cargo and container storage, storage tanks for liquid cargoes, well connected by rail, road and air, fleet of harbour crafts for pilotage including night pilotage, adequate cargo handling equipment, labour pool container cells, custom houses, computerized general documentation centres are the notable features of Tuticorin port

Tuticorin port is in the process of attracting large scale private sector participation for its integrated port development project for construction of an outer harbour, location of container, transshipment terminals, bulk cargo handling terminals and liquid cargo terminals. Handling facilities consisting of store tanks facilities, pipeline, storage tanks and unloading arms at the jetty are some of the modern equipment's in port used by privateers on tendering process.

3.6 V.O.CHIDAMBARANAR PORT TRUST:

Shipping Agencies the informed service of shipping agency existed at the time of emergence of Thoothukudi as a port even in A.D. Loading and unloading of cargo was done manually from agencies. The informal service continued even after construction the Jetties in 1894. After independence planned development were to improve Thoothukudi harbour and garnishing the prospects of the trade any families. Trade helped the need for dedicated man power for efficiency loading and unloading the cargo formed informal agencies. The smaller groups grew into 9 at the time when

Thoothukudi port was declared as a major port in the year 1974. Various harbour facilities are available at V.O.C. Port. It includes navigation, Anchorage operations for lightening cargo, fourteen alongside berth, adequate warehousing and storage facilities, modern cargo handling equipment to handle variety of cargo, good rail road connectivity for seamless transportation integrated computerized system EDI network quick turnaround time of vessels and cardinal industrial relations. This makes the port work to be carried out in order. Supply Chain Management The interests in crude and dry bulk carriers, port-to-plant logistics and oilfield services and the shipping industry continues to provide end-to-end logistics support to its customers in a very cost-effective manner. The business model provides opportunities to cater to the supply chain management services. Clients in oil and gas, steel, and power generation industries and focuses on the intrinsic and captive demand for transportation services, logistics and cargo handling infrastructure are considered. Shipping Industry Shipping industry has created a big platform for international trade and creating new markets. It helps in equalizing the demand for and supply of the goods and services throughout the world. Shipping industry has touched upon and 71 integrated all industries throughout the world. It has expanded its global footprint, focusing on markets in Africa, Asia, Europe the Australia and Americas. The shipping industry supports transportation of national and international cargoes. It further provides various other facilities such as ship building. Ship repairing, lighthouse facilities and freight forwarding. Shipping business includes business of ship-owners, ship-builders, shipbrokers, ship managers, ship charterers, barge owners, dock owners, stevedores, warehousemen, marine consultants, crew recruiters, ship deliverers and contracts. Thoothukudi port is one of the feathers on the cap of Indian ports. It has a great history behind it. It is known for pearl fishing, collection of pearl. Thoothukudi has excelled in salt production. Loading and unloading of cargoes and marine fish transportation make Tuticorin harbour a thriving business place. As it is strategically located on the southern part of India, its development sounds valid for development and strategic needs of the nation. The government at the centre and the states can encourage businessmen to utilize their acumen to develop Thoothukudi area. Coastal shipping and international shipping need to be undertaken for the cost effective transit of commodities.

The inner harbour consists of 14 berths including two container jetties and three coal and oil jetties. The port handles both containers and cruise ships. The container terminal is currently managed by PSA Sical. The container terminal has 3 quay cranes with 44 m reach and four RTG cranes for stacking the containers. The port also has vast area for storage facilities. It has 5,530,000 Sq m of storage area in its premises. The port also has a passenger terminal for cruise ships. Due to its strategic location in the southern peninsula and assured round-the-clock operations, the port has been the nerve centre of economic activity in south Tamil Nadu. The port currently handles seven per cent of the total container traffic in India and is an important reason for investment in the southern districts of Tamil Nadu. The two container berths in the port are of dimension 370 m length and 12.80 m draught. This limits the port in competing against Colombo port, which has 15 m depth. The Tuticorin Port Trust is investing \$1 billion for expansion. This was planned in two phases; the first deepened the harbour from a depth of 10.9 m to the current depth of 12.8 m[11] and the second will increase it to 14.5 m.[12] In addition to expansion of the outer harbour, proposed upgrades include construction of breakwaters and lengthening the approach channel. The port has been upgraded to handle vessels longer than 245 m.[13] The advantages of deploying bigger vessels are that the existing restriction on booking can be eliminated and the transshipment at Colombo port can be reduced. The Tuticorin port has the potential to be an international container transshipment hub given its unique geographical location.[14] Activity at the port has grown at a rate of 17% per year over the last five years. A large portion of the operations in the port has been privatised, including handling at the first container terminal by PSA Sical.[15] A second container terminal has been approved for this port and is in operation.[16] Tuticorin port is becoming a gateway for South India to the US, Europe and the Mediterranean following direct sailings to these regions. Of the total exports from the port, 25% were to Europe, 20% to the US, 20% to East Asia including China, 15% to Colombo, 10% to West Asia and the remainder to the Mediterranean.

With this expansion in place, the capacity of the port would double from the existing 20.55 million tonnes to 40.60 million tonnes of cargo. Once dredging is completed, the port will be able to handle fourth-generation container vessels with a capacity of 5,000 Twenty-foot equivalent units (TEUs) to 6,000 TEUs. Currently, the

port can handle container vessels up to 3,000 TEUs capacity.[17] For capacity augmentation, Tuticorin Port has taken up various infrastructural development projects under the National Maritime Development Programme (NMDP). The Port achieved a record of handling 5 lakh TEU's in 2012-2013 surpassing the target fixed by Shipping Ministry. The port on 18 February 2016 surpassed the previous fiscal's traffic of 32.41 million tonnes and this feat was achieved 42 days ahead of the fiscal-end. The port had maintained an impressive cargo growth at 17.18 percent.

A naval base is to be set up under the ambit of Eastern Naval Command to strengthen the surveillance in the Gulf of Mannar and to safeguard any possible aggression in the region. V. O. Chidambaranar Port Trust officials expressed their willingness to allot a 24-acre (97,000 m²) plot on the 'port estate' area for the establishment of the Naval Base. The port is also helping increase the tourism in the region. A new ferry has been commenced between Thoothukudi and Colombo.

3.7 EXPORT OF MARINE PRODUCTS:

Fishing activity is carried out with the help of traditional and modern boats. The profit is shared between the crew and the owner in the ratio of 40:60. The ratio of sharing of profit improved in case of traditional boat operations (i.e) 50:50 between the crew and the owner. This is due to the high cost involved in the making of mechanized boats.

Tuticorin Port Trust (TPT) has been a centre for maritime trade and pearl fishery for more than a century. From the study it is found that on an average the export and import traffic showed a growth of 4.03%. Among the commodities exported general cargo accounted for 62.23% and the major commodity imported was coal which accounted for 56.69%. Tuticorin port also registered effective performance in container trade during the study period. Among the commodities exported general cargo accounted for 62.23% and the major commodity imported was coal which accounted for 56.69%. Tuticorin port also registered effective performance in container trade during the study period.

From garments and food items, a wide range of products are exported and imported from this region and these are mostly through the Kochi and Thoothukudi ports. Exported goods were lying in containers and imported products took a long

time to reach the Indian shores. Transshipment to the European countries and the US were also highly affected.

Ports play a vital role in Indian economic development. As in most of the developing countries, the ports in India have found increasing attention in recent years as one of the cheapest and eco-friendly harmless modes of bulk transport system. Performance of the ports is significantly affected by and also significantly affects the pace of development of the economy of the country. Consequent to the policy of globalization and the strategy of export led growth adopted by the country in 1991, the seaports are going through a process of rejuvenation partly to capture the world market and partly by the technological progress in cargo handling. It is in this context, Tuticorin Port is taken up for this study. The focus is twofold. The first attempt in the study is to review the literature, with a view to gaining sufficient knowledge of the role and nature of the performance of the port and its export and import activities before and after the carnage of the novel coronavirus (COVID-19) pandemic.

Salt manufacturing in Tuticorin is a major industry, which contributes nearly fifteen per cent to the country's total production. It is at present an accepted fact that iodisation of salt is a must for human health, otherwise various afflictions are bound to affect human health due to salt deficiency. Realising the situation, now salt manufacturers have started producing iodised salt on a large scale in the state. They say that it is a dreaded condition that could aggravate the disease goitre neck. Iodine in

3.8 PUBLIC SECTOR PARTICIPATION:

With the development of Tuticorin port, public sector organizations established their industrial units for the storage and handling facilities at the port increasing the traffic passing through the pool. Tamil Nadu Electricity Board (TNEB) established the Tuticorin Thermal Power Station (TTPS) and provided a conveyor system from the coal jetties for conveying coal required for the power station. The Indian Oil Corporation supplies storage tanks and pipeline facilities from the jetty to the storage tanks.

3.9 HUB PORT:

Tuticorin port is the commercial hub of the region, and hence in-land and off-shore cities are linked to this port. Thus it can be called hub port. The port of Tuticorin is one of the youngest major ports in India. The traffic handled in the port has witnessed significant increase over the period, particularly container traffic handled in the port saw a remarkable growth. The port hinterland has enormous future for its industrial and agricultural trade and commerce. Availability of vast land, geographical location, favourable investment climate, cheapman power, dry climate, acceptable basic amenities and reasonable transport infrastructure are great advantages for the Tuticorin port to become a hub port in Asia.

3.10 CARGOES:

India's foreign trade has shown sustainable increase since independence. As a result, Indianmajor ports traffic volume has witnessed a robust growth rate⁷⁹. At present, Tuticorin Port handles bulkcargoes such as fertilizer, raw materials, coal for Thermal Power Station, Industrial coal and break bulkcargoes such as granite, logs, raw cashew nuts, salt, general cargo etc. The dredging of the port enables bigger vessels to come with bulk commodities .The port on its part makes a constant endeavour to spot, pursue and attract and generate cargo traffic. Though the port achieved excellent performance ratings compared to other major ports in thecountry. One of the areas which have further added to the performance of the port and quickened the turnaround of ships by which shipping trade have greatly benefitted, was very much missing and it was Pilotage operations during dark hours.

3.11 RELATIONSHIP WITH INDUSTRIES AND THE PORT:

The port rendered remarkable help for the growth of industries and expansion of existing industries like textile mills, Darangadhara Chemical works, Cement Factories, SPIC, Tuticorin Alkali Chemicals, Thermal power Station and Heavy Water Project. The surveys carried out by the State Industries Corporation revealed that there was an abundant scope and potential for the establishment of large scale Chemical Engineering Industries. Location of such major industries in the proximity of the port taking advantage of the infrastructural facilities already available in the port will provide a powerful industrial base for the balanced growth of trade and

commerce through the Tuticorin Port. The port has also attracted regular traffic for cargoes. The port has bright prospects for container traffic in view of its favourable geographical location, availability of infrastructural facilities etc., when the sea land containers started fortnightly services through this port during the recent years. For encouraging the container traffic, the Port has taken a series of measures. The port has vast open space and as such adequate land can be provided. Electrical facilities for reefer container will be made available with-in the Port area. The Port administration has specialized itself in handling bulk cargoes traffic at the Port which can be distinctly classified as bulk cargo and break bulk cargo.

3.12 INFRASTRUCTURE FACILITIES:

The infrastructure of Tuticorin port consists of three breakwaters, viz. North breakwater, South breakwater and Eastern breakwater to create tranquillity conditions conducive to shipping operations. The breakwaters both North and South are of 7 metre top width 1:2 slope on sea side and 1:1.5 on the harbour side. Due to the requirement of a vertical face in the place where the ships have to be actually berthed, concrete blocks of about 20 tonnes have been cast and launched into the sea in the form of slice work and vertical face formed for the berthing of ships.

3.13 BERTHING FACILITIES:

The capacity of handling both bulk and liquid cargoes depends upon the size and number of berths available in the Port. The Port is served by six alongside berths. Four of them are constructed in the eastern breakwater and named after the great patriot V.O. Chidambaram. Two more alongside berths are recently constructed in south breakwater without any transit shed. All the berths are of identical design with concrete block work constructions. These berths are available for the loading and the unloading of bulk and dry cargoes like cement, salt, fertilizer, food grains etc.,

3.14 CARGO HANDLING EQUIPMENT FACILITIES:

The efficiency of the Port is measured by the quick turnaround of the ships. It depends upon the quick movement of loading and unloading of cargo either from the ship to shore or from shore to ship. For this efficient and quick handling of cargo, adequate cargo handling equipment should be provided at the wharf. In the Tuticorin

Port, modern sophisticated cargo handling equipments are provided in sufficient number with different capacities. The total length of the conveyor system is about 4 km.

3.15 STORAGE FACILITIES

The Tuticorin Port Trust provides adequate modern storage facilities in the port area. Facilities for storing dangerous cargoes and fumigation of imported cotton also exist at this port. The storage facilities and the warehouse space are available in zone A & B of Tuticorin Port. In addition, Tamil Nadu Warehousing Corporation has constructed 13 godowns of size 65m x 30.5 m in the railway marshalling yard. The Indian Oil Corporation has established a tank farm for the storage of petroleum products imported through Tuticorin Port.

3.16 NAVIGATION:

Another provision of facility is the immediate introduction of night navigation facility. The port users have to incur a loss due to pre-berthing detention of ships which ultimately leads to a greater turnaround time of the vessels. The Port may require some more navigational aids for the introduction of night navigation.

3.17 PORT ENHANCEMENT OF TRADE:

At present, India is the 7th largest country by area, and it has 12 major ports and 200 minor ports. These ports are the gateways of India's international trade by sea. The gradual liberation of tariff and non-tariff barriers and the victorious promotion activities have also contributed to the growth of world trade. In the case of shipping and port sectors, especially the national policy towards liberalization of maritime transport services has been towards encouraging openness. India is today one of the most exciting markets for foreign trade with a larger base of import and export centric industries. The Indian middle class, whose size exceeds the population of several European countries put together with a large purchasing power and skilled managerial and technical manpower, provides India with distinct advantages in global trade. Until the foreign exchange crisis of 1991, India's import-export policy had three objectives of preserving employment in import competing industries through trade and other barriers, promotion of self-reliance across all countries and revenue

raising through foreign trade tariffs. This has created an inward looking economy where all exports are desirable and all imports are to be restricted. However, since 1991 India has embarked on a programme of economic and trade liberalization impacting the contours of the country's foreign trade in a very big way. The process has further been hastened by the country's active side in General Agreement on Tariff and Trade (GATT) and World Trade Organization. India has agreed with these bodies for a structured and gradual dismantling of its existing trade and tariff structure.

With a view to ensure global trade smoothly, freely and predictably, the WTO was established on January 11, 1995. WTO is the result of the Uruguay Round Table and the successor to GATT with a membership of 153 countries representing more than 97% to total world trade. Foreign trade is mainly facilitated by the Port, the customs and the shipping agencies. Ports are single organizational units with multidimensional activities integrated within the logistic chain for providing services to maritime trade. The prime objective of a sea port is to provide fast and safe transit of goods and passengers through its facilities at minimal cost. Port forms the connecting link between the shippers and shipping service providers. In the new era of liberalization and privatization the concept of a sea port is a mere physical hub of maritime activities and is a link in the larger logistic chain that connects the origin of cargo to its final point of delivery. Ports act as an integral part of chain transport link designed to move cargoes from origin to destination. Port operations are a necessary tool to enable maritime trade among trading partners. Port operations are nothing but the policies, reforms and regulations that influence the infrastructure and facilities including shipping services. Ports also provide berthing facilities, cargo handling facilities including manpower and equipment, cargo storage space in the form of open land or shed space, navigational channels and road and rail network, movement to storage yard, stuffing and de-stuffing of containers facilitating the process of examination through movement of container to container freight stations, delivery and aggregation of containers and cargo.

3.18 POST-INDEPENDENCE TRADE POLICY:

On the eve of Independence in 1947, foreign trade of India was typically a colonial and agricultural economy. Trade relations were mainly confined to Britain and other commonwealth countries. Export consisted chiefly of raw materials and

plantation crops while import consisted of light consumer goods and machines for existing industries. Over the last 62 years, India's foreign trade has undergone a complete change in terms of composition and direction. Exports now cover a wide range of traditional and non-traditional items, while imports mainly consist of capital goods. Petroleum products, raw materials and chemicals meet the ever increasing needs of a developing and diversifying economy.

For about 40 years (1950-1990), foreign trade of India suffered from strict bureaucratic and discretionary controls. Similarly, foreign exchange transactions were tightly controlled by the Government and the Reserve Bank of India from Independence in 1947 till mid 1990s. India with some exceptions, always faced deficit in its balance of payments (i.e.) value of imports always exceeded the value of exports. This was characteristic of a developing country struggling for reconstruction and modernization of its economy. Imports galloped because of increasing requirements of capital goods, defence equipments, petroleum products, and raw materials. Exports remained relatively sluggish owing to lack of exportable surplus competition in the international market, inflation at home and increasing protectionist policies of the developed countries⁹⁸

In 1991, the Government of India introduced a series of reforms due to liberalization and globalisation. The Indian Economy Reform of Trade and Exchange rate policy was a critical element in structural reform and a great deal was done in this area. The exchange rate adjustments in July 1991 and the trade policy amounted subsequently considerably reduced the reliance upon licensing control of imports and created a more favourable exchange rate for exports. The share of bulk consumption goods in imports mainly comprising food items has been fluctuating according to domestic demand. Share in import of other bulk items like rubber, pulp and paper, wood and wood products, fertilizers, metallic ferrous ores and metal scrap, non-ferrous metals, and iron and steel decreased till 2000-01. Share of export related items consisting of chemicals, pearls, precious stones, cashew, textile yarn and fabric, leather, raw cotton, silk, wool and jute have remained steady in the recent past

India's approach to openness has been cautious, in achieving certain preconditions to ensure orderly process of liberalization and ensuring macroeconomic stability. This approach has been vindicated in recent years of the growing incidence

of financial crisis elsewhere in the world. The policy regime in India with regard to liberalization of the foreign sector has witnessed a very significant change.

3.19 EXPORT-PROMOTION POLICY:

Exports have acquired added significance in the wake of liberalization which is sweeping across the world. The trend towards market economy in almost all countries of the world has increased the role of exports in the developmental efforts. Exports have become an important indicator of a country's economic performance. Although non-traditional items (gems, jewellery, readymade garments, engineering goods and chemicals) have entered into India's exports in a big way, traditional items of exports viz. marine products, tea, coffee, spices and coir, also occupy a dominant place in our export basket. These items have been the backbone of India's exports for long.

3.20 IMPORT POLICY:

India adopted an inward looking development strategy after independence, where in import substitution constituted a major element of both trade and industrial policies. This policy was largely based on the Imports and Exports Act of 1947 and the Import Trade Control Order of 1995. Another significant development has been the channelizing of imports of gold through official routes since 1997 when banks were allowed to import gold. The import through passenger baggage has declined significantly¹⁰². Furthermore in the recent past, the share of bulk items has increased while that of non-bulk items has declined.

3.21 FACILITATORS IN COASTAL TRADE:

Trade has been the backbone of Indian economy right from the ancient times. Textile and spices were the first products to be exported by India. The Indian trade scenario evolved gradually after the country's Independence in 1947. From the 1950s to the late 1980s, the country followed socialist policies, resulting in protectionism and heavy regulations on foreign companies conducting trade with India. Foreign trade got its first impetus from the Industrial Revolution in the late 18th and early 19th century. India's international trade situation improved when Prime Minister Rajiv Gandhi reformed the trade policies. With tax reforms, deregulations and privatization

initiatives, India has attracted the attention of the global markets. Global trade is the exchange of raw materials, goods and services across the geographical borders of countries. As the country needs to import diverse products, overseas trade is extremely important to the country. India exports vast number of products and also imports an equal amount of other products.

Being the major focal point of India's trade policy, various items are freely exported from India. India's import policy is influenced by many factors such as effective use of industrial and consumer requirements as well as foreign exchange. The main aim of import policy is to promote foreign trade and make indispensable imported goods easily available. Maritime trade accounts for a major part of the global trading scene today. India is playing a significant role in the arena of global trade. And it is the shipping and maritime sector that accounts for a significant portion of this trade. With Indian economy today turning liberal and global, overseas trade, be it export or import, is on the increase. Indian exports consist mainly of engineering and textile products, precious stones, petroleum products, jewellery, sugar, steel, chemicals, zinc and leather products. Most of the exported goods are exempted from export duties. In some cases duties are levied on processed agricultural products, sheep, goat and bovine leather. India's major imports consist of crude oil, machinery, military products, fertilizers, chemicals, gems, antiques and art works

Cargo such as agarbathis, aluminium, animal and vegetable oils, archi- nuts, asbestos products, automobile spares, bricks and tiles, cashew nuts, caustic soda dye, cement, coal, charcoal, coke, copper slag, copra, coarse sand, cow dung, diammonium phosphate, diesel oil, dry fish, dry flowers, feldsparlumps, fine sand, food products, furnace oil, garments, garnet sand, general cargo, gherkin, granite stone, illuminate sand, leather products, lime stones, liquid ammonia, logs, LPG, machineries, maize, medical items, naptha, nylon products, oil cake, palm kernel cake, palm oil, peas (yellow), paper products, pepper, petroleum products, phosphoric acid, peas (dun peas), potassium sulphate, pvc water tanks, rice, rice in bags, river sand, rock phosphate, salt, sea foods, steel items, stone aggregate, stone(rough), sugar, sugar (raw), sulphur, sulphuric acid, tea, urea, vegetables, vinyl chlorides, wheat, wastepaper, wheat in bags, urea and so on are the various items of cargo handled by Tuticorin Port. Import of Cargo in Coastal Trade Coal is the major item of cargo imported from other Indian ports namely Paradip and Haldi(Calcutta). Bauxite is

another important item imported from Kandla and Mangalore ports. The other items unloaded for coastal shipping trade are petroleum coke, iron and steel material and salt.

3.22 EXPORT OF CARGO IN COASTAL TRADE:

Salt and granite are the major items sent to other parts of India. Salt is mainly sent to Calcutta, sulphuric acid, phosphoric acid, gypsum, ilomite sand, construction material, caustic soda and containerized cargo and other items of cargo are sent via, Tuticorin Port.

3.23 COUNTRIES OF IMPORTS:

As per the records of Indian customs house, from 164 countries cargoes were imported to Tuticorin Port from 2000 to 2008 namely Austria, Algeria, Australia, Argentina, Afghanistan, Angola, America, Samoabelarus, Bharin, Benin, Belgium, Brazil, Bulgaria, Bahamas, Barbados, BurkinoFaso, Bangladesh, Bosnia and Herzegovina, China, Canada, Congo, Cameroon, Czech republic, Cote-d-Ivoire, Costa Rica, Chile, Cyprus, Colombia, Central African Republic, Chad, Comoros, Croatia, Denmark, Dominican Republic, Djibout, Dominica, Egypt, European Union, El Salvador, Estonia, Ethiopia, Equatorial Guinea, Eritrea, Ecuador, France, Fiji, Finland, French, Goyanagabon, Germany, Guyana, Ghana, Greece, Guatemala, Georgia, Guinea Bissau, Gambia, Guam, Hongkong, Hungary, Heard and Macdonald Islands, Indonesia, Israel, Italy, Iran, Drovvy coast, Iraq Ireland, Iceland, Jordan, Japan, Jamaica, Kazakhstan, Kenya, Kyrghyzstan, Korea, Democratic people's, Republic of Korea, Republic of Latvia, Liberia, Lithuania, Libya, Lare union, Myanmar, Malaysia, Maldives, Malta, Mauritius, Mexico, Madagascar, Mozambique, Mongolia, Micronesia, Malawi, Morocco, Mali, Madagascar, Marshall Islands, Martinique, New Zealand, Nauru, Netherlands, Nigeria, Nicaragua, Niger, Norway, New Caledonia, Oman, Papu a New Guinea, Pakistan, Philippines, Poland, Puerto Rico, Panama, Portugal, Peru, Palau, Paraguay, Qatar, Russia, Reunion, Romania, Saudi Arabia, South Africa, Singapore, Swizz, Spain, Sweden, Surinam, Sudan, South Korea, Sierraleona, Solomon Islands, Seychelles, Syria, Senegal, Srilanka, Slovak Republic, Slovenia, St. Helena, and Ascension Island, Thailand, Taiwan, Togo, Tanzania, Turkey, Trinidad and Tobago, Tunisia, Turkmenistan, Tajikistan, Turks and Caicos

Islands, Ukraine, US, United Arab Emirates, UK, Uzbekistan, Uganda, Uruguay, Vietnam, Democratic Republic of Vatican City State, West Indies, West Africa, Yemen, Democratic Zimbabwe and Zambia.

3.24 COUNTRIES OF EXPORTS:

Tuticorin cargo is exported to 160 Countries. Austria, Australia, Afghanistan, Albania, Armenia, Angola, Argentina, Algeria, Andorra, Azerbaijan, Bangladesh, Bosnia and Herzegovina, Belgium, Burkina Faso, Bulgaria, Bahrain, Benin, Brunei, Brazil, Botswana, Belarus, Bissau, Canada, Chad, Croatia, Cambodia, Channel Islands, Congo, Cote-d-Ivoire, Cook Islands, Chile Colombia, Costa Rica, Cyprus, Czech Republic, Cameroon, Cuba, China, Djibouti, Denmark, Republic of Vanuatu, Dominican Republic, Estonia, Egypt, Ethiopia, El Salvador, Ecuador, Eritrea, Equatorial Guinea, Finland, France, Fiji, Faeroe Islands, Germany, Greece, Ghana, Guinea, Georgia, Gambia, Guatemala, Gabon, Hongkong, Honduras, Hungary, Haiti, Indonesia, Ireland, Israel, Iran, Italy, Ivory Coast, Iraq, Italy, Jordan, Japan, Jamaica, Kuwait, Korea, Kenya, Kazakhstan Lebanon, Libya, Liberia, Lithuania, Luxemburg, Latvia, Myanmar, Madagascar, Mozambique, Malawi, Macedonia, Morocco, Niger, Netherlands, Norway, Nepal, New Zealand, Nigeria, Namibia, Oman, Peru, Pakistan, Poland, Portugal Papua New Guinea, Philippines, Panama, Puerto Rico, Qatar, Rumania, Russia, Republic of Kuwait, Reunion, Republic of Rwanda, Republic of Mali, Republic of Morocco, South Africa, Saudi Arabia, Seychelles, Sweden, Singapore, Slovenia, Slovak Republic, Syria, Sri Lanka, Swizz, Spain, Samoa, Sudan, Sierra Leone, San Marino, Senegal, Somalia, Syria, Swaziland, Solomon Island, Togo, Thailand, Turkey, Taiwan, Tanzania, Tunisia, Tajikistan, Ukraine, US, UAE, UK, Uzbekistan, Uganda, Vietnam, Venezuela, Yemen, Yugoslavia, Zambia and Zimbabwe.

3.25 REVENUES TO THE PORT:

Marine Department and Traffic Department are two main arms of the Port Trust which collect the charges for using its land, road, buildings, equipments and sea water from the users of the Port.

3.26 OPERATIONAL REVENUE:

Ports must be viewed more in terms of the economic and social benefits they generate. They result in the stimulation of trade, employment and other sources of revenue to the government and the development of hinterland. New ports require heavy investment to provide services for the movement of cargo. They are exerted to act 'commercially' and to be 'self-supporting'. They must incur expenses but also to have sufficient surplus for the repayment of loans, replacement of worn out assets and for future development. The Major Ports Commission of 1970 also insisted that the Major Port Trust must earn 12% on the capital employed so as to achieve self sufficiency. Hence, TPT is to be evaluated in terms of revenue earnings in the maritime operations of the Port.

3.27 ACCOUNTING SYSTEM:

A Port Trust which employs large capital in various assets and equipments must have proper accounting system to communicate the financial information to the government and ship owners. The present accounting system followed by the TPT provides details of income and expenses activity-wise and based on 'Accrual basis'. Separate accounts are maintained for capital and revenue items.

3.28 ORGANIZATION AND ADMINISTRATION:

In India the minor ports as well as the intermediate ports have been owned and controlled by the concerned state governments and the major ports are contracted only by the Central Government. The operation of shipping service and conservancy of the major ports are regulated under the provisions of Indian Ports Act, 1908 and Cargo handling services under the Major Port Trucks Act 1963.

Up to the end of 1924, Tuticorin Port was under the control of Port Department of the State Government of Madras. On December 17, 1924, TPT Act was enacted and the administration of the Port was entrusted with the TPT Board created under the above Act. It is the only intermediate port which enjoyed the privilege of having a Trust Board Administration with the passing of a Separate Act for the purpose. The newly constructed Port of Tuticorin was declared by the Central Government as the tenth Major Port of the country on July 11, 1974. Both the old

anchorage Port owned by the Central Government and the new port were merged on April 1, 1969. Trust Board was formed under the control of Ministry of Shipping and Transport, Government of India. The TPT Board is now functioning with an official Chairman and a Deputy Chairman both appointed by the Central Government and with fifteen other trustees who are ex-officio members. Some members are nominated trustees representing other departments of the government closely associated with the port operations, and others are elected trustees representing labour unions, ship owners, sailing vessel owners and chamber of commerce. Transportation of goods is an essential feature of the international trade and Commerce between nations. It depends on ships, as more than 90% of the external trade is done by maritime transport and the ships in turn depend on ports. Ports and ships are inalienable elements of sea-born transportation. In order to provide terminal services to vessels, the Tuticorin Port offers terminal facilities through its six alongside general cargo berths, one oil berth and one coal berth at present available at zone A of the port of shipping operations, along with a finger jetty to receive passenger ships and small vessels of 4.2 metre draught. Zone B is a lighter age port having adequate facilities of lighters of varying capacities between the anchorage and shore. It has also facilities to handle sailing vessels.

3.29 WELFARE EXPENSES:

The port as a terminal transport industry renders a number of terminal services so as to facilitate the free and easy movement of ships and cargoes from one place to another through sea. For the above such services, the Tuticorin Port Trust incurs the following type of expenses, salaries and wages, operating cargo handling equipment. Pilotage, port security, interest on loan, stores and stationery, water and electricity maintenance and repairs and administrative expenses. It is suggested that in order to improve the utilization of berth, the Tuticorin Port Trust must take efforts to improve the quality of services at the port and increase its trade promotion activities so as to attract more shippers and port users to this port. There is much under utilization of the cargo handling equipment in the Tuticorin Port, though there is a complaint from the port user regarding the non-availability of handling equipments except in the case of container handling equipments.

3.30 EXPORT AND IMPORT

An import is a good brought into a jurisdiction, especially across a national border, from an external source. The party bringing in the good is called an importer. An import in the receiving country is an export from the sending country. Importation and exportation are the defining financial transactions of international trade.

The term export means shipping in the goods and services out of the jurisdiction of a country. The seller of such goods and services is referred to as an "exporter" and is based in the country of export whereas the overseas based buyer is referred to as an "importer". In international trade, "exports" refers to selling goods and services produced in the home country to other markets.

Import means 'Bringing in to India from a place inside territorial waters of India which is 12 nautical miles in to the sea from the coast of India'. The liability to pay import duty commences as soon as the goods entered 12 nautical miles in to the sea from the coast of India.

Export means 'Taking out of India to a place outside territorial waters of India which is 12 nautical miles into the sea from the coast of India'

An import is a good or service brought into one country from another country as well as export; which is the process of taking product from one country to another country. The backbone of international trade is specially formed around the term import and export; because the act of international exchange of goods is a significant part of international trading. It is very necessary to balance the value of trading between importation and the amount of product leaving the country so that the host country will have a positive trade balance; else there will be negative balance of trade; which is a critical factor of economy growth and development.

There are two basic categories of import/export:

1. INDUSTRIAL AND CONSUMER GOODS:

Industrial goods are made up of machinery, manufacturing plants and materials, and any other good or component used by other industries or firms.

Consumer goods are ready for the consumption and satisfaction of human wants, such as clothing or food.

2. INTERMEDIATE GOODS AND SERVICES:

Intermediate goods such as partly finished goods, are used as inputs in the production of other goods including final goods. A firm may make and then use intermediate goods, or make and then sell, or buy then use them.

The Main Objective of Import Export:

Companies import goods and services to supply to the domestic market at a cheaper price and better quality than competing goods manufactured in the domestic market. Companies import products that are not available in the local market to enable domestic surplus and encourage good economy growth.

There are three broad types of importers/exporters:

The categories of importers or exporters are based on their need and basic requirements such as highlighted below;

- 1) Looking for any product around the world to import and sell.
- 2) Looking for foreign sourcing to get their products at the cheapest price.
- 3) Using foreign sourcing as part of their global supply chain.

Amongst these categories there is an important factor to understand in the levels of import export business called as; Direct Importation.

Direct-import refers to a type of business importation involving a major retailer and an overseas manufacturer. A retailer typically purchases products designed by local companies that can be manufactured overseas. In a direct-import program, the retailer bypasses the local supplier; middle-man and buys the final product directly from the manufacturer, possibly saving in added cost data on the value of imports and their quantities often broken down by detailed lists of products are available in statistical collections on international trade published by the statistical services of

intergovernmental organizations supranational statistical institutes such as Eurostat, and national statistical institutes.

3.31 CONCLUSION

This chapter provides a detailed analysis about the economy of Tuticorin, the fast growing industrial development which has led to the successful development of the Tuticorin port. It gives a clear depiction about the geographical Location of the port and how it has enabled the close proximity to the international sea routes. The post-independence trade policy, export-promotion policy and the import policies are discussed here. Thus, the Tuticorin port is a hub of flourishing trade handling with its natural harbour and rich hinterland. The VOC Port, Thoothukudi, being Tamilnadu's 2nd largest port and amongst India's largest, immense focus is laid towards the enhancement of this port from Government side, which is currently being utilized only to 60% of its potential capacity. Concluding that the VOC Port plays a vital role in the region's economic development and prosperity.

CHAPTER-IV



DATA ANALYSIS AND INTERPRETATION

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

Data analysis is a process of inspecting and modeling data with the goal of discovering useful information, drawing inferences, and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, while being used in different areas like business, science, and social science domains.

This chapter deals with the analysis and interpretation of data regarding **“Study on export and import of VOC port during covid and before covid”**. Data analysis and interpretation is done by collecting the data for commodities exported, cargo movements taken place and total number of tues exported and imported are tabulated for easy understanding and good presentation, which assists the researcher to analyze the data efficiently.

The data collected have been analysed by using the following statistical tools:

- ❖ Percentage analysis
- ❖ Correlation,
- ❖ Regression,
- ❖ Trend analysis

The tables and charts provide a bird's eye view of the entire data and helps in summarizing and presentation of the data collected in a systematic manner.

COMMODITIES EXPORTED FOR THE YEAR 2016 TO 2020

Commodities exported from Tuticorin covers garments, coir products, cp goods, food items sea food products charcoal paper products salt and gherkins.

TABLE 4.1**COMMODITIES EXPORTED**

COMMODITY	2016		2017		2018		2019		2020	
	TEUs	%	TEUs	%	TEUs	%	TEUs	%	TEUs	%
Garments	60631	21	61232	22	60445	21	64638	23	49660	19
Coir products	37656	13	32622	12	36470	12	45609	16	52012	20
CP goods	22392	8	24027	9	23728	8	23203	8	22608	9
Cotton/Poly yarn	24038	8	22322	8	19350	7	16938	6	16216	6
Tyres/Rubber	14005	5	15714	6	18037	6	17733	6	15195	6
Machinery/ Equipment	12131	4	14101	5	13906	5	13551	5	10590	4
Chemical/DCP products	8208	3	10887	4	13851	5	10867	4	11666	4
Paper products	6139	2	7550	3	12715	4	11150	4	9909	4
Charcoal	7625	3	8635	3	8171	3	8089	3	7726	3
Cotton/poly fabrics	6595	2	6938	3	9324	3	7631	3	7920	3
Garnet sand/ Sand	22340	8	1088	0	1928	1	2053	1	1148	0
Granite PDTS/tiles	5879	2	5590	2	5880	2	5781	2	5133	2
Sea foods/ Product	4655	2	5526	2	6127	2	6441	2	5067	2
Food item/Beverages	6116	2	5073	2	5376	2	4799	2	5393	2
Vegetables/Fruits	5687	2	4720	2	7004	1	1854	1	4541	2

Safety match/ Hazardous	4280	1	4829	2	4068	2	4804	2	4420	2
Copper PRD Copper Cathode	5641	2	7313	3	2412	0	715	0	759	0
Salt	1761	1	3749	1	5039	1	3474	1	1604	1
Polythene bags product	3323	1	3071	1	3251	1	2721	1	2561	1
Gherkins	2018	1	2614	1	3592	1	2228	1	2992	1
Others	26960	9	29610	11	32208	11	28740	10	28095	11
TOTAL	288080	100	277211	100	292882	100	283019	100	265215	100

SOURCE: Thoothukudi Port Trust

The above table 3.1 reveals that the exported commodities for the year 2016. It is inferred that the majority of the exported commodities were garments which is 21% and the least exported commodities were safety match/hazardous, salt, polythene bags/products, and gherkins which is 1% each.

For the year 2017 the majority of exported commodities were garments which are 22% and the least exported commodities were salt, polythene bags/products and gherkins are 1% each.

For the year 2018 the majority of exported commodities were garments which are 21% and the least exported commodities were safety match/hazardous, copper products/copper cathode garnet sand/sand, polythene bags/products and gherkins are 1% each.

For the year 2019 the majority of exported commodities were garments which is 23% and the least exported commodities were garnet sand/sand, vegetables, salt, polythene bags/products and gherkins are 1% each.

For the year 2020 the majority of exported commodities were coir products which are 20% and the least exported commodities were salt, polythene bags/products and gherkins are 1% each.

COMMODITIESIMPORTEDFOR THE YEAR 2016 TO 2020

Commodities imported to Tuticorin covers waste papers, raw cotton steel items, paper products, cashew nuts, charcoal, food items and building materials.

TABLE 4.2

COMMODITIESIMPORTED

COMMODITY	2016		2017		2018		2019		2020	
	TEUs	%	TEUs	%	TEUs	%	TEUs	%	TEUs	%
Waste Paper	48857	19	47411	18	75020	26	68592	22	57498	22
Logs/Wood Products	29048	11	29666	12	32169	11	33975	11	31644	12
Raw Cotton	32041	12	31347	12	29043	10	37594	12	18147	7
Cashew Nuts/Raw Cashew	19440	7	20450	8	27411	9	26578	9	26131	10
Chemical/DCP Products	15257	6	16183	6	18478	6	17886	6	17154	7
Granite PDTS/Tiles	16476	6	14767	6	14486	5	12076	4	12125	5
Building Materials	15189	6	13263	5	11820	4	6675	2	5367	2
Granules	11715	4	10295	4	10430	4	9812	3	9366	4
Seeds/Pulses	13638	5	17205	7	6171	2	5748	2	4693	2
Rice Bran/Husk	9124	3	3736	1	5650	2	11285	4	11885	5
Machinery/ Equipment	6832	3	7307	3	7050	2	6143	2	4358	2
Others	1703	1	5228	2	9132	3	9996	3	4255	2
Fibre Products	5314	2	4687	2	4959	2	5905	2	4230	2
Steel Items/Scrap	6112	2	4356	2	4990	2	4274	1	4333	2
Cotton/Poly Yarn	1999	1	2422	1	3919	1	5693	2	6981	3

Paper Products	2751	1	4042	2	4887	2	4039	1	2351	1
Charcoal	1992	1	2541	1	4802	2	3737	1	2780	1
Rice/Cereal Products	390	0	439	0	1075	0	3569	1	10240	4
Tyres/Rubber	2700	1	2691	1	2753	1	3501	1	3416	1
Food Item Beverages	2394	1	2356	1	3225	1	3061	1	3662	1
Others	18442	7	16104	6	14197	5	31049	10	20976	8
TOTAL	26141	100	256496	100	291667	100	311188	100	261592	100
	4									

SOURCE: Thoothukudi Port Trust

The above table 3.2 reveals that the imported commodities for the year 2016. It is inferred that the majority of the exported commodities were waste paper which is 19% and the least imported commodities were cotton/poly yarn, paper products, tyres/rubbers, food items/beverages and other products which is 1% each.

For the year 2017 the majority of imported commodities were waste paper which is 18% and the least imported commodities were rice bran/husk, charcoal, cotton/poly yarn, tyres/rubbers and food items/beverages which are 1% each.

For the year 2018 the majority of imported commodities were waste paper which is 26% and the least imported commodities were cotton/poly yarn, tyres/rubbers and food items/beverages which are 1% each.

For the year 2019 the majority of imported commodities were waste paper which is 22% and the least imported commodities were steel items/scrap, rice /cereals products, paper products, charcoal, cotton/poly yarn, tyres/rubbers and food items/beverages which are 1% each.

For the year 2020 the majority of imported commodities were waste paper which is 22% and the least imported commodities were paper products, charcoal, tyres/rubbers and food items/beverages which are 1% each.

COUNTRY WISE EXPORT FOR THE YEAR 2016 TO 2020

For the past five years the export from Thoothukudi covers all countries like USA, Sri Lanka, Italy, Germany, India, Malaysia, Japan, Netherlands, UK, Spain and Canada

TABLE 4.3

COUNTRY WISE EXPORT

COUNTRY	2016		2017		2018		2019		2020	
	2016	%	2017	%	2018	%	2019	%	2020	%
United states- EC	38410	13	40250	15	44104	15	46302	16	44062	17
Srilanka	20818	7	22243	8	25607	9	16451	6	18075	7
United kingdom	19386	7	19495	7	18329	6	18773	7	15572	6
Netherlands	18552	6	17814	6	17813	6	16958	6	15241	6
China	18388	6	13857	5	11662	6	16325	6	16645	6
Germany	15360	5	13568	5	12816	4	14160	5	12823	5
United states- WC	13867	5	12178	4	12516	4	13174	5	16486	6
Spain	8641	3	7912	3	8456	4	10548	4	9684	4
Italy	9655	3	8379	3	9056	3	8230	3	7407	3
United Arab Emirates	7751	3	6880	2	6818	3	6646	2	7344	3
Belgium	6669	2	6222	2	7258	2	6256	2	6686	3
Bangladesh	5602	2	4941	2	5273	2	5074	2	4766	2
France(UK)	5212	2	5146	2	5242	2	4933	2	4327	2
Canada	4410	2	4307	2	4960	22	4606	2	4699	2
Saudi Arabia	3358	1	2542	1	5186	2	5050	2	5209	2
Poland	3466	1	3586	1	3917	1	5042	2	3873	1
Japan	5259	2	3220	1	3858	1	3973	1	2898	1
India	3634	1	6126	2	5096	2	2262	1	1852	1
Malaysia	3813	1	4967	2	3643	1	3488	1	2322	1
Australia	3564	1	3597	1	3536	1	3384	1	3593	1

Others	72265	25	69981	25	71348	27	71348	25	61574	23
TOTAL	288080	100	277211	100	292882	100	283019	100	265138	100

SOURCE: Thoothukudi Port Trust

In the table 4.3 It is inferred that the years 2016, 2017 and 2019 with 25% and the years 2018 and 2020 with 27% and 23% each, has been recorded with the highest percentage.

For the year 2016, countries such as Saudi Arabia, Poland, India, Malaysia and Australia has set down for the export with the least majority of 1%.

In the year 2017, the following countries Saudi Arabia, Poland, Japan and Australia has the least majority of export take down with 1%.

The following year 2018, Poland, Japan, Malaysia and Australia has the majority of least percentage for cargo movement with 1%.

The year 2019 has less percentage with cargo movement of 1% in the countries Japan, India, Malaysia and Australia.

The countries with 1% export are Poland, Japan, India, Malaysia and Australia and it has been recorded in the year 2020.

From all the above findings the second and third highest percentage of movement covers US, Srilanka, UK, China and Gemany.

COUNTRY WISE EXPORT FOR THE YEAR 2016 TO 2020

For the past five years the import to Thoothukudi covers all countries like USA, Sri Lanka, Malaysia, Japan, Pakistan, Belgium, Australia, and South Africa.

TABLE 4.4

COUNTRY WISE IMPORT

COUNTRY	2016		2017		2018		2019		2020	
	2016	%	2017	%	2018	%	2019	%	2020	%
India	38366	15	41088	16	52401	18	55431	18	55411	21
United states-EC	17918	7	18735	7	26264	9	28485	9	18078	7
Srilanka	15229	6	13492	5	15070	5	15586	5	12381	5
China	13315	5	10981	4	12712	4	13933	4	14394	6
Canada	3968	2	5197	2	9693	3	13677	4	9157	4
United states-WC	7146	3	7893	3	10419	4	10943	4	4573	2
Australia	12538	5	12054	5	7617	3	4500	1	3301	1
Cote Divoire	8888	3	7773	3	7870	3	9868	3	5422	2
United Arab Emirates	8254	3	6967	3	7887	3	7856	3	6962	3
Belgium	8381	3	7297	3	7338	3	6165	2	6305	2
Pakistan	13571	5	9615	4	9076	3	1465	0	0	0
Ghana	2892	1	3631	1	7204	2	9798	3	8572	3
United Kingdom	2947	1	3466	1	7930	2	7383	2	9682	4
Tanzania	6346	2	6377	2	4547	2	3287	1	4458	2
Indonesia	3410	1	2197	1	3728	1	5904	2	6697	3
Malaysia	3339	1	4381	2	4075	1	4545	1	3381	1
Benin	2601	1	2961	1	4042	1	4872	2	5012	2
Saudi Arabia	5339	2	4116	2	2436	1	3773	1	3601	1
Vietnam	3212	1	2953	1	3819	1	5653	2	2953	1
South Africa	3011	1	3750	1	5737	2	3896	1	2173	1
Others	80743	31	81572	32	81802	28	94168	30	79081	30
TOTAL	261414	100	256496	100	291667	100	311188	100	261592	100

SOURCE: Thoothukudi Port Trust

In the above mentioned table, the years 2016-2020 has been take down with the highest percentage of each 31%, 32%, 28%, 30% and 30%.

The year 2016 has countries such as Ghana, United Kingdom, Indonesia, Malaysia, Benin, Vietnam and South Africa which has put down to the least majority of export with 1%.

For the year 2017, the least majority of 1% for cargo movement has been seen in the countries Ghana, United Kingdom, Indonesia, Malaysia, Vietnam and South Africa.

The following countries Indonesia, Malaysia, Benin, Saudi Arabia and Vietnam have taken down to the least majority of 1% in export by the year 2018.

The following year 2019 has been recorded with 1% cargo movement in countries such as Australia, Tanzania, Malaysia, Saudi Arabia and South Africa.

By the year 2020, the cargo movement has it record done with the least majority of 1% in the countries such as Australia, Malaysia, Saudi Arabia, Vietnam and South Africa.

From all the above findings the second and third highest percentage of movement covers India, US, Srilanka, and Gemany.

CONTAINER MOVEMENT IN THOOTHUKUDI PORT FOR THE PAST FIVE YEARS

Due to container terminal at Thoothukudi port trust, Yearwise movement of containers were remarkable. The succeeding table depicts loaded and empty containers in every month during the selected period.

TABLE 4.5

Yearwise Monthwise Tuticorin Port Performance							
Year / Month		Exp TEUs			Imp TEUs		Total TEUs
		Laden	Empty	Exp Total	Laden	Empty	
2016	Jan	23593	2734	26327	19004	7015	52346
	Feb	25236	1835	27071	18046	6455	51572
	Mar	26305	2860	29165	22096	10154	61415
	Apr	24294	2564	26858	19557	5839	52254
	May	22300	2781	25081	21888	6053	53022
	Jun	24293	2523	26816	26787	3217	56820
	Jul	23885	3580	27465	24329	2061	53855
	Aug	23450	4796	28246	25971	1741	55958
	Sep	24797	2668	27465	24766	1309	53540
	Oct	25483	3777	29260	21434	1530	52224
	Nov	20821	2606	23427	18848	3142	45417
	Dec	23636	2572	26208	19116	3238	48562
		288093	35296	323389	261842	51754	636985
2017	Jan	23584	3463	27047	20227	7572	54846
	Feb	22346	3469	25815	17746	7133	50694
	Mar	25888	5120	31008	21295	11866	64169
	Apr	23074	4339	27413	20841	4097	52351
	May	22622	5218	27840	23999	4446	56285
	Jun	22017	4900	26917	25856	4599	57372
	Jul	23489	4995	28484	24067	4185	56736
	Aug	23272	5305	28577	25145	3110	56832
	Sep	23730	5730	29460	24037	3939	57436
	Oct	21814	5468	27282	19536	4578	51396
	Nov	22007	4200	26207	16164	5715	48086
	Dec	24152	5335	29487	20999	9894	60380
		277995	57542	335537	259912	71134	666583
2018	Jan	26531	5950	32481	23301	9579	65361
	Feb	25285	6581	31866	21954	10361	64181
	Mar	29075	5272	34347	25064	11003	70414
	Apr	23278	5004	28282	27631	5627	61540
	May	19538	4901	24439	25262	3292	52993
	Jun	25079	8603	33682	29972	2400	66054
	Jul	25109	10695	35804	27753	3193	66750

	Aug	26532	6707	33239	25774	5572	31346	64585
	Sep	26145	5056	31201	23675	4039	27714	58915
	Oct	22452	5611	28063	23299	7628	30927	58990
	Nov	21762	7023	28785	24560	4739	29299	58084
	Dec	25546	7264	32810	23954	6311	30265	63075
		296332	78667	374999	302199	73744	375943	750942

2019

	Jan	22766	5294	28060	23199	9738	32937	60997
	Feb	25901	4001	29902	21082	5298	26380	56282
	Mar	27257	5432	32689	24829	9097	33926	66615
	Apr	25465	6997	32462	25668	10747	36415	68877
	May	24946	6831	31777	30646	3661	34307	66084
	Jun	23574	8935	32509	31497	2959	34456	66965
	Jul	23659	12030	35689	32331	4013	36344	72033
	Aug	25296	14383	39679	35342	5224	40566	80245
	Sep	23185	12515	35700	31964	4759	36723	72423
	Oct	23733	9987	33720	26406	2288	28694	62414
	Nov	20462	9414	29876	21612	4138	25750	55626
	Dec	23810	7239	31049	21030	7094	28124	59173
		290054	103058	393112	325606	69016	394622	787734

2020

	Jan	26143	6976	33119	24128	7281	31409	64528
	Feb	29566	4993	34559	21056	12816	33872	68431
	Mar	28021	5435	33456	24092	11966	36058	69514
	Apr	7999	1423	9422	24248	1775	26023	35445
	May	18822	8584	27406	22857	1701	24558	51964
	Jun	26094	10391	36485	20731	5607	26338	62823
	Jul	28513	7141	35654	23172	10775	33947	69601
	Aug	26813	6632	33445	22383	5210	27593	61038
	Sep	28306	7308	35614	28919	6303	35222	70836
	Oct	21940	6604	28544	21841	4024	25865	54409
	Nov	23445	5494	28939	22006	7793	29799	58738
	Dec	23091	7656	30747	26303	4768	31071	61818
		288753	78637	367390	281736	80019	361755	729145

SOURCE: Thoothukudi Port Trust

From the above table it is inferred that total exports of 2016 is 323389 and its import is 313596, for the year 2017 total exports is 335537 and its imports is 331046, for the year 2018 total exports is 337499 and its imports is 375943, for the year 2019 total exports is 393112 and its imports is 394622 and for the year 2020 total exports is 367390 and its imports is 361755. When there is a continuous increase for each year but 2020 has a slight downfall due to COVID.

STATUS OF EXPORT USING TREND ANALYSIS

The status and trend percentage is determined for total export in the following below table.

TABLE 4.6
EXPORT TREND ANALYSIS

YEAR	TOTAL EXPORT	% OF EXPORT	TREND %
2017	335537	103.75	3.75↑
2018	374999	115.95	15.95↑
2019	393112	121.56	21.56↑
2020	367390	113.60	13.60↑

SOURCE: Thoothukudi Port Trust

The table shows the trend percentage of change in export for each year in this table, total export of 2016 is taken as base year and the export percentage is calculated. The trend percentage increase in 2017 is 3.75%, 2018 is 15.95% increase in 2019 is 21.56%, increase in 2020 is 13.60% only.

STATUS OF IMPORT USING PERCENTAGE TREND ANALYSIS

The status and trend percentage is determined for total import in the following below table.

TABLE 4.7

IMPORT TREND ANALYSIS

YEAR	TOTAL IMPORT	% OF IMPORT	TREND %
2017	331046	105.56	5.56↑
2018	375943	119.88	19.8↑
2019	394622	125.83	25.83↑
2020	361755	115.35	15.35↑

SOURCE: Thoothukudi Port Trust

The table shows the trend percentage of change in import for each year in this table, total export of 2016 is taken as base year and the export percentage is calculated. The trend percentage increase in 2017 is 5.56%, 2018 is 19.88% increase in 2019 is 25.83%, increase in 2020 is 15.35% only.

TABLE SHOWING STATUS OF THE COMMODITIES EXPORTED USING PERCENTAGE TREND ANALYSIS

The status and trend percentage for the commodities exported determined in the following below table.

TABLE 4.8
COMMODITIES EXPORTED TREND ANALYSIS

YEAR	TOTAL EXPORT COMMODITIES	% OF COMMODITIES EXPORTED	TREND %
2017	277211	96.2	4.8↓
2018	292882	101.66	1.66↑
2019	283019	98.24	2.26↓
2020	265215	92.06	8.04↓

SOURCE: Thoothukudi Port Trust

The table shows the trend percentage of change in export for each year in this table, total export of 2016 is taken as base year and the export percentage is calculated. The trend percentage decrease in 2017 is 4.8%, 2018 is 1.66% decrease in 2019 is 2.66%, decrease in 2020 is 8.04% only.

TABLE SHOWING THE STATUS OF COMMODITIES IMPORTED USING PERCENTAGE TREND ANALYSIS

The status and trend percentage for the commodities exported determined in the following below table.

TABLE 4.9
COMMODITIES IMPORTED TREND ANALYSIS

YEAR	TOTAL IMPORT COMMODITIES	% OF COMMODITIES IMPORTED	TREND %
2017	256496	98.12	2.88↓
2018	291667	111.57	11.57↑
2019	311188	109.04	9.04↑
2020	261592	100.07	0.07↑

SOURCE: Thoothukudi Port Trust

The table shows the trend percentage of change in export for each year in this table, total export of 2016 is taken as base year and the export percentage is calculated. The trend percentage decrease in 2017 is 2.88%, 2018 is 11.57 % increase in 2019 is 9.04%, decrease in 2020 is 0.07% only.

TREND ANALYSIS OF TOTAL EXPORTS FOR THE YEAR 2021 to 2025

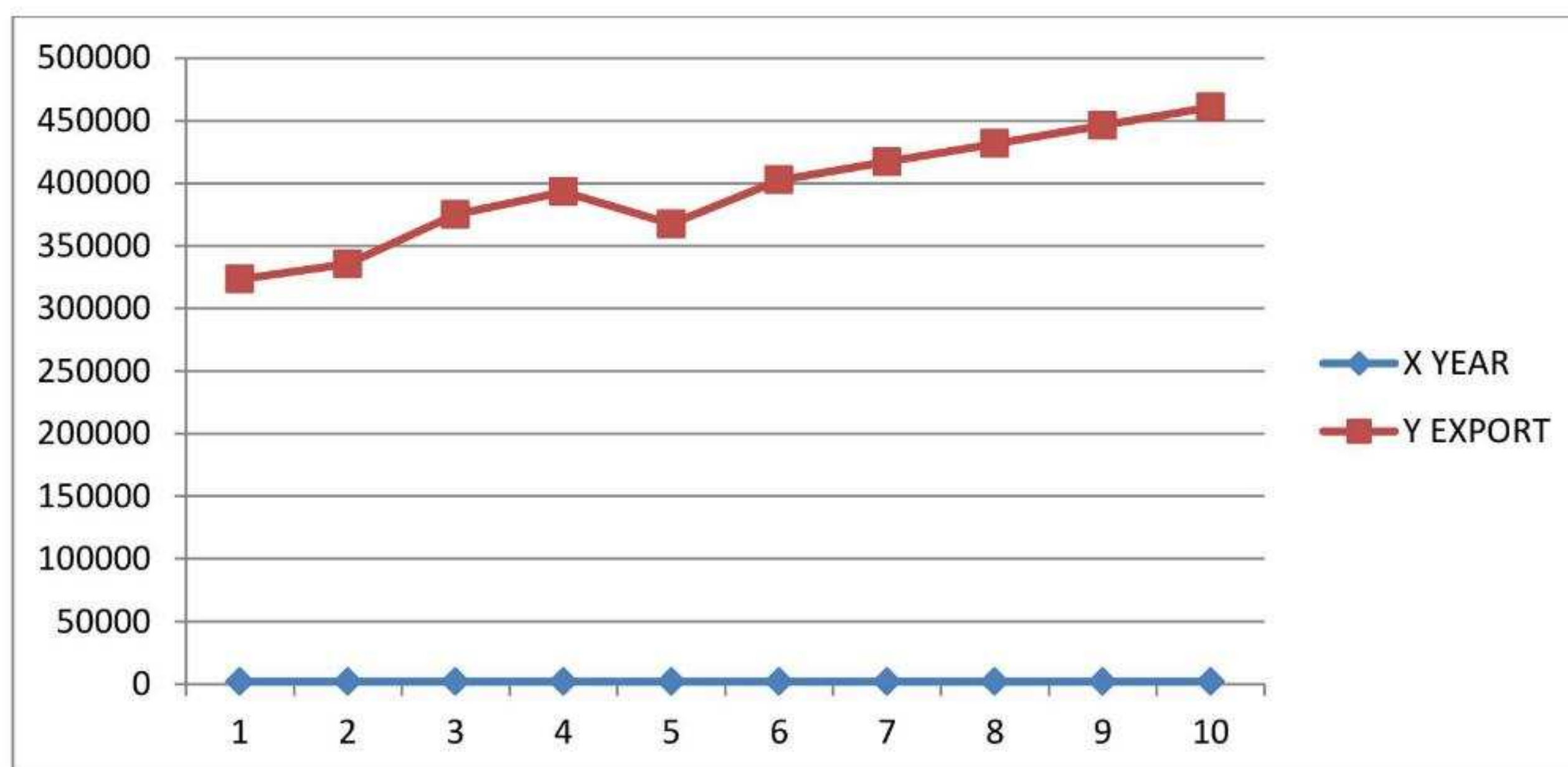
Future exports were predicted based on past record using trend analysis

TABLE 4.10

TREND ANALYSIS FOR 2021 TO 2025

X	Y
YEAR	EXPORT
2016	323389
2017	335537
2018	374999
2019	393112
2020	367390
2021	402558.5
2022	417116.2
2023	431673.9
2024	446231.6
2025	460789.3

SOURCE: Thoothukudi Port Trust



The above table gives the total export for the next five years using trend analysis by comparing the total export for the year 2016 as base year with 2020, the total export for the year 2021 as 402558.5 as TEUs is determined. Similarly for 2022 as 417116.2as TEUs, 2023 as 431673.9as TEUs, 2024 as 446231.6as TEUs, 2025 as 460789.3as TEUs is predicted.

TREND ANALYSIS OF TOTAL IMPORTS FOR THE YEAR 2021-2025

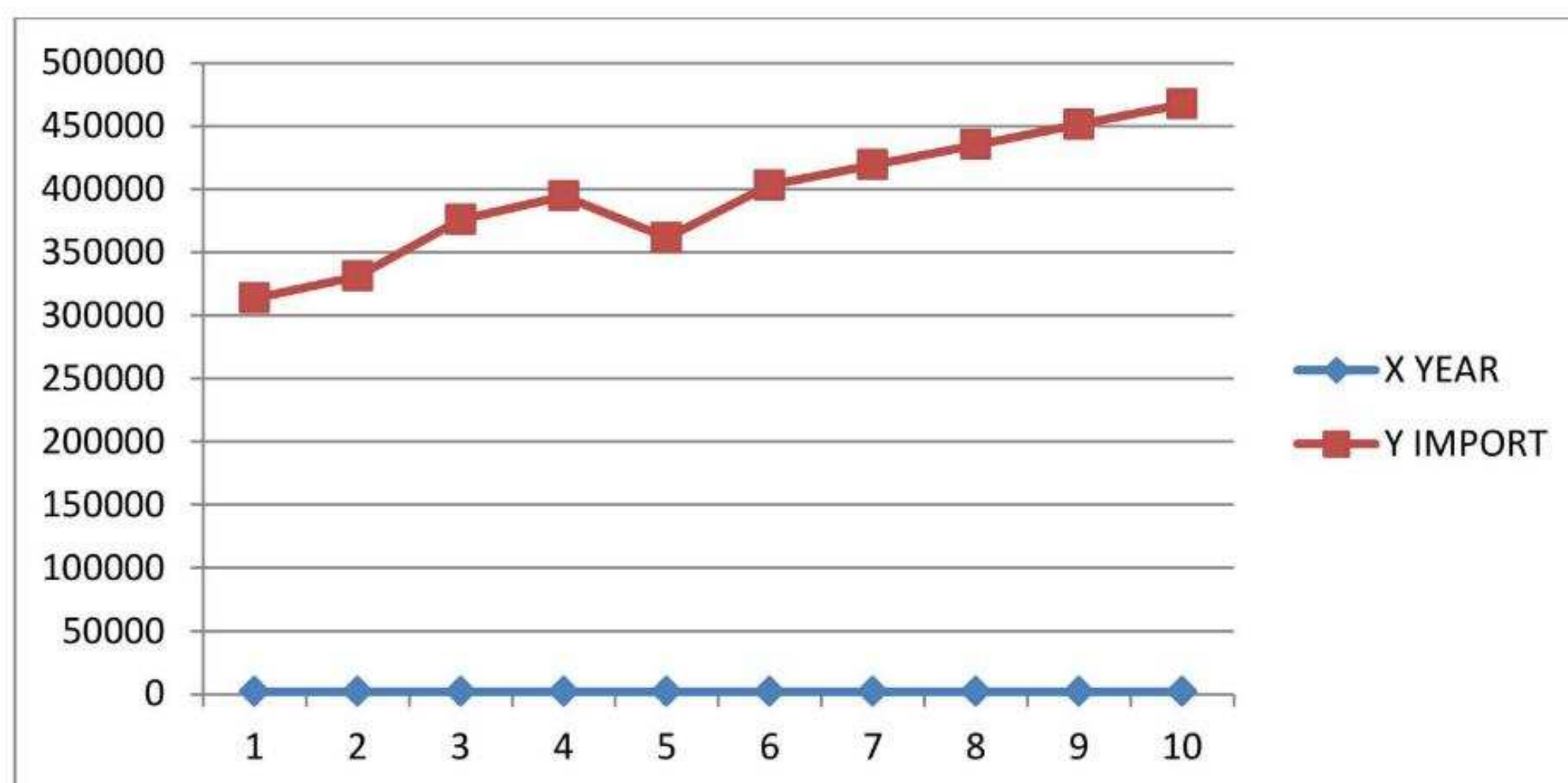
Future imports were predicted based on past record using trend analysis

TABLE 4.11

TREND ANALYSIS FOR 2021 TO 2025

X	Y
YEAR	IMPORT
2016	313596
2017	331046
2018	375943
2019	394622
2020	361755
2021	403360.6
2022	419350
2023	435339.4
2024	451328.8
2025	467318.2

SOURCE: Thoothukudi Port Trust



The above table gives the total import for the next five years using trend analysis by comparing the total import for the year 2016 as base year with 2020, the total import for the year 2021 as 403360.6as TEUs is determined. Similarly 2022 as 419350as TEUs, 2023-435339as TEUs, 2024 as 451328.8as TEUs, 2025 as 467318.2as TEUs is predicted.

IMPACT OF COVID IN TOTAL EXPORT AND IMPORT FOR THE YEAR 2018 AND 2020

In the fore coming table correlation has been used to test the significant impact of COVID between the total export and import for the year 2018 and 2020.

Testing of hypothesis:

Null hypothesis:

Total exports and imports for the year 2018 and 2020 have no significant impact of COVID.

TABLE 4.12
Total exports and imports for the year 2020

Correlations					
		2018TOTAL EXPORT	2018TOTAL IMPORT	2020TOTAL EXPORT	2020TOTAL IMPORT
2018TOTAL EXPORT	Pearson Correlation	1	.443	.584*	.632*
	Sig. (2-tailed)		.149	.046	.027
	N	12	12	12	12
2018TOTAL IMPORT	Pearson Correlation	.443	1	-.112	.186
	Sig. (2-tailed)	.149		.729	.562
	N	12	12	12	12
2020TOTAL EXPORT	Pearson Correlation	.584*	-.112	1	.506
	Sig. (2-tailed)	.046	.729		.093
	N	12	12	12	12
2020TOTAL IMPORT	Pearson Correlation	.632*	.186	.506	1
	Sig. (2-tailed)	.027	.562	.093	
	N	12	12	12	12

*Correlation is significant at the 0.05 level (2-tailed).

SOURCE: Thoothudi port trust

Significant at 5% level

The table shows that correlation between the total export and import for the year 2018 and 2020. Here r values are 0.149, 0.27, 0.149, 0.562, 0.46, 0.93, 0.27, 0.093 and the p value is 0.05 which is greater therefore there is no significant impact on the total export and import for the year 2018 and 2020 due to COVID. Hence the Null hypothesis is accepted. This proves there is no adverse impact on import and export at Thoothukudi port.

COMPARING TOTAL EXPORTS IN 2019 WITH 2020

In the fore coming table correlation has been used to compare total exports for the year 2019 and 2020

TABLE 4.13

Total exports for the year 2019 and 2020

		2019TOTAL EXPORT	2020TOTAL EXPORT
2019TOTAL EXPORT	Pearson Correlation	1	.144
	Sig. (2-tailed)		.655
	N	12	12
2020TOTAL EXPORT	Pearson Correlation	.144	1
	Sig. (2-tailed)	.655	
	N	12	12

SOURCE: Thoothudi port trust

Significant at 5% level

The table shows that correlation between the total export for the year 2019 and 2020. Here r value is 0.655 and the p value is 0.05 which is greater therefore there is no significant change in the total export for the year 2019 with 2020. ($r=0.655$, $p<0.05$)

COMPARING TOTAL IMPORTS IN 2019 WITH 2020

In the fore coming table correlation has been used to compare total imports for the year 2019 and 2020

TABLE 4.14

Total imports for the year 2019 and 2020

		2019TOTAL IMPORT	2020TOTAL IMPORT
2019TOTAL IMPORT	Pearson Correlation	1	-.085
	Sig. (2-tailed)		.793
	N	12	12
2020TOTAL IMPORT	Pearson Correlation	-.085	1
	Sig. (2-tailed)	.793	
	N	12	12

SOURCE: Thoothudi port trust

Significant at 5% level

The table shows that correlation between the total import for the year 2019 and 2020. Here r value is 0.12 and the p value is 0.05 which is greater therefore there is no significant change in the total export for the year 2019 with 2020. ($r=0.12$, $p<0.05$)

CONCLUSION:

From the above data we get a detailed analysis of the country wise import and export, The robust growth in exports and imports is attributed mainly to the favourable global demand conditions, increasing competitiveness of India's manufactured products, firming up of commodity prices, and supportive domestic policy measures.

In India is one of the fastest growing exporting countries in the world. Trade fairs and exhibitions are organised by our Government in the foreign countries to develop and generate interest for our products. Representatives are sent to foreign countries to create market for our products. Bilateral trade agreement is also signed and improved among different countries. Also, Different steps have been taken for export promotion. In some sectors, subsidy is given to the export units. In other sectors, permission is granted to import raw materials and machineries etc. against exported goods. Except these, taxes are also reduced on the commodities which are used by export units for producing their goods.

CHAPTER-V



FINDINGS, SUGGESTIONS AND CONCLUSIONS

CHAPTER-V

FINDINGS, SUGGESTIONS & CONCLUSIONS

This chapter deals with the major findings suggestions and conclusions of the study. This chapter is discussed in a concise and summary format rather than descriptive from.

5.1 FINDINGS:

The following are the findings in regard to the data collected from cargo waves.

- ❖ The study reveals that, there is no significant change between the total export for the year 2019 and 2020.
- ❖ It is found that, there is no significant change between the total import for the year 2019 and 2020.
- ❖ It is inferred that total exports of 2016 is 323389 and its import is 313596, for the year 2017 total exports is 335537 and its imports is 331046, for the year 2018 total exports is 337499 and its imports is 375943, for the year 2019 total exports is 393112 and its imports is 394622 and for the year 2020 total exports is 367390 and its imports is 361755. When there is a continuous increase for each year but 2020 has a slight downfall due to COVID.
- ❖ The total export for the year 2021 as 402558.5 as TEUs is determined. Similarly for 2022 as 417116.2 as TEUs, 2023 as 431673.9 as TEUs, 2024 as 446231.6 as TEUs, 2025 as 460789.3 as TEUs is predicted.
- ❖ The total import for the year 2021 as 403360.6 as TEUs is determined. Similarly 2022 as 419350 as TEUs, 2023-435339 as TEUs, 2024 as 451328.8 as TEUs, 2025 as 467318.2 as TEUs is predicted.
- ❖ It is renowned that total export and import for the year 2018 and 2020 has no significant impact. And the Null hypothesis is accepted. There is only a slight

difference in international trading activities before COVID and during COVID.

- ❖ It is observed from the analysis that, The trend percentage increase in 2017 is 3.75%, 2018 is 15.95% increase in 2019 is 21.56%, increase in 2020 is 13.60% only. determined.
- ❖ The study implies, the trend percentage increase in 2017 is 5.56%, 2018 is 19.88% increase in 2019 is 25.83%, increase in 2020 is 15.35% only. is determined.
- ❖ The trend percentage decrease in 2017 is 4.8%, 2018 is 1.66% decrease in 2019 is 2.66%, decrease in 2020 is 8.04% only for the commodities exported.
- ❖ The trend percentage decrease in 2017 is 2.88%, 2018 is 11.57 % increase in 2019 is 9.04%, decrease in 2020 is 0.07% only for the commodities imported.
- ❖ The study reveals that the exported commodities for the year 2016. It is inferred that the majority of the exported commodities were garments which is 21% and the least exported commodities were safety match/hazardous, salt, polythene bags/products, and gherkins which is 1% each.
- ❖ For the year 2017 the majority of exported commodities were garments which are 22% and the least exported commodities were salt, polythene bags/products and gherkins are 1% each.
- ❖ For the year 2018 the majority of exported commodities were garments which are 21% and the least exported commodities were safety match/hazardous, copper products/copper cathode garnet sand/sand, polythene bags/products and gherkins are 1% each.
- ❖ For the year 2019 the majority of exported commodities were garments which is 23% and the least exported commodities were garnet sand/sand, vegetables, salt, polythene bags/products and gherkins are 1% each.
- ❖ For the year 2020 the majority of exported commodities were coir products which are 20% and the least exported commodities were salt, polythene bags/products and gherkins are 1% each.
- ❖ The imported commodities for the year 2016. It is inferred that the majority of the exported commodities were waste paper which is 19% and the least

imported commodities were cotton/poly yarn, paper products, tyres/rubbers, food items/beverages and other products which is 1% each.

- ❖ For the year 2017 the majority of imported commodities were waste paper which is 18% and the least imported commodities were rice bran/husk, charcoal, cotton/poly yarn, tyres/rubbers and food items/beverages which are 1% each.
- ❖ For the year 2018 the majority of imported commodities were waste paper which is 26% and the least imported commodities were cotton/poly yarn, tyres/rubbers and food items/beverages which are 1% each.
- ❖ For the year 2019 the majority of imported commodities were waste paper which is 22% and the least imported commodities were steel items/scrap, rice /cereals products, paper products, charcoal, cotton/poly yarn, tyres/rubbers and food items/beverages which are 1% each.
- ❖ For the year 2020 the majority of imported commodities were waste paper which is 22% and the least imported commodities were paper products, charcoal, tyres/rubbers and food items/beverages which are 1% each.
- ❖ It is inferred that the years 2016, 2017 and 2019 with 25% and the years 2018 and 2020 with 27% and 23% each, has been recorded with the highest percentage.
- ❖ For the year 2016, countries such as Saudi Arabia, Poland, India, Malaysia and Australia has set down for the export with the least majority of 1%.
- ❖ In the year 2017, the following countries Saudi Arabia, Poland, Japan and Australia has the least majority of export take down with 1%.
- ❖ For the year 2018, Poland, Japan, Malaysia and Australia has the majority of least percentage for cargo movement with 1%.
- ❖ The year 2019 has less percentage with cargo movement of 1% in the countries Japan, India, Malaysia and Australia.
- ❖ The countries with 1% export are Poland, Japan, India, Malaysia and Australia and it has been recorded in the year 2020.
- ❖ The years 2016-2020 has been take down with the highest percentage of each 31%, 32%, 28%, 30% and 30%.
- ❖ The year 2016 has countries such as Ghana, United Kingdom, Indonesia, Malaysia, Benin, Vietnam and South Africa which has put down to the least majority of export with 1%.

- ❖ For the year 2017, the least majority of 1% for cargo movement has been seen in the countries Ghana, United Kingdom, Indonesia, Malaysia, Vietnam and South Africa.
- ❖ The countries like Indonesia, Malaysia, Benin, Saudi Arabia and Vietnam have taken down to the least majority of 1% in export by the year 2018.
- ❖ The year 2019 has been recorded with 1% cargo movement in countries such as Australia, Tanzania, Malaysia, Saudi Arabia and South Africa.
- ❖ By the year 2020, the cargo movement has its record done with the least majority of 1% in the countries such as Australia, Malaysia, Saudi Arabia, Vietnam and South Africa.

5.2 SUGGESTIONS:

Following are the suggestions based on the research work:

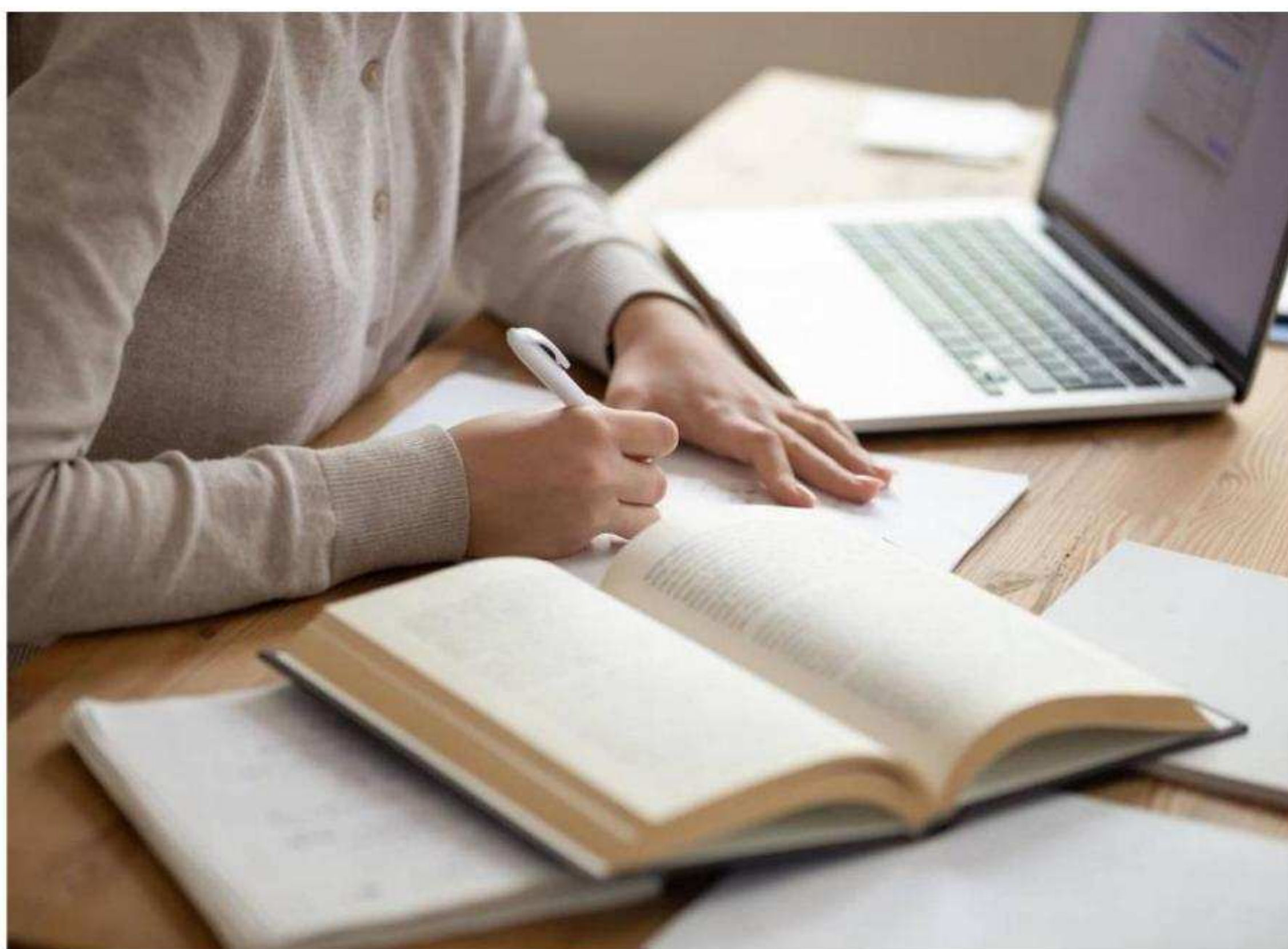
The handling of vessel carrying products like oil, coal, construction material, raw materials, Timber logs, Fertilizers, Pulses, Granite stone, general cargo and container, will be most likely larger in future. The V.O.C. Port Trust, Tuticorin is however, not suitable to handle very large capacity of over DWT 1, 00,000 thousand tonnes and it needs to develop the infrastructure facilities to meet the market requirements. This calls for developing of infrastructure facilities and modern handling techniques including the all types of cargo. A good marketing strategy should be aimed at convincing clients to use the ports by emphasizing on the strong point such as low fee on carriage cost, fast handling in port adequate shipping services and warehouse usage. Better connectivity should be developed among the road, rail, air and the sea. The inventions from science and technology should be adopted in an optimum way through installation of automatic identification system, biometric access control with boom barriers, scanners and RFID (Radio Frequency Identification) technology. This would make the port an attractive one in terms of the arrival of ships and cargoes handled. The capacity for handling crude oil and oil product showing a sign of over utilization that leads to ships waiting time at anchorage. Hence, additional capacity can solve this capacity shortage. The delay in obtaining government approvals and environmental clearances in V.O.C port trust should be avoided. Prompt approvals and clearances would help the port and shipping. The high

turnaround time problem and lack of berth facilities very low, so V.O.C port trust arranged and created the berth facilities. The result of this study clearly showed the low level of sea line, the inadequate cargo handling, equipment and machinery. The strength and viability of ports depend upon how it is the equipped to handle any work at ease. The lack of poor financial problems is one of the major problems faced by V.O.C port trust. It needs financial support from Central and State governments to augment the facilities on par with international standards. It is observed from this study, the low level of storage facilities and also poor hinterland connectivity are the problems in the V.O.C Port Trust in Tuticorin. The infrastructure enrichment of storage facilities warehouses facilities and better development of hinterland connectivity would make the port a better choice of shipping companies. The port could reduce the cost of handling in order to attract more ships. The product is more competitive in the international market which will increase shipping cargo traffic growth. The dock yard facilities need to be enhanced and network connectivity has to be increased in order to have better performance.

5.3 CONCLUSION:

International shipping and port cargo business is concerned with the transportation of goods by sea, global both imports of cargo into and exports of cargo out of a country. After globalization, India has been emerging as a modern economy. The globalization has its impact on the development of ports in India. The government focused mainly on export and import activities. The analysis of turnaround time showed better average waiting time of ship in the system during 2019-2020 when compared to its progress during 1990-91. V.O.Chidambaranar Port Trust per day output tonnes also increased. In this study it is clear that overall Indian major port performance and efficiency are good except Mormugao (Goa) port trust. It could be concluded from the study that there was improvement in turnaround time. The government could extend more financial assistance to V.O.C. Port for further increasing the infrastructure. Indian economic reforms have unleashed the potential for development. It positively benefited the major ports of India. Tuticorin port also developed in the this period, particularly during covid and before covid.

ANNEXURE



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BIBLIOGRAPHY

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A STUDY ON STRESS MANAGEMENT TOWARDS TEACHING JOB OF COLLEGE TEACHERS

Project report submitted to

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

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

MASTER OF COMMERCE

By

M. MUBIRATH NISHA

(Reg. No. 19APCO22)

Under the supervision and guidance of

MS.A. AMORA, M.COM.,M.PHIL.,SET.



PG AND RESEARCH DEPARTMENT OF COMMERCE

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

APRIL-2021

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ACKNOWLEDGEMENT

I acknowledge the abundant blessings and grace of God Almighty who has always been my source of energy and knowledge.

I also extend my special thanks and gratitude to our principal **Dr. Rev. Sr. A.S.J. Lucia Rose M.Sc., PGDCA, M.Phil, Ph.D.** for the constant encouragement and blessings for doing this work successfully.

It is my real pleasure to extend my tanks to our Head of the Department and Associate Professor of Commerce **Dr. G. STELLA BEATRICE NIRMALA M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT., DGT.,** and all respected professors of the Department of Commerce for their valuable suggestions and encouragement in completing the work.

I express the deepest sense of gratitude to my guide **MS.A. AMORA M.Com., M.Phil., SET** Assistant Professor, Department of Commerce, St. Mary's College (Autonomous), Thoothukudi, for her excellent guidance and continuous effort taken to complete my project work successfully.

Finally, I record my sincere thanks to my parents and friends for their encouragement and support during the work.

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M. MUBIRATH NISHA

CONTENTS

CHAPTER NO	TITLE	PAGE NO
I	INTRODUCTION AND DESIGN 1.1 Introduction 1.2 Objectives of the study 1.3 Statement of the problem 1.4 Methodology 1.5 Sample size 1.6 Scope of the study 1.7 Period of the study 1.8 Framework analysis 1.9 Review of Literature 1.10 Importance of the study 1.11 Limitation of the study 1.12 Chapterisation	1-11
II	PROFILE OF THE STUDY	12-30
III	DATA ANALYSIS AND INTERPRETATION	31-70
IV	FINDINGS AND SUGGESTIONS	71-74
V	CONCLUSION	75
	ANNEXURE ➤ Bibliography ➤ Questionnaire	

LIST OF TABLES AND CHARTS

TABLE NO.	DESCRIPTION	PAGE NO.
3.1	Age of the respondents	32
3.2	Gender of the respondents	33
3.3	Marital status of the respondents	34
3.4	Experience wise classification	35
3.5	Income of the respondents	36
3.6	Type of family of the respondents	37
3.7	Place of residence	38
3.8	Preference of certain particulars	39-40
3.9	Ranking for positive opinion	41
3.10	Sharing stress with others	42
3.11	Expectation of respect and admiration from colleagues	43
3.12	Ranking on the bases of stress creators	44
3.13	Involvement in multiple classes	45
3.14	Taking too many responsibilities	46
3.15	Rating of the college campus	47
3.16	Ability of student	48
3.17	Rating of the respondent's stress management	49
3.18	Rating of the negative effect caused by stress	50
3.19	Ranking the problem affected by occupational stress	51
3.20	Reason of stress towards students	52
3.21	Respondents reaction at the time of students misbehaviour	53
3.22	Reason of stress towards management	54
3.23	Stress towards teaching profession	55
3.24	Ranking the causes of stress and stress coping mechanism	56
3.25	Stress because of hard work	57

3.26	Opinion regarding heavy work load	58
3.27	What make most of the college work	59
3.28	Frequency for getting bored at college	60
3.29	Reason to get bored	61
3.30	Frequency of being impatient	62
3.31	Difficulty of managing the respondents time	63
3.32	Causes of stress in college atmosphere	64
3.33	Demographic variables and factors related to job stress	65
3.34	Stress creating factor	66
3.35	Symptoms of stress	67
3.36	Techniques adopted to manage stress	68
3.37	Respondents difficulty based on gender	69-70

CHAPTER -I



INTRODUCTION AND DESIGN

CHAPTER I

INTRODUCTION AND DESIGN

1.1 INTRODUCTION



Stress at the workplace has been subjected to a larger amount of research studies in the past but shows no development or enrichment on the outcome. Medical practitioners agree that continuous and extensive stress within a person would lead to a monotonous life cycle affecting the physical conditions of the body, which in turn would tamper the physical health of the person leading to mental disorders and agony. Different occupations face different types of stresses and different kinds of job profiles also face serious and varied stresses. All these factors have been discussed by various authors at various perspectives and at different levels, for example, ambulance service (Young and Cooper, 1999), healthcare (Cooper et al., 1999) **for teachers** (Travers and Cooper, 1993) and the nurses, social workers and teachers (Kahn, 1993). Some of these authors have identified that caregivers like nurses, social workers and teachers are the community affected from emotional exhaustion because they are required to display intense emotions within their jobs, while some of the other authors feel that job security, threat of violence and overload are the stressors. Work overload has been the predominant stressor in the teaching field. A study to analyze and evaluate the level of job satisfaction and level of stress becomes the need of the hour to analyze the factors that cause hindrances to the teachers in their job and also validate them with proper remedial measures to ensure that the job profile of the teachers make them satisfied with the job so that the stressors or the stress factors are

under control. Research studies show that six occupations, viz., ambulance, teachers, social services, customer services – call centres, prison officers and police were identified as having worse than average scores on each of the three factors(physical, physiological and mental). A comprehensive and a comparative study of job stress of previous researchers have shown that amongst Government and Private Employees, the private employees have more job stress than the Government employees (Rajubhai Rana, 2014).

Stress in teaching profession restrains the quality of the teachers and the same creates a misery in the minds of the teachers due to heavy workload, unsecured state of job, low pay emoluments, lack of career development, lack of communication, harassments in the school or college by peer teachers/workers/students/others, family and financial problems. Teachers stress erodes the peacefulness in the mind and life of teachers. It has negative effect on their work performance. Teacher stress is a combination and accumulation of unpleasant experiences, negative disorders and emotions such as no morale attitude towards anything, anger, anxiety, tension, frustration or depression, resulting from some aspect of their work as a teacher (Kyriacou 2001).

In general, people believe that the teacher's life is stress free or less stressed in nature. It's because of the myth in the community that teachers has to work only two to three class hours in school or college and they are in leisure for the remaining five to six hours. Whether it is true or not, teaching profession is also not exempted from the stringy stress. Wilson (1979) in his work on 'Teaching Teachers to De-stress', found that 90% of teachers in California experienced at least some sort of stress and 95% of teachers are willing to take stress coping training events to manage their stress. Vance, Miller, Humphreys & Reynolds (1989) in their study for the 'Teacher Education Division Council for Exceptional Children' pointed out that in an average 30,000 teachers involved in special education wants to leave from their profession every year to stay away from the stressful special school environment. Stress in teaching profession is acknowledged extensively and it was found that their mental health is significantly poorer than that of other high stressed professions (Travers and Cooper, 1991).

Stress can be a reaction to a short-lived situation, such as being stuck in traffic. Or it can last a long time if the person is dealing with relationship problems, a spouse's death or other serious situations. Stress becomes dangerous when it interferes with his ability to live a normal life over an extended period. The person may feel tired, unable to concentrate or irritable. Stress can also damage the person physical health.

Stress can precipitate or aggravate the experience of symptoms. People who are under stress may believe that they are more vulnerable to illness and so attend more closely to their bodies. Financial strain, disruptions in personal relationships, and other stressors lead people to believe that they are ill.

Stress has been examined in terms of psycho physiological changes. It increases in physical factors such as heart rate, blood pressure and muscle potential, changes in psychological factors, such as increases in fear, anxiety, anger and decreases in cognitive ability and sensitivity to others

Stress is not always necessarily harmful. Hans Selye said in 1956, "stress is not necessarily something bad, it all depends on how you take it. The stress of exhilarating, creative successful work is beneficial, while that of failure, humiliation or infection is detrimental." Stress can be therefore negative, positive or neutral. Passing in an examination can be just stressful as failing.

Work-related stress is a growing problem around the world that affects not only the health and wellbeing of employees, but also the productivity of organisations. Work-related stress arises where work demands of various types and combinations exceed the person's capacity and capability to cope. Work-related stress is the second most common compensated illness/injury in Australia, after musculoskeletal disorders.

Stress is simply the body's non-specific response to any demand made on it. Stress is not by definition synonymous with nervous tension or anxiety. 'Stress' provides the means to express talents and pursue happiness. It can also cause exhaustion and illness, either physical or psychological, heart attack or accidents. The important thing to remember about stress is that certain forms are normal and essential. The result of continuing stress may because disruption is one or more of the following areas of health, physical, emotional, spiritual and social.

An occupational stress is any force that pushes a psychological or physical factor behind its range of stability, producing a strain within the individuals. Stress in teaching is an ongoing issue of concern for those involved in education. Teacher stress is defined as experiences in teachers, of unpleasant, negative emotions such as anger, frustration, anxiety, depression and nervousness, resulting from some aspect of their work as teachers (Kyriacou, 2001).

Working in organisations not only provides individuals with life-sustaining income but also exerts its own pressure on them. This can ultimately have negative consequences both for

achieving the goals of the organisation and meeting the needs of the individuals working in them. Thus, the work environment is a source of social and psychological stress, which has harmful effects on the well-being of the employees. Stress in general and occupational stress in particular is universal and frequently disabling human phenomenon. Stress arising at work has detrimental effect on the behaviour of people, which ultimately results in personal and organisational inefficiency. Occupational stress can be described as a condition where occupation related factors interact with the worker to change (disrupt/enhance) his or her psychological or physiological condition, so that the person's mind and/or body is forced to deviate from its normal way of functioning social.

Beehr and Newman (1978) working in organisations not only provides individuals with lifesustaining income but also exerts its own pressures on them. This can ultimately have negative consequences both for achieving the goals of the organisational and meeting the needs of the individuals working in them. Thus, the work environment is a source of social and psychological stress, which has harmful effects on the well-being of the employees. Stress in general and occupational stress in particular is universal and frequently disabling human phenomenon. Stress arising at work has detrimental effect on the behaviour of people, which ultimately results in personal and organisational inefficiency. Occupational stress can be described as a condition where occupation-related factors interact with the worker to change (disrupt/enhance) his or her psychological or physiological condition, so that the person's mind and/or body is forced to deviate from its normal way of functioning.

But the college teachers facing various challenges, one is stress and stress is one cause of coronary heart disease. Stress is common among the career at Workplace. Nowadays the percentage of coronary heart disease is increased among College teachers the main causes are work related stress, value conflict, type of work, standard of living, nutrition, lack of physical exercise. Aditi and Kumari (2005) discussed in their research teachers facing lot of problems like overweight, body ache, and psychosomatic effect etc. These working in under stress because of they have to perform various roles. The expectation are high from's if they working as college teachers. They have the pressure of balancing work and family. All these factors influence in health-William (1991) and weib (1991) suggest about the health problem of career. Blue menthol (1995) also investigated the job stress effect on health. Sudan (1998) remarks that psychometric disorders are increasing rapidly.

It is a general belief in many cultures that the role of is to build and maintain the homely affairs like task of fetching water, cooking and rearing children. Since the turn of the century, the status of in India has been changing due to growing industrialization, urbanisation, spatial mobility and social legislation Anitha Devi (2007). With the spread of education and awareness, have shifted from kitchen to higher level of professional activities.

1.2 OBJECTIVES OF THE STUDY:

- To describe the socio-demographic characteristics of the respondent.
- To identify measure of stress management level of the college teachers.
- To determine various causes for stress that affect the teachers in the college atmosphere.
- To find out various techniques adopted by the college teachers for managing stress
- To find out the stress creators.
- To suggest ways to manage stress.
- To develop a personal action plan for stress management.
- To assess the perception of the personnel toward their job stress.

1.3 STATEMENT OF THE PROBLEM:

Stress is a normal part of life. In small quantities, stress is good; it motivates and helps to become more productive. However, too much stress, or a strong response to stress can be harmful. A stress providing event and how the person react to its impact on our health. “stressful” situation may have a negative effect on our physical, mental, and social well- being.

Education is the process of facilitating learning or the acquisition of knowledge, values and beliefs. In fact it is the most potent tool for the complete development of individual and the society. As education is imparted by teachers and if the teachers is capable, energetic and mentally healthy, it is good for the college and a matter of joy for the society as well. In today’s world as nobody is stress free, teachers are also human being they also suffer from stress. Stress is a very serious problem if it crosses its limits. It is a feeling of emotional or physical tension and may cause several other problems among teachers, if it is not tackled properly on time.

The teachers duty is not only to teach but also to guide the student, which would develop farsightedness and vision. Therefore, teachers play very significant and leading role in our society. They are really the guide for the society. Poor salaries for the college teachers, resulting in lack of money. Lack of experience and training, low pay and difficult working conditions,

combined with stressors that are inherent within the teaching profession might cause teachers to understand vital feelings of stress, that successively might render them less effective within the classroom, or cause them to depart the teaching profession. Although the literature addresses stress factors in general, it is less known what stress factors are related to gender, grade level taught or years of experience. Therefore, the motive of this study is to made an attempt to find out the causes of stress in Teaching Profession and Satisfaction level of teachers towards their profession in the study area.

1.4 METHODOLOGY

The collection of data comprises of both primary and secondary data

➤ **PRIMARY DATA:**

The required primary data for this study were collected through questionnaire. The questionnaires were given in Google form directly by the researcher to sample teachers.

➤ **SECONDARY DATA:**

The relevant secondary data were collected from journal, books, internet and social media.

1.5 SAMPLE SIZE:

Questionnaire was circulated in Google form by selecting 80 respondents consisting of college teachers. The same were by convenience sampling methods. The questionnaire collected from the respondents were of great source of information.

1.6 SCOPE OF THE STUDY:

The study is conducted in order to understand about stress management towards college teachers.

1.7 PERIOD OF THE STUDY:

The period of the study are above 4 months (Dec 2020 – Mar 2021)

1.8 FRAMEWORK ANALYSIS:

All the tables for present study of constructed information is obtained in the questionnaire. Simple tables were prepared for understanding the general profile of the respondents. Simple

statistical techniques such as frequency, pie-chart, bar, column, likert scale, chi- square analysis have been used for analyzing the data and finding difference in the responses.

➤ **FREQUENCY:**

Inferential statistics is concerned with making predictions or inference about a population from analysis of a sample. It shows the number of occurrence of each response chosen by the respondents in this study, the frequency infers the various aspects of the college teachers.

➤ **PIE-CHART:**

The test is used to determine whether there is significant difference between the expected frequencies and the observed frequencies in one or more categories. This study is used to analyze the association between the college teachers.

➤ **PERCENTAGE ANALYSIS:**

Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. It is the simplest tool to analyses and interprets the data that have been collected.

➤ **LIKERT SCALE:**

Likert's scale is a ascribing quantitative value to qualitative data, to make it amenable to statistical analysis. A numerical value is assigned to each potential choice and a mean figure for all the responses is computed at the evaluation or survey. The Likert scale is a five (or seven) point scale which is used to allow the individual to express how much they agree or disagree with a particular statement.

➤ **GARRETT'S RANKING:**

Under the Garrett's Ranking technique the present position is calculated by using the following formula.

$$\text{Present position} = 100 (R_{ij} - 0.5) / N_j$$

Where R_{ij} = Rank given for the i Item variable by the j respondents

N_j = Number of variables ranked by the j respondents with the help of Garrett's ranking table, the present position estimated is converted into scores.

Then for each factor, the scores of each respondents were added together and then total value of score and mean value of score is calculated. Thus mean score for all factors were arranged in a descending order and ranks are assigned and the important factors are identified.

➤ **CHI- SQUARE ANALYSIS:**

The chi- square test is used to determine whether there is a significant difference between the expected frequencies and observed frequencies in one or more categories. In this study the chi square test is used to analyze the association between the education and the reason behind investors investment.

1.9 REVIEW OF THE LITERATURE

Dr. Nain Sing & Anupama Katoch (2017), In the present study an attempt has been made to measure the occupational stress of secondary school teachers of district Mandi in Himachal Pradesh. A sample pool of 200 secondary school teachers from the government schools was randomly taken. The relevant information from the sampled subjects were collected through the standardize Occupational Stress Index. It was found that the secondary school teachers generally had occupational stress having high, moderate and low levels. Further significant differences were found in the occupational stress of male and female secondary school teachers.

Sharma et al. (2016) in their study stated the use of various methods to curb stress. Doing one physical exercise on daily basis can address the concern of stress. One can also adopt to various time management tools and get involved with leisure activities which can benefit teachers. Also, it was suggested that colleges should have a conducive ambience to curtail the stress. Change in the style of delivery from teachers end and providing mentors can bring fresh air to the teaching style.

After review of literature we have found that lots of work have been done on the occupational stress of a teacher in a different dimension i.e. (Naina Sabherwal and Deeya Ahuja et al, 2015) has tried to find out the occupational stress among faculty members in higher education institution and the results showed that the determinants of stress among the administrators are numerous and varied, with compilation of results, time pressures, lack of infrastructure, student's indiscipline and poor pay prospects as a very high ranked stressors. Along with that, findings also revealed that the administrators experienced on an average a low to moderate level of stress and this did not negatively affect their performance.

Bonchis (2015) in this studies suggest clarifications of the stress factors in the environment and individual factors. Most of the stress factors can be identified in the work environment and include: inadequate work conditions, managerial problems, lack of resources, lack of support

or excessive authority, not taking part in decision making, managerial climate. The work environment may include, as well, physical stress factors as: noise, agitation, crowd, small classroom or school, safety, as well as managerial pressure, the lack of support from the managers and the roles ambiguity.

Eurydice report (2015) is his study of the teaching profession in Europe practices, perceptions, and policies discussed regarding the teachers stress sources there can be mentioned rapid changes in the system (72% to a great extent), permanent assessments (74%), wage (43% extremely stressful), attending courses, meetings, and seminars doing over time hours (41%), extra administrative work (64%), presenting demonstrative activities within the methodical commissions, groups or/and in order to receive teaching ranks which means assessment again (86%). The large number of possible stress sources presented to the teachers who filled in the questionnaires allowed the shaping of some very important conclusions regarding the stressors.

Dr. Geeta Nema, dhanashree nagar, yogita mandhanya (2011) has conducted a study on the causes of work related stress among the college teachers at Indore (MP). They have conducted the study with the help of 50 samples. Factor analysis was used to analyze the causes of work related stress. The researcher identified various causes of stress among the teachers, occurring frequently and occasionally. The researcher suggested certain programmes or motivational packages which will reduce their stress level, whether it is related to personal and family problem or administrative problems. Similarly there can be training and development programmes to increase the innovativeness of the college teachers was also suggested.

(Dhrub Kumar and JM Deo, 2011) explored the different aspects of work life of college teachers in general and to find out difference in perception of male and female as well as junior and senior teachers with regard to their responses in particular. Findings revealed that junior college teachers experienced significantly more stress on most of the dimensions of stress in comparison to senior teachers. However, female teachers experienced more roles overload and inter-role distance stress as compared to their male counterparts.

Gardner, Sallie (2010) has undergone a study entitled “Stress among Prospective Teachers on Student-teacher distress” has the potential to impact on the individuals who are to become teachers, the profession and the education system. This study examines the psychological distress among university students, teachers and student-teachers; the demand associated with their practical experiences and concludes that there is impact of psychological distress. A brief overview of contemporary stress management approaches is also presented. The author

contends that the potential problem for prospective teachers requires a holistic approach, beginning through understanding contemporary strategies available to individual university students, and preventative stress management programs provided within tertiary education, which may be made available to future student-teachers.

Sharron SK Leung (2009) has taken up a study on Occupational stress, mental health status and stress management behaviors among secondary school teachers in Hong Kong. This study aimed to examine occupational stress and mental health among secondary school teachers in Hong Kong, and to identify the differences between those actively engaged in stress management behaviors and those who were not. The study concludes that Secondary teachers in Hong Kong have high occupational stress but insufficient stress coping resources. Cognitive-behavioral programs to enhance teachers' stress management resources are recommended.

Robbins (2005) most of us are aware that employee stress is an increasing problem in organisations. Friends tell us they're stressed out from greater workloads and having to work longer hours because of downsizing at their company. Parents talk about the lack of job stability in today's world and reminisce about a time when a job with a large company implied lifetime security. We read surveys in which employees complain about the stress created in trying to balance work and family responsibilities. In this section, we'll look at the causes and consequences of stress and then consider what individuals and organisations can do to reduce it.

Berhem et al. (2004) in their study on 'A New Model for Work Stress Patterns' describe that the role of ambiguity is the main source of work stress and self-knowledge as the main coping strategy to overcome work stress. Work stress is believed to be one of the most important factors affecting productivity.

1.10 IMPORTANCE OF THE STUDY:

1. To study the aims of identifying the stress factors of college teachers.
2. The outcome of study reveals the current perception about the problems of college teachers working in the different sectors of the study area.
3. The study describes about the problems faced by the college teachers in family and work place.
4. The study formulates the strategies to solve the stressful situations of teaching profession.

5. The study reveals about the occupational stress problems and constraints faced by the college teachers in their working place.

1.11 LIMITATION OF THE STUDY:

The present study is subjected to following limitations.

- The time availed by the research is rather very limited.
- The different views and opinions provided by the respondents may be personal bias.
- The reliability of the data is uncertain.

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

1.12 CHAPTERISATION:

- ✓ **FIRST CHAPTER** explains the introduction design of the study, Problem statement, Objectives of the study, importance of the study, Scope of the study, Sample size, Methodology (Source of data), Tools for analysis of the study, Limitation of the study.
- ✓ **SECOND CHAPTER** contains the theoretical aspects
- ✓ **THIRD CHAPTER** explains analysis & interpretation collected for this study.
- ✓ **FOURTH CHAPTER** deals with the findings and suggestions.
- ✓ **FIFTH CHAPTER** explains the conclusion of the study.

CHAPTER -II

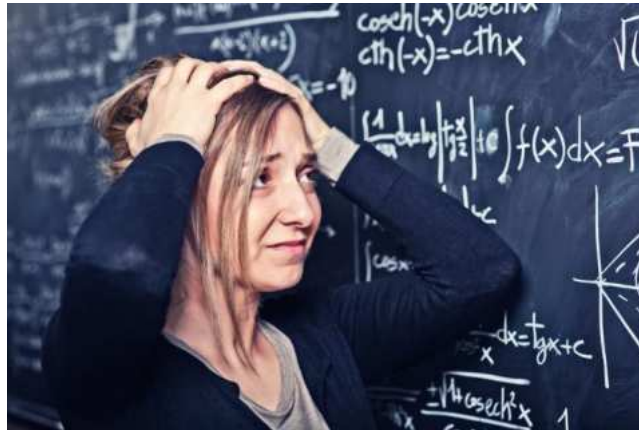


PROFILE OF THE STUDY

CHAPTER II

PROFILE OF THE STUDY

2.1 INTRODUCTION:



Stress is a term commonly used to describe feelings or tensions or exhaustion usually associated with work overload or overly demanding work. Stress is natural phenomenon in an individual's daily life. Stress refers to the strain from the conflict between our external environment and us, leading to emotional and physical pressure. In our fast paced world, it is impossible to live without stress, whether we are a student or a working adult. There is both positive and negative stress, depending on each individual's unique perception of the tension between the two forces. Stress bears deliberating effects on both the employees and the employer. In the workplace, it can serve to enhance an individual's motivation, performance, satisfaction and personal achievement. In other words, stress is considered to be any pressure which exceeds the individual's capacity to maintain physiological, psychological and/or emotional stability. Some people have high levels of tolerance for stress and thrive very well in the face of several stressors in the environment. On the other hand some individuals are not able to perform well except when subject to a level of stress that activates and energizes them to put forth their best efforts (Sekaran, 2004). This shows that individual differences may cause some to interpret these stressors as positive stress or Eustress (which stimulate them), while other experience negative stress or distress (which detracts from their efforts). These effects may be short term and diminish quickly or they may last long time (Newstrom, 2007). This interest has reflected itself in an ever increasing research orientation into occupational stress,

the impact of life events, stress with a burgeoning and desperate range of investigations being undertaken into the sources and manifestation of stress, it was felt that we should 'step back' and reflect on what should or needs to be done, that is to focus on priorities or issues or problem areas of importance.

2.2 TEACHERS AND STRESS

In relation to the profession of teaching, where a teacher is viewed as dispensers of knowledge; teachers are increasingly perceived as facilitators or managers of knowledge. They work in a constant socially isolated environments surrounded by hostile views and sometimes threat of physical abuse, and at the same time under a constant fear and threat of accountability for each and every action of both ownself and that of the pupil. This alone can be a sufficient cause for stress for an individual. Teaching has been identified as one of the most stressful professions today. The reasons for that are quite similar to other stressful occupations in the world.

2.3 CAUSES OF TEACHERS STRESS

Stress appears at every level and in every profession. There is no exception for the teaching profession. The college is a major source of stress in the lives of teachers. The major causes of teacher stress categorized into academic, administrative, government policies, personal problems, and time management.

2.3.1 Academic Stressors

(a) Work Load:

It refers to a preparation of record work, lesson plans, and class teacher responsibility, extra classes during holidays, remedial classes for slow learners and other working responsibilities are the causes of stress.

(b) Student's Behaviour:

It refers to students behavioural attitude, respect towards teachers, class room discipline, students interests, lethargic of students, no seriousness at studies, lack of values in students, negligence, maintenance of class room teaching, use of teaching aids and use of technology in teaching are the causes of stress.

(c) Qualitative and Quantitative Result:

The authorities give the target to teachers to produce qualitative and quantitative result irrespective of the quality of the knowledge of the students. In the process of achievement of the qualitative and quantitative result in the external and internal examinations, the teachers lead the stressful life.

(d) Updating the Knowledge:

The teachers learn continuously and the teachers should update their knowledge due to professional competency. Without the updating the knowledge, the teachers are unable to achieve their goal. In the process of updating knowledge the teachers in stress.

2.3.2 Administrative Stressors

(a) Organisational Problems:

It refers to poor administration, relation with colleagues, relation with higher officials, maintaining the values, participation in decision making, lack of providing the resources, lack of appreciation towards innovative work, the attitude of authorities towards teachers are causes of stress.

(b) Non-academic Responsibilities:

The teacher plays an important role in academic responsibilities as well as in administrative responsibilities. The teachers are responsible some other responsibilities allotted by authorities other than academic like timetable preparation, conduction of co-curricular activities, examinations work related to invigilation, marks upload and analysis of students, admission of students, various club activities, conduction of programmes, and celebration of important days etc are the causes of stress.

2.3.3 Financial Sources of Stress:

The teachers are doing more work and getting less salary as well as less increment. Due to this, their demands are not fulfilled in their personal lives. Financial problems may be considered as a major source of stress.

2.3.4 Personal Problems:

The teacher has no exception for personal problems. The personal problems like health problems, relation with colleagues, relatives, and friends, lack of values etc are the causes of stress.

2.3.5 Environmental Stressors:

It refers college environment, family, society, pollution, traffic, weather, safety, and security of family members, crime causes to teachers stress

2.3.6 Social stressors:

It refers to socialization, demands of the different social rules, relation with neighbours, social status and lack of values in society, competition with new comers in the profession, professional growth, devotion to work, making decisions, parent teacher meetings and family problems are caused to teacher stress.

2.3.7 Physiological Stressors:

It refers to job dissatisfaction, anger, frustration, helplessness are caused to teachers stress.

2.2.8 Psychological Stressors:

It refers phobias, compulsive behaviours, adjustment problems, conflicts, pressure, attitude relations, mental illness, interests, ego and unhealthy life style causes to teachers stress.

2.3.9 Lack of Time Management:

Due to more work load in college, the teachers has an imbalance between professional work and personal work. The teachers are unable to manage time due to more work. The teachers have more professional work compare to personal works. Almost they are unable to complete in time their personal works because the teachers are busy with college works after completion of college hours. Lack of time management skill causes to teachers stress.

2.3.10 Government Policies:

Government policies also causes to teachers stress. Frequent changes in curriculum, the scheme of examination and educational policies cause to teacher stress. Responsibilities during elections, responsibilities during population census and involvement of the teachers promoting the programmes like swatch Bharat, digital India, and less recruitment of teachers etc. are causes to teacher stress.

2.4 FEATURE OF STRESS

It is somewhat hard to categorize stressors into objective list of those that cause positive stress and those that cause negative stress, because different people will have different perceptions and reactions to particular situations. However, by generalizing, we can compile a list of stressors that are typically experienced as negative or positive to most people, most of the time.

2.4.1 Positive stress

Positive stress has the following characteristics:

- Motivates, focuses energy
- Is short-term
- Is perceived as within our coping abilities
- Feels exciting
- Improves performance



2.4.2 Negative stress

In contrast, negative stress has the following characteristics:

- Causes anxiety or concern
- Can be short or long-term
- Is perceived as outside of our coping abilities
- Feels unpleasant
- Decreases performance
- Can lead to mental and physical problems



2.5 TYPES OF STRESSORS

2.5.1 Internal sources of stress and Anxiety

Stressors are not always limited to situations where some external situation is creating a problem. Internal events such as feelings, thoughts, and habitual behaviours can also cause negative stress. Common internal sources of distress include:

- Fears (e.g., fears of flying, heights, public speaking, chatting with strangers at a party)
- Repetitive thought patterns
- Worrying about future events (e.g., waiting for medical test results or job restructuring)
- Unrealistic or perfectionist expectations

2.5.2 Habitual behaviour stress

Habitual behaviour patterns that can lead to stress include:

- Over scheduling
- Failing to be assertive
- Failing to set and maintain healthy boundaries
- Procrastination and/or failing to plan ahead

2.5.3 cognitive Aspects of stress and Anxiety

Anxiety is a feeling that experienced when face with stressful life events. Anxiety can be one of the most distressing emotions that people feel. It is sometimes called “fear or nervousness”. Common reactions to anxiety include:

2.5.4 Physical stress and symptoms:

Situations and circumstances affecting our body can be experienced as physical stressors. Example of physical stress symptoms are,

- Sweaty pain
- Muscle tension
- Racing heart
- Flushed cheeks
- Light headedness

2.5.5 Behavioural stress:

- Avoiding situations where experiencing anxiety might occur
- Leaving situations when feelings of anxiety begin to occur
- Trying to do things perfectly or trying to control events to prevent danger

2.5.6 Thoughts and stress:

- Overestimation of danger
- Underestimation of your ability to cope
- Underestimation of help available
- Worries and catastrophic thoughts

2.6 THE EFFECT OF STRESS FOR TEACHER

In general, stress on the job results in lower productivity and performance, unnecessary employee sick leave, and higher medical cost. The stress does not only affect a company or an organization but also an individual personally. How much it effects the organization and the individual is heavily depends on to what extent the individual reacts and responds to stress.

For many people, Stress is always viewed as something negative and destructive. For these types of people stress will result in the low performance and motivation over the job in the office. However, there are also few people that view stress differently. They assume stress

a positive thing that enhances the performance and productivity. It also could boost the motivation and spirit in the office. Wards (1993) states that everyone needs a certain level of pressure to perform well as, it provides the stimulation necessary to achieve creativity and innovation, and without sufficient pressure our performance will be restricted. On the contrary, when stress is faced with insufficient resources will become very unproductive because when we feel anxious, tense and nervous, our energy is sapped and our perspective on life becomes distorted.

For teachers, Stress could influence the quality of their teaching performances. The level of absenteeism increases, as they often get ill. Brewer (1976) in Travers and Cooper (1996) found that poor health is a major cause of absenteeism. The case in Indonesian school is even more saddened, as there is lack of teachers in the college. If one of the teachers is absent, the students will be abandoned, as there is often no substitution.

At the extreme level, stress will decrease the motivation and spirit of teacher to teach. In the end it will trigger their intention to retire earlier or quit from college.

2.7 THE WARING SIGNS OF STRESS

In order to manage stress effectively and successfully, we need to know the warning signs of it earlier. The symptoms of stress are almost the same between one to another. Therefore, people need to understand themselves well mentally and physically. They must be fully aware even a minor changing within their body.

There are many warning signs of stress, firstly these warning signs are mild and do not really disturb our activities, However they will become more severe if people do not succeed in making proper action dealing with them or if people fail to recognized their emerging. Therefore, It is very important to recognize what are happening in our body, even to minor changes.

The symptoms of stress could be divided into three major categories. (Mills, 1995). They are Physical signs, mental or emotional signs and Behavioral signs. Physical signs are anything that happens to our body as a result of stress. For example, frequent headaches, chest pains, trembling hands, muscular pains especially in back, shoulders and neck. Whereas emotional signs are anything related with emotion and feeling inside. They are also referring to anything that related to the capability to use our brain. For example, losing interest and motivation in teaching, marking and making preparation, losing sense of humor, losing concentration easily,

Taking offence easily and over reacting. Behavioural signs are anything related with the way we conduct ourselves: what we do, how we do it, what we say, how we say it.

2.8 FACTORS LEADING TO WORK STRESS:

The following factors, amongst others, can lead to work stress:

- Heavy workload
- Having little control or influence in decisions
- Tension or conflict with other employees
- Poor supervision or management
- Lack of belief in the objectives of the organisation
- Job insecurity or lack of opportunity to develop
- Lack of interest or fulfillment in the nature of the work
- Unpleasant or dangerous work environments

2.9 SCENARIO

In the recent walks of work life, the much spoken and worried about subject among teacher and student is to have a balanced living, in the mist of work and personal pressures. Almost each and every individual is prone to the ever spreading syndrome called “STRESS”. Especially the working professionals in the field of teachers are so much affected by stress due to hectic work schedule and prolonged working hours. The working area are very much keen is taking care of their teachers by taking utmost measures to reduce and control stress levels of teachers. The stress management training programme is one of the current hot and hard to talk concept, which still awaits for better solutions for numerous work life stressors. The consequences of stress, and how it affects individual physically, psychologically, and behaviourally.



2.10 SIGN AND SYMPTOMS OF STRESS

The most dangerous thing about stress is how easily it can creep up on you. You get used to it. It starts to feel familiar, even normal. You don't notice how much it's affecting you, even as it takes a heavy toll. That's why it's important to be aware of the common warning signs and symptoms of stress overload.

2.10.1 Cognitive symptoms of stress:

- Memory problems
- Inability to concentrate
- Poor judgment
- Seeing only the negative
- Anxious or racing thoughts
- Constant worrying



2.10.2 Emotional symptoms of stress:

- Depression or general unhappiness
- Anxiety and agitation
- Moodiness, irritability, or anger
- Feeling overwhelmed
- Loneliness and isolation
- Other mental or emotional health problems



2.10.3 Physical symptoms of stress:

- Aches and pains
- Diarrheal or constipation
- Nausea, dizziness
- Chest pain, rapid heart rate
- Loss of sex drive
- Frequent colds or flu



2.10.4 Behavioural symptoms of stress:

- Eating more or less
- Sleeping too much or too little
- Withdrawing from others
- Procrastinating or neglecting responsibilities
- Using alcohol, cigarettes, or drugs to relax
- Nervous habits (e.g. nail biting, pacing)



2.11 TECHNIQUES FOR TEACHERS TO REDUCE STRESS MANAGEMENT

The teacher's stress is a negative impact on the teaching-learning process. Long term stress on teachers destroys the all-round development of the students. Therefore the teachers adopt the skills to manage the stress by using different techniques.



2.11.1 Develop a Positive Attitude:

The positive attitude creates high level energy and motivation in any situation. Develop a positive attitude towards relatives, friends, colleagues, and students.

2.11.2 Keep away the conflicts:

The teachers avoid gossips in the college environment. To avoid conflicts maintain a good relation with others, control emotions, keep away from the people who have the habit of arguments.

2.11.3 The balance between Professional and Personal Work:

Now a days there is no boundary between professional work and personal work. The teachers' separates the work time from personal time.

2.11.4 Self-discipline:

Self-discipline is a major factor to reduce stress. By maintaining self-discipline, every teacher will be moral to others.

2.11.5 Time Management:

Time pressure and work overload are always very high in the teaching profession. Prioritization of work helps to teachers to organize time effectively. The workload will be given to the teachers depends on their efficiency.

2.11.6 Sufficient diet and Enough Sleep:

By maintaining diet balance and enough sleep the teachers perform at their best.

2.11.7 Relaxation Techniques:

Relaxation is a stress reliever but also increases the quality of work of the teachers. Relaxation techniques refer to listening music, reading, dancing, playing games, chatting, gardening etc. are reduces the stress.

2.11.8 Regular Exercise:

Exercise is a great technique to reduce stress. Aerobic or cardiovascular exercise is a great form of exercise to feel good and to attain good physical health.

2.11.9 Meditation:

Meditation helps to reduce the stress and attain a good physical mental health as well as mental health.

2.11.10 Yoga:

Yoga plays a key role in the life of human beings. The Govt. of India also gave high priority to yoga. Yoga helps us psychological and physical well-being.

2.11.11 Increasing of Employment:

The Government should recruit the teachers regularly according to vacancy position. Hence the involvement of employees increased to share the responsibilities in college works.

2.11.12 Wellness Programmes:

College will conduct wellness programmes to reduce the teacher's stress.

2.11.13 Stress Management through Promotion of Mental Health:

The teachers who are mentally healthy, they are able to manage stress. So, each and every teacher should be mentally well-being.

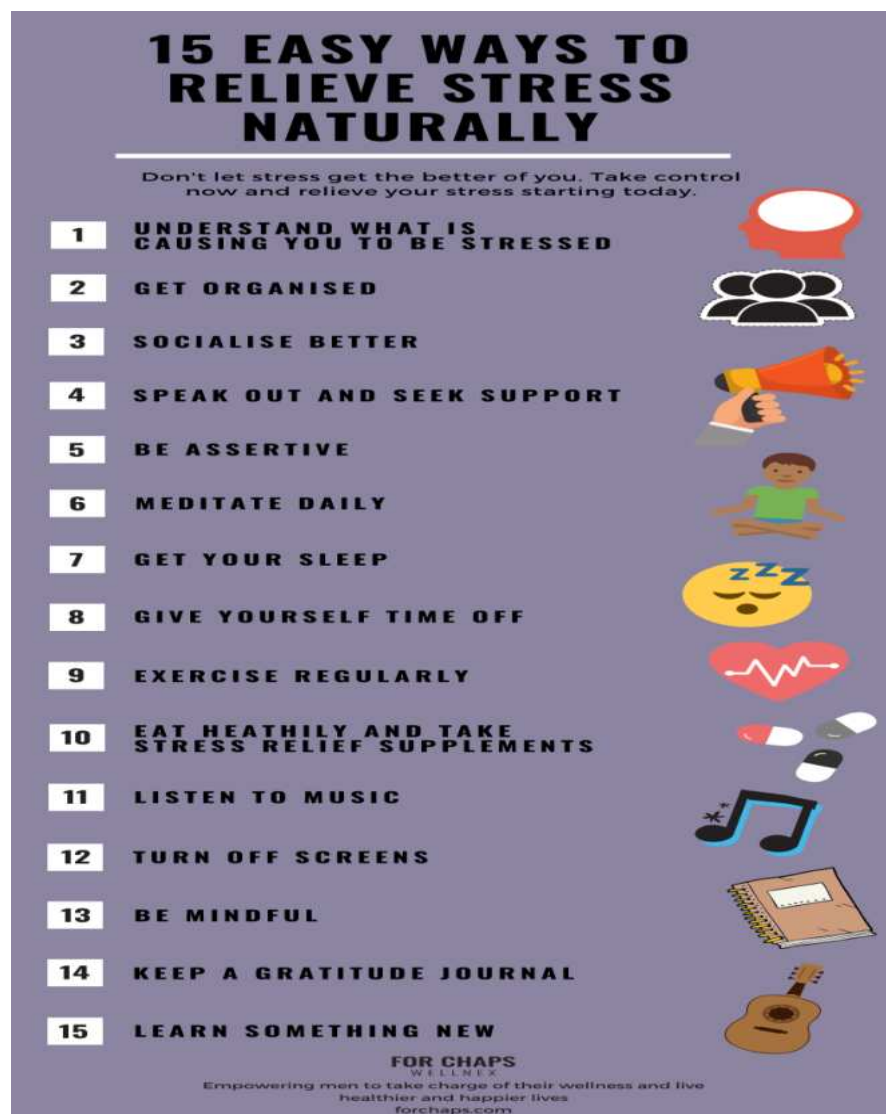
2.11.14 Enjoy the Teaching:

The stress in little amount is beneficial to get quality of work. The teachers enjoy the teaching, leading a happy life without tensions and setting goals in reality.

Teacher stress is a special type of job stress. Teaching profession considered as psychologically stressful occupation. Stress among teachers arises from an imbalance between resources in their institutions and demands. Stress related to mental health problems ranging from depression, anxiety, sleep disorders and suicidal tendencies. To reduce the stress on teachers the government as well as college authorities conduct stress management programmes and awareness programmes like yoga, meditation, exercise, games etc. The future of the nation depends on the quality of the students. The quality and all-round development of the students depends on the quality of teachers who are free from stress. India is a developing country, but when the teachers free from stress, India will become developed country very soon.

2.12 STRESS RELIEVING ACTIVITIES:

- ❖ Keep a positive attitude.
- ❖ Accept that there are events that you could not control.
- ❖ Be assertive instead of aggressive.
- ❖ Learn and practice relaxation techniques try meditation, yoga or tai- chi for stress management.
- ❖ Exercise regularly
- ❖ Eat healthy, well balance meals.
- ❖ Learn to manage your time more effectively.



2.13 STRESS MANAGEMENT STRATEGIES EVERY TEACHER NEEDS TO KNOW:

- Breath
- Embrace the stress
- Be imperfect
- Practice emotional first aid
- Be grateful
- Limit “grass is greener” thinking
- Work smarter, not harder
- Ask for help
- Make a connection



2.13 Ways to relax the mind

2.13.1 Write: It may help to write about things that are bothering. Write for 10 to 15 minutes a day about stressful events and how they made us feel. Or think about starting a stress journal. This helps us to find out what is causing our stress and how much stress we feel.

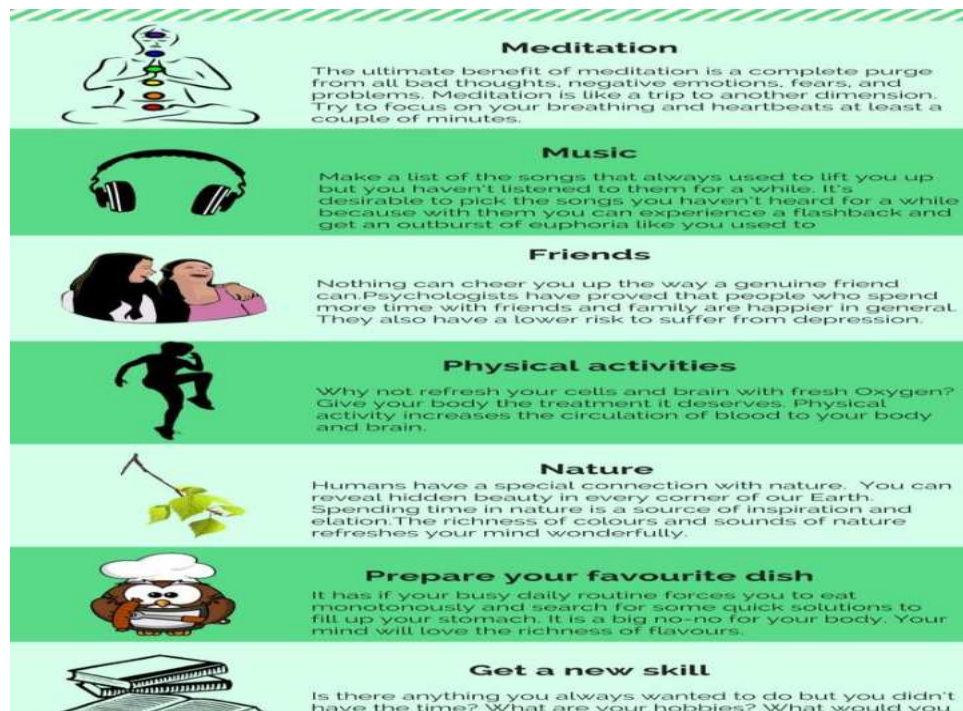
2.13.2 Let out the feelings: Talk, laugh, cry, and express anger when you need to. Talking with friends, family, a counselor, or a member of the clergy about your feelings is a healthy way to relieve stress.

2.13.3 Do something we enjoy: This can be a hobby, such as gardening a creative activity, such as writing, crafts, or art. Playing with and caring for pets. Volunteer work.

We may feel that we are too busy to do these things. But making time to do something we enjoy can help us to relax. It might also help us to get more done in other areas of our life.

2.13.4 Focus on the present: Meditation and guided imagery are two ways to focus and relax our mind. When we meditate, we focus our attention on things that are happening right now. Paying attention to our breathing is one way to focus.

2.13.5 Use guided imagery: With guided imagery, we imagine ourselves in any setting that helps us to feel calm and relaxed. We can use audiotapes, books, or a teacher to guide us.



2.14 Ways to relax your body

2.14.1 Exercise: Regular exercise is one of the best ways to manage stress. Walking is a great way to get started. Even everyday activities such as housecleaning or yard work can reduce stress. Stretching can also relieve muscle tension.

2.14.2 Try techniques to relax: Breathing exercises, muscle relaxation, and yoga can help relieve stress. Breathing exercises include roll breathing, a type of deep breathing.

2.14.3 Progressive muscle relaxation: This technique reduces muscle tension. This can be done by relaxing separate groups of muscles one by one.

2.14.4 Yoga, tai chi, and qi gong: These techniques combine exercise and meditation. we may need some training at first to learn them. Books and videos are also helpful. we can do all of these techniques at home.



2.15 CAREER OPPORTUNITY

Stress in small doses can be motivational, beneficial and healthy. Stress management helps individuals, families and groups overcome or learn how to cope with mental and emotional tensions in a healthy way. This course is suitable for people with an advanced degree and passion for helping troubled people. It deals with difficult work situations through understanding the sources of stress, the effects of stress on health and strategies to eliminate stressors. The emphasis in the conceptual and the theoretical framework was on showing points of connection between leadership and management on the one hand and stress on the other. The research re-emphasised that there is a direct link between the external educational environment in which teachers operate and the stress levels they experience.

- Get organized create a structure for the job search.
- Record the thoughts and feelings about the job search.
- Attend job support groups or clubs. Share ideas and tips, and accept and give praise.
- Be flexible stay open to new ideas, think creatively, and take risks.
- Take one thing at a time. Prioritize and make one change at a time, because many changes at once add stress.
- Accept, take what we cannot change, change what we can, and forgive ourselves and others.
- Increase our self-esteem, network and skills.
- Manage time keep schedules, set goals and time tables and use a calendar.

- Meditate, reflect on our own spiritual trusts or on peaceful thoughts.

2.16 A PRESCRIPTION FOR STRESS MANAGEMENT

To maximize the ability to cope with stress, try the following:

Exercise Regularly: Engage in 3-5 sessions of moderate intensity exercise each week to enhance our immune system and reduce our risk of developing anxiety and mood disorders. However, even if we cannot exercise regularly, remember that even a single episode of exercise can be a great way to relieve stress and improve mood.

Eat a Healthy Diet: Eat plenty of fruits, vegetables, whole grains, and fatty fish to maximize our physical health and our body's ability to manage stress.

Sleep: Get 7-8 hours of uninterrupted sleep per night to improve our mood and boost our immune functioning.

Practice Relaxation: Engage in relaxation exercises on a regular basis or during periods of moderate to high stress. Progressive muscle relaxation (PMR), guided imagery, and meditation are great ways to reduce our overall level of arousal. Or, combine exercise with meditation or mindfulness by engaging in yoga two to three times per week!

Express Yourself: Look for the humor in stressful situations, and find ways to express our emotions through writing, art, or talking with friends and family

Reframe: Attend to the ways in which we think about and interpret stressful situations and look for opportunities to reframe the situation in a more rational or positive manner.

CHAPTER -III



DATA ANALYSIS AND INTERPRETATION

CHAPTER III

DATA ANALYSIS AND INTERPRETATION

INTRODUCTION

Analysis is must for any research to derive a conclusion. The completion of the project depends upon the analysis and interpretation of the collected data. Data analysis has multiple facts and approaches, encompassing diverse techniques under a variety of names, in different business, science and social domains.

The data are tabulated and interpreted by the researcher and are presented in the form of bar diagram, pie chart, clustered column, 3- D column, line with markers chart. These diagram and charts gave a bird's eye view for the entire data which helps in summarizing and presentation of the collected data in a systematic manner.

This chapter deals with the analysis and interpretation of data regarding stress management towards teaching job of college teachers. Data are collected from 80 respondents and tabulated for easy understanding and good presentation, which assists the researcher to analyze the data efficiently. The data collected are been analysed using the following statistical tools:

- Percentage Analysis
- Garrett Ranking Method
- Likert Scale Method
- Chi- Square Test

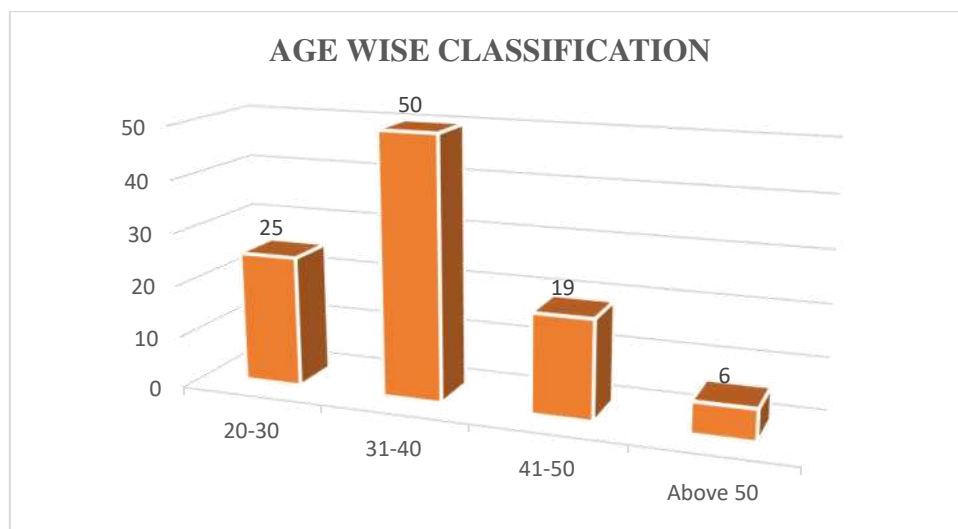
TABLE: 3.1

TABLE SHOWING AGE OF THE RESPONDENTS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
20-30	20	25
31-40	40	50
41-50	15	19
Above 50	5	6
TOTAL	80	100

Source: Primary Data

CHART 3.1



INFERENCE:

From the above table it is clear that 50 percent of the respondents belong to the age group of 31-40, 25 percent of the respondents are 20-30, 19 percent of the respondents belong to the age group of 41-50, and 6 percent of the respondents are above 50.

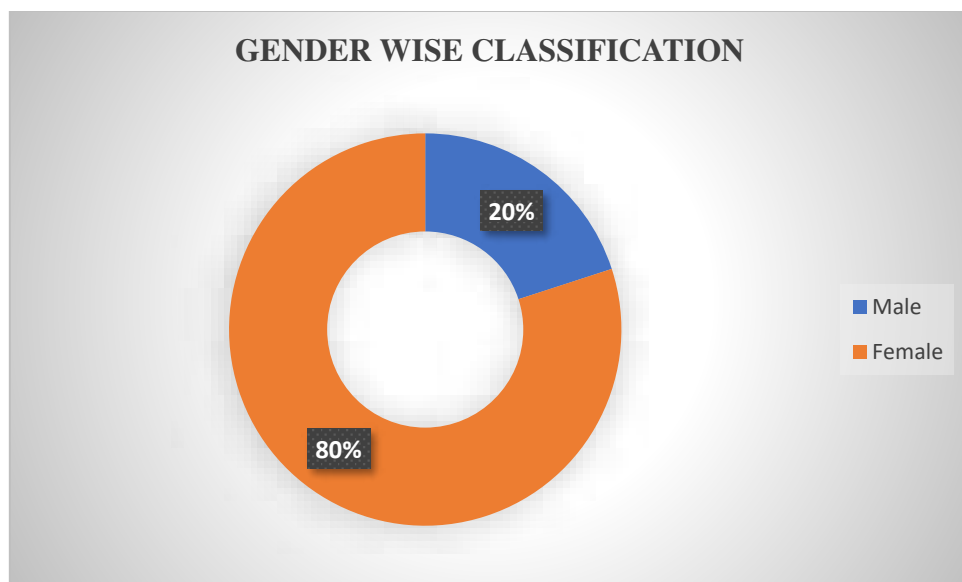
TABLE: 3.2

TABLE SHOWING GENDER OF THE RESPONDENTS

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
Male	16	20
Female	64	80
TOTAL	80	100

Source: Primary Data

CHART 3.2



INFERENCE:

From the above table it is found that 80 percent of the respondents are female, and 20 percent of the respondents are male. Therefore, majority of the respondents are female.

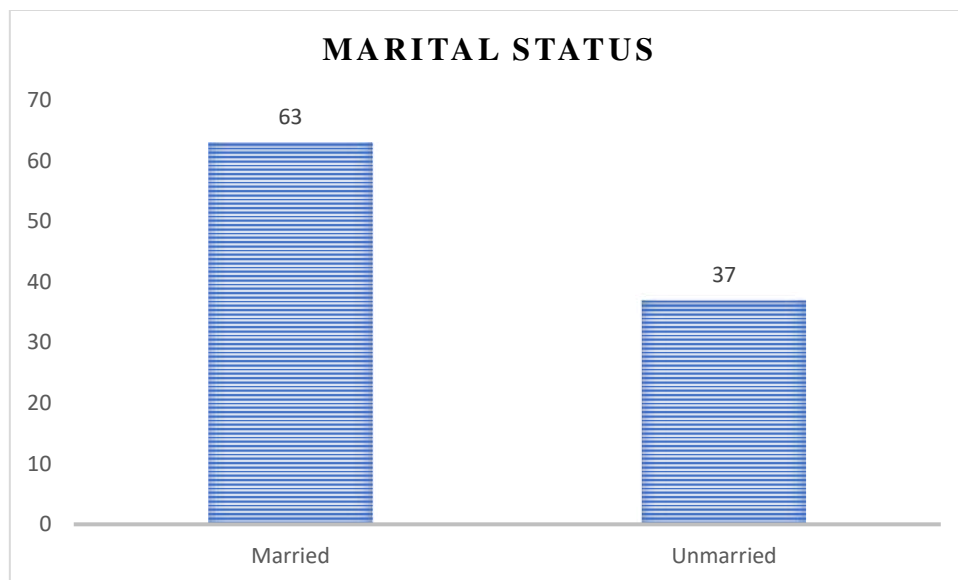
TABLE: 3.3

TABLE SHOWING MARITAL STATUS OF THE RESPONDENTS

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
Married	50	63
Unmarried	30	37
TOTAL	80	100

Source: Primary Data

CHART 3.3



INFERENCE:

From the above table it is found that 63 percent of the respondents are married, 37 percent of the respondents are unmarried. Therefore, majority of the respondents are married.

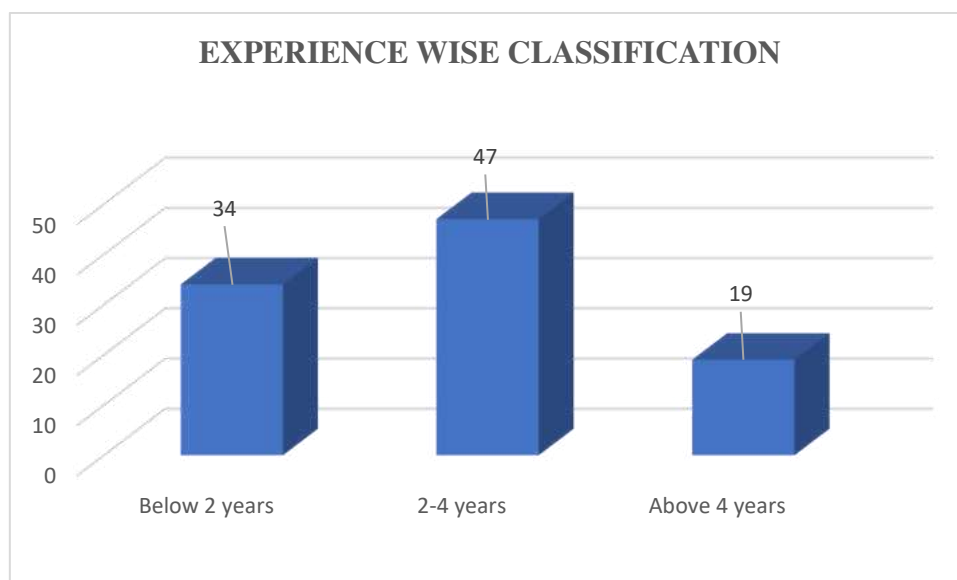
TABLE: 3.4

TABLE SHOWING TOTAL TEACHING EXPERIENCE

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
Below 2 years	27	34
2-4 years	38	47
Above 4 years	15	19
TOTAL	80	100

Source: Primary Data

CHART 3.4



INFERENCE:

The above table states that 47 percent of the respondents are 2-4 years of experience, 34 percent of the respondents are below 2 years of experience, and 19 percent of the respondents are Above 4 years of experience. Therefore, majority of the respondents are 2-4 years of experience.

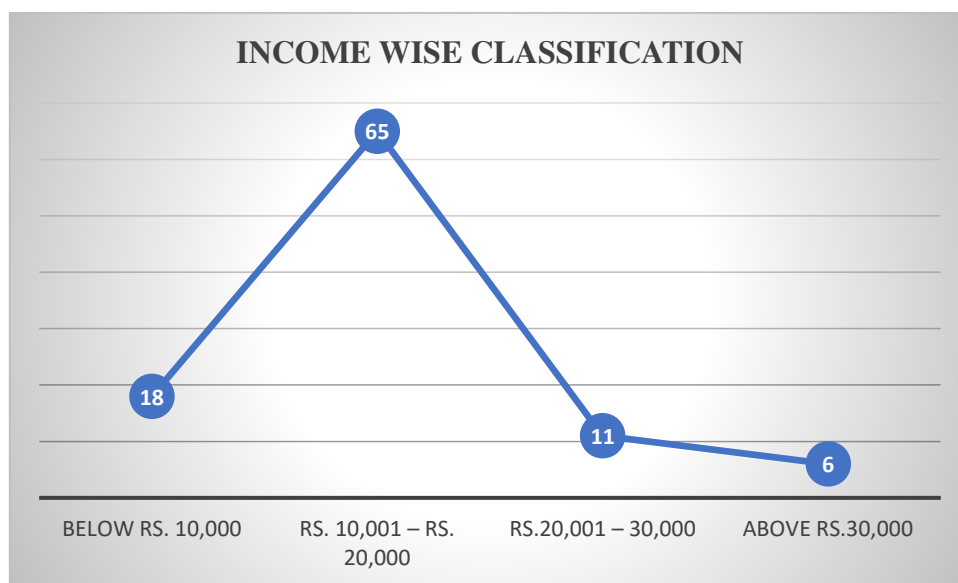
TABLE: 3.5

TABLE SHOWING INCOME OF THE RESPONDENTS

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
Below Rs. 10,000	14	18
Rs. 10,001 – Rs. 20,000	52	65
Rs.20,001 – 30,000	9	11
Above Rs.30,000	5	6
TOTAL	80	100

Source: Primary Data

CHART 3.5



INFERENCE:

From the above table it states that 65 percent of the respondents earn an income of Rs.10,001 – Rs.20,000, 18 percent of the respondents earn below Rs.10,000, 11 percent of the respondents earn Rs.20,001 – Rs.30,000, and 6 percent of the respondent earn above Rs.30,000. Therefore, majority of the respondents earn an income of Rs.10,001 – Rs.20,000.

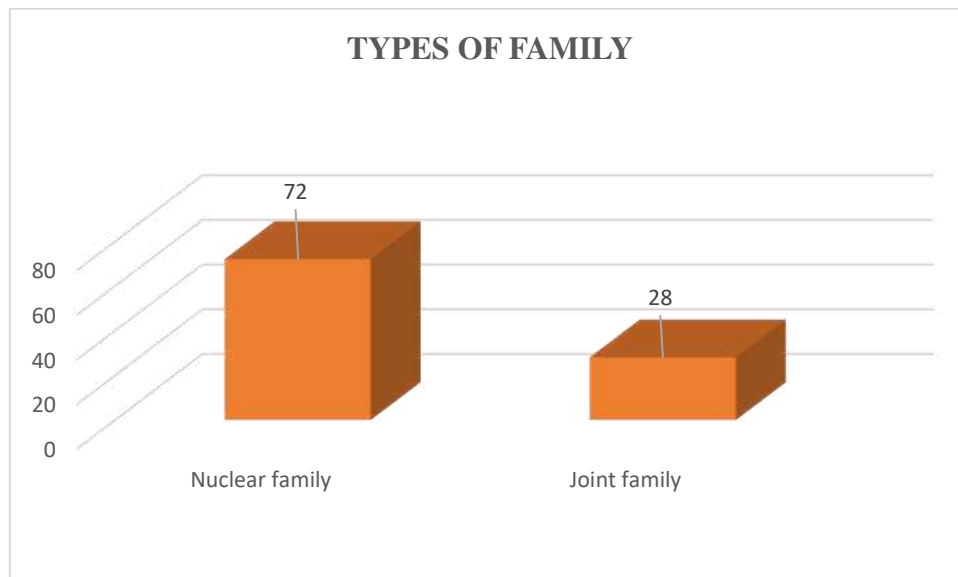
TABLE: 3.6

TABLE SHOWING TYPE OF FAMILY OF THE RESPONDENTS

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
Nuclear family	58	72
Joint family	22	28
TOTAL	80	100

Source: Primary Data

CHART 3.6



INFERENCE:

From the above table it is clear that 72 percent of the respondents live in nuclear family, 28 percent of the respondents live in joint family. This shows that majority of the respondents live in nuclear family.

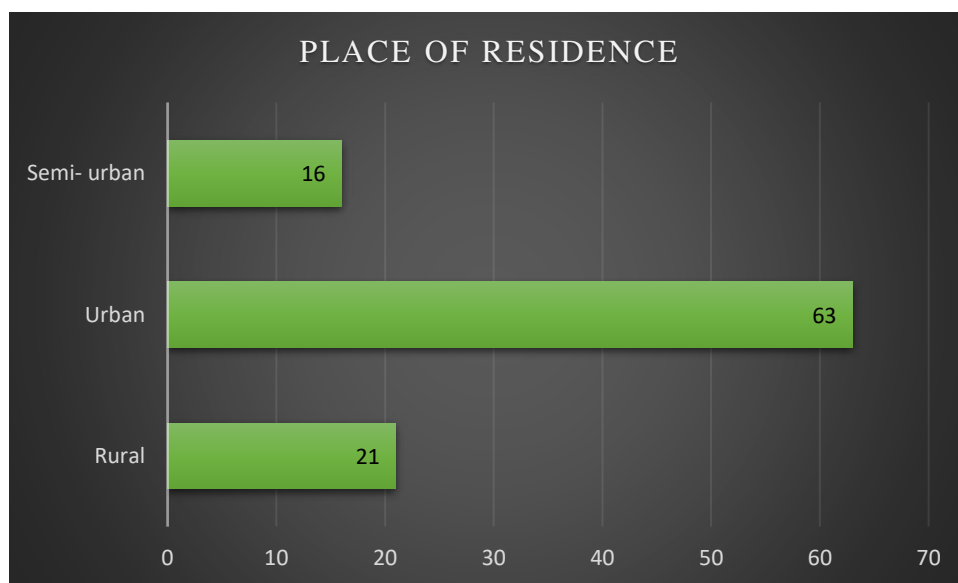
TABLE: 3.7

TABLE SHOWING PLACE OF RESIDENCE OF THE RESPONDENTS

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
Rural	17	21
Urban	50	63
Semi- urban	13	16
TOTAL	80	100

Source: Primary Data

CHART 3.7

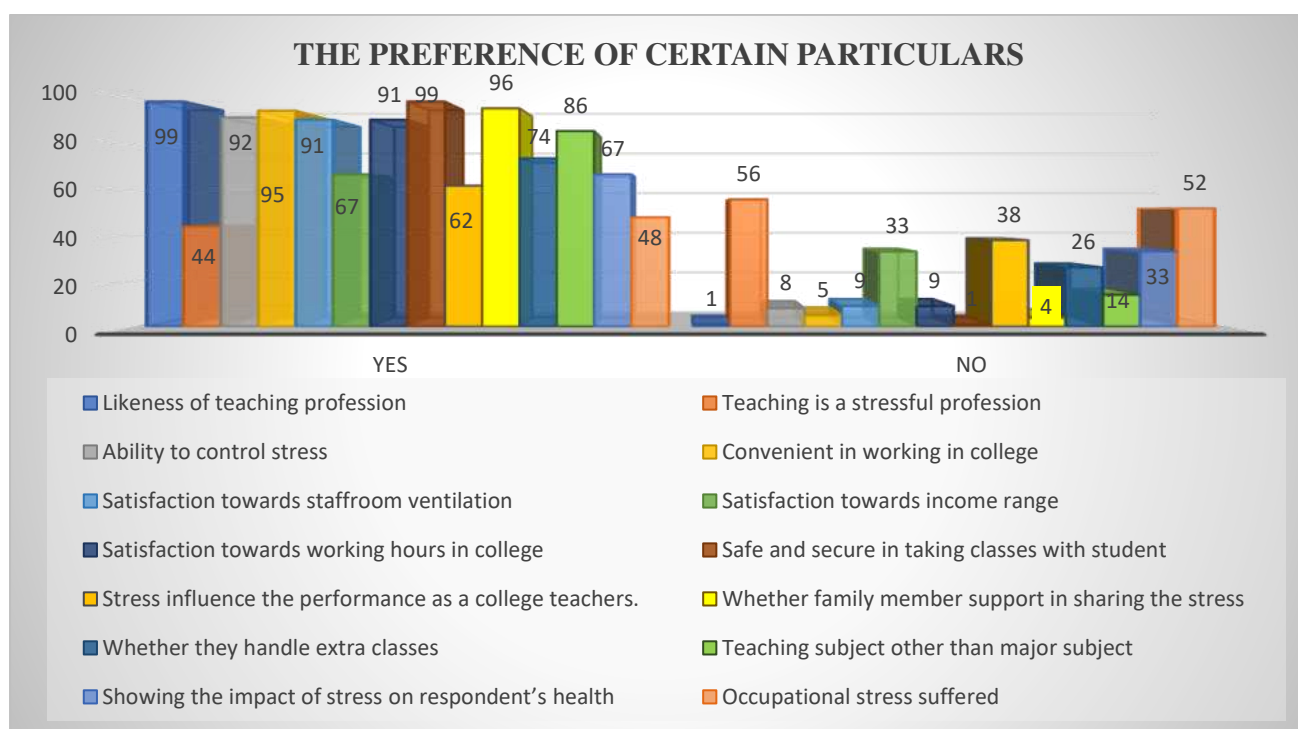


INFERENCE:

It is inferred that 63 percent of the respondents are living in urban area, 21 percent of the respondents are living in rural area, and remaining 18 percent of the respondents in semi- urban area. Therefore, majority of the respondents are living in urban area.

TABLE: 3.8**TABLE SHOWING THE PREFERENCE OF CERTAIN PARTICULARS**

PARTICULARS	PERCENTAGE	
	YES	NO
Likeness of teaching profession	99	1
Teaching is a stressful profession	44	56
Ability to control stress	92	8
Convenient in working in college	95	5
Satisfaction towards staffroom ventilation	91	9
Satisfaction towards income range	67	33
Satisfaction towards working hours in college	91	9
Safe and secure in taking classes with student	99	1
Stress influence the performance as a college teachers.	62	38
Whether family member support in sharing the stress	96	4
Whether they handle extra classes	74	26
Teaching subject other than major subject	86	14
Showing the impact of stress on respondent's health	67	33
Occupational stress suffered	48	52

Source: Primary Data**CHART 3.8**

INFERENCE:

From the above table it is found that 99 percent of the respondents like the teaching profession, 56 percent of the respondents are thinking teaching is not stressful profession, 92 percent of the respondents have controlled their stress in college, 95 percent of the respondents are feel convenient in working in college, 91 percent of the respondents are satisfied with staffroom ventilation, 67 percent of the respondents are satisfied with the income range, 91 percent of the respondents are satisfied with working hours in college, 99 percent of the respondents are feeling safe and secure in taking classes with student, 62 percent of the respondents are saying that stress influence the performance, 96 percent of the respondents are saying that family members support in sharing the stress, 74 percent of the respondents have taken extra classes, 86 percent of the respondents have taught the subject other than their major subject, 67 percent of the respondents say that stress impacts on the health, 52 percent of the respondents have not been suffered with any occupational stress problems.

TABLE: 3.9**TABLE SHOWING RANKING FOR POSITIVE OPINION**

FACTORS	MEAN SCORE	RANK
High social recognition.	54.64	IV
Great passion and satisfaction with this profession.	64	I
Close contact with youngsters.	57.72	III
Updating with the current technology.	63.91	II
Good salary package.	51.37	V
Conducive college environment	48.87	VI

Source: Primary Data

INFERENCE:

It is inferred that the reasons for the positive opinion towards teaching profession in which Great passion and satisfaction with this profession took first rank, followed by other factor namely updating with the current technology, close contact with youngsters, high social recognition, good salary package, and conducive college environment.

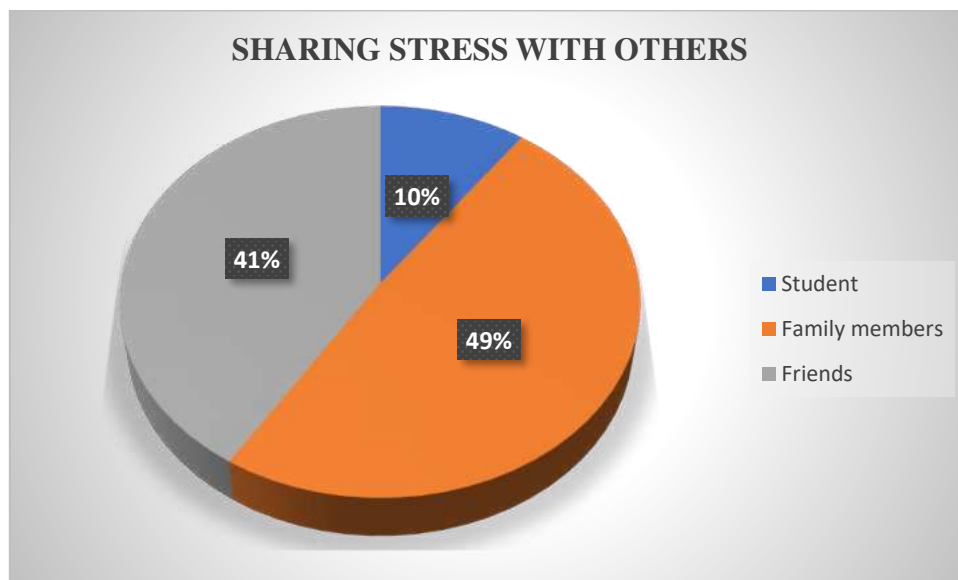
TABLE: 3.10

TABLE SHOWING SHARING STRESS WITH OTHERS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Student	8	10
Family members	39	49
Friends	33	41
TOTAL	80	100

Source: Primary Data

CHART 3.10



INFERENCE:

From the above table we come to know that 49 percent of the respondents have shared their stress with the family members, 41 percent of the respondents with the friends, and 10 percent of the respondents with student. Therefore, majority of the respondents have shared their stress with the family members.

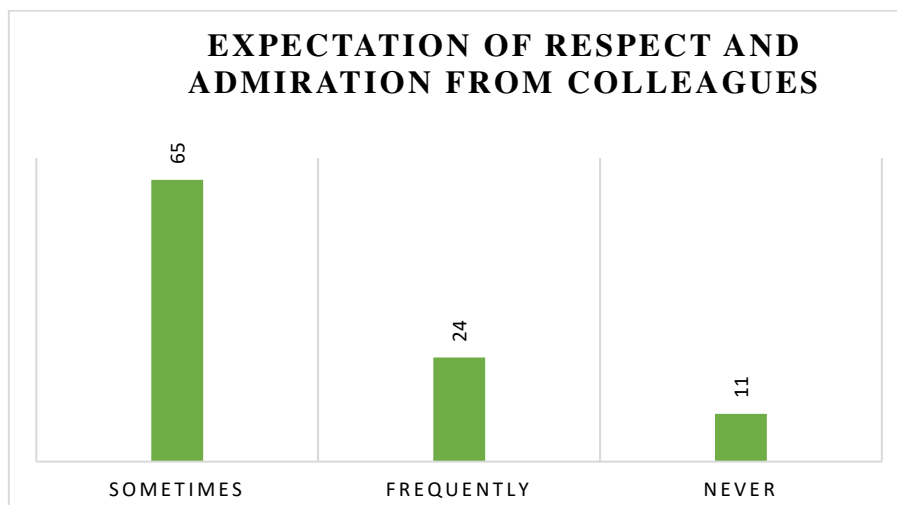
TABLE: 3.11

TABLE SHOWING EXPECTATION OF RESPECT AND ADMIRATION FROM COLLEAGUES

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Sometimes	52	65
Frequently	19	24
Never	9	11
TOTAL	80	100

Sources: Primary Data

CHART 3.11



INFERENCE:

From the above table it is found that 65 percent of the respondents are saying that sometimes they expect respect and admiration from their colleagues, 24 percent of the respondents are saying that frequently they expect respect and admiration from their colleagues, and 11 percent of the respondents are saying that never they expect respect and admiration from their colleagues.

TABLE: 3.12

TABLE SHOWING RANKING ON THE BASES OF STRESS CREATORS

FACTORS	MEAN SCORE	RANK
Students	55.33	I
College Management	52.65	II
Colleagues	48.32	III
Non- Teaching staff	43.71	IV

Source: Primary Data

INFERENCE:

It is inferred that regarding stress creators in college in which students took first rank followed by other factor namely college management, colleagues, non- teaching staff.

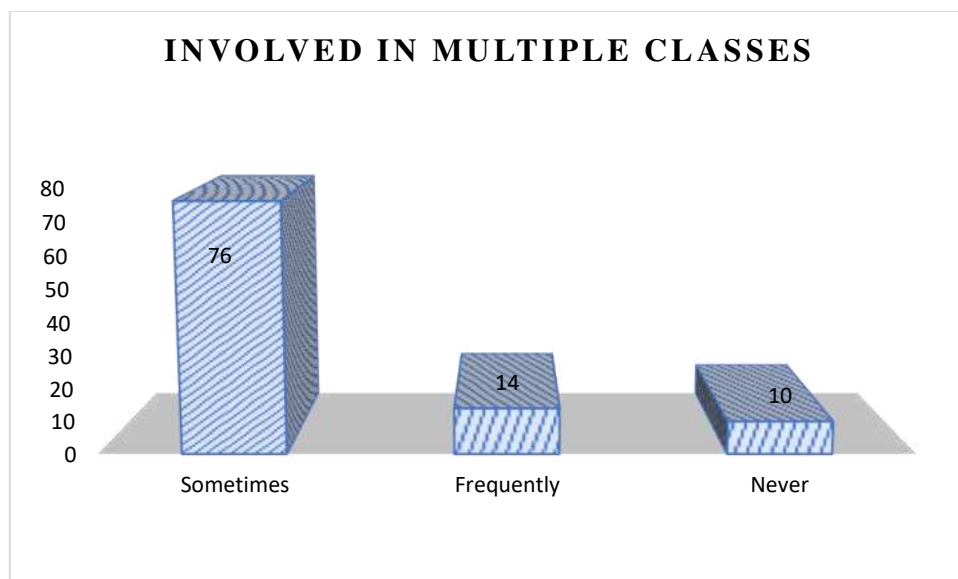
TABLE: 3.13

TABLE SHOWING INVOLVEMENT IN MULTIPLE CLASSES

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Sometimes	61	76
Frequently	11	14
Never	8	10
TOTAL	80	100

Source: Primary Data

CHART 3.13



INFERENCE:

From the above table we understand that 76 percent of the respondents are saying that sometimes they involve in multiple classes, 14 percent of the respondents are saying that frequently they involve in multiple classes, and 10 percent of the respondents are saying that they never involve in multiple classes. Therefore, majority of the respondents are saying that sometimes they involve in multiple classes.

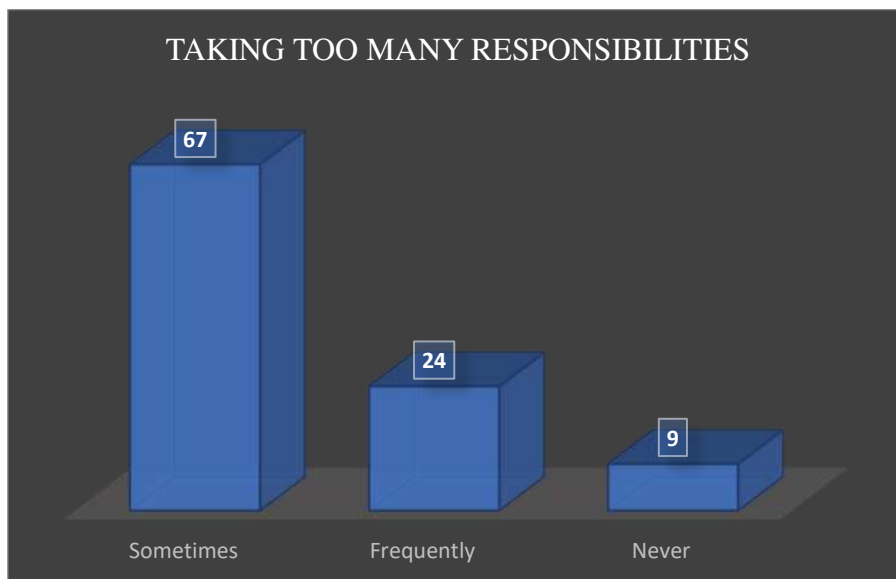
TABLE: 3.14

TABLE SHOWING TAKING TOO MANY RESPONSIBILITIES

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Sometimes	54	67
Frequently	19	24
Never	7	9
TOTAL	80	100

Source: Primary Data

CHART 3.14



INFERENCE:

The above table clearly states that 67 percent of the respondents are saying sometimes they are given many responsibilities, 24 percent of the respondents are saying frequently they are given many responsibilities, and 9 percent of the respondents are saying they are not given many responsibilities.

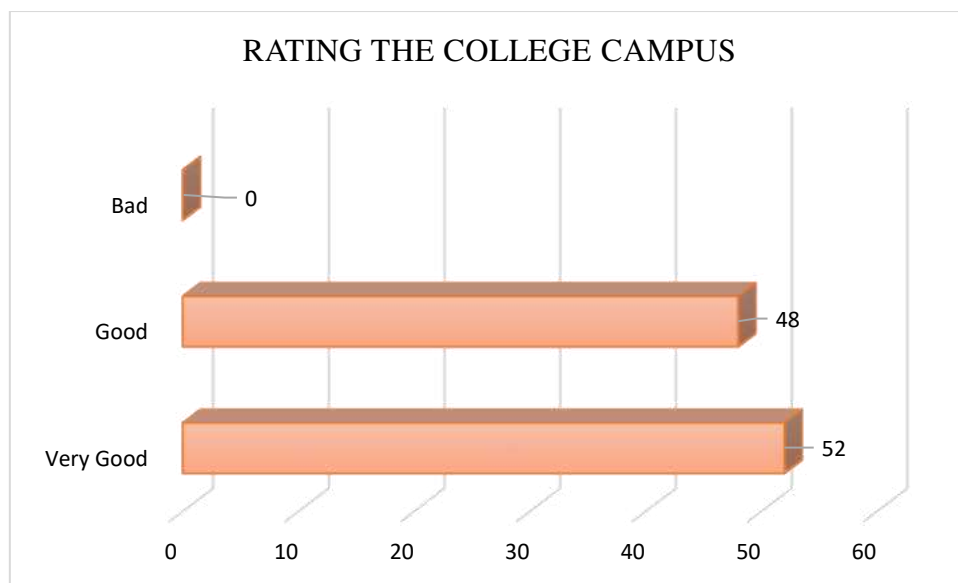
TABLE: 3.15

TABLE SHOWING RATING OF THE COLLEGE CAMPUS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Very Good	42	52
Good	38	48
Bad	0	0
TOTAL	80	100

Source: Primary Data

CHART 3.15



INFERENCE:

From the above table it is found that 52 percent of the respondents have rated the college campus as very good, 48 percent of the respondents have rated the college campus as good.

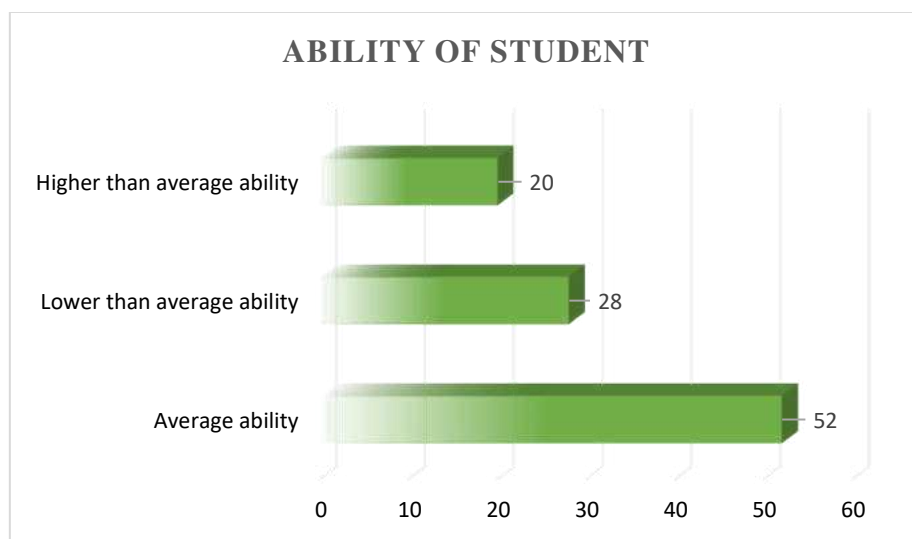
TABLE: 3.16

TABLE SHOWING ABILITY OF STUDENT

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Average ability	42	52
Lower than average ability	22	28
Higher than average ability	16	20
TOTAL	80	100

Source: Primary Data

CHART 3.16



INFERENCE:

From the above table it clearly reveals that 52 percent of the respondents are saying that student have average ability, 28 percent of the respondents are saying that students have lower than average ability, and 20 percent of the respondents are saying that students have higher than average ability.

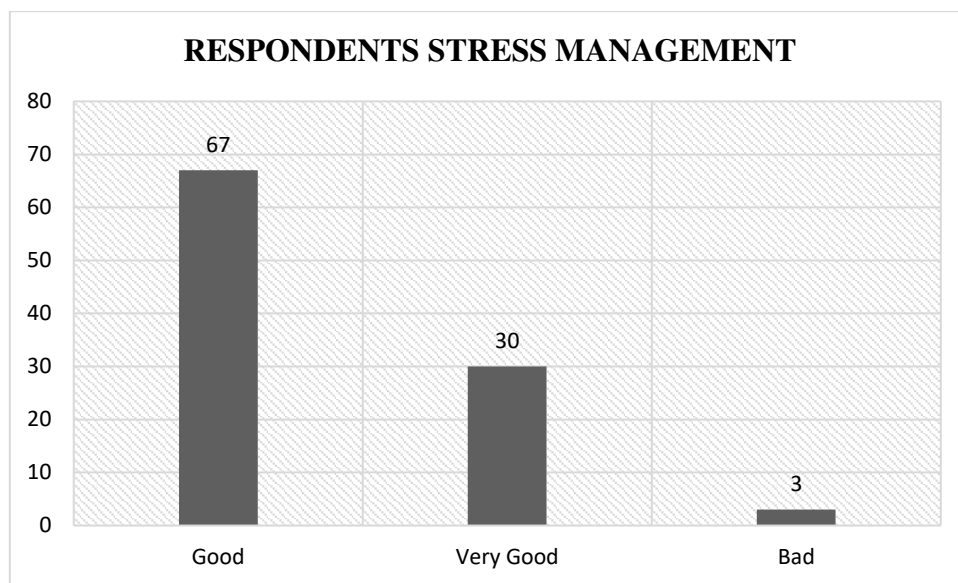
TABLE: 3.17

**TABLE SHOWING THE RATING OF THE RESPONDENT'S STRESS
MANAGEMENT**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Good	54	67
Very Good	24	30
Bad	2	3
TOTAL	80	100

Source: Primary Data

CHART 3.17



INFERENCE:

The above table clearly shows that 67 percent of the respondents are saying that they are good at managing their stress, 30 percent of the respondents are saying that they are very good at managing their stress, and 3 percent of the respondents are saying that they are bad at managing their stress.

TABLE: 3.18

**TABLE SHOWING THE RANKING OF THE NEGATIVE EFFECT CAUSED BY
STRESS**

FACTORS	MEAN SCORE	RANK
Physical problems	57.43	I
Getting easily irritated by students	57.32	II
Physiological problems	48.05	III
Impact on personal life	45.68	IV

Source: Primary Data

INFERENCE:

It is inferred that regarding a negative effect caused by stress to the teacher in which physical problems took first rank followed by other factor namely getting easily irritated by students, physiological problems, and impact on personal life.

TABLE: 3.19

TABLE SHOWING RANKING THE PROBLEM AFFECTED BY OCCUPATIONAL STRESS

FACTORS	MEAN SCORE	RANK
Continuous throat infection	64.13	I
Stomach ache	55.23	III
Respiratory problem	51.47	IV
Leg pain and back pain	57.07	II
Others (Frustration, Head ache etc)	49.63	V

Source: Primary Data

INFERENCE:

It is inferred that regarding an occupational stress mostly affected in which continuous throat infection took first rank followed by other factor namely leg pain and back pain, stomach ache, respiratory problem, and others.

TABLE: 3.20

TABLE SHOWING THE REASON OF STRESS TOWARDS STUDENTS

STATEMENT	SA	A	N	D	SD	TOTAL	PERCENTAGE	RANK
Gender discrimination	75	68	81	24	8	256	3.2	II
Ill- health of student	35	144	42	28	8	257	3.2	II
Poor IQ level of student	100	96	78	4	6	284	3.5	I
Span of supervision	50	128	54	18	8	258	3.2	II
Immoral attitude	50	80	60	30	13	233	2.9	VI
Disobedience	75	100	48	16	15	254	3.1	V

Source: Primary Data

For finding the stress towards students based on its factor LIKERTS FIVE POINT SCALE was used for computing total score certain weight have based on various degree of opinion

STRONGLY AGREE – 5

AGREE – 4

NEUTRAL – 3

STRONGLY DISAGREE – 2

AGREE – 1

INFERENCE:

It is inferred that stress towards student is their poor IQ level followed by others gender discrimination, Ill- health of students, span of supervision, immoral attitude, and disobedience.

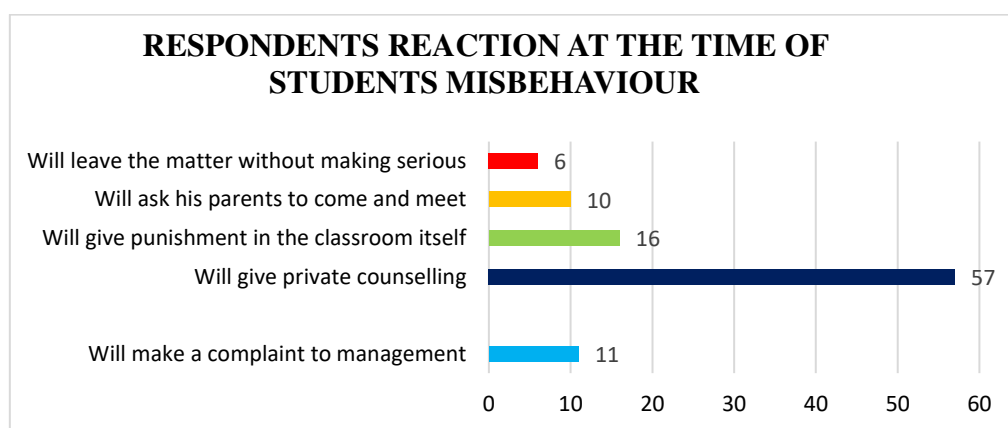
TABLE: 3.21

TABLE SHOWING RESPONDENTS REACTION AT THE TIME OF STUDENTS MISBEHAVIOUR

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Will make a complaint to Management	9	11
Will give private counselling	45	57
Will give punishment in the classroom itself	13	16
Will ask his parents to come and meet	8	10
Will leave the matter without making serious	5	6
TOTAL	80	100

Source: Primary Data

CHART 3.21



INFERENCE:

From the above table it is clear that 57 percent of the respondents would give private counselling when any students behave disrespectfully, 16 percent of the respondents would give punishment in the classroom, 11 percent of the respondents told that they would make a complaint to the management, 10 percent of the respondents would ask the parents to meet them, and 6 percent of the respondents would leave the matter without making issues. Therefore, majority of the respondents would give private counselling to the students.

TABLE: 3.22**TABLE SHOWING THE REASON OF STRESS TOWARDS MANAGEMENT**

STATEMENT	SA	A	N	DA	SDA	TOTAL	PERCENTAGE	RANK
Frequent meeting	120	136	48	6	3	313	3.9	I
Lack of administrative support	35	152	66	14	5	272	3.4	III
Job uncertainty	70	116	63	14	7	270	3.3	IV
Politics in college management	50	124	51	26	8	259	3.2	VI
Jealousy colleagues	60	100	63	24	8	255	3.1	VII
Difficult to take Leave\permission	125	120	39	12	4	300	3.7	II
Poor salary package	55	132	57	18	7	269	3.3	IV

Source: Primary Data

For finding the stress towards management based on its factor LIKERTS FIVE POINT SCALE was used for computing total score certain weight have based on various degree of opinion

STRONGLY AGREE – 5

AGREE – 4

NEUTRAL – 3

STRONGLY DISAGREE – 2

AGREE – 1

INFERENCE:

It is inferred that stress towards management, frequent meeting first rank, other ranking followed by others difficult to take leave\ permission, lack of administrative support, job uncertainty, poor salary package, politics in college management, and jealousy colleagues.

TABLE: 3.23**TABLE SHOWING STRESS TOWARDS TEACHING PROFESSION**

STATEMENT	SA	A	N	DA	SDA	TOTAL	PERCENTAGE	RANK
Complicated syllabus	80	120	57	16	5	278	3.5	III
Unable to complete heavy syllabus	130	124	21	22	4	301	3.7	I
Lot of correction work	50	120	78	12	6	266	3.3	VI
Heavy work load	75	128	60	12	7	282	3.5	III
Inconvenient working hours	45	100	72	28	5	250	3.1	VII
Fast changing education	50	148	54	12	9	273	3.4	V
Less span of time with family	100	124	42	16	7	289	3.6	II

Source: Primary Data

For finding the stress towards teaching profession based on its factor LIKERTS FIVE POINT SCALE was used for computing total score certain weight have based on various degree of opinion

STRONGLY AGREE – 5

AGREE – 4

NEUTRAL – 3

STRONGLY DISAGREE – 2

AGREE – 1

INFERENCE:

It is inferred that stress towards teaching profession, unable to complete heavy syllabus first rank, other ranking followed by others less span of time with family, complicated syllabus, heavy work load, fast changing education, lot of correction work, and inconvenient working hours.

TABLE: 3.24

RANKING THE CAUSES OF STRESS AND STRESS COPING MECHANISM

FACTORS	MEAN SCORE	RANK
Pressure	56.68	I
Lack of class control	46.7	IV
A decrease of physical and mental strength	52.38	II
Having too much to do and not having enough time to complete it.	51.18	III

Source: Primary Data

INFERENCE:

It is inferred that regarding the causes of stress and stress coping mechanism in which pressure took first rank followed by other factor namely a decrease of physical and mental strength, having too much to do and not having enough time to complete it, and lack of class control.

TABLE: 3.25

TABLE SHOWING THE STRESS BECAUSE OF HARD WORK

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Yes	23	29
No	21	26
Neutral	36	45
TOTAL	80	100

Source: Primary Data

CHART 3.25



INFERENCE:

From the above table it is found that 45 percent of the respondents says neutral, 29 percent of the respondents have felt stressed because of work is too hard, and 26 percent of the respondents have not felt stressed because of work is too hard.

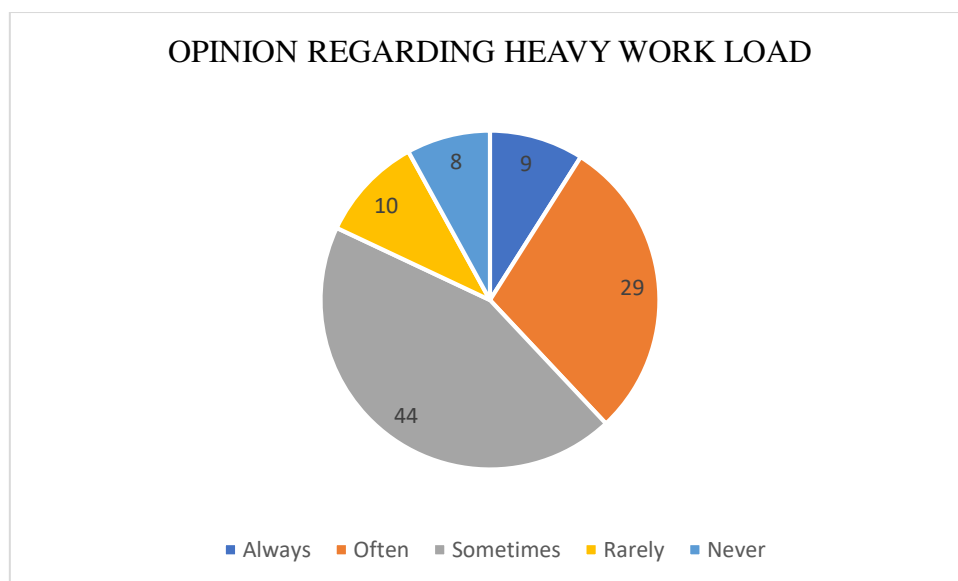
TABLE: 3.26

TABLE SHOWING OPINION REGARDING HEAVY WORK LOAD

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Always	7	9
Often	23	29
Sometimes	35	44
Rarely	8	10
Never	7	8
TOTAL	80	100

Source: Primary Data

CHART 3.26



INFERENCE:

From the above table it is found that 44 percent of the respondents says sometimes there is heavy work load, 29 percent of the respondents says often there is heavy work load, 10 percent of the respondents says rarely there is heavy work load, 9 percent of the respondents says always there is heavy work load, and 8 percent of the respondents says never regarding heavy work load.

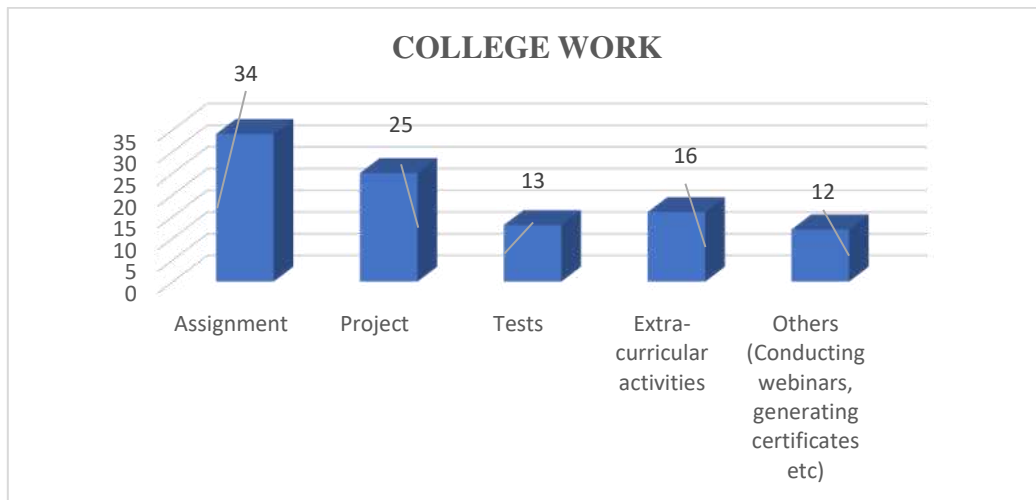
TABLE: 3.27

TABLE SHOWING WHAT MAKE MOST OF THE COLLEGE WORK

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Assignment	21	34
Project	15	25
Tests	8	13
Extra- curricular activities	10	16
Others (Conducting webinars, Generating certificates etc)	7	12
TOTAL	61	100

Source: Primary Data

CHART: 3.27



INFERENCE:

From the above table it is found that 34 percent of the respondents says that assignment as their major work , 25 percentage of the respondents says that project as their major work, 16 percentage of the respondents says that extra- curricular activities as their major work, 13 percentage of the respondents says that conducting test as their major work , and 12 percentage have other major works . Thus, it is clear from the above table that majority of the respondents (34 percentage) says that Assignment as their major work.

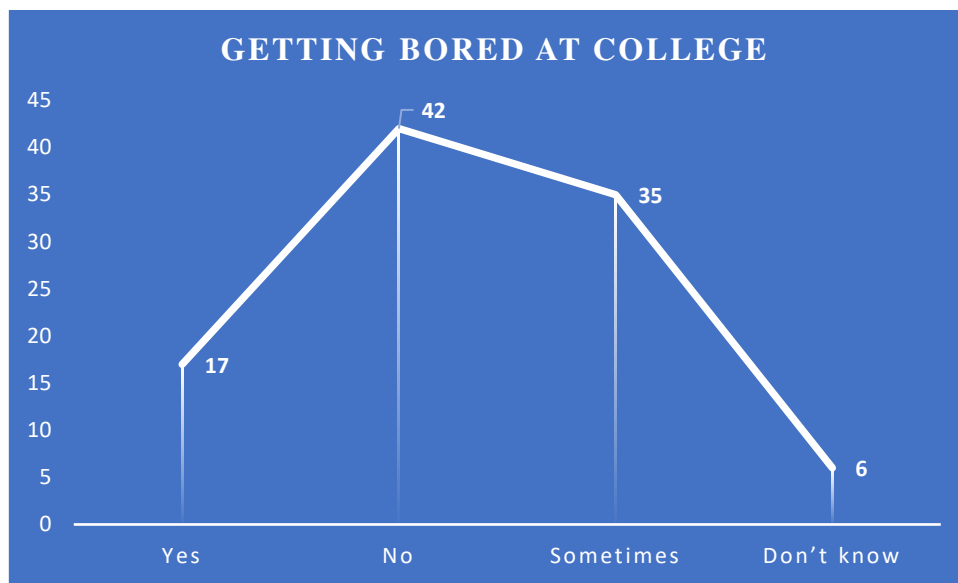
TABLE: 3.28

TABLE SHOWING THE FREQUENCY FOR GETTING BORED AT COLLEGE

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Yes	13	17
No	34	42
Sometimes	28	35
Don't know	5	6
TOTAL	80	100

Source: Primary Data

CHART 3.28



INFERENCE:

The above table shows that 42 percent of the respondents have not get bored at college, 35 percent of the respondents says sometimes, 17 percent of the respondents have get bored at college, and 6 percent of the respondents says don't know.

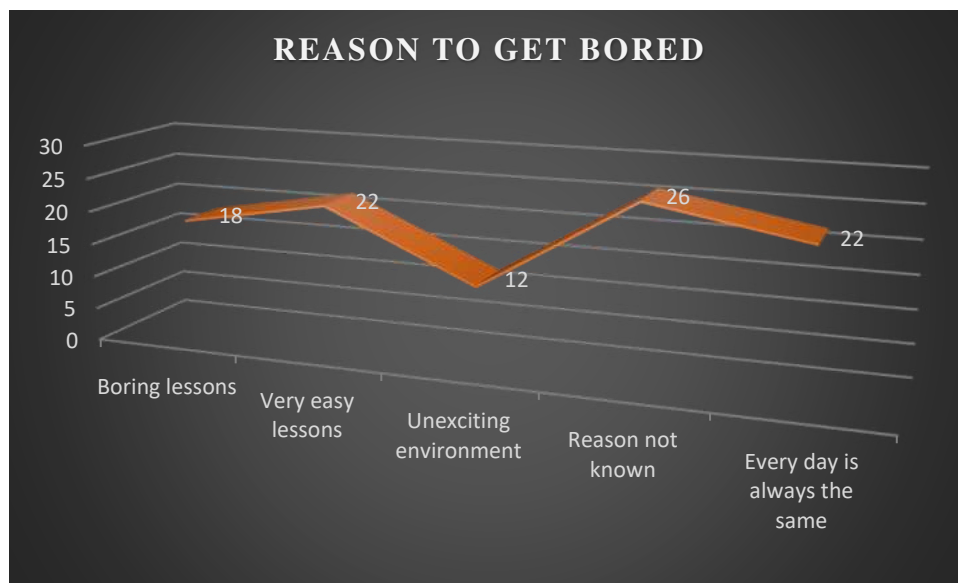
TABLE: 3.29

TABLE SHOWING THE REASON TO GET BORED

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Boring lessons	9	18
Very easy lessons	11	22
Unexciting environment	6	12
Reason not known	13	26
Every day is always the same	11	22
TOTAL	50	100

Source: Primary Data

CHART: 3.29



INFERENCE:

From the above table it is clear that 26 percentage don't know the reason for their boring, 22 percentage of the respondents get bored because of very easy lessons, 22 percentage of the respondents get bored because they feel that every day is always the same, 18 percentage of the respondents get bored because of boring lessons, and 12 percentage of the respondents get bored because of unexciting environment.

Thus, it is clear from the above table that majority of the respondents (26 percentage) don't know the reason for their boring.

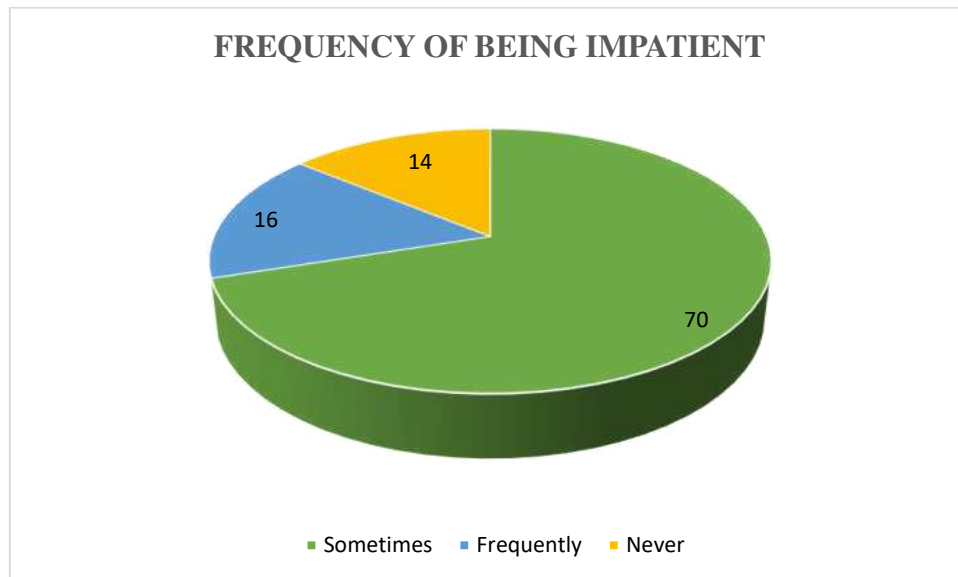
TABLE: 3.30

TABLE SHOWING THE FREQUENCY OF BEING IMPATIENT

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Sometimes	56	70
Frequently	13	16
Never	11	14
TOTAL	80	100

Source: Primary Data

CHART 3.30



INFERENCE:

From the above table it is clear that 70 percent of the respondents are saying sometimes the delays or interruptions make them impatient, 16 percent of the respondents are saying frequently, and 14 percent of the respondents are saying never.

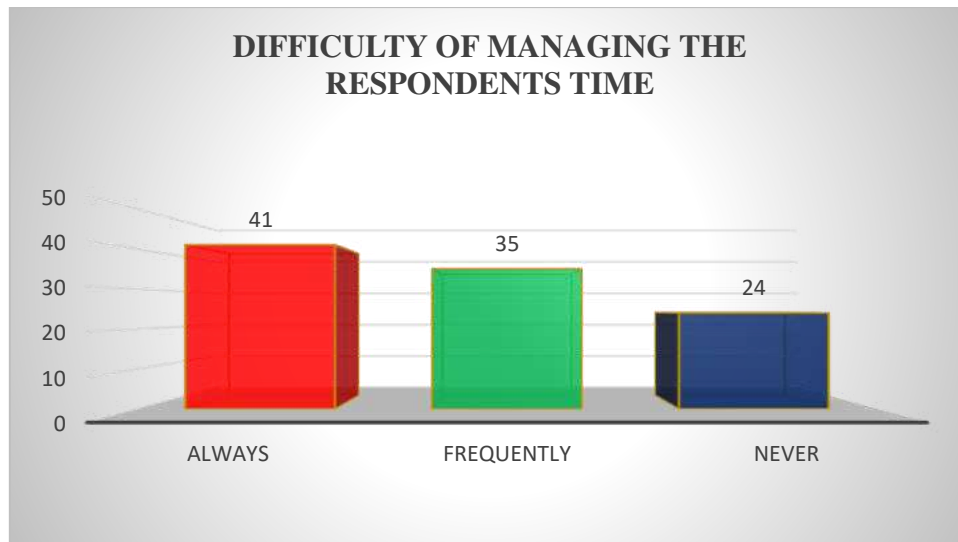
TABLE: 3.31

TABLE SHOWING DIFFICULTY OF MANAGING THE RESPONDENTS TIME

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Always	33	41
Frequently	28	35
Never	19	24
TOTAL	80	100

Source: Primary Data

CHART 3.31



INFERENCE:

From the above table states that 41 percent of the respondents always feel difficult to manage the time, 35 percent of the respondents frequently feel difficult to manage the time, and 24 percent of the respondents never feel difficult to manage the time.

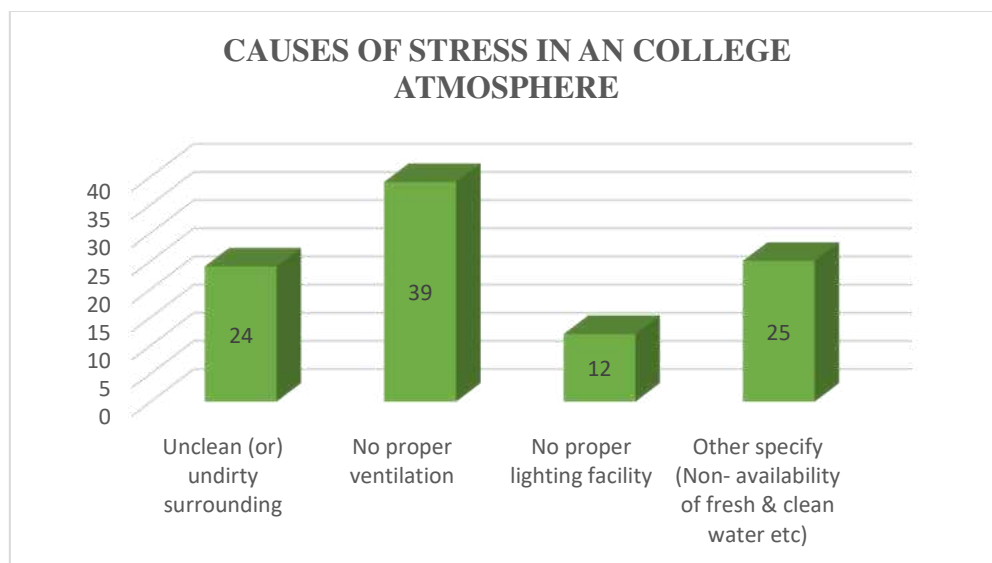
TABLE: 3.32

TABLE SHOWING CAUSES OF STRESS IN AN COLLEGE ATMOSPHERE

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Unclean (or) undirty surrounding	19	24
No proper ventilation	31	39
No proper lighting facility	10	12
Other specify (Non-availability of fresh & clean water etc)	20	25
TOTAL	80	100

Source: Primary Data

CHART 3.32



INFERENCE:

It is inferred that 39 percent of the respondents says no proper ventilation it causes stress in an college atmosphere, 25 percent of the respondents says other specify, 24 percent of the respondents says unclean (or) undirty surrounding it causes stress in an college atmosphere, and 12 percent of the respondents says no proper lighting facility it causes stress in an college atmosphere.

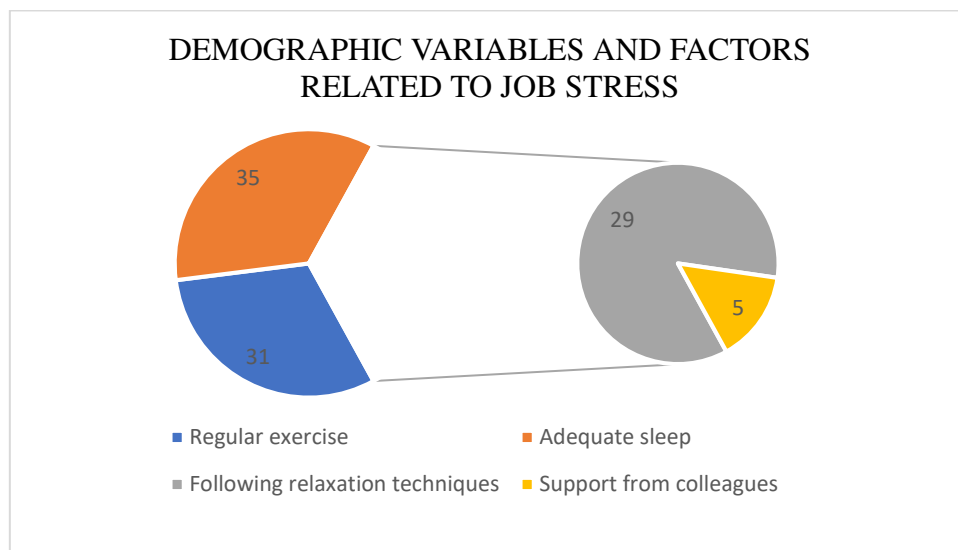
TABLE: 3.33

**TABLE SHOWING DEMOGRAPHIC VARIABLES AND FACTORS RELATED TO
JOB STRESS**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Regular exercise	25	31
Adequate sleep	28	35
Following relaxation techniques	23	29
Support from colleagues	4	5
TOTAL	80	100

Source: Primary Data

CHART 3.33



INFERENCE:

The above table clearly shows that 35 percent of the respondents says adequate sleep for demographic variables and factors related to job stress, 31 percent of the respondents says regular exercise, 29 percent of the respondents says following relaxation techniques, and 5 percent of the respondents says support from colleagues.

TABLE: 3.34

TABLE SHOWING STRESS CREATING FACTOR

Statement	Agree	Disagree	No Respons	Total	Percentage	Rank
Job insecurity	153	44	7	204	2.5	I
Poor students behaviour and their negative attitude towards study	141	40	13	194	2.4	II
Ineffective leadership at department level	123	56	11	190	2.3	III
Lack of motivation	108	48	20	176	2.2	IV
Negative attitude	87	62	20	169	2.1	VI
Excessive additional duty	120	38	21	179	2.2	IV

Source: Primary Data

For finding the stress creating factor based on its factor LIKERTS FIVE POINT SCALE was used for computing total score certain weight have based on various degree of opinion

AGREE – 3

DISAGREE – 2

NO RESPONS - 1

INFERENCE:

It is inferred the stress creating factor, job insecurity first rank, other ranking followed by others poor students behaviour and their negative attitude towards study, ineffective leadership at department level, lack of motivation, excessive additional duty, and negative attitude.

TABLE: 3.35**TABLE SHOWING SYMPTOMS OF STRESS**

Statement	Agree	Disagree	No Respons	Total	Percentage	Rank
Mood disturbance	183	28	5	216	2.7	I
Psychological distress	126	56	10	192	2.4	III
Negative about career	60	76	22	158	2.0	VII
Lowered efficiency	72	72	20	164	2.1	V
Anxiety	99	58	18	175	2.2	IV
Depression	156	44	6	206	2.6	II
Cardio vascular disease	39	68	33	140	1.8	IX
Increased efficiency	72	64	24	160	2.0	VII
Increased effectiveness	81	68	19	168	2.1	V

Source: Primary Data

For finding the symptoms of stress based on its factor LIKERTS FIVE POINT SCALE was used for computing total score certain weight have based on various degree of opinion

AGREE – 3

DISAGREE – 2

NO RESPONS - 1

INFERENCE:

It is inferred the symptoms of stress, mood disturbance first rank, other ranking followed by others depression, psychological distress, anxiety, lowered efficiency, increased effectiveness, negative about career, increased efficiency, and cardio vascular disease.

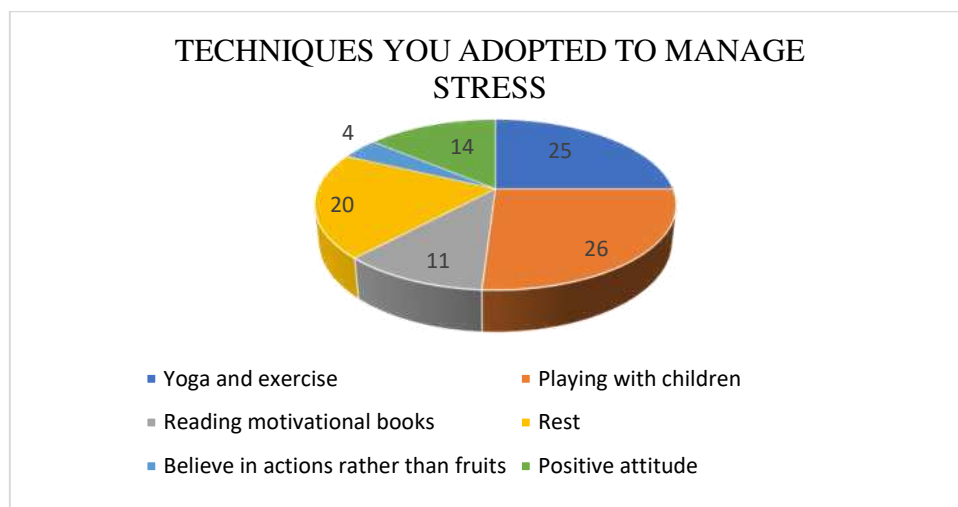
TABLE: 3.36

TABLE SHOWING THE TECHNIQUES ADOPTED TO MANAGE STRESS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Yoga and exercise	20	25
Playing with children	21	26
Reading motivational books	9	11
Rest	16	20
Believe in actions rather than fruits	3	4
Positive attitude	11	14
TOTAL	80	100

Source: Primary Data

CHART 3.36



INFERENCE:

From the above table it is found that 26 percent of the respondents says playing with children is a techniques that adopted to manage stress, 25 percent of the respondents says yoga and exercise, 20 percent of the respondents says rest, 14 percent of the respondents says positive attitude, 11 percent of the respondents says reading motivational books, and 4 percent of the respondents says believe in actions rather than fruit.

TABLE: 3.37

RESPONDENTS DIFFICULTY BASED ON GENDER

Calculated there is any relationship between Gender and their difficult to take leave/ permission

Null hypothesis(H0):

There is no significant relationship between Gender and their difficult to take leave/ permission.

Alternative hypothesis(H1):

There is a significant relationship between gender and their difficult to take leave/ permission.

TABLE: 3.37

RESPNDENTS DIFFICULTY BASED ON GENDER

GENDER	HIGH	MEDIUM	LOW	TOTAL
Male	10	2	4	16
Female	45	12	7	64
Total	55	14	11	80

ROW & COLUMN	OBSERVED FREQUENCY	EXPECTED FREQUENCY	O - E	(O-E)²	(O-E)²/ E
R1C1	10	11	-1	1	0.09
R2C1	45	44	1	1	0.02
R1C2	2	2.8	-0.8	0.64	0.23
R2C2	12	11.2	0.8	0.64	0.06
R1C3	4	2.2	1.8	3.24	1.47
R2R3	7	8.8	-1.8	3.24	0.37
					X²=2.24

$$\begin{aligned}
 \text{Degree of freedom} &= (r-1) (c-1) \\
 &= (2-1) (3-1) \\
 &= 1 \times 2 \\
 &= 2
 \end{aligned}$$

Where, r = number of rows and

C = no of column

Table value = 5.99

INFERENCE:

At 5% level of significance the table value for 2 degree of freedom is 5.99. The calculated value of χ^2 is 2.24 and is less than table value. Therefore the Null hypothesis (H_0) is accepted. Thus it is concluded that there is no significant relationship between the Gender and their difficult to take leave/ permission.

CHAPTER -IV



FINDINGS AND SUGGESTIONS

CHAPTER IV

This chapter discusses the major findings of the study. Based on the findings and suggestions, conclusion was drawn. This chapter was discussed in a concise and summary format rather than descriptive form.

FINDINGS:

The following are the findings found through the analysis of data interpretation.

They are as follows:

- Majority of the respondents (50%) are between 31 -40 years.
- From the survey (80%) of the respondents are female.
- Most of the respondents (63%) are married.
- The majority of the respondents (47%) are 2-4 years of experience.
- Majority of the respondents (65%) earn an income of Rs.10,001-Rs.20,000.
- Nearly (72%) of the respondents live in nuclear family.
- Majority of the respondents (63%) are living in urban area.
- Nearly (99%) of the respondents like the teaching profession.
- The study depicts that (56%) of the respondents are thinking teaching is not stressful profession.
- The study revealed that (92%) of the respondents have controlled their stress in college.
- The study shows that (95%) of the respondents feel convenient in working in college.
- The study portrays that (91%) of the respondents are satisfied with staffroom ventilation.
- Nearly (67%) of the respondents are satisfied with the income range.
- Majority (91%) of the respondents are satisfied with working hours in college.
- (99%) of the respondents are feeling safe and secure in taking classes with student.
- The study depicts that (62%) of the respondents are saying that stress influence the performance.
- Nearly (96%) of the respondents are saying that family member support in sharing the stress.
- Majority (74%) of the respondents handle extra classes.

- The study reveals that (86%) of the respondents have taught the subject other than their major subject.
- From the survey (67%) of the respondents say that stress impacts on the health.
- The majority of the respondents (52%) are not been suffered with any occupational stress problems.
- Majority of the respondents ranked I for Great passion and satisfaction as a positive opinion.
- Most of the respondents (49%) of the respondents have shared their stress with the family members.
- Majority (65%) of the respondents are saying that sometimes they expect respect and admiration from their colleagues.
- Majority of the respondents ranked I for student as the stress creators.
- (76%) of the respondents are saying that sometime they involved in multiple classes.
- Majority (67%) of the respondents are saying sometime they are given many responsibilities.
- Most of the respondents (52%) are rated the college campus as very good.
- The study shows that (52%) of the respondents are saying that students have average ability.
- The study revealed that (67%) of the respondents are saying that they are good at managing their stress.
- Majority of the respondents ranked I for physical problems are the negative effect caused by stress.
- The majority of the problem affected by occupational stress is based on continuous throat infection and it is ranked as first.
- Majority of the respondents ranked I for poor IQ level of student is a reason of stress towards students.
- The study depicts that (57%) of the respondents would give private counselling when any students behave disrespectfully.
- The majority of the stress towards management is based on frequent meeting and it is ranked as first.
- Majority of the respondents ranked I for unable to complete heavy syllabus is a stress towards teaching profession.

- Majority of the respondents ranked I for pressure is a causes of stress and stress coping mechanism.
- Nearly (45%) of the respondents felt neutral because of your work is too hard.
- The study reveals that (44%) of the respondents says sometimes regarding heavy work load.
- Nearly (34%) of the respondents says that assignment as their major work.
- The study portrays that (42%) of the respondents have not get bored at college.
- (26%) of the respondents don't know the reason for their boring.
- The study depicts that (70%) of the respondents are saying sometimes they being impatient.
- Most of the respondents (41%) are always feel difficult to manage the time.
- Majority (39%) of the respondents says no proper ventilation it causes stress in an college atmosphere.
- The study shows that (35%) of the respondents are says adequate sleep for demographic variables and factors related to job stress.
- The majority of the stress creating factor is based on job insecurity and it is ranked as first.
- Majority of the respondents ranked I for mood disturbance as a symptoms of stress.
- The study portrays that (26%) of the respondents says playing with children is a techniques that adopted to manage stress.
- Under chi square method, there is no relationship between the gender and difficult to take leave/permission because the table value is 5.99 and calculated value is 2.24 it falls acceptance region.

SUGGESTION

- If the institution concentrate and give more importance to financial problems, unsatisfactory work, working environment the level of depression rate will be reduced comparing with the present level.
- Teachers can exercise regularly and get enough sleep. Make time to enjoy an activity outside the work place.
- If the teachers dislike something at home or work, they have to change those things that trouble them.
- Maintain a positive attitude this will make it easier to live and work with others. Learn about the various relaxation methods available to help about the various relaxation methods available to help to ease the daily tension.
- Share the thoughts and feelings with close friends or relatives to overcome the work stress.
- Try to maintain friendly relationship with the co- workers to cope up with stress and do the activities that help to feel relaxed and content.
- Try to improve oneself in every action and activity that perform and build up the knowledge and develop skills, and to gardening activities to come out from stress.
- Need motivation class and yoga class to cope up with stress and to control mind and body effectively.
- Work stress is a real challenge for college teachers. As institution and their working environment transform, so do the kind of stress problems that may face. It is important that the workplace is being continuously monitored for stress problems.

CHAPTER -V



CONCLUSION

CONCLUSION:

The college teachers have lot of work stress due to their work pressure, and student's performance. Majority of the teachers share their problems with family members. The effect of stress is varied among the teachers. It is much more depend on how they view and react toward the stress. Stress is often viewed negatively. It effects people physically and mentally. Consequently it will lead to low motivation and spirit in the college. For the organization it will effect the level of productivity and quality. However, some people also view stress positively. They face stress as a challenge instead of threat. As it is viewed as challenge, it could even generate more energy in the body to meet the demand placed upon them. The ability of teacher to identify the symptoms or the signs of stress as early as possible is very important to lessen the negative impact of stress. It enables teacher to take proper actions immediately. Teachers also need to develop techniques and methods for managing stress effectively. Mainly in urban area the college teachers should use lot of techniques for managing stress like yoga, meditation, listening music's, reading books and rest. Stress Management is the important techniques which is used upon their work schedule. Hence managing stress in a positive way will lead to healthy and happy lifestyle.

ANNEXURE I

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ANNEXURE-II

REFERENCES



QUESTIONNAIRE

A STUDY ON STRESS MANAGEMENT TOWARDS TEACHING JOB OF COLLEGE TEACHERS

Questionnaire

1. Name:
2. Age:
 - a. 20 – 30
 - b. 31 – 40
 - c. 41 – 50
 - d. Above 50
3. Gender:
 - a. Male
 - b. Female
4. Marital status:
 - a. Married
 - b. Unmarried
5. Educational qualification: _____
6. Department: _____
7. Total teaching Experience (In years):
 - a. Below 2 years
 - b. 2 – 4 years
 - c. Above 4 years
8. Monthly income (In Rs):
 - a. Below Rs.10,000
 - b. Rs.10,001 – Rs.20,000
 - c. Rs.20,001 – Rs.30,000
 - d. Above Rs.30,000
9. Type of family:
 - a. Nuclear family
 - b. Joint family
10. Place of residence:
 - a. Rural
 - b. Urban
 - c. Semi- urban
11. How long have you been working as teacher at this college?
 - a. 1 – 2 years
 - b. 3 – 5 years
 - c. 6 – 10 years
 - d. 11 – 15 years
 - e. More than 20 years
12. Do you like teaching profession?
 - a. Yes
 - b. No

13. If yes, rank the reasons for your positive opinion (rank as 1,2,3....)

1.	High social recognition.	
2.	Great passion and Satisfaction with this profession.	
3.	Close contact with youngsters.	
4.	Updating with the current technology.	
5.	Good salary package.	
6.	Conducive college environment	

14. If No, rank the reasons for your negative opinion:

1.	Poor salary package	
2.	Disrespect management	
3.	Non- cooperative parents	
4.	No freedom to speak my opinion in college management	
5.	Immoral attitude of students	
6.	Poor infrastructure facilities	

15. Do you think teaching is a stressful profession?

- a. Yes b. No

16. Are you able to control your stress in college?

- a. Yes b. No

17. Do you feel convenient in working in college?

- a. Yes b. No

18. With whom will you share your stress in your profession immediately?

- a. Student b. Family members c. Friends

19. Are you satisfied with the staffroom ventilation?

- a. Yes b. No

20. Are you satisfied with the Income Range?

- a. Yes b. No

21. Are you satisfied with working hours in college?

- a. Yes b. No

22. Do you regularly expect the respect and admiration of other teachers?

- a. Sometimes b. Frequently c. Never

23. Do you feel safe and secure in taking classes with student?

- a. Yes b. No

24. Do you think stress influences your performance as a college teachers?

- a. Yes b. No

25. Do your family members support in sharing your stress in profession?

- a. Yes b. No

26. Who makes you more stressful in college (Rank as 1,2,3....):

1.	Students	
2.	College Management	
3.	Colleagues	
4.	Non- Teaching staff	

27. Have you taken extra classes?

- a. Yes b. No

28. Have you taught the subject other than major subject?

- a. Yes b. No

29. Do you have a tendency to get involved in multiple classes?

- a. Sometimes b. Frequently c. Never

30. Do you take too many responsibilities?

- a. Sometimes b. Frequently c. Never

31. How could you rate the college campus?

- a. Very Good b. Good c. Bad

32. How would you describe the ability of student in your college?

- a. Average ability b. Lower than average ability c. Higher than average ability

33. According to you how would you rate the stress management?

- a. Good b. Very Good c. Bad

34. How frequently do you manage Stress Management?

- a. Rarely b. Once in a week c. Once in a month

35. Rank your reason of stress management

(SA – Strongly Agree; A- Agree; N- Neutral; DA- Disagree; SDA- Strongly Disagree)

Factors	SA	A	N	DA	SDA
Comfort					
Convenience					
Safety					
Punctuality					

36. What are all the Negative effect caused by stress to the teacher? (Rank 1,2,...4)

1.	Physical problems	
2.	Getting easily irritated by students	
3.	Physiological problems	
4.	Impact on personal life	

37. Does stress show its impacts on your Health?

- a. Yes b. No

38. Have you suffered with any occupational diseases?

- a. Yes b. No

39. If Yes, Rank the nature of occupational stress mostly affected:

1.	Continuous throat infection	
2.	Stomach ache	
3.	Respiratory problem	
4.	Leg pain and back pain	
5.	Others	

40. Factors of stress towards students:

(**SA** – Strongly Agree; **A**- Agree; **N**- Neutral; **DA**- Disagree; **SDA**- Strongly Disagree)

No	Factors	SA	A	N	DA	SDA
1.	Gender discrimination					
2.	Ill- health of students					
3.	Poor IQ level of students					
4.	Span of supervision					
5.	Immoral Attitude					
6.	Disobedience					

41. What will you do when any student behaves disrespectfully?

- a. Will make a complaint to management
- b. Will give private counselling
- c. Will give punishment in the classroom itself
- d. Will ask his parents to come and meet
- e. Will leave the matter without making serious

42. Factors of stress towards Management:

(SA – Strongly Agree; A- Agree; N- Neutral; DA- Disagree; SDA- Strongly Disagree)

No	Factor	SA	A	N	DA	SDA
1.	Frequent meeting					
2.	Lack of administrative support					
3.	Job uncertainty					
4.	Politics in college management					
5.	Jealousy colleagues					
6.	Difficult to take leave/ permission					
7.	Poor salary package					

43. Factors of stress towards Teaching profession:

(SA – Strongly Agree; A- Agree; N- Neutral; DA- Disagree; SDA- Strongly Disagree)

No	Factor	SA	A	N	DA	SDA
1.	Complicated syllabus					
2.	Unable to complete heavy syllabus					
3.	Lot of correction work					
4.	Heavy work load					
5.	Inconvenient working hours					
6.	Fast changing education					
7.	Less span of time with family					

44. Rank the frequency showing causes of stress and stress coping mechanism (1,2,...4)

1.	Pressure	
2.	Lack of class control	
3.	A decrease of physical and mental strength	
4.	Having too much to do and not having enough time to complete it.	

45. What type of difficulty do you feel in your job?

- a. Group Behavior b. Lack of information c. Lack of Recognition
- d. Excessive Interruptions

46. Have you ever felt stressed because of your work is too hard?

- a. Yes b. No c. Neutral

47. What are the opinion regarding heavy work load?

- a. Always b. Often c. Sometimes d. Rarely e. Never

48. Do you think you have more college work than you should have?

- a. Yes b. No

49. If yes, what makes most of your college work?

- a. Assignment b. Project c. Tests d. Extra- curricular activities
- e. Other specify_____

50. Do you get bored at college?

- a. Yes b. No c. Sometimes d. Don't know

51. If yes, why do you get bored?

- a. Boring lessons b. Very easy lessons c. Unexciting environment
- d. Reason not known e. Every day is always the same

52. Do delays or interruptions make you impatient?

- a. Sometimes b. Frequently c. Never

53. Do you find it difficult to manage your time?

- a. Always b. Frequently c. Never

54. What are major causes of stress in an college atmosphere?

- a. Unclean (or) Undirty surrounding b. No proper Ventilation
- c. No proper lighting facility d. Other specify_____

55. What are the factor towards Stress Management?

(SA – Strongly Agree; A- Agree; N- Neutral; DA- Disagree; SDA- Strongly Disagree)

No	Factor	SA	A	N	DA	SDA
1.	Excellent management					
2.	Very good management					
3.	Good management					
4.	Moderate management					
5.	Poor Management					
6.	Very poor management					

56. What is the relationship between Demographic variables and factors related to job stress?

- a. Regular exercise
- b. Adequate sleep
- c. Following relaxation techniques
- d. Support from colleagues.

57. What are the stress creating factor?

NO	FACTORS	AGREE	DISAGREE	NO RESPONS
1.	Job insecurity			
2.	Poor students behaviour and their negative attitude towards study			
3.	Ineffective leadership at department level			
4.	Lack of Motivation			
5.	Negative attitude			
6.	Excessive additional duty			

58. Rate the symptoms of stress

NO	FACTORS	AGREE	DISAGREE	NO RESPONS
1.	Mood disturbance			
2.	Psychological distress			
3.	Negative about career			
4.	Lowered efficiency			
5.	Anxiety			
6.	Depression			
7.	Cardio vascular disease			
8.	Increased efficiency			
9.	Increased effectiveness			

59. What techniques you adopted to manage stress?

- a. Yoga and exercise b. Playing with children c. Reading Motivational books
d. Rest e. Believe in actions rather than fruits f. Positive Attitude

60. Your opinions and suggestions if any _____

**A STUDY ON CUSTOMER'S SATISFACTION
TOWARDS ONLINE FOOD DELIVERY SYSTEM**

A Project report submitted to

ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI

Affiliated To

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

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

MASTER OF COMMERCE

Submitted by

M.NANTHINI

(Register No: 19APCO23)

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April - 2021

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CERTIFICATE

This is to certify that the project entitled **"A STUDY ON CUSTOMER'S SATISFACTION TOWARDS ONLINE FOOD DELIVERY SYSTEM"** is submitted by the candidate **M.NANTHINI** in partial fulfillment of the requirements for the degree of **"Master of Commerce"** to **St. Mary's College (Autonomous), Thoothukudi** affiliated to **Manonmaniam Sundaranar University, Tirunelveli** is a work done by her during the period of her study under my guidance and supervision.

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DECLARATION

I hereby declare that the project entitled "**A STUDY ON CUSTOMER'S SATISFACTION TOWARDS ONLINE FOOD DELIVERY SYSTEM**" submitted to **St. Mary's College (Autonomous)**, Thoothukudi, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is the result of my original and unique work and that no part of this project has been submitted for the award of any other degree, diploma, fellowship or other similar titles.

Place: Thoothukudi

Date: 10.04.2021

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M.NANTHINI

CONTENTS

Chapter	Titles	Page No
I	INTRODUCTION AND DESIGN OF THE STUDY	1-9
	1.1 Introduction	
	1.2 Statement of problem	
	1.3 Objectives	
	1.4 Scope of the study	
	1.5 Review of literature	
	1.6 Area and period of the study	
	1.7 Source of data	
	1.8 Application of statistical tools	
	1.9 Chapterization	
	1.10 Construction of tools	
	1.11 Framework of analysis	
	1.12 Limitations of the study	
	1.13 Chapterisation	
II	PROFILE OF THE STUDY	10-25
III	ANALYSIS AND INTERPRETATION OF DATA	26-57
IV	FINDINGS AND SUGGESTIONS	58-61
V	CONCLUSION	62
	Annexure	
	Annexure –Bibliography	
	Annexure –Questionnaire	

LIST OF TABLES

TABLES NO.	TITLE	PAGE NO.
3.1	Age wise classification	27
3.2	Gender wise classification	28
3.3	Occupation wise classification	29
3.4	Marital status wise classification	30
3.5	Respondent's family type	31
3.6	Income level of the respondents	32
3.7	Family income range of the respondents	33
3.8	Area-wise classification of the respondents	34
3.9	Education wise classification of the respondents	35
3.10	Ordering online food delivery	36
3.11	Order food delivery in a week	37
3.12	Amount spent for online food delivery in a day	38
3.13	Devices used for ordering online food	39
3.14	Preference of food delivery applications	40
3.15	Distribution of respondents of the basis of food application	41
3.16	Age group ordering food online	42
3.17	Order food online wise respondents	43
3.18	Health conditions of the respondents	44
3.19	Order your food online respondents	45
3.20	Important reasons for ordering food	46
3.21	Problems faced while ordering food	47
3.22	Peak hours for online food delivery	48
3.23	Type of food ordering through online	49
3.24	Rank the satisfaction level towards online food items	50
3.25	Preference towards the order of food in online and their gender	52-53
3.26	Preference towards food delivery application and their age group	54-55
3.27	Respondents towards the frequency of buying food online and their type of family	56-57

CHAPTER-I



INTRODUCTION AND DESIGN OF THE STUDY

CHAPTER – I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

The Indian start-ups find their secret weapon for existence-success is real food. Today, there are so many competitors fighting literally via their stomachs to win the customer's core. Food engineering is Indian start-ups savor of every season. However, according to the belief, this is not about information systems but also about innovation in the food experience provided to the consumers using actual food new technology. This is not about fancy digital technology and actions but about breakthrough technologies in food science used only to create successful food products and customer interactions. Delivery services have appeared as the next major frontier to India's biggest e-commerce businesses after the supermarket. The Indian food chain market is valued at \$15 billion and is expected to increase steadily. In India, food production is becoming a competitive market. Expanding online grocery ordering delivery systems via mobile apps has made businesses wake back and getting noticed. A few of the popular food hubs like Swiggy, Grubhub, Zomato, Foodpanda, Ubereats and other similar apps feed online to the area and create money.

The online food systems in local restaurant cooperative website and consumer software to provide more interactive menus so that the purchasing process can take place. Ordering shop delivery is meant for greater flexibility and efficiency, and web host guarantees that the system has sufficient navigation feature via digital images or substantial logo to guide customers link students, follow steps to complete the odrering system, other than being designed to handle a large number of multiple requests at the very same minute to avoid unnecessary chaos. In today's fast-paced world, when most are squeezed for time, the bulk of people are finicky when placing an online order is concerned. Worldwide it is incredibly tricky to start a new small-scale business in the

current economy and live in the competition of well-established and trustworthy culture. Today's clients are not only enticed, even though placing an order is incredibly handy. However, because those who require accessibility in the provided stuff, price and very more straightforward order connectivity. The online order system vastly simplifies both customer and service teamwork. The program offers a user-friendly customizable and current to now interface with all available options.

Clients may opposite to place orders with one or even more things that can fall within the cart. Until check out, consumers can show all details of the purchase inside the carriage. Ultimately, the consumer gets details about placing order. After placing the order, it'll be loaded into the server and recovered in almost real-time. It helps restaurant employees to quickly undergo the laws as received to process all transactions with minimal delays and confusion effectively and successfully.

From either a market perspective or owners will seize opportunities seen by made as a means of generating revenue to replace them. Consumer's desire would be that the key driving factor for small businesses further to engage in online distribution systems meets the expectations and desires of customers. Online delivery is particularly recommended in developing countries, as technology and customer preference are still changing.

Data shows that 50.8% of individuals order online delivery service because they like not to cook, as it allows customers also to have meals delivered straight to their homes and offices in much less than an hour. Small businesses also feel it helps the company remain competitive on the market as long as it is compatible, including their business model. Even though it is often correlated with price-added restaurant work that, but the declining quality of service, a thorough analysis of its feasibility is strongly encouraged.

In 2019, the Global online food delivery industry hit a value of US\$ 2.9 trillion. Online food ordering helps customers have their desired food products delivered just outside of the door. The consumer gets updates mostly on the planned duration of

processing and delivery of the food. These apps, in convergence with qualities like the ease of service, speed, and reliability, raise costs for these services in India.

1.2 STATEMENT OF THE PROBLEM:

A community cloud for purchasing online food ordering apps from a decent variety of restaurants was accessible throughout these days. That trend has changed the mind of the clients, the delightful users of all age categories. There is a broad array of eateries that offer internet quality at the cheapest deals and affordable prices. This has intended expanded their normal operations, witnessing a boom even as promoting it across the country inside the online food ordering system. The internet menu establishes an online food menu with both the support of smart apps as Zomato, Swiggy, and UberEats. Technology and science develop day by day, without even a question; this is often said the invention of the internet has expanded internet businesses in the nations. The internet has endorsed everyone in some ways, including booking tickets, paying bills, and buying utensils. Hence, the recent development is online food applications where stated food items are delivered only at the user's doorstep. This frees consumers from hitting the stores and the long waiting in cafes too. The key emphasis of this research would be to analyze consumption perception of online food ordering services. The study adopts a quantitative as well as a qualitative method about customers satisfaction towards online food delivery systems.

1.3 OBJECTIVES:

The following are objectives of the study,

- ♣ To study customer's understanding of online food delivery system
- ♣ To review of the factors driving customers to order food online via the platform for food delivery system
- ♣ To analyzing the challenges facing the clients while ordering online food
- ♣ To know the level of customer satisfaction using this online food ordering applications.
- ♣ To identify the preference of online foods

- ♣ To analyse the customer segmentation in ordering food.

1.4 REVIEW OF LITERATURE:

➤ The research of **Dr. PansenChetan, et. Al 2005** reveals that the demand for mobile food delivery for mobile food delivery apps would be immense in the coming years. People use mobile applications not just because it reduces energy, but because it is easy to bring food to everyone. We also have a sense of control over engineering as they can order whatever food we want, right wherever we want everything. Citizens also had the joy of using mobile technology and having the information at their fingertips. Technology affects business in virtually every sphere. With the aid of emerging technologies, the distance among consumer expectations and their contentment is being reduced. The disruptive force has brought in the company model a Paradigm shift to serve customers in the previously unthinkable manner. India has witnessed number of mobile phone users over the last decades. Mobile phone or internet access integration processes have caused significant shifts in consumer perception, outlook, aspirations, and buying behavior. Systematic reviews determine that there is a relatively new trend for India as Swiggy commenced company in Malaysia in 2014. It will, nevertheless, keep growing at a rapid pace in the potential. Food aggregators are the drivers of consumer change between customers, which will diminish the propensity to feast out. Innovation destabilizes the industry by ordering user friendly apps for food aggregators. Such developments are poised to hit delivery service with quicker home and workplace nutrition supply.

➤ **Richardson Joao Chorneukar 2014** in his study, concluded that convenience is the best asset affecting customers to be using fresh produce online shopping. They also claimed that restaurant operators should focus on providing their customers with a higher perceived degree of control and convenience because these are correlated with such a higher intention to purchase online food in the future.

➤ **Leong Wai Hong's study 2016** concluded that the proposed online food ordering system could help improve the efficiency and thus directly impact the restaurant's productivity.

- A study of **Rajeev Kumar Bagla and Jasmine Khan 2017** investigated the factors responsible for the increasing popularity of online reservations and meal order in India, user expectations, and the degree of happiness with useful device like food panda, uber eats and Zomato. Bonuses and money back have been found to play a significant role in the success of apps.
- The research of **NehaParashar, Sakina, Ghadiyaly 2017** sought to explain the relationships among customer's services or buying behavior. The study said facilities offered to play a significant part in purchasing an app. New consumers are more likely to use order online, mobile, or in text. Young consumers place more value on comfort and speed that older users do. It has been concluded that clients enjoy not having to wait. The waiting customers may be motivated to try electronic food ordering.
- In her study, **AnupriyaSinha 2019** found that the most attractive feature for consumers is Driveway Delivery to anyone at any time. Consumers are often motivated when they earn any Discounts or Cash returns accompanied by reward points or advantages. Poor Previous History, feedback, and word-of-mouth are factors that block customers from testing out the online food ordering apps. The whole idea with innovation can have a routine operation by providing proper and relative service providers. It also was proposed that Tier 2 areas could be approached for business growth in future businesses, as these cities do have several working youths.
- **Ms. Ardhana M. Prabhash 2020** reveals that online resources are well known to most youths. The most crucial consideration will be online food apps offering offers. Most participants liked fast food in everyone's preference for curries. The study has also revealed that Swiggy is used for a considerable majority of participants, as well as Potato has been used. Because both men and women are the breadwinners in this faster-growing economy, online food ordering services save precious working time. Other benefits people would enjoy are flexibility, ease in payment. On the other hand, losing consciousness, fear of electronic payment, and fear of sharing personal information are some reasons that hinder people from ordering food online. The study concluded with the statement that adapts to the evolving lifestyle of the customers, and due to the expansion and innovations in online activity, there is a change of food order trends.

1.5 SCOPE OF THE STUDY:

This study enables customers order for food and get it delivered accordingly and also to reduce the long queues of customer ordering for food and to reduce the work load on the employees. The system implements the following functions:

The waiter takes order from the customer into his tablet, the customer can visualize the order and bill, administrator has the authority to change the menu and authority to view daily, weekly or monthly report on profits and lastly the kitchen staff can prepare and serve the order. The administrator has the authority to change the menu and to view daily, weekly or monthly report on profits.

This study is basically conducted to know how customers perceive the online food delivery services. The perception of consumers may vary under different circumstances. From this study, we can have a better understanding of the “Online Food Delivery Service Market”. We will know about the consumer perception regarding the services they provide in Thoothukudi city and get to know the variables affecting their perception. Therefore, these findings may help the service provides to work upon on these variables to fill up the gaps in the mind set of consumers.

1.6 AREA AND PERIOD OF THE STUDY:

The area of the study is limited with in the geographical area in thoothukudi district. This study has been restricted to time period of four moths i.e. from December 2020 to March 2021. The primary data have been collected for a period of February 2021.

1.7 RESEARCH METHODOLOGY OF THE STUDY:

Data collection is dependent on the method used to collect it readability and validity of the research collected can be organized into 2 types:

1.8.1 PRIMARY DATA:

The primary method of data collection that the interview method was used to collect the information from online food service system.

No of respondents include both male and female. Convenience sampling method had been adopted and about 120 samples have been collected for the study.

1.8.2 SECONDARY DATA:

The secondary data were collected from available literature in books, journals, magazines, internet and other research reports etc.

1.9 SAMPLING SIZE:

By following convenience sampling method is used all 120 respondents are the online food delivery system who

1.10 TOOLS OF ANALYSIS:

The collected data has been processed with the help of appropriate statistical tools. The statistical tools are used on the basis of the objectives of the study and also the nature of data included in the analysis. The details of statistical tools and its relevance of application are summarized below:

1. Garrett's raking technique
2. Weighted average
3. Percentage analysis
4. Chi-square test

GARRETT RANKING:

As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

Percent position = $(100(R_{ij}-0.5))/N_j$

Where,

R_{ij} = Rank given for the i^{th} variable by j^{th} respondents.

N_j = Number of variable ranked j^{th} respondents.

With the help of Garrett's Table, the percent position estimated is converted into scores. Then for each factor, the scores of each individual are added and then total value of scores and mean values of score is calculated. The factors having highest mean value is considered to be the most important factor.

PERCENTAGE ANALYSIS:

The researcher has used percentage s satisfied tool for her study. The expression of data in term of percentage is one of the simplest statistical devices used in interpretation of business of the business and economics statistic.

WEIGHTED AVERAGE:

Weighted average or weighted mean is an average which is obtained by combining different numbers (e.g. prices or index numbers) according to the relative importance of each. A weighted average or mean is one where each item being averaged is multiplied by a number (weight) based on the item's relative importance, rather than treating each item equally. The weights or weightings are the equivalent of having that many similar items with the same value involved in the average. The result is summed and the total is divided by the sum of the weights. An arithmetic average can be considered a special case where all values are valued (weighted) equally.

CHI – SQUARE TEST:

The chi-square test is the important test amongst the several test of significance developed by statistician. Chi-square is used in the contents of sampling analysis for comparing a variance to a theoretical. Variance. As non-parametric test it can be used to

determine if categorical data shows dependency or the two classifications are independency or the two classifications are independent.

$$\text{CHI- SQUARE } (\chi^2) = \sum (\text{O-E})^2 / \text{E}$$

Where O_{ij} = observed frequency of the cell in i^{th} row and j^{th} column

E_{ij} = expected frequency of the cell i^{th} row and j^{th} column

$$\text{d.f} = (c-1) (r-1)$$

where 'c' means the number of columns

'r' means the number of rows.

1.11 LIMITATIONS OF THE STUDY:

- ♣ This study is restricted to Thoothukudi city only so the result may not applicable to other areas.
- ♣ The answer of the respondents mainly from their experience, which might have caused errors.
- ♣ The service of data is not adequate, some of the replies of the respondent may be biased. Only 120 questionnaire were distributed, which may not reveal the type picture of whole population.

1.12 CHAPTER SCHEME:

The project report classified into five chapters

- The first chapter deals with Introduction & Design of the study
- The second chapter contains the profile of the study
- The third chapter deals with data analysis & interpretation
- The fourth chapter summaries the findings, suggestions
- The fifth chapter consists of conclusion.

CHAPTER-II



PROFILE OF THE STUDY

CHAPTER – II

PROFILE OF THE STUDY

2.1 INTRODUCTION:

Online food ordering is a process of food delivery or takeout from a local restaurant or food cooperative through a web page or app. Much like ordering consumer goods online, many of these allow customers to keep accounts with them in order to make frequent ordering convenient. A customer will search for a favourite restaurant, usually filtered via type of cuisine and choose from available items, and chose delivery or pick-up. Payment can be amongst others either by credit card, cash or through other modes, with the restaurant returning a percentage to the online food company. Online food ordering is growing in Indian market day by day. Indian people are so active while using the apps for ordering food online. As a result of all these online food marketing is also able to generate ample amount of opportunities for employment. It also helps local vendors to connect with people due to which they are able to increase their earning. Simply ordering system is a website or mobile application through which users can order food online from a food cooperative or even a native restaurant ordering food online is similar to online shopping. So with such benefits online food services is becoming a huge sector & will benefit India's economic condition.

The launch of 'cloud kitchen model's by Zomato and Swiggy was one such step to scale up the order volumes. Addedly, these firms have recently taken steps to increase salaries of their delivery partners through incentives based on execution of deliveries and distance travelled. Further, companies are also investing heavily on their online platforms by adopting artificial intelligence and machine learning, which are largely driven by trends and data. Zomato has the highest number of food order volumes with multiple options on its portal like restaurant search, online ordering, table booking, chat support, tec., which has created more revenue generation capabilities, but concurrently made it incur increased costs on maintenance, logistics and advertisements. Nevertheless, Zomato's revenue growth has been consistently high, it increased at a CAGR of approximately 180% in the past 5 years due to the aforementioned revenue

measures. Further, Info Edge's [investor in Zomato] latest financial report states that zomato's cash in hand is at sufficient levels as of now and it is expected to break even soon.

2.2 INTRODUCTION OF SWIGGY

- **Swiggy** is a food ordering and delivery company based on Bangalore, India.
- **Swiggy** was inspired by the thought of providing a complete food ordering and delivery solution from the best neighborhood restaurants to the urban foodie.
- A single window for ordering from a wide range of restaurants, **Swiggy** has their own exclusive fleet of delivery personnel to pickup orders from restaurants and deliver it to customers. Having their own fleet gives us the flexibility to offer customers a no minimum order policy on any restaurant and accept online payments for all partner restaurant that they work with.
- Their delivery personnel carry one order at a time which ensures they get reliable and fast deliveries.

2.3 HISTORY OF SWIGGY

- **It all started back in 2014** when two BITS Pilani graduates, SriharshaMajety and Nandan Reddy decided they wanted to make life easier by changing the way India eats-all with just a tap. With their idea of “**hyper local food deliver**”, all they needed was the tech to power it and were introduced to Rahul Jaimini, who brought this vision to life with the first website. And with this, Swiggy was launched as a food ordering & delivery platform.
- **In August of 2014, Swiggy** began operations by signing up a few restaurants in Koramangala, Bengaluru. Soon enough, the first team of Hunger Saviors came into action to deliver food within 40 minutes. Shortly after, Swiggy raised its first round of funding and launched the app in May of 2015. Fan fact: The technology that delivers great food right to your doorstep was completely developed in-house.

- With love and support from customers, Swiggy expanded far and wide, first through the entire city of Bengaluru and then across the entire country. As they say, the rest is history.
- Today, **Swiggy** is the leading food ordering and delivery platform in India. The innovation technology, large and nimble delivery service, and exceptional consumer focus at Swiggy enabled a host of benefits that includes lightning fast deliveries, live order taking and no restrictions on order amount, all while having the pleasure of enjoying your favourite meal wherever you'd like it.

2.4 INTRODUCTION OF ZOMATO:

Zomato is an Indian restaurant search and discovery service founded in **2008** by **DeepinderGoyal** and **PankajChaddah**. It currently operates in 24 countries.

It provides information and reviews on restaurants, including images of menus where the restaurant does not have its own website.

- ❖ Our team gathers information from every restaurant on a regular basis to ensure our data is fresh. Our vast community of food lovers share their reviews and photos, so you have all that you need to make an informed choice.
- ❖ **Building amazing experiences around dining.**

Starting with information for over 1 million globally, we're making dining smoother and more enjoyable with services like online ordering and table reservations.

- ❖ **Enabling restaurants to create amazing experiences.**

With dedicated engagement and management tools, we're enabling restaurants to spend more time focusing on food itself, which translates directly to better dining experience.

2.5 HISTORY OF ZOMATO:

- In **November 2010**, the brand was renamed as Zomato. The restaurant search and discovery platform began its operations under the name, Foodiebay.
- By **2011**, Zomato launched in Bengaluru, Pune, Chennai, Hyderabad and Ahmedabad. With the introduction of domains in **2011**, Zomato also launched Zomato .xxx, a site dedicated to food porn. The company launched a print version of the website content named, “**Citibank Zomato Restaurant Guide**”, in collaboration with Citibank in May 2012, but it has since been discontinued.
- In **September 2012**, Zomato expanded overseas to the United Arab Emirates, Sri Lanka, Qatar, the United Kingdom, the Philippines, and South Africa.
- In **April 2014**, Zomato launched its services in Portugal, followed by launches in Canada, Lebanon and Ireland the same year.
- The acquisition of Seattle-based food portal Urbanspoon marked the firm’s entry into the United States, Canada and Australia, and brought it into direct competition with Yelp, Zagat and Open Table.
- In **February 2017**, Zomato in a company’s blog, explained the concept of cloud kitchen. With its cloud kitchen, the company will help the restaurants to expand their presence without incurring any fixed costs.
- In **September 2017**, Zomato claimed that the company had “turned profitable” in the 24 countries it currently operates in. Furthermore, Zomato announced that the “zero commission model” is to be introduced for partner restaurants. Zomato narrowed down its losses by **34% to Rs.389 Cr** for the **financial year 2016-17**, from **Rs.590.1 Cr** in the **previous year 2015-16**.
- On **10 December 2018**, a video went viral which showed a food deliver eating directly out of the orders he had to deliver. In the video, the person can be seen repacking the food after eating it. The company said it was a “rare” incident and it will launch measures to prevent that from happening again.

2.6 LIST OF PROBLEMS IDENTIFIED:

Nowadays there has been a lot of discussion happening in regard of the development of a food delivery platform. You must not be unknown to the newly acclaimed fame on Online food ordering, which is tremendously popular among the people owing to the convenience it offers along with.

But every new development certainly comes with its very own challenges. Now here as we discuss food delivery system, building a food delivery app is not that big a problem. The real challenges are actually associated with the maintenance of a food delivery system.

While we focus on this trend, let's explore it all about its origin, however you need to keep in mind that the logistics for this arena are way more complex as compared to match riders with drivers and to provide GPS tracking facility in a mobile app. For the success of any food delivery platform, it must carefully build and maintain menus as well as inventory lists for millions of individual merchants, track huge number of daily received orders, and also run a well organized dispatching system. This serious task needs a very thoughtful approach.

Hence after careful research of some of the present food ordering & delivery solutions, we found few facts about the kind of challenges they are dealing with. Thus, after taking a closer look at the issues, here we discuss how the business can deal with the problem and keep their audience happy by avoiding few mistakes.

1. Confusing or Complicated Menu:

When hungry customers visit your site to **order food online**, they don't want to spend extra time navigating through your complicated online menu. A menu that doesn't allow your customers to easily modify or add their food selection can be irritating for them and they might visit a more user friendly website.

2. Server Capabilities:

It's necessary for restaurants to have an infrastructure in place to handle bulk **online foodorders**. In case, you run a well-planned marketing campaign

to boost sales, it can result in high traffic on the site. If your server is not capable enough to handle high traffic your site might crash and you'll lose customers to your competitors.

3. Timelines:

An **online food order** has to pass through various phases such as a point-of-sale program, food preparation phase, and food delivery etc. the employee responsible for delivery might take more time to deliver an order due to other deliveries or priorities. In a case like this, your customer might have to wait for a longer period of time. The more the customer has to wait, the more the chances of customers returning to your website.

4. Accessibility:

In today's time, where everyone prefers to use their smart phones to do their daily tasks, integrating an online ordering system that isn't mobile friendly can be a real problem for your customers.

5. Online Payment and subsequent delay in refund:

Suppose you are ordering from Dominos, and you decide to pay online [net banking or credit/debit card] just to save you from the hassle of exchanging cash. Now the delivery guy is late [post the promised 30 minute time slot], you ask the delivery guy for refund. He calls up his manager, and agrees for refund. But since, you paid online, your refund gets processed in a week. Sometimes, the zomato's people deliberately don't initiate refund and you have to keep nagging them so as to do it.

6. Post demonetization hassle in cash on deliver:

You have ordered food online and selected the CoD option. Your bill amounts to 350/- and you come to the delivery boy with a 2000/- note. Both of you stare at each other helplessly, having no clue what to do next. Then you sit

behind on his bike and roam around to nearby shops just to gather the perfect change. Trust me, it is not cool.

7. Inconsistent food quality:

It is a real job to maintain the quality of food being delivered to the customers. After all, the food delivered in packages stands just no comparison to food which has been served straight to the customer's table from the kitchen, which is just a metres away in restaurants. Even when adequate measure are taken to maintain food quality & packaging measure for the online orders, they still remain prone to quality lapse. Like, the pizzas may turn cold, curries are certain to spill, noodles turn sticky while sandwiches get moist. And the customers always equate food quality to deliver quality.

8. Inefficiency to cope with volumes:

So, let's assume that a particular food delivery service has gained prominence. So, the demand is soaring and orders keep coming in. but, do the restaurants have the operations & logistics in place in order to deal with the volume without any interruption to services provided to walk-in customers.

9. Unreliability in delivery & logistics staff:

With there being myriad retail e-commerce services for possibly every arena, the demand for delivery & logistics staff has certainly fuelled. But the attrition is pretty high too owing to various reasons like inadequate salary, poaching & absconding, lack in training, no employee benefits and nor the opportunities of progression, life and health risks [due to weather, constant changes in work schedule and they also carry such heavy, bulky bags]. So, the delivery is certain to suffer where there delivery staff.

2.7 SOLUTIONS PROVIDED

1. Conveniently manageable menu:

Go through your online ordering process yourself, and as a few others who are unbiased to do the same. If anyone experience and difficulties, consider re-designing your ordering layout.

2. Improving server capabilities:

Consult with IT team for website bandwidth. Make sure to choose a good web hosting and a dedicated server that fits your business needs. Ensure that your server can handle not only your online sales.

3. Shortening the time of delivery:

Audit every step of your **online food ordering** system from start to finish. Add a tracker to track the phases and update customers about their order status via push notification or text message.

4. Intelligibility:

Consider creating an easy-to use mobile app to take orders. Moreover, consider to make your site responsive so that your customers don't face any issue while browsing your site on their mobile.

5. Capital wallet service:

For loading money and spending on ordering food and dine-in-over the app and they need to have better management any they must try to be quick with their actions.

6. Loyalty:

They need to keep on updating the things on their map. And they should give the correct information and stop making excuses.

7. Use of e-wallets:

In demonetization, paper currency faced acute crisis among people, parallel replacement of it with e-money had been a common medium of exchange in payments of orders.

8. Food safety containers:

Food should be kept in airtight containers because food starts to spoil from the moment that air gets into contact with it. You will increase the shelf life of your food dramatically if you use containers for all type of food, not to mention the food hygiene and safety benefits of not allowing food to come into contact with bacteria and contaminations.

9. Efficiency to cope with volume:

One of this solution can be as the company has gained prominence they could either increase their people who could deliver the food online or they could exist an alternative which can work for them if not their own workers then they could hire and another person to place the orders to the customer as the customers has ordered online so this can be a reason or solution in which this problem can be solved.

10. The drone delivering food:

Food delivery by Drone is a reality now. Drone delivery system will be completely automated with “minimal on ground supervision”. The initial version of the system will use some human interventions as delivery is only destined for hub-to-hub but eventually will be able to deliver food directly at a doorstep.

2.8 FACILITIES AND BENEFIT ANALYSIS

FACILITIES:

We're digital nomads, living a digital life! And one thing that we have learned over the course of this evolution is that whatever we want or need, can be obtained with just a few clicks on our beloved smart devices. Even the food all kinds of to satiate our different cravings on different days of the week. It's really an era that has something for everyone – whether a consumer or a provider.

Given the changing scenarios, to a larger extent, consumers have come to expect the ability of a restaurant to allow them to place orders online. If you are in a restaurant business and yet to join the bandwagon of Restaurant Online Ordering, you're already missing out on some great opportunities to grow your business exponentially. By adopting new technology, you don't just simplify the lives of your customers, but also ensure that your business is able to stand tall in today's competitive market. When it comes to online ordering, the choice of technology isn't about the ability to order online, but also the ability to reach the right people.

- **Making the ordering process easier**

In a normal take-out setting the customer has to call the restaurant, for that she needs the contact number, then she needs to write down the items from the menu she wants to order.

This is quite a painstaking process, and at the receiving end, the restaurant needs to process the order which doesn't make it any easier.

Now, in an inline process, the customer does all of this in one step, selecting the items from the menu and mentioning any other details. No hassles, the order gets placed on the systems and can be processed by the restaurant very quickly.

Simple and efficient and it establishes a good takeover experience.

- **Orders are ‘right’ all the time**

Often orders are misplaced due to faulty communication over the telephone. This can happen due to the noise in the background or a wrongly heard item.

This establishes an ill rapport with the customer.

And, any wrong quantity of “delivered item” can be bad for future business opportunities from the customer. An online system correctly provides the information to the restaurant and keeps the process easy for the customer which is always a good thing to do!

- **Keeping the costs transparent**

In an online ordering system, the customer is sure of the costs incurred and there is no problem regarding the costing of the items. There is no guessing and **hidden costs**. This will earn the trust of the customer and promise you a better business.

- **Reduce human error**

In a normal system, a lot is dependent on the person receiving the order.

This involves so many variables, and why should you put your business in such a shape. An online ordering system **reduces** these errors as everything can be checked before ordering and they received in a well-formatted manner which makes them easy to process.

- **Monitor your expenses incurred in real time**

This is the greatest benefit of the online ordering system, it gives a precise information of the cash flow in the restaurant.

You get to keep track of costs incurred during preparing an order and compare it to the cost you are giving it to the customer and keep a very keen eye on your profits. In a day when you receive hundreds of orders, this system will

give you an accurate monetary translation of each order without having you look into cash register.

- **Low-cost marketing**

An online presence simply means free and cheap marketing which develops into future customers. Get your restaurant out on every social media platform available. Be it Face book, Instagram, Twittwr, Google Plus and much more. Don't be hesitant to spend a bit on public relations, it is a really good investment. Cover the events of the restaurants regularly on these platforms, give unique "peek in" into your kitchen, showing the process of how the food is being prepared.

Show the human side of the business and engage with the local community positively. Establish yourself as someone who really cares about the customers, and don't be shy to show it. Use the social platforms to their fullest.

BENEFIT:

In today's digital era, online food ordering system is considered as the key source for any kind of restaurant business.

Online food ordering knock out many problems faced by the old traditional call-in-orders. The staff at the restaurant may not be able to understand what exactly the customer's ordered over the phone & also the time may not be enough for the customers to think & give special instructions for the same.

Usually, miscommunication and misunderstanding can lead to order completed incorrectly & that leave the customers dissatisfied. Therefore, customers satisfaction is the key to success but, the repeated mistake can hamstring the profits. So, to make it crumble fresh, what are the advantages?

With the digital platform around the corner for your business, the customers will order the food online from your website, micro site or app. No sharing of revenues, or large bucks to pay, just more sales & more to focus on growing your business.

1. Online slot reservation:

There are plenty of mobile applications that connect users with the closest restaurants and provide them with the required details to reserve the table. Various active restaurants, through online registration, are connected to such requests.

They also enable end users to book their slots or determine whether it has a free table or not. So, it reduces traffic congestion in front of restaurants.

They also manage customers data and keep on updating them with relevant information, such as discounts, special offers, and attractive deals.

2. Digital menu card:

There are various websites like Foodpanda that allows people to place their orders using a digital menu card. This allows end users to place their order online without much hassle and with just a few clicks on their phones.

It provides end users with a highly convenient experience. Many restaurants already have the same facility for their mobile applications, but few of the restaurants have their digital menu cards uploaded on a mobile application.

Various applications provide end users with recommendations, especially those who have not reviewed the menu card correctly.

3. Ordering online and online delivery {fast food chains}:

Fast food chains will also eradicate the mediator's role in booking orders as they will allow end users to book their order over the online platforms and mobile applications.

It will make food ordering easier for customers. It ends up saving much time as it saves the time that a mediator takes to pen down the entire order. It is also easy to track the order delivery over a mobile application.

Once the customer orders the meal online then they can also track where the deliverer is. With the use of GPS technology, restaurant owners can also keep a tab on where the deliverer is and thereby strengthen the delivery process as well.

4. Location-based deals:

This is a relatively new feature which can help you to increase your restaurant sales. Apple's iBeacon, uses this technology. It is basically a small device which sends a Push Notification to a customer who is near your restaurant.

By this you can tempt and lure your customers by offering deals that they can't refuse.

5. Online presence, especially on social media websites

No matter what kind of industrial sector your business belongs to, it is critical to have an active online presence on social media sites like Face book, Twitter, and Instagram to keep on going ahead with the changing trends. It attracts large numbers of people in a short time span provided effective online marketing be done.also enhances brand value and its image.

Moreover, many people get to know about new restaurants on online platforms only. Therefore, it is a must for every restaurant to have an aggressive online presence. It also allows them to interact with customers directly and respond to their feedback.

There are so many restaurants that also provide end users with Wi-Fi connection as they know this facility attracts a lot of Internet-obsessed people who do not like to get off track for a long time for personal or professional reasons.

6. Loyalty programs:

Loyalty programs are like killing two birds with a single stone. It helps in retaining your existing customers and attracting new ones. According to a study 65% of customers are likely to download your app if you provide them with exclusive offers periodically.

You can offer schemes like discounts on every 5th or 10th visit which would help in retaining existing customers.

On the other hand, introducing discounts on first five orders will attract new customers. Loyalty programs on mobile are far more effective than the traditional ones because they've got a personal touch to it.

7. Better ROI on specials you offer:

You can effectively use Push Notifications to offer your customers about new dishes and combos that would help you to gain good sales on weekdays and whooping sales of double amount on weekends.

Timing is the key; you need to send the notification on right time. For example, you can send a Push Notification about your restaurant's special dinner offer from morning itself.

This will implant the idea in your customer's mind and they are likely to visit as they would've already justified their decision due to reduced costs.

8. Online promotions through 'check in' apps:

Restaurants also give these customers an additional feature using which they can let their friends know where they are through mobile applications like Foursquare.

It attracts many customers towards the restaurant as they get to know its name and it also acts as a real-time recommendations.

9. Have an answer for every question:

Answering tons of questions from your customers is a usual thing for you and your staff. A mobile app can help you to answer all the questions of your customers. Mostly the questions asked by the customers are common which and you can answer with the help of a FAQ section.

Apart from that you can include short information at every stage which would help your customers to understand about your services in an efficient manner. You can do this by following manner.

- Link your address to either Apple Maps or Google Maps making it easier for a customer to navigate.
- Ensure that the customer can contact you with just a tap without leaving the app.

- In trading section, you can include the days on which trading is closed.
- In booking from, you can include information about the maximum people you can accommodate.

10. Online reviews and ratings:

These days, end users are allowed to give their feedback or opinion about restaurant's services on websites like Zomato, Gayot, Dine and Yelp. Often, customers prefer to view a particular restaurant's rating or reviews on such websites to decide whether they want to visit there or not.

If you are rated well on one of these websites then the chances are high that people will visit your restaurant once, at least.

Interestingly, these websites allow restaurant's owners to plan their activities to enhance customer services according to these reviews as they get to know what sections have the scope for improvement.

CHAPTER-III



DATA ANALYSIS AND INTERPRETATION

CHAPTER III

ANALYSIS & INTERPRETATION

Data analysis is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, drawing inferences, and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, while being used in different areas like business, science, and social science domains.

This chapter deals with the analysis and interpretation of data regarding **“A study on customer’s satisfaction towards online food delivery system”**. Data analysis and interpretation is done by circulating the questionnaire to the respondents and the data are collected from 120 respondents and tabulated for easy understanding and good presentation, which assists the researcher to analyze the data efficiently.

The data collected have been analysed by using the following statistical tools:

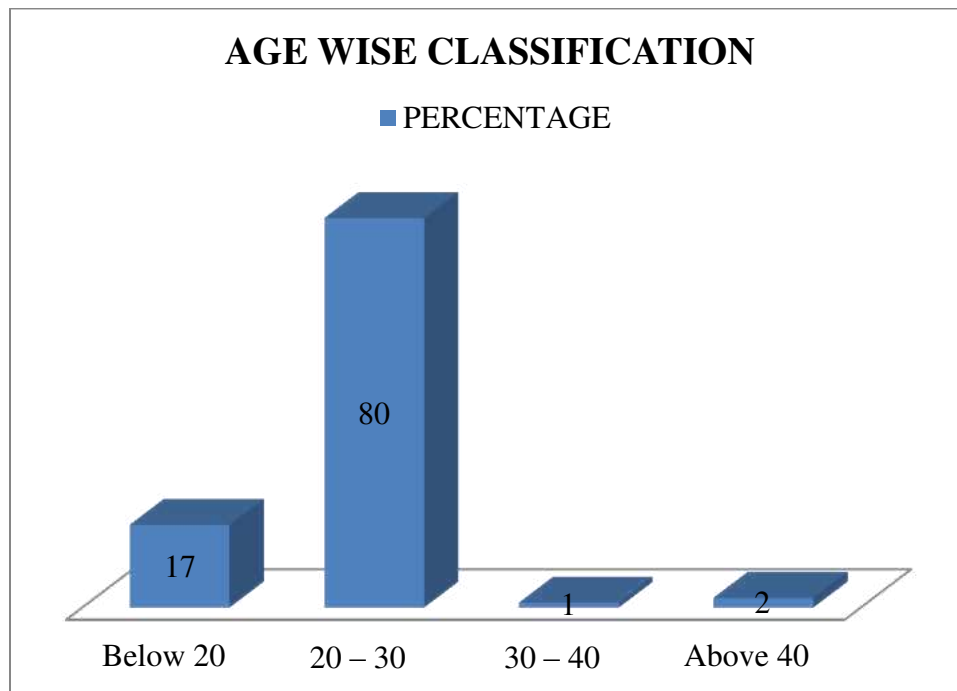
- ❖ Percentage analysis
- ❖ Bar diagram
- ❖ Pie - charts
- ❖ Chi-Square test
- ❖ Garertt Ranking technique

The diagrams, tables and charts provide a bird’s eye view of the entire data and helps in summarizing and presentation of the data collected in a systematic manner.

TABLE 3.1
AGE WISE CLASSIFICATION

AGE	NO OF RESPONDENTS	PERCENTAGE
Below 20	20	17
20 – 30	95	80
30 – 40	2	1
Above 40	3	2
Total	120	100

Source:Primary data



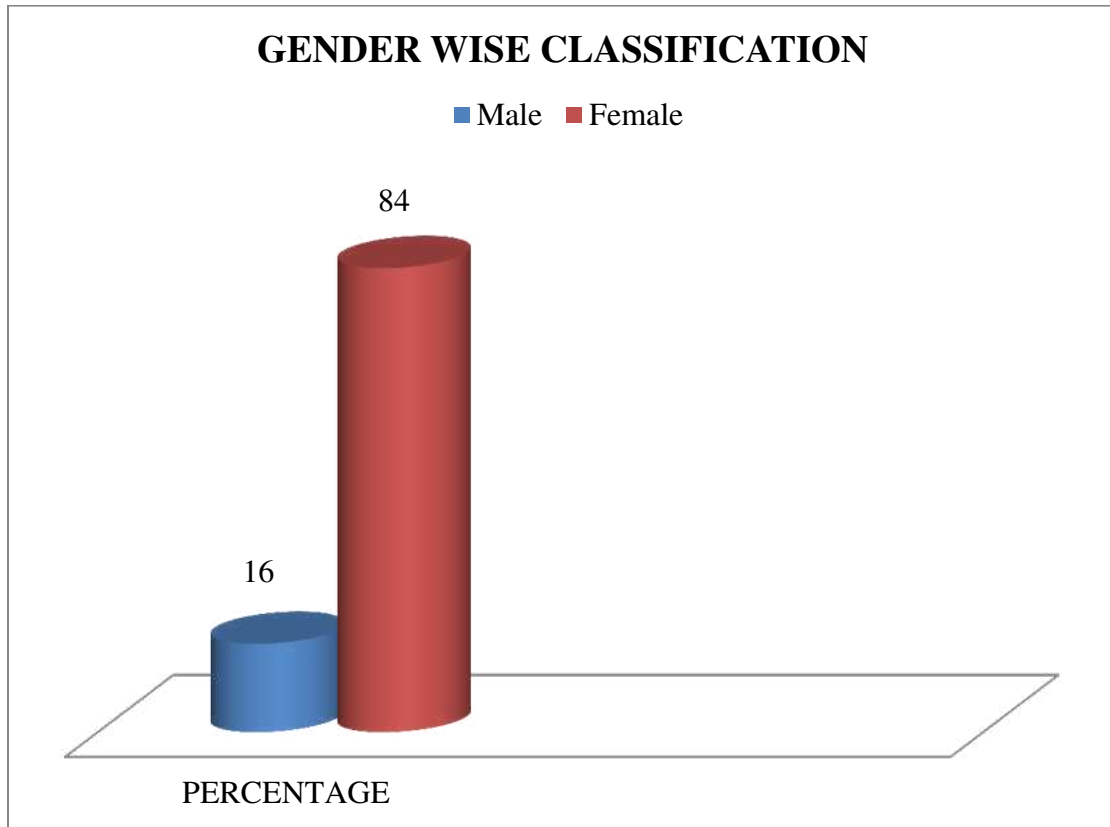
INFERENCE:

The above table reveals that 17% of the respondents are Below 20, 80% of the respondents are 20-30, 1% of the respondents are 30-40, 2% of the respondents are Above 40.

TABLE 3.2
GENDER WISE CLASSIFICATION

GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	19	16
Female	101	84
Total	120	100

Source: Primary data



INFERENCE

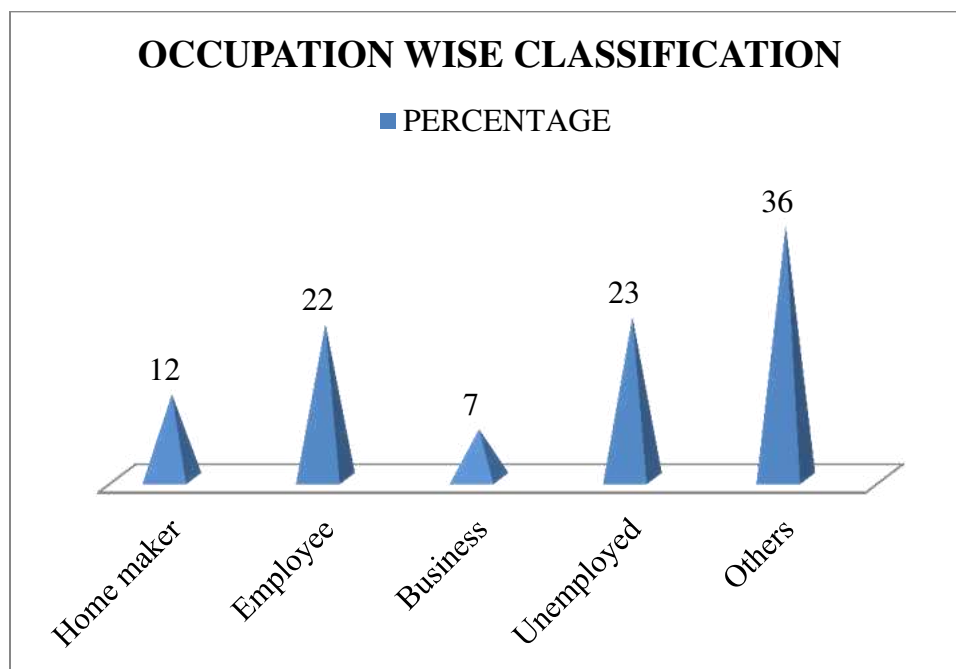
The above table reveals that 16% of the respondents are Male and 84% of the respondents are Female.

TABLE 3.3

OCCUPATION WISE CLASSIFICATION

OCCUPATION	NO OF RESPONDENTS	PERCENTAGE
Home maker	14	12
Employee	26	22
Business	9	7
Unemployed	28	23
Others	43	36
Total	120	100

Source: Primary Data



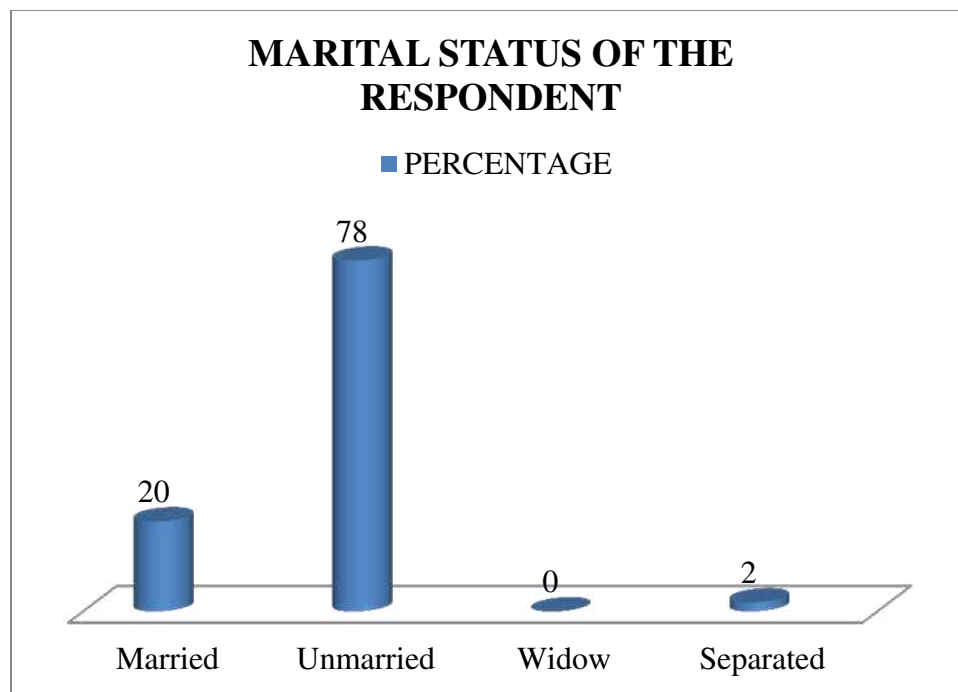
INFERENCE

The above table reveals that 22% of the respondents are employee, 7% of the respondents are business, 23% of the respondents are unemployed and 36% of the respondents are students.

TABLE 3.4
MARITAL STATUS OF THE RESPONDENT

MARITAL STATUS	NO OF RESPONDENTS	PERCENTAGE
Married	24	20
Unmarried	94	78
Widow	-	-
Separated	2	2
Total	120	100

Source: Primary Data



INFERENCE:

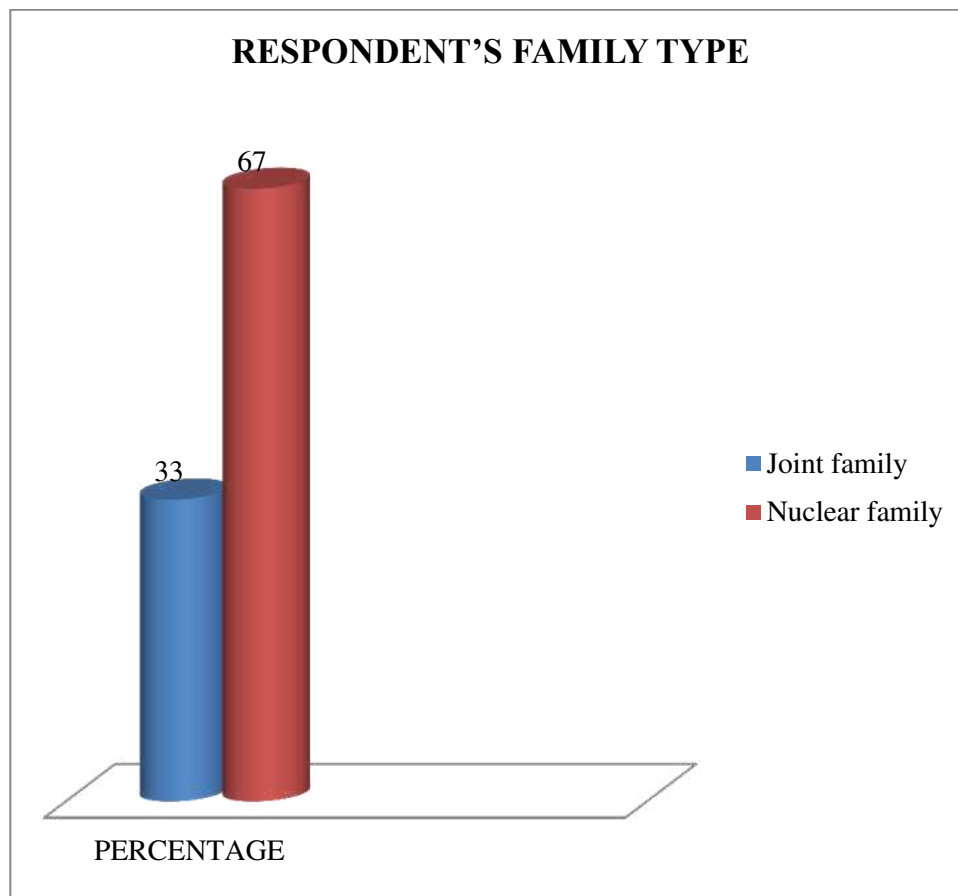
The above table reveals that 20% of the respondents are Married, 78% of the respondents are unmarried and 2% of the respondents are separated.

TABLE3.5

RESPONDENT'S FAMILY TYPE

FAMILY TYPE	NO OF RESPONDENTS	PERCENTAGE
Joint family	40	33
Nuclear family	80	67
Total	120	100

Source: Primary Data



INFERENCE

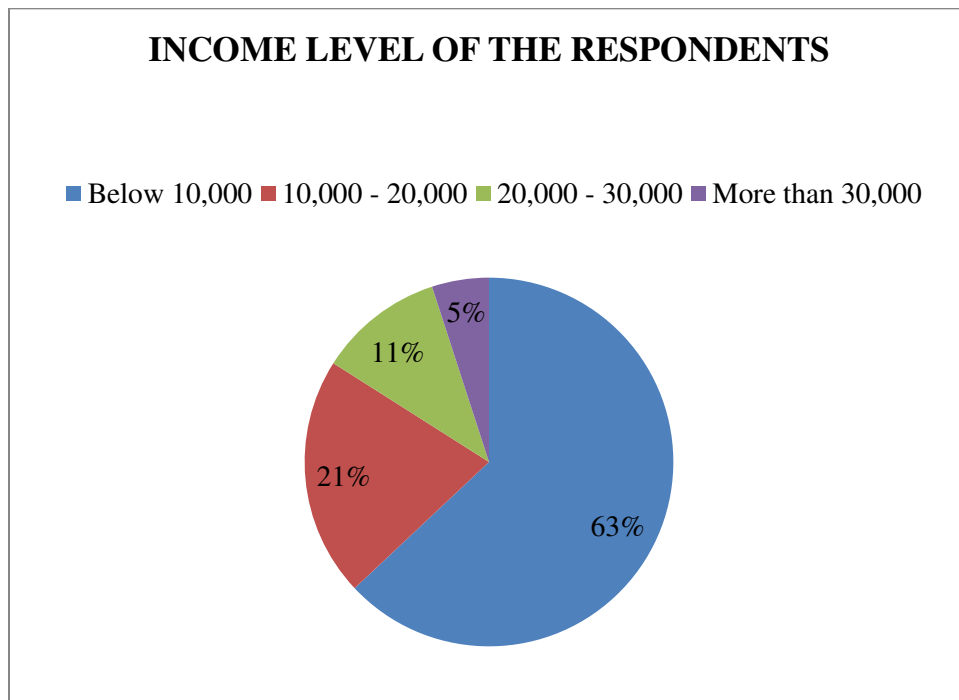
The above table reveals that 33% of the respondents are joint family and 67% of the respondents are nuclear family.

TABLE 3.6

INCOME LEVEL OF THE RESPONDENTS

INCOME	NO OF RESPONDENTS	PERCENTAGE
Below 10,000	76	63
10,000 - 20,000	25	21
20,000 - 30,000	13	11
More than 30,000	6	5
Total	120	100

Source: Primary Data



INFERENCE

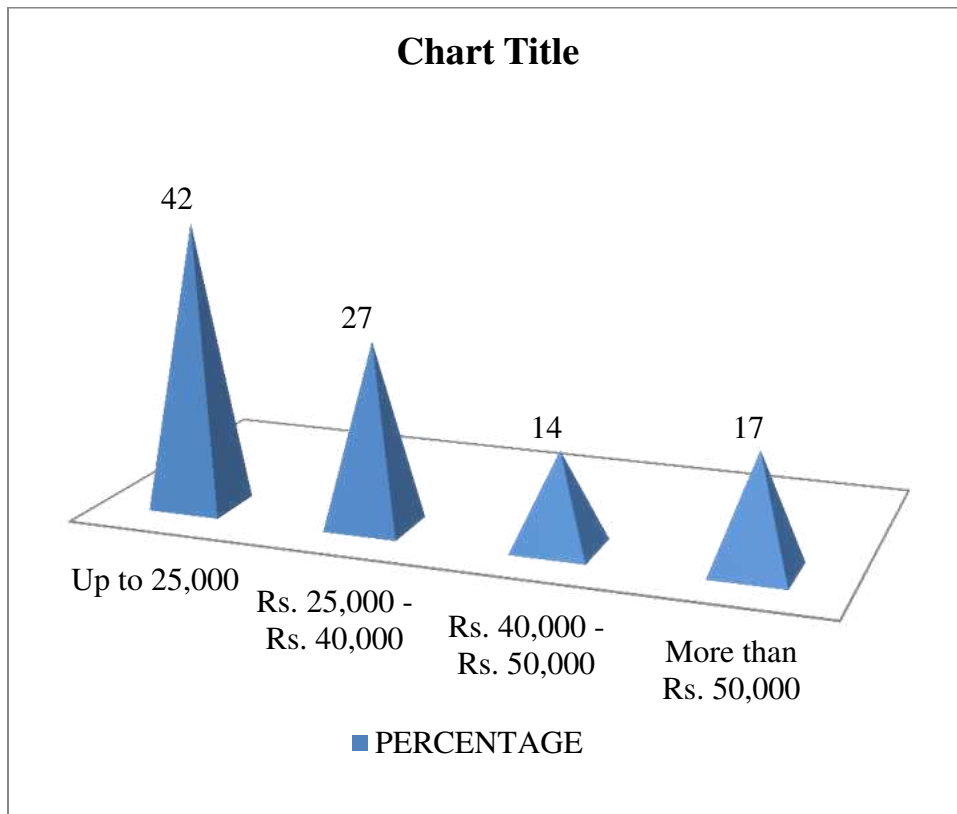
The above table reveals that 63% of the respondents are individuals with income below 10,000. 21% of the respondents are individuals with income of 10,000-20,000, 11% of the respondents are individuals with income of 20,000-30,000 and 5% of the respondents are more than 30,000.

TABLE 3.7

FAMILY INCOME RAGE OF THE RESPONDENTS

FAMILY INCOME	NO OF RESPONDENTS	PERCENTAGE
Up to 25,000	51	42
Rs. 25,000 - Rs. 40,000	32	27
Rs. 40,000 - Rs. 50,000	17	14
More than Rs. 50,000	20	17
Total	120	100

Source: Primary Data



INFERENCE

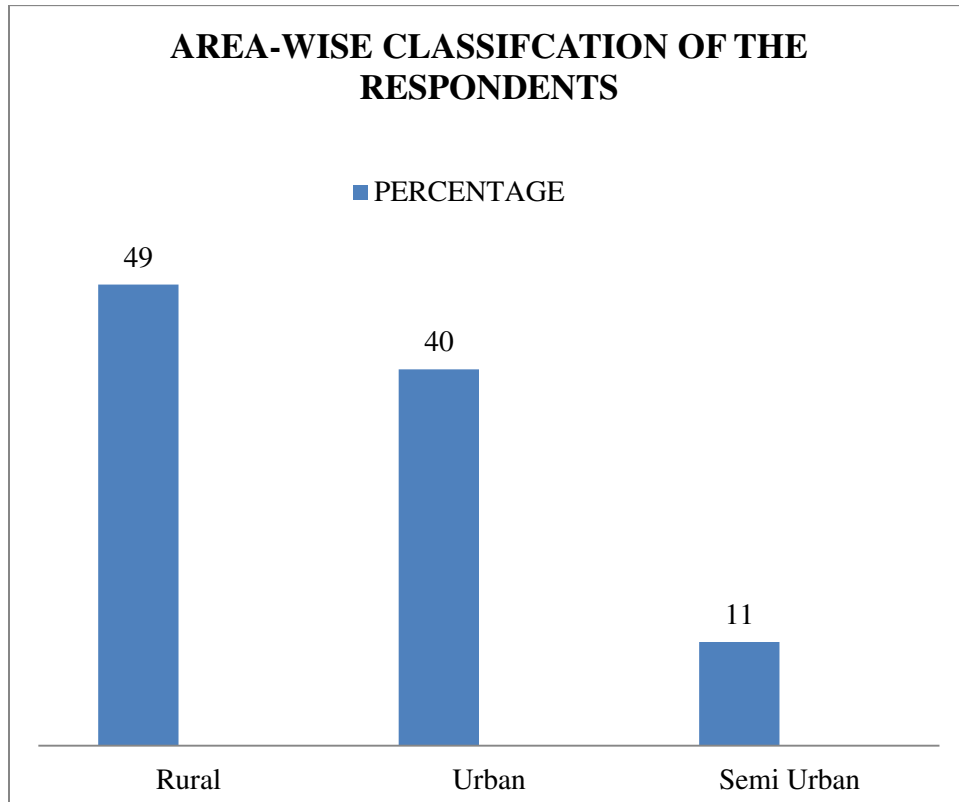
The above table reveals that 42% of the respondents are family income of up to 25,000, 27% of the respondents are Rs.25,000 - Rs.40,000, 14% of the respondents are Rs.40,000 - Rs.50,000 and 17% of the respondents are More than Rs.50,000.

TABLE 3.8

AREA-WISE CLASSIFICATION OF THE RESPONDENTS

AREA OF LIVING	NO OF RESPONDENTS	PERCENTAGE
Rural	59	49
Urban	48	40
Semi Urban	13	11
Total	120	100

Source: Primary Data



INFERENCE

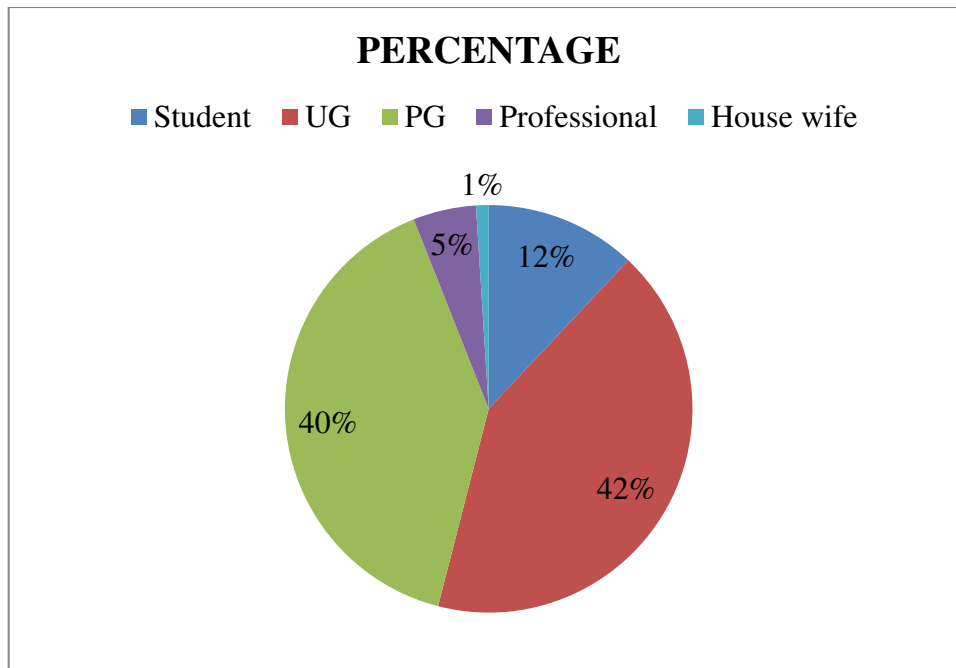
The above table reveals that 49% of the respondents are area of rural, 40% of the respondents are area of urban and remaining 11% of the respondents are area of semi urban.

TABLE 3.9

EDUCATION WISE CLASSIFICATION OF THE RESPONDENTS

EDUCATION	NO OF RESPONDENTS	PERCENTAGE
Student	14	12
UG	50	42
PG	48	40
Professional	6	5
House wife	2	1
Total	120	100

Source: Primary Data



INFERENCE

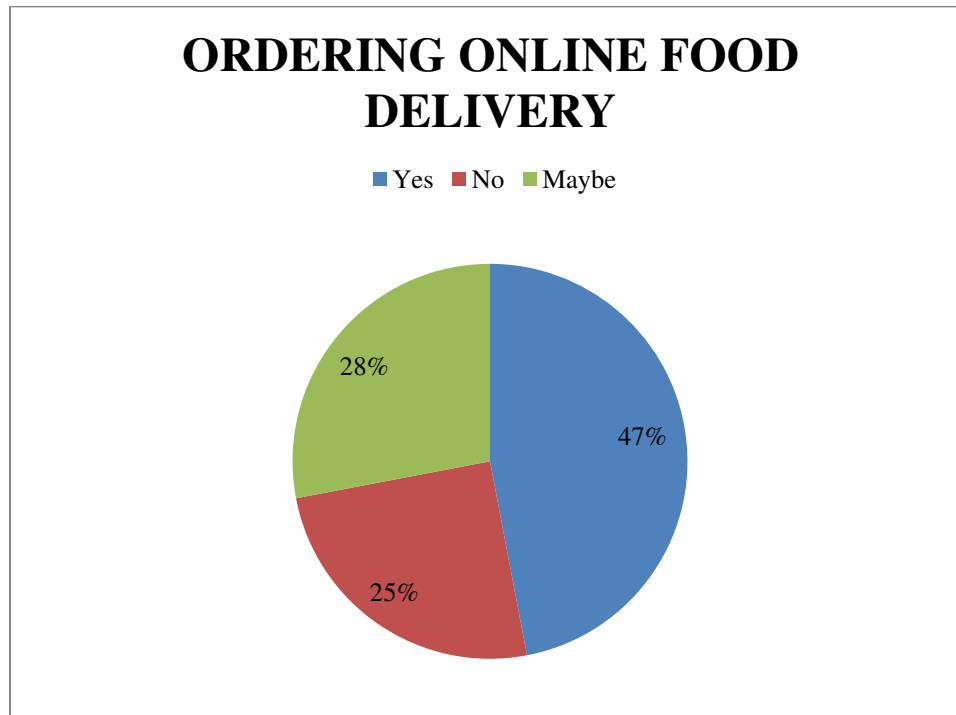
The above table reveals that 12% of the respondents are education of rural, 42% of the respondents are education of UG, 40% of the respondents are education of PG, 5% of the respondents are education of Professional and 1% of the respondents are House wife.

TABLE 3.10

ORDERING ONLINE FOOD DELIVERY

OPINION	NO OF RESPONDENTS	PERCENTAGE
Yes	57	47
No	30	25
Maybe	33	28
Total	120	100

Source: Primary Data



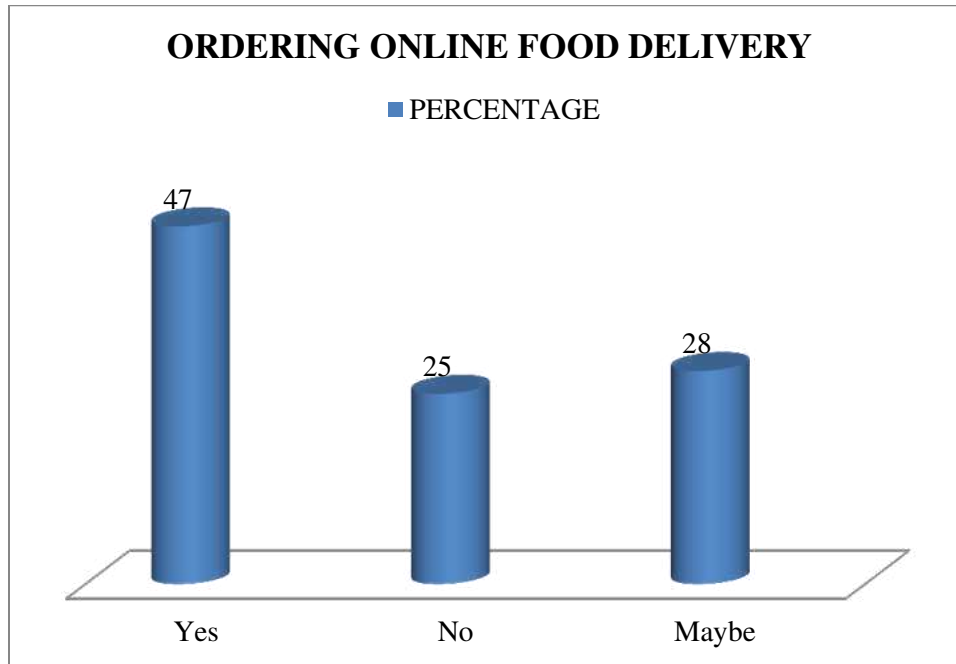
INFERENCE

The above table reveals that 47% of the respondents are frequent basis of order delivery, 25% of the respondents are frequent basis of not order delivery and 28% of the respondents are frequent basis of order delivery in maybe.

TABLE 3.11
ORDER FOOD DELIVERY IN A WEEK

DURATION	NO OF RESPONDENTS	PERCENTAGE
Less than 3 times per week	102	85
3 - 6 times per week	12	10
More than 6 times per week	6	5
Total	120	100

Source: Primary Data



INFERENCE

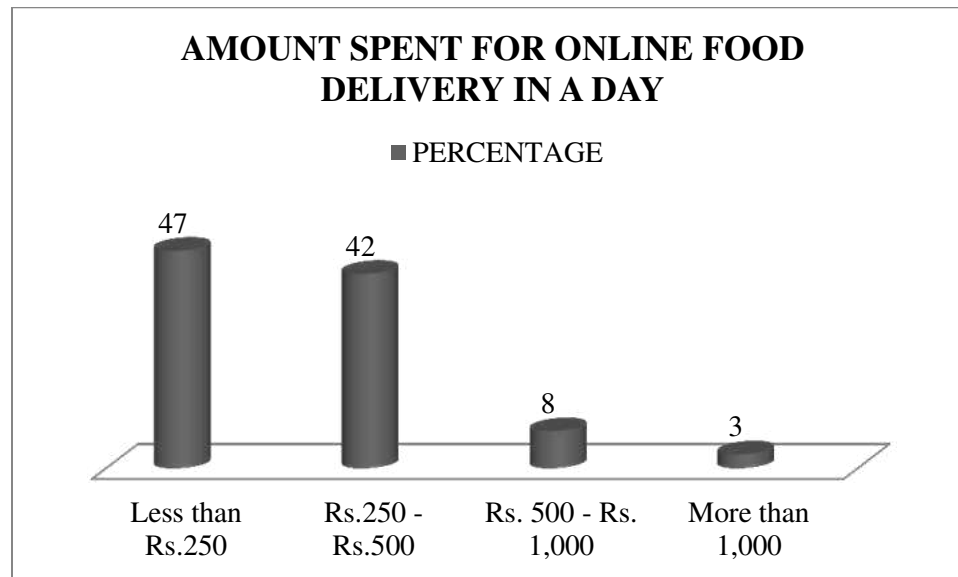
The above table reveals that 85% of the respondents are ordering food less than 3 times per week, 10% of the respondents are ordering online food between 3 - 6 times per week and 5% of the respondents are regularly ordering More than 6 times per week.

TABLE 3.12

AMOUNT SPENT FOR ONLINE FOOD DELIVERY IN A DAY

SPENDING MONEY	NO OF RESPONDENTS	PERCENTAGE
Less than Rs.250	56	47
Rs.250 - Rs.500	50	42
Rs. 500 - Rs. 1,000	10	8
More than 1,000	4	3
Total	120	100

Source: Primary Data



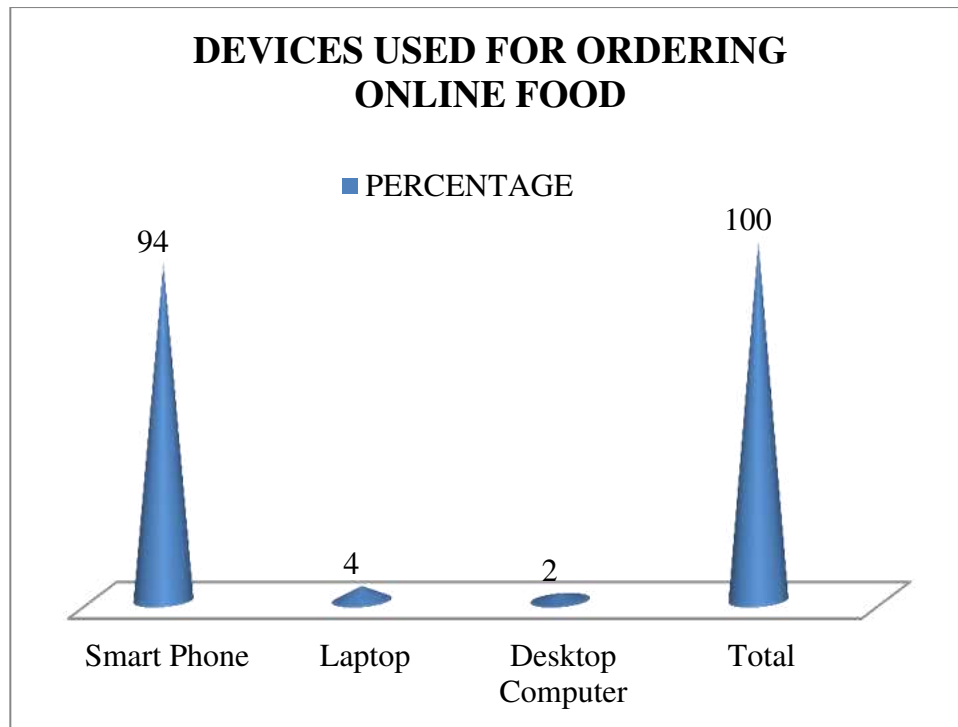
INFERENCE

The above table reveals that 47% of the respondents are spending less than Rs.250 per day online food order, 42% of the respondents are spending between Rs.250-Rs.500, 8% of the respondents are spending between Rs.500-Rs.1,000 and 3% of the respondents are More than 1,000.

TABLE 3.13
DEVICES USED FOR ORDERING ONLINE FOOD

DEVICES	NO OF RESPONDENTS	PERCENTAGE
Smart Phone	113	94
Laptop	5	4
Desktop Computer	2	2
Total	120	100

Source: Primary data



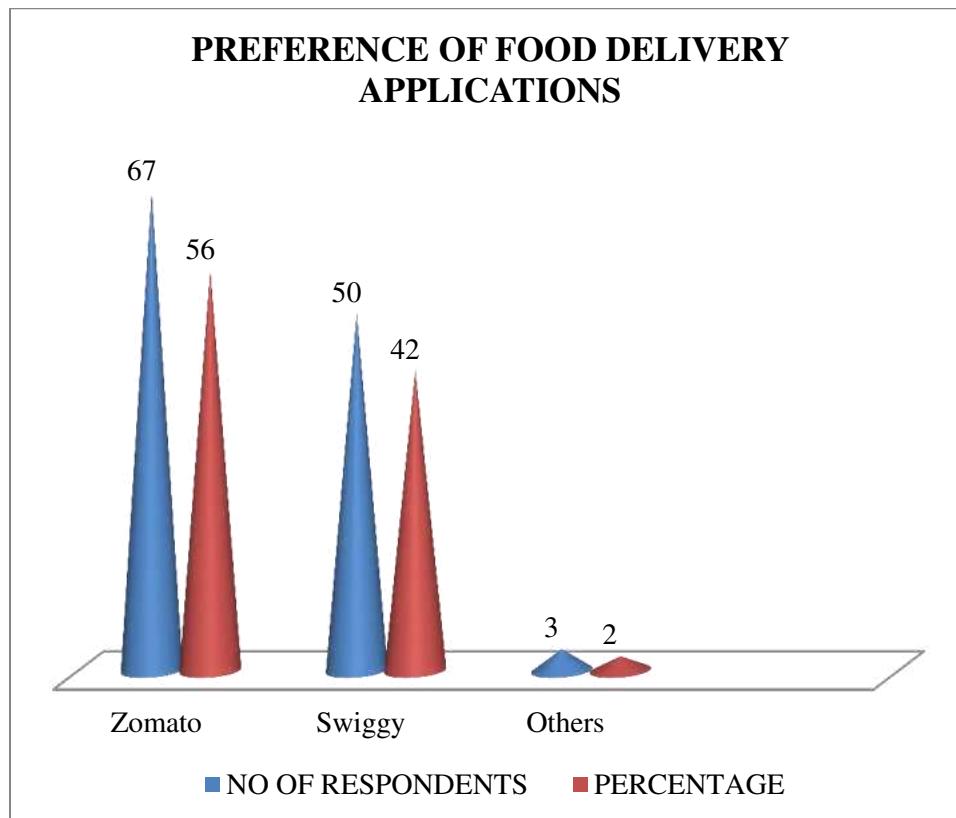
INFERENCE

The above table reveals that 94% of the respondents are ordering food through Smart phone, 4% of the respondents are using Laptop to place the order and remaining 2% of the respondents are sending order through Desktop computer.

TABLE 3.14
PREFERENCE OF FOOD DELIVERY APPLICATIONS

FOOD DELIERY APP	NO OF RESPONDENTS	PERCENTAGE
Zomato	67	56
Swiggy	50	42
Others	3	2
Total	120	100

Source: Primary Data



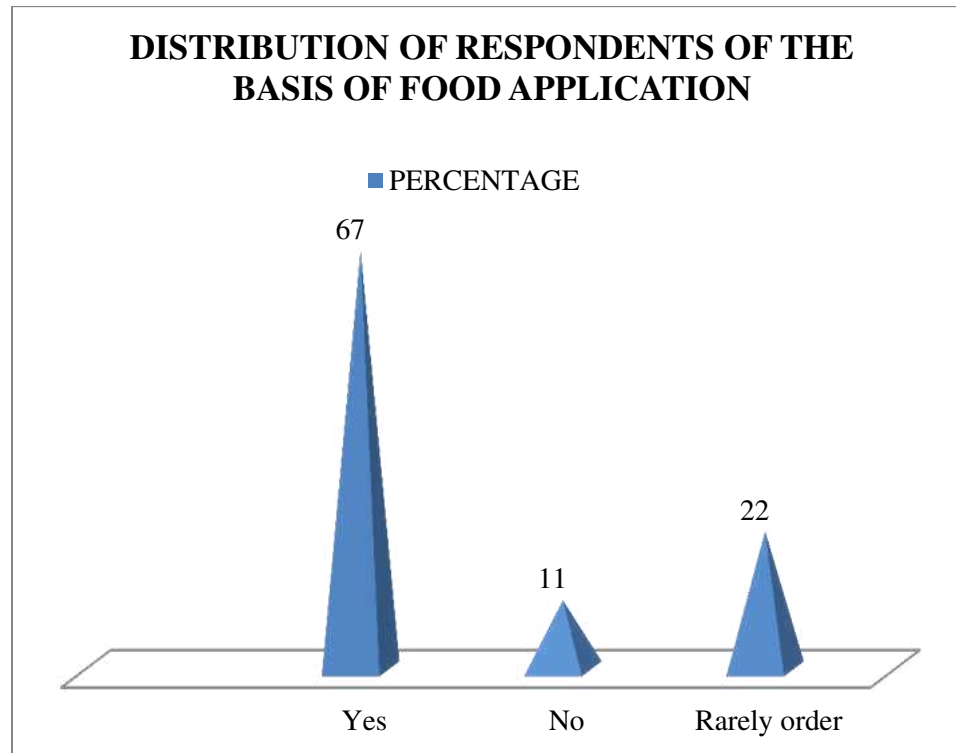
INFERENCE

The above table reveals that 56% of the respondents are Zomato, 42% of the respondents are Swiggy and remaining 2% of the respondents are others.

TABLE 3.15
DISTRIBUTION OF RESPONDENTS OF THE BASIS OF FOOD APPLICATION

ORDER FOOD ONLINE	NO OF RESPONDENTS	PERCENTAGE
Yes	80	67
No	13	11
Rarely order	27	22
Total	120	100

Source: Primary data



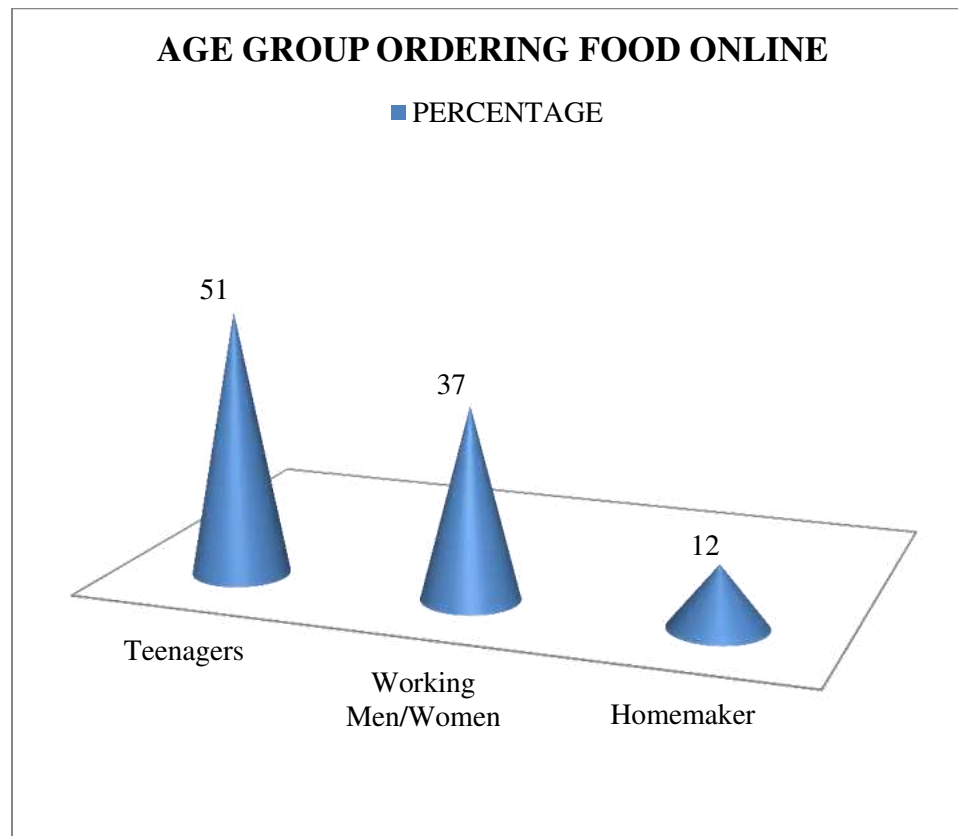
INFERENCE

The above table reveals that 67% of the respondents are ordering food online, 11% of the respondents are not ordering food online and remaining 22% of the respondents are ordering food online in Maybe.

TABLE 3.16
AGE GROUP ORDERING FOOD ONLINE

OREDERING FOOD ONLINE	NO OF RESPONDENTS	PERCENTAGE
Teenagers	61	51
Working Men/Women	45	37
Homemaker	14	12
Total	120	100

Source: primary data



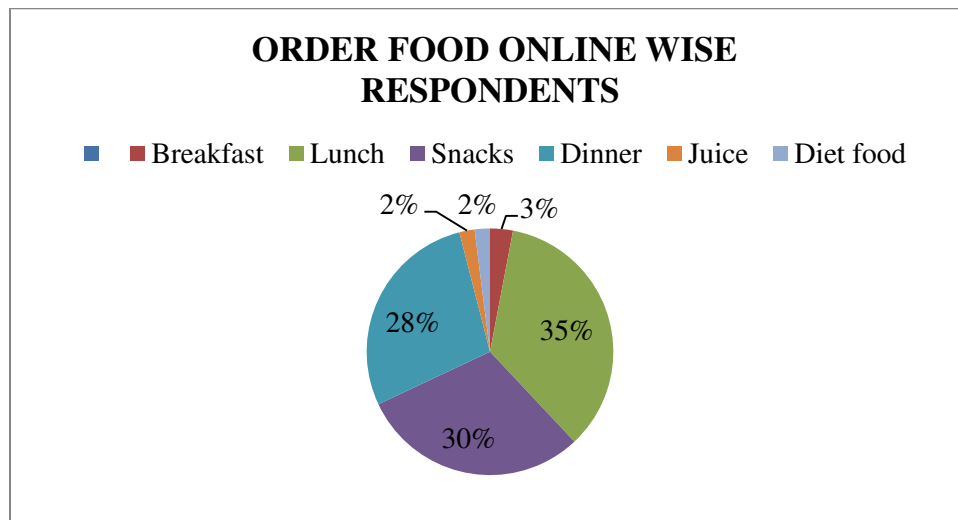
INFERENCE

The above table reveals that 50% of the respondents are teenagers, 38% of the respondents are working men/women, 12% of the respondents are homemaker.

TABLE 3.17
ORDER FOOD ONLINE WISE RESPONDENTS

ORDER FOOD ONLINE	NO OF RESPONDENTS	PERCENTAGE
Breakfast	3	3
Lunch	42	35
Snacks	36	30
Dinner	34	28
Juice	3	2
Diet food	2	2
Total	120	100

Source: Primary data



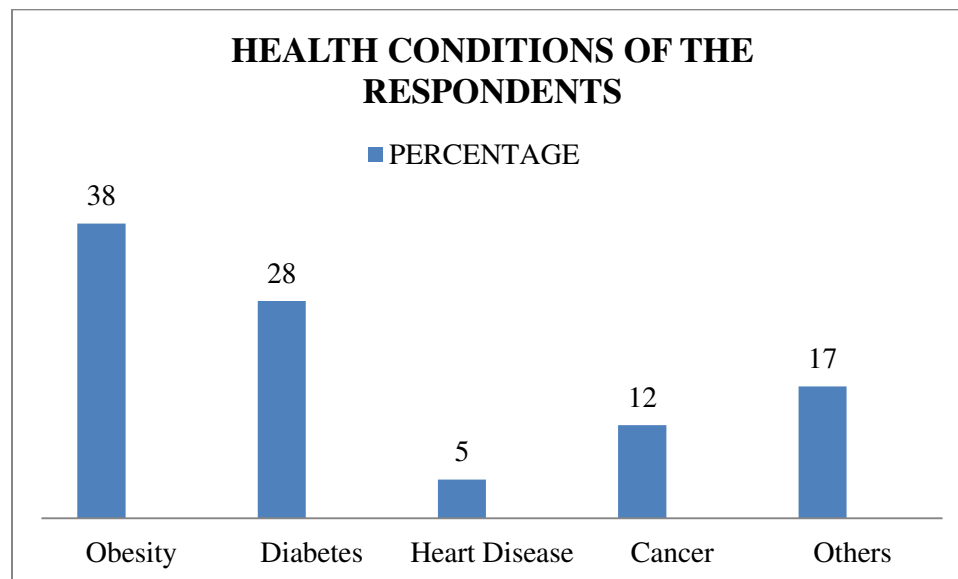
INFERENCE

The above table reveals that 3% of the respondents are order food online in breakfast, 35% of the respondents are order food online in lunch, 30% of the respondents are order food online in snacks, 28% of the respondents are order food online in dinner, 2% of the respondents are order food online in juice and remaining 2% of the respondents are order food online in diet food.

TABLE 3.18
HEALTH CONDITIONS OF THE RESPONDENTS

HEALTH CONDITIONS	NO OF RESPONDENYS	PERCENTAGE
Obesity	45	38
Diabetes	34	28
Heart Disease	6	5
Cancer	15	12
Others	20	17
Total	120	100

Source: Primary data



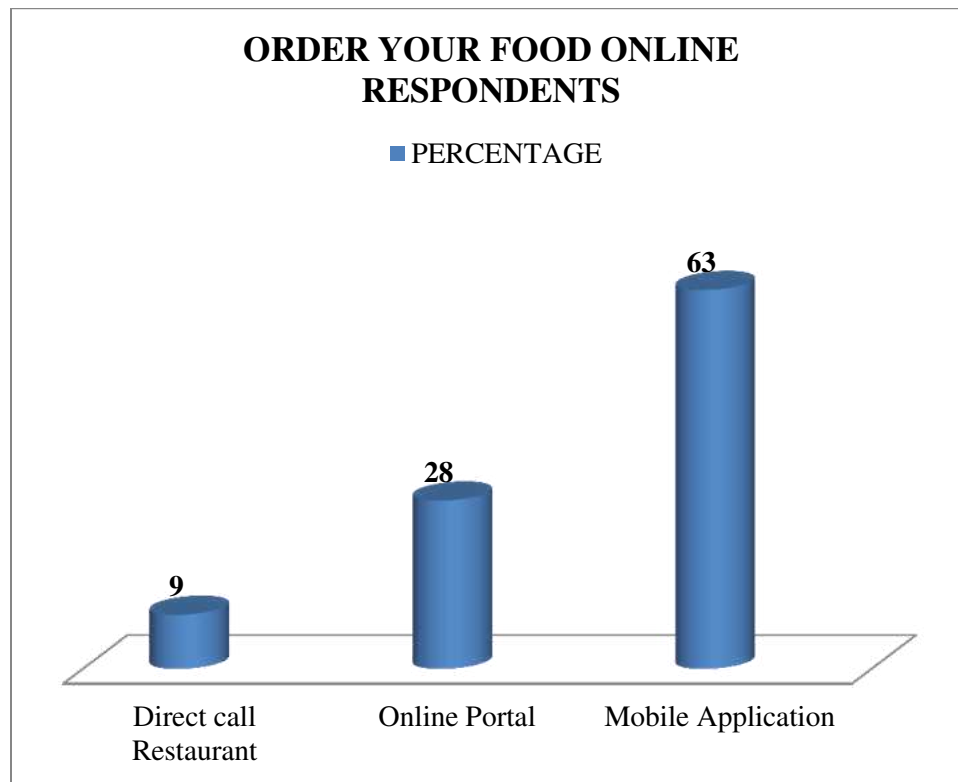
INFERENCE

The above table reveals that 38% of the respondents are health conditions in obesity, 28% of the respondents are health conditions in diabetes, 5% of the respondents are health conditions in heart disease, 12% of the respondents are health conditions in cancer and remaining 17% of the respondents are health conditions in others.

TABLE 3.19
ORDER YOUR FOOD ONLINE RESPONDENTS

ORDERING FOOD	NO OF RESPONDENTS	PERCENTAGE
Direct call Restaurant	11	9
Online Portal	33	28
Mobile Application	76	63
Total	120	100

Source: Primary data



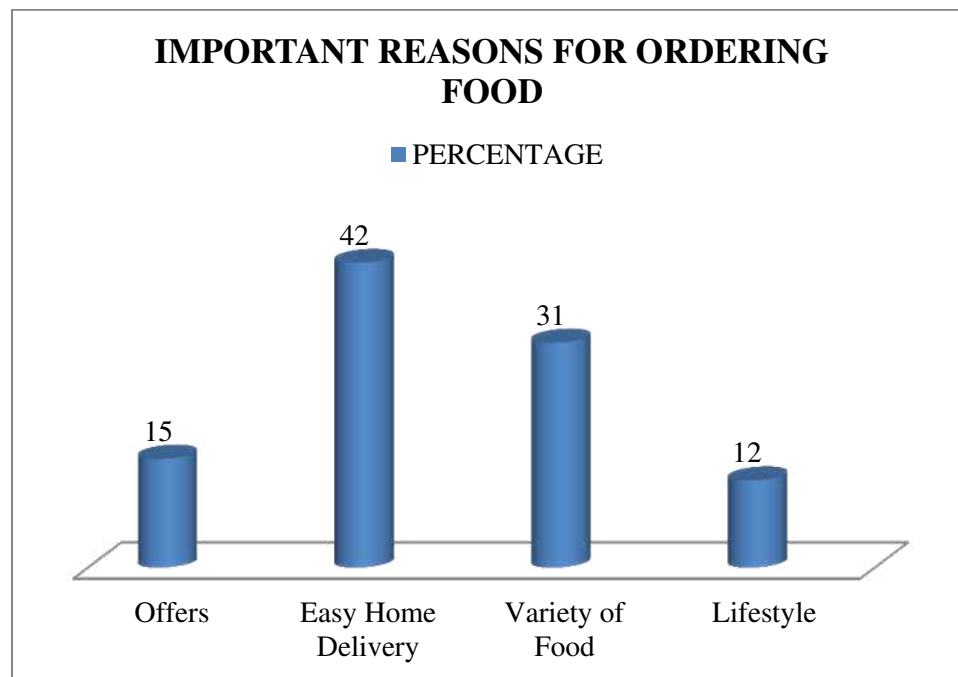
INFERENCE

The above table reveals that 9% of the respondents ordering food through making call to restaurants, 28% of the respondents in order food online by internet portal and remaining 63% of the respondents in order food online in mobile application.

TABLE 3.20
IMPORTANT REASONS FOR ORDERING FOOD

REASONS	NO OF RESPONDENTS	PERCENTAGE
Offers	18	15
Easy Home Delivery	51	42
Variety of Food	37	31
Lifestyle	14	12
Total	120	100

Source: Primary data



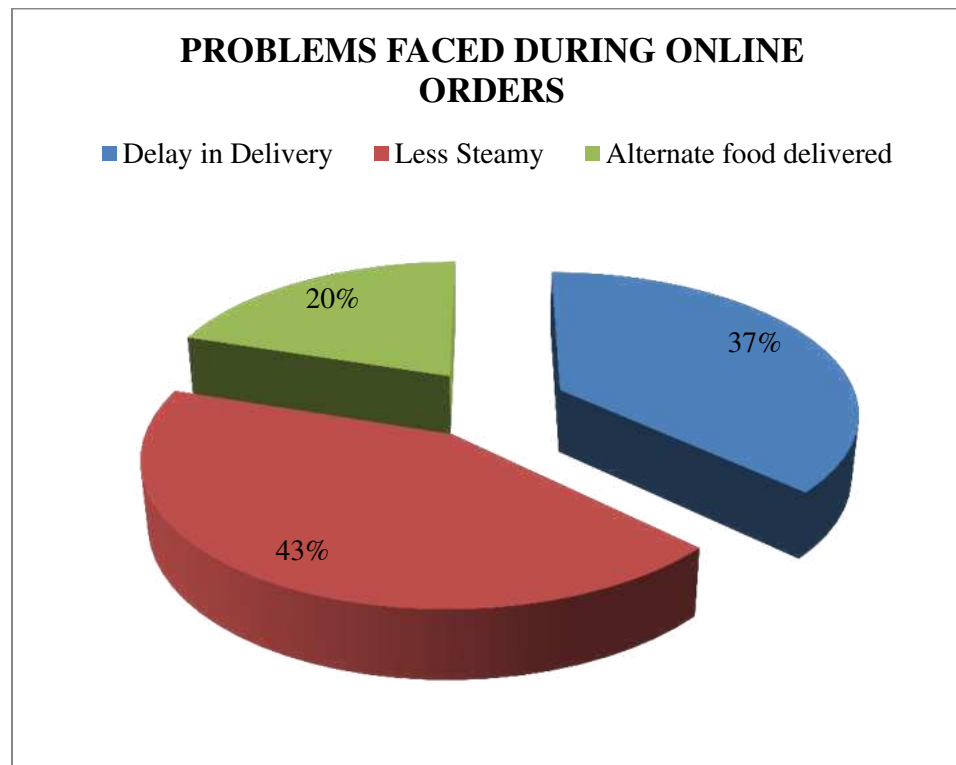
INFERENCE

The above table reveals that 15% of the respondents are ordering food during special offers, 42% of the respondents are agreed that easy home delivery, 31% of the respondents are ordering food for availability of food varieties and 12% of the respondents are ordering for lifestyle.

TABLE 3.21
PROBLEMS FACED DURING ONLINE ORDERS

PROBLEMS	NO OF RESPONDENTS	PERCENTAGE
Delay in Delivery	44	37
Less Steamy	52	43
Alternate food delivered	24	20
Total	120	100

Source: Primary data



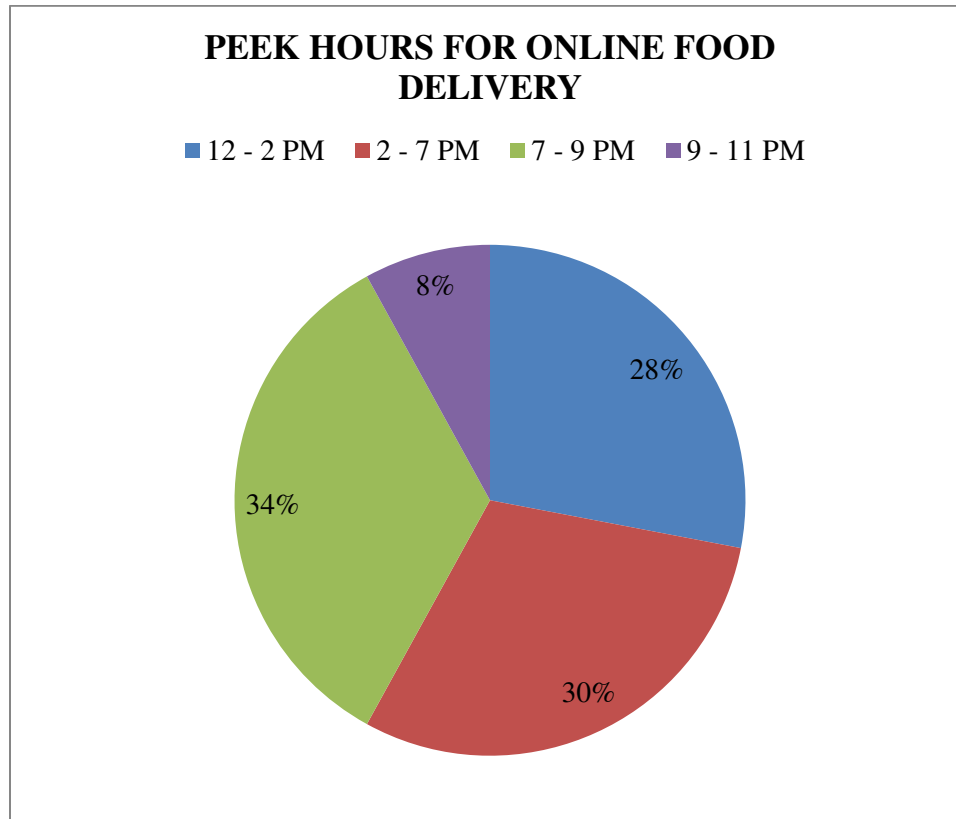
INFERENCE

The above table reveals that 41% of the respondents agreed that online food not delivered on stipulated time, 42% of the respondents expressed that delivered food are less steamy, 17% of the respondents agreed that not receiving exact food ordered i.e. alternate food delivered.

TABLE 3.22
PEEK HOURS FOR ONLINE FOOD DELIVERY

PEEK HOURS	NO OF RESPONDENTS	PERCENTAGE
12 - 2 PM	34	28
2 - 7 PM	36	30
7 - 9 PM	41	34
9 - 11 PM	9	8
Total	120	100

Source: Primary data



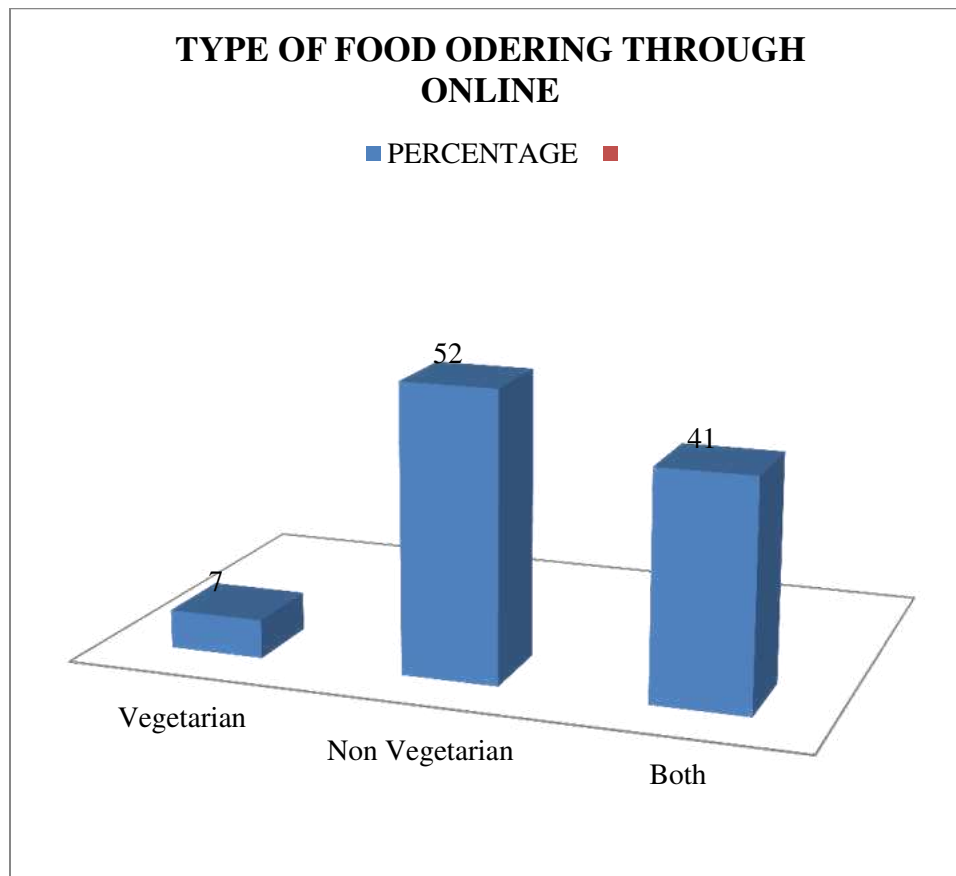
INFERENCE

The above table reveals that 28% of the respondents are 12-2 PM, 30% of the respondents are 2-7 PM, 34% of the respondents are 7-9PM, 8% of the respondents are 9-11PM.

TABLE 3.23
TYPE OF FOOD ORDERING THROUGH ONLINE

TYPE OF FOOD	NO OF RESPONDENTS	PERCENTAGE
Vegetarian	8	7
Non Vegetarian	62	52
Both	50	41
Total	120	100

Source: Primary data



INFERENCE

The above table reveals that 7% of the respondents are ordering vegetarian food, 52% of the respondents are ordering non- vegetarian foods, 41% of the respondents are ordering foods both vegetarian and non vegetarian.

TABLE 3.24

RANK THE SATISFACTION LEVEL TOWARDS ONLINE FOOD ITEMS

FACTOR	% OF SCORE	RANK
Worth for the price	82	II
Authentic compared to homemade food	86	I
Delivery service	81	III
Variety of food items available	78	V
Taste preference	80	IV

Source: Primary data

INFERENCE

It is referred that the satisfaction level towards online food items in which authentic compared to homemade food first rank followed by other factor namely worth for the price at second rank, delivery service at third rank and taste preference at fourth rank and last & final rank for variety of food items available.

CHI-SQUARE TEST:

The chi-square test is the important test amongst the several test of significance developed by statistician. Chi-square is used in the contest of sampling analysis for comparing a variance to a theoretical variance. As non-parametric test it can be used to determine if categorical data shows dependency or the two classifications are independency or the two classifications are independent.

$$X^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

Where O_{ij} = observed frequency of the cell in i^{th} row and j^{th} column

E_{ij} = expected frequency of the cell in i^{th} row and j^{th} column

$$d.f = (c-1)(r-1)$$

Where 'c' means the number of columns

'r' means the number of rows

CHI-SQUARE

TABLE 3.25

RESPONDENTS PREFERENCE TOWARDS THE ORDER OF FOOD IN ONLINE AND THEIR GENDER

FREQUENCY GENDER	Frequently	Rarely	Occasionally	Total
Male	10 (4)	5 (4.59)	4 (54)	19
Female	17 (10)	54 (23)	25 (24)	101
Total	27	64	29	120

Source: Primary Data

Figure: brackets are expected frequency

Expected Frequency:

= Row total* column total/grand total

H₀ Null hypothesis:

There is significant difference between between the gender and preference of ordering food online

Degree of frequency:

$$V=(c-1)(r-)$$

$$= (3-1)(2-1)$$

$$= (2)(1) = 2$$

S.NO	PARTICULARS	TABLE	PVALUE
1	SIGNIFICANCE 5% LEVEL	5.99	115.98

The table value of 8 degree of freedom at 5% level of significance is 5.99 and the calculated value is 115.98. Thus calculated value is more than the table value. Hence the result is dependent.

Thus it is calculated that there is relationship between the gender and preference of ordering food online. Therefore Null hypothesis rejected. There is relationship between the gender and preference of ordering food online.

TABLE 3.26

**RESPONDENTS PREFERENCE TOWARDS FOOD
DELIEVERY APPLICATION AND THEIR AGE GROUP**

APPLICATION AGE GROUP	SWIGGY	ZOMATO	OTHERS	Total
Teenagers	54 (34)	9 (25)	4 (2)	67
Working women/ man	6 (25)	35 (19)	9 (1)	50
Home maker	1 (8)	1 (6)	1 (.35)	3
Total	61	45	14	120

Source: Primary Data

Figure: brackets are expected frequency

Expected Frequency:

= Row total* column total/grand total

H₀ Null hypothesis:

There is significant difference between the age group and their preference towards ordering food through application.

Degree of frequency:

$$V=(c-1)(r-)$$

$$= (3-1)(3-1)$$

$$= (2)(2) = 4$$

S.NO	PARTICULARS	TABLE	PVALUE
1	SIGNIFICANCE 5% LEVEL	9.49	125.76

The table value of 4 degree of freedom at 5% level of significance is 9.49 and the calculated value is 125.76. Thus calculated value is more than the table value. Hence the result is dependent.

Thus it is calculated that there is relationship between the age group and their preference towards ordering food through application.

Therefore Null hypothesis rejected. There is relationship between the age group and their preference towards ordering food through application.

TABLE 3.27

**RESPONDENTS PREFERANCE TOWARDS THE
FREQUENCY OF BUYING FOOD ONLINE AND THEIR
TYPE OF FAMILY**

Family Opinion	Joint family	Nuclear family	Total
Yes	20 (19)	37 (20)	57
No	15 (38)	15 (11)	30
May be	5 (10)	28 (22)	33
Total	40	80	120

Source: Primary Data

Figure: brackets are expected frequency

Expected Frequency:

= Row total* column total/grand total

H₀ Null hypothesis:

There is significant difference between the the frequency of buying food online and their type of family

Degree of frequency:

$$V=(c-1)(r-)$$

$$= (2-1)(3-1)$$

$$= (1)(2) = 2$$

S.NO	PARTICULARS	TABLE	PVALUE
1	SIGNIFICANCE 5% LEVEL	5.99	34

The table value of 4 degree of freedom at 5% level of significance is 5.99 and the calculated value is 34. Thus calculated value is more than the table value. Hence the result is dependent.

Thus it is calculated that there is relationship between the frequency of buying food online and their type of family

Therefore Null hypothesis rejected. There is relationship between the frequency of buying food online and their type of family

CHAPTER-IV

Findings & Suggestions



FINDINGS AND SUGGESTIONS

CHAPTER IV

FINDINGS & SUGGESTIONS

This chapter discusses that majority of the study besides having a few suggestions put down by the candidate. This chapter discussed in a concise and summary format rather than descriptive from. These findings and suggestions are the based on the study entitled “**A STUDY ON CUSTOMER’S SATISFACTION TOWARDS ONLINE FOOD DELIVERY SYSTEM**”

FINDINGS:

- ✓ It is evident from the analysis **79%** of the respondents are in the age group of 20-30.
- ✓ With regards to the gender wise classification **84%** of the respondents are 84% of Female.
- ✓ It is analyzed that **36%** of the respondents are others.
- ✓ The study reveals that **78%** of the unmarried.
- ✓ Majority **67%** of the respondents are in nuclear family system.
- ✓ The most **63%** of the respondents are in Individuals income of Below 10,000.
- ✓ The most **42%** of the respondents are in Family income of Up to 25,000.
- ✓ It is found that **49%** of the respondents are dwelling in rural areas.
- ✓ The most **42%** of the respondents are completed under graduation.
- ✓ It is found that **47%** of the respondents are ordering food through online frequently.
- ✓ It is found that **85%** of the respondents are ordering less than 3 times per week.
- ✓ It is evident that **47%** of the respondents are Less than Rs.250 for their online order foods.
- ✓ It is found that **94%** of the respondents are ordering food online in Smart phone applications.
- ✓ It is found that **56%** of the respondents are delivery app in Zomato.
- ✓ Majority **67%** of the respondent are ordering food through online.
- ✓ Majority **53%** of the respondents are order food online in rarely.

- ✓ It is evident that **51%** of the respondents are which age group would prefer ordering food online.
- ✓ Majority **35%** of the respondents are ordering food through online for lunch.
- ✓ It is found that **48%** of the respondents are satisfied with the food delivered ordered through online.
- ✓ Majority **77%** of the respondents are improvement in the taste of online food.
- ✓ Majority **41%** of the respondents are all the restaurants you prefer are listed out in the apps.
- ✓ It is found that **51%** of the respondents are current brand to your competitor brand.
- ✓ The study reveals that **38%** of the respondents are any of these health conditions.
- ✓ Majority **37%** of the respondents are at what time do you prefer visiting online food.
- ✓ Majority **33%** of the respondents are order your food in online portal.
- ✓ From the table reveals that **42%** of the respondents are primary need/reason for ordering food online.
- ✓ It is found that **50%** of the respondents are agreed that delicious foods available in online..
- ✓ Majority **47%** of the respondents are faced any problem while ordering online.
- ✓ Most of the respondents **43%** agreed that while receiving food with less steamy.
- ✓ Majority **41%** of the respondents are type of advertisement mostly attracts you to order online.
- ✓ Majority **34%** of the respondents are receiving food during peek hours 7-9 PM for online food delivery.
- ✓ It is found that **79%** of the respondents are satisfied with the taste of online food items.
- ✓ It is found that **52%** of the respondents prefer non vegetarian food.
- ✓ It is evident that **55%** of the respondents agreed that only taste of online food is good.
- ✓ It is found that **73%** of the respondents are expressed reasonable price is charged by online food ordering apps.

- ✓ Majority 40% of the respondents are online food items contributes an important role in your lifestyle.

SUGGESTIONS:

To conclude, the researcher presents the following suggestions for preferring online food delivery system.

- ✓ Provide exceptional services by ensuring the food is steamy. Equip your delivery boys with insulated food bags that keep hot things hot and cold packs things colds throughout the ride. For items like beverages and ice cream, use dry ice so that they stay fresh and frozen.
- ✓ This can happen when you keep track of the right delivery time and ensure that the orders are reaching customers on time.
- ✓ Make use of the online ordering system to assign orders to the restaurant delivery agents and track them once they are dispatched from your place.
- ✓ Clear communication is the key to online food ordering. Many delivery orders are delayed because of the prolonged delivery time.
- ✓ Give a call to a customer or message him/her via the online food app before delivering the food.
- ✓ Create an online menu that is crisp, concise, catchy and easy to read. It should convey all the necessary information having a clear CTA. The price, the quantity of the items should be clearly written so that it becomes easy for the customers to order.
- ✓ Tracking system for customer should be provided, so that it helps the customer and encourages to order online.
- ✓ Frequent Discount and cash backs attract more of customers to order food through online and also it increase the business that that of normal one.
- ✓ Persons who are delivering should be trained to behave professionally which mainly includes communication, etiquette and manners.
- ✓ Feedbacks and rating should be carried out properly because it appraise the brand loyalty will certainly enhance the demand and increase profits.

CHAPTER-V



CONCLUSION

CHAPTER V

CONCLUSION

Food delivery has become a major hit in India. There are several food delivery applications in India that can be downloaded from the comfort of homes on smart phones to order. On analyzing the consumer perception of online food delivery applications in Tuticorin the chief reason of electronic ordering is convenience. Based on the result of this research, it is understood that online food delivery application helps customers in the easy and fast ordering of food. It gives every detail of the customer's order, thereby providing the best customer service. The tracking system is an added advantage for the users. Online food ordering system maintains the service provider to keep a database and enhance the customer experience. Through the survey conducted, it was found that majority of users' think that people opt for online food delivery application as it requires only less human interaction and that online food ordering has made an impact on the traditional way of dining together. The study discloses that youngsters are more inclined to online food delivering systems as compared to elder people. The study possess as the most influencing factor on online food ordering is faster delivery. The second most influencing factor is ease and convenience and more restaurants option; the next most influencing factor is discounts and special offers. The study highlights that users often place orders on weekends and holidays. The most preferred meal of users is dinner followed by food non-veg briyani. The study also reveals that Zomato is the most preferred app among the selected food delivering applications. Even through a large portion of people in Tuticorin uses online food delivery applications, there, still, are people who do not use food applications due to quality concerns and prefer homemade foods. In a nutshell, it is found that majority of users' falls under the category of students and working individuals which indicates the growing popularity of the online food ordering system among youngsters.

ANNEXURE-I



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BIBLIOGRAPHY

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ANNEXURE-II



QUESTIONNAIRE

**A STUDY ON CUSTOMER'S SATISFACTION TOWARDS ONLINE FOOD
DELIVERY SYSTEM**

QUESTIONNAIRE

1. Name:

2. Age:

a. Below 20 b. 20 - 30 c. 30 - 40 d. Above 40

3. Gender:

a. Male b. Female

4. Occupation:

a. Home maker b. Employee c. Business d. Unemployed e. Others

5. Marital Status:

a. Married b. Unmarried c. Widow d. Separated

6. Family:

a. Joint Family b. Nuclear Family

7. Individuals income:

a. Below 10,000 b. 10,000 - 20,000 c. 20,000 - 30,000 d. More than 30,000

8. Family income:

a. Up to 25000 b. Rs.25000-Rs.40000 c. Rs.40000-Rs.50000 d. More than Rs.50000

9. Area of living:

a. Rural b. Urban c. Semi urban

10. Education:

a. Student b. UG c. PG d. Professional e. House wife

11. Do you order delivery on a frequent basis?

a. Yes b. No c. May be

12. How many times do you order delivery each week on an average?

a. Less than 3 times per week b. 3-6 times per week c. More than 6 times per week

13. How much do you spend on per week on delivery?

a. Less than Rs. 250 b. Rs. 250 – Rs. 500
c. Rs. 500 – Rs 1,000 d. More than Rs. 1,000

14. Which device do you use for ordering food online?

a. Smart Phone b. Laptop c. Desktop Computer

15. Which food delivery app do you prefer?

a. Zomato b. Swiggy c. Others specify-----

16. Do you order food online?

a. yes b. No c. Maybe

17. How often you order food online?

a. Frequently b. Rarely c. Occasionally

18. Which age group would prefer ordering food online?

a. Teenagers b. Working Men/Women c. Homemaker

19. Which meal do you typically order food online?

a Breakfast b. Lunch c. Snacks d. Dinner e. Juice f. Diet food

20. Does Branding influence your preference towards online food?
- a. Strongly Agree b. Agree c. Neutral d. Disagree e. Strongly Disagree
21. Are you satisfied with the food delivered ordered through online?
- a. Highly Satisfied b. Satisfied c. Neutral d. Dissatisfied e. Highly Dissatisfied
22. Do you wish to have any improvement in the taste of online food?
- a. Yes b. No
23. Does all the restaurants you prefer are listed out in the apps?
- a. Yes b. No c. Maybe
24. What percentage of discount would you need to switch from your current brand to your competitor brand?
- a. 1 - 10% b. 10 -25 % c. 25 - 50% d. 50 - 75%
25. Do you have any of these health conditions?
- a. Obesity b. Diabetes c. Heart Disease d. cancer e. Others
26. At what time do you prefer visiting online food?
- a. Morning b. Afternoon c. Evening d. Night
27. How do you order your food online?
- a. Direct call restaurant b. Online portal c. Mobile Application
28. What is your primary need/reason for ordering food online?
- a. Offers b. Easy delivery c. Variety of food d. Supports my lifestyle
29. What do you think about online food?
- a. Tastier b. Healthier c. Addicted d. Unhealthy

30. Have you faced any problem while ordering online?

- a. Yes b. No c. Maybe

31. If yes, What kind of problem?

- a. Delay in Delivery b. Less Steamy c. Alternate food delivered

32. Which type of advertisement mostly attracts you to order online?

- a. Television b. Newspaper / Pamphlets c. Hoardings d. Discount ADs

33. Peak hours for online food delivery?

- a. 12 - 2 PM b. 2 - 7 PM c. 7 - 9 PM d. 9 - 11 PM

34. Are you satisfied with the taste of online food items?

- a. Excellent b. Good c. Bad d. Worst

35. Which type of food do you prefer?

- a. Vegetarian b. Non vegetarian c. Both

36. What is the important factor that influences you to order food online?

- a. Price b. Taste c. Flavour d. Brand Loyalty e. Ordering to dear ones

37. What is your opinion about online food items?

- a. Less cost b. Reasonable c. Costly

38. Whether online food items contributes an important role in your lifestyle?

- a. Yes b. No c. Maybe

39. Rank your satisfaction level towards online food items? [5 being the highest rank]

S.NO.	PARTICULARS	RANK
1	Worth for the price	
2	Authentic compared to homemade food	
3	Delivery Service	
4	Variety of food items available	
5	Taste Preference	

40. Suggestions, if any-----

**A STUDY ON CONSUMERS PREFERENCE TOWARDS
HOMEMADE CHOCOLATE IN THOOTHUKUDI**

A project submitted to

ST.MARY'S COLLEGE (Autonomous), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli,

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

MASTER OF COMMERCE

Submitted by

A. Pavithra
(Reg. No 19APCO24)

Under the supervision and guidance of

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PG & RESEARCH DEPARTMENT OF COMMERCE

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APRIL - 2021

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CERTIFICATE

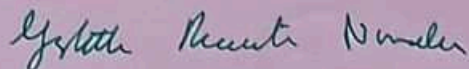
This is to certify that the project entitled **“A Study on consumer preference towards Homemade chocolate in Thoothukudi”** submitted by the candidate **A. Pavithra** in partial fulfilment of the requirements for the degree of **“Master of Commerce”** to **St. Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of her study, under my guidance and supervision.

Place: Thoothukudi

Date: 10.04.2021

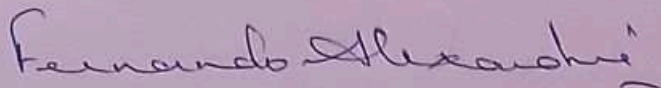


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DECLARATION

I hereby declare that the project entitled **"A Study on consumer preference towards Homemade chocolate in Thoothukudi"** submitted to **St. Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of Master of Commerce is my original work and that no part of this project has been submitted for the award of any other Degree, Diploma and Fellowship or other similar titles.

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PAVITHRA.A

TABLE OF CONTENT

Chapter .No	Title	Page. No
I	Introduction & Design Of The Study	1 – 5
	1.1 Introduction	1 - 2
	1.2 Review of Literature	2 - 3
	1.3Statement of the Problem	3
	1.4 Objectives of the Study	3
	1.5 Scope of the Study	4
	1.6 Area of Study	4
	1.7 Period of Study	4
	1.8 Collection of Data	4
	1.9 Sampling Design	4
	1.10 Construction of Tools	5
	1.11 Framework of Analysis	5
	1.12 Limitation of Study	5
II	Profile of the Study Area	6 – 29
III	Analysis and Data Interpretation	30 – 51
IV	Findings and Suggestion	52 – 55
V	Conclusion	56
	Annexure	
	Annexure-I Bibliography	
	Annexure-II Questionnaire	

LIST OF TABLES

TABLE NO	TITLES	PAGE NO
3.1	Gender wise classification	32
3.2	Age wise classification	33
3.3	Classification on the basis of income	34
3.4	Prefer homemade chocolate	35
3.5	Eating chocolate on the basis of age group	36
3.6	Type of chocolate	37
3.7	Eating chocolate after meal	38
3.8	Number of times buying chocolate	39
3.9	Persons influences you to buy homemade chocolate	40
3.10	Amount spent	41
3.11	Preference towards chocolate box colour	42
3.12	Liquid or solid chocolate	43
3.13	Look for in a homemade chocolate	44
3.14	Taste of homemade chocolate	45
3.15	Fairly priced	46

3.16	Manufacturing and expiry date	47
3.17	Style of writing on chocolate packaging	48
3.18	Factors influencing the package of chocolate	49
3.19	Factors influencing the consumers overall preference towards the chocolates	50
3.20	Statement showing perception towards chocolate	51 - 52

CHAPTER I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

You can love something without knowing exactly what it is. This also applies in chocolate. Millions of people are very fond of it, but only a few have any idea where chocolate come from, how it is made, or that it even has its own history. However, a little knowledge of our subject can lead to even greater pleasure.

After you have read this article we can regard our self as an expert on chocolate. We will “taste” a bar of chocolate in a quiet a different way than before. Perhaps we will think, now and then of the remarkable story and the vast amount of labor and intensive genius, which lies behind this delightful delicacy.

Chocolate is a typically sweet, usually brown, food preparation of *Theobroma cacao* seeds, roasted and ground often flavoured, as with vanilla. It is made in the form of a liquid, paste or in a block or used as a flavouring ingredient in other sweet foods. Cacao has been cultivated by many cultures for at least three millennia in Mesoamerica. The earliest evidence of the use traces to the Mokaya (Mexico and Guatemala), with evidence of chocolate beverages during back to 1900 BC.

The taste of chocolates travels long from bitter tasted extract of cacao beans liquid drink to sweet milk chocolate bar.

Chocolate has become one of the most popular food types and flavours in the world, and a vast number of foodstuffs involving chocolate have been created. Chocolate chip cookies have become very common, and very popular, in most parts of Europe and North America. Gifts of chocolate molded into different shapes have become traditional on certain holidays. Chocolate is also used in cold and hot beverages such as chocolate milk and hot milk. Chocolatiers use the finished couvertures chocolate to make chocolate candy bars, truffles and other desert items. The first chocolate was drunk instead of eaten and was served only o the higher nobles and clergy of the Mesoamerican age. Both the Aztecs and Mayans created sweet and bitter drinks by mixing the ground powder with water. Chocolate liquor (smooth liquid chocolate) is blended in different quantities with cocoa butter with different types of chocolate.

Chocolate is a preparation of roasted and ground cacao seeds that is made in the form of a liquid, paste, or in a block, which may also be used as a flavouring ingredient in other foods. Once the cocoa mass is liquefied by heating, it is called chocolate liquor. The liquor may also be cooled and processed into its two components: cocoa solids and cocoa butter. Baking chocolate, also called bitter chocolate, contains cocoa solids and cocoa butter in varying proportions, without any added sugar. Powdered baking cocoa, which contains more fibre than cocoa butter, can be processed with alkali to produce Dutch cocoa. Much of the chocolate consumed today is in the form of sweet chocolate, a combination of cocoa solids, cocoa butter or added vegetable oils, and sugar. Milk chocolate is sweet chocolate that additionally contains milk powder or condensed milk. White chocolate contains cocoa butter, sugar, and milk, but no cocoa solids.

Chocolate is one of the most popular food types and flavours in the world, and many food stuffs involving chocolate exist, particularly desserts, including cakes, pudding, mousse, chocolate brownies, and chocolate chip cookies. Many candies are filled with or coated with sweetened chocolate. Chocolate bars, either made of solid chocolate or other ingredients coated in chocolate, are eaten as snacks. Chocolate is also used in cold and hot beverages, such as chocolate milk and hot chocolate, and in some alcoholic drinks.

1.2 REVIEW OF LITERATURE

Francene M. Steinberg Monica M. Bearden and Carl L. Keen (2003) Journal of America Dietetic Assistant about chocolate flavonoids and cardiovascular health they looked at an exhaustive list of the components of chocolate and how each they may contribute to health. They admit that while it is clear that a high intake of fruits and vegetables (full of antioxidants) leads to lower risk of cardiovascular disease it is hypothetical that this such as chocolate, tea or wine which all contains antioxidants also leads to lower cardiovascular disease. Chocolate has more flavonoids because it has a higher concentration of cocoa liquor than milk chocolate thus it can be inferred that the author adjust react that chocolate with more flavonoids has more cardiovascular benefit than milk chocolate. They conclude their article by saying that daily intake of flavonoids, whether in chocolate or other foods to lower the risk of cardiovascular disease cannot be made at this time.

Stephen Beckeltt (2004) The Science of Chocolate identified the major substance found in chocolate to be the methylanthines known as theobromine and caffeine,

anadamides, polyphenols and flavonoids. Theobromine a relative of the more commonly known substance caffeine is a mild stimulant believed to hold addictive aphrodisiac and myocardial stimulating qualities.

Wrapped in death and chocolate (2013) review of the choc literature found that chocolate had a positive effect on mood in 5 out of 8 studies. Research now suggests that polyphenols a broad class of compounds that includes flavonoids are responsible for many of the sweet health benefits of chocolate. A single high polyphenol coca drink improved scores on memory quizzes and cognitive tests in healthy adults.

1.3 STATEMENT OF THE PROBLEM

The study attempted to find the choice of Homemade chocolate in tuticorin. The study was to seek the profile and eating habits of Homemade chocolates. Now a day there is a huge increase in the range of chocolates and there is number of chocolate consumer has increased to a large extent, so there is a great demand for chocolates. This has led a great competition among the companies. Therefore a study is conducted to find out the consumer preference towards homemade chocolate. The basis of chocolate is a delicate emulsion of cocoa solids and cocoa butter. If it is improperly stored or tempered, the emulsion breaks down causing either one or both types of "bloom" to occur fat bloom and sugar bloom, a coloured film on the outside of the chocolate. Melting and/or tempering bloomed chocolate eliminates the problem, although chocolate affected with sugar bloom should not be melted and used for fine candy making. Chocolate receives a lot of bad press because of its high fat and sugar contents. Its consumption has been associated with acne, obesity, high blood pressure, coronary artery disease, and diabetes. Chocolate is high in sugar and saturated fat. It is a high-energy (high calorie) food, and too much can result in excess weight, a risk factor for cardiovascular disease.

1.4 OBJECTIVES OF THE STUDY

1. To study the socio economic profile of consumers towards Homemade chocolate.
2. To analyse the factors affecting the consumers to buy Homemade chocolates.
3. To identify the consumer satisfaction level associated with the chocolate.
4. To study about the different types of Homemade chocolate.
5. To analyse the Findings, Suggestion and Conclusion of the study.

1.5 SCOPE OF THE STUDY

The study aims at “A study on consumer preference towards Homemade chocolate” among people. I would like to take the Thoothukudi city as the study area. A keen study was done in Thoothukudi to get idea about the preference of Homemade chocolate which is preferred by the consumer as their point of view. The present study attempts to examine the socio-economic status of consumers towards Homemade chocolate that has been collected through primary and secondary source. It mainly focuses on the taste of Homemade chocolate.

1.6 AREA OF STUDY

The study area is limited to Thoothukudi city, Tamil Nadu. It is identified as one of the fast developing city in India. It is a port city and an industrial city of the Indian state of Tamil Nadu. The city lies in the Coromandel Coast of Bay of Bengal. Thoothukudi is known as “**PEARL CITY**” due to the pearl fishing carried out in the town.

1.7 PERIOD OF STUDY

The study was carried out from December 2020 to April 2021. The questionnaire was circulated from January 2021.

1.8 COLLECTION OF DATA

The study was analysed with the help of both primary data and secondary data. A set of questions related to the research topic was formulated and have been circulated through google forms. Response for each question included in the questionnaire has been collected from the consumers. Information from various published resources like magazines, newspapers and websites were used to validate data.

1.9 SAMPLING DESIGN

The data collected are original in nature. By adopting convenience sampling method respondents were selected and the questionnaires were distributed among them to elicit primary data.

1.10 CONSTRUCTION OF TOOLS

The researcher had a group discussion with a Homemade Chocolate customer. A questionnaire is used to elicit information from chocolate consumers. Based on discussion a questionnaire was prepared. Then it was pretested and necessary changes were incorporated. A copy of questionnaire is appended.

1.11 FRAMEWORK OF ANALYSIS

The data collected through questionnaire were analysed through the following statistical tools which work as a base for drawing conclusion and getting result.

- Percentage Analysis
- Bar Diagram
- Pie-chart
- Likert scale

1.12 LIMITATIONS OF STUDY

- Time is one of the major constraints, which limits the effective data collection.
- The number of respondents is limited to 75.
- Some information cannot be accessed due to its confidential in nature.
- Reliability and accuracy of the analysis depends on the respondent's openness and trueness towards each question in the questionnaire.

CHAPTER SCHEME

CHAPTER I Introduction and Design of the study

CHAPTER II Profile of the study

CHAPTER III Data Analysis and Interpretation

CHAPTER IV Findings and Suggestions

CHAPTER V Conclusion

Annexure

- Bibliography
- Questionnaire

CHAPTER II

PROFILE OF THE STUDY

2.1 INTRODUCTION

Chocolate the very word makes our mouth water. Chocolate is more just a food it's a state of mind. Chocolate is a preparation of roasted and ground cacao seeds that is made in the form of a liquid, paste, or in a block, which may also be used as a flavouring ingredient in other foods. The earliest signs of use are associated with Oleic sites (within what would become Mexico's post-colonial territory) suggesting consumption of chocolate beverages, dating from the 19th century BC The majority of Mesoamerican people made chocolate beverages, including the Maya and Aztecs The English word "chocolate" comes, via Spanish, from the Classical Nahuatl word xocolatl.

The seeds of the cacao tree have an intense bitter taste and must be fermented to develop the flavour. After fermentation, the beans are dried, cleaned, and roasted. The shell is removed to produce cacao nibs, which are then ground to cocoa mass, unadulterated chocolate in rough form. Once the cocoa mass is liquefied by heating, it is called chocolate liquor. The liquor may also be cooled and processed into its two components: cocoa solids and cocoa butter. Baking chocolate, also called bitter chocolate, contains cocoa solids and cocoa butter in varying proportions, without any added sugar. Powdered baking cocoa, which contains more fibre than cocoa butter, can be processed with alkali to produce Dutch cocoa. Much of the chocolate consumed today is in the form of sweet chocolate, a combination of cocoa solids, cocoa butter or added vegetable oils, and sugar. Milk chocolate is sweet chocolate that additionally contains milk powder or condensed milk. White chocolate contains cocoa butter, sugar, and milk, but no cocoa solids.

Chocolate is one of the most popular food types and flavours in the world, and many foodstuffs involving chocolate exist, particularly desserts, including cakes, pudding, mousse, chocolate brownies, and chocolate chip cookies. Many candies are filled with or coated with sweetened chocolate. Chocolate bars, either made of solid chocolate or other ingredients coated in chocolate, are eaten as snacks. Gifts of chocolate moulded into different shapes (such as eggs, hearts, coins) are traditional on

certain Western holidays, including Christmas, Easter, Valentine's Day, and Hanukkah. Chocolate is also used in cold and hot beverages, such as chocolate milk and hot chocolate, and in some alcoholic drinks, such as crème de cacao. Although cocoa originated in the Americas, West African countries, particularly Côte d'Ivoire and Ghana, are the leading producers of cocoa in the 21st century, accounting for some 60% of the world cocoa supply.



2.2 HISTORY

4,000-year ago history began in ancient Mesoamerica, present day Mexico. It's here that the first cacao plants were found. The Olmec, one of the earliest civilizations in Latin America, were the first to turn the cacao plant into chocolate. They drank their chocolate during rituals and used it as medicine. Centuries later, the Mayans praised chocolate as the drink of the gods. Mayan chocolate was a revered brew made of roasted and ground cacao seeds mixed with chillies, water and cornmeal. Mayans poured this mixture from one pot to another, creating a thick foamy beverage called "xocolatl", meaning "bitter water." By the 15th century, the Aztecs used cocoa beans as currency. They believed that chocolate was a gift from the god Quetzalcoatl, and drank it as a refreshing beverage, an aphrodisiac, and even to prepare for war. The creation of the first modern chocolate bar is credited to Joseph Fry, who in 1847 discovered that he could make a mouldable chocolate paste by adding melted cacao butter back into Dutch cocoa.

Cocoa is an extraordinary fruit with which chocolate is made in its different presentations. The Latin name for the cacao tree, *Theobroma cacao*, means "food of the gods." This fruit shows an exquisite taste and aroma, contains a great nutritive value in carbohydrates, fats, proteins and minerals. On the other hand, cocoa is linked to the culture, tradition, economy and food of Ecuador. Its origin goes back to the era of the Mayan civilization, who was the pioneer in consuming this fruit, later; it was the Aztecs who elaborated the so-called "xocoatl" drink.

The old Mexicans prepared the cocoa seeds in a similar way to what are still made at present to take the chocolate. In Ecuador small artisan producers conformed by family groups that are dedicated to the harvest of the cacao and continue with the elaboration of the artisanal chocolate. To mention, the Kallari brand made up of indigenous families make the artisanal chocolate and have reached a level of recognition due to their techniques of cultivation of the raw material (Coral et al, 2016). According to research by the University of Copenhagen in 2008, dark or bitter chocolate reduces appetite, so people who tasted the product felt much more satisfied compared to those who ate milk chocolate.

The consumption of chocolate produces positive effects in the reduction of the blood pressure of the people who consume it, lowering cholesterol and improving the sensitivity to insulin because its raw material, that is to say, cocoa is one of the foods with greater Content of flavonoids, which are antioxidants that eliminate cancer cells. Research published in the Journal of the American Medical Association says that a reduction in blood pressure would reduce the risk of death from a heart attack by 8%. However, it is observed that chocolate is high in fat and calories and therefore should avoid consuming excess product. Hence the importance of black or artisan chocolate, because it is more beneficial to the body, since its active ingredient comes from cacao and this could be a food that helps prevent cancer and prolong life expectancy.

2.3 ARCHAECOLOGICAL EVIDENCE OF COCOA IN MESOAMERICA

Nature Ecology and Evolution reported probably the earliest cacao use from approximately 5,300 years ago recovered from the Santa Ana (La Florida) site in

southeast Ecuador. Another find of chemically traced cacao was in 1984 when a team of archaeologists in Guatemala explored the Mayan site of Río Azul. They discovered fifteen vessels surrounding male skeletons in the royal tomb. One of these vessels was beautifully decorated and covered in various Mayan glyphs. One of these glyphs translated to "kakaw", also known as cacao. The inside of the vessel was lined with a dark-colour powder, which was scraped off for further testing. Once the archaeologists took this powder to the Hershey Centre for Health and Nutrition to be tested, they found trace amounts of theobromine in the powder, a major indicator of cacao. This cacao was dated to sometime between 460 and 480 AD. Cacao powder was also found in beautifully decorated bowls and jars, known as tecomates, in the city of Puerto Escondido. Once thought to have been a very rare commodity, cacao was found in many more tecomates than once thought possible. However, since this powder was only found in bowls of higher quality, it led archaeologists to believe that only wealthier people could afford such bowls, and therefore the cacao. The cacao tecomates are thought to have been a centrepiece to social gatherings between people of high social status.

2.4 OLMEC USE

Earliest evidence of domestication of the cacao plant dates to the Olmec culture from the Preclassic period. The Olmecs used it for religious rituals or as a medicinal drink, with no recipes for personal use. Little evidence remains of how the beverage was processed.

2.5 MAYAN USE

The Mayans, (in Guatemala), by contrast, do leave some surviving writings about cacao which confirm the identification of the drink with the gods. The Dresden Codex specifies that it is the food of the rain deity Kon, the Madrid Codex that gods shed their blood on the cacao pods as part of its production. The Maya people gathered once a year to give thanks to the god Ek Chuah who they saw as the Cacao god. The consumption of the chocolate drink is also depicted on pre-Hispanic vases. The Maya seasoned their chocolate by mixing the roasted cacao seed paste into a drink with water, Chile peppers and cornmeal, transferring the mixture repeatedly between pots until the top was covered with a thick foam. There were many uses for cacao among the Maya. It was used

in official ceremonies and religious rituals, at feasts and festivals, as funerary offerings, as tribute, and for medicinal purposes. Both cacao itself and vessels and instruments used for the preparation and serving of cacao were used for important gifts and tribute. Cacao beans were used as currency, to buy anything from avocados to turkeys to sex. A rabbit, for example, was worth ten cacao beans, (called “almonds” by the early sixteenth-century chronicler Francisco Oviedo y Valdés), a slave about a hundred, and the services of a prostitute, eight to ten “according to how they agree.” The beans were also used in betrothal and marriage ceremonies among the Maya, especially among the upper classes. “The form of the marriage is: the bride gives the bridegroom a small stool painted in colours, and also gives him five grains of cacao, and says to him “These I give thee as a sign that I accept thee as my husband.” And he also gives her some new skirts and another five grains of cacao, saying the same thing.” Maya preparation of cacao started with cutting open cacao pods to expose the beans and the fleshy pulp. The beans were left out to ferment for a few days. In some cases, the beans were also roasted over an open fire in order to add a smoky flavour to it. The beans then had their husks removed and were ground into a paste. Since sweeteners were rarely used by Maya, they flavoured their cacao paste with additives like flowers, vanilla pods, and chillies. The vessel used to serve this chocolate liquid was steeper by nature to help froth the liquid better, which was very important to the Maya. The vessels also tended to be decorated in intricate designs and patterns, which tended to only be accessible by the rich.

2.6 AZTEC USE

By 1400, the Aztec Empire took over a sizable part of Mesoamerica. They were not able to grow cacao themselves, but were forced to import it. All of the areas that were conquered by the Aztecs that grew cacao beans were ordered to pay them as a tax, or as the Aztecs called it, a "tribute". The cacao bean became a form of currency. The Spanish conquistadors left records of the value of the cacao bean, noting for instance that 100 beans could purchase a canoe filled with freshwater or a turkey hen. The Aztecs associated cacao with the god Quetzalcoatl, whom they believed had been condemned by the other gods for sharing chocolate with humans. Unlike the Maya of Yucatán, the Aztecs drank chocolate cold. It was consumed for a variety of purposes, as an aphrodisiac or as a treat for men after banquets, and it was also included in the rations of Aztec soldiers.

2.7 CACAO BEANS AS CURRENCY

The Aztecs took chocolate admiration to another level. They believed cacao was given to them by their gods. Like the Mayans, they enjoyed the caffeinated kick of hot or cold, spiced chocolate beverages in ornate containers, but they also used cacao beans as currency to buy food and other goods. In Aztec culture, cacao beans were considered more valuable than gold. Aztec chocolate was mostly an upper-class extravagance, although the lower classes enjoyed it occasionally at weddings or other celebrations. Perhaps the most notorious Aztec chocolate lover of all was the mighty Aztec ruler Montezuma II who supposedly drank gallons of chocolate each day for energy and as an aphrodisiac. It's also said he reserved some of his cacao beans for his military.

2.8 CACAO POWDER

When chocolate first came on the scene in Europe, it was a luxury only the rich could enjoy. But in 1828, Dutch chemist Coenraad Johannes van Houten discovered a way to treat cacao beans with alkaline salts to make a powdered chocolate that was easier to mix with water. The process became known as "Dutch processing" and the chocolate produced called cacao powder or "Dutch cocoa." Van Houten supposedly also invented the cocoa press, although some reports state his father invented the machine. The cocoa press separated cocoa butter from roasted cocoa beans to inexpensively and easily make cocoa powder, which was used to create a wide variety of delicious chocolate products. Both Dutch processing and the chocolate press helped make chocolate affordable for everyone. It also opened the door for chocolate to be mass-produced.

2.9 CHOCOLATE REACHES SPAIN

Cortés was believed to have discovered chocolate during an expedition to the Americas. In search of gold and riches, he instead found a cup of cocoa given to him by the Aztec emperor. When Cortés returned home, he introduced cocoa seeds to the Spanish. Though still served as a drink, Spanish chocolate was mixed with sugar and honey to sweeten the naturally bitter taste. Chocolate quickly became popular among the rich and wealthy. Even Catholic monks loved chocolate and drank it to aid religious practices.

2.10 CHOCOLATE SEDUCES EUROPE

The Spanish kept chocolate quiet for a very long time. It was nearly a century before the treat reached neighbouring France, and then the rest of Europe. In 1615, French King Louis XIII married Anne of Austria, daughter of Spanish King Phillip III. To celebrate the union, she brought samples of chocolate to the royal courts of France. Following France's lead, chocolate soon appeared in Britain at special "chocolate houses". As the trend spread through Europe, many nations set up their own cacao plantations in countries along the equator.

2.11 A CHOCOLATE REVOLUTION

Chocolate remained immensely popular among European aristocracy. Royals and the upper classes consumed chocolate for its health benefits as well as its decadence. Chocolate was still being produced by hand, which was a slow and laborious process. But with the Industrial Revolution around the corner, things were about to change. In 1828, the invention of the chocolate press revolutionized chocolate making. This innovative device could squeeze cocoa butter from roasted cacao beans, leaving a fine cocoa powder behind. The powder was then mixed with liquids and poured into a mould, where it solidified into an edible bar of chocolate. And just like that, the modern era of chocolate was born.

2.12 IMPORTANCE OF CONSUMING CHOCOLATE

The consumption of chocolate produces positive effects in the reduction of the blood pressure of the people who consume it, lowering cholesterol and improving the sensitivity to insulin because its raw material, that is to say, cocoa is one of the foods with greater Content of flavonoids, which are antioxidants that eliminate cancer cells (Balboa et al, 2015). Research published in the Journal of the American Medical Association says that a reduction in blood pressure would reduce the risk of death from a heart attack by 8%. However, it is observed that chocolate is high in fat and calories and therefore should avoid consuming excess product. Hence the importance of black or artisan chocolate, because it is more beneficial to the body, since its active ingredient comes from cacao and this could be a food that helps prevent cancer and prolong life expectancy (Zhang et al, 2013).

2. 13 HOMEMADE CHOCOLATE

In Ecuador small artisan producers conformed by family groups that are dedicated to the harvest of the cacao and continue with the elaboration of the artisanal chocolate. To mention, the Kallari brand made up of indigenous families make the artisanal chocolate and have reached a level of recognition due to their techniques of cultivation of the raw material (Coral et al, 2016). According to research by the University of Copenhagen in 2008, dark or bitter chocolate reduces appetite, so people who tasted the product felt much more satisfied compared to those who ate milk chocolate.

2.14 ENTREPRENEURSHIP FOCUSED ON THE PRODUCTION OF HOMEMADE CHOCOLATE

Traditionally, Ecuador is a major cocoa producer and is internationally recognized as the country that provides more than 60% of the world's production of "fine aroma" cocoa, a raw material for the manufacture of fine chocolates. The profitability of artisanal chocolate as a sustainable undertaking that differentiates the value of the raw material is what has represented the owners of farms that grow cacao, improving their income and strengthening the family union, since in the In most cases the preparation and sale of Homemade chocolate is done in the family (Gobierno Provincial del Guayas, 2016). According to the need of many farmers came the importance of using cocoa as raw material for the production of handmade chocolate and in this way give the opening to form mini- family businesses dedicated to this activity. The Ecuadorian government, aware of the potential offered by cocoa, decided to boost the entrepreneurship of the producing communities, such as: Cocoa Village in the town of Archidona, Eco-Cacao Centre in Tena, and the Cocoa Garden in Arosemena Tola. The Ecuadorian company Pacari, dedicated to the elaboration of artisan chocolate, is recognized worldwide because its brand produces organic cocoa quality products and that those who make it are part of the value chain. The importance of making homemade chocolate in Ecuador has taken great prestige taking as an example Santiago Peralta, who is considered as the "best homemaker chocolate of the world".

2.15 TYPES

Chocolate is a delicious treat that people enjoy throughout the world. The word chocolate doesn't just encapsulate a single item, as there are many different types of chocolate products, all of which are significantly different. However, there are four main categories, so let's take a look at the six types of chocolate.



2.15.1 MILK CHOCOLATE

Milk Chocolate is the most widely distributed type of chocolate, and it describes a specific type with certain percentages. It starts with solid chocolate and then has milk added in liquid, powdered, or condensed form. The percentage of cocoa required varies by region, with the US requiring a concentration of only 10% cocoa, while the EU requires 25%. Milk Chocolate has a creamier, milder taste which is very popular in the United States. Many chocolate bars are made with a milk chocolate base.



2.15.2 DARK CHOCOLATE

Dark chocolate is the closest form to pure cocoa. In many regions it is also known as plain chocolate because not as many additives are included. The fat content comes not from added milk but from cocoa butter, giving it a purer flavour that is closer in profile to the cocoa bean. In the US, there are two main forms of dark chocolate – semisweet and bittersweet. Semisweet chocolate has less sugar and a sweeter flavour, while bittersweet chocolate is bitterer. Both are often used for cooking but can be eaten as is, and both are required to contain at least 35% pure cocoa.

There is also couverture dark chocolate, which is used for many professional applications. Popular in Europe, couverture chocolate has a higher percentage of cocoa butter and is often used for dipping, moulding, and coating.



2.15.3 WHITE CHOCOLATE

White Chocolate, like milk chocolate, contains a significant amount of milk and added sugar. The difference, however, is that there are no cocoa solids in white chocolate. The only cocoa product used is cocoa butter. This gives the chocolate its white colour as there are no solids involved in the production process. White chocolate still must contain at least 20% cocoa butter to be considered a chocolate product. It has a sweeter, milder taste than milk and dark chocolate, and often uses extra ingredients such as vanilla for added flavour.



2.15.4 RUBY CHOCOLATE

The newest addition to the chocolate family is that of Ruby Chocolate, released a few years ago in 2017 by Barry Callebaut. The company had been working on the new form of chocolate since 2004. It is made from a special bean known as the ruby cocoa bean, which is a rare variety of the standard cocoa bean. The manufacturing process gives the chocolate a pink hue, and the flavour is a combination of sweet and sour. Some people find that there is a hint of raspberry flavour, but raspberries are not required in production. While it still tastes like chocolate, it is markedly different from the other three types. Right now, this is the most difficult kind of chocolate to find as the method of production is still a trade secret.



2.15.5 UNSWEETENED CHOCOLATE

Unsweetened chocolate is pure chocolate liquor, also known as bitter or baking chocolate. It is unadulterated chocolate: the pure, ground, roasted chocolate beans impart a strong, deep chocolate flavour. It is typically used in baking or other products to which sugar and other ingredients are added. Raw chocolate, often referred to as raw cacao, is

always dark and a minimum of 75% cacao. Poorly tempered or untempered chocolate may have whitish spots on the dark chocolate part, called chocolate bloom; it is an indication that sugar or fat has separated due to poor storage. It is not toxic and can be safely consumed.

2.15.6 SEMI-SWEET CHOCOLATE

It's also used primarily in recipes. It has extra cocoa butter and sugar added. Sweet cooking chocolate is basically the same, with more sugar for taste.



2.16 COCOA

Is chocolate liquor with much of the cocoa butter removed, creating a fine powder. It can pick up moisture and odours from other products, so you should keep cocoa in a cool, dry place, tightly covered. There are several kinds of cocoa.



2.16.1 LOW FAT COCOA

It has the fattest removed content and its typically less than 10% cocoa butter remaining.

2.16.2 MEDUM FAT COCOA

It has 22% left in it. This is the Cocoa used in chocolate milk powders like Nestlé's Quik.

2.16.3 DUTCH PROCESS COCOA

This has been specially processed to neutralise the neutral acids in the chocolate. It is slightly darker and has a much different taste than regular cocoa

2.17 CACAO VARIETIES

Chocolate is made from cocoa beans, the dried and fermented seeds of the cacao tree *Theobroma cacao* evergreen tree native to the deep tropical region of the Americas. The scientific name, *Theobroma*, means "food of the gods". Cacao trees are small, understory trees that need rich, well-drained soils. They naturally grow within 20° of either side of the equator because they need about 2000 mm of rainfall a year, and temperatures in the range of 21 to 32 °C (70 to 90 °F). Cacao trees cannot tolerate a temperature lower than 15 °C (59 °F). The three main varieties of cacao beans used in chocolate are criollo, forastero, and trinitario.

2.17.1 CRIOLLO

Representing only 5% of all cocoa beans grown as of 2008, criollo is the rarest and most expensive cocoa on the market, and is native to Central America, the Caribbean islands and the northern tier of South American states. The genetic purity of cocoas sold today as criollo is disputed, as most populations have been exposed to the genetic influence of other varieties. Criollos are particularly difficult to grow, as they are vulnerable to a variety of environmental threats and produce low yields of cocoa per tree. The flavour of criollo is described as delicate yet complex, low in classic chocolate flavour, but rich in "secondary" notes of long duration.



2.17.2 FORASTERO

The most commonly grown bean is forastero a large group of wild and cultivated cacaos, most likely native to the Amazon basin. The African cocoa crop is entirely made up of forastero. They are significantly hardier and of higher yield than criollo. The source of most chocolate marketed, forastero cocoas are typically strong in classic "chocolate" flavour, but have a short duration and are unsupported by secondary flavours, producing "quite bland" chocolate.



2.17.3 TRINITARIO

Trinitario is a natural hybrid of criollo and forastero. Trinitario originated in Trinidad after an introduction of forastero to the local criollo crop. Nearly all cacao produced over the past five decades is of the forastero or lower-grade trinitario varieties.



2.17.4 BITTER CHOCOLATE

Bitter Chocolate is a very healthy product, which offers many health benefits, since it is a stimulant food based on its content in slightly nutritious carbohydrates rich in mineral salts, potassium, iron, sodium, copper and calcium (Wilson & Hurst, 2015). On the other hand, this is an excellent treat for the heart since it decreases the cardio-vascular risk. Also, bitter chocolate strengthens brain functions and memory (Romero et al, 2016). According to "Oxidative Medicine and Cellular Longevity", dark or bitter chocolate improves blood circulation and helps to improve endothelial function, increasing blood flow, that is, it is a potent health product. And contains no milk (Andújar et al, 2012). As stated earlier, dark chocolate has no milk, so it is ideal for use as a base for people who cannot consume milk or its derivatives.

2.18 STORAGE

Chocolate is very sensitive to temperature and humidity. Ideal storage temperatures are between 15 and 17 °C (59 and 63 °F), with a relative humidity of less than 50%. If refrigerated or frozen without containment, chocolate can absorb enough moisture to cause a whitish discoloration, the result of fat or sugar crystals rising to the surface. Various

types of "blooming" effects can occur if chocolate is stored or served improperly. Chocolate bloom is caused by storage temperature fluctuating or exceeding 24 °C (75 °F), while sugar bloom is caused by temperature below 15 °C (59 °F) or excess humidity. To distinguish between different types of bloom, one can rub the surface of the chocolate lightly, and if the bloom disappears, it is fat bloom. Moving chocolate between temperature extremes can result in an oily texture. Although visually unappealing, chocolate suffering from bloom is safe for consumption and taste unaffected. Bloom can be reversed by retempering the chocolate or using it for any use that requires melting the chocolate.

Chocolate is generally stored away from other foods, as it can absorb different aromas. Ideally, chocolates are packed or wrapped, and placed in proper storage with the correct humidity and temperature. Additionally, chocolate is frequently stored in a dark place or protected from light by wrapping paper. The glossy shine, snap, aroma, texture, and taste of the chocolate can show the quality and if it was stored well.

2.19 LABELING

Some manufacturers provide the percentage of chocolate in a finished chocolate confection as a label quoting percentage of "cocoa" or "cacao". This refers to the combined percentage of both cocoa solids and cocoa butter in the bar, not just the percentage of cocoa solids. The Belgian AMBAO certification mark indicates that no non-cocoa vegetable fats have been used in making the chocolate. Chocolates that are organic or fair trade certified carry labels accordingly.

2.20 USAGE AND CONSUMPTION

2.20.1 BARS

Chocolate is sold in chocolate bars, which come in dark chocolate, milk chocolate and white chocolate varieties. Some bars that are mostly chocolate have other ingredients blended into the chocolate, such as nuts, raisins, or crisped rice. Chocolate is used as an ingredient in a huge variety of bars, which typically contain various confectionary ingredients (e.g. nut, caramel, wafers etc.) which are coated in chocolate.

2.20.2 COATING AND FILLING

Chocolate is used as a flavouring product in many desserts, such as chocolate cakes, chocolate brownies, chocolate mousse and chocolate chip cookies. Numerous types of any and snacks contain chocolate, either as a filling or as a coating.



2.21 BEVERAGES

Some non-alcoholic beverages contain chocolate, such as chocolate milk, hot chocolate and chocolate milkshakes. Some alcoholic liqueurs are flavoured with chocolate, such as chocolate liqueur and creme de cacao. Chocolate is a popular flavour of ice cream and pudding, and chocolate sauce is commonly added as a topping on ice cream sundaes. The café mocha is an espresso beverage containing chocolate.

2.22 FERMENTATION

It is a process whose purpose is to remove the pulp that encloses the cocoa beans, which reduce the chemical agents that cause underfermentation and the bitter and astringent cocoa, because they are fermented in the sun and air in a period of 5 to 7 days to drain and dry, which increases the flavour intensity of the fruit and removes the almonds (MAGAP, 2012). The state of fermentation is generally done using drawers where the cocoa mass is placed for 24 to 36 hours before aerating it so that the fermentation is uniform. Also, the fermentation of cocoa promotes the mutations within the grains that produce the formation of the colour and aroma preceding the chocolate.



2.23 STRIPPED

The cocoa is degummed by sliding the fingers of the hands without mixing with the central vein of the ear. It is important for this step; the seeds are extracted from the fruit, which must be considered that the time of this step should be short so as not to affect the fermentation process.



2.24 WASHING THE COCOA

After the fermentation, washing is carried out, which allows the removal of mucilage residues that may remain in the cocoa fruits, reducing the risk of mould growth. However, the national fruits are never washed, since their grains are transferred directly to the dried (Chiriboga Vega, 2015).



2.25 DRYING COCOA

Crude cocoa spreads in the soil exposing them to the sun for the space of 1 week in order to achieve its dry and firm state.



2.26 ROASTED COCOA

Toasting is done to remove the peel from the grain. In this stage a strong roasting is required so that the roasting is correct. Handmade chocolate made by small farmers usually do so manually using a container in which the cocoa nut is placed and it is toasted at a temperature of 110°C and is done for 15 to 20 minutes since there is no abundance of the product. The main purpose of drying is to reduce the saturation percentage below 8% to avoid contamination with fungi during hoarding.



2.27 COCOA HUSKING

The husking is the result of the separation of the fruit with the shell that is attached to it, which is done using a small squeeze or tum manually using a fan, in such a way that the shells are dragged by the air.



2.28 COCOA GRINDING

In this process of milling, when considering small quantities of cocoa the traditional tool for the small farmer is to use a homemade mill through which he will perform the action of 5 to 6 times, in order to achieve that the product is transformed into a fluid paste. That is to say, it reaches a uniform, compact and smooth consistency known as the cocoa liquor, thus constituting the raw material for the production of dark or bitter chocolate, which is very delicious and required by many households due to its process if natural.



2.29 TEMPERATE

From this bitter chocolate the pastes are formed, for which the cocoa melts and is cooled three times to obtain a better resistance to heat, preferably at low temperature and for the lapse of 10 minutes. This process will provide the characteristic shine of the chocolate and will prevent the fats from separating. If desired, sugar can be added to change its taste, but it must be processed from the ground to the point of losing the granulated sugar, after which the liquid chocolate is poured into the moulds for baking for 10 minutes and can being compact and delicious before its commercialization and sale (CAOBISCO/AEC/FCC, 2014). It is important to emphasize that the smell and flavour of cocoa is combined with the sector or region where it is cultivated. Therefore, the National Association of Cacao Exporters of Ecuador (ANECACAO, 2013) establishes the description of cocoa (ANECACAO, 2016).

2.30 MOULDING OF CACAO

Once the homemade chocolate is made, it is placed in moulds according to its weight. Specifically, large or small round moulds are used and are placed at a temperature of 5°C.



2.31 PRESENTATION OF HOMEMADE CHOCOLATE

The presentation of handmade chocolate may vary according to the economic conditions of the manufacturer. Generally, the wrapper is made of aluminium foil or lollipop paper and is sold as a large tablet or as a candy.

2.32 HOMEMADE CHOCOLATES

Amaretto

Baileys

Coffee Cream truffles

Espresso Martini

Manchester Honeybee honeycomb chocolates

Pink champagne truffles

Viennese truffles

Milk Chocolate Sea salted caramel chocolate barrels

Lemon drizzle truffles

2.33 CONCLUSION

In fact, Chocolate is a sweet treat people often enjoy. It is not as bad as we thought all this time, because chocolate is also contains some benefits. One of it is nutrient for our body. Besides, chocolate gives an advantage for woman beauty. Our bad feeling can also changes by eating some chocolate, maybe one of us think that chocolate make us fatty and have danger effects. But, we won't get that entire problem if we consume it regularly and in normal size, not too much. It had more of a bitter taste, not the sweet chocolate people know today.



CHAPTER III

ANALYSIS AND INTERPRETATION OF THE STUDY

This chapter aims at studying the customer preference towards Homemade chocolate in Thoothukudi. It is based on the primary data which were collected. Through people have many common aspects, they differ in many respects. These differences are usually significant. There are some differences in personal or demographic characteristics of individuals. Hence in this chapter, an attempt is made to examine the socio-economic profile customer preference towards Homemade chocolate.

Analysis of data plays a dominant role in the competition of project. Tables and diagrams assist me to analyze the data. 75 respondents were met and data were collected through questionnaire. Each question is analyzed individually, sufficiently tabulated and represented graphically.

This chapter is devoted to present the analyzed data in an appropriate manner. For the purpose of analysis, the statistical tools like

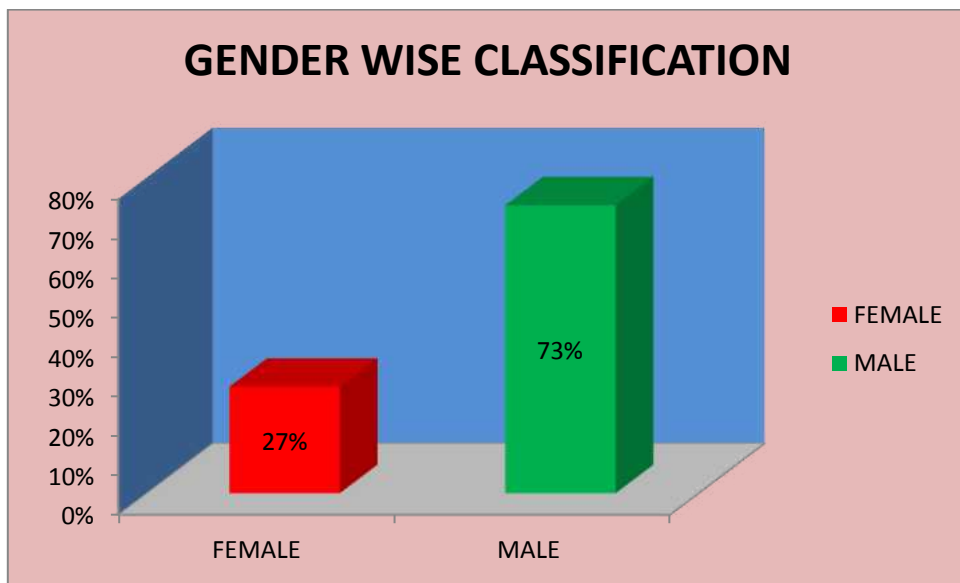
- Percentage analysis
- Likert Scale Method

The diagrams, table's charts provide a bird's eye view of the entire data and helps in summarizing and presentation of the data collected in a systematic manner.

TABLE 3.1
GENDER WISE CLASSIFICATION

Gender	No. of respondents	Percentage (%)
Female	20	27
Male	55	73
Total	75	100

Source Primary data



Inference

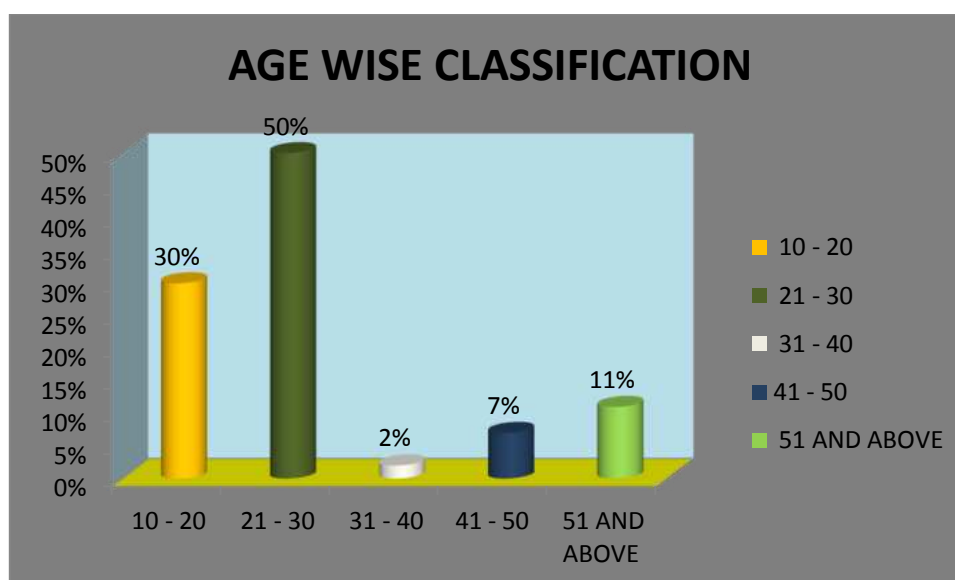
The above table shows that 73 percent of the respondents are male and 27 percent of them are female.

Thus majority, i.e. 73 percent of the respondents are male.

TABLE 3.2**AGE WISE CLASSIFICATION**

Age Group	No. of respondents	Percentage (%)
10-20	22	30
21-30	38	50
31-40	2	2
41-50	5	7
51 and above	8	11
Total	75	100

Source Primary data

**Inference**

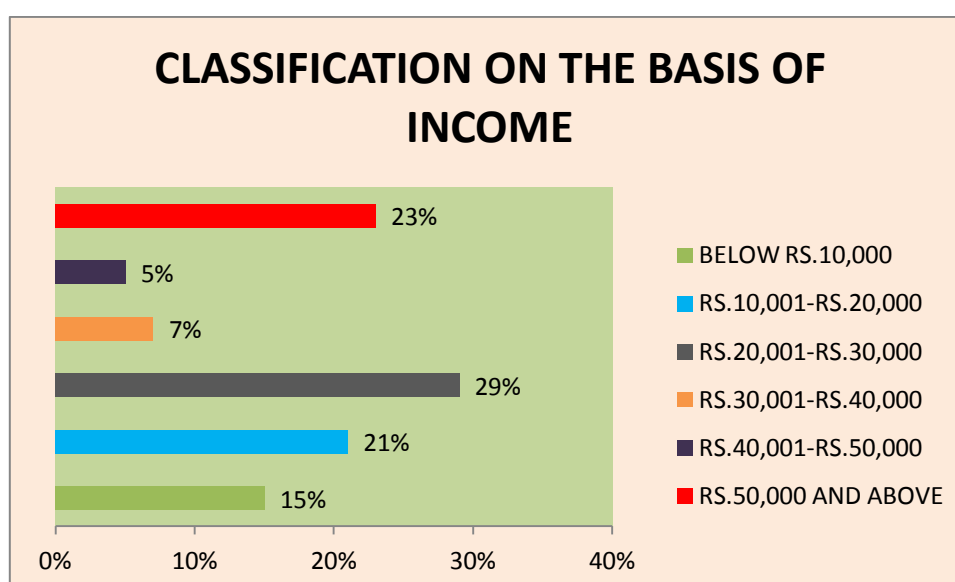
The above table clearly indicates that 50 percent of the respondents belong to the age group between 21-30 years, 30 percent of them are between 10-20 years, 11 percent of them are 51 and above, 7 percent of them are between 41-50 years and 2 percent of them are between 31-40 years.

Thus majority, i.e.50 percent of the respondents belong to the group between 21-30 years.

TABLE 3.3**CLASSIFICATION ON THE BASIS OF INCOME**

Income	No. of respondents	Percentage (%)
Below Rs. 10,000	11	15
Rs.10,001 - Rs. 20,000	16	21
Rs. 20,001 - Rs. 30,000	22	29
Rs. 30,001 - Rs. 40,000	5	7
Rs. 40,001 – Rs. 50,000	4	5
Rs. 50,000 and above	17	23
Total	75	100

Source Primary data

**Inference**

The above table clearly indicates that 29 percent of the respondents have earned between Rs.20,0001- Rs.30,000, 23 percent of them earned Rs.50,000 and above, 21 percent of them have earned between Rs.10,001- Rs.20,000, 15 percent of them earned below Rs.10,000, 7 percent of them have earned between Rs.30,001- Rs.40,000 and 5 percent of them earned between Rs.40,001- Rs.50,000.

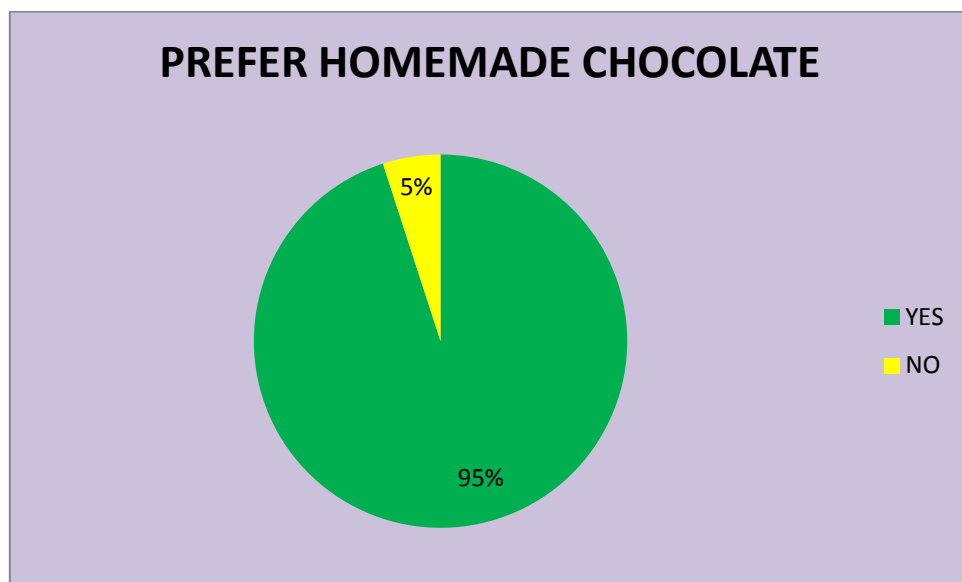
Thus majority, i.e. 29% of the respondents have earned between Rs.20, 001- Rs.30, 000.

TABLE 3.4

PREFER HOMEMADE CHOCOLATE

Opinion	No. of respondents	Percentage (%)
Yes	71	95
No	4	5
Total	75	100

Source Primary data



Inference

The above table clearly indicates that 95 percent of the respondents prefer homemade chocolate and 5 percent of them do not prefer homemade chocolate.

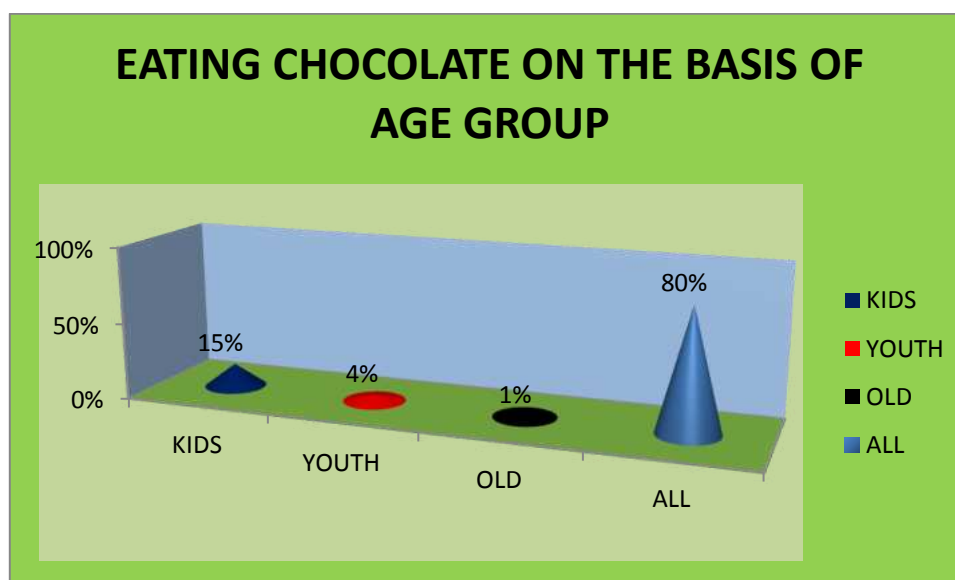
Thus majority, i.e. 95 percent of the respondents like Homemade chocolate.

TABLE 3.5

EATING CHOCOLATE ON THE BASIS OF AGE GROUP

Group	No. of respondents	Percentage (%)
Kids	11	15
Youth	3	4
Old	1	1
All	60	80
Total	75	100

Source Primary data



Inference

The above table clearly indicates that 80 percent of the respondents said that, all age group of people prefer to eat chocolate, 15 percent of them kids, 4 percent of them youth and 1 percent old people.

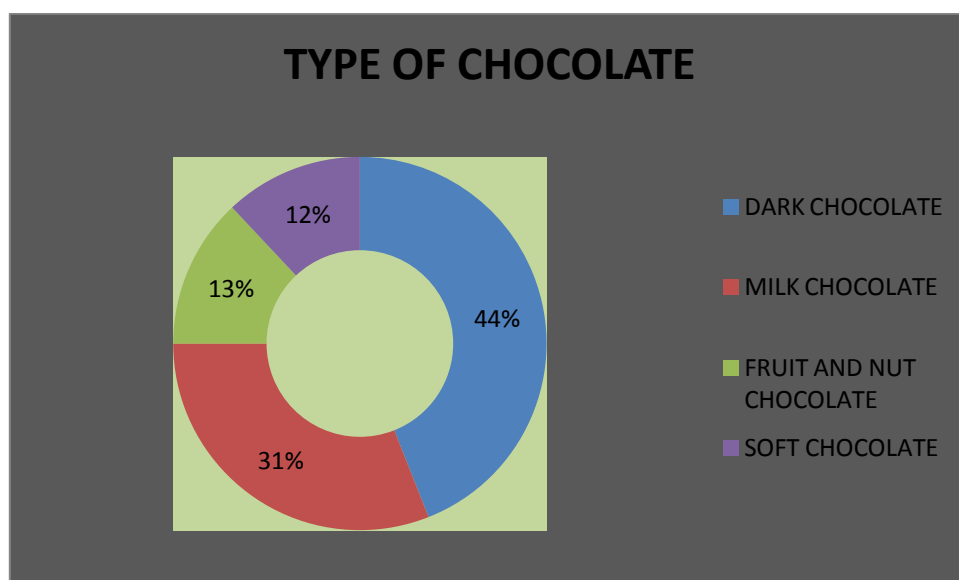
Thus majority, i.e. 80 percent all age group of people prefer to eat chocolates.

TABLE 3.6

TYPE OF CHOCOLATE

Type	No. of respondents	Percentage (%)
Dark chocolate	33	44
Milk chocolate	23	31
Fruit and Nut chocolate	10	13
Soft chocolate	9	12
Total	75	100

Source Primary data



Inference

The above table clearly indicates that 44 percent of the respondents choose dark chocolate, 31 percent of them milk chocolate, 13 percent of them fruit and nut chocolate and 12 percent of them soft chocolate.

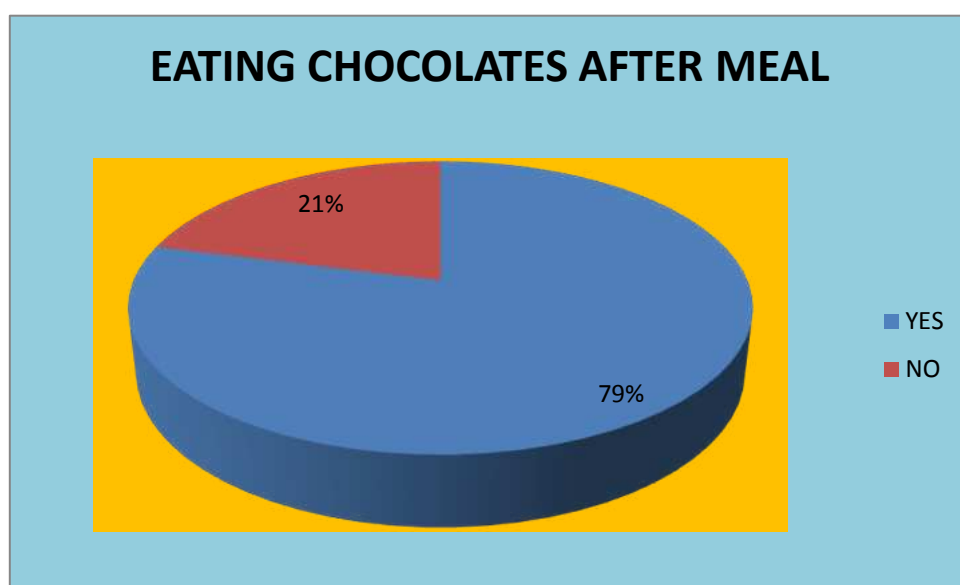
Thus majority, i.e. 44 percent of the respondents choose dark chocolate.

TABLE 3.7

EATING CHOCOLATE AFTER MEAL

Opinion	No. of respondents	Percentage (%)
Yes	59	79
No	16	21
Total	75	100

Source Primary data



Inference

The above table clearly indicates that 79 percent of the respondents preferred to eat chocolate after meal and 21 percent of them not preferred to eat chocolate after meal.

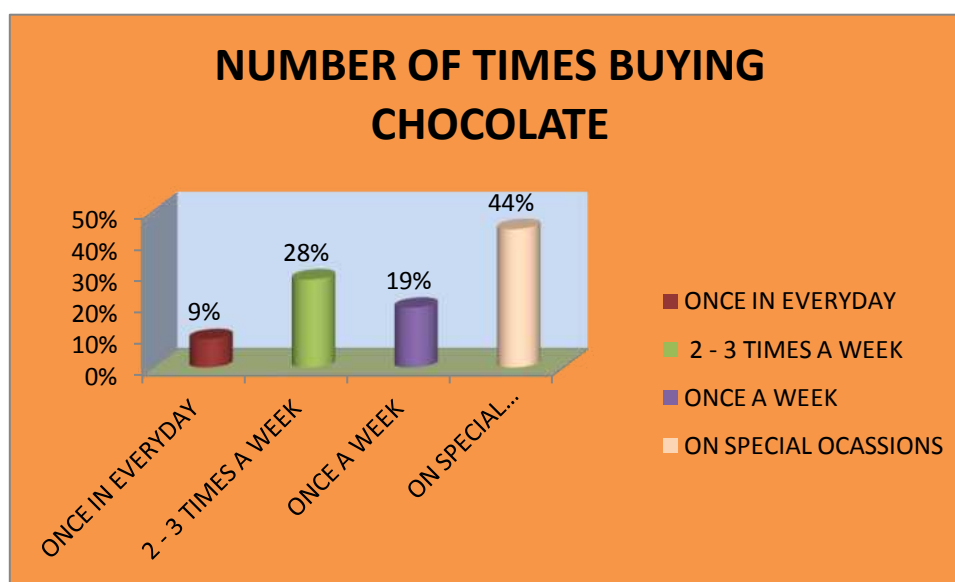
Thus majority, i.e. 79 percent of the respondents preferred to eat chocolates after meal.

TABLE 3.8

NUMBER OF TIMES BUYING CHOCOLATE

Times buy	No. of respondents	Percentage (%)
Once in everyday	7	9
2-3 times a week	21	28
Once a week	14	19
On special occasions	33	44
Total	75	100

Source Primary data



Inference

The above table clearly indicates that 44 percent of the respondents buying chocolate on special occasions, 28 percent of them buying chocolate 2-3 times a week, 19 percent of them buy only once a week and 9 percent of them once in everyday.

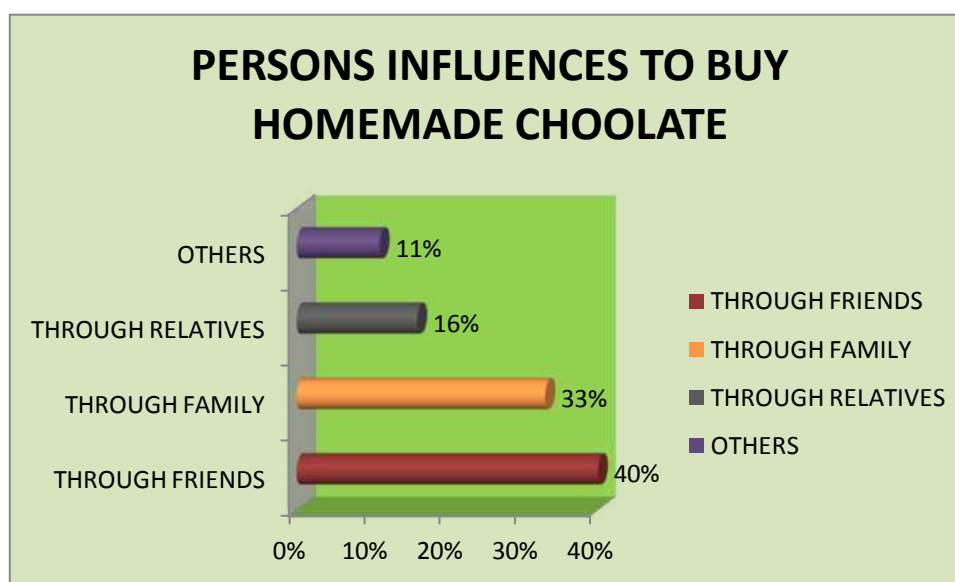
Thus majority, i.e. 44 percent of the respondents buying chocolate on special occasions.

TABLE 3.9

PERSONS INFLUENCES TO BUY HOMEMADE CHCOLATE

Group	No. of respondents	Percentage (%)
Through friends	30	40
Through family	25	33
Through relatives	12	16
Others	8	11
Total	75	100

Source Primary data



Inference

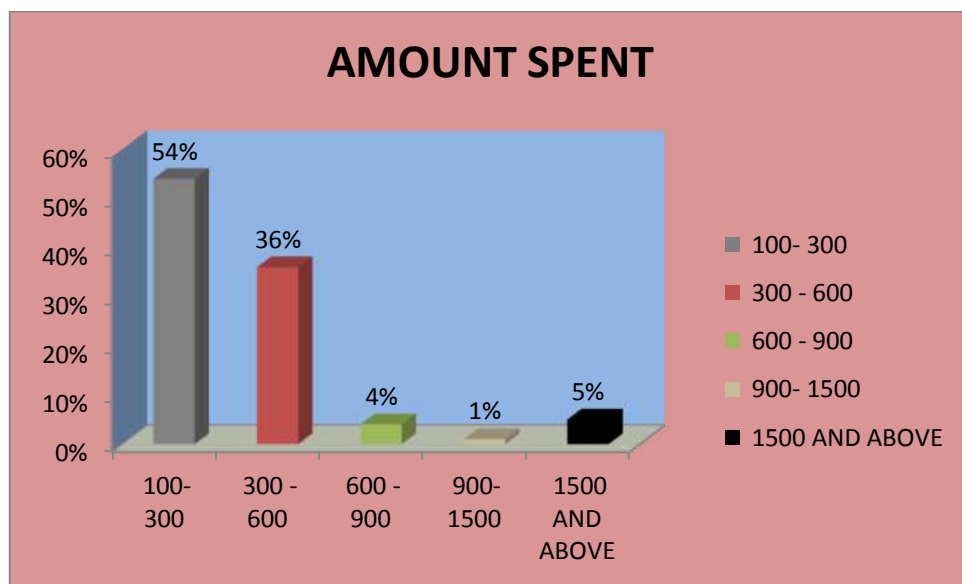
The above table clearly indicates that 40 percent of the respondents are influenced to buy chocolate through friends, 33 percent of them are family, 16 percent of them are relatives and 11 percent of them are through others.

Thus majority, i.e. 40 percent of the respondents are influenced to buy chocolate through friends.

TABLE 3.10
AMOUNT SPENT

Amount	No. of respondents	Percentage (%)
100-300	40	54
300-600	27	36
600-900	3	4
900-1500	1	1
1500 and above	4	5
Total	75	100

Source Primary data



Inference

The above table clearly indicates that 54 percent of the respondents have spent between Rs.100-300, 36 percent of them are between Rs.300- 600, 5 percent of them are Rs.1500 and above, 4 percent of them are between Rs.600-900 and 1 percent of them spent between Rs. 900-1500.

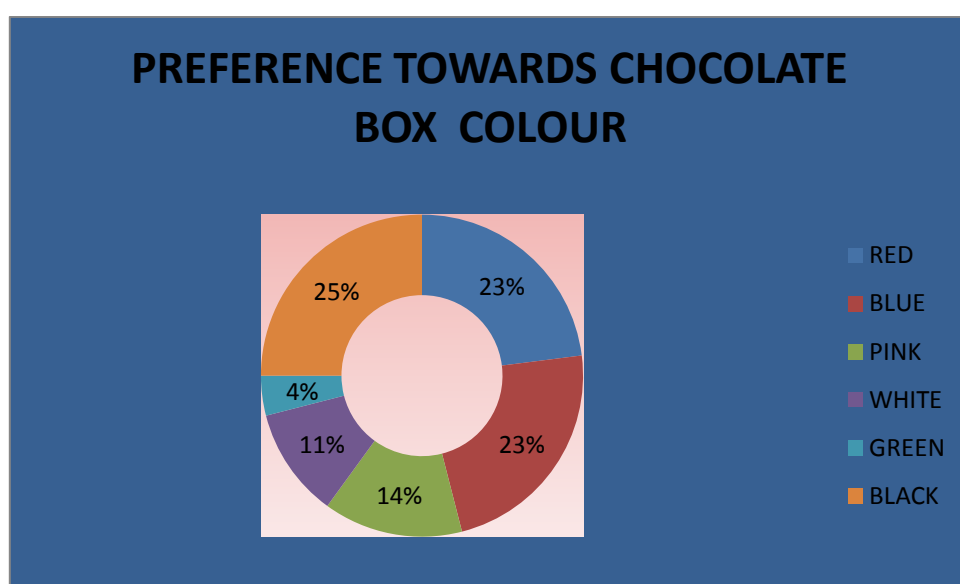
Thus majority, i.e. 54 percent of the respondents have spent between Rs.100-300.

TABLE 3.11

PREFERENCE TOWARDS CHOCOLATE BOX COLOUR

Colour	No. of respondents	Percentage (%)
Red	17	23
Blue	17	23
Pink	11	14
White	8	11
Green	3	4
Black	19	25
Total	75	100

Source Primary data



Inference

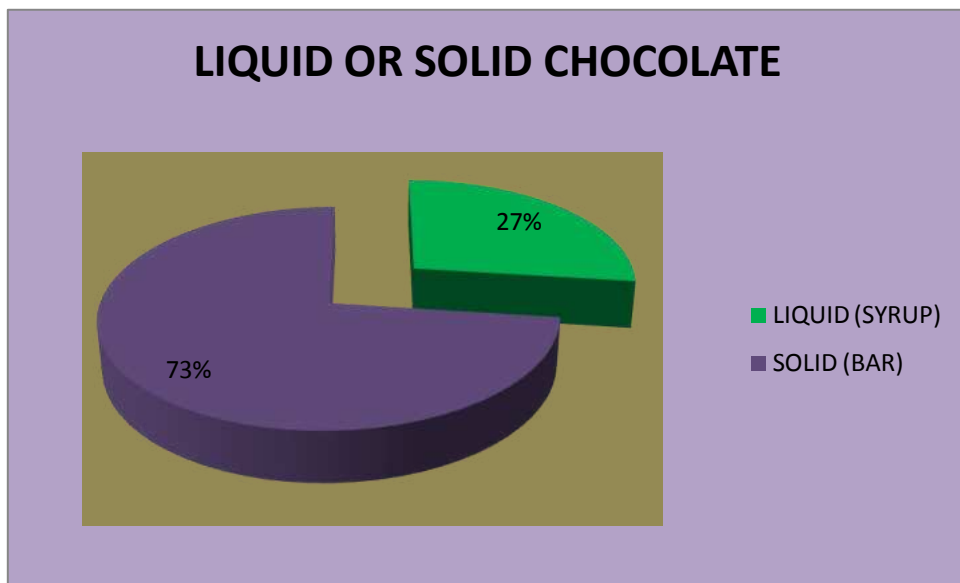
The above table clearly indicates that 25 percent of the respondents have preferred black colour chocolate box, 23 percent of them red and blue colour chocolate box, 14 percent of them pink colour chocolate box, 11 percent of them white colour chocolate box and 4 percent of them green colour chocolate box.

Thus majority i.e. 25 percent of the respondents have preferred black colour chocolate box.

TABLE 3.12
LIQUID OR SOLID CHOCOLATE

Options	No. of respondents	Percentage (%)
Liquid (syrup)	20	27
Solid (bar)	55	73
Total	75	100

Source Primary data



Inference

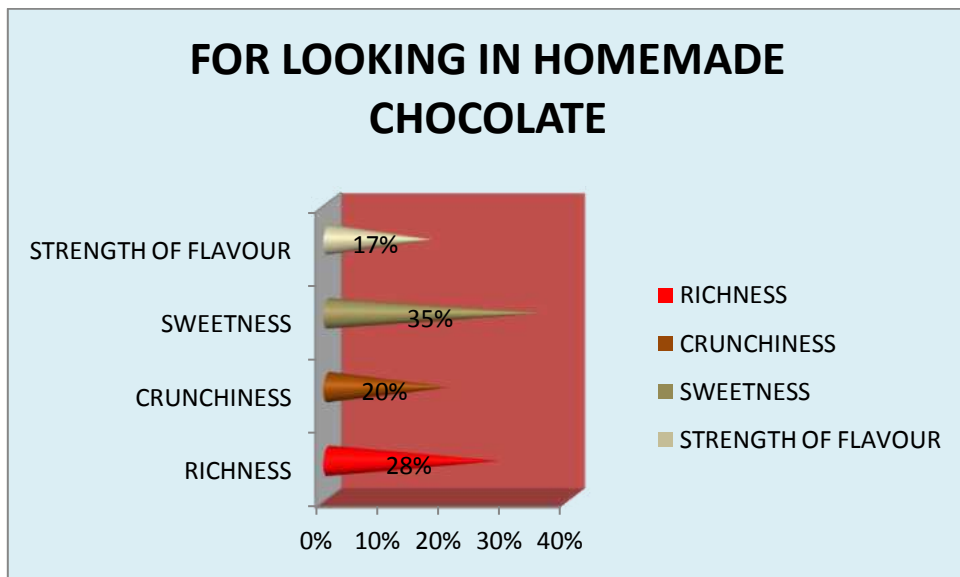
The above table clearly indicates that 73 percent of the respondents have preferred solid (bar) and 27 percent of them have preferred liquid (syrup).

Thus majority, i.e. 73 percent of the respondents have preferred solid (bar).

TABLE 3.13
FOR LOOKING IN HOMEMADE CHCOLATE

Factors	No. of respondents	Percentage (%)
Richness	21	28
Crunchiness	15	20
Sweetness	26	35
Strength of flavour	13	17
Total	75	100

Source Primary data



Inference

The above table clearly indicates that 35 percent of the respondents are looking sweetness, 28 percent of them richness, 20 percent of them crunchiness and 17 percent of them are looking strength of flavour in a homemade chocolate.

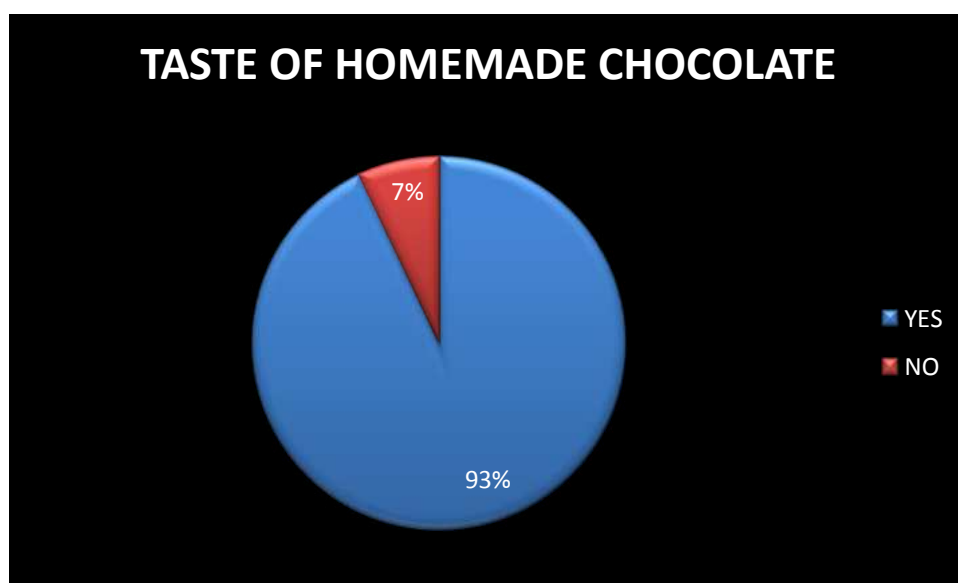
Thus majority, i.e. 35 percent of the respondents are looking for sweetness in a homemade chocolate.

TABLE 3.14

TASTE OF HOMEMADE CHOCOLATE

Opinion	No. of respondents	Percentage (%)
Yes	70	93
No	5	7
Total	75	100

Source Primary data



Inference

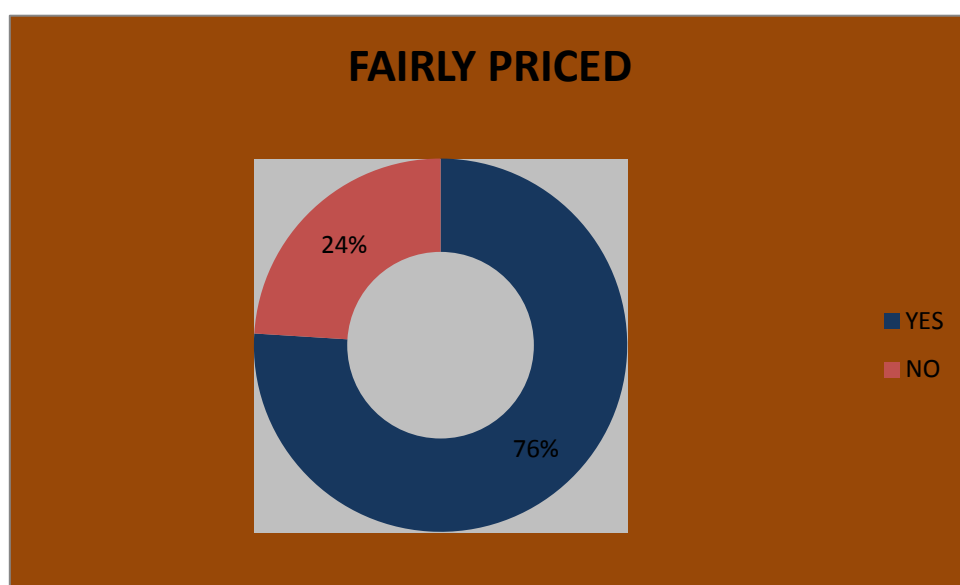
The above table clearly indicates that 93 percent of the respondents have preferred the taste of homemade chocolate and 7 percent of them do not prefer the taste of homemade chocolate.

Thus majority, i.e.93 percent of the respondents have preferred the taste of the homemade chocolate.

TABLE 3.15
FAIRLY PRICED

Opinions	No. of respondents	Percentage (%)
Yes	57	76
No	18	24
Total	75	100

Source Primary data



Inference

The above table clearly indicates that 76 percent of the respondents have felt the price of the chocolate is fair and 24 percent of them felt the price of the chocolate is not fair.

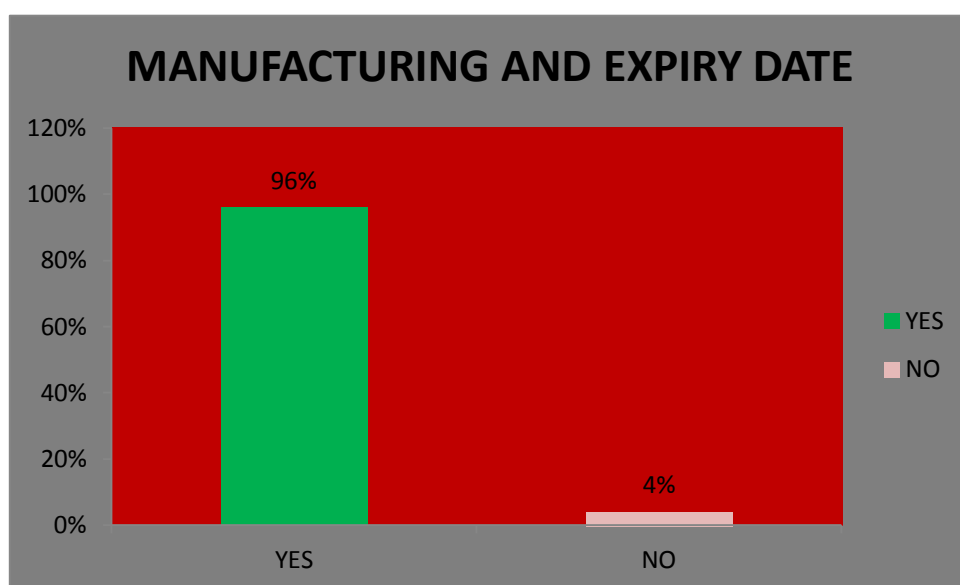
Thus majority, i.e. 76 percent of the respondents have felt the price of the chocolate is fair.

TABLE 3.16

MANUFACTURING AND EXPIRY DATE

Opinion	No. of respondents	Percentage (%)
Yes	72	96
No	3	4
Total	75	100

Source Primary data



Inference

The above table clearly indicates that 96 percent of the respondents have considered manufacturing and expiry date and 4 percent of them do not consider the manufacturing and expiry date.

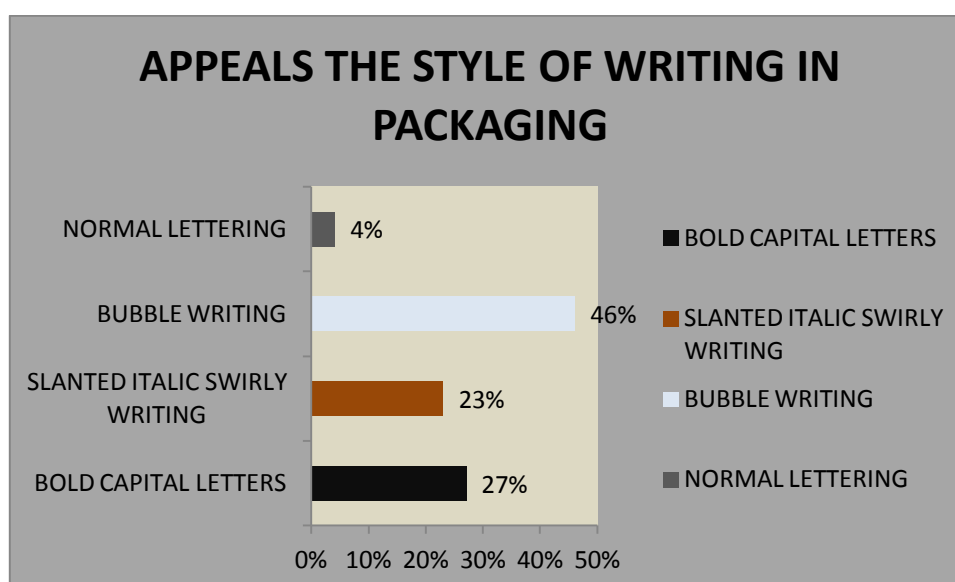
Thus majority, i.e. 96 percent of the respondents have considered manufacturing and expiry date.

TABLE 3.17

STYLE OF WRITING ON CHOCOLATE PACKAGING

Opinion	No. of respondents	Percentage (%)
Bold capital letters	20	27
Slanted italic swirly writing	17	23
Bubble writing	35	46
Normal lettering	3	4
Total	75	100

Source Primary data



Inference

The above table clearly indicates that 46 percent of the respondents have preferred the style bubble writing, 27 percent of them bold capital letters, 23 percent of them slanted italic swirly writing and 4 percent of them normal lettering.

Thus majority, i.e. 46 percent of the respondents preferred the style bubble writing.

TABLE 3.18**FACTORS INFLUENCING THE PURCHASE OF CHOCOLATE**

FACTORS	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	PERCENTAGE	RANK
Wrapping	195	104	27	0	1	327	4.36	I
Taste	195	104	27	0	1	327	4.36	I
Flavours	170	88	51	2	1	312	4.16	III
Shape	155	92	36	12	3	298	3.97	VI
Decoration	170	84	42	6	3	305	4.06	IV
Price	120	108	54	10	1	293	3.90	IV
Size	160	88	51	2	3	304	4.05	V

Inference

The above table 3.17 shows that the rank given by the respondents which influence various factors of their choice of chocolate. It is clear that both wrapping and taste took place as first rank followed by flavours, shape, size, decoration and price are second, third, fourth, fifth and sixth position respectively.

Thus majority of the respondents are influenced to buy chocolate of wrapping and taste.

TABLE 3.19

**FACTORS INFLUENCING THE CONSUMERS OVERALL
PREFERENCE TOWARDS THE CHOCOLATES**

FACTORS	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED	TOTAL	PERCENTAGE	RANK
Taste	270	84	0	0	0	354	4.72	I
Packaging	165	108	45	0	0	318	4.24	IV
Price	145	100	48	6	2	318	4.24	IV
Quantity	150	112	33	10	1	306	4.08	VII
Quality	220	88	21	2	1	332	4.42	II
Image	190	88	33	6	1	318	4.24	IV
Attractive Captions	185	100	27	8	0	320	4.26	III

Inference

The above analysis shows that the rank given by the respondents which influence various factors of their choice of chocolate. It is clear that taste stands first in position followed by quality, attractive captions, packaging, price, image, quantity are second, third, fourth, sixth and seventh position respectively.

TABLE 3.20**STATEMENT SHOWING PERCEPTION TOWARDS CHOCOLATE**

STATE MENT	STRON GLY AGREE	SLIGH TLY AGRE E	NEUT RAL	SLIGH TLY DISAG REE	STRON GLY DISAG REE	TOT AL	PERCEN TAGE	RA NK
Luxury	190	96	30	2	2	320	4.26	V
Affordabl e	155	120	33	4	1	313	4.17	VIII
Simplisti c	185	88	42	4	0	319	4.2	IX
Easily Accessibl e	195	80	33	8	1	317	4.22	VII
Large Variety	190	80	42	2	2	145	1.93	XI
Suitable for all ages	205	88	15	8	3	319	4.25	VI
Enjoyabl e	240	68	24	2	1	335	4.46	I
Familiar	210	76	30	4	2	332	4.29	IV
Trustwort hy	215	80	30	4	0	329	4.38	II
Mainly suitable for vegetaria ns	200	64	45	4	2	315	4.2	IX
Ethical	195	92	33	2	1	323	4.30	III

Inference

The above analysis shows that the rank given by the respondents which influence various factors in choice of their choice of chocolate. It is clear that enjoyable stands first in the position followed by trustworthy, ethical, familiar, luxury, suitable for all ages, easily accessible, affordable, simplistic, and mainly suitable for vegetarians and large variety are, second, third, fourth, fifth, sixth, seventh, eighth, ninth, tenth and eleventh position respectively.

Thus majority of the respondents chose to be enjoyable.

CHAPTER IV

FINDINGS

This chapter discusses the major findings of the study besides having put down by the researcher, based on the findings and suggestions conclusion was drawn. This chapter is discussed in a concise and summary format rather than descriptive form.

- It is observed i.e. majority 73 percent of the respondents are male when compared to female.
- The study reveals i.e. majority 50 percent of the respondents belong to the group between 21 – 30 years.
- From the analysed data it is revealed i.e. majority 29 percent of the respondents have earned between Rs.20, 001- 30,000.
- The study reveals i.e. majority 95 percent of the respondents like Homemade chocolate.
- Majority 80 percent of the respondents prefer to eat chocolates to all age group of people.
- It is observed i.e. majority 44 percent of the respondents choose dark chocolate.
- The study found i.e. majority 79 percent of the respondents prefer eating chocolates after meal.
- The analysis reveals i.e. majority 44 percent of the respondents buying chocolate on special occasions.
- The study found i.e. Majority 40 percent of the respondents are influenced to buy chocolate through friends.
- The study reveals i.e. majority 54 percent of the respondents are willing to spend between Rs.100-300.
- The study found i.e. majority 25 percent of the respondents have preferred black colour chocolate box.
- It is observed i.e. majority 73 percent of the respondents have preferred solid (bar).
- It is observed i.e. majority 35 percent of the respondents look for sweetness in a Homemade chocolate.
- The study reveals i.e. majority 93 percent of the respondents like the taste of the Homemade chocolate.

- It is observed i.e. majority 76 percent of the respondents have felt the price of the chocolate is fair.
- The study revealed i.e. majority 96 percent of the respondents checked the manufacturing and expiry date.
- Majority of the respondents are influenced by wrapping and taste.
- The study revealed i.e. majority 46 percent of the respondents preferred the style bubble writing.
- The study found i.e. majority of the respondents is influenced by taste.

SUGGESTIONS

- ❖ Dried fruits and nuts are included in Homemade chocolates.
- ❖ It would be nice if Homemade chocolates are available in all bakeries.
- ❖ Dark chocolates is known to lower both blood pressure and cholesterol and has nearly 8 times the number of antioxidants as found in strawberries this medicinal value must be made to known to the consumer so it can be taken as a part of their daily diet.
- ❖ Need more healthy and more protein content chocolates.
- ❖ Homemade chocolate are made more affordable to all the quantity and the taste must always be in check.
- ❖ Company should concentrate more on television for advertisement, as mostly people get attracted through television only.
- ❖ For promotional offers, company should go for free gifts rather than going for other ways.
- ❖ People are unsatisfied with price of chocolate so companies should be come forward to reduce the price of chocolate.
- ❖ It has been observed a modest reduction in the blood pressure and flow mediated dilation after consuming dark chocolates daily.
- ❖ Imported chocolates should be made available even in small urban areas.
- ❖ Respondents seem to be more satisfied with homemade chocolate rather than other brands.
- ❖ Window display or decoration, Festive season or mood, Packaging, Remembrance of advertisement and Attractive name of a brand are the factor that affects respondents' decision to buy homemade chocolate.
- ❖ The quantity of Indian chocolates should be improved so that it will be preferred more.
- ❖ The price of some foreign brands in chocolate should be lowered so that it can reach all social classes of people.
- ❖ The presence of theobromine helps to make stronger the tooth enamel.
- ❖ It lowers the blood pressure and also improves blood circulation.
- ❖ Dark chocolate are associated with lower risk of heart attack.
- ❖ Too much caffeine leads to hypertension anxiety dehydration and inability to concentrate.

- ❖ There is a wide variety of chocolate industries. Opportunities are available for franchises based in location, clientele etc. Speciality stores produce high end treats and bulk candy stores offer large quantities of various qualities hence such stores can be established in Thoothukudi.
- ❖ One of the primary demand drivers for chocolates and other sweets in consumers taste likeness towards chocolates hence the taste of the chocolates should be enriched according to the consumers taste and preference.
- ❖ Websites exclusively for chocolates can be created, and the consumer should be made known about the different varieties and brands of chocolates available globally to enhance effective sales of chocolates.
- ❖ Indian brands should take necessary steps to market its products and make its availability globally to enhance foreign exchange.

CHAPTER V

CONCLUSION

Frequent consumption has a possibility of preventing various diseases due to its chemical compound flavonoids which has antioxidant properties. Chocolate also act as a stimulant that causes the brain to produce chemical such as endorphins, serotonin that can help to reduce stress and lead to feelings of eurrophia, or phenyl ethylamine, “ chocolate amphetamine” that causes changes in blood pressure and blood sugar levels leading to feelings of excitement and alertness.

Although dark chocolate has its benefits, it is still important for us to eat it in moderation. While dark chocolate is better than milk and white chocolate due to the antioxidants it contains, it is still high in calories and saturated fats. Research have shown that best effect of dark chocolate is obtained by consuming an average amount of 6.7 g per day, corresponding to a small square of chocolate twice or three times a week. Beyond these amounts the beneficial effect tends to disappear. Therefore the key to eat chocolate in moderation or balance or diet so that we can benefit the most out of it. A little of bitter goodness a day keeps the stress away.

Chocolate milk is just a villain in disguise, ready to turn our health upside down with its excessive amounts of cholesterol and saturated fats. Chocolate milk is also known for its sky-high sugar content. The cocoa in chocolate contains components that lessen cholesterol, blood pressure and therefore, lower chances of heart failure. Chocolate is healthy for us in moderation. There is something in chocolate that is really good for us. The popularity of chocolate products, particularly boxed assortments for gifts, will continue to increase.

Luckily for all chocolate lovers the researchers prove its usefulness for both our health and mood. Packaging of small quantity of chocolate make it affordable to who are aspiring to perches it. The chocolate may seem to be same as other chocolates existing in the market but it has a distinct taste of its own. The chocolate melts in our mouth not on our hands.

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A STUDY ON CONSUMER PREFERENCE TOWARDS HOMEMADE CHOCOLATES IN THOOTHUKUDI

1. Name
2. Age
 - a) 10-20 b) 21-30 c) 31-40 d) 41-50
3. Gender
 - a) Female b) Male
4. Place of resident
 - a) Rural b) Urban c) Semi-urban
5. Marital Status
 - a) Married b) Unmarried
6. Family Members
 - a) 2-3 b) 4-5 c) 6-7 d) above 7
7. Type of family
 - a) Nuclear Family b) Joint Family c) Extended Family
8. Profession
 - a) Children b) Student c) Home maker
9. Family monthly income
 - a) Below Rs.10,000 b) Rs.10,001-Rs.20,000 c) Rs. 20,001-Rs.30,000
 - d) Rs. 30,001-Rs.40, 000 e) Rs. 40,001-Rs.50, 000 f) Above Rs.50, 000
10. Do you like homemade chocolate?
 - a) Yes b) No
11. What kind of homemade chocolate do you prefer?
 - a) Branded b) Non Branded
12. Which age group of people eat chocolates?
 - a) Kids b) Youth c) Old d) All
13. Where will you buy homemade chocolates?
 - a) Food Courts b) Super Markets c) Bakeries d) Any Other

14. Do you have the habit of preparing chocolates at home?
- a) Yes b) No
15. Which homemade chocolate do you like and what type?
- a) Dark chocolate b) Milk chocolate c) Fruit and Nut d) Soft
16. What all nutritional facts you look for while purchasing chocolate?
- a) Energy b) Protein c) Fibre d) Carbohydrates e) Calcium f) Iron
17. Have you ever seen the manufacture of chocolates any time?
- a) Yes b) No
18. Do you prefer eating chocolates after meal?
- a) Yes b) No
19. How many times do you buy chocolates?
- a) Once in everyday b) 2-3 times a week c) Once a week d) On special Occasions
20. How many chocolates do you eat in a typical week?
- a) Less than 5 b) Between 5 to 10 c) Between 11 to 20 d) More than 20
21. Do you continue eating chocolates of a company, if it has some controversy in market or do you lose trust?
- a) Yes b) No
22. Which reference group influence you mostly to buy a particular homemade chocolate?
- a) Through Friends b) Through Family c) Through Relatives d) Others
23. How much are you willing to spend on a box of chocolate?
- a) 100-300 b) 300-600 c) 600-900 d) 900-1500 e) 1500 and above
24. According to you what shape of chocolate box are preferable?
- a) Square b) Rectangle c) Circle d) Heart

25. What kind of colour do you prefer while buying a chocolate box?
- a) Red b) Blue c) Pink d) White d) Green e) Black
26. Which size chocolate box is better?
- a) Small b) Medium c) Large
27. Do you consider cocoa percentage when you shop? If yes, what percentage do you usually shop for?
- a) 65%-75% b) 75%-90% c) 90%
28. What is your favourite type of chocolate?
- a) Dark b) Ruby c) Semi-sweet
29. What decoration would you like on your chocolate?
- a) Icing b) Sprinkles c) Chocolate Sauce d) None e) All the above
30. Would you like to be able to personalize chocolate?
- a) Yes b) No
31. What is your favourite addition to a chocolate bar?
- a) Biscuits b) Nuts c) Fruits d) None
32. Does sugar content concern you?
- a) Yes b) No
33. Do you like liquid or solid chocolate better?
- a) Liquid (Syrup) b) Solid (Bar)
34. What do you look for in a homemade chocolate?
- a) Richness b) Crunchiness c) Sweetness d) Strength of flavour
35. What style of writing most appeals on chocolate packaging?

a) Bold capital Letters b) Slanted italic swirly writing c) Bubble writing d) Normal lettering

36. Is a picture of the product important?

a) Yes b) No

37. Why do you prefer eating chocolates?

a) Mood changes b) When hungry c) Stress Reliever

38. Are homemade chocolates are fairly priced?

a) Yes b) No

39. Do you like the taste of homemade chocolates?

a) Yes b) No

40. What comes to your mind when you think of homemade chocolate?

a) Fun b) Nostalgia c) The Taste d) Nothing

41. What promotional offers attract you the most?

a) Free gift b) Price offer c) All the above

42. Do you consider manufacturing and expiry date while buying chocolate?

a) Yes b) No

43. Rank your preferences in choice of chocolates on scale of 1-5 (5 being the highest rank)

	1	2	3	4	5
Taste					
Sweetness					
Price					
Calories					
Brand of Chocolate					

Packaging					
Ingredients/ Flavours					

44. Rank the level of satisfaction.

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Wrapping					
Taste					
Flavours					
Shape					
Decoration					
Price					
Size					

45. Rate the following attributes of homemade chocolates.

	VERY GOOD	GOOD	AVERAGE	VERY BAD	BAD
Quality					
Brand Image					
Availability					
Awareness					
replacement					
Regularity					

46. Rank the following factors when you purchase a homemade chocolate? (Tick the desired column)

FACTOR S	HIGHLY SATISFIE D	SATISFIE D	NEUTRA L	DISSATISFIE D	HIGHLY DISSATISFIE D
Taste					
Packaging					
Price					
Quantity					
Quality					
Image					
Attractive Captions					

47. Do you agree with the following statements about homemade chocolate?

	STRONGLY AGREE	SLIGHTLY AGREE	NEUTRAL	SLIGHTLY DISAGREE	STRONGLY DISAGREE
Luxury					
Affordable					
Simplistic					
Easily Accessible					
Large Variety					
Suitable for all ages					
Enjoyable					
Familiar					
Trustworthy					
Mainly					

suitable for Vegetarians					
Ethical					

48. Have you ever heard of any of these brands before?

	YES	NO
Espresso Martini		
Viennese Truffles		
Lemon Drizzle Truffles		
Baileys		
Amaretto		

49. Would you enjoy the survey?

a) Yes b) No

50. Give any suggestions.

**A STUDY ON SOCIO ECONOMIC CONDITION OF THE
UNORGANISED SECTORS DURING PANDEMIC SITUATION
IN THOOTHUKUDI**

A project report submitted to

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

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli,

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

MASTER OF COMMERCE

SUBMITTED BY

S.PRABHA

(REG. NO:19APCO25)

Under the Supervision and Guidance of

Dr.A.SALETH MARY VETRISELVI M.Com., M.Phil., Ph.D., PGDCAB.,



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS)

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

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APRIL-2021

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CERTIFICATE

This is certified that the project entitled "A STUDY ON SOCIO ECONOMIC CONDITION OF THE UNORGANISED SECTORS DURING PANDEMIC SITUATION IN THOOTHUKUDI" is submitted by the candidate S.PRABHA in partial fulfillment of the requirements of the award for the degree of "MASTER OF COMMERCE" to ST.MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI, AFFILIATED TO MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi
Date: 10.04.2021

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DECLARATION

I hereby declare that the project entitled "A STUDY ON SOCIO ECONOMIC CONDITION OF THE UNORGANISED SECTORS DURING PANDEMIC SITUATION IN THOOTHUKUDI" submitted to St. Mary's College (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, Tirunelveli for the degree of "MASTER OF COMMERCE" is my original work and that no part of this project has been submitted for the award of any other degree, diploma, fellowship or other similar titles.

Place: Thoothukudi

Date: 10.04.2021

A Saleth Mary

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S.PRABHA

CHAPTERIZATION

Chapter. No.	Title	Page No.
I	Introduction & Design Of The Study	1
II	Profile of the Study Area	10
III	Analysis and Data Interpretation	23
IV	Findings and Suggestions	76
V	Conclusion	81
ANNEXURE-1	Questionnaire	82
ANNEXURE-2	Bibliography	86

S.No.	LIST OF TABLES	Page. No.
3.1	Gender Wise Classification	24
3.2	Age of Respondents	25
3.3	Education Qualification of Respondents	26
3.4	Occupation of Respondents	27
3.5	Marital Status of the Respondents	28
3.6	Nature of Family of Respondents	29
3.7	Family Size of Respondents	30
3.8	Area of Respondents	31
3.9	Income of Respondents	32
3.10	Wages of Coolie Workers of Respondents	33
3.11	Weekly Holiday Details of Respondents	34
3.12	Listening of News of Respondents	35
3.13	Annual Income of the Respondents	36
3.14	Classification of respondents on the basis of state	37
3.15	Satisfaction about respondents wages	38
3.16	Years of Experience in their work	39
3.17	Saving Habits of Respondents	40
3.18	Mode of Savings of Respondents	41
3.19	Job Satisfaction of Respondents	42
3.20	Information About "LOCKDOWN"	43
3.21	Availability of Job of Respondents	44
3.22	Accrued Job During Lockdown	45
3.23	Wage Payment During Lockdown	46
3.24	Daily Work of Respondents	47
3.25	Payment For Daily Work of Respondents	48
3.26	Fulfillment of Basic Needs /Necessities of Respondents	49
3.27	Opinion About Migrant From One Place To Another	50
3.28	Nature of Migration From One Place To Another	51
3.29	Accommodation of Respondents	52

3.30	Benefits Of Respondents	53
3.31	Necessary Steps of Respondents	54
3.32	Financial Support From Your Proprietors/ Bank of Respondents	55
3.33	Government Ration Goods During The Lockdown Period of Respondents	56
3.34	Mode of Savings	57
3.35	Amount Received From Government during Lockdown	58
3.36	Table Showing Interest Due of Respondents	59
3.37	Table Showing Accommodation of Respondents	62
3.38	Table Showing Pandemic Situation of Respondents	63
3.39	Table Showing Pandemic Situation of Respondents	64
3.40	Table Showing Train Facilities Provided By The Government of Respondents	65
3.41	Occupation Wise Satisfaction of Working Condition of respondents	66
3.42	Family size wise income level of respondents	68
3.43	Family size wise sufficient amount for you and your family of respondents	70
3.44	Occupation wise satisfaction level of respondents	73
3.45	Gender wise years of experience of respondents	75

CHAPTER-I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION:

The COVID-19 pandemic and its unprecedented catastrophe have forced the entire world to announce nation-wide lockdown, closing of factories, industries, etc. On one hand, we have our medical experts, police officials, staff, and the government authorities working round the clock to save the lives of the people and contain the spread of this contagious virus.

On the other hand, there are migrant labourers, factory workers and other people who belong to the unorganized sector before and are now struggling to make their ends meet. The reason being the nationwide lockdown before and temporary shutdown of the industrial sector, whose time period also seems uncertain. This project aims to address the impact of COVID-19 and the socio economic CONDITION of the unorganized sector and dwell on the challenges which they are currently facing and will face once the dust settles.

HISTORY OF UNORGANISED SECTOR:

In the mid 1950s, economic development model was widened by W.Arthur Lewis in mid 1950. In developing country, there was limitless labor supply. Those surplus labors should be engaged in the upcoming industrial arena in the country. It is simply a conversion of the system from traditional to modern. Those sorts of casual labor, who have been occupied by petty businessmen and very conventional manufacturer or traders, should be absorbed by large industrial sectors or in the ground of formal economy. In addition to that, petty traders and small producers may also adhere as ancillary to the large sector. But, still a large numbers of labor are suffering at the bottom of the informal sectors. They don't even get an opportunity to taste the fruits of formal economy sector, especially in the third world country. It is not only a crowd of men, even a vast number of women and children are also floating in the same pattern of atmosphere. The

dichotomy of traditional and modern sectors is still prevailing in the third world country.

This dichotomy of formal and informal was started in pre independence era, though it was in a different nomenclature i.e. the contrast of eastern non-capitalist economy and western capitalist economy but in the post- independence it was converted into the dichotomy of traditional and modern concepts. An existence of vast majority of unorganized labor in India is a common phenomenon. Based on that distinctiveness, India government has classified unorganized workforce exclusively in four categories

1. In terms occupation like leather workers, waiver, fisheries, beedi maker, construction workers, workers of different industry like oil mill, paper mill, saw mill etc. bricks maker, landless agricultural labor.

2. Nature of employment, Contract, Casual and bonded labor

3. Special distressed categories- Head and shoulder loaders, Scavengers, variety of labor works.

4. Service categories – Hotel boy, Midwives, Air hostesses, barber, masseur etc. Apart from aforesaid category handicraft artisans, Cobblers, Handloom weavers, physically.



1.2 STATEMENT OF THE PROBLEM:

It is crystal clear that unorganized labors are living their life below the minimum standards level. Without a doubt, many informal workers are not in a position to meet their daily requirement. Maximum numbers of women worker are consistent victims of low wages when contrasted with men. There are number of legislations for the security of the labor force but those laws are routinely executed in organized sectors yet in actuality, it is not used methodically in unorganized sectors.

1.3 OBJECTIVES OF THE STUDY:

The following are the objectives of the study:

- ❖ To highlight the different problems faced by unorganized workers during pandemic situation in Thoothukudi district..
- ❖ To review the various social security measures undertaken for unorganized workers in Thoothukudi district.
- ❖ To know how an unorganized labor handle the economic situation of the family during COVID -19.
- ❖ To identify whether the unorganized labor develop the saving habit after lockdown during pandemic situation.
- ❖ To study the unorganized labor struggles during lockdown
- ❖ To give suggestion for the improvement of unorganized labors.
- ❖ To enlighten the different problems of workers working in the informal industry.

1.4 REVIEW OF LITERATURE:

- ❖ A study conducted by **Rajarathinam (2001)** on Dalit Unorganized workers are hailing from the village areas of Thirunelveli of Tamilnadu District. He mainly conveyed about the poor socioeconomic condition of Dalit Majdoor. **Mathew Joseph, Nirupama Soundararajan, Manisha Gupta and Sanghamitra Sahu** in their research paper Impact of Organized Retailing on the Unorganized Sector discussed on how unorganized sectors are being benefited by the limited numbers of retailers of the mini and megacities. They have also recommended few policies

that will strengthen the relationship between large retailers and small suppliers. **T. S. Papola in his research paper concerning** to informal Sector: Concept and Policy discussed about various disadvantages of informal sectors and conveyed to reduce their problems they suffer, and also told to increase the absorption capacity of in- migrant works into the city to enhance their productivity and to develop working condition of workers.

- ❖ **Silvia M. D. Mendoncae Noronha (2005):** In his thesis of “Migrant Construction Workers in Goa” discussed about migrant labors working especially construction company, it has also been observed that maximum number of workers are engaged in constructing company. The author made an endeavor to find out the socio- economic of workers and its impact on economic situation of Goa. Elizabeth Hill in her Women in the Indian Informal Economy: Collective Strategies for Work Life Improvement and Development conveyed that resource based approach which is inappropriate in informal sectors.
- ❖ **Neha Mittal (2012)** in her Research Paper Women Workers In ‘Unorganized Sector: Socio-Economic Perspective’ has discussed about the problems of women worker. They working for long hours every day, chaotic working conditions, very low wages and above all they keep on working without proper social security measure.
- ❖ **Tony Jacob (2012)** in his research Paper “The Unorganized Sectors in India” has described minutely about their problems and challenges regularly because of seasonality nature of job. Workers are suffering from the indebtedness and bondage especially in the rural area. The do not even get proper guidance of Trade Union.
- ❖ **Ashima Majumdar (2013)** led a study named as “Social Security System and the Informal Sector in India: A Review”. As per her view India's government managed social security since 1947, effective very negligible for the laborers of unorganized sectors whether in India maximum labor force comes under the informal sectors. This article surveys about monitory condition of the workers i.e. they do not have savings to keep themselves secure in a problematic situation.

She also tried to convey that absence of standardize saving of this type of workforce mark on the efficiency of the whole Indian economy.

1.5 SCOPE OF THE STUDY:

The study on the impact of unorganized sector during pandemic situation in the present era was conducted in Thoothukudi district. The constrain (trouble) faced by unorganized labor during pandemic situation gave the study a wide and large scope for analysis. The period of study extend from December 2020-March 2021.

1.6 AREA OF THE STUDY:

This study is conducted for various unorganized labor they are scattered in different area of Thoothukudi.

- ✓ Bryant Nagar
- ✓ Bhakyanathanvelai
- ✓ Shanmugapuram
- ✓ Kanthasampuram
- ✓ Shanthi Nagar
- ✓ Puthukottai

1.7 PERIOD OF THE STUDY:

Our project work commenced for a period from December 2020 to March 2020 with full involvement.

1.8 RESEARCH METHODOLOGY OF THE STUDY:

Data collection is dependent on the method used to collect it readability and validity of the research collected can be organized into 2 types:

1.8.1 PRIMARY DATA:

The primary method of data collection that the interview method was used to collect the information from unorganized sector labors.

No of response include both male and female. Convenience sampling method had been adopted and about 130 samples have been collected for the study.

1.8.2 SECONDARY DATA:

The secondary data were collected from available literature in books, journals, magazines, internet and other research reports etc.

1.9 SAMPLING SIZE:

By following Convenience sampling method is used all 130 response are the unorganized labor who are all working in various works like building constructions, fruit sellers, vegetable sellers and road side vendors etc in Thoothukudi have been selected as response.

1.10 TOOLS OF ANALYSIS:

The collected data has been processed with the help of appropriate statistical tools. The statistical tools are used on the basis of the objectives of the study and also the nature of data included in the analysis. The details of statistical tools and its relevance of application are summarized below:

1. Garrett's Ranking Technique
2. Weighted average
3. Percentage Analysis
4. Chi-square test

GARRETT RANKING:

As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent Position} = (100(R_{ij} - 0.5))/N_j$$

Where,

R_{ij} = Rank given for the i^{th} variable by j^{th} respondents

N_j = Number of variable ranked by j^{th} respondents

With the help of Garrett's Table, the percent position estimated is converted into scores. Then for each factor, the scores of each individual are added and then total value of scores and mean values of score is calculated. The factors having highest mean value is considered to be the most important factor.

PERCENTAGE ANALYSIS:

The researcher has used percentage as statistical tool for her study. The expression of data in term of percentage is one of the simplest statistical devices used in interpretation of business of the business and economics statistic.

WEIGHTED AVERAGE:

Weighted average or weighted mean is an average which is obtained by combining different numbers (e.g. prices or index numbers) according to the relative importance of each. A weighted average or mean is one where each item being averaged is multiplied by a number (weight) based on the item's relative importance, rather than treating each item equally. The weights or weightings are the equivalent of having that many similar items with the same value involved in the average. The result is summed and the total is divided by the sum of the weights. An arithmetic average can be considered a special case where all values are valued (weighted) equally

CHI-SQUARE TEST:

The chi-square test is the important test amongst the several test of significance developed by statistician. Chi-square is used in the contest of sampling analysis for comparing a variance to a theoretical variance. As non-parametric test it can be used to determine if categorical data shows dependency or the two classifications are independency or the two classifications are independent.

$$X^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

Where O_{ij} = observed frequency of the cell in i^{th} row and j^{th} column

E_{ij} = expected frequency of the cell in i^{th} row and j^{th} column

$$d.f = (c-1)(r-1)$$

Where 'c' means the number of columns

'r' means the number of rows

1.12 LIMITATION:

The following are the limitation of the study:

- ❖ This study was carried out only among the unorganized labor in Thoothukudi city.
- ❖ The sample size was restricted to 130 due to time constraints.
- ❖ This study may be applicable to this period, it may be found unsuitable for the other period.
- ❖ Due to time constraints the most important information has been taken for the study
- ❖ Due to language constraints, only the most important information has been taken for the study.

1.13 CHAPTER SCHEME:

The project report classified into five chapters

- ❖ The first chapter deals with Introduction & Design of the study
 - Introduction
 - Statement of the problem
 - Objectives of the study
 - Review of literature
 - Scope of the study
 - Area of the study
 - Period of the study
 - Methodology of the study
 - Sample size
 - Construction of tools
 - Tools of analysis
 - Limitation
 - Chapter scheme
- ❖ The second chapter contains the profile of the study.
- ❖ The third chapter deals with data analysis & interpretation.
- ❖ The fourth chapter summaries the findings, suggestion.
- ❖ The fifth chapter consists of conclusion.

CHAPTER – II

PROFILE OF THE STUDY

2.1 DISTRICT CONTEXT:

The first wooden Jetty of this port was commissioned in 1864. This port was being used for export of salt, cotton yarn, senna leaves, palmyrah stalks, palmyrah fibers, dry, dry fish, Country drugs etc. to neighboring countries and for import of coal, cotton, copra, pulses and grains. The minor port of the Thoothukudi had the distinction of being intermediate port handling the highest traffic tonnage of over 1 million per annum. Traditionally known as “Pearl City” on account of the prevailing Thoothukudi district was carved out of the erstwhile Tirunelveli district on October 20, 1986. Thoothukudi was a major natural pearl fishing center till last century. Thoothukudi was established as a Municipality in 1866 and on August 5, 2008 attained the status of Corporation after 142 years. Thoothukudi district has 163.5 km of coast line. Fishing and salt making are predominant activities in the district. Salt pans are quite prevalent in the coastal region. The district produces 70% of the total salt production of Tamil Nadu and with 30% of the National salt production, ranks second next to Gujarat. Coast sand is rich in mineral deposits of garnet, titanium, ilmenite, rutile, zircon etc. Thoothukudi Harbor is one of the major harbors in Southern India, the first to get ISO 9002 certification and it is the Southern Gateway of India. The unique feature of the district is that three blocks of the district viz., Alwarthirunagari, Karungulam and Srivaikuntam are in the River Tamirabarani basin and irrigation-intensive crops like paddy and banana are being cultivated. The other nine blocks are totally rain fed and dry land crops like pulses, oilseeds and millets are being cultivate

2.2 SOCIO DEMOGRAPHIC:

Profile of the District Thoothukudi is one of the Freedom Fights Lived Cities in the Indian State of Tamil Nadu. It is the administrative headquarters of Thoothukudi District is located in the Second Largest Port Trust in Tamil Nadu.

The Thoothukudi District consists of Revenue Division - 3 Taluk - 10 Revenue Villages - 480 Corporation - 1 Municipalities - 2 Panchayat Union - 12 Town Panchayat - 19 Village Panchayats - 403 under its administrative control. Thoothukudi District is located in extreme Southern Parts of Tamil Nadu and it was carved out of Tirunelveli District on 20th October 1986. The district is located lies between 0.8 and 45 of the northern latitude and 78 and 11 of the eastern longitudes. The district is roughly triangular in shape and is bounded by Virudhunagar and Ramanathapuram districts in the north, Gulf of Mannar in the east and Tirunelveli District in south and west. The total geographical area of the district is 4707 sq. kms. and Constituting about 3.5 percent of the state. It has coastal line of 163.5 kms. River Thamirabarani passes through the district. The major basin is Thamirabarani.

2.3 POPULATION:

The total population of this district 1750176 comprising 865021 Men and 885155 women as per 2011 census. The household number in this district is 462010. The urban population is 876802 constituting 50.10% of the total Population, the remaining 49.90% ie.873374 is rural population. The density of the population is 369 per sq.km. The total literate among male are 703106 and that of female are 646597. Table1. Population and Occupation details of Thoothukudi.

The population of Thoothukudi town is related from 28048 in the year 1901 to 1565743 in the year 2001. The growth of population for each decade from 1901 to 2001 is given in the following table.

Table 2.1

POPULATION OF THOOTHUKUDI DISTRICT SINCE 1901

Year	Population	variation	% of variation
1901	28048	-	-
1911	40185	12137	43.27
1921	44522	4337	10.79
1931	60395	15873	35.65

1941	75614	15219	25.20
1951	98816	23252	30.75
1961	124310	15291	26.26
1971	15531	3100	30.07
1981	192949	37639	24.23
1991	1455920	1262971	654.56
2001	1565743	109823	7.54

Source: Perspective plan of Thoothukudi Municipality, 2001

This was one of the urban towns in the state that had a population of above 15 lakhs.

2.4 Density of Population

The density of population has increased from 73 hectare to 1162 hectare during the period from 1951 to 2001. The density of population of Thoothukudi town is given in the following table.

DENSITY OF POPULATION OF THOOTHUKUDI DISTRICT

Year	Area in I populatio n	Density of Hectare	Person/hectar e
1951	1347	98816	73
1197	1347	124230	92
1	1347	156310	116
1981	1347	192924	143
1991	1347	9	1080
2001	1347	145592 0 156574 3	1162

Source: Perspective plan of Thoothukudi Municipality, 2001.

Administrative Set up Chidambaranar District Head quarters – Thoothukudi
Revenue Divisions Thoothukudi - Kovilpatti – Tiruchendur

2.5 TALUK

1. Thoothukudi
2. Tiruchendur
3. Sattankulam
4. Srivaikuntam
5. Kovilpatti
6. Ottapidaram
7. Vilathikulam

2.6 BLOCKS

1. Thoothukudi
2. Aiwarthiunagari
3. Tiruchendur
4. Udangudi
5. Sattankulam
6. Srivaikuntam
7. Karunkulam
8. Kovilpatti
9. Ottapidaram
10. Kayathar
11. Pudukottai
12. Vilathikulam

This district has three revenue divisions, seven taluks, 12 development blocks as shown above. Further the district has 20 panchayats, 2 municipalities and 465 revenue villages. The district could be termed as industrially advanced with a majority of the industry located in and around Thoothukudi.

The Municipality consist of Revenue villages, namely, Meelavittan, Thoothukudi and Sankaraperi with a total extent of 13.47 sq.km. It is also located south east of

Tirunelveli at distance of 52 km and 133 km from Madurai. This town with a population of 1565743 (as per 2001 census) is an ancient one with sound Historic backgrounds and having scope towards east".

2.7 NON-FORM SECTOR:

The district is also an industrial oriented district among the southernmost districts. There are labour intensive industries running in the district and significant population depends on these traditional industries.

- The district constitutes 70 % of the total salt production of the state and meets 30 % of salt requirement of our country.
- There are two Industrial Estates one at Kovilpatti with 11 units and the other at Thoothukudi with 20 units.
- The former is managed by SIDCO and the latter by SIPCOT.
- Small scale industries such as match industries, food-based and metal-based industries are generally concentrated in Kovilpatti and Thoothukudi taluks. Textile units and match industries crowded in the Kovilpatti belt.
- In Puthiamputhur village of Ottapidaram taluk and in Kovilpatti, the production of Readymade dresses are very much flourishing in recent times and the readymade dresses produced here are exported to Northern India and it earns a reputed name.
- They are engaged in the production of cotton and staple yarn, caustic soda, PVC resin, fertilizers, soda-ash, carbon dioxide gas in liquid form etc.,

2.8 MSME CLUSTERS:

Thoothukudi district divided four type of cluster.

1. Safety match cluster – Kalugumalai and Kovilpatti

In this Area Kalugumalai and Kovilpatti surrounding 500 Families involved in Safety Match Works and 250 safety match units in Working.

2.Salt cluster – Thoothukudi Thoothukudi is one of the best Salt Production in Tamilnadu.150000 manpower working in salt Production unit. The district constitutes 70 % of the total salt production of the state and meets 30 % of salt requirement of our country. Salt industry is the main backbone of economic development of the district. It is the cluster group of industry of Thoothukudi district and was extended in an area of 15700 Acres with production of 17.12 Lakhs M.T. In the district, 2208 Units are engaged in salt production. The total area found viable for salt cultivation is about 40,000 Acres. Further 126 permitted iodized salt plants and 4 refined free flow iodized manufacturing units are functioning and produce about 70,000 M.T per Annum. The concentration of salt unit is centered on Thoothukudi, Srivaikundam and Thiruchendur Taluks. Also a considerable number of salt units are clustered in Vilathikulam block. There are about 2000 small scale salt manufactures and traders in Thoothukudi district.

3. Readymade garments – Puthiamputhur :

There is a cluster in Puthiamputhur village near Thoothukudi, which has grown organically over the last two decades or so. It is reported that about 150 household units manufacture garments from synthetic materials. The industry is labor intensive and the direct and indirect employment provided by this industry in Puthiamputhur and surrounding areas estimated to be around 20,000. Puthiamputhur garment manufacturers, however, mainly do job work as they do not have sufficient marketing skills and lack adequate knowledge about markets. This industry has great potential to grow with the right kind of inputs on marketing, designs, development of certain infrastructure facilities, some concessions in power tariff, etc. With proper guidance in marketing through a cluster development program, the textile garment industry in Puthiamputhur could grow tremendously as the skills and momentum are already there

4. Fish Processing / Fish based products – Vembar, Thoothukudi, Manapad :

Thoothukudi district have 163.5km Coastal line. In this Thoothukudi district 23 Marine fishing village and 69806 Marine fishers in this district. so maximum no of people doing this type

2.9 THEORETICAL FRAMEWORK

2.9.1 INTRODUCTION OF UNORGANISED SECTOR:

The Indian economy is characterized by the existence of a vast majority of informal or unorganized labor employment. As per a survey carried out by the National Sample Survey Organization (NSSO) in 2009–10, the total employment in the country was of 46.5 crore comprising around 2.8 crore in the organized and the remaining 43.7 crore workers in the unorganized sector. Out of these workers in the unorganized sector, there are 24.6 crore workers employed in agricultural sector, about 4.4 crore in construction work and remaining in manufacturing and service. The dictionary meaning or we can say the simple description of unorganized sectors is termed as the unorganized sector of the economy refers to the house-hold based manufacturing activity and small scale and tiny sector of industry. An unorganized sector is one in which there is no stability in profits or gains. Its production is limited and it is confined to limited area. It requires less man power and investment. The handicrafts, artisan professions, khadi and village industries, such as handloom sector, beedi making, agarbatti making, hand paper manufacture and match box industries etc., can be located in the unorganized sector of the Indian economy. Government of India, for the development and welfare of organized sectors and its workers has established The National Commission for Enterprises in the Unorganized Sector (NCEUS). The National Commission for Enterprises in the Unorganized Sector (NCEUS) was established by the Government of India as an advisory body on the informal sector to bring about improvement in the productivity of informal enterprises for generation of large scale employment opportunities on a sustainable basis, particularly in the

rural areas. The Commission was mandated to recommend appropriate measures to enhance the competitiveness of the informal sector in the global economy and to link the sector with the institutional framework in areas such as credit, raw material, infrastructure, technology up-gradation skill development, and marketing.

2.10 Categories of unorganized labor force:

The Ministry of Labor, Government of India, has categorized the unorganized labor force under four groups depending on occupation nature of employment, especially distressed categories and service categories.

2.10.1 Under Terms of Occupation:

Small and marginal farmers, landless agricultural laborers, share croppers, fishermen, those engaged in animal husbandry, beedi rolling, labeling and packing, building and construction workers, leather workers, weavers, artisans, workers in brick kilns and stone quarries, workers in saw mills, oil mills, etc. come under this category.

2.10.2 Under Terms of Nature of Employment:

Attached agricultural laborers, bonded laborers, migrant workers, contract and casual laborers come under this category.

2.10.3 UNDER TERMS OF ESPECIALLY DISTRESSED CATEGORY:

Toddy tappers, scavengers, carriers of head loads, drivers of animal driven vehicles, loaders and unloads come under this category.

2.10.4 UNDER TERMS OF SERVICE CATEGORY:

Midwives, domestic workers, fishermen and women, barbers, vegetable and fruit vendors, newspaper vendors, etc., belong to this category.

2.11 WELFARE MEASURES FOR THE UNORGANIZED SECTOR

The Ministry of Labor and Employment in order to ensure the welfare of workers in the unorganized sector which, inter-alia, includes weavers, handloom workers, fishermen and fisherwomen, toddy tappers, leather workers, plantation laborers, beedi workers, has enacted the Unorganized Workers' Social Security Act, 2008. The Act provides for a constitution of the National Social Security Board which shall recommend the formulation of social security schemes, viz. life and disability cover, health and maternity benefits, old age protection and any other benefits as may be determined by the Government for the unorganized workers. Accordingly, the Ministry has constituted a National Social Security Board.

2.12 SOCIAL SECURITY MEASURES

When constitution was made in independent India, the priority was also given to the social security especially for industrial labor. Social security incorporated in the constitution under the list III to schedule VII and finally it was drafted that it is the parallel responsibility of central government as well as state both. It is known that labor laws for the workers working in informal sectors come under the purview of state government, despite the fact that central government by rule enforcing those matters for informal workers and contractors and accordingly, by any means, influence of central government should always be there to enforce the wage law for the informal workers come under the purview of state government. In spite of the fact that not much has been done in providing social security cover to the rural poor and the unorganized labor force, the country has made some beginning in that direction. Central and state governments both have formulated certain specific schemes to support unorganized workers but, regrettably it fails in meeting the real needs and requirements of them. This becomes clear that the highly proclaimed National Rural Employment Guarantee Act -2005 (NREGA), though it is a breakthrough, does not have common wage in different states and moreover the job limits itself only to hundred days work for those workers who are registered under the Act. But, what they will do rest of the days in a year? As

per this Act, the work guarantee applies in rural areas only, what about the urban poor?

2.13 IMPLEMENTATION OF UNORGANIZED SECTOR WORKERS' SOCIAL SECURITY ACT, 2008

The Union Labor & Employment Minister Shri Mallikarjun Kharge has informed the Rajya Sabha that recognizing the need to provide social security to unorganized workers. The Government has enacted the Unorganized Workers' Social Security Act 2008. The Act provides for constitution of National Social Security Board at the Central level which shall recommend formulation of social security schemes viz life and disability cover, health and maternity benefits, old age protection and any other benefit as may be determined by the Government for unorganized workers. As a follow up to the implementation of the Act, the National Social Security Board was set up on 18.08.2009, and it has since held five meetings recommending extension of coverage of social security schemes viz Janshree Bima Yojana, Rashtriya Swasthya Bima Yojana, Old Age Pension to certain category of unorganized workers.

The Rashtriya Swasthya Bima Yojana (RSBY) was launched on 01.10.2007 to provide smart card based cashless health insurance cover of Rs. 30000 to BPL families (a unit of five) in the unorganized sector. More than 2.79 crore BPL families have been covered as on 29.02.2012.

The Government has launched the Aam Admi Bima Yojana (AABY) to provide insurance against death and disability to landless rural households. More than 1.98 crore lives have been covered under AABY as on 29.02.2012. Indira Gandhi National Old Age Pension scheme (IGNOAPS) was expanded by revising the eligibility criteria. The persons living below poverty line and above the age of 60 years are eligible for old age pension of Rs. 200 per month. For persons above the age of 80 years, the amount of pension has been raised to Rs. 500 per month. More than 1.90 crore beneficiaries have been covered under IGNOAPS as on 29.02.2012.

Similar Social Security Board shall be constituted at the State Level also. As per available information, States of Karnataka, West Bengal, Chhasttisgarh and Assam have constituted State Social Security Board and framed Rules under the Unorganized Workers' Social Security Act, 2008. State of Gujarat, Orissa, Kerala and Tripura have framed rules only. State of Tamilnadu has, however, informed that there is no requirement of constitution of State Social Security Board in the State as it is already implementing various welfare schemes for unorganized workers.

2.14 PROBLEMS OF UNORGANIZED LABOR:

90% workforces are engaged in huge informal sectors. They, by and large, face various types of problems in their regular life like they stay very close to their workplace; extending working hours is a regular practice, exploitation and hazardous workplace are very common.

1. Very low wages is the main problem for unorganized workers: –

Minimum wage act in most of the time applies for labours working under the purview of organized sectors or formal sectors.

2. Maximum workers do not have any perfect living areas near to their work place:

Maximum workers working in organized sectors avail house rent allowance, in addition to that they get house from housing board and also get bank loan from various statutory banks for making their own particular house yet, unfortunately the workers from unorganized sectors are deprived from all these facilities, subsequently they have a propensity to make cluster inside the restricted space in their living region where they do not have appropriate washing facilities, because of that they regularly deal with the unbalanced circumstance particularly women workers. They likewise battle with various unhygienic conditions sewer seepage frameworks, overflowing drainage systems flooding amid storm.

3. They do not have any knowledge about work hazardous and occupational safety:

Introduction of different hazardous machinery, high rise in construction, unguarded machinery, various toxic chemical, coal dust, lime dust, blazes crude materials for synthetic generation leads quantities of tragic deaths of many unorganized labors because the working condition is more severe as compared to that organized sectors furthermore the knowledge of occupational health and safety is negligible of the workers of unorganized sectors.

4. Overtime, paid holiday or sick leave are not provided to them:

In spite of the fact that the overtime, paid holiday and sick leave go under the domain of labour laws still may casual laborers are denied from that rights however the use of those laws are normal in formal segments.

5. They do not have idea on Trade Union/ labour union:

Maximum numbers of informal workers do not have any knowledge about the existence and rules of labour union. Many workers of unorganized sectors, like union of agricultural workers, brick workers, hosiery workers, construction rakes, fish and forest workers, domestic workers, biri rollers,sex workers, liquor shop employees have joined Shramajivi Swikriti Manch and Asanghathit Kshetra Shramik Sangrami Manch a with unorganised sector assembled them under in one platform.

6. High level job insecurity is a common phenomenon unorganized sector:

Social Security can be defined as “the provision of benefits to households and individuals through public or collective arrangements to protect against low or declining standard of living arising from a number of basic risks and needs. (Erewise .com)

7. Women and child workers are vulnerable and draw very low wages:

It has observed that women and child labour are most vulnerable amongst the unorganized labour. A developing wonder is utilizing children and women as household laborers as a part of urban territories. The conditions in which children

and women work is totally without nourishment, and low wages, looking like circumstances of subjection. They are being paid wages low as compare to adult male labour despite their commitment of same working hours. There are instances of physical, sexual and psychological mistreatment of women and child household laborers.

8. Maximum workers are leaving in a very deplorable condition:

So far as living condition is concerned; they leave in cluster in a very unhygienic condition. They normally stay by making hut in a row.

9. Lack of quality employment due to fraudulent acting of contractor:

Many unorganized sectors are not registered with the government and the employment term of workers is not regular. No act like Bonus act, Pension act, Provident fund act, Maternity act, Factories act are followed in unorganized sectors. Unorganized segment is not managed by the legal system and subsequently taxes are not collected. The working hours of workers are not settled. In addition, now and again they need to chip away at Sundays and occasions. They get day by day compensation for their work, which is nearly not exactly the compensation recommended by the Government.

10. Loss of employment due to silly reason is a natural incident:

There are innumerable illustrations of losing employment in unorganized sectors because of immaterial reason. There are numerous lawful commitments have been outlined to stop the embarrassment in the occupation although the majority of those lawful conventions are connected only in organized sectors.

11. Numbers of harassment issues at work place for working Women:

Issues of harassment are very frequent of women workers working in unorganized sectors. For illustration, five female salespersons at Kalyan Sarees in Thrissur had gone on strike in December 2013, demanding better working conditions. Management used to cut their salaries with very silly reason. Women workers are not allowed to sit and even not allowed to go to toilet for more than ten hours. A safe workplace is a woman's legal right but unfortunately, still

many working women in the unorganized sectors experience a wide range of physical and psychological ailments due to eve teasing and sexual harassment.

12. Susceptible to diseases:

Problem is a very common happening of workers working in unorganized sectors. Occupational diseases like pneumoconiosis, tuberculosis, and asthmatic are out of control in informal sectors. In addition to that, problem in digestive system, circulatory system, urinary tract, blood pressure and affect on various sensory organs (like loss of eye sight, hearing etc.) are also very common happenings. They do not get proper facilities for treatment except the health center of Employees' State Insurance Scheme.

13. Bonded labor (Dadan):

Bonded labour is an obligatory bond between an employer and an employee. This type of relationship had begun since king's dynasty in India. There was a myth of slave traders in the history of world also but it had no proper reason except the muscle power. But in bonded labour, the force is derived from outstanding debt. Occasionally, few labours do not get job in unorganized sector so alternately they prefer to incline toward the security of any work once someone offers in bonded labour form

CHAPTER – III

ANALYSIS & INTERPRETATION

Introduction

Through people have many common aspects they differ in many aspects as well. These differences are usually significant. There are some differences in personal or demographic characteristics of individual. Hence, in this chapter an attempt is made to examine the socio-economic profile of the respondents and their knowledge on the unorganized sector.

Analysis of data plays a dominate role in the completion of project. A sample of 123 questionnaire was circulated for collecting the information of the study. The output of 123 questionnaires is the result of unorganized labors opinion towards unorganized sector during pandemic situation project.

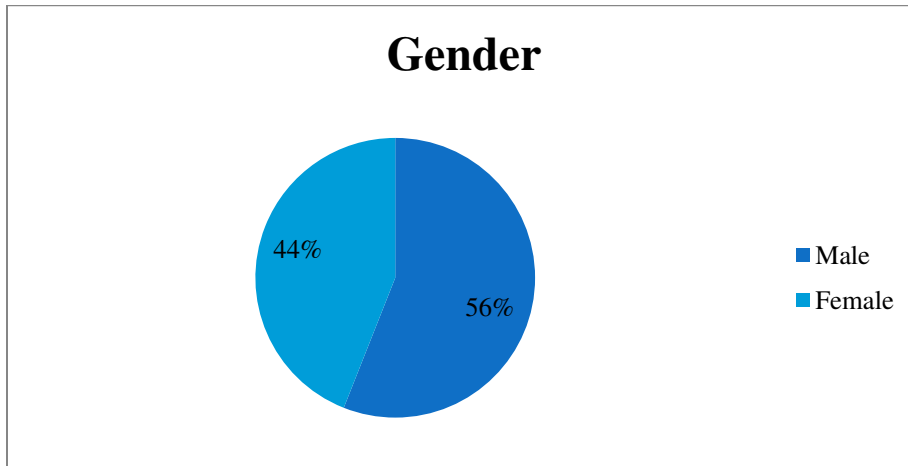
The data tabulated and interpreted by the researcher and are presented in the form of bar diagrams and pie charts.

Table 3.1

GENDER WISE CLASSIFICATION OF THE RESPONDENTS

Gender	No of Respondents	Percentage
Male	69	56
Female	54	44
Total	123	100

Source: Primary Data



INTERPRETATION:

From the above table it is inferred that 56 %of the respondents are Male, 44 % of the respondents are female.

FINDING:

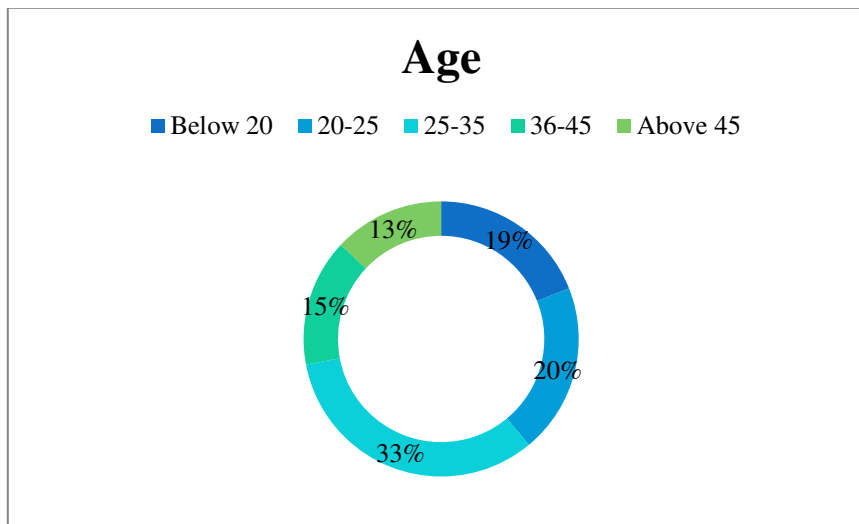
Thus, it is inferred that majority (56%) of the respondents i.e. unorganized sector employees are Male.

Table 3.2

TABLE SHOWING THE AGE OF RESPONDENTS

Age	No of Respondents	Percentage
Below 20	23	19
20-25	24	20
25-35	41	33
36-45	19	15
Above 45	16	13
Total	123	100

Source: Primary Data



INTERPRETATION:

From the above table it is inferred that 19 % of the respondents are Below 20 Age, 20 % of the respondents are 20-25 Age , 33% of the respondents are 25-35 Age . 15% of the respondents are 36-45 Age and 13% of the respondents are Above45.

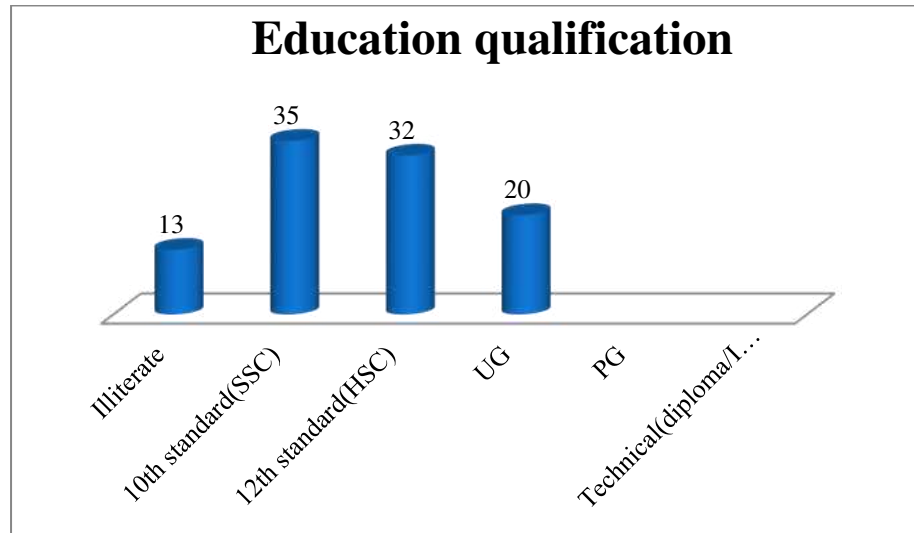
FINDING:

Thus, it is inferred that majority (35%) of the respondents are 25-35

Table 3.3
EDUCATION QUALIFICATION OF THE RESPONDENTS

Education qualification	No of Respondents	Percentage
Illiterate	16	13
10 th standard(SSC)	43	35
12 th standard(HSC)	39	32
UG	25	20
PG	Nil	Nil
Technical(diploma/ITI)	Nil	Nil
Total	123	100

Source: Primary Data.



INTERPRETATION:

From the above table it is inferred that 13 % of the respondents are Illiterate and 35% of the respondents studied Up to high school, 32% of the respondents studied Up to higher secondary, 20% of the respondents studied UG, Nil of the respondents studied PG and Nil of the respondents are Professional and Nil of the respondents are Technical (diploma/ITI).

FINDING:

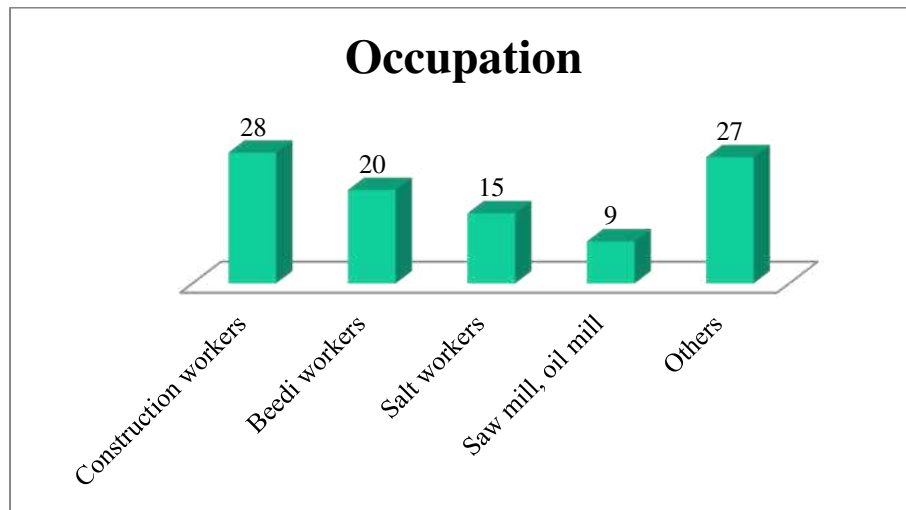
Thus, it is inferred that majority (35%) of the respondents are Up to high school (10th standard).

Table 3.4

OCCUPATION OF THE RESPONDENTS

Occupation	No of Respondents	Percentage
Construction workers	37	28
Beedi workers	24	20
Salt workers	19	15
Saw mill, oil mill	11	9
Others	33	27
Total	123	100

Source: Primary Data.



INTERPRETATION:

From the above table it is inferred that 28 %of the respondents are working as Construction workers, 20 % of the respondents are working as Beedi workers, 15 % of the respondents are working as Salt workers, 9 % of the respondents are working as Saw mill, oil mill and 27 %of the respondents are others (salespersons).

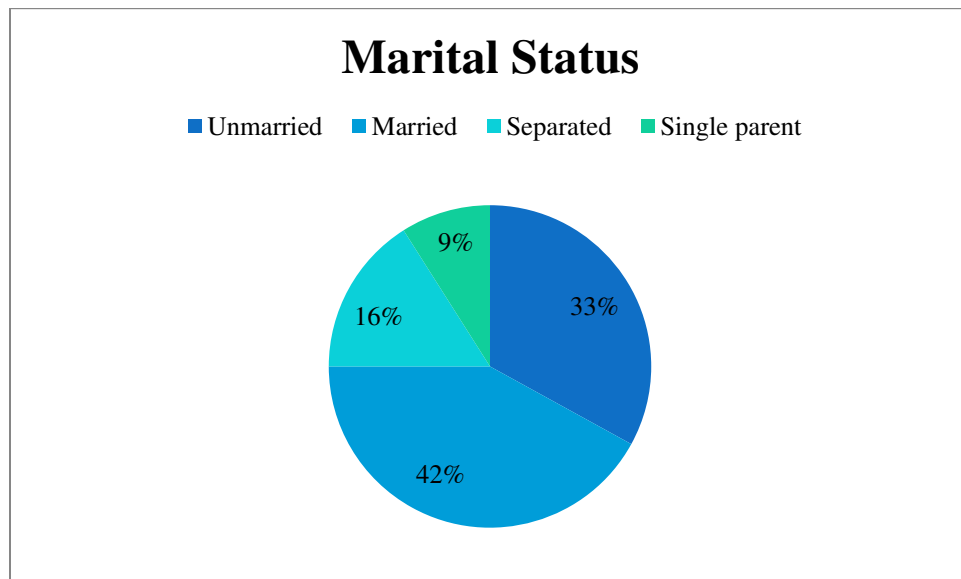
FINDING:

Thus, it is inferred that majority (28%) of the respondents are Construction workers.

Table 3.5
MARITAL STATUS OF THE RESPONDENTS

Marital Status	No of Respondents	Percentage
Unmarried	41	33
Married	51	42
Separated	20	16
Single parent	11	9
Total	123	100

Source: Primary Data.



INTERPRETATION:

From the above table it is inferred that 33 %of the respondents are unmarried, 42 % of the respondents are married, 16 % of the respondents are separated and 9% of the respondents are single parent

FINDING:

Thus, it is inferred that majority (42%) of the respondents are married.

Table 3.6

NATURE OF FAMILY OF THE RESPONDENTS

Family Details	No of Respondents	Percentage
Nuclear Family	84	68
Joint Family	39	32
Total	123	100

Source: Primary Data.

INTERPRETATION:

From the above table it is inferred that 68% of the respondents are Nuclear Family and 32 % of the respondents are Joint Family.

FINDING:

Thus, it is inferred that majority (68%) of the respondents are Nuclear Family.

Table 3.7

FAMILY SIZE OF THE RESPONDENTS

Family Size	No of Respondents	Percentage
Below 4 Members	43	37
4-6 Members	46	38
Above 6 Members	32	25
Total	123	100

Source: Primary Data.

INTERPRETATION:

From the above table it is inferred that 37 %of the respondents are Below 4 Members, 38 %of the respondents are 4-6 Members and 25 %of the respondents are Above 6 Members.

FINDING:

Thus, it is inferred that majority (38%) of the respondents are 4-6 Members.

Table 3.8
AREA OF THE RESPONDENTS

Area	No of Respondents	Percentage
Rural	44	36
Semi-Urban	32	26
Urban	47	38
Total	123	100

Source: Primary Data.

INTERPRETATION:

From the above table it is inferred that 36 % of the respondents are Rural, 26 % of the respondents are Semi-Urban and 38% of the respondents are Urban.

FINDING:

Thus, it is inferred that majority (38%) of the respondents are Urban.

Table 3.9
INCOME OF THE RESPONDENTS

Income	No of Respondents	Percentage
Daily Wages	48	39
Weekly	25	31
Monthly Basis	28	34
Total	123	100

Source: Primary Data.

INTERPRETATION:

From the above table it is inferred that 39% of the respondents are getting Daily Wages, 31% of the respondents wages are Weekly basis and 34% of the respondents are receiving wages Monthly basis.

FINDING:

Thus, it is inferred that majority (39%) of the respondents are Daily Wages.

Table 3.10
WAGES OF COOLIE WORKERS OF THE RESPONDENTS

Wages	No of Respondents	Percentage
Below Rs 600	19	40
Rs 600-650	Nil	Nil
Rs 650-700	9	19
Rs 700-750	12	25
Above Rs 800	8	16
Total	48	100

Source: Primary Data.

INTERPRETATION:

From the above table it is inferred that 40 %of the respondents are getting wages Below Rs 600 and 19 % of the respondents are getting Rs 650-700 and 25% of the respondents are getting Rs 700-750 and 16% of the respondents are Above Rs 800.

FINDING:

Thus, it is inferred that majority (40%) of the respondents are Below Rs 600.

Table 3.11

WEEKLY HOLIDAY DETAILS OF THE RESPONDENTS

Holiday	No of Respondents	Percentage
Monday	8	7
Wednesday	15	12
Friday	5	4
Sunday	47	38
No Holiday	48	39
Total	123	100

Source: Primary Data.

INTERPRETATION:

From the above table it is inferred that 7 % of the respondents are Monday, 12 % of the respondents are Wednesday, 4 %of the respondents are Friday, 38 %of the respondents are Sunday and 39 %of the respondents are working without holiday.

FINDING:

Thus, it is inferred that majority (39%) of the respondents are No Holiday.

Table 3.12

LISTENING OF NEWS OF THE RESPONDENTS

Listening of news	No of Respondents	Percentage
Regular	70	57
Irregular	53	43
Total	123	100

Source: Primary Data.

INTERPRETATION:

From the above table it is inferred that 57 %of the respondents are regular by listening news and 43 %of the respondents are not regularly listening news or updates.

FINDING:

Thus, it is inferred that majority (57%) of the respondents are Regular.

Table 3.13
ANNUAL INCOME OF THE RESPONDENTS

Annual income	No of Respondents	Percentage
Below 50,000	64	52
50,000 – 1,00,000	38	31
1,00,000-3,00,000	21	17
above 3,00,000	Nil	Nil
Total	123	100

Source: Primary Data.

INTERPRETATION:

From the above table it is inferred that 52% of the respondents are Below 50,000, 31 % of the respondents are 50,000 – 1,00,000 and 17 % of the respondents are 1, 00,000-3, 00,000.

FINDING:

Thus, it is inferred that majority (52%) of the respondents are Below Rs 50,000.

Table 3.14

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF STATE

State	No of Respondents	Percentage
Tamil Nadu	98	80
Andhra Pradesh	1	1
Bihar	15	12
West Bengal	4	3
Gujarat	3	2
Rajasthan	Nil	Nil
Total	123	100

Source: Primary Data.

INTERPRETATION:

From the above table it is inferred that 80 % of the respondents are Tamil Nadu, 1 %of the respondents are Andhra Pradesh ,12 %of the respondents are Bihar ,3 %of the respondents are West Bengal and 39 %of the respondents are Gujarat.

FINDING:

Thus, it is inferred that majority (80%) of the respondents are Tamil Nadu.

Table 3.15
SATISFACTION ABOUT RESPONDENT WAGES

Sufficient amount	No of Respondents	Percentage
Yes	64	52
No	59	48
Total	123	100

Source: Primary Data.

INTERPRETATION:

From the above table it is inferred that 52 % of the respondents are said satisfied with their wages and 48% of the respondents are responded the wages are not sufficient to the family.

FINDING:

Thus, it is inferred that majority (52%) of the respondents are Yes.

Table 3.16
YEARS OF EXPERIENCE IN THEIR WORK

Years of Experience	No of Respondents	Percentage
Less than 2 years	35	28
2-4 years	33	27
4-6 years	27	22
Above 6 years	28	23
Total	123	100

Source: Primary Data.

INTERPRETATION:

From the above table it is inferred that 28 % of the respondents are Less than 2 years, 27 %of the respondents' are 2-4 years, 22 %of the respondents' are 4-6 years and 23 %of the respondents are Above 6 years.

FINDING:

Thus, it is inferred that majority (28%) of the respondents are having experience in their field Less than 2 years.

Table 3.17
SAVING HABITS OF THE RESPONDENTS

Response	No of Respondents	Percentage
Yes	100	81
No	23	19
Total	123	100

Source: Primary Data.

INTERPRETATION

From the above table it is inferred that out of 123 respondents, the majority of 81% of the respondents are said they are doing savings for the future and 19 % of the respondents are said not having saving habits.

FINDING:

Thus, it is inferred that majority (81%) of the respondents are Yes.

Table 3.18

MODE OF SAVINGS OF THE RESPONDENTS

Mode of savings	No of Respondents	Percentage
Bank Account	50	50
Chit fund	20	20
Post office	10	10
Insurance	5	5
Hundi	15	15
Total	100	100

Source: Primary Data.

INTERPRETATION:

From the above table it is inferred that 50% of the respondents are saving money through Bank Account , 20 %of the respondents are agree that savings Chit fund ,10 %of the respondents are Post office, 5 %of the respondents are savings money through insurance policy and 15 percent of the respondents are maintaining through Hundies.

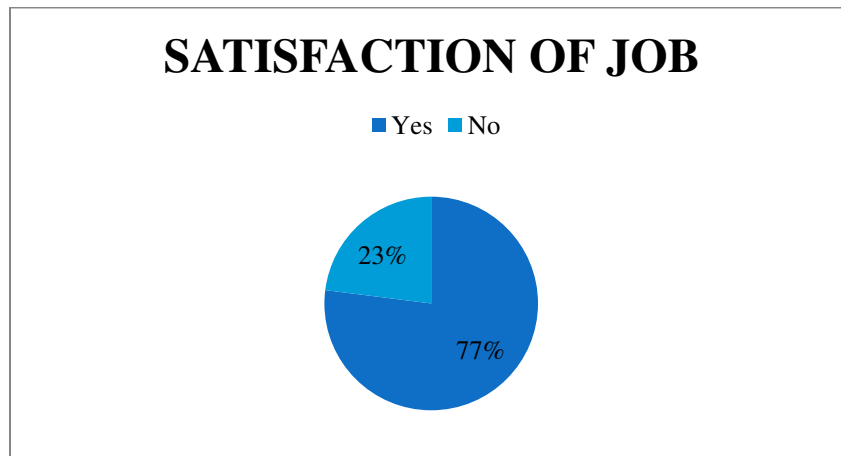
FINDING:

Thus, it is inferred that majority (50%) of the respondents are Bank Account.

Table 3.19
JOB SATISFACTION OF THE RESPONDENTS

Satisfaction of job	No of Respondents	Percentage
Yes	95	77
No	28	23
Total	123	100

Source: Primary Data.



INTERPRETATION

From the above table it is inferred that 77 %of the respondents are satisfied in their job and 23 % of the respondents are not having job satisfaction.

FINDING:

Thus, it is inferred that majority (77%) of the respondents are Yes.

Table 3.20
INFORMATION ABOUT “LOCKDOWN”

Mode of savings	No of Respondents	Percentage
Family members	4	3
Friends	4	3
co-workers	10	8
Newspapers/media	95	78
Employer	10	8
Total	100	100

Source: Primary Data.

INTERPRETATION:

From the above table it is inferred that 3 %of the respondents received lockdown information through Family members and 3 %of the respondents expressed are Friends sent information, 8 % of the respondents knew the lockdown news through lockdown co-workers and 78 % of the respondents got information through Newspapers/media and 8 % of the respondents told their employer informed about lockdown.

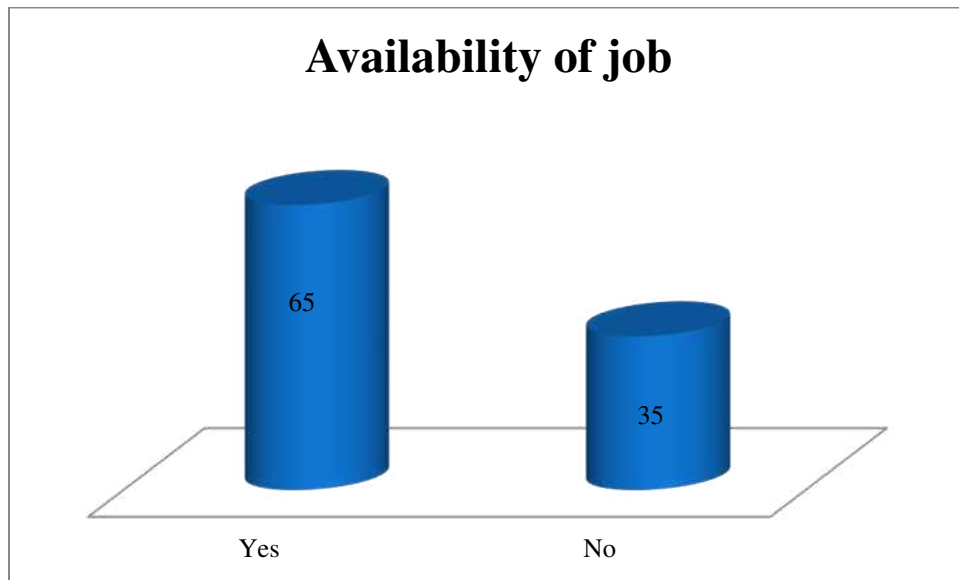
FINDING:

Thus, it is inferred that majority (78%) of the respondents are Newspapers/media.

Table 3.21
AVAILABILITY OF JOB DURING LOCKDOWN

Availability of job	No of Respondents	Percentage
Yes	80	65
No	48	35
Total	123	100

Source: Primary Data.



INTERPRETATION

From the above table it is inferred that 65 %of the respondents agreed that was need for job during lockdown and 35% of the respondents are said no alternative jobs during lockdown.

FINDING:

Thus, it is inferred that majority (65%) of the respondents are Yes.

Table 3.22
ACCRUED JOB DURING LOCKDOWN

Nature of job	No of Respondents	Percentage
Temporary	48	60
Permanently	32	40
Total	80	100

Source: Primary Data.

INTERPRETATION

From the above table it is inferred that 60 %of the respondents are worked Temporary during lockdown and 40 % of the respondents are permanently worked on the basis of contract.

FINDING:

Thus, it is inferred that majority (65%) of the respondents are Yes.

Table 3.23
WAGE PAYMENT DURING LOCKDOWN

Wages	No of Respondents	Percentage
Nil	Nil	Nil
Below 50%	33	27
75%	55	45
100%	35	28
Total	123	100

Source: Primary Data.

INTERPRETATION:

From the above table it is inferred that 27 %of the respondents received of the wage below 50%, 45 %of the respondents' got upto75% and 28% of the respondents' got full wages of job payment100%.

FINDING:

Thus, it is inferred that majority (45%) of the respondents are 75%.

Table 3.24
DAILY WORK OF RESPONDENTS

Daily Work	No of Respondents	Percentage
Yes	20	42
No	28	58
Total	48	100

Source: Primary Data.

INTERPRETATION

From the above table it is inferred that 42 %of the respondents expressed the go to work daily during Lockdown and 58 %of the respondents are said no work during lockdown.

FINDING:

Thus, it is inferred that majority (58%) of the respondents are No.

Table 3.25

PAYMENT FOR DAILY WORKOF RESPONDENTS

Daily Work	No of Respondents	Percentage
Fully	28	58
Partially	20	42
Total	48	100

Source: Primary Data.

INTERPRETATION

From the above table it is inferred that 58 % of the respondents are got this wage fully and 42 % of the respondents are said Partially or half of the payment.

FINDING:

Thus, it is inferred that majority (58%) of the respondents are Fully.

Table 3.26

FULFILMENT OF BASIC NEEDS /NECESSITIES OF RESPONDENTS

Opinion	No of Respondents	Percentage
Yes	90	73
No	33	27
Total	123	100

Source: Primary Data.

INTERPRETATION

From the above table it is inferred that 73 % of the respondents are said they managed their fulfillment during Lockdown and 27 %of the respondents are found very hard to fulfill their needs.

FINDING:

Thus, it is inferred that majority (73%) of the respondents are Yes.

Table 3.27

OPINION ABOUT MIGRANT FROM ONE PLACE TO ANOTHER

Response	No of Respondents	Percentage
Yes	30	24
No	93	77
Total	123	100

Source: Primary Data.

INTERPRETATION

From the above table it is inferred that 24 % of the respondents workplace shifted from their native place and 77 %of the respondents are said No because their nativity surrounded in Thoothukudi District.

FINDING:

Thus, it is inferred that majority (77%) of the respondents are No.

Table 3.28

NATURE OF MIGRATION FROM ONE PLACE TO ANOTHER

Migrant from one place to another	No of Respondents	Percentage
By walk	Nil	Nil
By own transport/vehicle	Nil	Nil
By train	20	67
By bus	10	33
Other (specify)	Nil	Nil
Total	30	100

Source: Primary Data.

INTERPRETATION:

From the above table it is inferred that 67 % of the respondents transferred through by train and 33 % of the respondents are moved by bus.

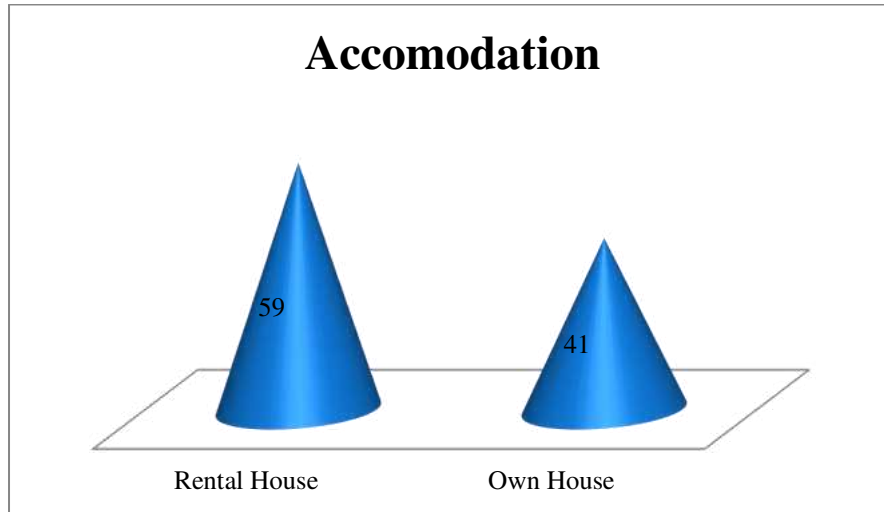
FINDING:

Thus, it is inferred that majority (67%) of the respondents are By train.

Table 3.29
ACCOMMODATION OF RESPONDENTS

Accommodation	No of Respondents	Percentage
Rental House	78	59
Own House	51	41
Total	48	100

Source: Primary Data.



INTERPRETATION

From the above table it is inferred that 41 %of the respondents are said Rental House and 42 %of the respondents are said Own House.

FINDING:

Thus, it is inferred that majority (59%) of the respondents are Own House.

Table 3.30
BENEFITS OF RESPONDENTS

Benefits	No of Respondents	Percentage
Yes	87	71
No	36	29
Total	123	100

Source: Primary Data.

INTERPRETATION

From the above table it is inferred that 71 %of the respondents are said yes and 29 %of the respondents are said No.

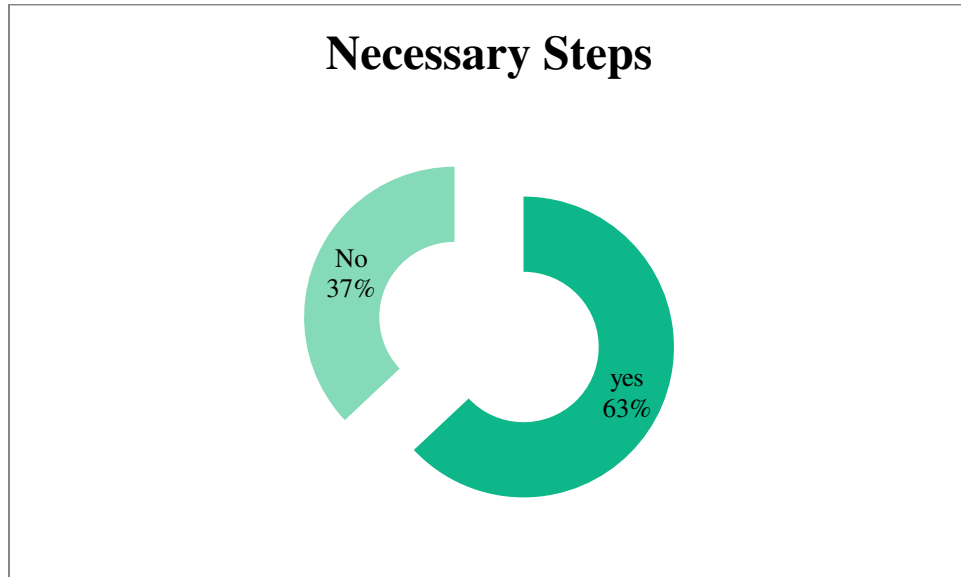
FINDING:

Thus, it is inferred that majority (71%) of the respondents are No.

Table 3.31
NECESSARY STEPS OF RESPONDENTS

Necessary steps	No of respondent	Percentage
Yes	77	63
No	46	37
Total	123	100

Source: Primary Data.



INTERPRETATION

From the above table it is inferred that 63 % of the respondents are said Yes and 37 % of the respondents are said No.

FINDING:

Thus, it is inferred that majority (63%) of the respondents are Yes.

Table 3.32

FINANCIAL SUPPORT FROM YOUR PROPRIETORS/ BANK

Financial support from your proprietors/ bank	No of respondents	Percentage
Yes	60	49
No	63	51
Total	123	100

Source: Primary Data.

INTERPRETATION

From the above table it is inferred that 49 %of the respondents are said Yes and 51 % of the respondents are said No.

FINDING:

Thus, it is inferred that majority (51%) of the respondents are No.

Table 3.33

GOVERNMENT RATION GOODS DURING THE LOCKDOWN PERIOD

Government ration goods during the lockdown period	No of respondents	Percentage
Yes	93	76
No	30	24
Total	123	100

Source: Primary Data.

INTERPRETATION

From the above table it is inferred that 76% of the respondents are said Yes and 24 % of the respondents are said No.

FINDING:

Thus, it is inferred that majority (76%) of the respondents are Yes.

Table 3.34

MODE OF SAVINGS

Mode of savings	No of Respondents	Percentage
By own savings	38	31
Financial Institution	40	33
Friends	15	12
Banks	30	24
Total	100	100

Source: Primary Data.

INTERPRETATION:

From the above table it is inferred that 31 %of the respondents are by own savings and 33% of the respondents are Financial Institution and 12 %of the respondents are Friends and 24 % of the respondents are Banks.

FINDING:

Thus, it is inferred that majority (33%) of the respondents are Financial Institution.

Table 3.35

AMOUNT RECEIVED FROM GOVERNMENT DURING LOCKDOWN

Response	No of respondents	Percentage
Yes	100	81
No	23	19
Total	123	100

Source: Primary Data.

INTERPRETATION

From the above table it is inferred that 81 % of the respondents are agreed and 19 % of the respondents are disagreed.

FINDING:

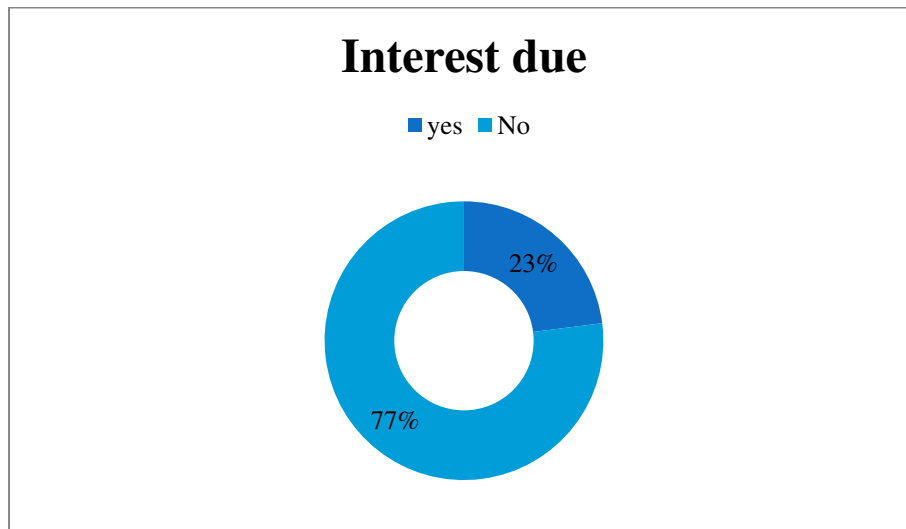
Thus, it is inferred that majority (81%) of the respondents are Yes.

Table 3.36

TABLE SHOW INTEREST DUE OF RESPONDENTS

Interest due	No of respondents	Percentage
Yes	28	23
No	95	77
Total	123	100

Source: Primary Data.



INTERPRETATION

From the above table it is inferred that 23 %of the respondents are said yes and 77 % of the respondents are said no.

FINDING:

Thus, it is inferred that majority (77%) of the respondents are No.

LIKERT SCALE

Likert scale is defined as a unidimensional scale used to collect the respondent attitudes and opinions. This scale is often used to understand respondent ratings and agreement levels with the topic in-hand. Different variations of Likert scale are focused directly on measuring the attitudes of people. Such as Guttman scale, Bogardus scale, Thurstone scale etc.

Likert scale is a psychometric scale used mainly in market research to understand the opinions and attitudes of an employee towards the organization, Co-workers, or competitors. It serves organizations to make measurements and know about the degree of conformity of a person or respondent towards a certain affirmative or negative sentence. When responding to a Likert item, respondents specify their level of agreement or disagreement on a symmetric agree to disagree scale for a series of statements. Thus, the range captures the intensity of their feelings for a given item.

A Likert scale can be created as the simple sum of questionnaire responses over the full range of the scale. Likert scaling assumes distances between each item are equal. Importantly "All items are assumed to be replications of each other or in other words items are considered to be parallel instruments". By contrast, modern test theory treats the difficulty of each item as information to be incorporated in scaling items. Surveys are constantly used to measure quality. Likert scales are a common classification format for surveys. Researchers and auditors generally group collected data into a hierarchy for four fundamental measurement levels: nominal, ordinal, interval and ratio measurement levels:

1. Nominal data: Data in which the answers are classified into variables need not necessarily have a quantitative data or order is called nominal data
2. Ordinal data: Data in which it is possible to sort or classify the answers, but it is not possible to measure the distance is called ordinal data.

3. Interval data: In general, whole data in which measurements of orders and distances can be made is called interval data.

Table 3.37

TABLE SHOW ACCOMATION RESPONDENTS

Opinion	5	4	3	2	1	Total score	Average	Rank
Where you compelled to pay rent?	30 (150)	10 (40)	5 (15)	6 (12)	0	217	4.25	I
Did you get any concession	18 (90)	10 (40)	8 (24)	15 (30)	0	184	3.60	II

Source: Primary Data

The above ranking table 3.37 exhibits the opinion regarding Rental concession. From the table it is inherent that majority of the respondents have given 1st rank to Where you compelled to pay rent? With the highest average score of 4.25. More over the respondents have given 2nd rank for did you get any concession

Finding:

Hence, it is inferred from the ranking that majority of the respondents have chosen Where you compelled to pay rent? Which has been given 1st rank with the highest average score of 4.25.

Table 3.38**TABLE SHOW PANDEMIC SITUATIONOF RESPONDENTS**

Opinion	5	4	3	2	1	Total score	Average	Rank
The work done during lockdown period has been satisfied	30 (150)	28 (112)	25 (75)	15 (30)	15 (15)	382	3.10	IV
Regular job opportunity	24 (120)	17 (154)	48 (144)	16 (32)	18 (18)	468	3.80	I
Satisfaction of Working condition	38 (190)	27 (108)	26 (78)	17 (34)	15 (15)	425	3.45	III
Receiving right amount of salary for your work	28 (140)	10 (40)	19 (57)	56 (112)	10 (10)	358	2.910	V
Face any restriction while doing the work	36 (180)	37 (148)	24 (76)	26 (52)	0 (0)	456	3.707	II

Source: Primary Data

The above ranking table 3.38 exhibits the opinion regarding the job satisfaction during Pandemic situation. From the table it is inherent that majority of the respondents have given 1st rank to Regular job opportunity with the highest average score of 3.80. More over the respondents have given 2nd rank for Face any restriction while doing the work, 3rd rank for Satisfaction of Working condition, 4th rank for the work done during lockdown period has been satisfied, and they have given least importance for receiving right amount of salary for your work with the lowest score of 2.90

Finding:

Hence, it is inferred from the ranking that majority of the respondents have chosen Regular job opportunity which has been given 1st rank with the highest average score of 3.80.

Table 3.39**TABLE SHOW PANDEMIC SITUATIONOF RESPONDENTS**

Opinion	5	4	3	2	1	Total score	Average	Rank
Satisfaction of Government Ration Goods	30 (150)	28 (112)	15 (45)	20 (40)	10 (10)	387	3.75	II
Quantity of the ration goods has been satisfied for your family	17 (85)	24 (96)	48 (144)	14 (28)	0	407	3.95	I
During scarcity did the Government provide the Ration Goods?	15 (75)	20 (80)	38 (114)	15 (30)	15 (15)	314	3.04	III
Rs 1000 cash support provided by the Government had been satisfied.	10 (50)	15 (60)	29 (87)	49 (112)	0 (0)	309	3.00	IV

Source: Primary Data

The above ranking table 3.39 exhibits the opinion regarding steps taken by central government during Pandemic situation. From the table it is inherent that majority of the respondents have given 1st rank to quantity of the ration goods has been satisfied for your family with the highest average score of 3.95. More over the respondents have given 2nd rank for Satisfaction of Government Ration Goods, 3rd rank for During scarcity did the Government provide the Ration Goods?, and they have given least importance for Rs 1000 cash support provided by the Government had been satisfied. with the lowest score of 3.00

Finding:

Hence, it is inferred from the ranking that majority of the respondents have chosen quantity of the ration goods has been satisfied for your family which has been given 1st rank with the highest average score of 3.95.

Table 3.40

**TABLE SHOW TRAIN FACILITIES PROVIDED BY THE
GOVERNMENT OF RESPONDENTS**

Opinion	5	4	3	2	1	Total score	Average	Rank
Where you comfortable?	4 (20)	5 (20)	5 (15)	3 (6)	3 (3)	64	3.20	II
Where there is social distancing?	4 (20)	5 (20)	5 (15)	4 (8)	2 (2)	65	3.25	I
Did you get food?	3 (15)	6 (24)	4 (12)	5 (10)	2 (2)	62	3.10	III

Source: Primary Data

The above ranking table 3.40 exhibits the opinion regarding Train Facilities Provided by the Government the during Pandemic situation. From the table it is inherent that majority of the respondents have given 1st rank to Where there is social distancing? with the highest average score of 3.25. More over the respondents have given 2nd rank for Where you comfortable?, and they have given least importance for Did you get food? with the lowest score of 2.90

Finding:

Hence, it is inferred from the ranking that majority of the respondents have chosen given 1st rank to Where there is social distancing? with the highest average score of 3.25.

CHI-SQUARE TEST:

The chi-square test is the important test amongst the several test of significance developed by statistician. Chi-square is used in the contest of sampling analysis for comparing a variance to a theoretical variance. As non-parametric test it can be used to determine if categorical data shows dependency or the two classifications are independency or the two classifications are independent.

$$X^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

Where O_{ij} = observed frequency of the cell in i^{th} row and j^{th} column

E_{ij} = expected frequency of the cell in i^{th} row and j^{th} column

$$d.f = (c-1)(r-1)$$

Where 'c' means the number of columns

'r' means the number of rows

Table 3.41

**OCCUPATION WISE SATISFACTION OF WORKING
CONDITION OF RESPONDENTS**

Occupation Satisfaction of working condition	High	Medium	Low	Total
Construction workers	14 (13)	3 (5)	7 (6)	24
Beedi workers	13 (11)	3 (4)	5 (5)	21
Salt workers	10 (13)	5 (5)	10 (7)	25
Sawmill workers	10 (14)	10 (6)	7 (7)	27
Salesman	18 (14)	5 (5)	3 (8)	26
Total	65	26	32	123

Source: Primary Data

Figure: brackets are expected frequency

Expected Frequency:

= Row total* column total/grand total

H₀ Null hypothesis:

There is no significant difference between the occupation and satisfactions of working condition.

Degree of frequency:

$$V=(c-1)(r-)$$

$$= (5-1)(3-1)$$

$$= (4)(2) = 8$$

S.NO	PARTICULARS	TABLE	PVALUE
1	SIGNIFICANCE 5% LEVEL	15.15	12.235

The table value of 8 degree of freedom at 5% level of significance is 15.15 and the calculated value is 12.235. Thus calculated value is less than the table value. Hence the result is independent.

Thus it is calculated that there is no relationship between the occupation and satisfaction of working condition. Therefore Null hypothesis accepted. There is no relationship between occupation and satisfaction of working condition,

Table 3.42

**TABLE SHOW NATURE OF FAMILY WISE INCOME
LEVELOF RESPONDENTS**

Nature of family Income	Daily wage	Weekly	Monthly income	Total
Nuclear family	30 (33)	23 (31)	31 (10)	84
Joint family	18 (20)	10 (15)	11 (14)	39
Total	48	30	45	123

Source: Primary Data

Figure: brackets are expected frequency

Expected Frequency:

= Row total* column total/grand total

H₀ Null hypothesis:

There is no significant difference between the family size and Income level

Degree of frequency:

$$V=(c-1)(r-)$$

$$= (2-1)(3-1)$$

$$= (1)(2) = 2$$

S.NO	PARTICULARS	TABLE	PVALUE
1	SIGNIFICANCE 5% LEVEL	5.99	48.97

The table value of 2 degree of freedom at 5% level of significance is 5.99 and the calculated value is 48.97. Thus calculated value is more than the table value. Hence the result is dependent.

Thus it is calculated. The null hypothesis is rejected. There is relationship between the family size and Income level of respondents

Table 3.43

FAMILY SIZE WISE SUFFICIENT AMOUNT FOR YOU AND YOUR FAMILY OF RESPONDENTS

Family size Sufficient Amount For You And Your Family	Below 4 members	4-6 members	Above 6 members	Total
Yes	38 (24)	20 (17)	6 (22)	64
No	8 (23)	25 (22)	26 (15)	59
Total	46	45	32	123

Source: Primary Data

Figure: brackets are expected frequency

Expected Frequency:

= Row total* column total/grand total

H₀ Null hypothesis:

There is no significant relationship between the Family size and wages.

Degree of frequency:

$$V=(c-1)(r-)$$

$$= (2-1)(3-1)$$

$$= (1)(2) = 2$$

S.NO	PARTICULARS	TABLE	PVALUE
1	SIGNIFICANCE 5% LEVEL	5.99	48.97

The table value of 2 degree of freedom at 5% level of significance is 5.99 and the calculated value is 48.97. Thus calculated value is more than the table value. Hence the result is dependent.

Thus it is calculated. The null hypothesis is rejected. There is relationship between the Family size and wage.

Table 3.44

**TABLE SHOW OCCUPATION WISE JOB SATISFACTION
LEVEL OF RESPONDENTS**

Occupation job satisfaction	Yes	No	Total
Construction workers	26 (13)	9 (5)	35
Beedi workers	20 (11)	4 (4)	24
Salt workers	17 (13)	2 (5)	19
Sawmill workers	8 (14)	3 (6)	11
Salesman	24 (14)	10 (5)	34
Total	95	28	123

Source: Primary Data

Figure: brackets are expected frequency

Expected Frequency:

= Row total* column total/grand total

H₀ Null hypothesis:

There is no significant relationship between the occupation and job satisfaction

Degree of frequency:

$$V=(c-1)(r-)$$

$$= (5-1)(2-1)$$

$$= (4)(1) = 4$$

S.NO	PARTICULARS	TABLE	PVALUE
1	SIGNIFICANCE 5% LEVEL	9.24	53.62

The table value of 4 degree of freedom at 5% level of significance is 9.24 and the calculated value is 53.62. Thus calculated value is more than the table value. Hence the result is dependent.

Thus it is calculated. The null hypothesis is rejected. There is no relationship between the occupation and job satisfaction.

Table 3.45

TABLE SHOW GENDER WISE YEARS OF EXPERIENCE OF RESPONDENTS

Gender Years Of Experience	Less than 2 years	2-4 years	4-6 years	Above 6 years	Total
Yes	15 (20)	18 (15)	20 (15)	16 (12)	69
No	20 (19)	15 (16)	7 (15)	12 (13)	56
Total	35	33	27	28	123

Source: Primary Data

Figure: brackets are expected frequency

Expected Frequency:

= Row total* column total/grand total

H₀ Null hypothesis:

There is no significant relationship between the gender and years of experience **Degree of frequency:**

$$V=(c-1)(r-)$$

$$= (2-1)(4-1)$$

$$= (1)(3) = 3$$

S.NO	PARTICULARS	TABLE	PVALUE
1	SIGNIFICANCE 5% LEVEL	7.81	9.12

The table value of 3 degree of freedom at 5% level of significance is 7.81 and the calculated value is 9.12. Thus calculated value is more than the table value. Hence the result is dependent.

Thus it is calculated that there is a relationship between the gender and years of experience of respondent.

CHAPTER-IV

FINDINGS AND SUGGESTIONS

4.1 FINDINGS

- On the basis of gender wise classification, majority **56%** of the respondents are Male.
- The age wise classifications, majority **35%** of the respondents are 25-35.
- With regard to the education qualification wise classification, majority **35%** of the respondents are Up to high school (10th standard).
- According to occupation wise classification, majority **28%** of the respondents are Construction workers.
- Out of respondent's marital status wise classification, majority **42%** of the respondents are married.
- Majority **68%** of the respondents are Nuclear Family.
- The most **38%** of the respondents are in 4-6 Members.
- It found that **38%** of the respondents are under Urban.
- It is realized that **39%** of the respondents are in Daily Wages.
- It found that **40%** of the respondents are earned Below Rs 600 per day.
- It found that **39%** of the respondents are had No Holiday.
- With regard to the Listening of news wise classification, majority **57%** of the respondents are regular.
- The most **52%** of the respondents are in Annual income of Below Rs 50,000.
- It is analyzed that **80%** of the respondents are belong to Tamil Nadu.
- With regard to the sufficient amount for you and your family wise classification, majority **52%** of the respondents are yes.
- The most **28%** of the respondents are having work experience for Less than 2 years.
- Majority of **81%** of the respondents are said that they are doing saving for their future.
- It found that **50%** of the respondents are saving money through Bank Account.
- It evident that **77%** of the respondents are satisfied in job.

- Majority, **78%** of the respondents are got information through Newspapers/media.
- It is realized that **65%** of the respondents are agreed that had job during lockdown.
- It analyzed that **60%** of the respondents are worked Temporary during lockdown.
- Majority **45%** of the respondents are got wages up to 75%..
- The study reveals that **58%** of the respondents expressed that they go to work daily during lockdown.
- With regard to the daily work wise classification majority **58%** of the respondents are fully.
- With regard to the Basic needs /necessities wise classification, majority **73%** of the respondents are they managed their fulfillment during lockdown.
- With regard to the Migrant from one place to another wise classification, majority **77%** of the respondents are No because their nativity surrounded in Thoothukudi District.
- The most **67%** of the respondents are migrated through Train.
- It found that majority **59%** of the respondents are living in Rental house.
- The study reveals that majority **71%** of the respondents are not received any benefit during Lockdown.
- According to the Necessary steps wise classification, majority **63%** of the respondents are agreed.
- Majority **51%** of the respondents are not received any financial support by proprietors/bank.
- With regard to the Government ration goods during the lockdown period wise classification, majority **76%** of the respondents are agreed.
- With regard to the Mode of savings wise classification, majority **33%** of the respondents are Financial Institution.
- The study reveals that **77%** of the respondents are not pay any interest due during Lockdown.

- With regard to the accommodation of respondents, majority of the respondents of the respondents have chosen where you compelled to pay rent? Which has been given 1st rank with the highest average score of 4.25.
- With regard to the accommodation of respondents, majority of the respondents of the respondents have chosen where you compelled to pay rent? Which has been given 1st rank with the highest average score of 4.25.
- With regard to the opinion about job satisfaction pandemic situation of respondents, majority of the respondents have chosen Regular job opportunity which has been given 1st rank with the highest average score of 3.80.
- With regard to the opinion steps taken by Government, majority of the respondents have chosen quantity of the ration goods has been satisfied for your family which has been given 1st rank with the highest average score of 3.95.
- With regard to the opinion regarding Train Facilities Provided by the Government the during Pandemic situation. From the table it is inherent that majority of the respondents have given 1st rank to Where there is social distancing? with the highest average score of 3.25.
- With regard to the opinion it is calculated that there is no relationship between the occupation and satisfaction of working condition.

4.2: SUGGESTIONS:

- Need some financial support from the contractors.
- The Government would have taken even more steps, to help and safeguard the workers from out stations workers.
- Unorganized labors can save their wages by deposit through bank instead of saving in Chit funds.
- New laws should be made like as Minimum ages Act to regulate the working condition of labors
- The unorganized employees should be granted pension during the rainy seasons, maternity leave benefits, accidents relief, natural mortality allowance, education assistance for children for higher education.
- Unique scheme for helping unorganized workers to their specific demands and needs should be developed by central and state governments.
- Unorganized workers should follow the rule and regulation provided by the Health Department of Our Government. Wear a proper mask, and use Hand Sanitizer, During Your Work Time.
- The contractors should check whether the workers are following the Basic rules.

CHAPTER –V

CONCLUSION

The overwhelming majority of employees in the country are from an unorganized sector, including the agriculture sector, the construction, shop road seller, small-scale service providers, salt pans, domestic work beedi industries etc. the contribution of unorganized workers to GDP is almost 50%. Yet the law has overwhelmingly endorsed programs of welfare. Therefore, social security measure should cover all unorganized workers to bring the country to full development; social security measures cover only 6% of unorganized workers. This is also a tool for the identification of real benefit for workers that the government can encourage unorganized workers to report. The government should raise awareness of the unorganized workers Welfare Fund and welfare program that are supplied by State Fund. Unorganized workers function without sufficient benefits in extreme conditions. For both economic and social growth, security and support for unorganized sector workers are very important. Government laws to protect these workers should be enforced strictly and those who misuse they should be harshly punished for real growth.

QUESTIONNAIRE

Demographic profile:

1. Name:
2. Gender: a) Male b) Female
3. Age: a) Below 20 b) 20-25 c) 25-35 d) 36-45 e) Above 45
4. Educational Qualification:
 - a) Illiterate b) 10th standard (SSC) c) 12th standard (HSC) d) UG e) PG f) Professional g) Technical (diploma/ ITI)
5. Occupation:
 - a) Construction workers b) Employees c) Beedi workers d) Salt workers e) saw mills, oil mill workers f) others (specified)
6. Marital status: a) Unmarried b) Married c) Separated d) Single parent
7. Nature of your family
 - a) Nuclear family b) joint family
8. Family size
 - a) Below 4 members b) 4-6 members c) Above 6 members
9. Area:
 - a) Rural b) semi-urban c) Urban

Specific Information:

10. Income :
 - a) Daily wages b) Weekly c) Monthly income
11. If monthly income mention here :
12. Daily wages (per day):
 - a) Below Rs 600 b) Rs 600-650 c) Rs 650-700 d) Rs 700-750 e) Above Rs 800
13. Holiday;
 - a) Monday b) Wednesday c) Friday d) No holiday.
14. Is it sufficient amount for you and your family?
 - a) Yes b) No
15. Annual Income :
 - a) Below 50,000 b) 50,000 – 1,00,000 c) 1,00,000-3,00,000 d) above 3,00,000
16. Listening news : a) Regular b) Irregular
17. Which state do you belong to?
 - a) Tamil Nadu b) Andhra Pradesh c) Bihar d) West Bengal e) Gujarat f) Rajasthan
18. Years of experience in present occupations
 - a) Less than 2 years b) 2-4 years c) 4-6 years d) Above 6 years

19. Do you have savings habit?
a) Yes b) No
20. If “Yes” which mode of savings do you make?
a) Bank Account b) Chit fund c) Post office d) Insurance e) Other (specify)
21. Are you satisfied with your job
a) Yes b) No
22. Where do you get information about “lockdown”?
a) Family members b) Friends c) co-workers d) Newspapers/media e) Employer
23. Opinion about pandemic situation:

Opinion	SA	A	N	DA	SDA
Satisfaction of Government Ration Goods					
Quantity of the ration goods has been satisfied for your family.					
During scarcity did the Government provide the Ration Goods?					
Rs 1000 cash support provided by the Government had been satisfied.					

24. During lockdown period do you have job?
a) Yes b) No
25. If yes do accrued job
a) Temporary b) permanently
26.% of salary does your proprietor gives you?
a) Nil b) below 50% c) 75% d) 100%
27. If you are a daily wage person do you have daily work?
a) Yes b) No
28. Do you get daily wages during lockdown?
a) Fully b) Partially
29. Can you fulfill your basic needs /Necessities?
a) Yes b) No
30. Do you migrant from one place to another.
a) Yes b) No
31. If yes on which basis.
a) By walk b) By own transport/vehicle c) By train d) By bus e) Other (specify)
32. Train facilities provided by the Government:

Opinion	SA	A	N	DA	SDA
Where you comfortable?					
Did you get food?					

Where there is social distancing?					
-----------------------------------	--	--	--	--	--

33. Accommodation: a) Rental House b) Own House

34. Rental House facilities:

Opinion	SA	A	N	DA	SDA
Where you compelled to pay rent?					
Did you get any concession?					

35. Do you have any benefits from Tamil Nadu government?

a) Yes b) No

36. Are you satisfied with necessary steps taken by Tamil Nadu government?

a) Yes b) No

37. Do you get any financial support from your Proprietors/ Bank?

a) Yes b) No

38. Have you got any Government ration goods during the lockdown period?

a) Yes b) No

39. How did you handle financial situation of your family during the lockdown period?

a) By own savings b) Financial Institution c) Friends d) Banks e) Others

40. Did you receive any Government scheme/ Amount?

a) Yes b) No

41. Did any of the bank / financial institution have compelled you to pay the Interest due amount?

a) Yes b) No

42. Opinion about pandemic situation:

Opinion	SA	A	N	DA	SDA
The work done during lockdown period has been satisfied.					
Regular job opportunity					
Satisfaction of Working condition					
Receiving right amount of salary for your work					
Face any restriction while doing the work					

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- ❖ <https://www.inventia.co.in>

**A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER
BUYING BEHAVIOUR IN THOOTHUKUDI**

A project submitted to

ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli,

in partial fulfillment of the requirements

for the award of the degree of

MASTER OF COMMERCE

By

PRIYA DHARSHINI N.G.

Register Number: 19APCO26

Under the Supervision and Guidance of

Dr. MARY JUDITH REENE FERNANDO



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (Autonomous),

(Reaccredited with 'A+' Grade by NAAC)

Thoothukudi -628001

MARCH-2021

Thoothukudi -628001

It is certified that the project work entitled **“A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR IN THOOTHUKUDI”** submitted by the candidate **PRIYA DHARSHINI N.G.** in partial fulfillment of the requirements for the degree of **“Master of Commerce”** to **St. Mary’s College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli** is a work done by her during the period of her study under my guidance and supervision.

Date: 10.04.2021

Wheeler
Faculty Guide

Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

DECLARATION

I hereby declare that the project entitled "A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR IN THOOTHUKUDI" submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli for the award of the degree of Master of Commerce is my original work and that no part of this project has been submitted for the award of any other degree, diploma, fellowship or other similar titles.

Place: Thoothukudi

Date: 10.04.2021

N.G. Priya.

Signature of the candidate

(PRIYA DHARSHINI N.G.)



Counter signed

(Faculty Guide)

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- **PRIYA DHARSHINI N.G.**

CONTENTS

Chapter No.	Particulars	Page No.
I	INTRODUCTION & DESIGN OF THE STUDY <ul style="list-style-type: none">• Introduction• Statement of problem• Objectives of study• Review of literature• Scope of study• Area of study• Period of study• Collection of data• Sampling design• Construction of tools• Framework of analysis• Limitations of study• Chapter scheme	1-8
II	PROFILE OF THE STUDY AREA	9-27
III	ANALYSIS AND DATA INTERPRETATION	28-54
IV	FINDINGS, SUGGESTIONS AND CONCLUSIONS	55-58
	ANNEXURE <ul style="list-style-type: none">• Bibliography• Questionnaire	

LIST OF TABLES

S. No.	Title	Page No.
3.1	Occupation	29
3.2	Income level of respondents	30
3.3	Age wise classification	31
3.4	Gender wise classification	32
3.5	Residential area of respondents	33
3.6	Preference in method of shopping	34
3.7	Responses regarding usage of online shopping	35
3.8	Most preferred online activity	36
3.9	Shopping apps used by respondents	37
3.10	Responses regarding purchase of product/service through social media	38
3.11	Response for “Do you think social media has affected your buying behaviour?”	39
3.12	Frequency of purchase of products through social media	40
3.13	Income affecting buying behaviour	41
3.14	Benefits derived while using online for purchase	42
3.15	Response regarding, “Are you connected to any brand/organization in social media?”	43
3.16	Most attractive media	44
3.17	Sources used for searching information	45
3.18	Responses regarding reading of reviews before purchasing	46
3.19	Opinion on statement relating to reviews	47
3.20	Responses regarding change in attitude towards a product/service after reading positive comments/review	48
3.21	Responses when a product goes viral in social media	49
3.22	Factors affecting buying behaviour	50
3.23	Opinion regarding statement on social media	51
3.24	Opinion on Pre-purchase behaviour/post-purchase behaviour	53

A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR IN THOOTHUKUDI

CHAPTER-I



INTRODUCTION AND DESIGN OF THE STUDY

CHAPTER – I INTRODUCTION AND DESIGN OF STUDY 1.1 INTRODUCTION

People were communicating with other people without a language in olden days. There is a massive change in the method of communication in modern days. Social Media have become a convenient way to communicate among all age clusters. The Internet and particularly social media have modified the shoppers and marketers communicating medium. The Internet has characteristics such as - the power to inexpensively store huge amounts of data at different locations - the powerful search engines, organizing and disseminating of data - the power to function a physical distribution medium as software - relatively low prices. With the help of net and the presence of various social media sites it is now possible for business people to meet worldwide customers at single click of the button. Thanks to the internet technology, which helps the consumer to search the product on the web, view the review and ranking of existing customers for the product before he purchased the product. Consumers use the technology now a day's too much as computer is used by many consumers so use of online marketing. Consumer purchase decision is influenced by social media through group communication. The web platform is a new method for developing the business. Social media modifies the communication methods between sellers and buyers. E-commerce influences the consumer in their purchase decision. Communication through social media is a new platform to exchange information about product and services. The analysis of consumer behavior is the core activity for selling product and service since most consumers are using the internet and on-line social media tools. Social media become an important media to introduce and market products and also to do surveys. Nowadays Social media is an important marketing tool for promotional activities. Hence it becomes necessary to perceive how Social media is affecting consumer behavior.

According to Wikipedia report, there are three hundred and more Social Networking Sites and 150 crore members all over the world (www.en.wikipedia.org). At the basic level social network is a web community where people move through profiles that represent themselves to others. The important reason for today's people to browse these sites is because of the emergence of Social Networking Sites major paradigms shift that has taken place among the millions of people. The Social Networking Sites able to realize friends simply and form teams accruing to the

interest, business, etc. It is very straightforward to transfer photos, share views on culture, cinema, sports, education and day- to-day events and happenings.

The first and foremost purpose of social media is to communicate; People were interacting even before communication tools were fancied. Discussions have always existed however the speed to that the connections happened modified eventually that gave rise to social media platforms. Traditionally these discussions used to unfold through Word of Mouth. Social Media has become part of life, thoughts, culture and business world wherever folks have started exploitation of digital technologies for networking, socializing, information gathering and spreading. Social media, in one form or another form has been present since the 1970's. The look and feel have modified greatly since the early days, the communication concept remains the same. Today technology permits for a larger interaction and period of communication however similar to its roots; social media allows people to broadcast to the lots. The bulletin board system began as a virtual imitation of bulletin boards found in schools, community halls and grocery stores. Social media has evolved itself day by day from the period of bulletin boards and presently there were separate social networking sites for searching, financial solutions, movie reviews, book reviews, sharing and shaping of personal goals, sharing business ideas etc. Any statement that is shared in the social networks, which included short messages, information about a product or service, brand or a company is termed as electronic word of mouth. When the information about a product / service / brand / company is shared in a social media by a user, it is reshared by many users in other social networks and when the information is shared by a trustworthy source, it becomes apposite promotion for the product than the promotion done through paid sources. This shows the power of social media marketing. What the major search engines seek for, in terms of social media signals are the source's authoritativeness and trust. Authoritativeness is different from Authorship. Authorship is a function released by Google in 2011, which permits authors and publishers to add varied parts, including photos, ratings and more details to search engine results pages. Trust is fundamental to social signals being read by the search engines. Those people, whose social media profiles have a trust score, are called as influencers. As per consumer socialization theory, communication with customers plays an important role and its influence the psychological feature of customer. It also has an impact of attitude of the customer. Social media networking sites provides an environment that enables the consumers to communicate in the web which will

have an important impact on consumer socialization concept. When creating a purchase decision, social media influence take part a necessary role. When a customer decided to purchase, then he prepares a list of options for deciding the proper product. Even though e commerce sites are offering various tools for browsing, searching for the product, proving product specifications, it is continuous to be a difficult task for the customer. Nearly eighty percent of users of the internet are not using the ecommerce sites because they could not find the right product which they need. Individuals are looking for reviews, recommendations and ranking from the existing customers and from trusted people which includes workers in the organizations, members from family, relatives and friends. Most of the times these trusted people may be out of reach for discussion. Social media sites provide quick access to the friends, relatives and trusted people through web and also permits the customer to view and access to their post and comments in an easier way. This technique helps the consumer to know about the product information shared and posted by others in social media and also this can be viewed in offline also. In any way the most important part of any organization is Consumer. Without consumer there is no value of any firm or business organization. It is the duty of business organization whether online or offline to build the relationship with consumers. More buyers are now on social media networks than ever before. Consumers are looking for reviews and recommendations. Therefore, it's essential to have a prominent online presence on various social media platforms. The latest trend in marketing is the introduction of the social media. Social media has the power to influence potential customers from the start until the stage of a purchase and beyond as well.

1.2 STATEMENT OF PROBLEM

Thoothukudi is a developing city of Tamil Nadu. There are a big retail stores and many other different shops in this district, and nowadays many changes are taking place. Not only young generation but old age consumers, working women, homemaker women those who are working in various organization like Banks, Private organizations and many more industries have shown their interest in social media. Studies show that many consumers are shifting from traditional way to modern way of purchasing the goods and services too. So, social media and various networking sites are developing day by day and consumers are attracting towards them. Many students, housewives and working-class people are changing their mind from traditional way to modern

way. It is now really true that social media is doing the job of marketing which helps in changing the mind and thinking of many and varied consumers. This study will state how the social media is influencing consumers in their buying behavior.

1.3 OBJECTIVES OF THE STUDY

- To know about the consumers demographical situation.
- To study about various social media platforms that influence consumer buying behavior.
- To understand consumers knowledge about purchasing goods through social media.
- To know about consumer preference for buying through social media.
- To examine the limitations and problem of buying through social media.

1.4 REVIEW OF LITERATURE

Various types of research studies have been conducted on various aspects of social media marketing those which is relevant for the study are mentioned below,

Bikhchandani et al., (1998): In his study stated whether or not shoppers shall purchase a product and whether or not they suggest product to others. These are normally used as parameters for purchase intention. The study additionally reveals the result of knowledge cascades on social media by different product attributes is unconditional with different involvement strengths by shoppers. It concludes that the shoppers try to show totally different levels of involvement in different situations whenever they face brand buying and recommending to others.

Ramsundar et al., (2011): In his study stated that shoppers' decisions are influenced heavily by on-line brands." Opinion of consumers will influence one another. This type of opinion by other consumers affects the repurchases. So, Consumers are moving to Internet to get more data for their buying decision.

Dr. Elenica Pjero et al., (2015): The researcher conducted the study in Albania reality sector. Their article targeted on Social Media and its capacity to effect buying behavior of customer. The researchers discussed the growth and adaptability of Social Media networks by numerous users in the world. The researchers made a multifaceted analysis on the impact of Social Media on consumers and buying intentions. The samples are selected from users of Social Media in all dimensions and the result depicts the significant behavior of consumers.

Williams et al., (2000): In his study revealed that Social media marketing influences perception, shopper selection behavior, buying-decision and attitude from pre-purchase data phase to postpurchase behavior.

Achille et al., (2008): This study indicates that due to reviews and recommendations posted in various social media sites by the online buyers, the number of online buyers has increased to forty percent in the past two years. As an impact of social media, through online forty one percent of consumers purchased books, thirty six percent of consumers purchased clothes and shoes, twenty four percent of consumers purchased video games and DVDs, twenty four percent of consumers purchased airline tickets and twenty three percent of the consumers purchased equipment.

OTX analysis DEI Worldwide et al., (2008): In their study, analyzed the influence of social media on buying behaviour of customers and a survey was conducted among US population, which shows that buyers presently use social media as high information resource for brands, companies, or product. It additionally concludes that social media outreach by brands and firms, particularly if a private on-line representative will make this outreach, are often far more important on shopper behavior than advertisements or different promotional devices. In fact, two thirds of shoppers are doubtless to pass the knowledge they receive to others and over half are doubtless to require action on this information. There is a significant stronger impact on shopper behavior when the social media is used as a positive outreach to share information.

McKinsey Company et al., (2010): In his study, pointed out that, Social Media has a notable influence on customers, particularly on those who are first time purchasers of a product. It has a greater influence on high priced products because the consumers want to conduct additional analysis and to get opinions for buying the product. This indicates that Social Media has an impact on customers in their data search stage of buying a product and as a result, customers will use Social Media to get data concerning the product and services.

Dr. SourbhiChaturvedi et al., (2014)¹³: In his study, stated that there may be 100 crore members present in social media; social media sites became an important medium for firms and consumers to meet each us for the exchange of information about products. They also suggest that the influence of social media on customer buying behavior is tremendous. Buying behavior in social network is influenced by gender, education, income, age etc.

NimaBarhemmati et al., (2015): In her study, indicated that Social Network Marketing is becoming the most successful model in advertising. This study aims at how Social Network Marketing influences the shopper buying behavior among consumers who use social networking sites. The study also analyzes the relationships between customer engagement, social media selling activities and shopper purchase behavior. A survey was conducted among fifty students of Malaysian National University. The results showed positive relationships between consumer engagement of social media and their buying behaviors.

1.5 SCOPE OF STUDY

The scope of the study is to understand the impact of social media on consumers buying behaviour and the factors that affect their buying behaviour. The scope is concerned with the study also; the study area is Thoothukudi city. The study may help the media providers and users to know the role played by social media network and problems associated with it.

1.6 AREA OF STUDY

The study area is limited to Thoothukudi City, Tamil Nadu. It is identified as one of the fast-developing cities in India. It is a port city and an industrial city of the Indian State of Tamil Nadu. The city lies in the Coromandel Coast of Bay of Bengal. Thoothukudi is known as “PEARL CITY” due to the pearl fishing carried out in the town.

1.7 PERIOD OF STUDY

The study was carried out over from December 2020 to March 2021. The questionnaire was circulated from January 2021.

1.8 COLLECTION OF DATA

The study was analyzed with the help of both primary data and secondary data.

Primary data:

Questionnaire: A set of questions related to the research topic was formulated. Response for each question included in the questionnaire has been collected from the consumers.

Secondary data:

Information from various published resources like magazines, newspapers and websites were used to validate data.

1.9 SAMPLING DESIGN

The data collected are original in nature. Convenience sampling method was adopted and 125 respondents were using social media from various parts of Thoothukudi was selected on a random basis. The questionnaire was distributed to collect the primary data.

1.10 CONSTRUCTION OF TOOLS

Based on discussion a questionnaire was prepared. Then it was pretested and necessary changes were incorporated. 125 copies of questionnaire were taken and distributed among the respondents. A copy of questionnaire is appended.

1.11 FRAMEWORK OF ANALYSIS

The data collected through questionnaire were analyzed through the following statistical tools, which work as a base for drawing conclusion and getting result.

- **Percentage Analysis:**

Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. In percentage analysis we use bar diagram and Pie – Chart.

- **Garrett's Ranking Method:**

Garrett's ranking technique is used in ranking the different factors relating to customer preference towards the usage of OTT platform during the pandemic. Under the Garrett ranking technique the percent position is calculated by using the formula,

$$\text{Present Position} = 100(R_{ij} - 0.5) / R_{ij}$$

- **Likert's Scale:**

Likert scale is describing a quantitative value to a qualitative data to make it amenable to statistical analysis. A numerical value is assigned to each potential choice and a mean figure for all the responses is computed at the evaluation or survey. The Likert scale is a five (or seven) point scale which is used to allow the individual to express how much they agree or disagree with a particular statement.

1.12 LIMITATIONS OF STUDY

- Time is one of the major constraints, which limits the effective data collection.
- The number of respondents is limited to 125.
- Some information cannot be accessed due to its confidential nature.
- Reliability and accuracy of the analysis depends on the respondent's openness and trueness towards each question in the questionnaire.

1.13 CHAPTER SCHEME

Chapter I - Introduction and Design of the Study

Chapter II- Theoretical Background of the Study

Chapter III - Analysis and Interpretation of Data

Chapter IV–Summary of Findings, Suggestions and Conclusion

Annexure

- Bibliography
- Questionnaire

CHAPTER – II



THEORETICAL BACKGROUND OF THE STUDY

CHAPTER- II

THEORETICAL BACKGROUND OF THE STUDY

2.1 CONSUMER BEHAVIOUR

It is the study about individual, group of individual and the method people use to purchase and use the product or service to satisfy their wants. The study combines various subjects which include economics, sociology, psychology and marketing. Consumer behaviour will make an attempt to find out the various factors which are behind the consumer decision making process for purchase of product. It also studies the demographic and psychological characteristics of consumers and how consumers are influenced by various factors such as friends, relatives, and members in the family, co-workers, and people living in the society.

2.2 FACTORS THAT AFFECT CONSUMER BEHAVIOUR:

I) Various Marketing Factors: -

There are various marketing factors which affecting consumer behaviour that is product, price, promotion and place of distribution.

1. Product:-

Product plays a very important role. There are various features of product like in which affect market behaviour.

- Physical Appearance.
- Packing and Packaging.

2. Pricing: Price is also important factor which affect consumer behaviour that is

- Target customers
- Price sensitivity

3. Promotion:-

There are various elements components of promotions viz., advertising, publicity etc., which affect consumer behaviour.

4. Physical distribution:-

The channels of distribution are mainly of two type viz., direct channel and indirect channel of distribution which affect marketing behaviour. Marketers make an attempt to select the proper channel of distribution suitable for the product/service. **II) Personal Factors:-**

The various personal factors which affect consumer behaviour are:

1. Age:-

Age is the most important factor which affects consumer behaviour. For example, when consumer is a teenager, he may prefer trendy cloths where has an office executive may like to wear formal clothing.

2. Gender:-

Gender is also an important factor which affects consumer behaviour. Girls may prefer certain favourable colours like pink, purple, peach etc whereas boys may like blue, black, brown and so on.

3. Education:-

The consumer who is educated may like to spend on books, travel, personal care products and so on.

4. Income level:-

Income is also an important factor which affects consumer behaviour. Highly income person wants to spend more and vice- versa.

III) Psychological Factors:

The various Psychological factors which affect consumer behaviour are:

1. Learning:-

Learning means change in individual behaviour. When a consumer by product online or and if he satisfied then he will always follow different social media Marketing.

2. Attitude:-

The response given by an individual during a given situation is called attitude. The buying behaviour is based on positive and negative attitude of the consumer.

3. Beliefs:-

Belief is a thought about a product/ thing by a person. If there is strong belief about a product/person/ thing/method, then it will have an impact on the behaviour of the customer in buying the product.

IV) Social Factors:-

Social factors which affect consumer behaviour are:-

1. Reference groups:-

A reference group may be a small or a big team which may comprise co-workers, friends and others.

2. Family:-

Members of the family will influence the behaviour of the individual consumer and their contribution will be more when compared to others.

V) Cultural Factors:-

1. Culture.

Culture is an important factor which affects consumer behaviour. For example, the culture of a South Indian is different from that of a North Indian. In a global perspective, the culture of each country is unique and varied.

2. Sub-culture

Sub-culture is yet another factor which affecting consumer behaviour.

2.3 SOCIAL MEDIA

It is termed as the collection of online communication of various inputs which may be community-based or individual, interactions, intercommunications, contents sharing, websites and many more among different users". Various social media specialists define the term Social Media and their definitions on the various points as:

- An online medium powered by the net for social communication.
- A two-way communication medium.
- A medium that permits creation and exchange of information.

- A medium that is supported by web technology services.
- A platform like Twitter, Facebook, Social Gaming, Blogs, Social Bookmarking, etc.

2.4 THE RISE OF ONLINE SOCIAL NETWORKING SITES

At the basic level social network is a web community where people move through profiles that represent themselves to others. The important reason for today's people to browse these sites is because of the emergence of Social Networking Sites major paradigms shift that has taken place among the millions of people. The Social Networking Sites are able to realize friends simply and form teams accruing to the interest, business, etc. It is very straightforward to transfer photos, share views on culture, cinema, sports, education and day- to-day events and happenings.

Social Networking Sites are reuniting old friends and help to continue the broken bonds. Through Social Networking Sites knowledge grows in cultural, social and economic aspects. The ultimate reason for the ascension of Social Networking Sites is, because of its user friendliness. Anybody can have an account and relate with anyone. Most of the content shared in Social Networking Sites is personal details, photos, interest etc.

Social Networking Sites are still in its early stage, but contains many software applications which are used worldwide. When it attains maturity stage, new applications will come into existence. Social media concentrates on relationship with the users by way of sharing of information and interest among users. There are numerous Social Networking Sites present across the world, ranging from Facebook, MySpace, Orkut, and Cyworld to LinkedIn Among the rapidly growing list of Social Networking Sites, Facebook is the global leader, catering to around 300 million registered users around the world.

2.5 HISTORY OF SOCIAL NETWORKING SITES

In 1995, classmates.com helped to establish connection and communication with their classmates where they had previously studied. Now the website has forty million users. This website doesn't permit the users to connect with different users, it permits to establish communication only with the users who studied in the same college. Six degrees.com started in

1997, the earlier social networking website that permits its members to establish communication with different users.

Social networking began with the on-line communities like Theglobe.com which was started in the year 1994, Geocities started its working in the year 1994 and Tripod.com started in the year 1995. This networking centered on user interaction by way of chatting and helped social media users to share personal data and concepts via websites by providing free web space for websites. Classmates.com has a new approach by having links to every user through mail. In 1990s, user profiles were a feature of Social Networking Sites which permitted users to have a list of friends and search for different users with interests of similar nature.

In 1987, online social network was witnessed with the users in GreenNet within the Britain who communicated with their colleagues at the Institute for Global Communications (IGC), earlier termed as PeaceNet and EcoNet, in the US. People shared information in a method which was thought-about as on-line social networking. When we take these features into consideration, then we can say that the Social Networking Sites already existed even in 1990's. It is possible to do several of the items, since the olden days that social networking website users do currently, like creating personal websites and human action with others through interfaces such as internet relay chat, online forums and communities. Several function of Social Networking Sites what we have today was there in late 1990's.

Six degrees.com which was established in 1997, as a company permitted its users to maintain profiles, friends list which helped them to connect each other. The company was closed after 3 years of establishment because it failed to perform well. The reason for failure was less usage of net and there were limited number of social networking sites. There were dating sites with different user profiles, but the sharing of profiles was absent during that time.

In 1999, live journal was created which helped to exchange journal with their friends. A Korean company named Cyworld was started in the year 2001, with the option of social networking. In Sweden, Lunarstrom was created followed by Cyworld which had an option of maintaining friend's list. A website with name Ryze was created with the aim of establishing connection with business people in San Francisco. Similar social networking sites like Friendstr, Likendin, Tribe

was established one by one. Tribe was familiar with business people, Friendstr was failed to withstand in the market during the infant stage but gained momentum in the later stage.

Many new social networking sites came into existence with many advances options for the users to maintain friend list and to communicate with friends. In 2002, Friendstr gained importance and many people started using it followed by MySpace and LinkedIn. Because of the increase in usage of social networking sites, in 2005 Myspace was viewed by more people than Google. In 2004, Face book, the largest & most popular social networking website was launched.

LinkedIn the famous website concentrated on developing and establishing employment and business networks. Flickr was established for a specific purpose of photo sharing. Myspace became a competitive website to other social networking site including Friendstr. Myspace permits users to customize their profile which got heavily attracted by the user community and the position of holding largest users in social networking sites. Increase of love, passion and fashion for Social Networking Sites, many teams additionally ventured this field. The other Social Networking Sites that emerged during this period includes YouTube, Zoom and BlogSpot.

For people aged 50 and above, sagazone was started in the year 2007. With the advancement of technology and growth in the usage of net users, social networking sites began to grow leaps and bounds among the internet users particularly among the kids. The main aim of the social networking sites is to locate friends, permitting the users to communicate with friend of friends, share photos, establish chats, develop business networks, create employment opportunities through known sources, sharing of information and experience about product and services. At the end of 2010, there were numerous sites for social networking and millions of people were users of these sites.

2.6 EVOLUTION OF SOCIAL MEDIA

The first and foremost purpose of social media is to communicate. People were interacting even before communication tools were fancied. Discussions have always existed. However, the speed to the connections modified eventually which gave rise to social media platforms. Traditionally, these discussions used to unfold through Word of Mouth. Social Media has become part of life, thoughts, culture and business world wherever folks have started exploitation of digital technologies for networking, socializing, information gathering and spreading. Social media, in

one form or another form has been present since the 1970's. The look and feel have modified greatly since the early days but the communication concept remains the same. Today, technology permits for a larger interaction and period of communication however similar to its roots; social media allows people to broadcast to the lots.

The bulletin board system began as a virtual imitation of bulletin boards found in schools, community halls and grocery stores. In the year 2004, the most famous website Facebook was established by, Mark Zuckerberg. The platform has been integral in bringing social media into the thought and nowadays sees over millions of active users. Twitter was launched in 2006 and is a popular micro-blogging website. Currently social networks exist for each passion, hobby, interest, industry and cluster. Corporations in all types of industries are developing variety of niche social networking sites. Social media is not just restricted alone, it includes sending photos, multimedia message contents etc. With the growth of social media, the social media websites started concentrating on developing technology for sharing of information in various forms like photos, audio and video. Photobucket was established in 2003 for sharing of photos through website. In 2005, YouTube was launched which was the first and foremost video sharing and hosting site. The advent of social news and bookmarking sites like Delicious, Digg, and Reddit, within the mid-2000's caused an entire new way of exchanging of information in the world. Social media has evolved itself day by day from the period of bulletin boards and presently there are separate social networking sites for searching, financial solutions, movie reviews, book reviews, sharing and shaping of personal goals, sharing business ideas etc.

2.7 FUNCTIONS OF SOCIAL NETWORKING SITES

Social Networking Sites help people to maintain their existing relationships with friends and family and interact with them with ease and rapidity. Though the function of social networking sites was believed to fortify real-world, relationships, users often loosen the means of friends and extend their networks to acquaintances and strangers.

1. Categorizing Social Networks

Social Networking Sites can be classified in an exceedingly variety of the way, with specific function. Digizen, a company categorizes the social network, based on different functions.

2. Profile-based social networks

This is based on user's Profile pages. www.facebook.com, www.bebo.com and www.myspace.com, are examples for profile based social networks. The webpage developed by users include a variety of ways in which they typically contribute to every other area – usually text, embedded content, links to other contents. Some sites permit the users to post video links from various sites in their profile pages.

3. Content-based social networks

User profile plays an important role in establishing connection with others. But they have a very little role when compared to posting of contents. The contents are mostly in the form of photos, and these photos are commented by other users in social network.

4. White-label social networks

They offer their users a chance to make and be a part of communities which implies that users can develop their own personalized small Site concerning to the social network with an importance to their area of subject matter of importance. Wetpaint is a website which forms a group, where people become members of this site and they are permitted to create content on their subject interest and communicate with others whose subject of interest is one and the same.

5. Social Search

This type of social networks helped the people to search various social networking sites and profile pages of people and permits the user to find a person by way of name, location or subject interest. Social networking sites such as wink, spokeo are good examples.

2.8 TYPES OF USERS ON SOCIAL NETWORKS

To be a member of social media site, the user needs to register with his/her personal information. The users of Social Networking Sites can be classified as

- 1. Friends** – Friends are termed as users of the social networking sites where the users are aware of each other and believe them as friends, and can share anything like photos, blogs, information and many more.

2. **Friendsters** - Friendsters are users who might be termed as friends by others despite the fact that they're not far-famed and trustworthy. It shows that Friendsters are showing as friend but they are not of that category where anything can be shared.
3. **Fakesters** - Fakesters won't reveal their original identity to others in the network. They are completely different from friends and want to hide themselves, nobody can have an idea of who they are or what they need.
4. **Fraudsters** - Fraudsters are users of social media and they will pretend them to be persons and will take part in deceitful monetary transactions or issues inflicting damage to other users in the social media. There are many members in that case are misusing the information which is uploaded on websites like information on Face book and many more social networking sites, that's why they are coming under Fraudsters.

2.9 SOCIAL MEDIA MARKETING

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analysing your results, and running social media advertisements.

The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. There is also a range of social media management tools that help businesses to get the most out of the social media platforms listed above.

2.10 BENEFITS OF SOCIAL MEDIA MARKETING TO SELLERS

1. **Brand awareness:** Having a presence on social media makes it easier for both existing and potential customers to find and connect with the product brand. With the sheer volume of people using social media today, the business has an opportunity to reach a significant number of new eyes and audiences. Social platforms are also a great place to tell the brand's story and help people get a better feel for what one's business is all about.
2. **Brand loyalty:** Social media gives brands an unparalleled opportunity to join in conversations and engage with their customers. When executed properly and consistently, these

interactions pave the way for brand loyalty. While it still takes time to earn customer loyalty, social media engagement can help businesses build trust more quickly.

3. Increased website traffic: Social media expands outlets for attracting inbound traffic to your website. Every social profile that one has is a potential path to his/her site and each post is a new opportunity to provide value and show visitors and followers why they should visit the website. Ultimately, these visits can result in more leads and conversions.

4. Customer insights: A tremendous amount of customer data is generated by all the active users on social media today. Through social listening and engaging with followers, one can learn more about who the customers are, where they like to spend their time, what interests them, and what they think about the brand, the competitors and the industry. This can in turn help sellers engage the customers more effectively with the content, advertising and messaging.

5. Customer experience: Chances are good that even if the business isn't on social media, the customers expect the business to be there. It gives them another way to get to know and connect with the brand and enhances the customer experience. In addition, the importance of social media's role in customer service today can't be understated. When they have a question or something goes wrong, customers appreciate having the option of connecting on social media with the brands they do business with.

6. Lead generation and sales: Social media can be an incredibly effective tool for generating leads and moving them through the buying cycle. By combining organic tactics with paid ones, social media marketers can expand their reach and attract more leads. B2B sales teams can then use social listening and other social media research to convert those leads into sales.

7. Multichannel campaigns: Buyers today move quickly between channels – from website to social to email back to social again. While social media is impactful on its own, it is made more powerful by becoming an integrated part of the marketing initiatives and strategy. Social media messages support and reinforce your messaging on other channels and provide the stakeholder with another opportunity to reach your audience where they are, no matter where that might be.

2.11 SOCIAL MEDIA PLATFORMS

1. Mobile phones



Mobiles phones with social networking facility are a powerful platform for selling products. With the help of mobile phones people come to know about the recent changes, happenings and discussions in the social media. Mobiles phones enable continuous connection with social networking sites and firms are using this chance to update their products and services to their customers through social sites. Firms are using QR codes to make information easily available to their customers about their websites and other services. Smart Phones are enabled with QR code readability which helped the customer to know the information in an easier and quicker way.

2. Engagement



When the customers of the product become the participant in social media for promotion of the product, then it is termed as engagement. With the help of social media, user can

post or comment on a product or service. With the concept of engagement, the client of the company promotes the product by way of posting a comment, whereas the viewers will see the comment. By engaging the existing customers for marketing, the product through social media, selling becomes more successful.

3. Twitter



Twitter permits the users to post one hundred forty characters to advertise and promote about their product or service. This message can be a text, website link, photo etc.

4. Facebook



It helped to post information about a product and enables to post comment on the post. It facilitates the user to like the page or post and also share the page or post to other users in the Facebook. The information posted includes text, audio, video and website links.

Facebook is designed in such a way that it will connect with twitter page.

5. Google+



Google + contains some of the features of Facebook and is associated with google AdWords and maps. Google + includes location-based search, navigation services, location-based selling etc... Google+ helped in marketing activities.

6. LinkedIn



It is a social networking site which enables the firms to develop for professional and business profiles to network with people. Twitter can be merged with LinkedIn page. It

helped the users by providing opportunity by way of generating leads. The pages are similar to Facebook pages which can be used to promote their product and services.

7. YouTube



YouTube permits the users to upload videos. YouTube is used to upload advertisements to target customers by firms. The taste and style of the customers can be reflected in the commercial ads developed by the companies and it can be used as medium to market the products by way of advertisements. YouTube videos can be downloaded anytime on request. Sponsoring of video is possible on YouTube.

8. Blogs



Blogs are web pages developed by companies that contains information about products and allows consumers, employees etc to post comments, view and share information to others.

There are some positive comments as well as some negative comments of social websites which are doing the job of marketing. Some of them are as follows:-

Positive comments:-

1. Social media helps businessmen to understand their customers their likes and dislikes.
2. It helped various firms to understand how different types of activities can be done.
3. Social websites help attract old and new customers.
4. It provides awareness to consumers regarding usage of branded goods and services.

Negative comments:-

1. Social websites are not fully protected. Anybody can misuse the websites information like Facebook, anybody can take the image of any person and can create problem for these consumers.
2. Social websites are sending many advertisement mails, messages to customers who do not seek to buy the goods.
3. Wrong type of brand advertisement can create a big problem for the company.
4. Many companies are not getting feedback from the customers, though it is free of cost, because the consumers are reluctant to share their ideas and thoughts.

2.12 PROS OF SOCIAL MEDIA

- **Brand awareness** - Compelling and relevant content will grab the attention of potential customers and increase brand visibility
- **Brand reputation** - You can respond instantly to industry developments and be seen as 'thought leader' or expert in your field. This can improve how your business is seen by your audience.

- **Cost effective** - It can be much cheaper than traditional advertising and promotional activities. The costs of maintaining a social media presence are minimal. If you choose to invest in paid advertising, you can spend as much or as little as your budget allows.
- **Website traffic** - Social content can boost traffic to your website. This can lead to increased online conversions such as sales and leads.
- **Evaluation** - It is easy to measure how much website traffic you receive from social media. You can set up tracking to determine how many sales are generated by paid social advertising.
- **Customer interaction** - You can deliver improved customer service and respond effectively to feedback. Positive feedback is public and can be persuasive to other potential customers. Negative feedback highlights areas where you can improve.
- **Target audience** - Customers can find you through the social media platforms they use most. You can choose to maintain a presence on particular platforms that are in line with your target audience. For example, if you are targeting young people, you could reach them through Snapchat. If you are seeking business customers, LinkedIn may be the best channel.
- **Brand loyalty** - You can build relationships with your customers through social media. This can help increase loyalty and advocacy.

2.13 CONS OF SOCIAL MEDIA

- **Resources** - You will need to commit resources to managing your social media presence, responding to feedback and producing new content. This can include hiring and training staff, investing in paid advertising and paying for the costs of creating video or image content.
- **Evaluation** - While it is easy to quantify the return-on-investment in terms of online sales generated by social media advertising - there are some fewer tangible benefits. It can be hard to measure and place a monetary value on the brand awareness and reputation that social media can bring. It's difficult to know how social media effects sales in-store.

- **Ineffective use** - Social media can be used ineffectively. For example, using social media to push for sales without engaging with customers, or failing to respond to negative feedback - may damage your reputation.
- **Financial risk** - There is big risk of financial risk involved in online purchasing which is thinking by consumers. The level of uncertainty surrounding is also affecting online buying by the consumers.
- **Traditional method** - Still there are certain consumers who are thinking that as compared to online purchasing, better option is traditional as there is no problem of changing, fraud, deduction of money without successful transaction.

2.14 PURCHASE DECISION AND SOCIAL MEDIA

Social media permits the users to post comments, give reviews about product and services, put status for the product or service which includes likes and dislikes, tweet about the products. When a customer is satisfied with the product, he might recommend the product to different users of social media by passing the message with the help of various available social media tools. In earlier days, consumer digest was used to put the reviews about the products, but nowadays social media is slowly taking the position for placing the product reviews, ranking and recommendations. Ten years ago, people relied on the opinion of the retail shop owners and specialists for purchase of new product, but today consumers rely on the opinion and advice of the people in social media. Companies are reducing their budget for paid advertisements and concentrating on social media advertisements.

2.15 STAGES IN CONSUMER BUYING - DECISION PROCESS

The various stages involved in consumer buying decision process are

- The problem recognition stage, the identification of product a client desire.
- The search for info which suggests search for data bases or external data sources for information on the merchandise.
- The possibility of different options: which means whether or not there's higher or cheaper product offered.

- The choice to purchase the merchandise and
- The actual purchase of the product.



2.16 SIGNIFICANCE OF SOCIAL MEDIA

There are various ways to make use of social networking sites to attract consumers by the marketers. In modern times social media is a powerful tool which is not only helping marketers but also consumers. Nowadays it is a very powerful tool to maintain relations with customers and with the society. Social networking sites are helping businessman to sell the goods as well as share thoughts and interact with each other too. One of the important use or significance of social media marketing is giving advantage to consumers to select and order the goods from variety of goods available online. It is a unique communication between marketer and consumers. These websites are helping consumers to buy the product, share thoughts and many more. In traditional method of marketing, consumers don't have that much space to select the product; but in social media, consumers have variety of options to select that. With the help of social media marketing the consumer can update his knowledge by visiting various social media networking sites, for example,

everyday approximately 510 million users are visiting Google, 131 million are using Instagram and many people are using Facebook, Skype etc.

2.17 SOCIAL MEDIA AND CONSUMER BEHAVIOUR

Social media has occupied an important position as a communication tool. People across the globe use social media to connect to other people or organizations.

Globally, people have started to use social media such as Facebook, Twitter, Instagram and LinkedIn to share their experiences. As customers, people share product reviews, information about a product/service, advice on food or health, warnings about products, tips on using certain products, and much more.

People have a lot of 'connections' on social media, therefore information is consumed by many people. This information becomes a source of influence on consumers and their buying behaviour. Research studies has shown that many people rely on the information and reviews on social media as a guide for planning their future purchases. Social media has grown in terms of its reach and impact.

The modern consumer's decision process is much more dynamic. It starts with the initial consideration set, same as in the traditional model, initiated by the need recognition. It is followed by information gathering and active evaluation of the alternatives. Social media and the Internet technologies have allowed an average consumer today to have access to information about the products and services on a global scale. This means that, for example, the evaluation of different brands of shampoo is not limited to the shampoos offered on the same shelf from a supermarket. Today, consumers can type in their online search engine the exact type of product they are looking for, and very quickly make their decision based on their price-sensitivity, quality, price-value ratio of the product, user reviews, etc.

Many professionals and small retailers as well as giant retailers and big business houses ignore the importance of social marketing. They do not understand the impact of social marketing in the many different types of business and services too. Some companies are using social media not only with other parties but internally.

CHAPTER – III



ANALYSIS AND INTERPRETATION OF DATA

CHAPTER- IV ANALYSIS AND INTERPRETATION OF DATA

This chapter deals with the analysis and interpretation of collected data. Analysis and interpretation of data plays an important role in completion of looking at and summarizing and

developing conclusion. The role of statistics in research is to function as a tool in designing research, analyzing its data and drawing conclusion there from. The main purpose of this analysis is to know the impact of social media on consumer buying behaviour. Analysis and interpretation of data is used to transform the data collected into credited evidence about the development of the intervention and the performance. The data is being collected from 125 respondents, tabulated and interpreted by the researcher. The data collected has been analyzed using percentage analysis, pie charts, Garret ranking method and Likert scale method. Each questionnaire was analyzed individually.

- **Percentage Analysis:** Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. In percentage analysis we use bar diagram and Pie – Chart.
- **Garrett’s Ranking Method:** Garrett’s ranking technique is used in ranking the different factors relating to customer preference towards the usage of OTT platform during the pandemic. Under the Garrett ranking technique the percent position is calculated by using the formula,

$$\text{Percent Position} = 100(\frac{R_{ij}}{N_{ij}} - 0.5) / \frac{R_{ij}}{N_{ij}}$$

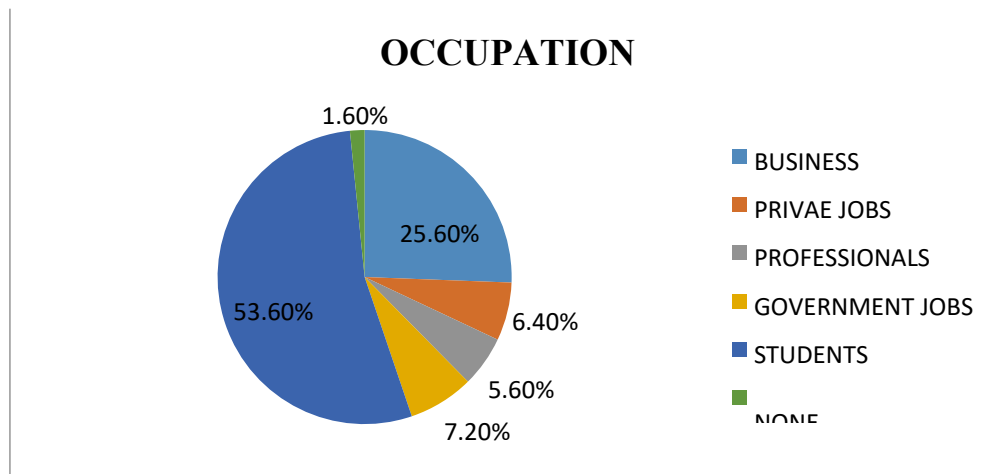
- **Likert’s Scale:** Likert scale is describing a quantitative value to a qualitative data to make it amenable to statistical analysis. A numerical value is assigned to each potential choice and a mean figure for all the responses is computed at the evaluation or survey. The Likert scale is a five (or seven) point scale which is used to allow the individual to express how much they agree or disagree with a particular statement.

TABLE 3.1 OCCUPATION

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
Business	32	25.6%

Private jobs	8	6.4%
Professionals	7	5.6%
Government jobs	9	7.2%
Students	67	53.6%
None	2	1.6%
TOTAL	125	100%

Source: Primary data



Inference:

From the above table 3.1 it is found that 53.60% of the respondents are students, 25.6% of the respondents are business people, 6.40% have private jobs, while 5.60% of the respondents are professionals.

Thus, half the majority of the respondents (53.6%) are students

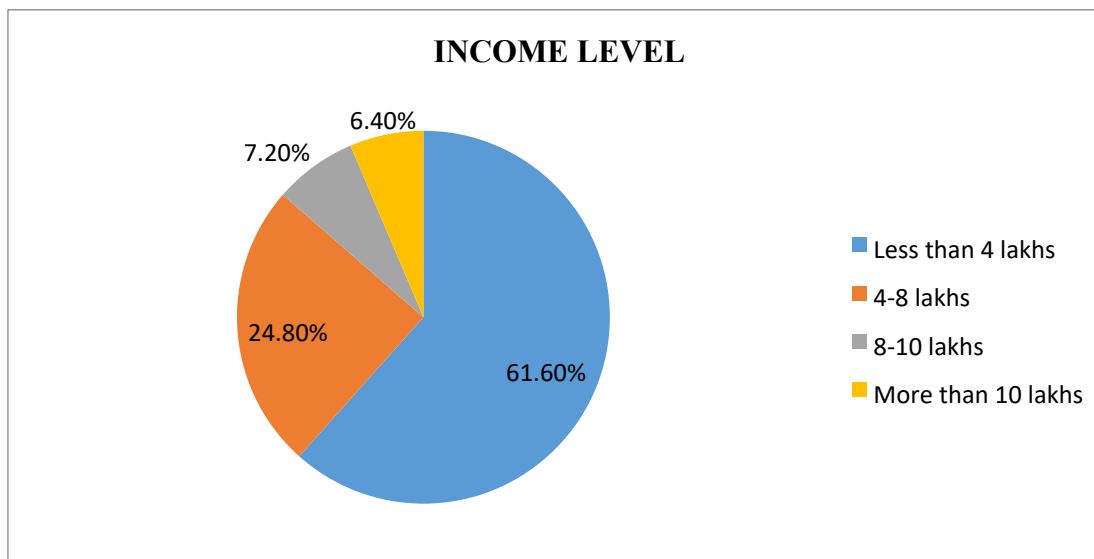
TABLE 3.2

INCOME LEVEL OF RESPONDENTS

ANNUAL INCOME	NO. OF RESPONDENTS	PERCENTAGE
Less than 4 lakhs	77	61.6%
4-8 lakhs	31	24.8%

8-10 lakhs	9	7.2%
More than 10 lakhs	8	6.4%
TOTAL	125	100%

Source: Primary data



Inference:

The table 3.2 reveals that 61.60% of the respondents earn an annual income of less than Rs.4 lakhs, 24.80% earn Rs 4-8 lakhs, 7.20% earn from Rs 8-10 lakhs, while 6.4% earn more than 10 lakhs.

Thus, 2/3rd majority of the respondents are found to earn less than Rs 4 lakhs.

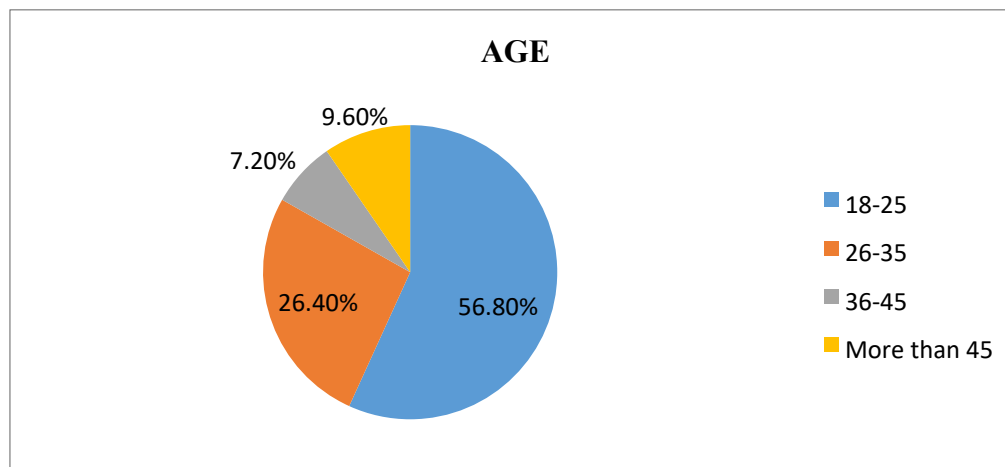
TABLE 3.3

AGE WISE CLASSIFICATION

AGE (in years)	NO. OF RESPONDENTS	PERCENTAGE
18-25	71	56.8%
26-35	33	26.4%
36-45	9	7.2%

More than 45	12	9.6%
TOTAL	125	100%

Source: Primary data



Inference:

From the above table 3.3 we can understand that 56.80% are in the age group of 18-25 years, 26.40% respondents in the age group of 26- 35 years, 7.20% from the age group 36-45 years, while the rest of 9.60% are above 45 years.

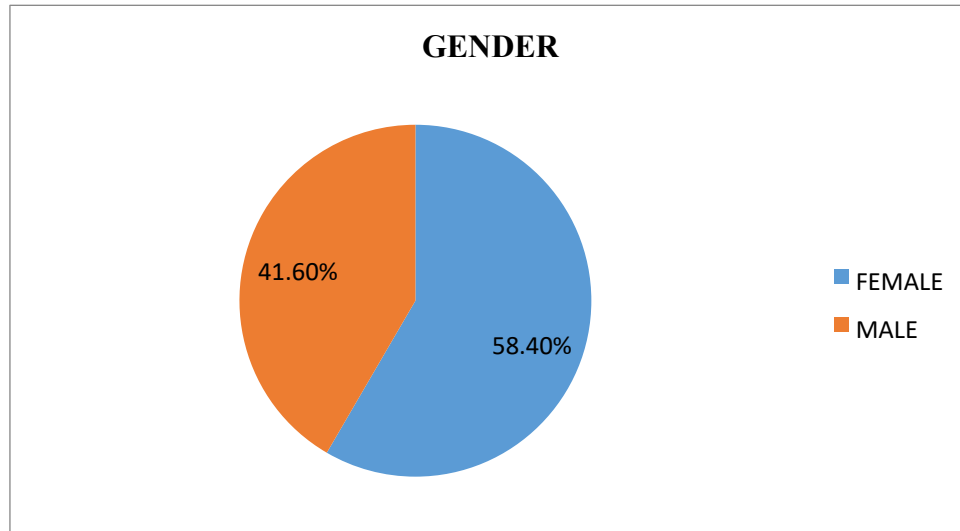
Thus, around half of the majority respondents are aged between 18-25 years.

TABLE 3.4

GENDER WISE CLASSIFICATION

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Female	73	58.4%
Male	52	41.6%
TOTAL	125	100%

Source: Primary data



Inference:

Table 3.4 reveals that 58.40% of the respondents are female while 41.60% are male.

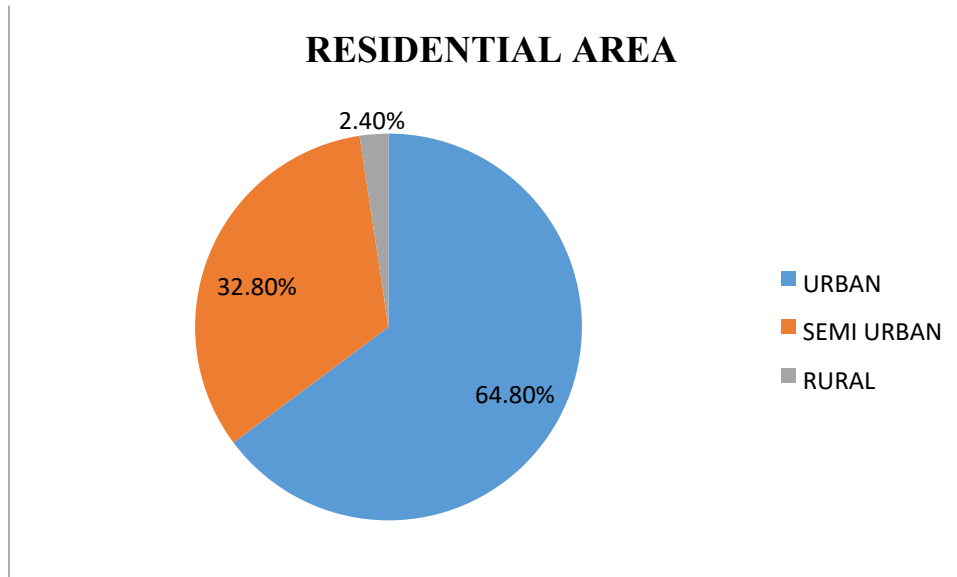
Thus, more than half the majority respondents are female members.

TABLE 3.5

RESIDENTIAL AREA OF RESPONDENTS

AREA	NO. OF RESPONDENTS	PERCENTAGE
Urban	81	64.8%
Semi urban	41	32.8%
Rural	3	2.4%
TOTAL	125	100%

Source: Primary data



Inference:

From the above table 3.5 it is evident that 32.8% of the respondents reside in semi urban area, 64.80% of them reside in urban area, while 2.40% of them reside in rural area.

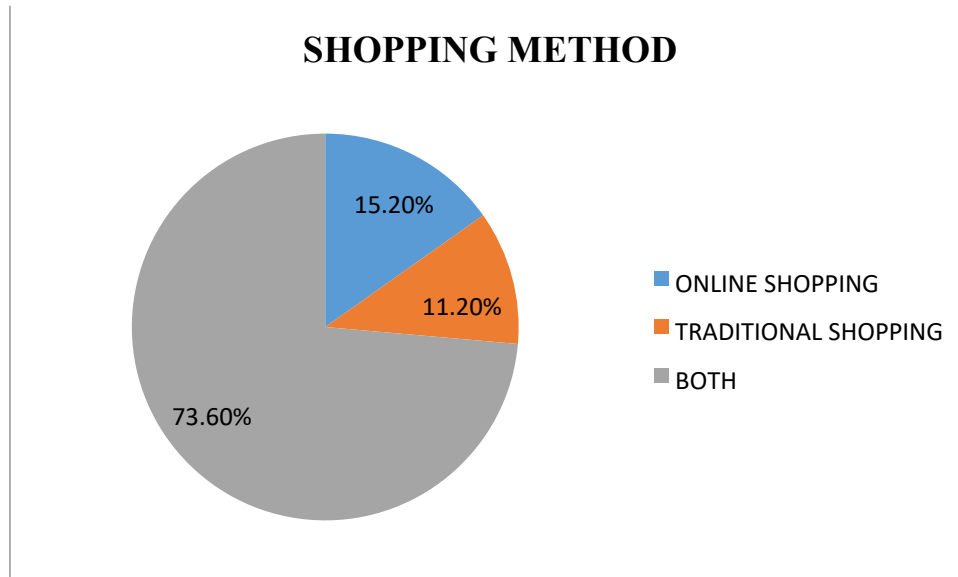
Thus, it is found that 2/3rd majority of the respondents are residing in urban area.

TABLE 3.6

PREFERENCE IN METHOD OF SHOPPING

METHOD	NO. OF RESPONDENTS	PERCENTAGE
Online shopping	19	15.2%
Traditional shopping	14	11.2%
Both	92	73.6%
TOTAL	125	100%

Source: Primary data



Inference:

Table 3.6 indicates that 73.60% prefer both online and offline shopping method while 15.20% of the respondents prefer online shopping, while 11.2% prefer traditional shopping.

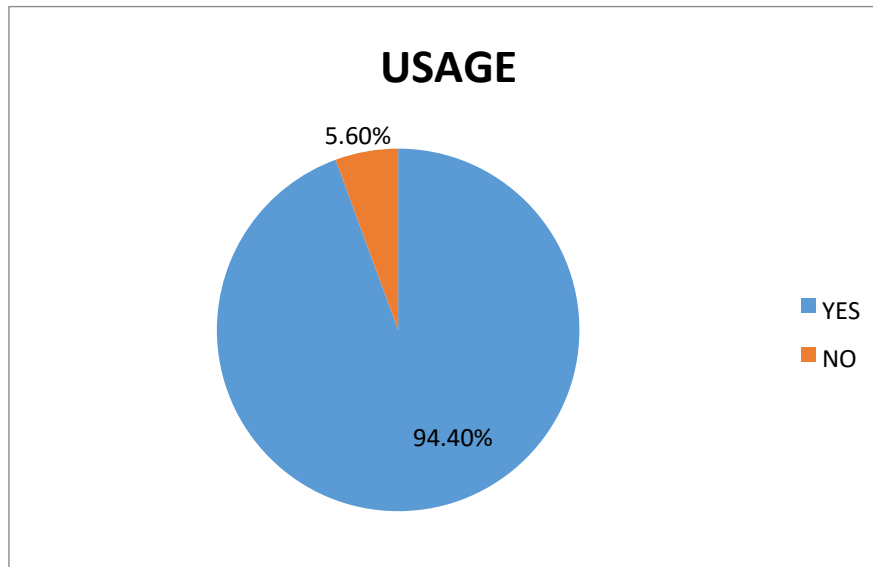
Thus, around 3/4th majority of respondents prefer both online and traditional shopping method.

TABLE 3.7

RESPONSES REGARDING USAGE OF ONLINE SHOPPING

USAGE	NO. OF RESPONDENTS	PERCENTAGE
Yes	118	94.4%
No	7	5.6%
TOTAL	125	100%

Source: Primary data



Inference:

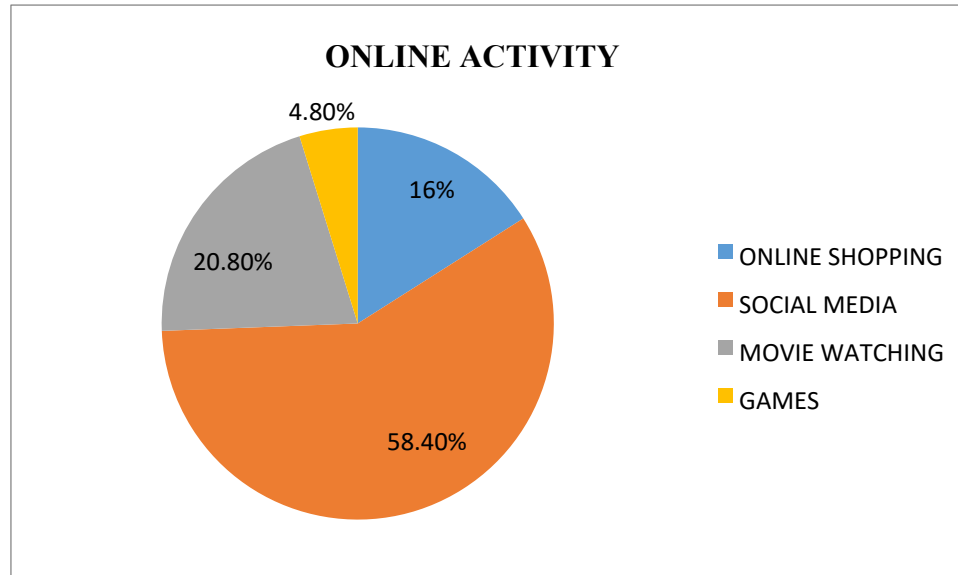
From table 3.7 it is clear that a vast majority of 94.40% respondents use online shopping for making their purchase, while the rest of the people do not use online shopping.

TABLE 3.8

MOST PREFERRED ONLINE ACTIVITY

ONLINE ACTIVITY	NO. OF RESPONDENTS	PERCENTAGE
Online shopping	20	16%
Social media	73	58.4%
Movie watching	26	20.8%
Games	6	4.8%
TOTAL	125	100%

Source: Primary data



Inference:

From the table 3.8 it is found that the 58.40% of the respondents prefer online to use social media only while 20.8% use it for watching movies, 16% for social media, while 4.80% of respondents for games.

Thus, more than half the majority of the respondents i.e., 58.4% prefer using online to interact through social media.

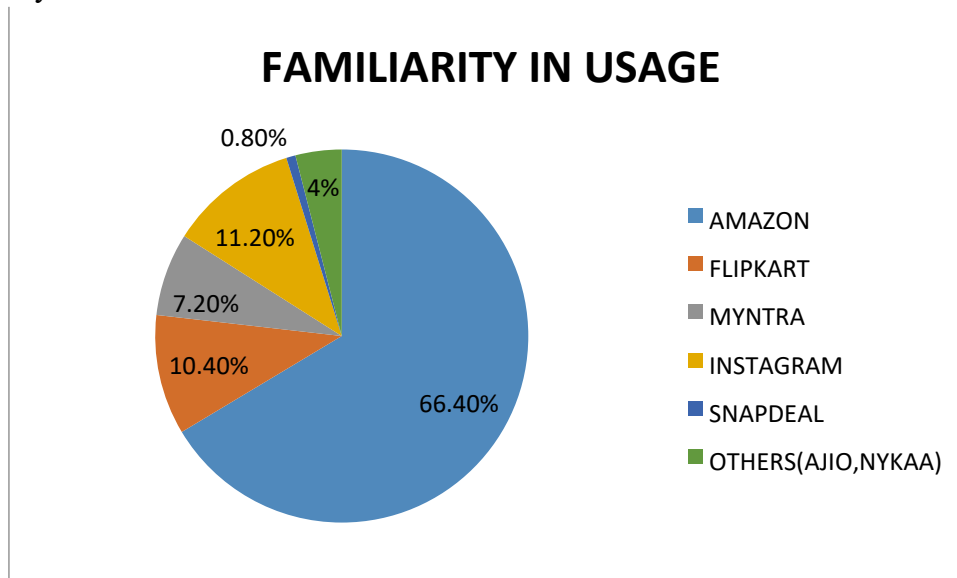
TABLE 3.9

SHOPPING APP USED BY REPENDENTS

APPS	NO. OF RESPONDENTS	PERCENTAGE
Amazon	83	66.4%
Flipkart	13	10.4%
Myntra	9	7.2%
Instagram	14	11.2%
Snapdeal	1	0.8%

Others (ajio, nykaa)	5	4%
TOTAL	125	100%

Source: Primary data



Inference:

Table 3.9 reveals that 66.4% of the respondents use “Amazon” for shopping, 10.4% uses Flipkart, 7.20% use Myntra while 4% use other apps not listed in the table.

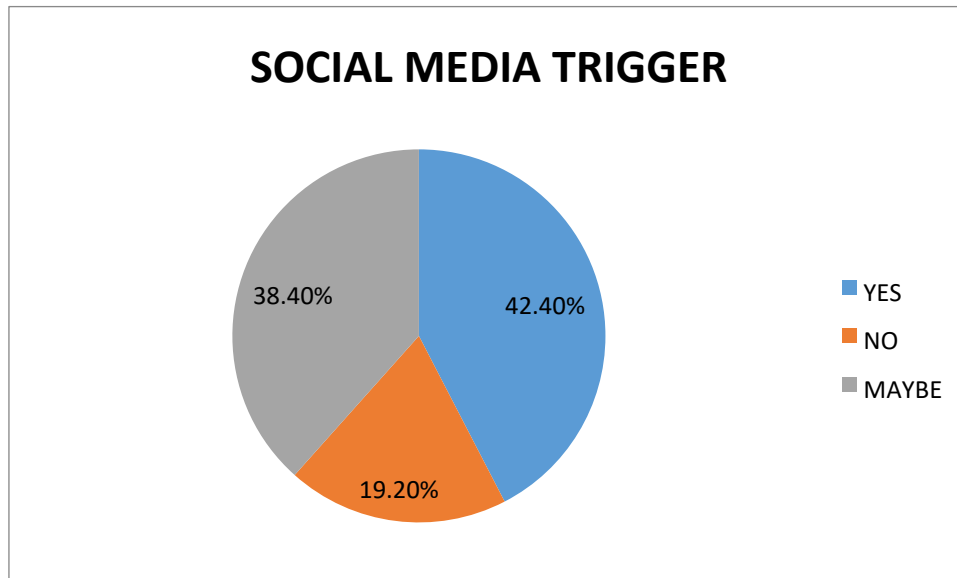
Thus, it is found that 2/3rd majority of respondents are familiar with Amazon app and use it for their online shopping.

TABLE 3.10

RESPONSES REGARDING PURCHASE OF PRODUCT/SERVICE THROUGH SOCIAL MEDIA

RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
Yes	53	42.4%
No	24	19.2%
Maybe	48	38.4%
TOTAL	125	100%

Source: Primary data



Inference:

From the above table 3.10 it is clear that 42.4% of respondents accepted that social media triggers them to buy a product, 38.40% responded that it may trigger them to purchase a product.

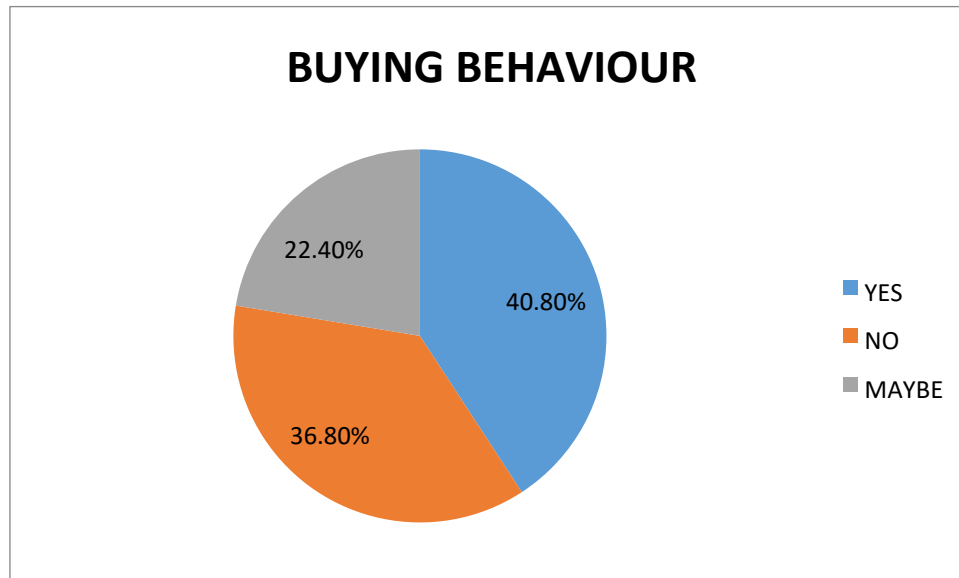
Thus, a major proportion (42.4%) of respondents accepted that social media triggers them to buy a product or service.

TALE 3.11

RESPONSE FOR “DO YOU THINK SOCIAL MEDIA HAS AFFECTED YOUR BUYING BEHAVIOUR?”

RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
Yes	51	40.8%
No	46	36.8%
Maybe	28	22.4%
TOTAL	125	100%

Source: Primary data



Inference:

Table 3.11 indicates that 40.8% of respondents feel that their buying behavior has been affected by using social media while 36.8% of the people did not accept that social media influences their buying behaviour, while 22.40% sense that social media might affect their buying behaviour and they are not sure about it.

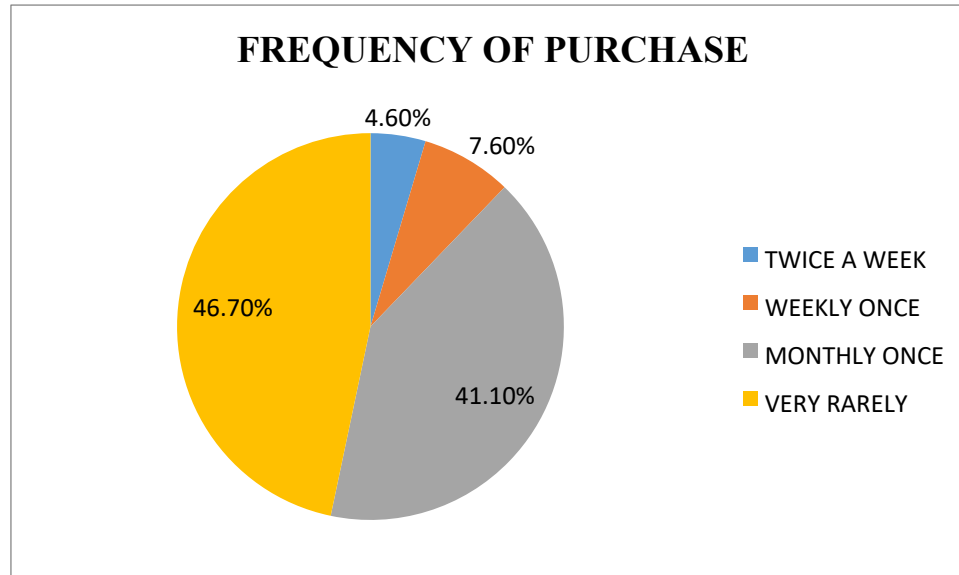
Thus, a major proportion (40.80%) of respondents has agreed that social media had an influence on their buying behaviour.

TABLE 3.12

FREQUENCY OF PURCHASE OF PRODUCTS THROUGH SOCIAL MEDIA

FREQUENCY	NO. OF RESPONDENTS	PERCENTAGE
Twice a week	5	4.6%
Weekly once	8	7.6%
Monthly once	44	41.1%
Very rarely	50	46.7%
TOTAL	107	100%

Source: Primary data



Inference:

Table 3.12 reveals that 4.6% of the respondents make the purchase through social media twice a week, 7.6% make their purchase once a week, 41.1% do it monthly once while 46.7% do online purchase very rarely.

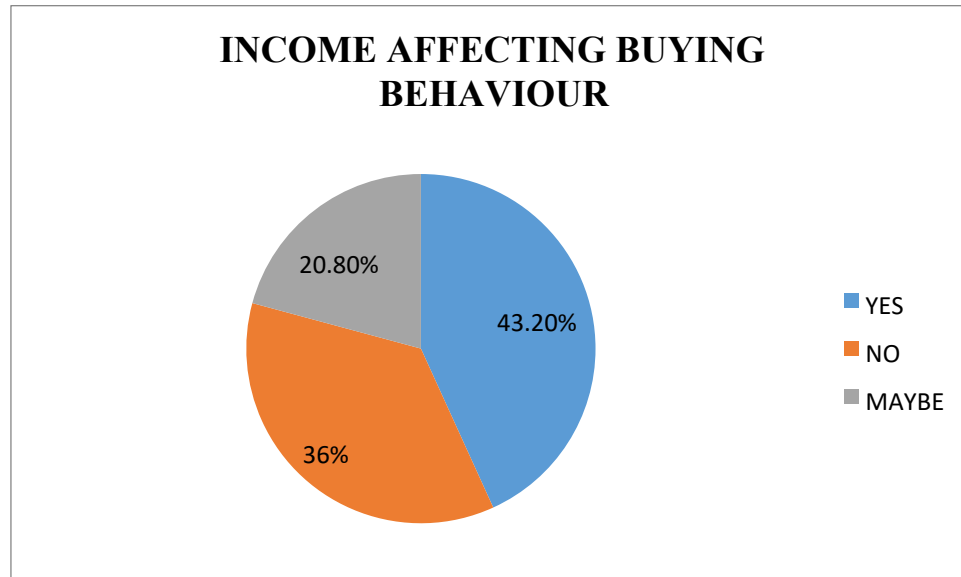
Thus, it is found that a major proportion of the respondents use social media for their purchase very rarely, and if at all they do, they do it once in a month.

TABLE 3.13

INCOME AFFECT BUYING BEHAVIOR

INCOME AFFECT BUYING BEHAVIOR	NO. OF RESPONDENTS	PERCENTAGE
Yes	54	43.2%
No	45	36%
Maybe	26	20.8%
TOTAL	125	100%

Source: Primary data



Inference:

From table 3.13 it is inferred that 43.20% of respondents have said that their buying behaviour is having an effect on income, 36% say that it doesn't affect their income while that rest of 20.8% say that their buying behaviour may have an effect on their income.

Thus, a major proportion of respondents feel that their buying behaviour has affected their income.

TABLE 3.14

BENEFITS DERIVED WHILE USING ONLINE FOR PURCHASE

(GARRET RANKING METHOD)

BENEFITS	TOTAL SCORE	TOTAL RESPONDENTS	GARRET MEAN SCORE	GARRET RANK
Less time consuming	7570	125	60.56	I
Offer from the brands/discounts	7340	125	58.72	III
More communication/information	7271	125	58.16	IV

Update of product/service	7386	125	59.08	V
Reduced price	7402	125	59.21	II
Quick delivery of products	7209	125	57.67	VI

Source: Primary data

Inference:

The garret ranking score in table 3.14 states that people prefer to do online shopping as it consumes less time and has ranked 1st as the main benefit derived from using online shopping, followed by reduced price, offers from brands/discounts, more communication and update of product or service.

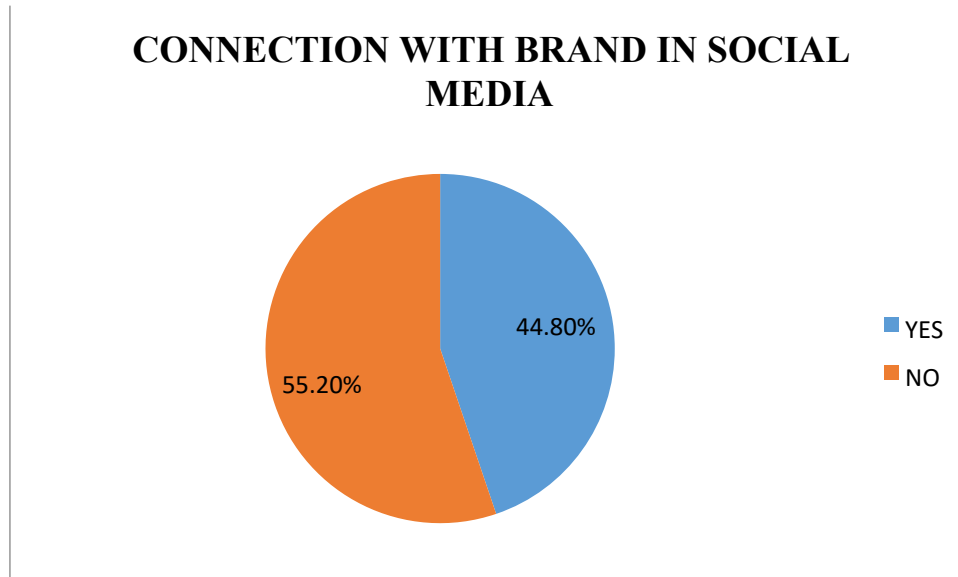
Thus, a majority of respondents feel that the main benefit from using online purchase is that it is less consuming.

TABLE 3.15

RESPONSE REGARDING “ARE YOU CONNECTED WITH ANY BRAND OR ORGANIZATION IN SOCIAL MEDIA?”

RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
Yes	56	44.8%
No	69	55.2%
TOTAL	125	100%

Source: Primary data



Inference:

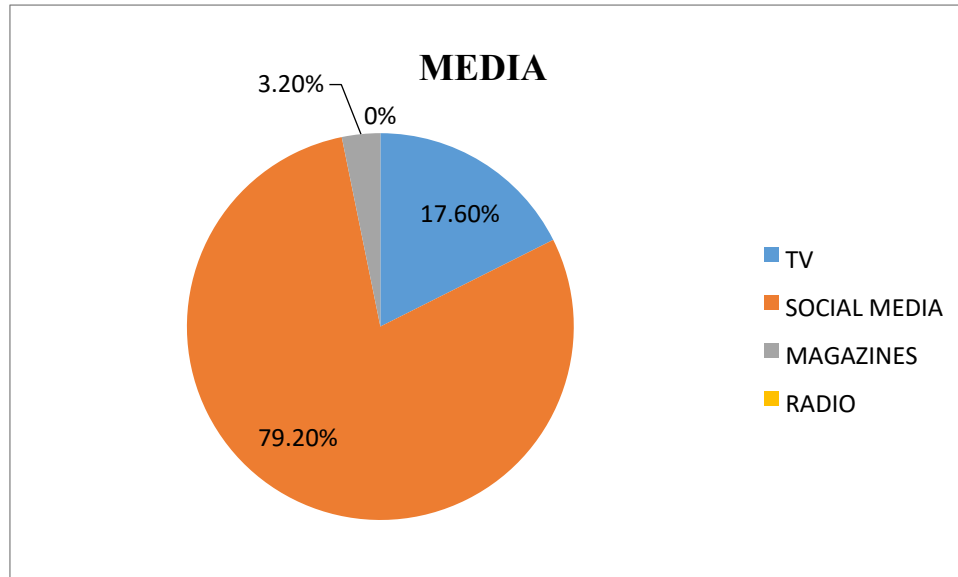
Table 3.15 clearly reveals that 44.8% of respondents are connected to the brand or organization in social media, while 55.20% of them are not connected to any brand or organization in social media.

Thus, around half the majority of the respondents are found to be connected to the brand or organization in social media.

TABLE 3.16 MOST ATTRACTIVE MEDIA

MEDIA	NO. OF RESPONDENTS	PERCENTAGE
TV	22	17.6%
Social media	99	79.2%
Magazines	4	3.2%
Radio	0	0%
TOTAL	125	100%

Source: Primary data



Inference:

In table 3.16 it is seen that 17.6% of the respondents consider TV as the most attractive media, 79.2% say it is social media, while 3.2% are for magazines.

Thus, a good majority (79.2%) of respondents are attracted to social media.

TABLE 3.17

SOURCES USED FOR SEARCHING INFORMATION

GARRET RANKING METHOD

SOURCES	TOTAL SCORE	TOTAL RESPONDENTS	GARRET MEAN SCORE	GARRET RANK
Social media	6672	125	53.37	I
Micro blogs	4740	125	37.92	IV

Search engines	6643	125	53.14	II
Video sharing websites	6632	125	53.05	III

Source: Primary data

Inference:

From the above Garret ranking 3.17 table it is found that social media ranks 1st in product search information while search engine i.e., Google, Bling gets 2nd and video sharing websites like YouTube get 3rd rank and Microblogs get the last 4th rank.

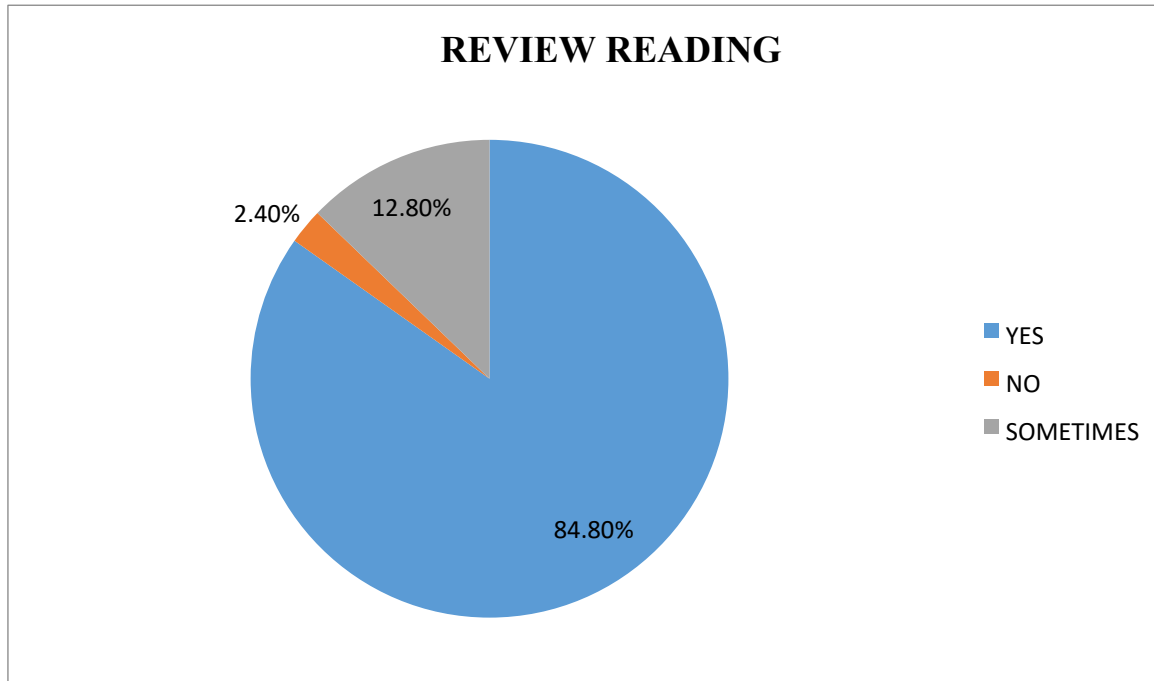
Thus, majority of the respondents feel that social media is convenient for information search.

TABLE 3.18

RESPONSES REGARDING READING OF REVIEWS BEFORE PURCHASING

RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
Yes	106	84.8%
No	3	2.4%
Sometimes	16	12.8%
TOTAL	125	100%

Source: Primary data



Inference:

Table 3.18 indicates that 84.80% of respondents prefer reading reviews before purchasing a product, 2.40% do not prefer it while 12.8% of people prefer to read it sometimes.

Thus, a clear majority (84.8%) of the respondents read reviews before making a purchase.

TABLE 3.19

OPINION ON STATEMENT RELATING TO REVIEWS

STATEMENT	NO. OF RESPONDENTS	PERCENTAGE
I always read them	39	32.5%
I read them often	16	13.35%
I look into the review when need arises	34	28.35%

I consider they influence my thoughts regarding a particular product	12	10%
I am convinced at least once to buy or not to buy something after reading reviews	19	15.8%
TOTAL	120	100%

Source: Primary data

Inference:

Table 3.19 reveals that 10% of the respondents consider reviews as if it influences their thoughts regarding a particular product, 28.35% say they read reviews when the need arises, 32.5% say they always read reviews, 15.8% say they are convinced at least once to buy or not to buy something after reading reviews while 13.35% of the respondents say they read them often.

Thus, more than 1/4th of the respondents reveal that they always read reviews.

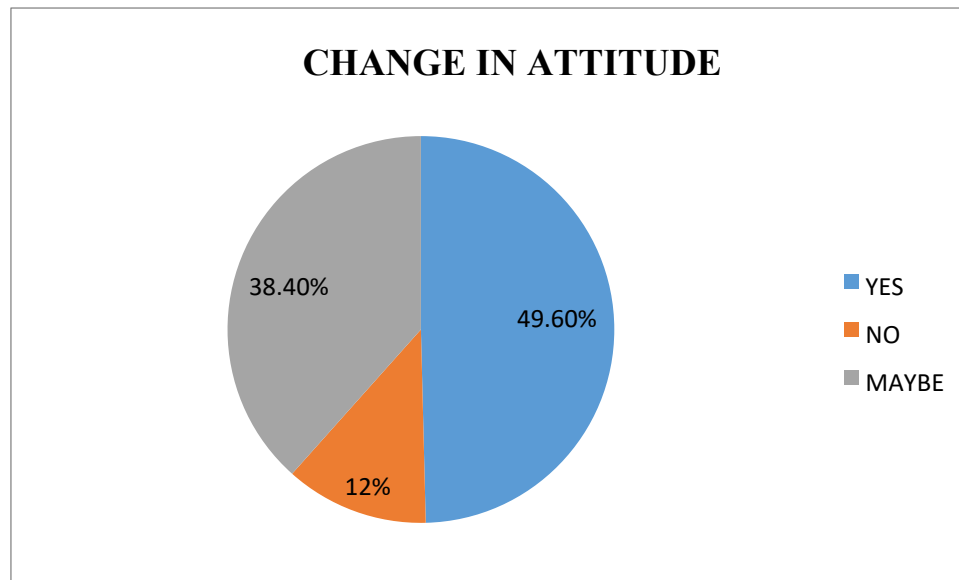
TABLE 3.20

RESPONSES REGARDING CHANGE IN ATTITUDE TOWARDS A PRODUCT/SERVICE AFTER READING POSITIVE COMMENTS/REVIEW

RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
Yes	62	49.6%
No	15	12%
Maybe	48	38.4%

TOTAL	125	100%
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Source: Primary data



Inference:

Table 3.20 indicates that 49.6% of the respondents change their attitude towards a product/service after reading positive comments/reviews, 12% say they do not change their attitude, while 38.40% of respondents may or may not change their attitude towards product/service after reading positive comments/reviews.

Thus, around half the majority of respondents (49.6%) change their attitude towards a product/service after reading positive comments.

TABLE 3.2**1****RESPONSE WHEN A PRODUCT GOES VIRAL IN SOCIAL MEDIA**

STATEMENT	NO. OF RESPONDENTS	PERCENTAGE
My thought towards the product may change	18	14.4%
I may consider it as a potential alternative for buying in future	53	42.4%
I make a purchase	9	7.2%
It doesn't affect me at all	45	36%
TOTAL	125	100%

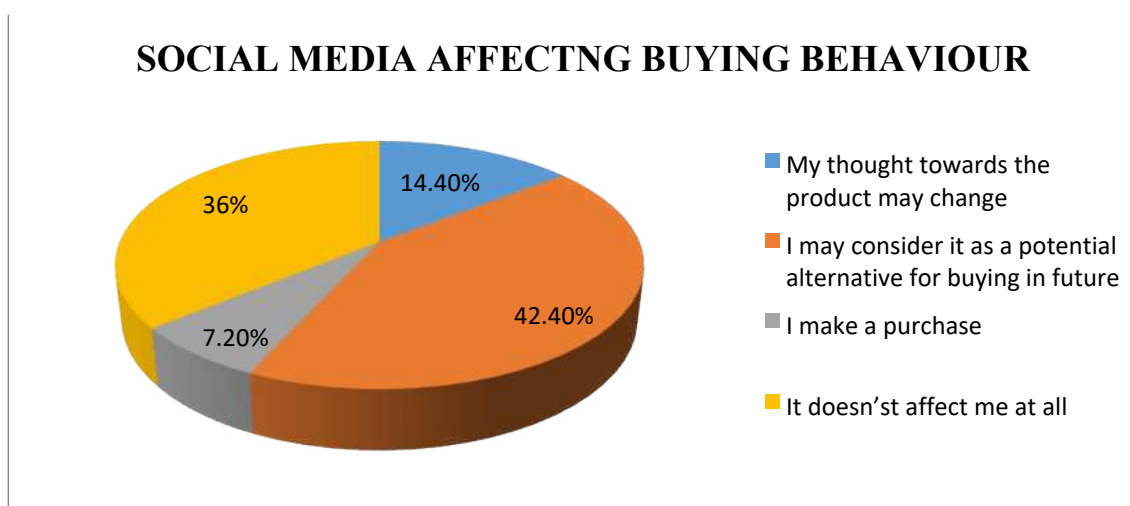
Source: Primary data**Inference:**

Table 3.21 depicts that 14.4% of the respondents thought towards the product changes, 42.4% may consider it as a potential alternative for buying in future, 7.2% make a purchase while 36% says it doesn't affect them at all.

Thus, a major proportion (42.4%) of the respondents considers it as a potential alternative for buying in future.

TABLE 3.22

FACTORS AFFECTING BUYING BEHAVIOUR

(GARRET RANKING METHOD)

FACTORS	TOTAL SCORE	TOTAL RESPONDENTS	GARRET MEAN SCORE	GARRET RANK
Necessity	6609	125	52.87	V
Availability of product/service	6863	125	54.94	III
Availability of information	6909	125	55.27	I
Cost of product	6636	125	53.09	IV
Reviews/good word of mouth	6873	125	54.98	II

Source: Primary data

Inference:

Table 3.22 indicates the ranking of factors affecting buying behaviour using Garret ranking. It is found that availability of information is the key factor that affects a person's buying behaviour and is ranked 1st followed by reviews/ good word of mouth, availability of product/service, cost of product and necessity.

Thus, availability of information ranks 1st among factors affecting buying behaviour.

3

OPINION REGARDING STATEMENT ON SOCIAL MEDIA

(LIKERT SCALE METHOD)

STATEMENT	SA	A	N	DA	SDA	TOTAL	%	RANK
Social media influences your purchasing power	170	192	105	6	5	478	3.82	III

TABLE 3.2

Brand that is on social media influences the purchasing decision	130	200	102	22	4	458	3.66	VI
Social media helps in acquiring information about most of the products that you purchase regularly	140	244	84	10	3	481	3.84	II
Social media provides an effective and powerful platform for consumers to communicate with each other and with companies	150	200	96	14	6	466	3.72	V
Information searching is easier via social media compared to mass media	185	196	72	20	5	478	3.82	IV
Social media makes your decision-making process more complex	120	152	108	34	10	424	3.3	VII
Social media helps to get more information about products/services	185	192	90	14	3	484	3.87	I

Source: Primary data

Inference:

Table 3.23 indicates the ranking of statements relating to social media using Likert scaling technique. It is inferred from the table that social media helps to get more information about products/services shows more priority that is why it is ranked 1st, while the second most important purchasing decision is that social media helps in acquiring information about most of the products that is purchased regularly. The 3rd rank is given to social media influencing consumer purchasing power followed by information searching is easier via social media compared to mass media and

social media provides an effective and powerful platform for consumers to communicate with each other and with companies.

Thus, social media helps to get more information about products' rank 1st in purchasing decision among consumers.

4

OPINION ON PRE-PURCHASE BEHAVIOUR/POST-PURCHASE BEHAVIOUR

(LIKERT SCALE METHOD)

(A-ALWAYS, O-OFTEN, S-SOMETIMES, R- RARELY, N-NEVER)

STATEMENT	A	O	S	R	N	TOTAL	%	RANK
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TABLE 3.2

Changing in purchase preference after searching relevant information via social media	130	128	177	6	2	443	3.54	I
Search for related information on social media before purchase	190	80	108	16	3	397	3.17	III
How often would you share reviews, comments or related articles to friends via social media post purchase	85	86	141	42	16	370	2.96	IV
Preconceived thoughts towards a product/service before purchasing	90	176	126	32	5	348	2.78	V
Rely on information available on social media if there is a doubt regarding a purchase	115	136	144	24	8	427	3.41	II

Source: Primary data

Inference:

The above table 3.24 shows the pre purchase behaviour and post-purchase behaviour of the respondents. It is found that change in purchase preference after searching relevant information via social media gets foremost priority and is ranked followed by other statements. Thus, change in purchase preference after searching relevant information via social media ranks 1st in pre-purchase behaviour of respondents.

CHAPTER – IV



SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSIONS

CHAPTER-IV

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

4.1 FINDINGS

This chapter discusses the major findings of the study done by the researcher. Based on the findings, suggestions and conclusion is drawn. This chapter is discussed in a concise and summary format rather than descriptive form.

- It is observed that 53.6% of the respondents are students which is the majority compared to others.
- The study reveals that 58.4% are female when compared to male.
- The analysis shows that 61.6% respondents earn less than Rs.400000.
- The study reveals that 56.8% of the respondents belong to the age group 18-25.
- A majority of 64.8% of the respondents reside in urban area.
- The study shows that 73.6% of the respondents prefer doing both online and traditional shopping method.
- A vast majority of 94.4% of the respondents use online for shopping.
- More than half the majority of the respondents i.e., 58.4% prefer using online to interact through social media.
- It is found that 2/3rd majority of respondents are familiar with Amazon app and use it for their online shopping.
- A major proportion (42.4%) of respondents accepted that social media triggers them to buy a product or service.
- A major proportion (40.80%) of respondents has agreed that social media had an influence on their buying behaviour.
- It is found that a major proportion of the respondents use social media for their purchase very rarely, and if at all they do, they do it once in a month.
- A major proportion of respondents feel that their buying behaviour has affected their income.
- A majority of respondents feel that the main benefit from using online purchase is that it is less consuming.
- Around half the majority of the respondents are found to be connected to the brand or organization in social media.
- A good majority (79.2%) of respondents are attracted to social media.

- A clear majority (84.8%) of the respondents read reviews before making a purchase.
- More than 1/4th of the respondents reveal that they always read reviews.
- Around half the majority of respondents (49.6%) change their attitude towards a product/service after reading positive comments.
- A major proportion (42.4%) of the respondents considers it as a potential alternative for buying in future.
- Availability of information ranks 1st among factors affecting buying behaviour.
- Social media helps to get more information about products' rank 1st in purchasing decision among consumers.
- Change in purchase preference after searching relevant information via social media ranks 1st in pre-purchase behaviour of respondents.

4.2 SUGGESTIONS

- Future study could focus on a specific social networking site and the gathering of data through their members.

- An emerging strategic focus should be made on the use of user-generated content, content that is created by consumers in response to specific brands or brand requests and influences the perceptions of other consumers.
- Firms could use discounts or incentives to have consumers recommend their product via social media.
- Social media users are likely to purchase after reading positive reviews. Thus, creating positive WOM on social media will enhance sales.
- Focus should be made on factors that influence brand perception and intention to buy include things like the social mechanism that drive consumer perspectives, and the views of others posted demonstrated in social media posts.
- Researcher recommends future studies to apply on different kinds of products with relation to consumer's preference in social media and the differences between them.
- It will be interesting to study psychographic variables of the buyers and how these variables may affect purchase decision process.
- Companies can use social media more frequently to draw the consumer attention and brand awareness.
- E-vendors may encourage consumers to come online and use social media to develop trust. This is value co-creation with customers instead of value creation for customers.
-

4.3 CONCLUSION

In the fast-growing technological world internet is taking over human lives. People nowadays prefer doing things by just relaxing at home. Social media plays a vital role in everyone's

lives. The social media is influencing the consumers buying behavior in all sorts of manner. The online shopping method is slowly taking over the traditional shopping method. Social media like Facebook, Instagram, Twitter have influenced the consumers decision making process in what products to purchase and if the need for the product is there or not. Among many social websites Facebook is always to be there in the heart of these people and till date remain number one. Social sites are the great platform for Indian citizens. It can be concluded that technological advancement has given rise to present society which has great network of social media marketing sites. Interest few decades ago it taken days to reach and do communication with any of consumer but now the situation has changed a lot. Social media marketing has changed however shoppers and sellers communicate. The social media has variety of extra ordinary advantages like reduced marketing expenditure, improved sales, increase traffic, generated leads, improved search rankings, growing business partnership and many more. Social media has occupied an important position as a communication tool. People across the globe use social media to connect to other people or organizations. Globally, people have started to use social media such as Facebook, Twitter, Instagram and LinkedIn to share their experiences. As customers, people share product reviews, information about a service, advice on food or health, warnings about products, tips on using certain products, and much more. People have a lot of

‘connections’ on social media, therefore information is consumed by many people. This information becomes a source of influences on consumers and their buying behavior.

Social media, which includes the content, visuals, promotions, discounts and influencers, has the ability to influence the buying behavior of consumers. The effects of social media on consumer behavior cannot be ignored by brands and businesses.

A study report highlighted that consumers who are influenced by social media are 4 times more likely to spend more on purchases. Moreover, the influence can be so high that 29% of consumers are more likely to make a purchase on the same day of using social media.



ANNEXURE

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QUESTIONNAIRE

1) Name:

2) Occupation :

a) Business b) Private jobs c) Government jobs d) Students e) Professionals

- 3) Income (in Rs.):
a) Less than 4 lakhs b) 4 lakhs-8 lakhs c) 8-10 lakhs d) More than 10 lakhs
- 4) Age (in years):
a) 18 to 25 b) 25 to 35 c) 35 to 45 d) greater than 45
- 5) Gender :a) Female b) Male
- 6) Residential area:
a) Urban b) Semi urban c) Rural
- 7) Which method of shopping do you prefer the most?
a) Online shopping b) Traditional shopping c) Both
- 8) Do you use online shopping?
a) Yes b) No
- 9) For what purpose do you use online?
a) Shopping b) Watching movies/ video c) Social media d) Games
- 10) Which do you prefer the most in online?
a) Social media b) Shopping c) Watching movies d) Games
- 11) Which of the below apps are you familiar with for your online shopping?
a) Amazon b) Flipkart c) Myntra d) Instagram e) Snapdeal f) Others
- 12) Do social media trigger you to purchase a product/service?
a) Yes b) No

13) Do you think that social media has affected your buying behavior?

- a) Yes b) No c) Maybe**

14) If yes, how often do you purchase products using social media?

- a) Twice a week b) Weekly once c) Monthly once d) Very rare**

15) Does your buying behavior affect your income?

- a) Yes b) No**

16) Rank the benefits derived while using social media for your purchase

Particulars	Rank
a) Less time consuming	
b) Offer from the brands/discount	
c) More communication/information	
d) Update of product/service	
e) Reduced price	
f) Quick delivery of products	

17) Are you connected to any brand/organization on social media?

(E.g., following the pages of the particular brands in social media)

- a) Yes b) No**

18) Which of the following media do you find most attractive?

- a) TV**
b) Radio
c) Magazine
d) Social media

19) Which of the sources listed below do you use to search information before a purchase?

Source of information	Rank
Social media (Facebook, Instagram)	
Microblogs(twitter)	
Search engines(google)	
Video sharing websites (YouTube)	

20) A) Do you read the reviews regarding by users of product/service?

a) Yes b) No

B) If yes, which of the following is true for you?

a) I always read them

b) I read them often

c) I look into the review when need arises

d) I consider they influence my thoughts regarding a particular product

e) I am convinced at least once to buy or not to buy something after reading reviews

21) Are you likely to change your attitude towards a certain brand/product/service after you have read positive comment/review/online articles etc. about it?

a) Yes b) No c) Not sure

22) What drives your attention in social media?

a) The frequent exposure of products/advertisements

b) Visual elements of advertisements and products

c) How important a product is to me?

d) How much a product is liked, commented and shared by others

e) Others(specify):

23) How do you consider the social media impact in each stage of your decision-making process?

(Select any one option)

- a) Need recognition
- b) Information search
- c) Alternative evaluation
- d) Post purchase behavior

24) If a product goes viral in social media, how do you think it affects you?

- a) My thought and attitude toward the product can be changed
- b) I may consider it as a potential alternative for buying in future
- c) I make a purchase
- d) It doesn't affect me at all

25) What are the factors that affect your buying behavior?

(Rank)

Statement	Rank
a) Necessity	
b) Availability of product/service	
c) Availability of information	
d) Cost of product	
e) Reviews/good word of mouth	

26) Give your opinion on the following statements

(Tick the right option)

(SA-Strongly agree, A-Agree, N-Neutral, DA-Disagree, SDA-Strongly Disagree)

Statement	SA	A	N	DA	SDA
-----------	----	---	---	----	-----

Social media influences your purchasing power					
Brand that is on social media influence the purchasing decision					
Social media helps in acquiring information about most of the products that you purchase regularly					
Social media provides an effective and powerful platform for consumers to communicate with each other and with companies					
Information searching is easier via social media compared to mass media					
Social media makes your decision-making process more complex					
Social media helps to get more information about products/services.					

27) Opinion on Pre purchase behavior/Post purchase behavior:

(Tick the right option)

Statement	Always	Often	Sometimes	Rarely	Never
Change in purchase preference after searching relevant information via social media					
Search for related information on social media before purchase					
How often would you share reviews, comments or related articles to friends via social media post purchase					
Preconceived thoughts towards a product/service before purchasing					

Rely on information available on social media if there is doubt regarding a purchase					
--	--	--	--	--	--

**A STUDY ON PSYCHOLOGICAL FACTORS OF
PERSONNEL WORKING IN PUBLIC AND PRIVATE
SECTOR ORGANISATION IN THOOTHUKUDI**

A project report submitted to
ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI
Affiliated to Manonmaniam Sundaranar University, Tirunelveli

In partial fulfillment of the requirements

For the award of the degree of
MASTER OF COMMERCE

Submitted by

RISWANA BARVEEN.M

REGISTER NUMBER: 19APCO27

Under the Supervision and Guidance of

Mrs. D. DAISY BAI, M.Com, M. Phil.



PG & RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (Autonomous),

Reaccredited with 'A+' Grade by NAAC

Thoothukudi -628001

APRIL -2021

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CERTIFICATE

This is to certify that the project work entitled "A STUDY ON PSYCHOLOGICAL FACTORS OF PERSONNEL WORKING IN PUBLIC AND PRIVATE SECTOR ORGANISATION IN THOOTHUKUDI" is submitted by the candidate, **RISWANA BARVEEN.M** in partial fulfillment of the requirements for the degree of Master of Commerce to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

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DECLARATION

I hereby declare that the project entitled **"A STUDY ON PSYCHOLOGICAL FACTORS OF PERSONNEL WORKING IN PUBLIC AND PRIVATE SECTOR ORGANISATION IN THOOTHUKUDI"** is submitted to **St. Mary's College (Autonomous) Thoothukudi**, affiliated to **Manonmaniam Sundaranar University Tirunelveli**, for the degree of **Master of Commerce** is my original work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

PLACE: Thoothukudi

DATE: 10.04.2021

M. Riswana Barveen

Signature of the candidate

Perip Bai
Counter signed

(Guide)

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Thanks is a small word filled with heartfelt gratitude. I express my heartfelt thanks to **GOD ALMIGHTY** for showering his abundant blessings on me for the successful completion of the project.

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Finally, I extend my sincere thanks to my **parents and friends** for their encouragement and support during the work.

-M.RISWANA BARVEEN

CONTENT

Chapter	Particulars	Page No.
I	INTRODUCTION AND DESIGN OF THE STUDY 1.1 Introduction 1.2 Statement of the problem 1.3 Review of literature 1.4 Objective of the study 1.5 Scope of the study 1.5.1 Area of study 1.5.2 Period of study 1.6 Sampling design 1.7 Construction of tools 1.8 Collection of data 1.9 Frame work analysis 1.10 Limitation of the study 1.11 Chapterisation	1-7
II	PROFILE OF THE STUDY	8-38
III	ANALYSIS AND INTERPRETATION OF DATA	39 - 68
IV	FINDINGS AND SUGGESTION	69 - 71
V	CONCLUSION	72
	ANNEXURE Bibliography questionnaire	

LIST OF TABLES

S.No.	Title	Page. No.
3.1	Age Wise Classification	40
3.2	Gender Wise Classification	41
3.3	Respondents Education	42
3.4	Marital Status	43
3.5	Types of Family	44
3.6	Family size	45
3.7	Monthly Income	46
3.8	Working Sector	47
3.9	Location of the company	48
3.10	Distance of Residence Office	49
3.11	Mode of Transportation	50
3.12	Respondents Position	51
3.13	Designation	52
3.14	Period of service	53
3.15	Hours of Working	54
3.16	Job Satisfaction	55
3.17	Hours of sleep per day	56
3.18	Quality of sleep	57

3.19	Healthy Work – Life Balance	58
3.20	Stress at Work	59
3.21	Symptoms due to stress	60
3.22	Job stress caused by unhealthy relationship with co-employees	61
3.23	Seen the therapist in the recent past	62
3.24	Taking Medication	63
3.25	Manage our stress	64
3.26	Employee towards control over the work	65
3.27	Stress towards the employee	66
3.28	Employee work experience	67
3.29	Career goals towards the employees	68

CHAPTER - I



INTRODUCTION AND DESIGN OF THE STUDY

CHAPTER-I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION:

The working environment of public sector differs widely from that of private sector due to the differences in the management objectives, job types and organizational structures. Basically, public sector is directed to serve the society and citizens, and is more liable to conflicts of positions among different stakeholders; in addition, it has to assume the responsibility for its policy decision; its operation procedures are more standardized, and hence its organization operates in a more bureaucratic manner. By contrast, private sector is rather profit-oriented, and is faced with a keenly competitive and changing market environment. It requires greater flexibility in its management in response to the demands of market and customers. Besides, its operation procedures can be flexibly adjusted, and thus it operates in a less bureaucratic manner.

An organization is a social unit of people that is structured and managed to meet a need or to pursue collective goals. All organizations have a management structure that determines relationship between the different activities and the members, and subdivides and assigns roles, responsibilities and authority to carry out different tasks. Organizations are thus, open systems as they affect and are affected by their environment.

In this study have revealed little about how these organizational distinctions between public sectors and private sectors lead to different ways and feelings of work and workers' health impact. Some studies on work motivation contrasted between public sector and private sector have found that, compared to those employees in the private sector, civil servants are less inspired by material rewards, take less account of cost control, are more concerned about public interest and public affairs, and give more emphasis to the fairness and justice of the organization. Some other studies have shown that civil servants' average score for overall job satisfaction is higher than that of private enterprise employees, yet their scores for organization commitment, fulfilment of esteem, task autonomy, and self-actualization are lower than those of private sector employees, respectively. Several studies explored the level of work stress in general and specific dimensions, but their results are somewhat contradictory. Among previous sporadic research with small sample size and lack to include

many potential explanatory variables, we are left wondering and it remains to be clarified whether these differences are caused by the organizational distinctions between public sector and private sector, or by the different demographic backgrounds or work contents. Besides, organizational distinctions between public and private sectors may vary with the different development of economies and public administration across countries; thus, societies, economies and political contexts across countries ought to be taken into consideration.

The people employed by or active in an organization, business or service are called personnel. They are the people who work for an organization and who are willing to obey orders and are structured and managed to assign their roles, responsibilities and authority to carry out different tasks to meet a need or to pursue collective goals. Personnel are the main pillars of any organization on which an organization stands to achieve any goal. Personnel of the public sector work for the government directly or indirectly and personnel of the private sector work for an individual or a group. Both type of employees have different employer and having different facilities provided by their employer which yields some differences among personnel in terms of their job satisfaction and occupational stress.

Public sector organization is the part of an economy that is controlled by the state and is one of the largest sectors of any economy. It deals with the delivery of goods and local/municipal. Public sector therefore, refers to the area of public administration concerned with the implementation of government policy. It also refers to the area of academic discipline that studies the implementation of government policy and prepares civil servants to work in the public service. Public sectors are meant for public administration which are centrally concerned with the organization as well as the behaviour of government officials (usually non-elected) formally responsible for the conduct of the organization.

Private sectors organizations refer to that part of economy, sometimes also referred to as citizen sector, which is run by private individuals or groups, usually as a means of enterprise for profit, and is not controlled by the state. This includes every business run by anyone other than the government, which can be from small business to multinational corporations. For profit private enterprises form a subject of the private sector called the business sector. Private, non-profit organizations are part of the voluntary sector, which is also a subject of the private sector. Banks and academies ruled by private organizations, industries, service providers etc, run for the profit of a certain individual or group, comes under the private sectors.

PSYCHOLOGICAL FACTOR:

Psychological factors refer to thoughts, feelings and other cognitive characteristics that affect the attitude, behaviour and functions of the human mind. These factors can influence how a person thinks and later affect his decisions and relations in his daily life. Psychological factors are determined by human beings hereditary factors and their environmental factors in which they live. One such important environmental factor is one's professional environment in which a person lives in day to day life. It is one of the most important situations that influences one's psychological factors and which leads to their characteristics, attitude, behaviour and functions. Thus, some of the psychological factors undertaken were occupational stress, mental health and personality traits.

1.2 STATEMENT OF THE PROBLEM:

In the core of frustration in this sphere of organisation citing factors that cause stress equivalent to inadequate salary, work overload, information issues stemming from the authorities around. Lack of experience and training, low pay and difficult working conditions combined with stressors that are inherent within the organisation might cause employees to understand vital feeling of stress that might successively render them less effective within the organisation or cause them to depart the organisation. Therefore the study aims at knowing and predicting about some psychological factors of personnel working in private and public sector organizations. The research attempts to study about "Mental Health, Job-Satisfaction and Occupational Stress among public and private sector employees.

1.3 REVIEW OF LITERATURE:

A literature review is a body of text that aims to review the critical point of current knowledge. Literature review are the secondary sources and as such do not report any new or original experimental work. Also a literature review can be interpreted as a review of an abstract accomplishment.

Mohan and Chauhan (2017)

In their study that optimum stress is essential for performing well in one's job. It acts as a drive and can be called eustress but once stress exceeds a certain limit it can cause burnout and detrimentally affect work performance. The findings further revealed that managers of Public Sector experienced maximum role erosion and self role conflict, followed

by Government and the private sector. The private sector seemed to have a better work climate which is giving enough forward orientation in one's job role and also less amount of intra-personal conflictual situations. This can have implications for improvement of work climate in Government and Public Sector. However, how well one can handle stress depends much on their mental health.

REBECCA (2018)

Organizations are to achieve clear goals and directions, support from superiors is very necessary. Superiors must understand the needs of the employees for the employee to work efficiently. Sometimes frequent fault finding of the employee's work may also lead to deficiency in work. Employee effectiveness is also lost if there is no proper guidance or planning in an organization. It relates this situation to a tourist who has no guide. He notes that it would not be long before such a tourist loses his track or direction and so would be the case of an organization which has no good supervisor employee relationship.

SRIVASTAVA (2019)

She examined the modifying effect of certain personality traits on the relationship of occupational stress and job behaviour (job satisfaction, performance and absenteeism) and physical health. The study revealed that employees, occupational stress significantly negatively correlates with their job satisfaction and physical health, but not with their performance and rate of absenteeism at work. The study also noted that personality traits, like emotional stability, independence, and practically markedly attenuate the adverse effect of occupational stress on employees, job satisfaction and physical health but the traits of radicalism and conservatism do not modify the relationship of these variables to any significant extent.

CHITTRANJAN N. DAFFUAR AND NAIR (2020)

He has conducted a study on the impact of organizational stress on occupational stress in process, service, engineering and manufacturing organizations. The study aimed to study the differences in the culture of these organizations. The results indicate an adverse relationship between organizational culture and occupational stress in most cases. With regard to differences in culture, the culture of service organization was found significantly

different from the culture of an engineering manufacturing organization. No significant differences were found between any other organizations.

1.4 OBJECTIVES OF THE STUDY:

- To know the socio-economic status of employees working in private and public sector undertaking.
- To know the impact of organisational factors on the job performance of personnel of private and public sector organisation.
- To find out the various reasons for occupational stress on the managerial personnel.
- To find out the degree of occupational stress among public and private sector employees.
- To study the impact of occupational stress on the job performance.
- To offer suggestion to improve the job performance and reduce the occupational stress of employees.

1.5 SCOPE OF THE STUDY:

The study aims at knowing and predicting about some psychological factors of personnel working in private and public sector organizations. A public sector organization is assumed to operate in a different way than a private sector organization. By implication, the attitudes and behaviours of employees of those two types of organizations have been contrasted. I tend to assume that employees across public and private sector organizations behave in significantly different ways. The problem of increased alienation in their working styles has been a matter of wider concern now-a-days. The nature of workplace is an important source of both demands and pressures causing stress and structural and social resources to counteract stress. Thus, the study tries to identify the need for improvement in job performance level and reduction of occupational stress level among employees.

1.5.1 AREA OF THE STUDY:

The study area is limited to the Tuticorin city. Thoothukudi is known as Pearl City due to pearl fishing carried out in the town. It is a beach town, also one of the busiest port, has a wildlife sanctuary, numerous temples and churches and number of other

monumental sites. Tuticorin is an “emerging energy and industrial hub of south India”. Roadways are the major mode of transport to Thoothukudi, while the city also has rail, air and sea transport. The majority of the people of the city are employed in shipping companies and various industries like Thermal, SPIC, and TAC, Madura coats, Sterlite, other power stations, salt pans, fishing and tourism. Many marketers and social websites are attaining success in promoting product cost- effectively through google sites and other social media websites.

1.5.2 PERIOD OF STUDY:

The survey conducted among citizens located in Thoothukudi city during a period of 3 months from “December 2020 to March 2021”.

1.6 SAMPLING DESIGN:

The data collected are original in nature. A sample of 60 respondents residing in the various part of Thoothukudi was selected by convenient sampling techniques. The questionnaire was used for collecting a great source of information.

1.7 CONSTRUCTION OF TOOLS:

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

1.8 COLLECTION OF DATA:

The study is made with both primary data and secondary data. The primary data were collected through questionnaire and secondary data were collected from books, journals, websites and other periodicals.

1.9 FRAME WORK ANALYSIS:

The data collected through questionnaire were analysed through the following statistical tools, which work as base for drawing conclusion and getting better results.

- Percentage Analysis
- Bar Diagram
- Pie-charts
- Likert scale

1.10 LIMITATION OF THE STUDY:

In attempt to make this project authentic and reliable, every possible aspects of the topic was kept in mind. The main limitations are:

- ✚ Time is one of the major constraints, which limits the effectiveness of data collection.
- ✚ The number of respondents is limited to 60.
- ✚ Some information cannot be accessed due to its confidential nature.
- ✚ Reliability and trueness towards each in the questionnaire.

1.11 CHAPTER SCHEME:

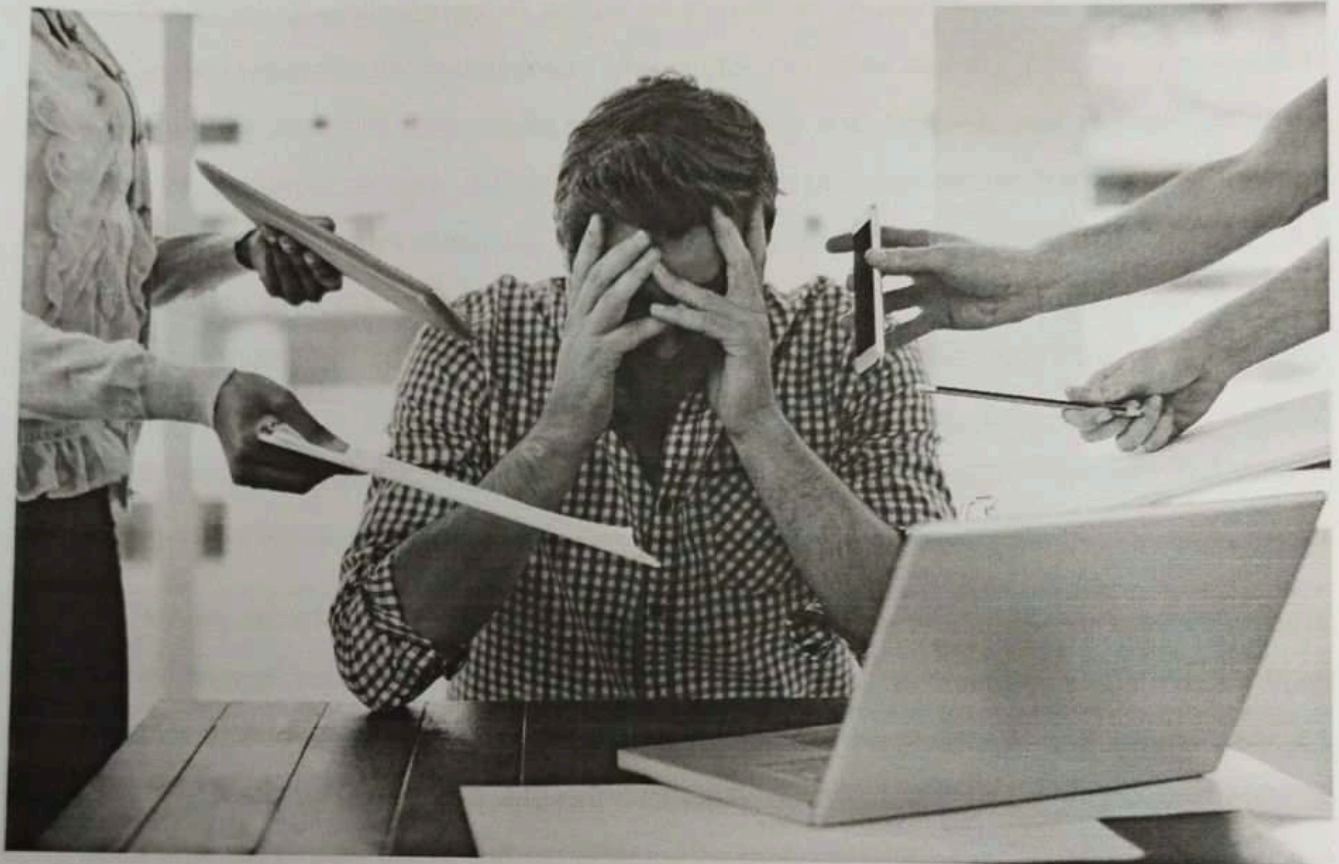
The study on psychological factors of personnel working in public and private sector organisation in thoothukudi is organized into five chapters. They are,

1. The first chapter deals with the Introduction and Design of the study.
2. The second chapter deals with the Profile of the Study of the study.
3. The third chapter deals with the Analysis and Interpretation of Data.
4. The fourth chapter deals with the summary of Findings and Suggestions.
5. The fifth chapter deals with the Conclusion.

Annexure-1 Bibliography.

Annexure-2 Questionnaire.

CHAPTER - II



PROFILE OF THE STUDY

CHAPTER II

PROFILE OF THE STUDY

Public and Private Sector Organizations:

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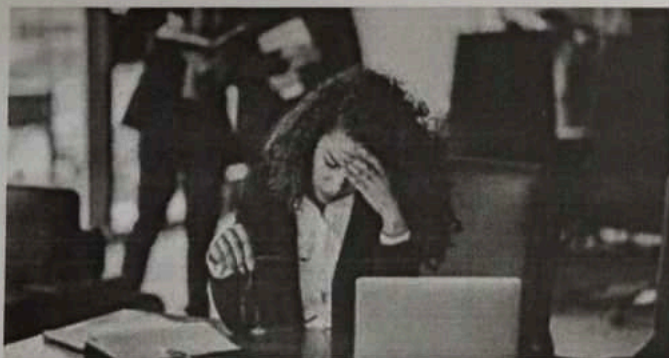
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contradictory. Among previous sporadic research with small sample size and lack to include many potential explanatory variables, we are left wondering and it remains to be clarified whether these differences are caused by the organizational distinctions between public sector and private sector, or by the different demographic backgrounds or work contents. Besides, organizational distinctions between public and private sectors may vary with the different development of economies and public administration across countries; thus, societies, economies and political contexts across countries ought to be taken into consideration.

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The psychological factors undertaken were occupational stress, mental health and personality traits.

Occupational Stress:



Occupational stress is stress related to one's job. It often stems from unexpected responsibilities and pressures that do not align with a person's knowledge, skills, or expectations, inhibiting one's ability to cope. Occupational stress can increase when workers

do not feel supported by supervisors or colleagues, or feel as if they have little control over work processes.

Occupational stress thus refers to stress which employee or personnel perceive, arising from various constituents and conditions of their job. This may be due to several factors, namely, role overload, role ambiguity, role conflict, unreasonable group and political pressure, responsibility, under partition, powerlessness, poor relations, intrinsic impoverishment, low status, strenuous working conditions, unprofitability etc.

Organizations are an important source of stress, and employees' workloads and professional deadlines have increased manifold. These advancements have created stress among employees in the form of occupational stress, which **Sauter, Lim, and Murphy** defined as the harmful physical and emotional responses that arise when the demands of a job do not match the worker's abilities, resources, or needs. Occupational stress is further defined as a condition arising from the interaction of people and their jobs, and characterized by changes within people that force them to deviate from their normal functioning (**Beehr & Newman**). On the contrary, the perception of the effects of stress on an individual has changed. Stress is not always dysfunctional in nature, and, if positive, can prove one of the most important factors in improving productivity within an organization.

Mohan and Chauhan found in their study that optimum stress is essential for performing well in one's job. It acts as a drive and can be called eustress but once stress exceeds a certain limit it can cause burnout and detrimentally affect work performance. The findings further revealed that managers of Public Sector experienced maximum role erosion and self role conflict, followed by Government and the private sector. The private sector seemed to have a better work climate which is giving enough forward orientation in one's job role and also less amount of intra-personal conflictual situations. This can have implications for improvement of work climate in Government and Public Sector.

The present study has been designed to focus on the job stress of bank employees. An attempt has also been made to highlight the causes for stress and their consequences in relation to the individual as well as the organization's well being and evolve some strategies to cope with the stress.

Employees are expected to learn the different cultures, languages and rules and regulations of international trade resulting in increased workloads, the pressure to enhance job skills and long working hours. Such changes in the nature of job, working environment and organizational behavior would undoubtedly increase the occupational stress of the workers, which in turn affects worker's physical and mental health.

The employees are under any kind of pressure or stress they will not be able to perform up to the mark, hence lower will be the productivity & profitability of the organization, even it may turn into losses, and the result will be the lower contribution of the banking industry towards the economic growth. Stress is an adverse reaction to excessive pressure or demands. The anxiety, depression, heart diseases, chronic pain, mental diseases, and ulcers are leading to the work stress. The employees are demanding a standardized look; the employees control level on their works; the clarity of the roles of employees in the organization; the employees' support which they receive from their supervisor and managers; employees ability the to adopt change or interventions in the organizations; and the fair and positive relationship with the other people in the organizations . There has been increasing the trend of job stress as key to problem of occupational health by the past two decades. There is sensible information that occupational stress leads to a significant segment of worker health care cost, compensation claims, absenteeism, disability and productivity loss in the industrial. These conditions contribute to enlarged absenteeism, turnover, quantity and quality reduction of work, and conflict for the workplace.

The occupational stress level of the employees in both public and private sector organization and in which sector affected more due to this critical problem. This study will be effective to establish appropriate and flexible policies relevant to the specific areas and act as a secondary data for future research. The Public and Private sector organization are facing the problem of Job Stress in their permanent employees due to many factors which are not being focused. Job Stress is affecting negatively the Public and Private Sector organizations. The study will help the chosen organizations, practicing professionals and the research student to highlight those issues that need future investigation as well as it will be a source of knowledge addition for them.

Occupational Stress Index:

The Occupational Stress Index purports to measure the extent of stress which employees perceive arising from various constituent and conditions of their job. The tool may conveniently be administered to the employees of every level operating in context of industries or other non-production organizations. But it was proved more suitable for the employees of supervisory level and above. A brief description follows,

(i) **Role over load:**

It Covers job situation like workload, staff insufficiency, lack of time to care for personal problems, job dissatisfaction etc. One of the examples of an item is owing to excessive workload I have to manage with insufficient number of employees and resources.

(ii) **Role ambiguity:**

It is characterized by vague and insufficient information related to job role, poor planning of job, vague expectations of colleagues and supervisors for example, the objectives of my work-role are quite clear and adequately planned.

(iii) **Role conflict:**

It measures contradictory instructions from higher officers, interference of officials onto working conditions, vague instructions and insufficient facilities regarding new assignments (e.g., my different sub-ordinates are often given contradictory instructions regarding my work.).

(iv) **Group and political pressures:**

It covers the difficulty to adjust with the political or group pressure and formal rules and instructions, violation of formal procedures and policies, for example, I am compelled to violate the formal and administrative procedure and policies owing to group/ political pressure.

(v) **Responsibility for persons:**

It measures the thrust of responsibility of other persons, the responsibility of other employees future and responsibility for the progress of the organization e.g., I am responsible for the future of a number of employees.

(vi) **Under participation:**

It covers job areas such as the position of the person in the organization, high or low power, the acceptance of suggestion of the person, for example, my opinion is sought in changing or modifying the working system, implementing and improving conditions.

Causes of occupational stress:

The causes of occupational stress can be placed into a broad category of what the main occupational stressor is and a more specific category of what causes occupational stress. The broad category of occupational stressors include some of the following: bad management practices, the job content and its demands, a lack of support or autonomy and much more. The more specific causes of occupational stress includes some of the following: working long hours, having insufficient skills for the job, discrimination and harassment and much more.

General working conditions:

Although the importance of individual differences cannot be ignored, scientific evidence suggests that certain working conditions are stressful to most people. Such evidence argues for a greater emphasis on working conditions as the key source of job stress, and for job redesign as a primary prevention strategy. In the ten years leading up to 2015 workers in the EU and affiliated countries have seen improvement in noise exposure but worsening in exposure to chemicals. Approximately, one-third of EU workers experience tight deadlines and must work quickly. Those in the health sector are exposed to the highest levels of work intensity. In order to meet job demands, a little more than 20% of EU workers must work during their free time. Approximately one-third of EU workers in lower-level jobs have some decision latitude. By contrast, about 80% of managers have significant levels of latitude

General working conditions that induce occupational stress may also be aspects of the physical environment of one's job. For example, the noise level, lighting, and temperature are all components of one's working environment. If these factors are not adequate for a successful working environment, one can experience changes in mood and arousal, which in turn creates more difficulty to successfully do the job right.

Workload:

In an occupational setting, dealing with workload can be stressful and serve as a stressor for employees. There are three aspects of workload that can be stressful.

- **Quantitative workload or overload:** Having more work to do than can be accomplished comfortably.
- **Qualitative workload:** Having work that is too difficult.
- **Under load:** Having work that fails to use a worker's skills and abilities.

Workload as a work demand is a major component of the demand-control model of stress. This model suggests that jobs with high demands can be stressful, especially when the individual has low control over the job. In other words, control serves as a buffer or protective factor when demands or workload is high. This model was expanded into the demand-control-support model that suggests that the combination of high control and high social support at work buffers the effects of high demands.

As a work demand, workload is also relevant to the job demand research model of stress that suggests that jobs are stressful when demands (e.g., workload) exceed the individual's resources to deal with them.

Status:

A person's workplace is related to occupational stress because jobs associated with lower socioeconomic status (SES) typically provide workers less control and greater insecurity than higher-SES jobs. Lower levels of job control and greater job insecurity are related to reduced mental and physical health.

Salary:

The types of jobs that pay workers higher salaries tend to provide them with greater job-related autonomy. As indicated above, job-related autonomy is associated with better health. A problem in research on occupational stress is how to "unconfound" the relationship between stressful working conditions, such as low levels of autonomy, and salary. Because higher levels of income buy resources (e.g., better insurance, higher quality food) that help to improve or maintain health, researchers need to better specify the extent to which differences in working conditions and differences in pay affect health.

Organisations advocating action on occupational stress:

The Work-stress network has as its fundamental aims:

- Campaign for the better protection of workers against work-induced stress through better health and safety law and stronger enforcement
- Education and awareness raising
- Links with other organisations seeking to eliminate bullying, harassment and work-related stress
- Assisting groups tackling workplace stress.

Mental health:

Mental health is defined as a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community. It is typically defined as a relatively enduring state wherein the person is well adjusted and has a zest for living and has attained self-realization and self-actualization. It is a positive state, and not mere absence of mental disorder. Mental health, as such, represents a psychic condition, which is characterized by mental peace, harmony and content. It is identified by the absence of disabling and debilitating symptoms, both mental and somatic in the person.

Mental health is an index which shows the extent to which the person has been able to meet his environmental demands- social, emotional and physical. However, when one finds oneself trapped in a situation in which one does not have matching coping strategies to deal with effectively they get mentally strained. This mental strain is generally reflected in symptoms like anxiety, tension, restlessness or hopelessness among others. If it is felt for too long and too extensively by the person, these symptoms may take a definite form, representing a given illness.

Jagdish and Shrivastava defined mental health as person's ability to make positive self evaluation, to perceive the reality, to integrate the personality, autonomy, group oriented attitudes and environmental mastery. As an individual spends most of his time of the day at

his work place, to some extent the environment of one's work place also may affect one's mental health.

Mental health issues are very important for employees nowadays. Mental health and job satisfaction are playing the significant role in the development of sound organizations. Mental health, job satisfaction and occupational stress are depended on management and environment of the organization. Job satisfaction is the satisfaction derived from being engaged in work and it is related to human drive and their fulfilment through work environment. Job satisfaction is as an individual's general attitude toward his or her job and it is a psychological factor. It can be defined in terms of fulfilment of employee's expectation from the job in respect of monetary benefits and psychological job satisfaction characteristics such as pay benefits, salary, working hours and condition and nature of work itself co-worker and company policies may be relevant to the person need fulfilment and can therefore influence his job satisfaction. A state of well-being in which every individual realizes his or her own potential can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community. The capacity of each and all of us to feel, think, and act in ways that enhance our ability to enjoy life and deal with the challenges we face. It is a positive sense of emotional and spiritual well-being that respects the importance of culture, equity, social justice, interconnections, and personal dignity. The importance of supporting people's mental health at work has slowly but surely gained recognition in India over the past few years, and with very good reason. Job satisfaction and occupational stress are the two most widely studied issues in the current scenario. A major part of human life is spent at work. It is a social reality and expectation to which man seems to confirm. Job satisfaction degree is in fact determined by the ratio between what an employee achieve and what he wants in his life. Human have to adjust continuously with the changing environment. The worker who achieves more is highly satisfied with his job. Future expectation of an employee also influences his job satisfaction level but today it is seen as a very complex cluster of attitudes towards different aspects of the work.

According to Locke job satisfaction is a positive attitude resulting from the perception of one's job as fulfilling one's needs. There are three important dimensions of job satisfaction. Job satisfaction is an emotional response to a job situation. As such, it cannot be seen; it can only be informed How well outcomes need or exceed expectations often determines job

satisfaction. Job satisfaction represents several attitudes. Job satisfaction is a person attitude towards the job. Stress is a universal element and persons from nearly every walk of life have to face stress. Stress can have negative impacts on both the employee and the organization. People were reacting to stress in different ways in different situations. Some of them coping much better than others and suffering fewer of the harmful effects of stress. Just as stress differs as a function of the individual, it also differs as a function of one's type of occupation. Some occupations are of course inherently more stressful than others.

A stressor is any event or situation that is perceived by an individual as a threat causing the individual to either adapt or initiate the stress response. Therefore, a stressor is a stimulus and stress is a response. A stressor is the cause and stress is the effect. The effects of stress upon a person are cumulative and can cause serious harm if experienced over a long time.

Selye was the first to study the effects of stress. Further, Selye suggested that stress had four basic variations:

- Good Stress (Eustress)
- Bad Stress – Distress
- Overstress – Hyper stress
- Under stress – Hypo stress

Occupational stress is a kind of discomfort which is felt and perceived by employees at a personal level and triggered by various instances, events or situations that are too intense and frequent in nature so as to exceed a person's coping capabilities and resources to handle them adequately.

The place of work is an imperative source of both demands and pressures causing stress and social resources to counteract stress. The workplace factors that have been found to be associated with stress and health risks can be categorized as those to do with the content of work and those to do with the social and organizational context of work. Under work or conflicting roles and boundaries can cause stress, as can having responsibility for people. The possibilities for job development are important buffers against current stress, with under promotion, lack of promotion, lack of training and job insecurity being stressful.

Mental Health Inventory:

This inventory was developed by **Jagdish and Srivastav**. This inventory was designed to measure mental health (positive) of normal individuals. It consisted of the following dimensions explained as under:

1. Positive self evaluation:

It includes self confidence, self-acceptance, self identity, feeling of worth? realization of one's potentialities, etc.

2. Perception of reality:

It is related to perception free from need distortion, absence of excessive fantasy and a broad outlook on the world.

3. Integration of personality:

It indicates balance of psychic forces in the individual and includes the ability to understand and to share other people's emotions, the ability to concentrate at work and interest in several activities.

4. Autonomy:

It includes stable set of internal standards for one's action, dependence for own development upon own potentialities rather than dependence on other people.

5. Group Oriented Attitudes:

It is associated with the ability to get along with others, work with others and ability to find recreation.

Personality Traits:

Personality refers to individual differences in characteristic patterns of thinking, feeling and behaving. **Allport (1937)** defined personality as "the dynamic organization within the individual of those psychophysical systems that determine his unique adjustment to the environment". Differences between individuals can be best understood by understanding their personality traits. A trait is a consistent, long-lasting tendency in behaviour eg. Shyness, hostility etc. Personality traits reflect basic dimensions on which people differ.

According to trait psychologists, there are a limited number of these dimensions (dimensions like extroversion, conscientiousness, or agreeableness), and each individual falls somewhere on each dimension, meaning that they could be low, medium, or high on any

specific trait. Personality traits reflect people's characteristic patterns of thoughts, feelings, and behaviors. Personality traits imply consistency and stability; someone who scores high on a specific trait like extroversion is expected to be sociable in different situations and over time. Thus, trait psychology rests on the idea that people differ from one another in terms of where they stand on a set of basic trait dimensions that persist over time and across situation. Critics of the trait concept argue that people do not act consistently from one situation to the next and that people are very influenced by situational forces. Thus, one major debate in the field concerns the relative power of people's traits versus the situations in which they find themselves as predictors of their behavior.

The term "personality traits" thus, refers to enduring personal characteristics that are revealed in a particular pattern of behavior in a variety of situations. It has been shown that personality traits are more malleable by environmental influences than researchers originally believed. Personality differences also predict the occurrence of life experiences.

Differential Personality Inventory:

It measures personality traits, namely responsibility, decisiveness, emotional stability, curiosity, self-concept, ego-strength, heterosexuality, dominance and friendliness. These ten major dimensions have been briefly defined as follows:

1. Decisiveness:

This trait refers to person's ability to take quick decisions in controversial issues, to decide priorities and attend accordingly, to take a clear-cut stand over the given issues, etc.

2. Responsibility:

It is defined in terms of a number of behavioural syndromes such as finishing a task in time, meeting people on appointed time, going somewhere according to fixed schedule, attending meeting in time, etc.

3. Emotional stability:

Persons having trait of emotional stability have well control on his emotion, talk confidently with others, consider ailments in their proper perspective, face comments and criticisms realistically, etc.

4. Masculinity:

This trait refers to person's ability to do arduous and risky work, his ability to handle challenges from others and face them boldly, accepting a job in police or military, taking interest in mountaineering, fighting, etc.

5. Friendliness:

Persons possessing such trait develop deeper acquaintance with people, often help others in time of trouble and show proper love and affection to even juniors and unknown.

6. Ego-strength:

Persons having the trait of ego-strength tend to concentrate and attend to different activities at a time, have feelings of adequacy and vitality, have adequate control over impulses and tend to show high coordination between thoughts and actions.

7. Curiosity:

Persons having the trait of curiosity tend to explore the details of objects or things which are relatively new, tend to reach the destination in time, tend to know the contents of tasks of others or reactions of others towards oneself, etc.

8. Dominance:

Persons having the trait of dominance tend to dictate over others for their duty, tend to be the leader of the group, tend to settle controversy between rivals, tend to understand the supervision of a difficult and complex task.

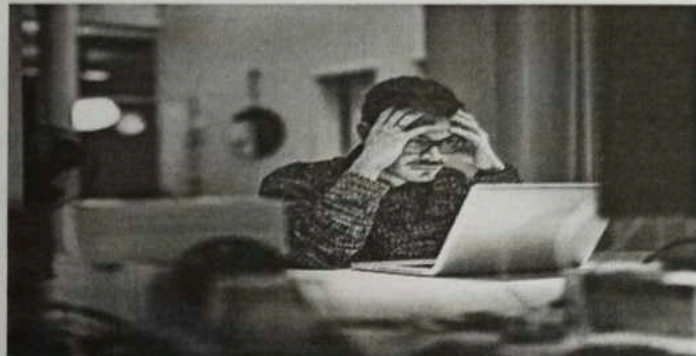
9. Self-concept:

It is a composite image of what we think we are, what we think others think of us and what we would like to be a person with positive self-concept generally rate favourably on three dimensions of self-concept namely, knowledge, expectation and evaluation of the self. The reverse is true in case of persons having negative self-concept.

Symptoms of work Related Stress:

Business related anxiety can bring about because of mental, enthusiastic physical and Behavioural issues. Every individual responds contrastingly to stress in distinctive courses relying upon his identity. Some normal mental side effects are can't adapt up to work, Lack of certainty, Feeling frustrated with self, Cannot focus on the errand, Lack of interest and inspiration, Cannot take choices and so forth. Some passionate side effects are Feeling overpowered, touchiness, higher enthusiastic response, Changes in inclination, discouraged

feeling and so forth. Some physical side effects are Chest agony, Weight changes, Headache, Indigestion and sickness, Constipation, Pains and Ache and so on.



Organizational Stressors:

Organizational stressors are factors in the workplace that can cause stress. The four general sets of organizational stressors are task demands, physical demands, role demands and interpersonal demands. Stress-related problems include mood disturbance, psychological distress, sleep disturbance, upset stomach, headache, and problems in relationships with family and friends. The effects of job stress on chronic diseases are more difficult to ascertain because chronic diseases develop over relatively long periods of time and are influenced by many factors other than stress. Nonetheless, there is some evidence that stress plays a role in the development of several types of chronic health problems including cardiovascular disease, musculoskeletal disorders, and psychological disorders.

Task Demands:

Task demands are stressors associated with the specific job a person is performing. Some occupations are simply more stressful than others. For example, the job of surgeon is more stressful than the job of general practitioner. Security is also an important task demand that can cause stress. Someone in a relatively secure job is not likely to worry a lot about losing that job. On the other hand, if job security is threatened, stress can increase dramatically. The final task demand stressor is overload, which occurs when a person simply has more work to do than he or she can handle. Low task demands can result in boredom, and

a very high task demands can cause tension and anxiety. A moderate degree of task demand is optimal, since it leads to high levels of energy and motivation.

Physical Demands:

Physical demands relate to the setting of the job. The physical demand stressors encompass adverse temperature and poor office design. It also covers noise, polluted air, polluted water, inadequate air; poor lighting, inadequate work space, too much or too little social interaction and so forth can also lead to stress.

Interpersonal Demands:

A final set of organizational stressors consists of three interpersonal demands that may confront people in organizational settings. Group pressures include such things as pressure to restrict output, pressure to conform to the group's norms, and so forth. An individual who feels a strong need to vary from the group's expectations will experience a great deal of stress, especially if acceptance by the group is also important to him or her. Leadership style may also cause stress. Lack of social support from the leader, autocratic style of leadership, and so on are likely to cause stress. Finally, personalities and behaviours may also cause stress. Conflict can occur when two or more people must work together even though their personalities, attitudes and behaviours differ.

Role Demands:

Role demands can also be stressful to people in organizations. A role is a set of expected behaviours associated with a particular position in a group or organization. A person may experience stress either because of role conflict or role ambiguity.

Lack of control:

Feeling as if one has no control over the work or job duties is the biggest cause of job stress. People who feel like having no control at work are most likely to get stress-related illnesses.

Increased responsibility:

Taking on extra duties in one's job is stressful. People can get more stressed if they have too much work to do and they can't say no to new tasks. In recent times employees think that taking up new responsibilities and volunteering for all new projects will lead to

promotions and rewards. By doing so they get into the trap up adding up more and more responsibilities getting piled up. In most of the cases it only ends up in the employee having limited time available for completing all the tasks which leads to unnecessary stress situation.

Job satisfaction and performance:

Employees often tend to confuse themselves when they are not sure what their superiors feel about their performances. This sort of situation leads to uncertainty in the minds of the employees and they start to feel stress. Feeling of job insecurity creates uncertainty is found to be major source of stress. This is because the energy of the employees get drained in addressing the unknown fear.

Uncertainty about work roles:

Being unsure about one's duties, how the job might be changing, or the goals of the department or company can lead to stress. If an employee reports to more than one boss, juggling the demands of different managers can also be stressful. Due to increased roles and responsibilities, organizations start hiring more number of employees for roles and responsibilities which have thin line of difference between them. It has been noted that such changes have been perceived by the existing employees as a potential threat to their employment. Needless to say that in such cases the existing employees starts feeling the stress.

Poor communication:

Tension on the job often comes from poor communication. Being unable to talk about one's needs, concerns, and frustrations can create stress. This kind of situations emerges where experienced employees expect higher level of communication from the management. When communications are not as expected they tend to get stressed. Also, it has been noted that the stress levels are less among employees of organization when there is clear communication while it is higher when there is poor communication.

Lack of support:

Lack of support from the boss or co-workers makes it harder to solve other problems at work that are causing stress for the employee. In modern scenario, it is found that all employees are occupied with their job priorities and have no time to share a moment to steam out their thoughts and opinions. Such situations leads to poor interpersonal relationships and

trust defect among employees. Ultimately most of the employees think that they lack support among their colleagues.

Poor working conditions:

Unpleasant or dangerous physical conditions, such as crowding, noise, or ergonomic problems, can cause stress. Employees working with noisy environments are reported to having experience of getting disturbed with the same experiences post their job hours. Such employees have mostly complained about physical issues like headaches etc.

Life Stressors:

Stress in organizational setting can also be influenced by events that take place outside the organization that is in the employee's personal life. The common life stressors are life change and life trauma.

Consequences of Stress:

A number of consequences can result from stress. If the stress is positive, the result may be more energy, enthusiasm and motivation. The negative consequences of stress are a great threat to both individual and organization. The three sets of consequences that can result from stress are individual consequences, organizational consequences and burnout.

1. Individual Consequences:

Individual consequences of stress are those outcomes that affect the individuals. The organization may also suffer, either directly or indirectly, but it is the individual who pays the real price. Three categories of individual consequences of stress are behavioural, psychological and medical.

(a) Behavioural Consequences:

Any factor that exerts powerful effects upon basic bodily processes and internal psychological states would normally be expected to affect the overt behaviour of an individual. A considerable body of research on this subject evidences that exposure to strong and continued stress exerts significant effects upon an individual's behaviour. These effects

can be in the form of changes in productivity, changes in eating habits, increased smoking or consumption of alcohol, rapid speech, fidgeting sleep disorders, absence and turnover.

(b) Psychological Consequences:

Psychological consequences of stress relate to an individual's mental health and well being. When people experience too much stress at work, they may easily prone to anger, anxiety, depression, fear, nervousness, irritability, tension and boredom.

(c) Medical Consequences:

Finally, stress can lead to medical disorders. Some amount of stress is good for human body, but too much could lead to disastrous consequences. Stress plays a crucial role in the flow of enzymes from the various glands. Some glands in the body are activated during stressful events. While the body adapts to such changes, a prolonged onslaught of stress exhausts it and destroys its equilibrium. Blood pressure, heart disease and stroke, have been linked to stress. Other medical problems resulting from too much stress may include, fatigue, headaches, backaches, ulcer and related stomach and intestinal disorders.

2. Organizational Consequences:

Individual consequences to stress would not leave the organization's performance and well being untouched. A considerable burden is shared by the organizations as well in the form of absenteeism and turnover, job performance, health care cost, destructive and aggressive behavior resulting in strikes, accidents, absenteeism, employee turnover, and diminished productivity.

(a) Performance:

First, organizational consequence of too much stress is a decline in performance. For operating workers, such a decline can translate into poor quality work or drop in productivity. For managers, it can mean faulty decision-making or disruptions in working relationships, as people become irritable and hard to get along with.

(b) Attitude:

Another direct organizational consequence of employee stress relates to attitudes. As just implied, job satisfaction, morale and organizational commitment, can all suffer, along with motivation to perform at high level.

(c) Burnout:

Burnout is a state of mental/physical exhaustion caused by excessive and prolonged stress. People with high aspirations and strong motivation to get things done are prime candidates for burnout under certain conditions. They are especially vulnerable when they find themselves in an organization that suppresses or limits their own initiative while constantly demanding that they serve the organizations own ends. In such a situation, the individual is likely to put too much of himself or herself into the job. The most likely effects of this are fatigue, frustration and helplessness under the burden of overwhelming demands. The person literally exhausts his or her aspirations and motivation, much as candle burns itself out.

Organizational Coping Strategies:

While the previous approaches are geared to help the individuals to cope with stress, stress management by organization is designed to reduce harmful effects of stress in two ways.

a) Institutional Programmes:

Institutional programmes to manage stress are undertaken through established organizational mechanisms. Properly designed job and work schedules can help to reduce stress. So, the design of work and work schedules should be a focus of organizational efforts to reduce stress. The organization's culture can also be used to help manage stress. Consider that in some organizations, there is a strong norm against ever taking time off or going on vacation. In the long run, such a norm can cause major stress. Thus, the organization should strive to foster a culture that reinforces a healthy mix of work and no work activities.

b) Collateral Programmes:

A collateral stress a programmes is an organizational programme specifically created to help employees deal with stress, and organizations have adopted stress management programmes, health promotion programmes and other kinds of programmes also.

Emotional intelligence in the workplace:

Emotional intelligence in the workplace has four major components:

- i) **Self-awareness:** The ability to recognize employees emotions and their Impact while using guts feelings to guide their decisions.
- ii) **Self-management:** The ability to control one's emotions and behaviour and adapt to changing circumstances.
- iii) **Social awareness:** The ability to sense, understands, and reacts to other's emotions and feels comfortable socially.
- iv) **Relationship management:** The ability to inspire, influences, and connect to others and manage conflict.

Smith and Sainfort (1989) have defined five elements of the work system that are significant in the design of work that relate to the causes and control of stress. These are:

- The person
- The physical work environment;
- Tasks;
- Technology; and work organization.

Physical Work Environment:

The physical work environment produces sensory demands which affect an employee's ability to see, hear and touch properly, and includes such features as air quality, temperature and humidity. In addition, noise is one of the most prominent of the ergonomic conditions that produce stress. When physical working conditions produce a "poor fit" with employees' needs and capabilities, generalized fatigue, sensory fatigue and performance frustration are the result. Such conditions can lead to psychological stress.

Technology and Workstation Factors:

Various aspects of technology have proved troublesome for employees, including incompatible controls and displays, poor response characteristics of controls, displays with poor sensory sensitivity, difficulty in operating characteristics of the technology, equipment

that impairs employee performance and equipment breakdowns . Research has shown that employees with such problems report more physical and psychological stress.

Tasks:

Two very critical ergonomic task factors that have been tied to job stress are heavy workloads and work pressure. Too much or too little work produces stress, as does unwanted overtime work. When employees must work under time pressure, for example, to meet deadlines or when the workload is unrelentingly high, then stress is also high. Other critical task factors that have been tied to stress are machine pacing of the work process, a lack of cognitive content of the job tasks and low task control. From an ergonomic perspective, workloads should be established using scientific methods of time and motion evaluation and not be set by other criteria such as economic need to recover capital investment or by the capacity of the technology.

Organizational Factors:

Three ergonomic aspects of the management of the work process have been identified as conditions that can lead to employee psychological stress. These are shift work, machine-paced work or assembly-line work, and unwanted overtime (Smith 1987). Shift work has been shown to disrupt biological rhythms and basic physiological functioning. Machine-paced work or assembly-line work that produces short-cycle tasks with little cognitive content and low employee control over the process leads to stress. Unwanted overtime can lead to employee fatigue and to adverse psychological reactions such as anger and mood disturbances. Machine-paced work, unwanted overtime and perceived lack of control over work activities have also been linked to mass psychogenic illness.

WORK PACING:

Benefits of Machine-Paced Work:

- The effective utilization of machine-paced work has the following benefits for an organization:
- It increases customer satisfaction: for example, it provides speedier service in drive-in restaurants when a number of stations are assigned to serve the customers sequentially.

- It reduces overhead cost through economic use of high technology, reduction of stock set aside for processing, reduction in factory floor space and reduction in supervisory costs.
- It reduces direct costs through reduced training time, lower hourly wages and high production return per unit of wages.
- It contributes to national productivity through provision of employment for unskilled workers and reduction in the production costs of goods and services.

WORK PLACE VIOLENCE:

The nature, prevalence, predictors and possible consequences of workplace violence have begun to attract the attention of labour and management practitioners, and researchers. The reason for this is the increasing occurrence of highly visible workplace murders. Once the focus is placed on workplace violence, it becomes clear that there are several issues, including the nature (or definition), prevalence, predictors, consequences and ultimately prevention of workplace violence.

Definition and Prevalence of Workplace Violence:

The definition and prevalence of workplace violence are integrally related. Consistent with the relative regency with which workplace violence has attracted attention, there is no uniform definition. This is an important issue for several reasons. First, until a uniform definition exists, any estimates of prevalence remain incomparable across studies and sites. Secondly, the nature of the violence is linked to strategies for prevention and interventions. For example, focusing on all instances of shootings within the workplace includes incidents that reflect the continuation of family conflicts, as well as those that reflect work-related stressors and conflicts. While employees would no doubt be affected in both situations, the control the organization has over the former is more limited, and hence the implications for interventions are different from those situations in which workplace shootings are a direct function of workplace stressors and conflicts.

Predictors of Workplace Violence:

A reading of the literature on the predictors of workplace violence would reveal that most of the attention has been focused on the development of a "profile" of the potentially

violent or "disgruntled" employee most of which would identify the following as the salient personal characteristics of a disgruntled employee: white, male, aged 20-35 a "loner", probable alcohol problem and a fascination with guns. Aside from the problem of the number of false-positive identifications this would lead to, this strategy is also based on identifying individuals predisposed to the most extreme forms of violence, and ignores the larger group involved in most of the aggressive and less violent workplace incidents.

Going beyond "demographic" characteristics, there are suggestions that some of the personal factors implicated in violence outside of the workplace would extend to the workplace itself. Thus, inappropriate use of alcohol, general history of aggression in one's current life or family of origin, and low self-esteem has been implicated in workplace violence.

A more recent strategy has been to identify the workplace conditions under which workplace violence is most likely to occur: identifying the physical and psychosocial conditions in the workplace. While the research on psychosocial factors is still in its infancy, it would appear as though feelings of job insecurity, perceptions that organizational policies and their implementation are unjust, harsh management and supervision styles, and electronic monitoring are associated with workplace aggression and violence.

Cox and Leather look to the predictors of aggression and violence in general in their attempt to understand the physical factors that predict workplace violence. In this respect, they suggest that workplace violence may be associated with perceived crowding, and extreme heat and noise. However, these suggestions about the causes of workplace violence await empirical scrutiny.

Consequences of workplace violence:

The research to date suggests that there are primary and secondary victims of workplace violence, both of which are worthy of research attention. Bank tellers or store clerks who are held up and employees who are assaulted at work by current or former co-workers are the obvious or direct victims of violence at work. However, consistent with the literature showing that much human behaviour is learned from observing others, witnesses to workplace violence are secondary victims. Both groups might be expected to suffer negative

effects, and more research is needed to focus on the way in which both aggression and violence at work affect primary and secondary victims.

CAREER STAGES:

According to Super's career development mode the four career stages are based on the qualitatively different psychological task of each stage. They can be based either on age or on organizational, positional or professional tenure. The same people can recycle several times through these stages in their work career. For example, according to the Career Concerns Inventory Adult Form, the actual career stage can be defined at an individual or group level. This instrument assesses an individual's awareness of and concerns with various tasks of career development. When tenure measures are used, the first two years are seen as a trial period. The establishment period from two to ten years means career advancement and growth. After ten years comes the maintenance period, which means holding on to the accomplishments achieved. The decline stage implies the development of one self-image independently of one career.

Career Stage as a Moderator of Work-Related Health and Well-Being:

Most studies of career stage as a moderator between job characteristics and the health or well-being of employees deal with organizational commitment and its relation to job satisfaction or to behavioural outcomes such as performance, turnover and absenteeism. The relationship between job characteristics and strain has also been studied. The moderating effect of career stage means statistically that the average correlation between measures of job characteristics and well-being varies from one career stage to another.

Work commitment usually increases from early career stages to later stages, although among salaried male professionals, job involvement was found to be lowest in the middle stage. In the early career stage, employees had a stronger need to leave the organization and to be relocated. Among hospital staff, nurses measures of well-being were most strongly associated with career and affective-organizational commitment (i.e., emotional attachment to the organization). Continuance commitment (this is a function of perceived number of alternatives and degree of sacrifice) and normative commitment (loyalty to organization) increased with career stage.

ROLE CLARITY AND ROLE OVERLOAD:

Roles represent sets of behaviours that are expected of employees. To understand how organizational roles develop, it is particularly informative to see the process through the eyes of a new employee. Starting with the first day on the job, a new employee is presented with considerable information designed to communicate the organisations role expectations. Some of this information is presented formally through a written job description and regular communications with ones supervisor, however states that workers also receive a variety of informal communications designed to shape their organizational roles. For example, a junior school faculty member who is too vocal during a departmental meeting may receive looks of disapproval from more senior colleagues. Such looks are subtle, but communicate much about what is expected of a junior colleague.

Ideally, the process of defining each employee's role should proceed such that each employee is clear about his or her role. Unfortunately, this is often not the case and employees experience a lack of role clarity or, as it are commonly called, role ambiguity. The employees are often unclear about how to do their jobs, when certain tasks should be performed and the criteria by which their performance will be judged. In some cases, it is simply difficult to provide an employee with a crystal-clear picture of his or her role. For example, when a job is relatively new, it is still "evolving" within the organization. Furthermore, in many jobs the individual employee has tremendous flexibility regarding how to get the job done. This is particularly true of highly complex jobs. In many other cases role ambiguity is simply due to poor communication between either supervisors or subordinates or among members of work groups.

Another problem that can arise when role-related information is communicated to employees is role overload. That is, the role consists of too many responsibilities for an employee to handle in a reasonable amount of time. Role overload can occur for a number of reasons. In some occupations, role overload is the norm. For example, physicians in training experience tremendous role overload, largely as preparation for the demands of medical practice. In other cases, it is due to temporary circumstances. For example, if someone leaves an organization, the roles of other employees may need to be temporarily expanded to make up for the missing workers absence. In other instances, organizations may not anticipate the demands of the roles they create, or the nature of an employees role may change over time.

Finally it is also possible that an employee may voluntarily take on too many role responsibilities.

What are the consequences to workers in circumstances characterized by role ambiguity role overload or role clarity Years of research on role ambiguity has shown that it is a noxious state which is associated with negative psychological, physical and behavioural outcomes. That is, workers who perceive role ambiguity in their jobs tend to be dissatisfied with their work, anxious, tense, report high numbers of somatic complaints, tend to be absent from work and may leave their jobs. The most common correlates of role overload tend to be physical and emotional exhaustion. In addition epidemiological research has shown that overloaded individuals (as measured by work hours) may be at greater risk for coronary heart disease. In considering the effects of both role ambiguity and role overload, it must be kept in mind that most studies are cross-sectional (measuring role stressors and outcomes at one point in time) and have examined self-reported outcomes. Thus, inferences about causality must be somewhat tentative.

Given the negative effects of role ambiguity and role overload, it is important for organizations to minimize, if not eliminate, these stressors. Since role ambiguity, in many cases, is due to poor communication, it is necessary to take steps to communicate role requirements more effectively. Organization Development, describe interventions such as responsibility charting, role analysis and role negotiation. Each of these is designed to make employees' role requirements explicit and well defined. In addition, these interventions allow employees input into the process of defining their roles.

When role requirements are made explicit, it may also be revealed that role responsibilities are not equitably distributed among employees. Thus, the previously mentioned interventions may also prevent role overload. In addition, organizations should keep up to date regarding individuals' role responsibilities by reviewing job descriptions and carrying out job analyses. It may also help to encourage employees to be realistic about the number of role responsibilities they can handle. In some cases employees who are under pressure to take on too much may need to be more assertive when negotiating role responsibilities.

As a final comment, it must be remembered that role ambiguity and role overload are subjective states. Thus, efforts to reduce these stressors must consider individual differences. Some workers may in fact enjoy the challenge of these stressors. Others, however, may find

them aversive. If this is the case, organizations have a moral, legal and financial interest in keeping these stressors at manageable levels.

Employee Satisfaction:

Employee satisfaction is the level of happiness or contentment an employee feels for his/her job. Employee satisfaction is an essential aspect of any business or organisation. When employees are happy and satisfied with the management and work culture, they put their best effort to make the company successful. If the employees in an organization are not happy and content, it directly impacts the bottom line. When employees' needs are met they develop a positive outlook towards the organization and its goals. When employees are dissatisfied and unhappy with their jobs, they lose their motivation and tend to underperform.

Reasons for employee dissatisfaction:

- Low compensation
- Lack of Career growth
- Poor Management
- Poor Relation with Co-workers and Managers
- Lack of Appreciation and Recognition
- Poor Work-Life Balance

Best Practices to Keep Employee Satisfaction High:

1. A Positive Work Environment:

A positive work environment has a significant influence on how the employees feel. The work environment plays a vital role in keeping the employees motivated. It significantly influences his/her work life. It reflects in the work they do and helps sustain positivity throughout the day.

A positive work environment doesn't only mean the organizational structure. It is the experience an employee shares with his/her co-workers, immediate supervisors, and company culture.

Create a positive work environment through-

- Open communication
- Building trust
- Building healthy work relationships
- Listening and promoting equal opportunities

2. Feed back:

Feedback is critical to employee satisfaction, and most of the managers are uncertain when it comes to giving feedback. Lack of employee feedback makes the employees unsure about the work and effort they are putting. Human psychology is complicated, and people can receive the same message or dialogue differently

Managers should, therefore, master the tricks of giving feedback. The positive effects of feedback are immense in the workplace. It can build trust, employee satisfaction, keep the employees motivated and reduce turnover.

The best ways to give healthy feedback are

The positive intent.

It should be constructive.

It should be genuine.

Don't wait, give your feedback immediately.

3. Rewards and Recognition:

Each of us has unique skill sets, and we consciously or subconsciously apply those at our jobs. It is, therefore, rewarding for anybody to be appreciated for the application of these skills. When employees are rewarded and recognized for their work, it builds employee morale, productivity, and overall employee satisfaction or job satisfaction.

Organizations often miss out on this psychological aspect. Appreciating and recognizing employees from time to time keeps employees motivated. This energizes them to thrive to do better and outdo themselves. You can also offer valuable benefits and perks to your employees to boost their morale and job satisfaction.

4. Work - life balance and employee satisfaction:

Work-life balance helps employees to balance their professional and personal lives. Balancing work-life in today's world is quite challenging, and many a time can become burdensome.

Employees keep themselves occupied with the different aspects of their personal and professional lives. And that plays a crucial role in their satisfaction and employee happiness. Long, tight work schedules and too much workload often make it difficult for them to balance them.

Management can, therefore, help its employees to bring a balance in work life. Here are some actionable steps:

- Initiating work-life balance programs
- To have one to one interactions
- To provide flexible work hours
- Giving them enough time for relaxation and leisure

5. Involve and engage your employees:

When you involve and engage your employees, it builds employee satisfaction. Teams that work together with involvement are happier and satisfied. The best way to encourage employees is to make them fully involved. To hear them out in need. To make them realize that they are equally important, and their contribution and hard work are always appreciated.

Work-life can be hectic and burdensome at times. When you involve and engage your employees deliberately, it reduces employee turnover and enhances employee satisfaction.

6. Develop employee skill:

Helping employees develop their skill sets is also one of the attributes of employee satisfaction. When you give your employees room for developing their skills, it boosts their job satisfaction and increases work efficiency. This also signifies that, along with your organizational growth, you even care about their career development.

Evaluating if the employees want to learn something new or need any specific training is always a good practice. Lack of this management approach often makes the employees dissatisfied. Since they feel they have nothing left to learn.

7. Evaluate and Measure Employee Satisfaction:

Many small or big organizations conduct biannual or yearly employee engagement surveys. They put up questions on the categories like teamwork, feedback, information, work-life balance, work relationship, self-evaluation, and so on. This is an excellent practice unless it becomes monotonous or complacent. Since work culture is diverse from one organization to another, therefore the surveys can be designed accordingly.

Let's say management can put an employee suggestion box to hear employees out anonymously. Employees can put any simple suggestions they want to make or write anything that bothers them.

One of the other evaluation practices is one-on-one reviews. This could be very effective to know about employee dissatisfaction and its attributes. Management would this way see if they are satisfied with their jobs. This would allow the employees to talk about their discontentment, aspirations, and goals. This would foster satisfaction and engagement and what employees expect from the organization.

8. Employee Well-being:

'Health is wealth' is an overused phrase but holds true to its meaning. Employers who do not emphasize employees' physical, emotional, psychological, and financial well-being build an inefficient workforce. It is vital to building a work culture for the employees well-being needs. Employees who are healthy and stress-free have better productivity and a greater sense of responsibility towards their job. The feeling of security keeps them more engaged and dedicated. Therefore, employers must provide them with corporate wellness programs or sessions and monitor their behaviour to foster a positive culture.

9. Clearly defined Goals and Objectives:

You may have best team working for you, but if you do not have goals and objectives in place, you would slowly kill their enthusiasm. Your team needs directions throughout their work-life cycle. When an organization fails to provide clear objectives or company values, it

leads to employee dissatisfaction. Employees do not only work for a pay check. For their satisfaction at work, they also need a direction and a sense of purpose that keeps them going. At the end of the day, we all want to do meaningful work and make a difference.

Organizations must be aware of these practices to improve employee satisfaction and employee engagement. Satisfied employees would always put their best foot forward and work towards the bottom line. When you know what diminishes employee satisfaction and help your employees to give the best employee experience. That's when you build a team that will help you achieve milestones.

DATA ANALYSIS AND INTERPRETATION

CHAPTER - III



DATA ANALYSIS AND INTERPRETATION

CHAPTER-III

DATA ANALYSIS AND INTERPRETATION

Data analysis is a process of inspecting, transforming and modeling data with the goal of discovering useful information, drawing inferences and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, while being used in different areas like business, science domains.

This chapter deals with the analysis and interpretation of data regarding some Psychological factors of working employees. Data analysis and interpretation is done by giving questionnaire to the respondent and the data are collected from 60 respondents and tabulated for easy understanding and good presentation, which assist the researcher to analyze the data efficiently.

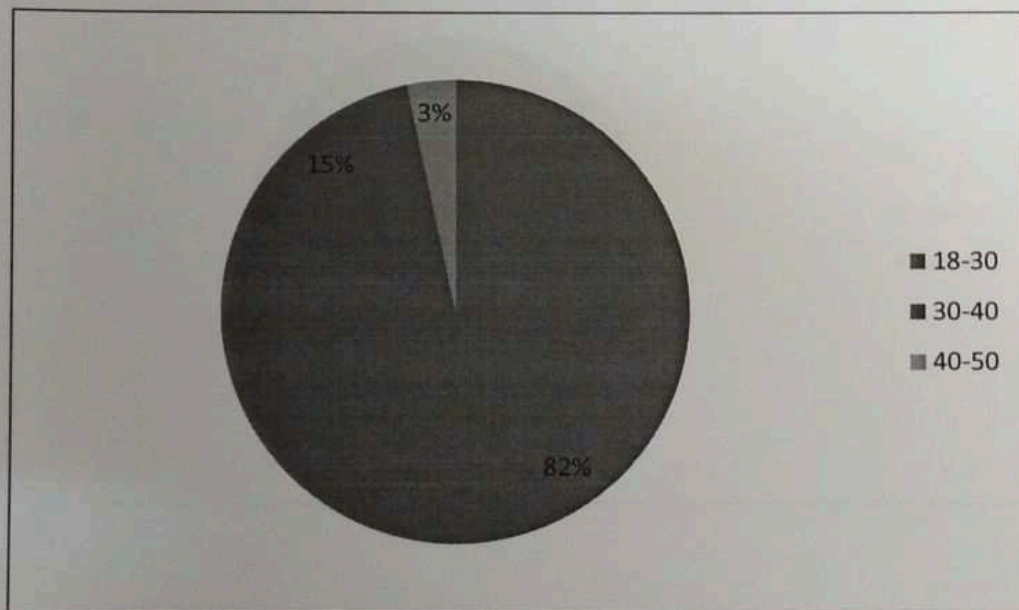
The data collected have been analyzed by using the following statistical tools:

- ✚ Percentage analysis
- ✚ Likert scale
- ✚ Ranking method

The diagrams, tables and charts provide a bird's eye view of the entire data and help in summarizing and presentation of the data collected in a systematic manner.

TABLE 3.1
AGE WISE CLASSIFICATION

	No. of Respondents	% of Respondents
18-30	49	82
30-40	9	15
40-50	2	3
Total	60	100



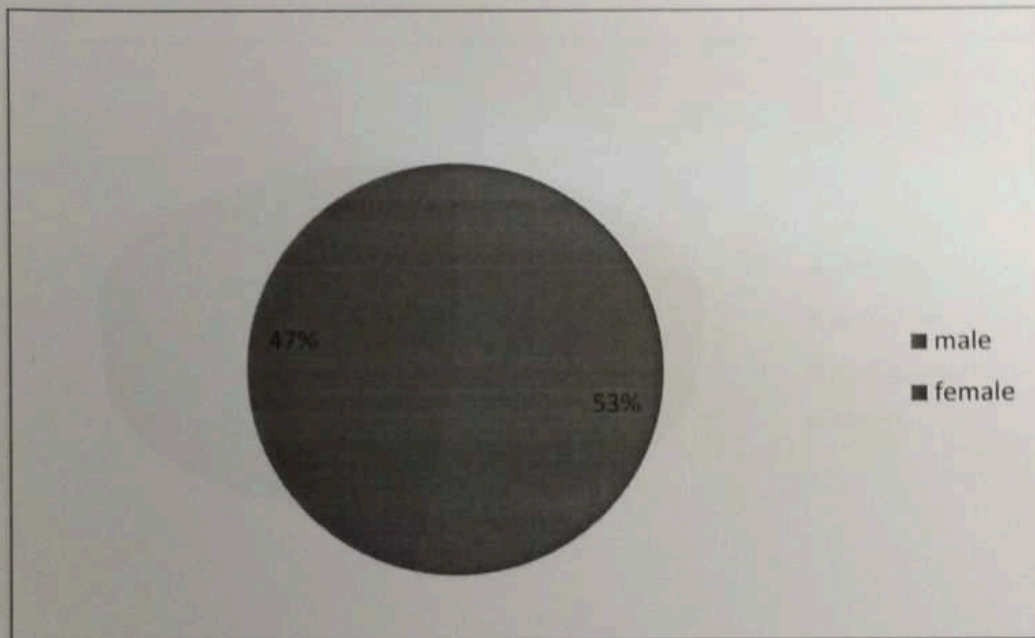
INFERENCE:

The above pie diagram depicts that, 82% of the respondents are in between the age group of 18-30years, 15% are in between the age group of 30-40years, and 3% are in between the age group of 40-50years. Thus majority of the respondents i.e., 82% of the respondents are from the age group between 18-30years.

TABLE 3.2

GENDER WISE CLASSIFICATION

Gender	No. of Respondents	% of Respondents
Male	32	53
Female	28	47
Total	60	100

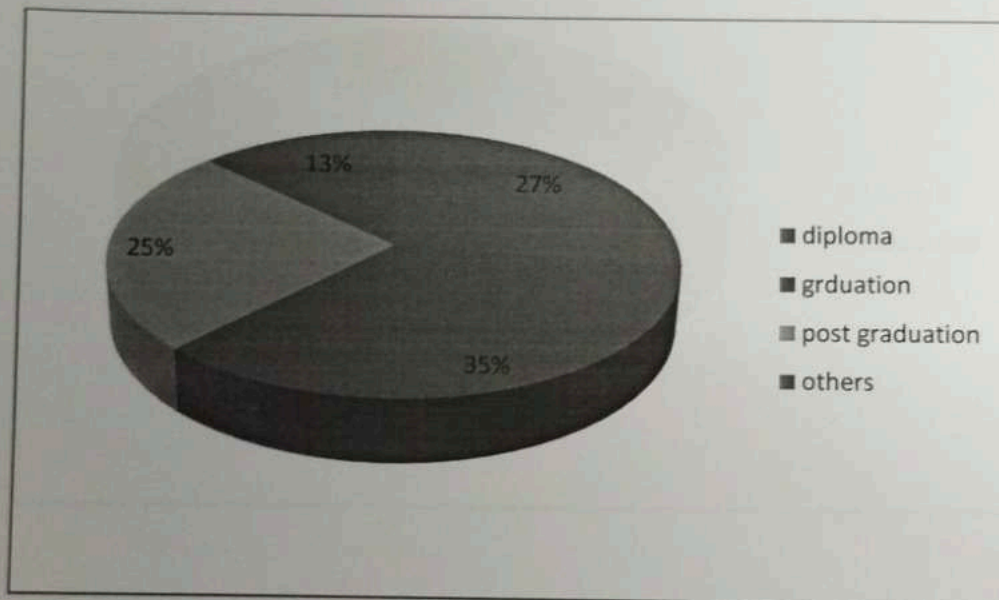


INFERENCE:

From the above chart, it is observed that, 53% of the respondents are male and 47% of the respondents are female. Thus majority of the respondents i.e., 53% are male.

TABLE 3.3
RESPONDENTS EDUCATION

Educational Qualification	No. of. Respondents	% of respondents
Diploma	16	27
Graduation	21	35
Post Graduation	15	25
Others	8	13
Total	60	100



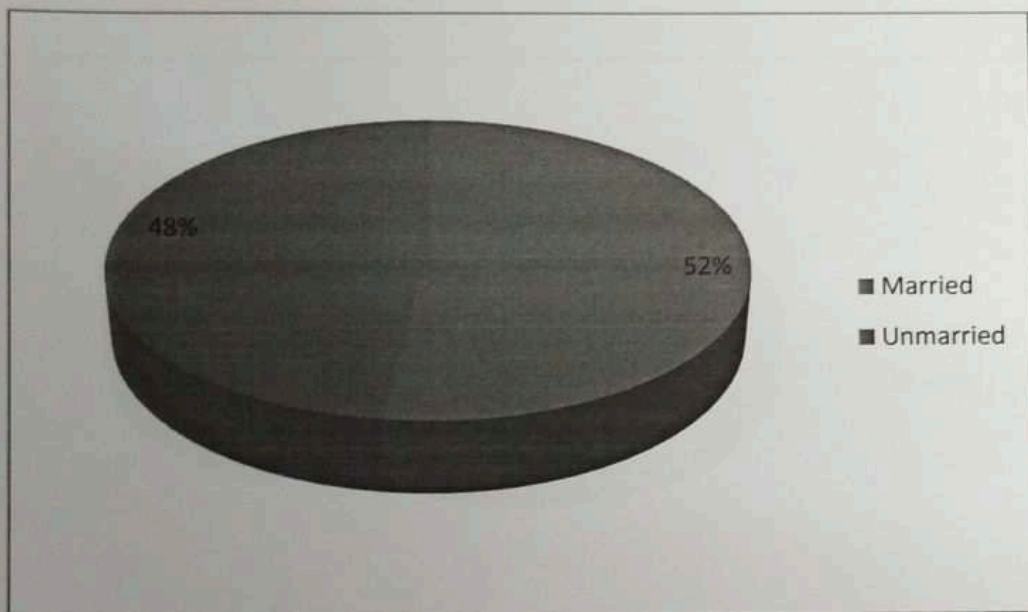
INFERENCE:

The pie diagram portrays that, 27% of the respondents belong to diploma holder category, 35% of the respondents have completed their graduation, 25% of the respondents are Post Graduates while the remaining 13% of the respondents belongs to other category. Thus majority of the respondents i.e., 35% are degree holders.

TABLE 3.4

RESPONDENTS MARITAL STATUS

Marital Status	No. of Respondents	% of Respondents
Married	31	52
Unmarried	29	48
Total	60	100



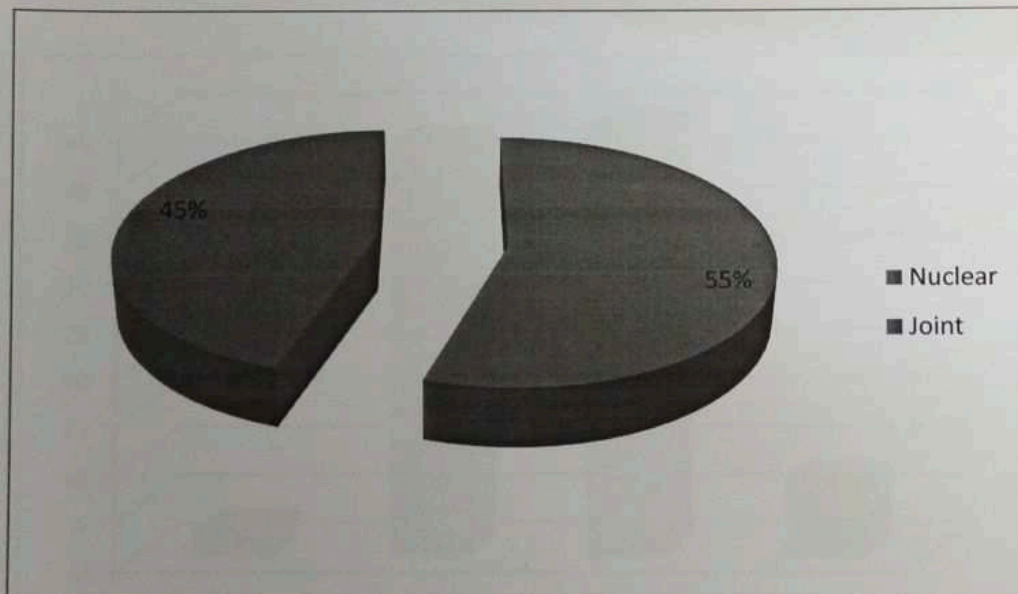
INFERENCE:

The above pie diagram depicts that, 52% of respondents are married and 48% of the respondents are unmarried. Thus majority of the respondents i.e., 52% are married.

TABLE 3.5

RESPONDENTS TYPE OF FAMILY

Types of Family	No. of Respondents	% of Respondents
Nuclear	33	55
Joint	27	45
Total	60	100



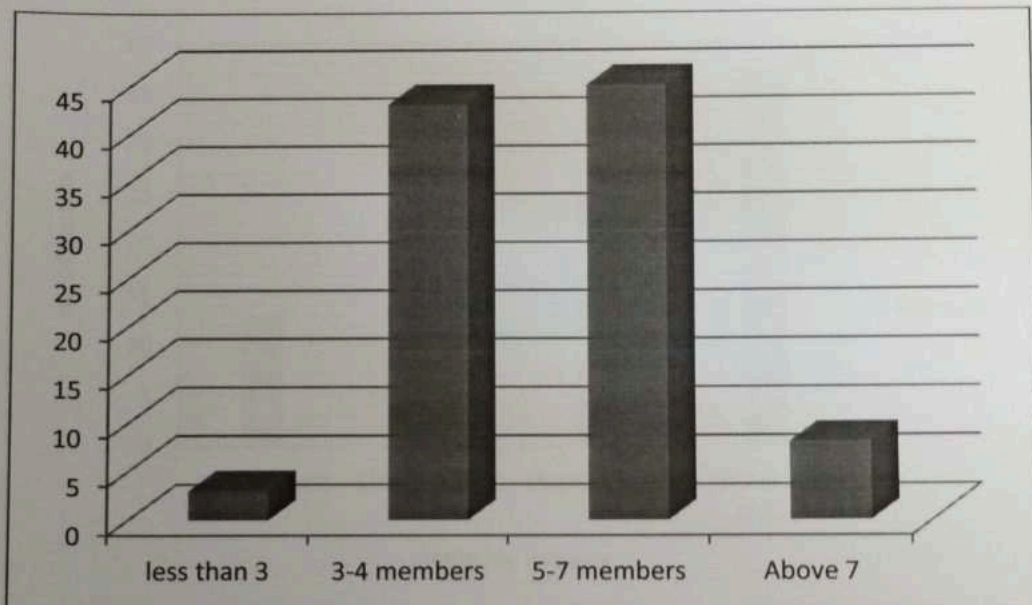
INFERENCE:

The above chart portrays that, 45% of the respondents belongs to Joint family and the remaining 55% are in nuclear family. Thus majority 55% of the respondents are from nuclear Family.

TABLE 3.6

RESPONDENTS FAMILY SIZE

No. of Members	No. of Respondents	% of Respondents
2	2	3
3-4	26	45
5-7	27	43
Above 7	5	8
Total	60	100

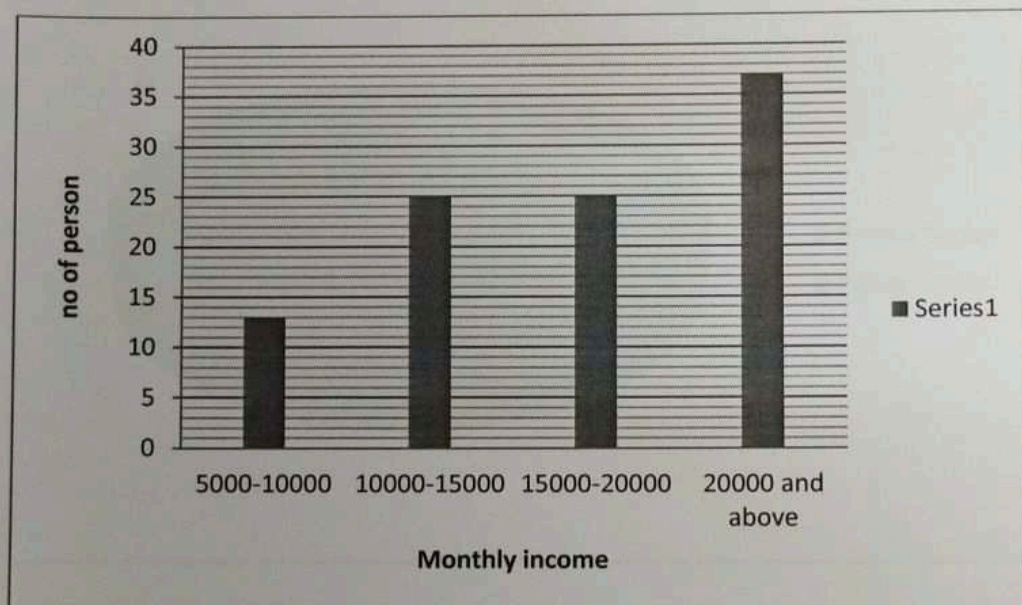
**INFERENCE:**

From the table depicts that, 3% of the respondents family size is less than 3 members, 45% of the respondents family size is of 3-4 members and 43% of the respondents family is 5-7 members and 8% of the respondents family size is above 7 members. Thus Majority 45% of the respondents family size is 3-4 members.

TABLE 3.7

RESPONDENTS MONTHLY INCOME

Monthly Income	No. of Respondents	% of Respondents
5000-10000	8	13
10000-15000	15	25
15000-20000	15	25
20000 and above	22	37
Total	60	100

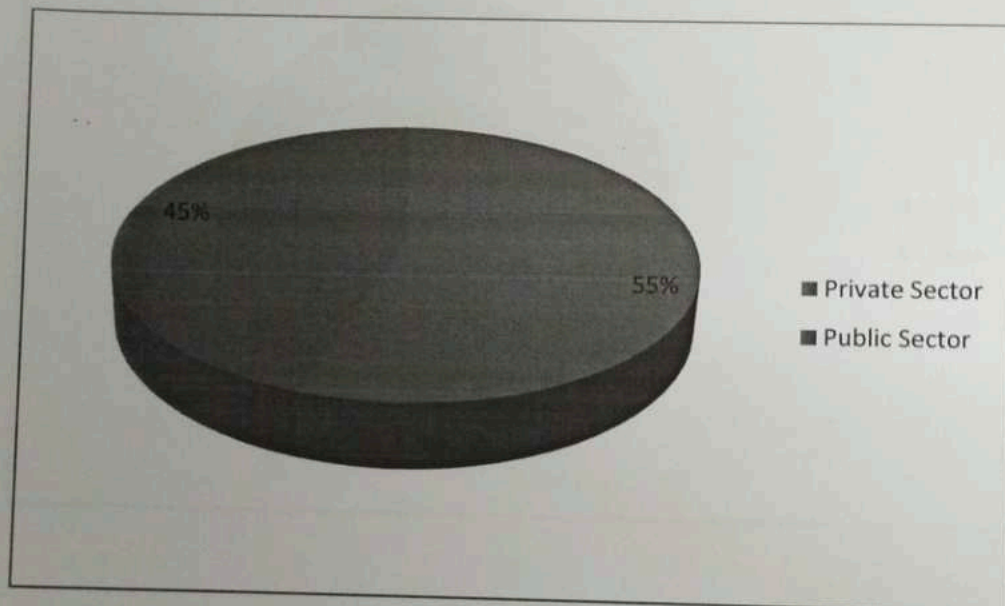


INFERENCE:

The above table shows that, 13% of the respondents are earning Rs. 5,000-10,000, 25% of the respondents are earning Rs. 10,000-15,000, 25% of respondents are earning Rs. 15,000-20,000, and the remaining 37% of the respondents are earning above 20,000. Thus Majority 37% of the respondents are earning above Rs. 20,000 per month.

TABLE 3.8
RESPONDENTS WORKING SECTOR

Working Sector	No. of Respondents	% of Respondents
Private Sector	33	55
Public Sector	27	45
Total	60	100



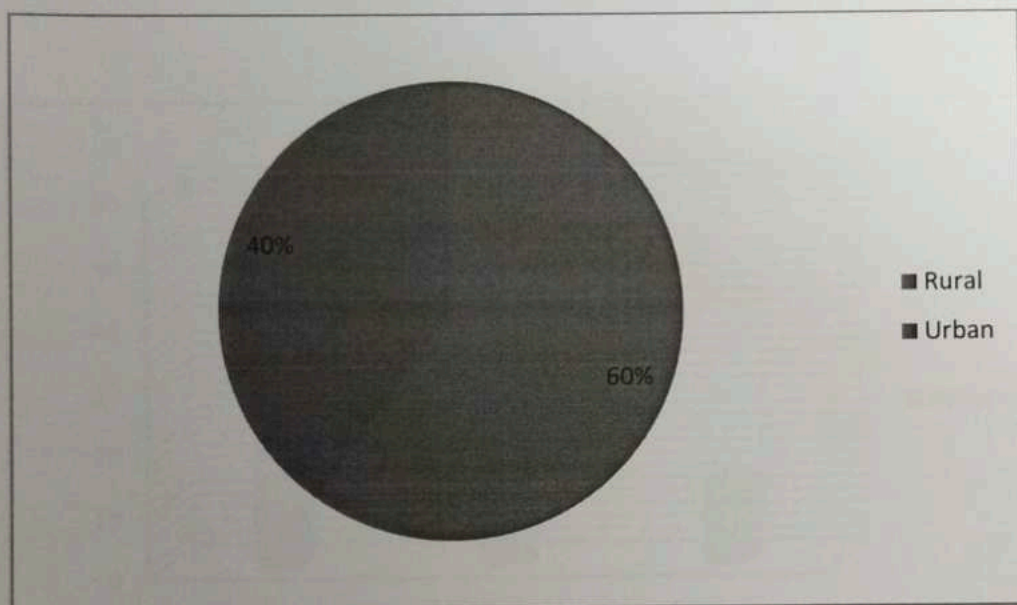
INFERENCE:

The above table indicates that, 55% of the respondents are working in private sector, 45% of the respondents are working in public sector. Thus the majority 55% of the respondents are working in private sector.

TABLE 3.9

LOCATION OF THE COMPANY

Area	No. of Respondents	% of Respondents
Rural	36	60
Urban	24	40
Total	60	100



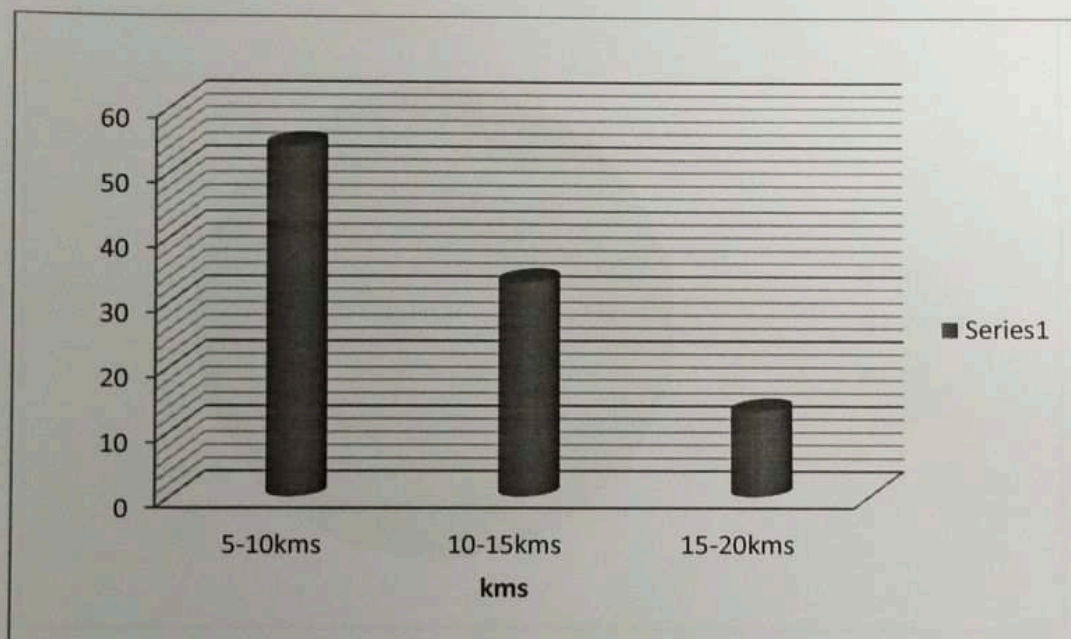
INFERENCE:

The above table shows that, 60% of the respondents are working in rural area and the remaining 40% of the respondents are working in urban area. Thus majority 60% of the respondents are working in rural area.

TABLE 3.10

DISTANCE FROM RESIDENCE TO OFFICE

Distance (kms)	No. of Respondents	% of Respondents
5-10	32	54
10-15	20	33
15-20	8	13
Total	60	100



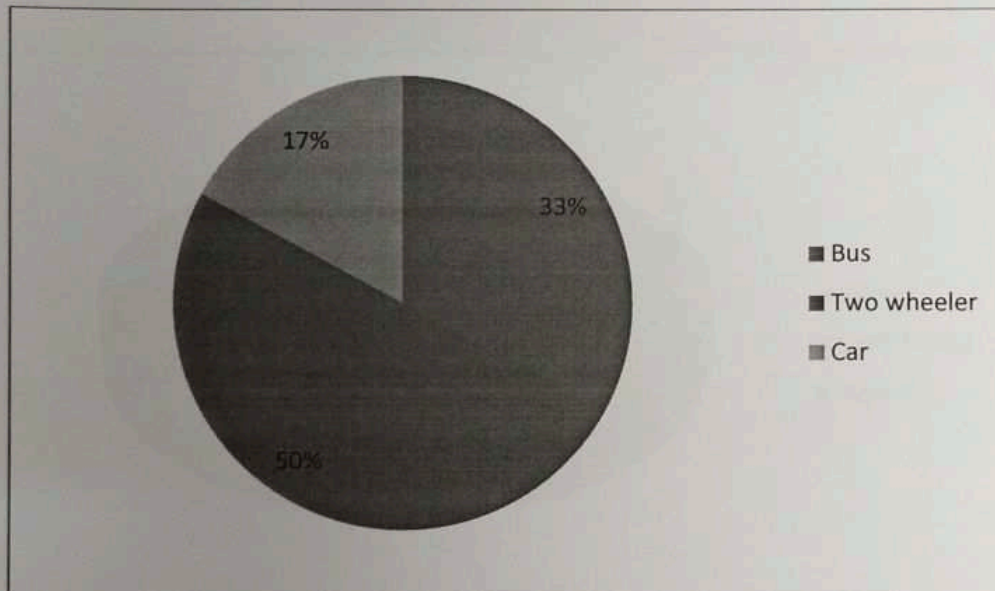
INFERENCE:

The above table indicates that, distance from residence to office 54% of respondents states that it is between 5-10 kms, 33% of respondents are from 10-15 kms, and 13% of the respondents are from 15-20 kms. Thus majority 54% of respondents are resided within 5-10 kms.

TABLE 3.11

MODE OF TRANSPORTATION

Mode of Transportation	No. of Respondents	% of Respondents
Bus	20	33
Two wheeler	30	50
Car	10	17
Total	60	100

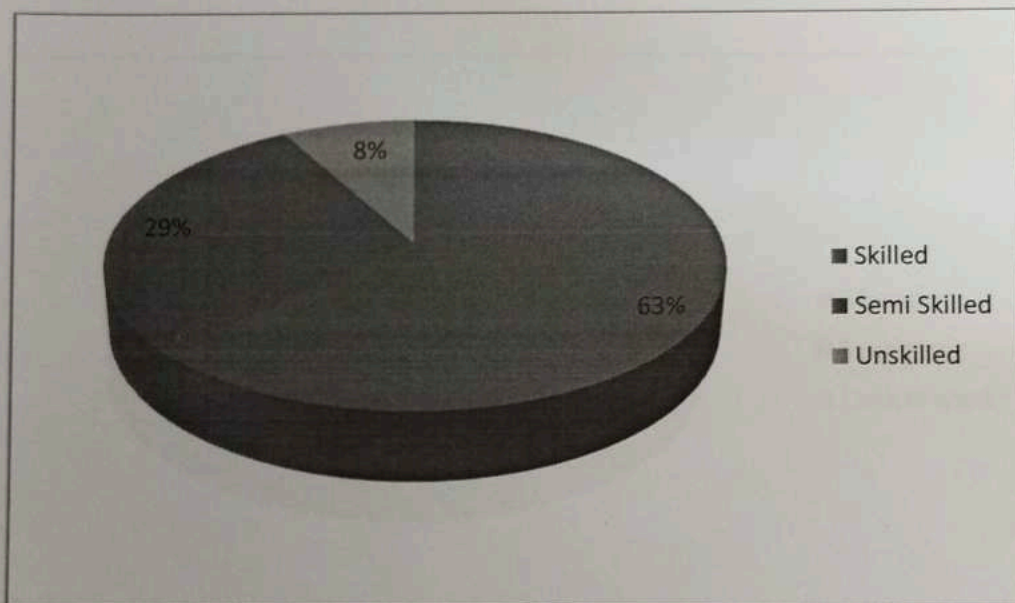


INFERENCE:

The above table shows that, 20% of the respondents use bus as mode of transportation, 50% of the respondents are using two-wheelers, and 17% of the respondents are use car. Thus majority 50% of the respondents are using two-wheeler.

TABLE 3.12
RESPONDENTS POSITION

Position	No. of Respondents	% of Respondents
Skilled	38	63
Semi Skilled	17	29
Unskilled	5	8
Total	60	100



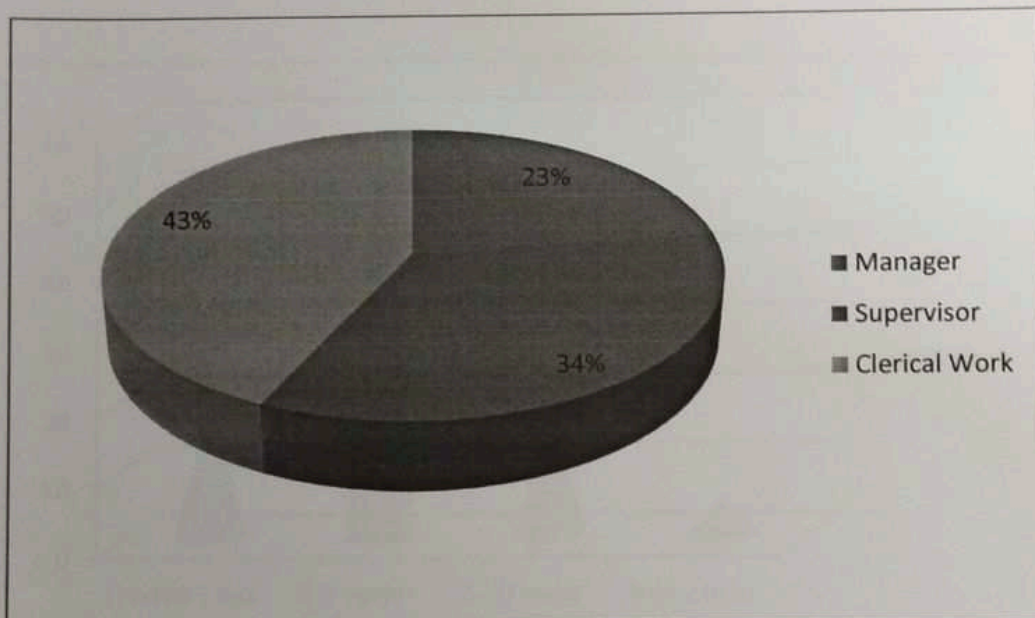
INFERENCE:

From the above chart indicates that, 63% of the respondents are skilled employees, 29% of the respondents are semi skilled employees and 8% of the respondents are unskilled employees. Thus Majority 63% of the respondents are skilled employees.

TABLE 3.13

RESPONDENTS DESIGNATION

Designation	No. of Respondents	% of Respondents
Manager	14	23
Supervisor	20	34
Clerical Work	26	43
Total	60	100



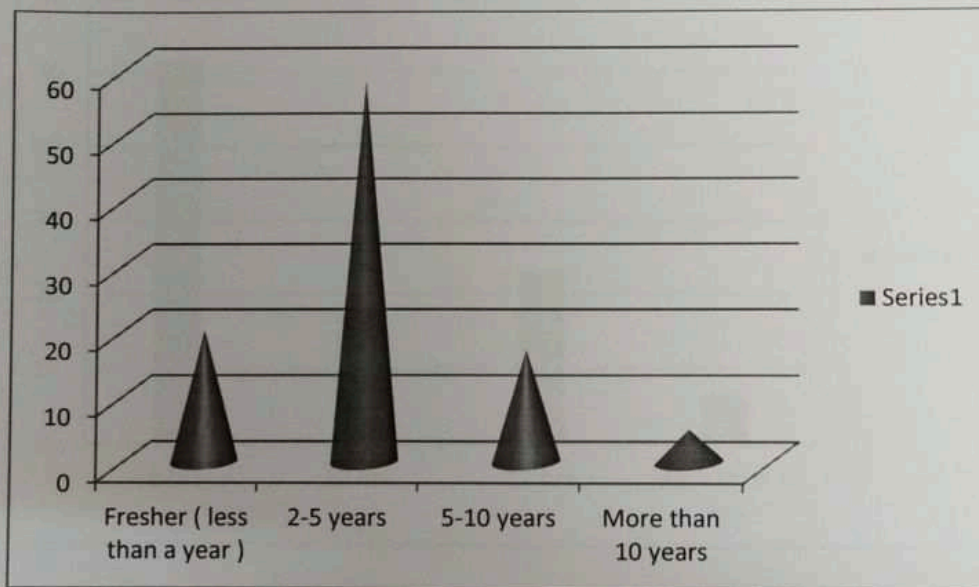
INFERENCE:

The above table shows that, 23% of the respondents are designated as manager, 34% of the respondents are designated as supervisors and 43% of the respondents are designated as clerical work. Thus majority 43% of the respondents are designated as clerical cadre.

TABLE 3.14

PERIOD OF SERVICE

Period of Service	No. of Respondents	% of Respondents
Fresher (less than a year)	12	20
2-5 years	35	58
5-10 years	10	17
More than 10 years	3	5
Total	60	100



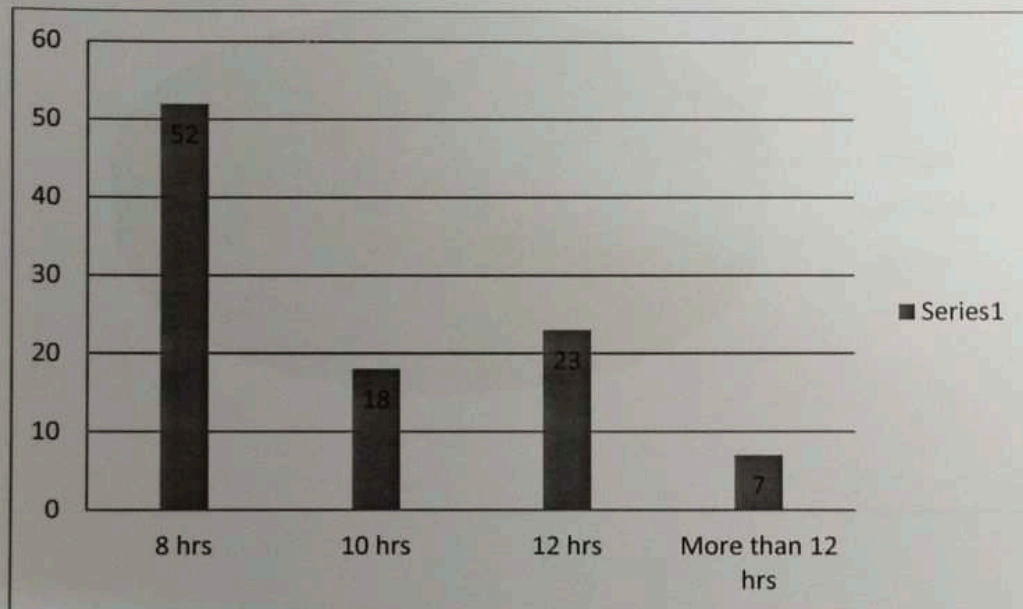
INFERENCE:

The above table indicates that, 20% of the respondents are freshers (less than a year), 58% of the respondents have 2-5 years of service, 17% of the respondents have 5-10 years of service and 5% of the respondents have more than 10 years of service. Thus majority 58% of the respondents have 2-5 years of service.

TABLE 3.15

HOURS OF WORKING

Hours of Working	No. of Respondents	% of Respondents
8 hrs	31	52
10 hrs	11	18
12 hrs	14	23
More than 12 hrs	4	7
Total	60	100

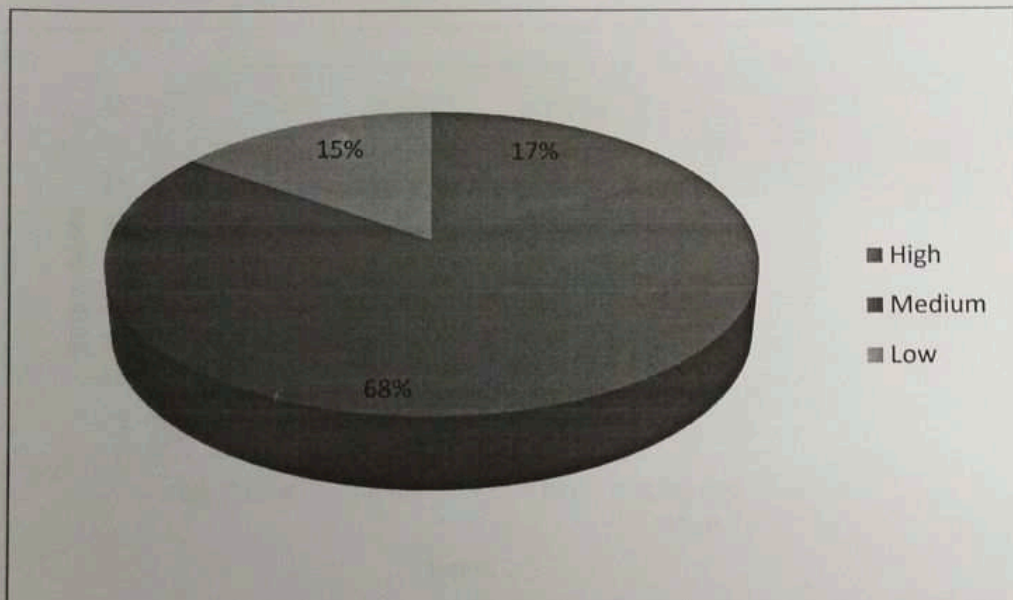


INFERENCE:

The above table indicates that, 52% of the respondents works for 8 hrs, 18% of the respondents works for 10 hrs, 23% of the respondents works for 12 hrs and 7% of the respondents works more than 12 hrs a day. Thus majority 52 % of the respondents works for 8 hrs per day.

TABLE 3.16**JOB SATISFACTION**

Job Satisfaction	No. of Respondents	% of Respondents
High	10	17
Medium	41	68
Low	9	15
Total	60	100

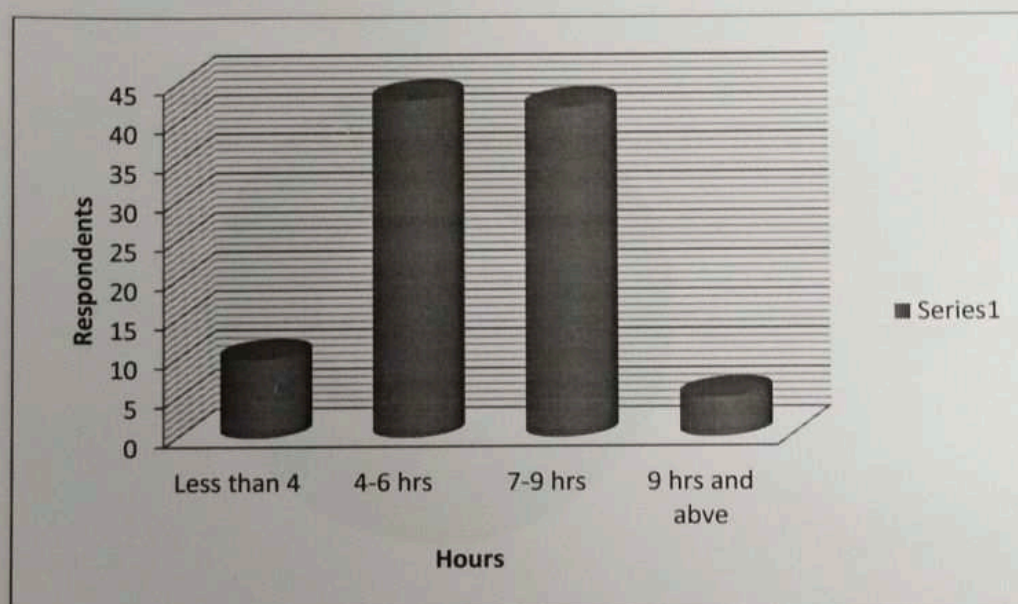
**INFERENCE:**

The above table indicates that, 17% of the respondents are highly satisfied with their job, 68% of the respondents have medium level of job satisfaction and 15% of the respondents have low level of job satisfaction. Thus majority 68% of the respondents have medium level of job satisfaction.

TABLE 3.17

HOURS OF SLEEP PER DAY

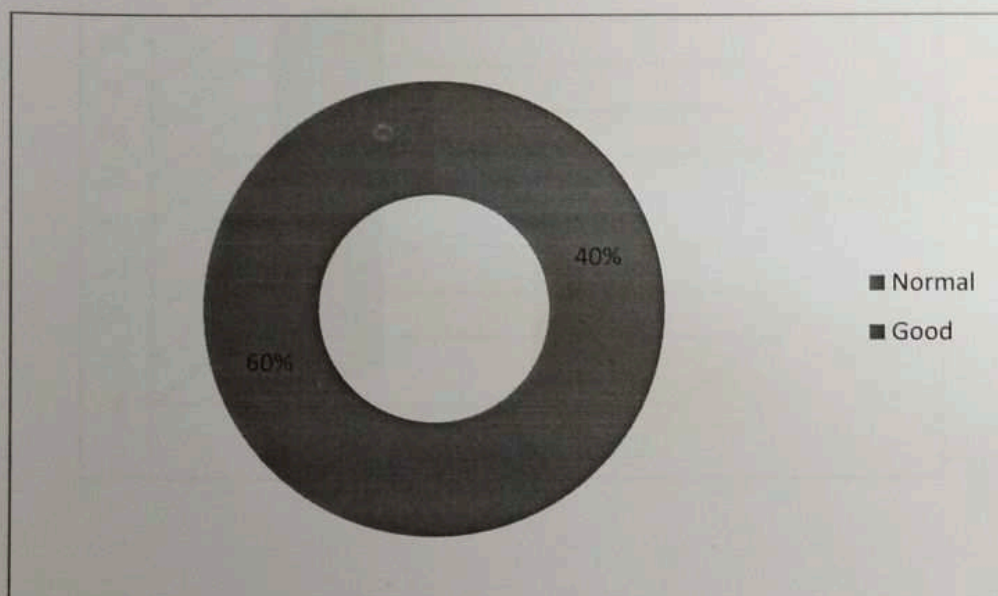
Sleeping Hours	No. of Respondents	% of Respondents
Less than 4	6	10
4-6	26	43
7-9	25	42
9 and above	3	5
Total	60	100

**INFERENCE:**

The above table shows that, 10% of the respondents will sleep less than 4 hrs, 43% of the respondents will sleep 4-6 hrs, 42% of the respondents will sleep 7-9 hrs and 5% of the respondents will sleep 9 hrs and above. Thus majority 43% of the respondents will sleep 4-6 hrs per day.

TABLE 3.18
QUALITY OF SLEEP

Response	No. of Respondents	% of Respondents
Normal	24	40
Good	36	60
Total	60	100



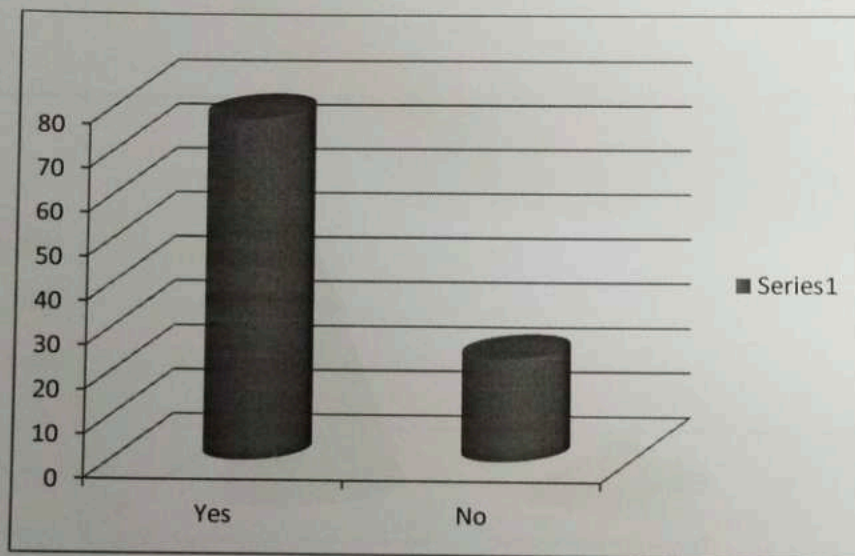
INFERENCE:

The above table shows that, 40% of the respondents have normal sleep and the remaining 60% of the respondents have a good sleep. Thus majority 60% of the respondents have good sleep.

TABLE 3.19

HEALTHY WORK – LIFE BALANCE

Response	No. of Respondents	% of Respondents
Yes	46	77
No	14	23
Total	60	100

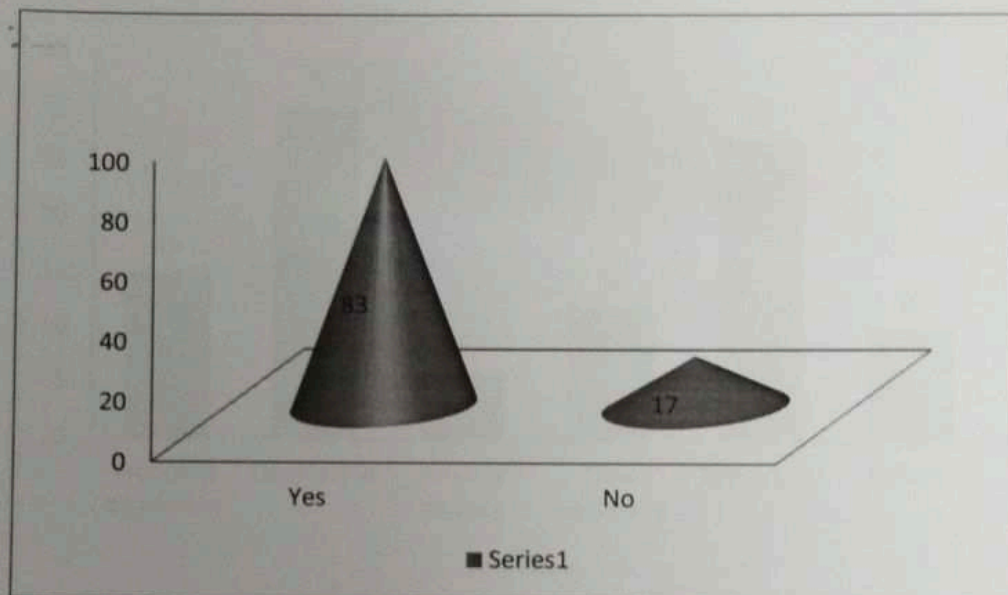
**INFERENCE:**

The above table indicates that, 77% of the respondents have mentioned that they have a healthy work life balance and 23% of the respondents have mentioned that they do not have a healthy work life balance. Thus majority 77% of the respondents have mentioned that they have a healthy work life balance.

TABLE 3. 20

STRESS AT WORK

Respondents	No. of Respondents	% of respondents
Yes	50	83
No	10	17
Total	60	100

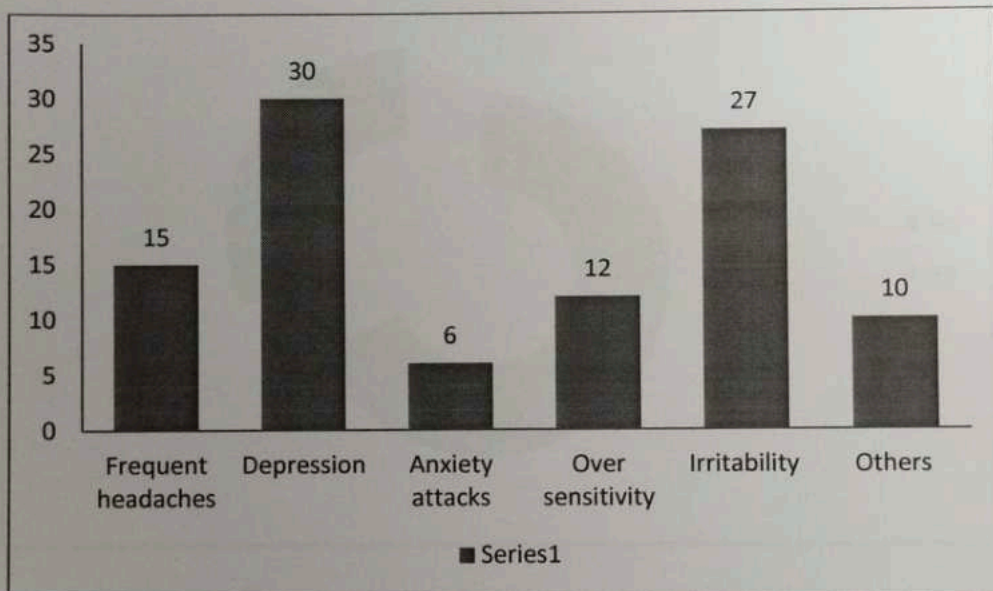
**INFERENCE:**

The above table shows that, 83% of the respondents have mentioned that they have work stress and the remaining 17% of the respondents have mentioned that they do not have a work stress. Thus majority 83% of the respondents have mentioned that they have work stress in their daily life.

TABLE 3. 21

SYMPTOMS DUE TO STRESS

Symptoms	No. of Respondents	% of Respondents
Frequent headaches	9	15
Depression	18	30
Anxiety attacks	4	6
Over sensitivity	7	12
Irritability	16	27
Others	6	10
Total	60	100

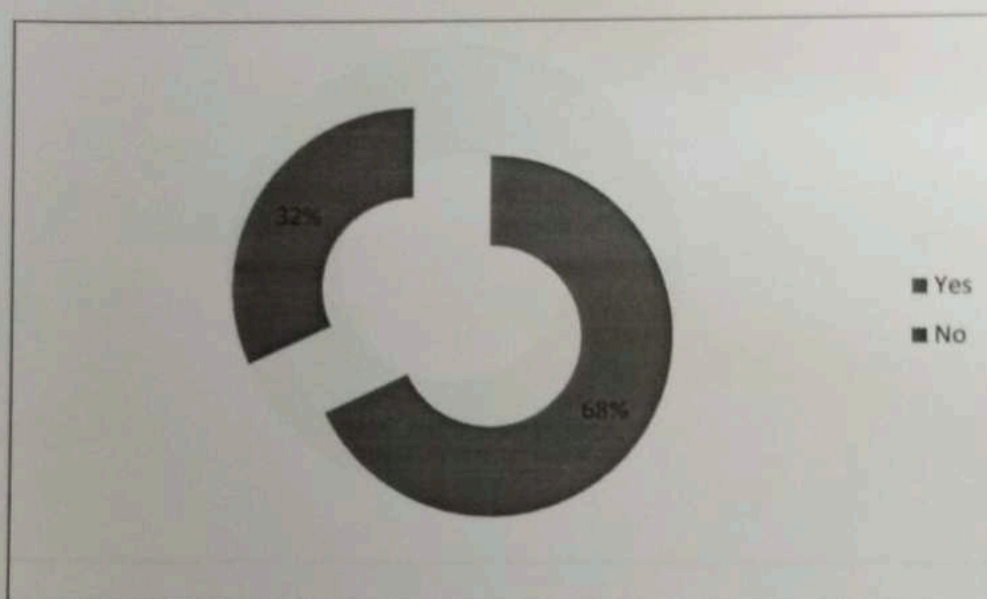
**INFERENCE:**

The above table indicates that, 15% of the respondents have frequent headaches, 30% of the respondents are facing depression, 6% of the respondents have anxiety attacks, 12% of the respondents have over sensitivity, 27% of the respondents have irritability and 10% of the respondents have some other symptoms. Thus majority 30% of the respondents are having depression due to stress.

TABLE 3. 22

JOB STRESS CAUSED BY UNHEALTHY RELATIONSHIP WITH CO-EMPLOYEES

Respondents	No. of Respondents	% of Respondents
Yes	41	68
No	19	32
Total	60	100



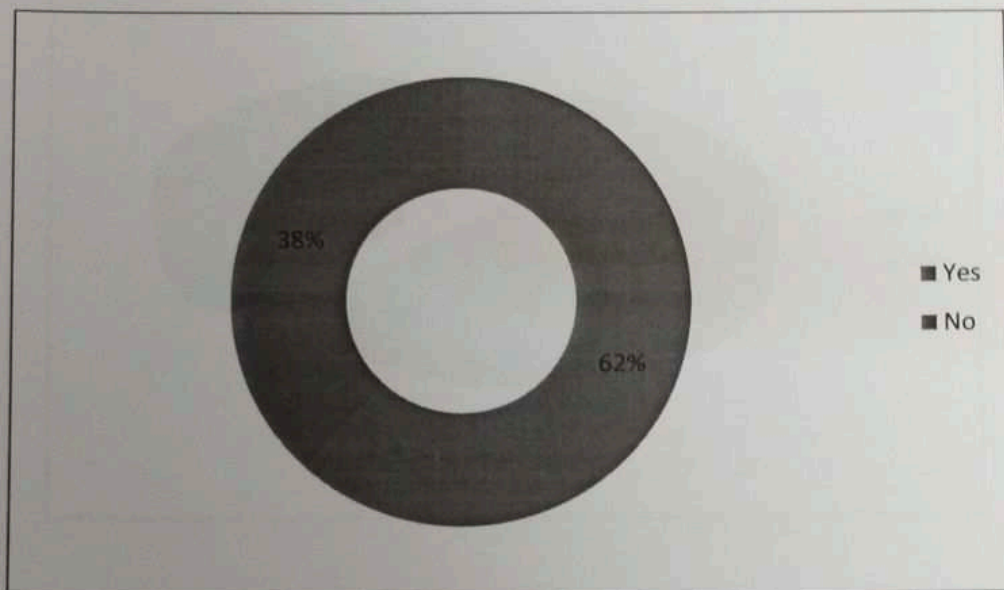
INFERENCE:

The above table shows that, 68% of the respondents have mentioned that the job stress is caused due to unhealthy relationship with the co-workers and 32% of the respondents have mentioned that the job stress is not caused by unhealthy relationship with the co-workers. Thus majority 68% of the respondents have mentioned that the job stress is caused due to unhealthy relationship with the co-workers.

TABLE 3.23

SEEN THE THERAPIST IN THE RECENT PAST

Respondents	No. of Respondents	% of Respondents
Yes	37	62
No	23	38
Total	60	100

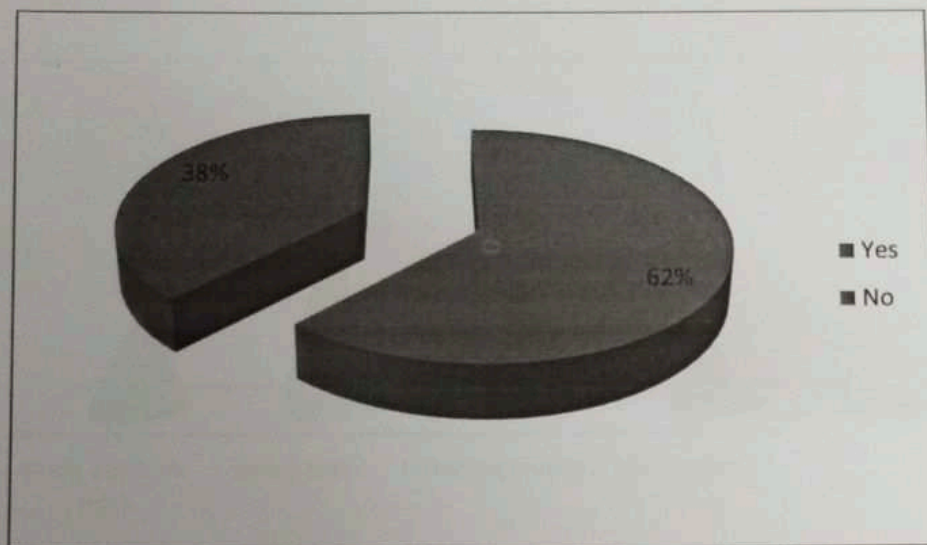
**INFERENCE:**

The above table shows that, 62% of the respondents have seen the therapist for health issues and the remaining 38% of the respondents have not seen the therapist in the recent past. Thus majority 62% of the respondents will consult the therapist.

TABLE 3.24

TAKING MEDICATION

Respondents	No. of Respondents	% of Respondents
Yes	39	62
No	21	38
Total	60	100

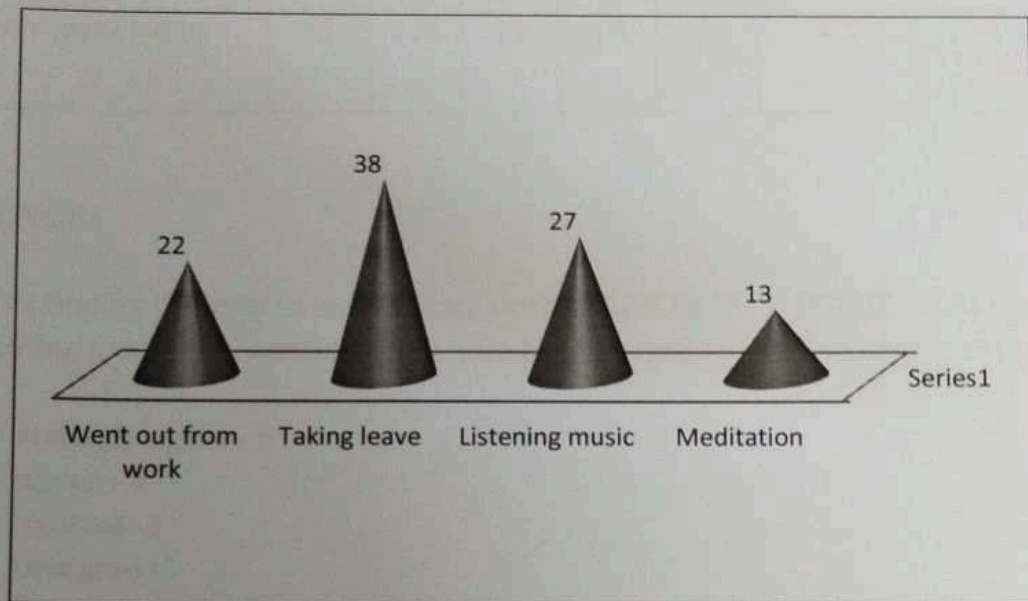
**INFERENCE:**

The above table shows that, 62 % of the respondents takes medication and 38% of the respondents does not takes any medication. Thus majority 62% of the respondents takes medication.

TABLE 3.25

MANAGE OUR STRESS

Respondents	No. of Respondents	% of Respondents
Went out from work	13	22
Taking leave	23	38
Listening music	16	27
Meditation	8	13
Total	60	100

**INFERENCE:**

The above table shows that, 22% of the respondents have went out from work to manage the stress, 38% of the respondents are taking leave, 27% of the respondents are listening music and 13% of the respondents are doing meditation. Thus majority 38% of the respondents are taking leave in order to manage the stress.

TABLE 3.26

TABLE SHOWING LEVEL OF CONTROL OVER WORK

Statement	SA	A	N	DA	SDA	Total	Percentage	Rank
I have lack of control over the work assigned to me	185	68	6	4	2	265	4.4	I
I am given unrealistic target to achieve	35	156	21	6	4	222	3.7	III
The pace of my work is dedicated by my manager	55	84	57	6	6	208	3.46	IV
I am constantly expected to perform well	65	124	21	16	1	227	3.78	II

INFERENCE:

For finding the level of control over work LIKERTS FIVE POINT SCALE was used for computing total score, certain weight have been assigned to various degree of opinion

Strongly agree - 5

Agree - 4

Neutral -3

Disagree -2

Strongly Disagree -1

The above Likert's Five Point Scaling table exhibits the level of control over work. From the table, it is seen that majority of the respondents have agreed with the statement for

- | | |
|--|-------------------|
| Lack of control over the work assigned to me | - I Rank |
| Constantly expected to perform well | - II Rank |
| Given unrealistic target to achieve | - III Rank |
| The peace of my work is dedicated by my manager | - IV Rank |

TABLE 3. 27

TABLE SHOWING STRESS TOWARDS THE EMPLOYEE

Statement	SA	A	N	DA	SDA	Total	%	RANK
I have very long working hrs	145	80	18	4	3	250	4.17	I
I have too much work allotted to me	50	148	18	2	6	224	3.73	II
I have little work allotted to me	45	96	48	12	5	206	3.43	VII
My work is repetitive and monotonous	75	108	15	6	10	214	3.57	V
I don't have sufficient time to complete my work	65	108	30	6	7	216	3.6	IV
I don't have enough time to rest, breaks to relax in between work.	65	116	30	6	5	222	3.7	III
I don't get enough time for my hobbies	75	92	27	4	11	209	3.48	VI

INFERENCE:

The above Likert's Five Point Scaling table exhibits the stress towards the employee. From the table, it is seen that majority of the respondents have agreed with the statement for

Very long working hours	- Rank I
Too much work allotted to me	- Rank II
Don't have enough time to rest	- Rank III
Don't have sufficient time to complete my work	- Rank IV
Work is repetitive and monotonous	- Rank V
Don't get enough time for my hobbies	- Rank VI
Have little work allotted to me	Rank VII

TABLE 3.28

TABLE SHOWING EMPLOYEE WORK EXPERIENCE

Statement	SA	A	N	DA	SDA	Total	%	Rank
I feel my career goals can be met in my organisation	175	84	6	2	1	268	4.4	I
My job performance is being rewarded	45	148	24	10	1	228	3.8	IV
I receive feed back to improve my performance	75	104	45	2	3	229	3.82	III
Informed risks help me perform better	65	140	15	8	3	231	3.85	II
I am free to choose the best way to complete my work	60	116	30	6	6	218	3.63	V

INFERENCE:

The above Likert's Five Point Scaling table exhibits the Employee work experience. From the table, it is seen that majority of the respondents have agreed with the statement for

- Feel my career goals can be met in my organization - Rank I
- Informed risks help me perform better - Rank II
- Receive feedback to improve my performance - Rank III
- Job performance is being rewarded - Rank IV
- Free to choose the best way to complete my work - Rank V

TABLE 3. 29

TABLE SHOWING CAREER GOALS TOWARDS EMPLOYEES

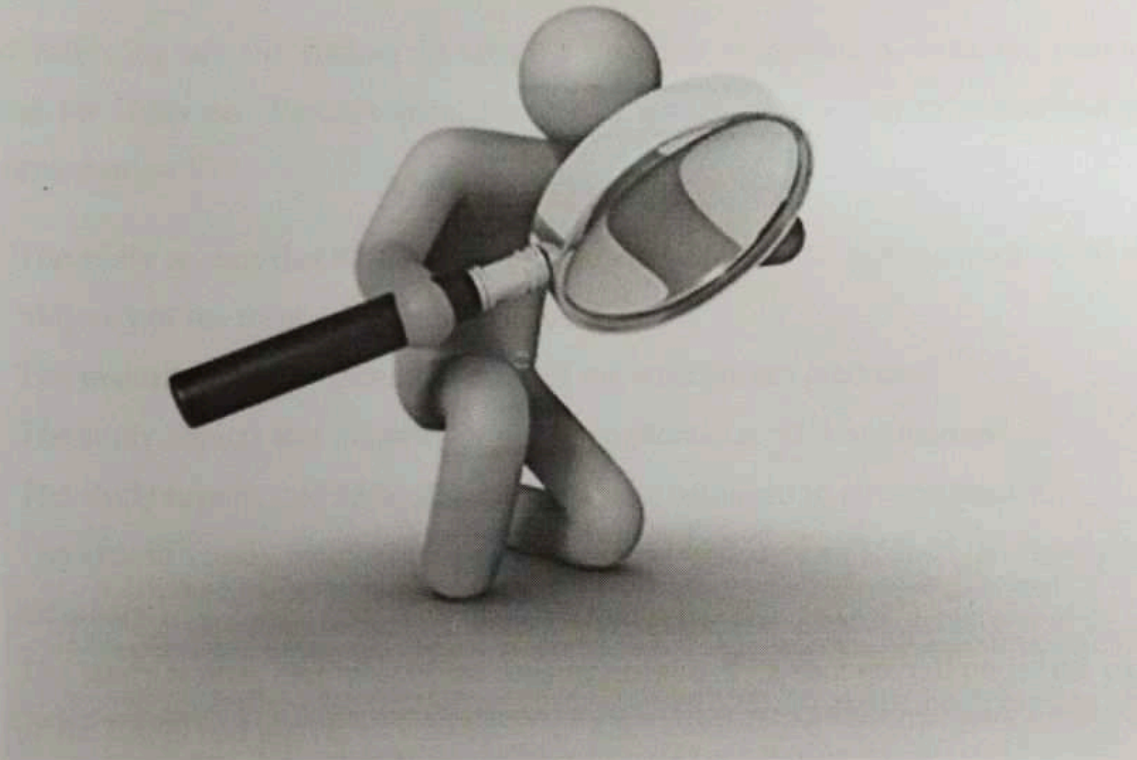
Statement	SA	A	N	DA	SDA	Total	%	Rank
Satisfaction of work	165	76	15	-	3	259	4.3	I
Communication throughout the organisation	60	144	18	4	4	230	3.83	III
Opportunities and career development	65	124	24	2	7	222	3.7	V
Good working environment	80	116	27	4	4	231	3.85	II
Time pressure and deadlines	50	104	36	4	10	204	3.4	VI
Job placement and responsibilities	75	124	18	6	5	228	3.8	IV

INFERENCE:

The above Likert's Five Point Scaling table exhibits the Career goals towards employees. From the table, it is seen that majority of the respondents have agreed with the statement for

Satisfaction of work	- Rank I
Good working environment	- Rank II
Communication throughout the organization	- Rank III
Job placement and responsibilities	- Rank IV
Opportunities and career development	- Rank V
Time pressure and deadlines	- Rank VI

CHAPTER - IV



FINDINGS AND SUGGESTIONS

CHAPTER-IV

FINDINGS AND SUGGESTION

This chapter deals with the major findings and suggestion of the study and is discussed in a concise and summary format rather than descriptive form.

FINDINGS:

The following are the finding in regard to various responses is from the respondents regarding the study on “Psychological Factors of personnel working in public and private sector organisation”.

- The study reveals that 82% of the respondents are from the age group of 18-30 years.
- Majority of the respondents i.e. 53% are male.
- The majority of the respondents 35% of the workers are graduated.
- The study depicts that majority of the respondents i.e. 52% are married.
- The study reveals that 55% of the respondents belonged to nuclear family.
- The size of family member majority of the respondents i.e. 45% of the family has 3-4 members.
- The study reveals that most of the respondents i.e. 37% income fall under the category of Rs.20000 and above.
- The study indicates that maximum number of respondents i.e. 55% are private employees.
- The study depicts that majority of the respondents i.e. 60% worked in rural areas.
- The study reveals that majority of the respondents 54% of the employees, states that the distance to their office is around 5-10 kilometres.
- The majority of the workers i.e. 50% of the respondents use two wheeler as the mode of transportation.
- The study depicts that the majority of the respondents i.e. 63% are skilled workers.
- The study depicts that i.e. 43% are clerical work in their office.
- The present study reveals that most of the respondents i.e. 58 % of the workers period of service in the organisation is about 5-10 years.
- The present study reveals that majority of the respondents i.e. 52% of the people work more than 8 hrs in a day.

- The present study reveals that the majority i.e. 68% of the respondents their level of job satisfaction in the organisation is satisfactory.
- The study reveals that the majority i.e. 43% of the respondents will sleep 4-6 hours per day.
- The study shows that the majority i.e. 60% of the respondents have good sleep.
- In this study reveals that majority i.e. 77% of the respondents have mentioned that they have a healthy work- life balance.
- The present study reveals that majority i.e. 83% of the respondents have mentioned that they have work stress in their daily life.
- The present study reveals that the majority of the respondents i.e. 30% are having depression due to stress.
- The present study reveals that majority of the respondents i.e. 68% are have mentioned that the job stress is caused due to unhealthy relationship with the co-workers.
- The present study shows that the majority i.e. 62 % of the respondents will consult the therapist.
- The present study shows the majority i.e. 62% of the respondents takes medication.
- The majority i.e. 38% of the workers is taking leave in order to manage the stress.

SUGGESTIONS:

Following are the suggestion based on the research work.

- The employees should be kept happy and contented at work, which leads to 100% contribution at work and attainment of higher degree of efficiency and effectiveness, which in turn result in achievement of organisational goals and objectives.
- A lot of personnel are undergoing the problems of ill health both physical and mental health.
- Employees emotional problems should also be considered by the employers. In order to tackle them, sessions on stress management could be organised by the employers.
- The employees can be given short orientation programme organized both public and private sector for the benefit of the employees so that they can mind calmness, peacefulness and the physically health and they can control their emotional factors.
- Counselling can be given periodically in order to boost their level of motivation.
- Healthy practices to be adopted unit wise in each department and each office of the organisation.
- Active participation of all employees should be designed in the work culture.
- High-level of interactions should be encouraged between the employers and employees.
- Grievance Redressed mechanism to be made easy, convenient and prompt.

CHAPTER - V



CONCLUSION

CHAPTER V

CONCLUSION

A study on psychological factors of personnel working in public and private sector organisation examined the relation of personnel and their psychological factors. An organization is a social unit of people that is structured and managed to meet a need or to pursue collective goals.

All organizations have a management structure that determines relationship between the different activities and the members, and subdivides and assigns roles, responsibilities and authority to carry out different tasks. Organizations are thus, open systems as they affect and are affected by their environment.

There is no difference between personnel of public and private sector organization in occupational stress and also no difference among personnel of private and public sector organization in overall mental health but there is a difference between the personnel of public and private sector organization on the measure of personality traits.

To conclude I would say that human resource is the most sensitive factor of production. Involvement or presence of human touch makes rest of the elements outside the scope of being sensitive in a crucial way. Psychological factors of the personnel in public and private sector should be given top priorities in order to attain from them the best services and contributions. Thus healthy practices could be adopted unit wise in each department and each office of the organisation and active participation of all employees should be designed in the work culture to have better work place and job satisfaction for the employees.

ANNEXURE-I



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BIBLIOGRAPHY


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ANNEXURE - II

QUESTIONNAIRE

Very often	<input type="checkbox"/>
Often	<input type="checkbox"/>
Sometimes	<input type="checkbox"/>
Rarely	<input checked="" type="checkbox"/>
	<input type="checkbox"/>



QUESTIONNAIRE

**A STUDY ON PSYCHOLOGICAL FACTORS OF PERSONNEL
WORKING IN PUBLIC AND PRIVATE SECTOR ORGANISATION IN
THOOTHUKUDI
QUESTIONNAIRE**

Demographic Information:

1. Name:
2. Age:
 - a) 18 - 30 b) 30 - 40 c) 40 - 50 d) above 50
3. Gender:
 - a) Male b) Female
4. Educational Qualification:
 - a) Diploma b) Graduation c) Post Graduation d) Others
5. Marital Status:
 - a) Married b) Unmarried
6. Type of Family Setup:
 - a) Nuclear b) Joint
7. Number of Members:
 - a) 2 b) 3-4 c) 5 - 7 d) above 7

Specific Information:

8. Monthly Income(in Rs):
 - a) 5000 - 10000 b) 10000 - 15000 c) 15000 - 20000 d) 20000 and above
9. Family's Total Monthly Expenditure:
Rs.
10. Working In:
 - a) Private Sector b) Public Sector
11. Name of the Company:
.....
12. Location of the Company:
 - a) Rural b) Urban

13. Distance From Your Residence to Office:
In.....kms
14. Mode of Transportation to Reach Your office:
a) Walk b) Bus c) Two Wheeler d) Car e) Others
15. Number of transfers that you had from the date of joining office:
a) 01 b) 2 - 4 c) 5 - 7 d) More than 7
16. What is Your Position in the Office?
a) Skilled b) Semi skilled c) Unskilled
17. What is Your Designation?
a) Manager b) Supervisor c) Clerical Work
18. Period of service in the current position
a) Fresher (less than a year) b) 2 - 5 yrs c) 5 - 10 yrs d) More than 10 yrs
19. How many hours do you work daily in the office ?
a) 8 hrs b) 10 hrs c) 12 hrs d) More than 12 hrs
20. What level of Job Satisfaction do you have?
a) High b) Medium c) Low d) No job satisfaction
21. How many hours do you sleep per day?
a) Less than 4 b) 4 - 6 c) 7 - 9 d) 9 and above
22. How is your quality of your sleep?
a) Normal b) Good c) Bad
23. Do you feel that you have a healthy work - life balance?
a) Yes b) No
24. If "No", which of the following statement best describes your work - life balance?
a) Inflexible working hours causes issues like lack childcare of domestic issues etc.
b) I am expected to work long hours to achieve my targets.
c) I usually miss my children's games and other activities.
d) I am too tired after work, I never so out with my family or friends.
e) Others (specify).
25. Do you feel stressed at work?
a) Yes b) No

26. If yes please select the symptoms you experience due to stress?

- a) Frequent Headaches
- b) Depression
- c) Anxiety Attacks
- d) Over sensitivity
- e) Irritability
- f) Others (Specify).

27. Is your job stress caused by your relationship with co- employees?

- a) Yes b) No

28. If your job stress doesn't involve co-workers, what is it caused by?

- a) Volume of work
- b) Nature of the job and its responsibilities
- c) Physical work environment
- d) Personnel health issue
- e) Other

29. Have you ever been diagnosed with a health problem related with your job?

- a) Yes b) No

30. When did you last get your health examination done?

- a) 6 months ago b) a year ago c) above 1 year

31. Have you seen the therapist in the recent past?

- a) Yes b) No

32. Are you currently taking any medication?

- a) Yes b) No

33. During the pandemic situation, have you had any problems with your work or daily life due to any emotional problems?

- a) Yes b) No

34. How many attempts have you made to relieve your job stress or solve the problem causing it?

- a) None b) One c) Two d) Three or More

35. How could you manage your stress?

- a) Went out from the work b) Taking leave c) Listening music d) Meditation

36. How often do you feel that you are mentally disturbed?

a) Very often b) Often c) Rarely d) Not at all

37. Please select what you feel about your control over the work that is assigned to you?

SA: Strongly Agree, A: Agree, SDA: Strongly Disagree, DA: Disagree, Neu: Neutral

Statement	SA	A	SDA	DA	Neu
I have lack of control over the work assigned to me.					
I am given unrealistic target to achieve.					
The pace of my work is dedicated by Manager.					
I am constantly expected to perform well.					

38. Please tick your feel about the following statement:

SA: Strongly Agree, A: Agree, SDA: Strongly Disagree, DA: Disagree, Neu: Neutral

Statement	SA	A	SDA	DA	Neu
I have very long working hrs.					
I have too much work allotted to me.					
I have little work allotted to me.					
My work is repetitive and monotonous.					
I don't have sufficient time to complete my work.					
I don't have enough time to rest, breaks to Relax in between work.					
I don't get enough time for my hobbies.					

39. Rate your work experience in your organisation

SA: Strongly Agree, A: Agree, SDA: Strongly Disagree, DA: Disagree, Neu: Neutral

Statement	SA	A	SDA	DA	Neu
I feel my career goals can be met in my organisation.					
My job performance is being rewarded.					
I receive feed back to improve my performance.					
Informed risks help me perform better.					
I am fairly paid.					
I am free to choose the best way to complete my work.					

40. Rank the following statements:

SA: Strongly Agree, A: Agree, SDA: Strongly Disagree, DA: Disagree, Neu: Neutral

Statement	SA	A	SDA	DA	Neu
Satisfaction of work.					
Communication throughout the organization.					
Opportunities for career development.					
Good working environment.					
Time pressure and deadlines.					
Job placement and responsibilities.					

41. Suggestions if any.

STUDY ON CONSUMER PURCHASING BEHAVIOUR ON BRANDED APPARELS

A Project Report Submitted to

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

in partial fulfillment of the requirements

for the award of the degree of

MASTER OF COMMERCE

Submitted by

SAHAYA RINALDI FERNANDO.R

(Register No: 19APCO28)

Under the supervision and guidance of

MRS. O. SONY FERNANDO, M.COM., M.PHIL., SET



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (Autonomous)

Re-accredited with "A+" Grade by NAAC

Thoothukudi

April 2021

MRS. O. SONY FERNANDO, M.COM., M.PHIL., SET

Assistant Professor of Commerce,

St. Mary's College (Autonomous)

Thoothukudi - 628001.

CERTIFICATE

This is to certify that the project entitled **"STUDY ON CONSUMER PURCHASING BEHAVIOUR ON BRANDED APPARELS"** is submitted by the candidate, **SAHAYA RINALDI FERNANDO.R** in partial fulfillment of the requirements for the degree of **Master of Commerce** to **St. Mary's College (Autonomous)**, Thoothukudi, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, is a work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 10.04.2021


Guide


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St.Mary's College (Autonomous)

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DECLARATION

I hereby state the project entitled "**STUDY ON CONSUMER PURCHASING BEHAVIOUR ON BRANDED APPARELS**" submitted to **St. Mary's College (Autonomous)**, Thoothukudi, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is my original work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 10.04.2021



Counter signed

(Guide)

ACKNOWLEDGEMENT

Thanks is a small word filled with heartfelt gratitude. I express my heartfelt thanks to the **GOD ALMIGHTY** for showering his blessings on me for the success of the project.

I also extend my special thanks and gratitude to our Principal **DR. SR. A.S.J. LUCIA ROSE M.SC., PGDCA., M. PHIL., PH.D.,** for her support and encouragement.

I wish to convey my profound gratitude to thank our Head of the Department and Associate Professor of commerce **DR. G. STELLA BEATRICE NIRMALA, M.COM., M.PHIL., PH.D., D.F.A., D.G.T., PGDIT., MBA,** of Commerce for her valuable suggestions and encouragement in completing the work.

I express my deepest sense of gratitude & thanks to my guide **MRS. O. SONY FERNANDO, M.COM., M.PHIL., SET,** for guiding me immensely through the course of the project. She always evinced keen interest in my work. Her constructive advice & constant motivation have been responsible for the successful completion of this project.

I owe a debt of gratitude to my beloved family members and friends whose assistance and persistence were highly indispensable for the completion of my project.

Finally with deep sense of gratitude, I thank all those who have responded whole heartedly to complete this project.

-SAHAYA RINALDI FERNANDO. R

LIST OF CONTENTS

Chapter	Titles	Page No.
I	Introduction and Design of the study	1-12
	1.1 Introduction	
	1.2 Statement of the problem	
	1.3 Objectives of the study	
	1.4 Review of Literature	
	1.5 Scope of the study	
	1.6 Period of study	
	1.7 Area of study	
	1.8 Collection of data	
	1.9 Sampling design	
	1.10 Construction of tools	
	1.11 Framework of analysis	
	1.12 Limitations of the study	
	1.13 Chapterisation	
II	Theoretical Frame Work of the Study	13-34
III	Analysis and Interpretation of Data	35-60
IV	Findings and Suggestions	61-64
V	Conclusion	65
	Annexure	66-70
	Annexure – Bibliography	
	Annexure – Questionnaire	

LIST OF TABLES

Table No	Title	Page No
3.1	Gender wise classification	16
3.2	Age wise classification	17
3.3	Education wise classification	18
3.4	Number of family members	19
3.5	Marital status	40
3.6	Income wise classification	41
3.7	Place of living	42
3.8	Buying wise classification	43
3.9	Frequency of buying branded apparels	44
3.10	Celebrities influence in purchase decisions	45
3.11	Curiosity in finding what is new in clothing	46
3.12	Social media sites influencing buying decisions	47
3.13	Stability of the brand during increase in price	48
3.14	Preference of occasion to buy branded apparels	49
3.15	Switching from one brand to another	50
3.16	Reasons for switching from brand to another	51
3.17	Frequency of wearing high priced branded clothes	52
3.18	Amount of willingness to spend on branded apparels	53
3.19	Other alternatives that should be present in the showroom	54
3.20	Culture of the country & society affecting purchasing decision	55
3.21	Likert scale	56-57
3.22	Garrett's ranking	58
3.23	Chi-square technique	59-61

CHAPTER I



INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION:

"The way you dress is an expression of your personality."

Alessandro Michele

The Indian textile and apparel industry is the largest foreign exchange earner for the country. It is also the second largest employment provider after agriculture and plays a key role in the development of the economy. This industry profile on the 'Textile and Apparel sector in India' provides a gainful insight of the industry. The fashion industry is the fastest growing industry in the world. From the last few decades, the fashion industry in India has been experiencing an explosion due to considerable dynamic nature which increase fashion consciousness among consumers. Everyone has a separate and elegant fashion sense which is mainly related to the apparels throughout the world. Apparels define the personality, education, behavior and the way of thinking of the people. It is substantial to note that Indian fashion consumers will set the global fashion trends in the coming era. Currently, all international brands are found in India. Indian fashion industry has progressed from emerging stage to successful blooming industry today. India is also a manufacturer and exporter of international brands for clothes like Gap, Tommy Hilfiger, Espirit, Wills Lifestyle, Peter England, Allen Solly etc. after China and Bangladesh. India's textile and apparel industry, including domestic and exports, is expected to grow from Rs 3.72 lakh crores to Rs 10.32 lakh crores by 2021, says a new research report by Technopak Advisors, a leading management consultancy. It estimates that by 2015, the overall Indian apparel industry would be worth Rs 2.88 lakh crores and the organized market share will be 25% of this. Therefore, one can say that the branded apparel market which is a major chunk of the organized market will be around RS. 55,000-60,000 crores. There are numerous fashion designers of India which have distended into famous brands not only in the country but in the world which has given more improvement to the Indian fashion industry. Consumer's attitude is changing with the present scenario, as the hoisting of tailoring costs and comparatively less charges of branded outfits; they are increasingly being attracted towards ready-mades. Readymade of specific brands have become not only a status symbol; these have brought the most latest style in offices as much as in a social circle. According to Fashion Design Council of India (FDCI), that apparels created by Indian designers are going to play a major role in the growth of the apparel industry in the next few years. These changes will have far-reaching implications for designers, manufacturers, and retailer's targeting the Indian

apparel market. The growth rate of the fashion market as per consumers attitude for branded apparel in future that would increase drastically by more than 19.15% as compare to past at just 10 years. Traditionally, Indians preferred dresses stitched by local tailors catered exclusively to local demand. The growing awareness of brands since 1980s and the convenience offered by ready to wear garments were largely responsible for the development of the branded apparel industry in India.

Today Indians are more inclined than consumers in other markets to buy apparel for specific purpose. The growth of Indian and global fashion designers has encouraged the branded apparel market additionally. Formerly, readymade market was restricted to some limited extent only like, baby dresses and shirts, but currently, it has extended to all kinds of outfits and fashion clothing for men and women also. In the prospective of clothing, people express themselves through consumption in an innumerable way. Similarly, executive determine the consumer's perception regarding a particular product and brand due to the skill of communication with customers differently. In gender perspective, for building individuality, a reasonableness of attainment and recognition for fashion conscious people, brands are perceived essentially in separate outlook the information for which can be made available through market segmentation in which analysis can be done in a profound way to find out differences in shopping behavior. Market segmentation is defined as the process of dividing a market into distinct subset of the consumers with common needs or characteristics and selecting one or more segments to target with a distinct marketing mix. Segmentation studies are designed to discover the needs and wants of the specific groups of the consumers so that the specialized goods and services can be developed and satisfy each group need. The purpose of this research is to investigate buying behavior which constitutes expenditure, independence and frequency as regards males and females. In this competitive era marketer must be fully aware about the customer needs distinctly and separately as two groups males and females as regard what are they expecting from a brand, how they differ in their buying behavior, factors which push them to purchase a particular brand, their total outlay, shopping frequency to attain a competitive edge. The vital information can help the companies to formulate the strategies as per the customer needs and deliver them the products which consumer want form the company which will be profitable for the company embedding gender perspective. Retailers and marketers should understand the immense diversity among consumer if they are to market apparel accurately and successfully.

CONSUMER PURCHASING BEHAVIOUR:

Consumer purchasing behavior refers to the study of customers and how they behave while deciding to buy a product that satisfies their needs. It is a study of the actions of the consumers that drive them to buy and use certain products. Study of consumer buying behavior is most important for marketers as they can understand the expectation of the consumers. It helps to understand what makes a consumer to buy a product. It is important to assess the kind of products liked by consumers so that they can release it to the market. Marketers can understand the likes and dislikes of consumers and design base their marketing efforts based on the findings. Consumer buying behavior studies about the various situations such as what do consumers buy, why do they buy, when do they buy, how often do consumers buy, for what reason do they buy, and much more.

For example, consumer buying behavior is studied by consumer researchers and their aim is to know why women buy moisturizers (to reduce skin problems), the most preferred brand (Olay, L'Oréal), how often do they apply it (twice a day, thrice a day), where do the women prefer to buy it (supermarkets, online) and how many times do they buy it (weekly, monthly).

Understanding consumer behavior is essential for a company to find success for its current products as well as new product launches. Every consumer has a different thought process and attitude towards buying a particular product. If a company fails to understand the reaction of a consumer towards a product, there are high chances of product failure. Due to the changing fashion, technology, trends, living style, disposable income, and similar other factors, consumer behavior also changes. A marketer has to understand the factors that are changing so that the marketing efforts can be aligned accordingly.

IMPORTANCE OF CONSUMER BUYING BEHAVIOUR:

The following are the importance of consumer buying behaviour

- **Consumer Differentiation:**

In marketing, consumer differentiation is a way to distinguish a consumer from several other consumers. This helps to make a target group of consumers with the same or similar behavior. Each group of consumers are different and their needs and wants differ from other groups. When a marketer is knowledgeable about differentiation of each group of consumers, he can design separate marketing programs.

- **Retention of Consumers:**

Consumer behavior is not just important to attract new customers, but it is very important to retain existing customers as well. When a customer is happy about a particular product, he/she will repeat the purchase. Therefore, marketing the product should be done in such a way that it will convince customers to buy the product again and again. Thus, it is very evident that creating customer and retaining them is very important. This can be done only by understanding and paying attention towards the consumer's buying behavior.

- **Design Relevant Marketing Program:**

Understanding consumer behavior allows you to create effective marketing campaigns. Each campaign can speak specifically to the separate group of consumers based on their behavior. Furthermore, the same motive can be utilized in advertising media to stir the desire to make a purchase. Moreover, marketers should take decisions regarding the brand logo, coupons, packing and gifts on the basis of consumer behavior.

- **Predicting Market Trend:**

Consumer behavior analysis will be the first to indicate a shift in market trend. For example, the recent trend of consumers is towards environment friendliness and healthy food. This changing market trend was observed by many brands. By conducting consumer behavior study, a company saves a lot of resources that might otherwise be allocated to produce a product that will not be sold in the market. For example, in summer a brand will not waste its resources for producing a product that will not sell in summer. Based on consumer behavior the company decides on production strategy which will save on warehouse costs and marketing costs.

- **Competition:**

One of the most important reasons to study consumer behavior is to find out answers to some of the questions:

Is the customer buying from your competitor?

Why is a consumer buying from your competitor?

What features attracts a consumer to your competitor products?

What gaps are your consumers identifying in your products when compared to your competitors?

Studying consumer behavior facilitates in understanding and facing competition. Based on consumers' expectations, the brand can offer competitive advantages.

- **Innovate New Products:**

Companies consistently strive hard to improve the success rate of their new products or new ideas. One of the most important ways is to conduct sound and thoughtful consumer behavior study. With the help of consumer behavior analysis, Nike realized that most of its target audience is not professional athletes, but many of them were striving to be more like them. At the 2012 Olympics in London, Nike introduced a campaign to encourage athletics called 'Find Your Greatness'. It aimed to promote the aspirations of being an athlete, not just with high-performing athletes, but wanted to include all people regardless of their physical capability. The campaign was well planned and was data-driven, of course, carefully analyzed before taking any action. This message inspired many consumers and had enormous appeal for target consumers.

- **Stay Relevant in the Market:**

When the world is changing as rapidly as it is happening today, the biggest challenge that is faced is staying relevant to the target market. It is the ever-changing behavior of the customers. Today's consumers have greater choices and opportunities, which means they can easily switch to a company that offers better products and services. *"The pre-eminent skill required to shift ahead in the twenty-first century is the ability to see and seize."* - Adamson and Steckel, authors of Shift Ahead. Losing relevance will only cost the company its market share.

- **Improve Customer Service:**

Consumers require different levels of customer service, and understanding the differences within your customer base will help you provide the most appropriate service for individual needs.

For example, if you own an electronics store, high school or college students who buy a new laptop are more likely to understand the features they're looking for than a person buying his first computer. With the first demographic, your service goal will be to provide information about the latest trends in technology, while with the second demographic, you'll need to spend more time educating the customer, finding out what his specific needs are, and even teaching him how to use the features of his new electronic device.

Types of buyers:

- The Analytical Buyer - Motivated by logic and information, this buyer will look at all the data on competing brands and products before making an informed decision.
- The Amiable Buyer - Warm and friendly, this buyer just wants everyone to be happy. That is why they are often paralyzed by big decisions when there is the perception of a win-lose outcome.
- The Driver Buyer - Drivers are most concerned with how others view them and whether they follow. The trendsetters, Drivers are most concerned with their appearance rather than the relationships that are formed during a transaction.
- The Expressive Buyer - Relationships are key to the Expressive Buyer. They cannot stand feeling isolated or ignored during a transaction. Instead, they want to feel like your most important asset.

The major factors that influence consumer purchasing behavior:

A variety of factors go into the consumer buyer behavior process. Taken separately, they may not result in a purchase. When put together in any number of combinations, the likelihood increases that someone will connect with a brand and make a purchase. Four factors influencing consumer buying behavior are:

- **Cultural Factors** - Culture is not always defined by a person's nationality. It can also be defined by their associations, their religious beliefs or even their location.
- **Social Factors** - Elements in a person's environment that impact the way they see products.
- **Personal Factors** - These may include someone's age, marital status, budget, personal beliefs, values, and morals.
- **Psychological Factors** - A person's state of mind when they are approached with a product will often determine how they feel not only about the item itself but the brand as a whole.

1.2 STATEMENT OF THE PROBLEM:

In changing lifestyle environment and growing economic scenario customers purchase behavior is totally changing in different dimensions including consumption of food and taste, buying of clothes, use of durable product and luxury goods. The Indian GDP is increasing in trend and moreover the personal income is drastically improving which shows more purchase power of consumers in branded market. India has one of the largest populations in the world market and also the purchase behavior of the customer prefers branded apparels in the clothing market in addition to that the Indian and foreign based branded apparels are induced by the customers to prefer different designs, prices and attractive colors. Hence the importance of the buyer's behavior toward branded apparel research is in need of hour in the competitive market.

1.3 OBJECTIVES OF THE STUDY:

- ❖ To identify buyers' behaviour towards branded readymade garments.
- ❖ To find the relationship of buyers' preferences for branded apparels according to their age-wise classification.
- ❖ To study the socio-economic characteristics of consumers who prefer branded apparels.
- ❖ To identify the potential customers who wear branded apparels.
- ❖ To analyze the other alternative products that are preferred by the consumers from the brand.
- ❖ To study the level of satisfaction and social status of the buyers towards the branded apparels.

1.4 REVIEW OF LITERATURE:

- ❖ Schmitt, B. (1999) Brand experience is conceptualized as sensations, feelings, cognitions and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments. The authors distinguish several experience dimensions and construct a brand experience scale that includes four dimensions: sensory, affective, intellectual, and behavioral. In six studies, the authors show that the scale is reliable, valid, and distinct from other brand measures, including brand evaluations, brand involvement, brand attachment, customer delight, and brand personality. Moreover, brand experience affects consumer satisfaction and loyalty directly and indirectly through brand personality associations.
- ❖ Simpson and Shetty (2001) did a vast study on India's textile industry. The purpose of study is to analyze India's textile and apparel industry, its structural problems, market access barriers, and measurements taken by government of India to enhance the industry's competitiveness in the post - Multi-fiber Agreement (MFA) era. The study also assesses India's textile and apparel market potential and trade and investment opportunities for U.S. firms as India steps into a more free and transparent trade regime. For the purpose of study exploratory study is done in which in-depth interviews are done with various government officials in Textile Export Promotion Council, Ministry of textile, Cotton Council of India, Apparel Export Promotion Council (AEPC), Federation of Karnataka Chamber of Commerce and Industry, Handloom Export Promotion Council, Madras Chamber of Commerce and Industry, The South India Textile and Research Association, and almost all top executives of India's large textile mills.
- ❖ Meenakshi (2003) did a comprehensive study on the opportunities that would be provided by WTO to Indian Textile industry. This paper gives a lot emphasis on new capacity installation to take the benefits to the fullest extent in India has to be a true gainer in competition to other nations. Since India's own consumption per capita is also on the rise with the rise of income and consumption habits, the profit margins available to Indian textile and clothing producers will be more. But in export market, the prices will be driven

by international factors and profits will be under pressure. So the exporters might have to go for strategy of partial exports and partial domestic sale.

- ❖ Texprocil (2007) in his article concluded that if India has to keep maintaining its edge in hosiery and garment sector, it has to keep in control thru various measures. The various measures indicated are raw material, Methodology, Labor wages, Power cost and utilities that need to be kept in check to keep the cost lower. This paper presents a comparative study of Indian textile industry with other nations like China, Bangladesh, Vietnam, Egypt and Pakistan and elaborates the competitiveness of Indian textile and various sectors in Textiles. It also puts lots of emphasis on the areas where India is losing its edge and has to keep a close monitoring on it to remain competitive. It concludes that Vietnam and Egypt are coming up fast and can prove to be tough competitor in near future due to high productivity and low steam cost.
- ❖ Agarwal (2010) did a vast study on consumer buying behaviour and revealed that majority people like branded apparels and most of them are influenced by the advertisement, with celebrity endorsement is also a positive perception about that brand, sales promotion effects the perception about the brand price. International presence of the brand increases the brand image. There is no significant difference between high and low ethnocentric consumers in attitude towards underwear that are made in Australia and U.S. High ethnocentric consumers viewed domestically made and branded underwear as more durable, easier to care for better price, more colourful, more attractive, more fashionable. Strong brands are preferred for occasions. Foreign brand but made domestically is viewed as easier to care for with better price.
- ❖ Sharma et al (2014) Advertisement plays an important role in modern era as it shapes the attitudes and perceptions of individuals and society which strikingly influences the customer buying behavior along with advertisement. Advertisement and consumer perception both have a significant positive relationship with consumer buying behavior. The research showed that the impact of advertisement on consumer buying behavior is

greater than the impact of consumer perception. Consumer perception has positive but weak influence on consumer buying behavior.

- ❖ Jegan et al (2013) Consumer is nerve center of the modern marketing, understanding his behaviour is quite essential for efficient and effective marketing management. Customers may state their needs, wants but act otherwise. They may not be in touch with their deeper motivations. India's consumer market is riding the crest of the country's economic boom. Driven by a young population with access to disposable incomes and easy finance options, the consumer market has been throwing up staggering figures. Marketing problem enhancing from the consumers' behaviour has a greater degree of similarity behavioural problems relating to the consumer durables.

1.5 SCOPE OF THE STUDY:

The purpose of the research is to study, how consumers are influenced by the branded apparels and their purchasing behaviour towards the brand. The branded apparel is influenced largely by the celebrity promotions, visual merchandizing, and store ambience. The multi-channel systems of brand building and differentiation at regional and local levels supported by cultural forums in the local markets drive the purchase intentions of consumers. Besides retail stores, fashion and design based industrial actors also contribute to creating images and myths that support consumers' orientation towards buying branded apparels. Purchase intentions of consumers on branded apparel are influenced by psychodynamics and social factors. In present era we live in fashionable and modern India. Everybody wants to look stylish in modern India. Increase in purchasing power and literacy level among consumers makes them easy to find out what is new in clothing and now consumers have the ability to purchase costly branded apparels to look stylish. Now consumers give much preference to branded apparels as compared to unbranded ones.

1.6 PERIOD OF STUDY:

The study was carried out over from December 2020 to March 2021. The questionnaires were circulated from January 2021.

1.7 AREA OF STUDY:

As the analysis performed was by the responses of the respondents through Google forms, area of the study is not specified.

1.8 COLLECTION OF DATA:

The study is made with the help of both primary data & secondary data. The primary data were collected through questionnaire & secondary data were collected from books, journals, websites & other periodicals.

1.9 SAMPLING DESIGN:

The data collected are original in nature. Convenience sampling method was adopted. The respondents were selected on a random basis. The questionnaire was circulated through Google forms to collect a great source of information.

1.10 CONSTRUCTION OF TOOLS:

Based on the discussion with the guide a questionnaire was prepared. Then it was pretested and necessary changes were incorporated. The questionnaires were circulated through Google forms among the respondents. A copy of questionnaire is appended.

1.11 FRAMEWORK OF ANALYSIS:

The data collected through questionnaire were analyzed through the following statistical tools, which work as a base for drawing conclusion and getting better results.

- Percentage Analysis
- Bar Diagram
- Pie – Charts
- Garrett Ranking technique
- Likert Scaling technique
- Chi – square Technique

1.12 LIMITATIONS OF THE STUDY:

In an attempt to make this project authentic and reliable, every possible aspect of the topic was kept in mind. The main limitations are:

- Time is one of the major constraints, which limits the effectiveness of data collection.
- Respondents with biases may select themselves into the sample.
- Some information cannot be accessed due to its confidential nature.
- Reliability and accuracy of the analysis depends on the respondent's openness and trueness towards each question in the questionnaire.
- The population to which they are distributed cannot be described.
- As the respondents were not able to meet in person the responses that were sent through Google forms were evaluated.

1.13 CHAPTERISATION:

CHAPTER 1 – Introduction and Design of the Study

CHAPTER 2 – Profile of the Study

CHAPTER 3 – Analysis and Interpretation of Data

CHAPTER 4 – Findings and Suggestions

CHAPTER 5 – Conclusion

ANNEXURE 1- Bibliography

ANNEXURE 2 – Questionnaire

CHAPTER II



THEORETICAL FRAMEWORK OF THE STUDY

PROFILE STUDY OF CONSUMER PURCHASING BEHAVIOUR ON BRANDED APPARELS

People assume better things about well-dressed people

Unfortunately, in this era we are living in, people judge each other by the external look rather than taking a deep look and knowing who you really are. For example, if you're talented and skilled and going to an interview with dirty clothes because you couldn't afford to buy new ones, will surely get you rejected. So, we sometimes, we have to accept that and act accordingly because of what society expects of us.

When it comes to clothing affecting personal feelings, some say that wearing good clothes will make you feel good about yourself or confident which can be a little true because it's the effort you're putting in to change your attire that makes you feel better, I believe. I also think that if someone is well dressed and looks smart then other people regard positive attributes with them. For instance, I assume that such a person knows how to prioritise their life and they're trustworthy. I would also like to think such a person is careful about what they do in life and well disciplined.

However, although there might be some assumptions we can make because of external features of a person, treating someone good or bad depends on the way you were raised and has nothing to do with clothing. We need to understand that treat a person in a bad way just because he or she wasn't dressed well, treating someone good is a part of humanity and has nothing to do with fashion.

Dressing well is respecting yourself and your body, it is to know what clothes and materials are appropriate for different places like wearing breathable materials in hot summer or knowing when to go minimal, etc. In a way, it's an art that brings creativity to your life. To be creative with the way you dress is fun and it doesn't necessarily require pricey branded fits. It's a shame when people wear bootleg version of high end brands to look well-dressed, there is a fine line between people who go after mainstream trends and people who reflect their identity with style.

In terms of one's abilities they believe that people should be judged by them rather than for their attire. Dressing well, however, is just as essential; it explains a lot about one's personality.

WHAT IS BRANDING?

Branding is the act of creating a unique name or image for a product. This serves to distinguish the product in the marketplace, leaves a distinct impression in buyers' minds and attracts potential new customers. Whilst most people will associate the branding process with relatively modern concepts, its origins date back many thousands of years.

HISTORY OF BRANDING:

The practice of branding - in the original literal sense of marking by burning - is thought to have begun with the ancient Egyptians, who were known to have engaged in livestock branding as early as 2,700 BCE. Branding was used to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot branding iron. If a person stole any of the cattle, anyone else who saw the symbol could deduce the actual owner. The term has been extended to mean a strategic personality for a product or company, so that "brand" now suggests the values and promises that a consumer may perceive and buy into. Over time, the practice of branding objects extended to a broader range of packaging and goods offered for sale including oil, wine, cosmetics, and fish sauce and, in the 21st century, extends even further into services, political parties and people. Branding in terms of painting a cow with symbols or colors at flea markets was considered to be one of the oldest forms of the practice.

In the modern era, the concept of branding has expanded to include deployment by a manager of the marketing and communication techniques and tools that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customers. The key components that form a brand's toolbox include a brand's identity, personality, product design, brand communication (such as by logos and trademarks), brand awareness, brand loyalty, and various branding (brand management) strategies. Many companies believe that there is often little to differentiate between several types of products in the 21st century, hence branding is among a few remaining forms of product differentiation.

BRANDED APPARELS:

Branded apparels not only add a stylish image to the apparel, but it also gives something extra to the consumers. It enables them to create perceptions about the value of the apparel and the brand itself. Here are some of the most preferred branded apparels.

Louis Philippe	Pantaloon
Basics	Globus
Park Avenue	Zara
Allen Solly	Prisma
John Players	Vismay
Levis	Go Colors
Peter England	Twin Birds
Superdry	Lemuria
Adidas	Zola
Raymond	Westside
Nike	AND
Puma	BIBA
Pepe	Aurelia
Polo	Fabindia
Lee Cooper	Global Desi
Max	Chumbak
Tommy Hilfiger	H & M
United Colors of Benetton	Jockey
Otto	Wrangler



LOUIS PHILIPPE:



Louis Philippe, the leader in Indian super-premium apparel market has a totally new and exciting consumer experience by offering a wide range of exclusive apparel and accessories for every occasion from luxury, formal, informal and party wear. Louis Philippe is the biggest super-premium brand with a large base of consumers. These consumers display strong loyalty to the brand and have been buying different categories of apparel and accessories of Louis Philippe. It is an initiative of Madura Fashion & Lifestyle, a division of Aditya Birla Fashion and Lifestyle.

BASICS:



Basics is India's leading store for men's casual clothing and accessories. Started by brothers Hanif and Suhail Sattar, Basics Life opened its first store in 1992. Fifty of its 100-odd stores have come up in the last three years. By the end of the financial year, Basics Life aims to have 125 stores. In three years, it wants to operate around 200 stores, across the country. Chennai-based men's apparel retailer Basics Life is stitching plans to expand its presence to the north with outlets in Delhi and NCR early next year. It is aiming for pan-India presence in a couple of years.

PARK AVENUE:



Park Avenue is among India's leading Men's "Ready Made Garment" brand. Park Avenue boasts of a wide distribution network with presence in more than 565 "The Raymond Shops", over 50 Exclusive Brand Stores, over 5 Exclusive Woman brand stores and more than 656 Multi-Brand Outlets. It was launched in 1986. It provides stylish and innovative wardrobe solutions to well-dressed gentlemen. Park Avenue designs embody the most modern international fabric, styling, palettes and trends globally.

ALLEN SOLLY:



Allen Solly was founded in 1744 by William Hollin and Co Ltd. The brand was bought in the 90's by a company called Madura Garments. Madura Garments was a part of Madura Coats and a big producer of threads. Aditya Birla Group acquired Allen Solly in 2001. Allen Solly is a brand that transformed the dressing lifestyles of Indian officials. Allen Solly was the modernizer in bringing the semi-formal revolt to the Indian market. It netted the imagination of youth and professionals equally giving them a chance to mark a fashion statement at work. The brand has progressed swiftly in the past years, becoming one of the fastest growing brands in India.

JOHN PLAYERS:

JOHN PLAYERS

John players is the fashion brand launched by ITC Limited in 2002. So far in 13 years, they have 2000+ outlets and also available on most used online sites. It offers a complete fashion wardrobe for Indian men.

LEVIS:



Levi Strauss & Co. is an American clothing company known worldwide for its Levi's brand of denim jeans. It was founded in May 1853 when German immigrant Levi Strauss moved from Buttenheim, Bavaria, to San Francisco, California to open a west coast branch of his brothers' New York dry goods business. Although the corporation is registered in Delaware, the company's corporate headquarters is located in Levi's Plaza in San Francisco. Jacob Davis, a Latvian immigrant, was a Reno, Nevada tailor who frequently purchased bolts of denim cloth from Levi Strauss & Co.'s wholesale house. After one of Davis's customers kept purchasing cloth to reinforce torn pants, he had an idea to use copper rivets to reinforce the points of strain, such as on the pocket corners and at the base of the button fly. Davis did not have the money needed to purchase a patent, so he wrote to Strauss suggesting that they go into business together. After Strauss accepted Davis's offer, on May 20, 1873, the two men received U.S. Patent 139,121 from the United States Patent and Trademark Office. The patented rivet was later incorporated into the company's jean design and advertisements.

PETER ENGLAND:



Peter England was founded in 1889, Londonderry, Ireland to provide British soldiers with fine Khaki trousers during the Boer War. More than a century later, Peter England made its foray into the Indian market in 1997. The brand was acquired by Aditya Birla Group in 2000 and quickly went on to become India's Leading Menswear Brand. The brand was listed in top 5 most trusted brands in apparel category for 7 consecutive years. And keeping in sync with the youth, Peter England offers apparel that cater to every fashion occasion of a young professional's life. With a staunch belief in authenticity, Peter England has become one of the most trusted and responsible international brands, providing unmatched value to young Indian men.

SUPERDRY:



In 2003, Cult Clothing Co joined forces to found Superdry, opening its first store in Covent Garden in London in 2004. Under Theo Karpathios, a nationwide then global expansion of Superdry took place. The business floated on the London Stock Exchange in March 2010. The company issued a profits warning and placed its store opening plans under review in February 2012 and the share price quickly dropped by 18%. On 22 October 2014, it was announced that Dunkerton stepped down as CEO of Superdry and was replaced by Euan Sutherland, the ex-CEO of The Co-operative Group.

ADIDAS:



Adidas AG stylized as adidas since 1949 is a German multinational corporation, founded and headquartered in Herzogenaurach, Germany, that designs and manufactures shoes, clothing and accessories. It is the largest sportswear manufacturer in Europe, and the second largest in the world, after Nike. It is the holding company for the Adidas Group, which consists of the Reebok sportswear company, 8.33% of the German football club Bayern München, and Runtastic, an Austrian fitness technology company. Adidas' revenue for 2018 was listed at €21.915 billion. The company was started by Adolf Dassler in his mother's house, he joined with his elder brother Rudolf in 1924 under the name Gebrüder Dassler Schuhfabrik. Dassler assisted in the development of spiked running shoes for multiple athletic events. To enhance the quality of spiked athletic footwear, he transitioned from a previous model of heavy metal spikes to utilizing canvas and rubber.

RAYMOND:



Raymond Group is an Indian branded fabric and fashion retailer, incorporated in 1925. It produces suiting fabric, with a capacity of producing 31 million meters of wool and wool-blended fabrics. The group owns apparel brands like Raymond, Raymond Premium Apparel, Park Avenue Woman, Color Plus, Kamasutra & Parx. All the brands are retailed through 'The Raymond Shop' (TRS), with a network of over 700 retail shops spread across India and overseas, in over 200 cities.

NIKE:



Nike which originally known as Blue Ribbon Sports (BRS), was founded by University of Oregon track athlete Phil Knight and his coach, Bill Bowerman, on January 25, 1964. The company initially operated in Eugene, Oregon as a distributor for Japanese shoe maker Onitsuka Tiger, making most sales at track meets out of Knight's automobile. According to Otis Davis, a University of Oregon student athlete coached by Bowerman and Olympic gold medalist at the 1960 Summer Olympics, his coach made the first pair of Nike shoes for him, contradicting a claim that they were made for Phil Knight.

PUMA:



Puma is a German multinational corporation that designs and manufactures athletic and casual footwear, apparel and accessories, which is headquartered in Herzogenaurach, Bavaria, Germany. Puma is the third largest sportswear manufacturer in the world. The company was founded in 1948 by Rudolf Dassler. In 1924, Rudolf and his brother Adolf "Adi" Dassler had jointly formed the company Gebrüder Dassler Schuhfabrik (Dassler Brothers Shoe Factory). The relationship between the two brothers deteriorated until the two agreed to split in 1948, forming two separate entities, Adidas and Puma.

PEPE:



Pepe Jeans was founded in 1973 by three brothers who ran a weekend stall at Portobello Road Market in London, before expanding to a store in Carnaby Street and then into Europe in the 1980s. In 1988, Pepe Jeans was owned by Arun, Nitin and Milan Shah. In February 2015, Pepe Jeans and Hackett London (part of the Pepe Jeans Group) were bought by the Lebanese M1 Group, and the LVMH subsidiary, L Capital Asia. These companies were previously owned by Torreal Funds (31 percent), Artá Capital (16.4 percent), L Capital Europe (11.5 percent), and its managers. In 2015, Pepe Jeans announced the Group was adding a new brand, Norton Clothing, a tribute to the British motorcycle brand founded in 1898.

POLO:



Lauren started The Ralph Lauren Corporation in 1967 with men's ties. Drawing on his interests in sports, Lauren named his first full line of menswear "Polo" in 1968. 1972 marked the opening of Ralph Lauren's store on Rodeo Drive in Beverly Hills, California, his first freestanding store. In 1972, Lauren released a short-sleeve cotton shirt in 24 colors. This design, emblazoned with the company's famed logo—that of a polo player, created by tennis pro René Lacoste—became the brand's signature look. In 1977 Ralph Lauren Corporation introduced a signature cotton mesh polo shirt in various colours, featuring the polo player logo on the chest.

LEE COOPER:



Lee Cooper Brand is an English-American clothing and footwear manufacturing company, based in London, that specializes in denim products. As well as its own production, the company licenses the sale of many "Lee Cooper"-branded items worldwide. Lee Cooper originally produced workwear for export, and began to specialize in denim jackets and trousers in the 1930s. Current products by Lee Cooper include jeans, denim t-shirts, sneakers, backpacks, and fanny packs. The brand that eventually became Lee Cooper was established in 1908 by Morris Cooper and a friend, Louis Maister, after they arrived in London from their hometown in Lithuania, having previously spent some time in South Africa.

MAX:



Max Fashion was first established in 2004 in the Middle East, in Abu Dhabi. The year 2006 saw the India launch of the brand with its first store in Indore. Max, at present, is the largest fashion brand in the Middle East, North Africa, South East Asia & India, with close to 400 stores encompassing 8.5 million square ft., across 19 countries, including United Arab Emirates, India, Saudi Arabia, Kuwait, Jordan, Bahrain, Qatar, Oman, Yemen, Lebanon, Egypt, Algeria, Tunisia, Nigeria, Libya, Tanzania, Indonesia, Malaysia, and Iraq. In 2016, after a decade of its India launch, Max Fashion released its first television commercial.

TOMMY HILFIGER:



Tommy Hilfiger, formerly known as Tommy Hilfiger Corporation and Tommy Hilfiger Inc., is an American premium clothing brand, manufacturing apparel, footwear, accessories, fragrances and home furnishings. The company was founded in 1985 and the brand's merchandise is sold in department stores and over 2000 free-standing retail stores in 100 countries. In 2006, private equity firm Apex Partners acquired the company for approximately \$1.6 billion.

UNITED COLORS OF BENETTON:



Benetton Group is a global fashion brand based in Ponzano Veneto, Italy founded in 1965. Benetton Group has a network of about 5,000 stores worldwide. It is a wholly owned subsidiary of the Benetton family's holding company called Edizione. In 1965, the Benettons opened their first store in Belluno and three years after in Paris. The company's core business consists of clothing brands United Colors of Benetton and Sisley. Benetton was an iconic brand in the 1980s and 1990s but has since struggled to regain this position. In 2000, it ranked 75th in Interbrand's ranking of best global brands, however, by 2002, it had dropped out of the list.

OTTO:



Otto Clothing Private Limited based in Chennai, India, is a leading manufacturer and supplier of Men's tees, jeans, shirts, and trousers. This popular brand is regarded as one of India's most trusted menswear brand. Since its introduction, the brand has released formal wear and casual wear for men.

JOCKEY:



Jockey International, Inc. 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 known for having invented the first men's Y-Front brief in 1934. Jockey is a recognized trademark in 120 countries. India is the exclusive licensee of JOCKEY International Inc. (USA) for manufacture, distribution and marketing of the JOCKEY brand in India, Sri Lanka, Bangladesh, Nepal and the UAE. Jockey is a noted underwear brand in India. Comfort is the core essence of this brand. These are crafted with soft and stretchy fabrics and infused with quick drying technology.

BIBA:



Biba apparels is an Indian fashion brand for women and girls founded by Meena Bindra in 1988 from her home in New Delhi, India. It has more than 150 brand outlets and 225 multi-brand outlets. Biba recorded sales of INR 600 crore in 2014-15. In 1982, Meena Bindra started the company from her home in New Delhi. She took 8000 rupees loan to start a small business. Some years later, Bindra allowed her sons, Sanjay and Siddharth, to help her to manage the business. In 2010, Sanjay left Biba and started his own apparel business, Seven East. Biba opened its first standalone store in Mumbai in 2004.

AURELIA:



It was started in 2009, the brand Aurelia is a part of TCNS CLOTHING CO. They started their journey with W, the brand in the Indian retail space that offers 'Indian contemporary' women's wear. Next was the brand Aurelia, with an aim to make Indian wear more intriguing, affordable and easy to wear for modern Indian women. Aurelia has been the most favourite Kurti brand in India. They have everything in store, from casuals to party wear or from solid kurtas to intricately embroidered ones. With their unique patterns and designs, this kurti brand have it all that you have been looking for.

FABINDIA:



Fabindia is an Indian chain store retailing garments, furnishings, fabrics and ethnic products handmade by craftspeople across rural India. Established in 1960 by John Bissell, an American working for the Ford Foundation, New Delhi, Fabindia started out exporting home furnishings, before stepping into domestic retail in 1976, when it opened its first retail store in Greater Kailash, New Delhi. The chairman of the company is John's son, William Nanda Bissell. The products of Fabindia are mainly sourced from villages helping to provide and sustain rural employment in India. They are currently produced by over 40,000 artisans and craftspeople across India. The hand-crafted products also encourage good craftsmanship.

GLOBAL DESI:



Global Desi is an India-inspired young, colourful, boho-chic brand with global appeal. Any woman wherever in the world she may be – who loves, lives and breathes the vibrancy of Indian prints and influences will find a little bit of herself in this label. The Global Desi collection is predominantly India-inspired and delves deep into our rich heritage of colours, textures and prints to combine them to create international appeal. Launched in 2007, the brand is currently available at 146 exclusive brand outlets and 402 multi-brand stores across the country. Global Desi opened its first outlet in Mauritius in 2013.

CHUMBAK:



In 2010 Chumbak was founded and it means a Magnet in Sanskrit, in Bangalore, with the idea of designing fun souvenirs & collectibles inspired by India. Since then, Chumbak has grown into a globally inspired lifestyle brand, creating joyful products in categories across home décor, fashion, accessories, and personal care, all designed to brighten up your living space, office, and wardrobe.

H&M:



Hennes & Mauritz, H&M is a Swedish multinational clothing-retail company known for its fast-fashion clothing for men, women, teenagers and children. As of November 2019, H&M operates in 74 countries with over 5,000 stores under the various company brands, with 126,000 full-time equivalent positions. It is the second-largest global clothing retailer, behind Spain-based Inditex (parent company of Zara). Founded by Erling Persson and run by his son Stefan Persson and Helena Helmersson, the company makes its online shopping available in 33 countries. The company was founded by Erling Persson in 1947, when he opened his first shop in Västerås, Sweden.

PANTALOONS:



Pantaloons, a division of ABFRL has always been one of the most loved large format fashion retailers in India. Pantaloons is today the fastest growing large format retailer in the country. The rate of new store openings has increased from one every two months to one every two weeks. The brand is now present in 78 Indian cities & towns. Pantaloons posted revenues of INR 2,164 crores in FY15-16, up by 17 percent from the previous year. The company offers a wide range of brand offerings across apparel and non-apparel categories and across varied price points. The Pantaloons exclusive brand bouquet includes Rangmanch, Ajile, Honey, Akkriti, Chalk, Annabelle, Trishaa, Alto Moda, Poppers, Chirpie Pie; besides, it also features brands licensed on a long-term basis: Bare, Rig, SF Jeans, Byford, JM Sports and Lombard.

GLOBUS:



Globus was founded in January 1998. Its first location opened in Indore in June 1999, followed by two locations in Chennai. Its Mumbai flagship location opened in November 2001. By May 2008 the chain had expanded to 24 stores and started a push to greatly expand the number of locations. The chain has previously announced bold plans to expand to a much larger number of stores, such as 150.

ZARA:



Zara is a Spanish apparel retailer based in Arteixo in Galicia, Spain. The company specializes in fast fashion, and products include clothing, accessories, shoes, swimwear, beauty, and perfumes. It is the largest company in the Inditex group, the world's largest apparel retailer. Zara as of 2017 manages up to 20 clothing collections a year. Amancio Ortega opened the first Zara store in 1975 in central A Coruña, Galicia, Spain. Ortega initially named the store Zorba after the classic film Zorba the Greek, but after learning there was a bar with the same name two blocks away, they rearranged the letters molded for the sign to "Zara".

PRISMA:



Prisma as the brand conveys, is a reflection of Brightness and Happiness. So the brand Prisma goes with the tagline "Happiness Designed". Initially commissioned as an Export-Oriented Unit in 1996 in Tamil Nadu, the Company's young Founder Mr.R.Gopalakrishnan saw great potential in the domestic market too and launched its ladieswear brand Prisma in 2012. Brand Prisma acquired a name for its unique quality while quickly capturing the highest market share in branded women's leggings and jeggings in its geographies of operations. Prisma leggings are finely crafted from fabric made inhouse by using Aditya Birla's LIVA yarn of high quality

VISMAY:



The contemporary woman's favourite fashion wear brand, Vismay, is renowned for its extensive variety and exciting range of ethnic wear. For over two decades, Vismay has been coming out with exciting range of Salwar materials, Kurtis, Sarrees and bottom wear. The trendsetting, stylish and affordable range of products with an ever-growing demand has made Vismay synonymous to quality, comfort and excellence in the fashion industry. Vismay Kurtis are a favourite among the young and the old. The comfortable and climate- friendly material and trendy designs are much loved by all.

GO COLORS:

GO COLORS!
happy legs

Go Colors is a company providing women's apparels, specializing in bottom wear. The Company offers different styles of leggings, ethnic legwear like a harem, dhoti and Patiala, palazzos, pants, jeggings, and denim in various fits. Chennai based Go Colors was founded in 2011 by Mr.Gautam Saraogi & Mr.Prakash Saraogi to create women focused legwear brand offering a wide range of high-quality products.

TWIN BIRDS:



Twin Birds is the answer to the growing aspirations and expectations of the Indian Girls & Women consumers to match with their fashion counterpart, the world over. With extensive research about the Indian Girls & Women fashion needs, consumer behaviour, product profile & pricing affordability, twin birds have created an exclusive collection of inner wear, outer wear, casual wear, sportswear, active wear, sleep wear - in general Girls & Women's daily wear. Twin Birds is continuously offering various products from its 'WIDEST INTERNATIONAL RANGE OF WOMEN'S DAILY WEAR' collection to the Indian market.

LEMURIA:



Born in Perugia, Italy, Susanna Gioia grows in her family company surrounded by fabrics and tailors. Upon graduation in 2001 in Science of Communication, she worked as intern alongside Gilles Rosier, Creative Director of Kenzo and Assistant Jean P. Gaultier. On her return from Paris Susanna collaborated with POLIMODA, Florence, teaching Workshop for the Exchange Program with Fashion Institute of Technology (FIT) of New York followed by others collaborations with New Institute of design (NID) Perugia. In 2006 she moved to Amsterdam and surrounded by vibes and creativity she invested in 2007 in her LEMURIA Collection development.

AND:

AND

In the year 2015, AND Designs India Limited re-branded itself as House of Anita Dongre. House of Anita Dongre currently shelters AND (western wear), Global Desi (boho-chic brand inspired by the folk tales of India), and her signature label ANITA DONGRE. She has recently introduced Anita Dongre Grassroot to her fashion house. She is also the founder of Pink City, a jadau fine jewellery brand. Dongre's brother and sister handle the operations of the business, while she focuses on the design front. She features as the Chief Creative Officer of the company.

WESTSIDE:



In 1998 Tata sold off their 50% stake in the cosmetic products company Lakmé to HUL for ₹200 crore (US\$48.46 million), and created Trent from the money it made through the sale. All shareholders of Lakmé were given different shares in Trent. Simone Tata, the chairperson of Lakmé, went on to head Trent. The reason behind the sale was that Tata saw a greater growth potential in retail, and believed that it would be much more difficult for an Indian company to release new cosmetic products in a market that had opened up to global companies. Trent Limited is the retail hand of Tata group. Started in 1998, Trent operates Westside, one of the many growing retail chains in India based in Mumbai, Maharashtra, and Landmark, a bookstore chain with brick and mortar stores in various locations of India.

Thus, these are some of the brands that are well known among the others. There are many other brands namely Van Heusen, Woodlands, Lotto, Lee, Reebok, Jack and Jones, Chanel, Indian Terrain, Gucci, Dior, Marc Jacobs, Versace, Burberry, Hugo Boss, Etc. which are not less than the other brands as listed earlier. The study would have become vast if more brands are to be taken. Therefore, a list of brands was selected randomly and taken into the study.

CHAPTER III



ANALYSIS AND INTERPRETATION OF DATA

TABLE 3.1
GENDER WISE CLASSIFICATION

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Female	67	83.75
Male	13	67.25
Total	80	100

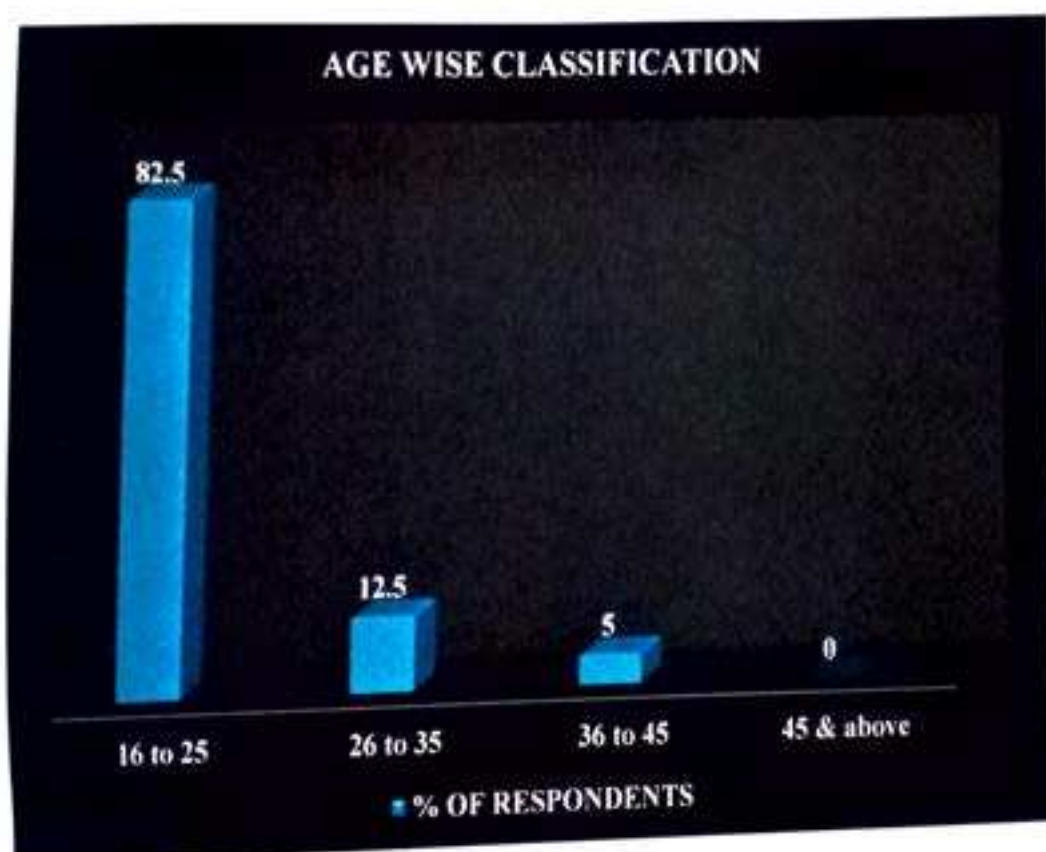


INFERENCE:

The above table shows that 83.75% of the respondents are female and 67.25% of the respondents are male. Thus majority (83.75%) of the respondents are female who buy branded apparels.

TABLE 3.2
AGE WISE CLASSIFICATION

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
16 to 25	66	82.50
26 to 35	10	12.50
36 to 45	4	5
45 & above	0	0
Total	80	100



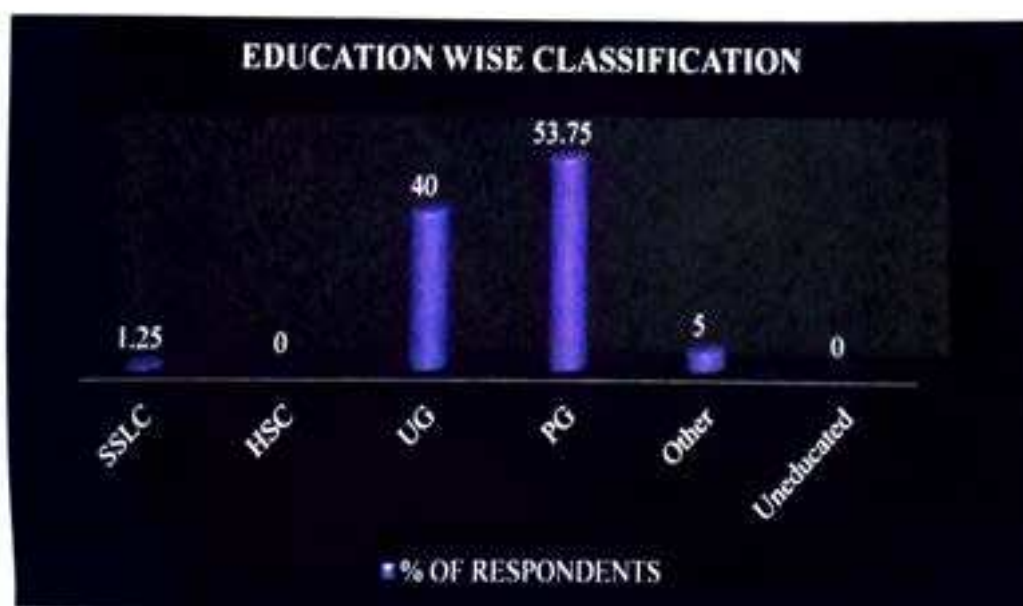
INFERENCE :

The above table shows that 82.50% of the respondents are from the age group of 16 to 25. 12.50% of the respondents are from the age group of 26 to 35 and 5% of the respondents are from the age group of 36 to 45. Thus majority (82.50%) of the respondents are from the age group of 16 to 25 who prefer branded clothes.

TABLE 3.3

EDUCATION WISE CLASSIFICATION

PARTICULARS	NO. OF RESPNDENTS	% OF RESPONDENTS
SSLC	1	1.25
HSC	0	0
UG	32	40
PG	43	53.75
Other	4	5
Uneducated	0	0
Total	80	100



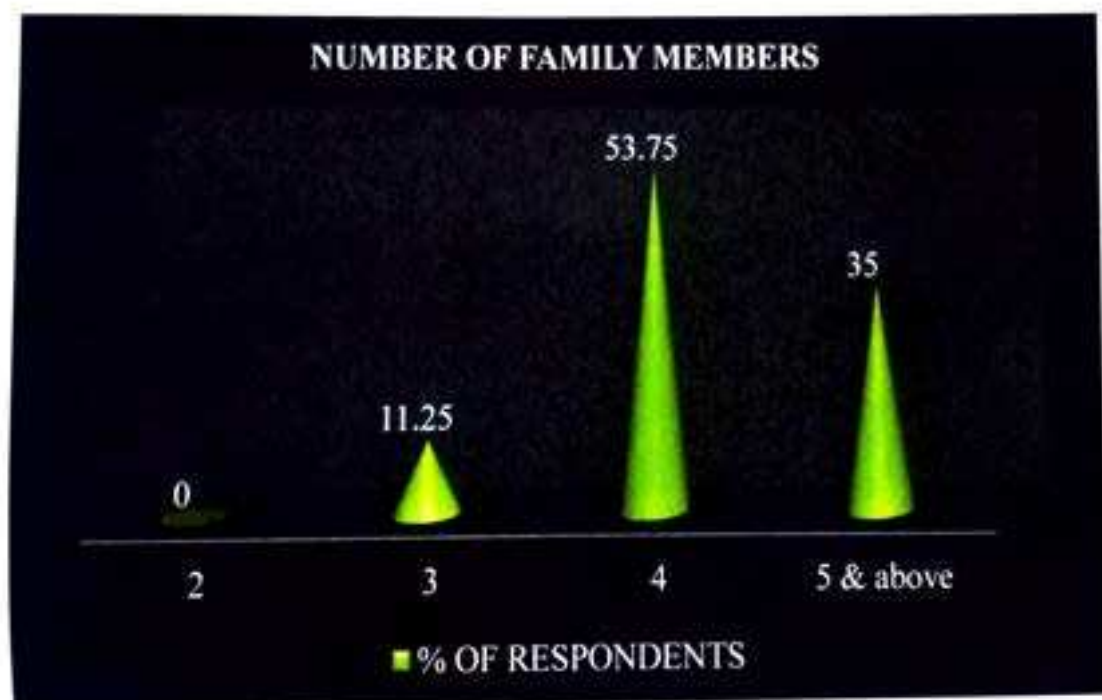
INFERENCE:

From the above table it is mentioned that 53.75% of the respondents are post graduates, 40% of the respondents are under graduates, 5% of the respondents have studied other courses and 1.25% of the respondents have completed their SSLC. Therefore majority (53.75%) of the respondents are post graduates who buy branded apparels.

TABLE 3.4

NUMBER OF FAMILY MEMBERS

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
2	0	0
3	9	11.25
4	43	53.75
5 & above	28	35
Total	80	100

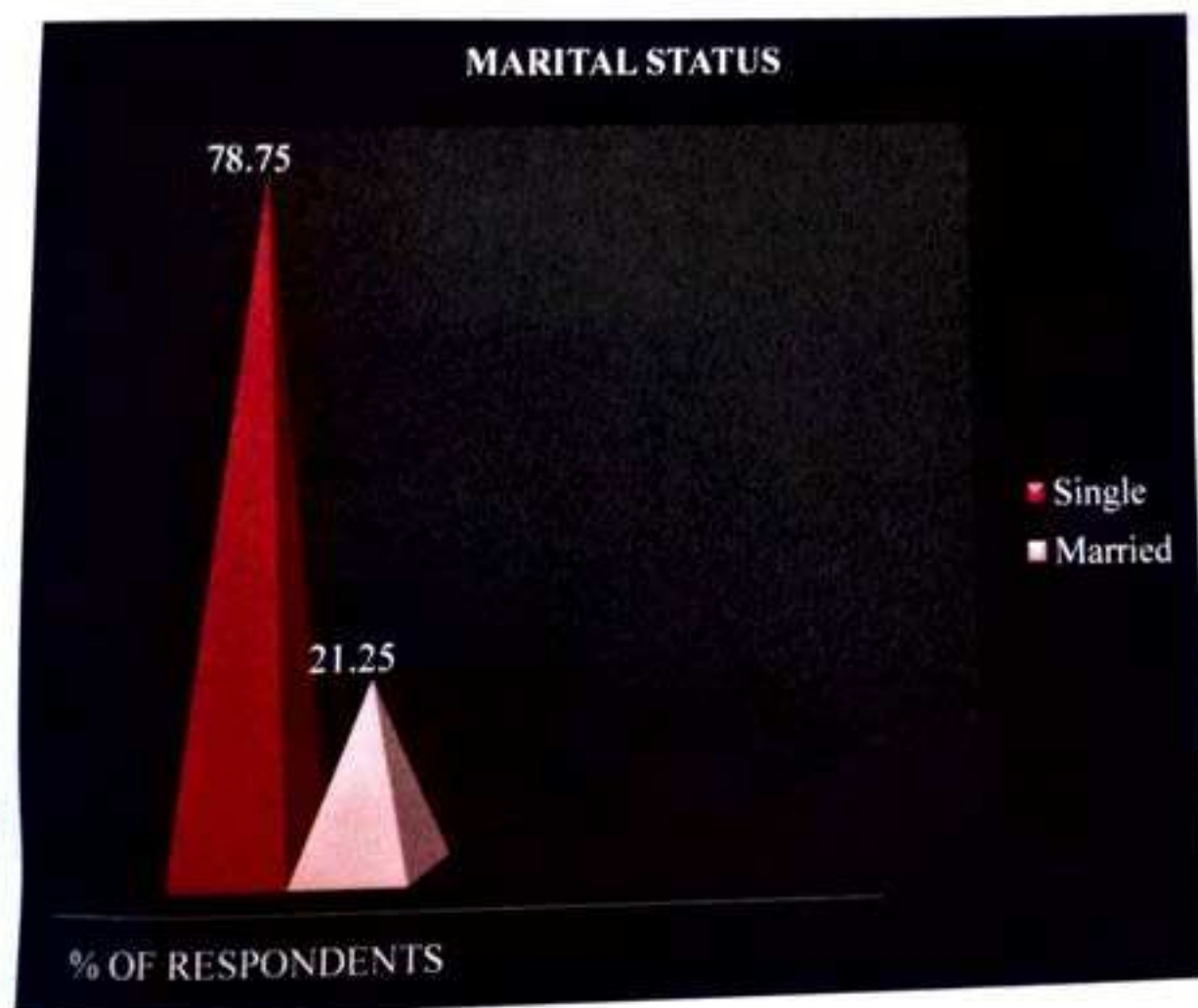


INFERENCE:

The above table shows that 53.75% of the respondents have 4 family members, 35% of the respondents have 5 & above members in their family and 11.25% of the respondents have 3 members in their family. Thus majority (53.75%) of the respondents have 4 members in their family.

TABLE 3.5
MARITAL STATUS

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Single	63	78.75
Married	17	21.25
Total	80	100



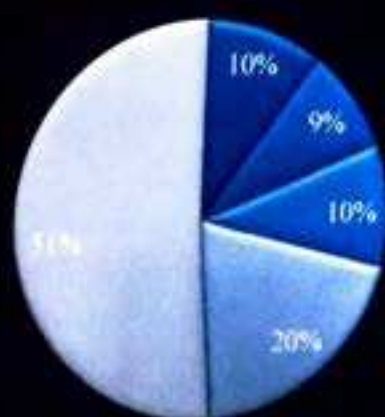
INFERENCE:

The table above shows that 78.75% of the respondents are single and 21.25% of the respondents are married. Therefore majority (78.75%) of the respondents are unmarried and single.

TABLE 3.6
INCOME WISE CLASSIFICATION

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Up to 10000	8	10
10001 - 20000	7	8.75
20001 - 30000	8	10
Above 30000	16	20
Nil	41	51.25
Total	80	100

INCOME WISE CLASSIFICATION



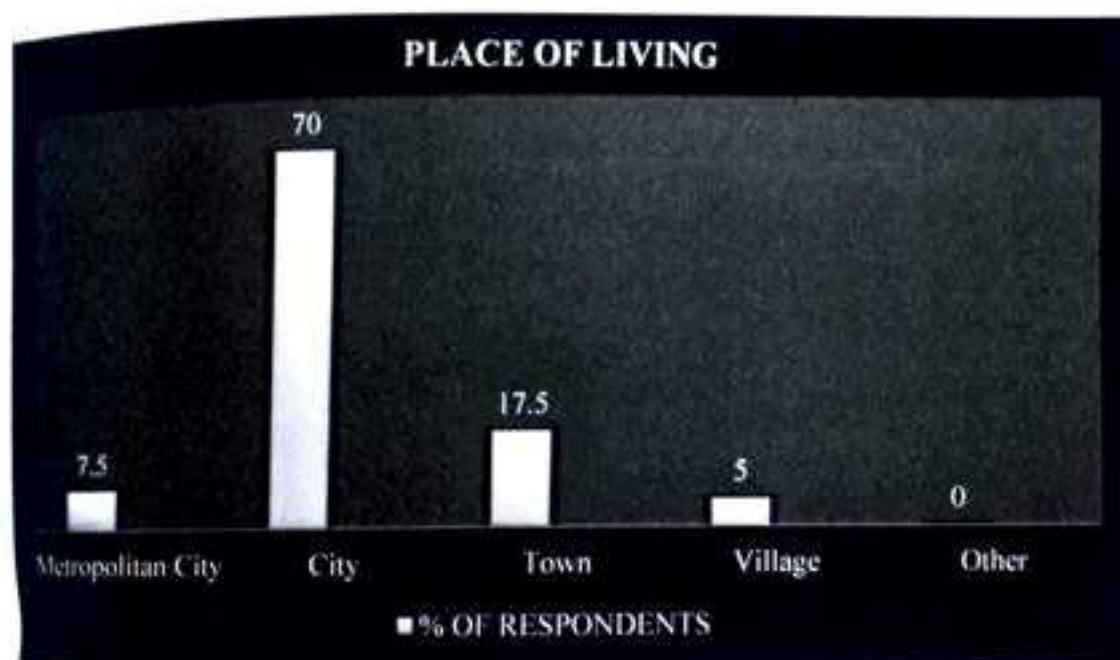
■ Up to 10000 ■ 10001 - 20000 ■ 20001 - 30000 ■ Above 30000 ■ Nil

REFERENCE:

The above table shows that the respondents of 51.25% of them do not have any income, 20% of them receive above Rs 30000, 10% of them receive up to Rs 10000 & Rs 20001 - Rs 30000 and 8.75% of the them receive Rs 10001 - Rs 20000. Thus majority (51.25%) of the respondents are unemployed and dependent.

TABLE 3.7
PLACE OF LIVING

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Metropolitan City	6	7.50
City	56	70
Town	14	17.50
Village	4	5
Other	0	0
Total	80	100



INFERENCE:

The table above shows that 70% of the respondents live in cities, 17.50% of the respondents live in towns, 7.50% of the respondents live in metropolitan cities and 5% of the respondents live in villages. Therefore (majority) 70% of the respondents live in cities who buy branded apparels.

TABLE 3.8
BUYING WISE CLASSIFICATION

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	66	82.5
Sometimes	14	17.5
No	0	0
Total	80	100



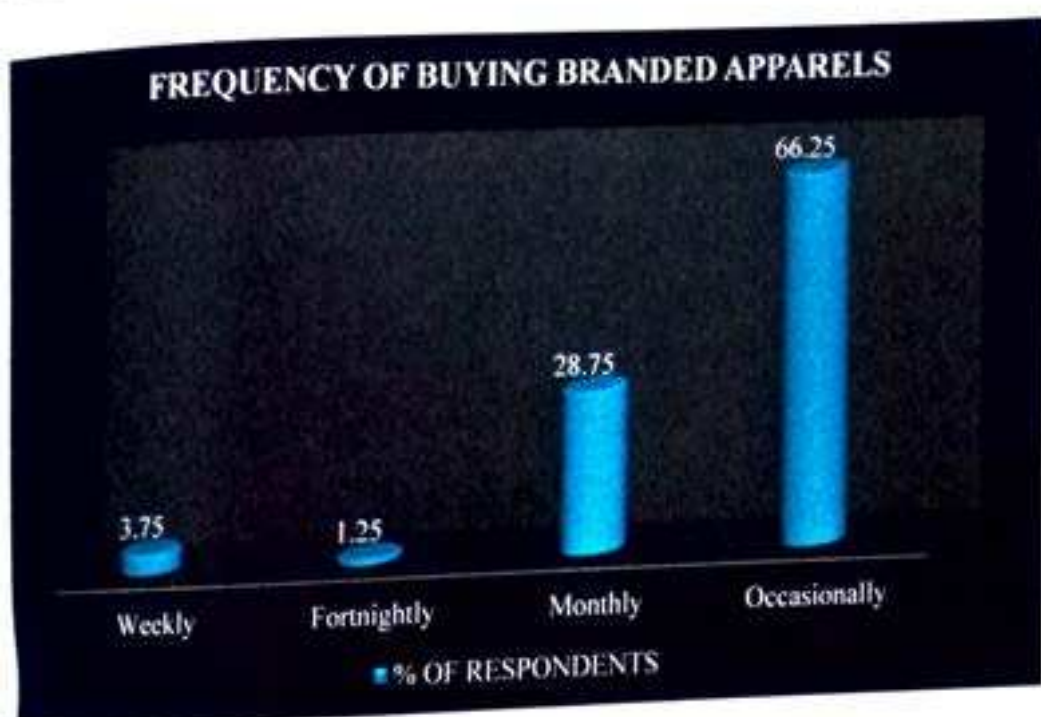
INFERENCE:

From the table above, it is understood that 82.50% of the respondents regularly buy branded apparels and 17.50% of the respondents sometimes buy branded apparels. Thus majority (82.50%) of the respondents buy branded apparels regularly.

TABLE 3.9

FREQUENCY OF BUYING BRANDED APPARELS

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Weekly	3	3.75
Fortnightly	1	1.25
Monthly	23	28.75
Occasionally	53	66.25
Total	80	100



INFERENCE:

From the above table it is mentioned that 66.25% of the respondents buy branded clothes occasionally, 28.75% of them buy monthly, 3.75% of them buy weekly and 1.25% of them buy fortnightly. Thus majority (66.75%) of the respondents buy branded apparels occasionally.

TABLE 3.10

CELEBRITIES INFLUENCE IN PURCHASE DECISIONS

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	24	30
Sometimes	10	12.5
No	46	57.5
Total	80	100



INFERENCE:

The table given above tells that 57.5% of the respondents do not get influenced by the celebrities. 12.50% of the respondents get influenced by the celebrities sometimes and 30% of the respondents get influenced by the celebrities mostly. Therefore majority (57.5%) of the respondents do not get influenced by the celebrities regarding their buying decisions.

TABLE 3.11

CURIOSITY IN FINDING WHAT IS NEW IN CLOTHING

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	33	41.25
Sometimes	10	12.5
No	37	46.25
Total	80	100

CURIOSITY IN FINDING WHAT IS NEW IN CLOTHING

■ % OF RESPONDENTS ■



INFERENCE:

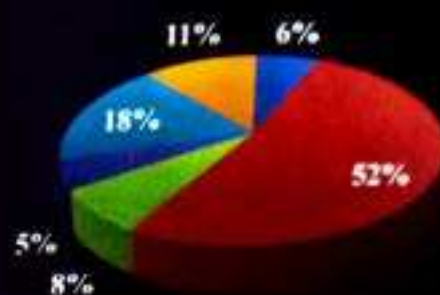
From the above table it is revealed that 46.25% of the respondents are not curious to find out what is new in clothing. 12.50% of the respondents are sometimes curious to know what is new in clothing and 41.25% of the respondents are mostly curious to know what is new in clothing. Thus it is shown that majority (46.25%) of the respondents are not curious to know what is new in clothing through newspapers and magazines.

TABLE 3.12

SOCIAL MEDIA SITES INFLUENCING BUYING DECISION

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Facebook	5	6.25
Instagram	42	52.50
Pinterest	6	7.50
Bloggers	4	5
Online Stores	14	17.50
Others	9	11.25
Total	80	100

SOCIAL MEDIA SITES INFLUENCING BUYING DECISION



Facebook Instagram Pinterest Bloggers Online Stores Others

INFERENCE:

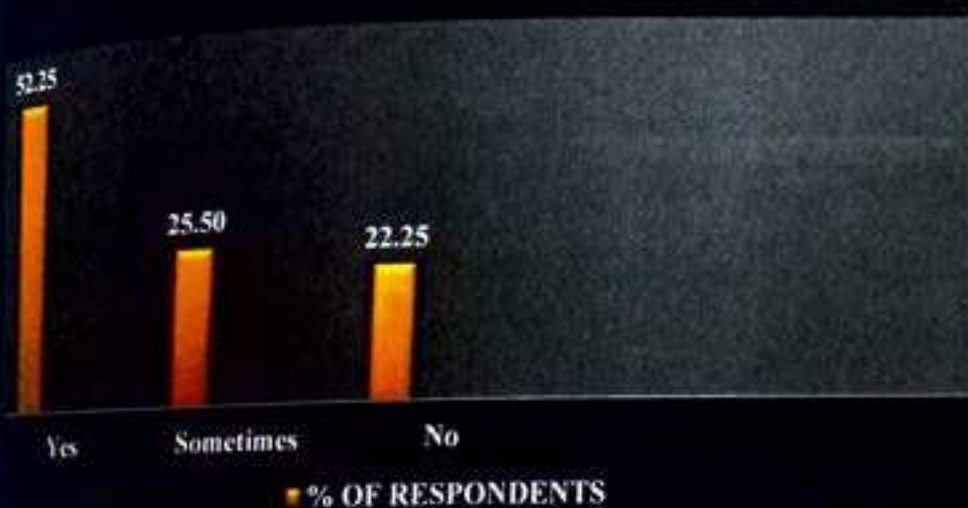
The above table shows that the respondents 52.50% of them find Instagram, 17.50% of them find online stores, 11.25% of them find other social media sites, 7.50% of them find Pinterest, 6.25% of them find Facebook and 5% of them find bloggers as their social media sites as their influencing purchasing decisions. Therefore majority (52.50%) of the respondents find Instagram as the social media site that influence their purchasing decision.

TABLE 3.13

STABILITY OF THE BRAND DURING INCREASE IN PRICE

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	41	52.25
Sometimes	20	25.50
No	17	22.25
Total	80	100

STABILITY OF THE BRAND DURING INCREASE IN PRICE



REFERENCE:

From the above table it is said that 52.25% of the respondents buy the same brand incase increase in price regularly, 25.50% of the respondents sometimes buy the same brand even though there is increase in price and 22.25% of the respondents do not buy the brand if the price rises. Thus majority (52.25%) of the respondents regularly buy the same brand incase of increase in price.

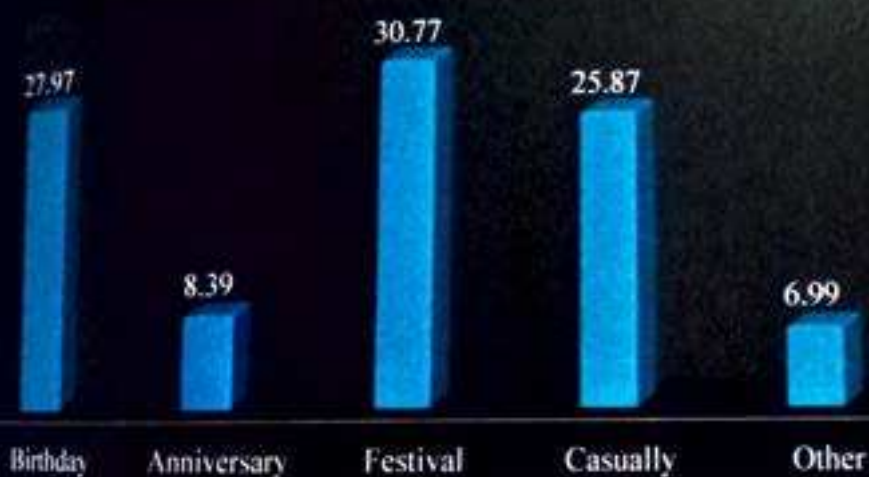
TABLE 3.14

PREFERENCE OF OCCASION TO BUY BRANDED APPARELS

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Birthday	40	27.97
Anniversary	12	8.39
Festival	44	30.77
Casually	37	25.87
Other	10	6.99
Total	80	100

PREFERENCE OF OCCASION TO BUY BRANDED APPARELS

■ % OF RESPONDENTS



REFERENCE:

From the above table, it is revealed that 30.77% of the respondents prefer branded clothes for festival, 27.97% of them prefer for birthdays, 25.87% of them prefer branded clothes for wearing them casually, 8.39% of them prefer for anniversaries and 6.99% of them prefer for other occasions. Therefore majority (30.77%) of the respondents prefer branded apparels for festivals.

TABLE 3.15

SWITCHING ON FROM ONE BRAND TO ANOTHER

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	60	75
Sometimes	17	21.25
No	3	3.75
Total	80	100

REASONS FOR SWITCHING ON FROM ONE BRAND TO ANOTHER

■ % OF RESPONDENTS ■



INFERENCE:

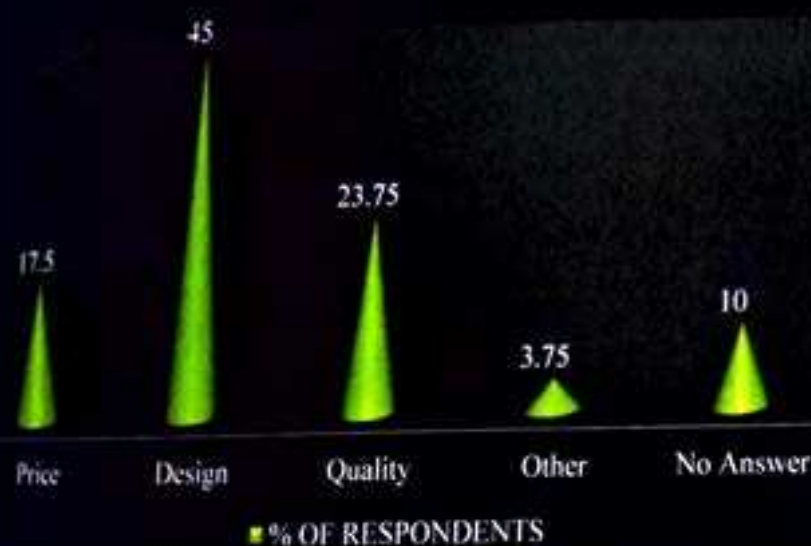
From the above table it is shown that 75% of the respondents move from one brand to another, 21.25% of them sometimes they switch on to another brand and 3.75% of the respondents do not move on to another brand. Therefore majority (75%) of the respondents switch on from one brand to another.

TABLE 3.16

REASONS FOR SWITCHING ON FROM ONE BRAND TO ANOTHER

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Price	14	17.50
Design	36	45
Quality	19	23.75
Other	3	3.75
No Answer	8	10
Total	80	100

REASONS FOR SWITCHING ON FROM ONE BRAND TO ANOTHER



INFERENCE:

The table above shows that 45% of the respondents switch from one brand to another because of design. 23.75% of them for quality, 17.50% of them for price and 3.75% of them for other reasons. Therefore majority (45%) of the respondents switch on from one brand to another because of the designs.

TABLE 3.17

FREQUENCY OF WEARING HIGH PRICED BRANDED CLOTHES

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Everyday	11	13.75
Occasionally	63	78.75
Special Events	3	3.75
Other	3	3.75
Total	80	100

FREQUENCY OF WEARING HIGH PRICED
BRANDED CLOTHES

INFERENCE:

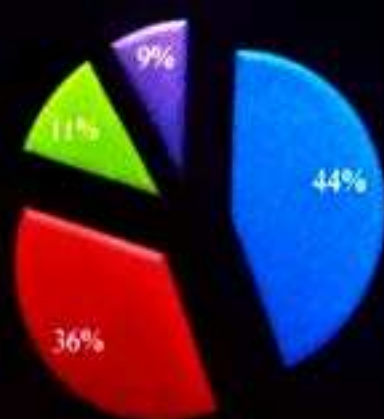
The table above shows that 78.75% of the respondents wear branded clothes occasionally. 13.75% of them wear every day and 3.75% of them wear branded clothes for special events and some other time. Thus majority (78.75%) of the respondents wear branded clothes occasionally.

TABLE 3.18

AMOUNT OF WILLINGNESS TO SPEND ON BRANDED APPARELS

PARTICULARS (in Rs)	NO. OF RESPONDENTS	% OF RESPONDENTS
Up to 2000	35	43.75
2000 - 4000	29	36.25
4000 - 7000	9	11.25
7000 & above	7	8.75
Total	80	100

AMOUNT OF WILLINGNESS TO SPEND ON BRANDED APPARELS



■ Up to 2000 ■ 2000 - 4000 ■ 4000 - 7000 ■ 7000 & above

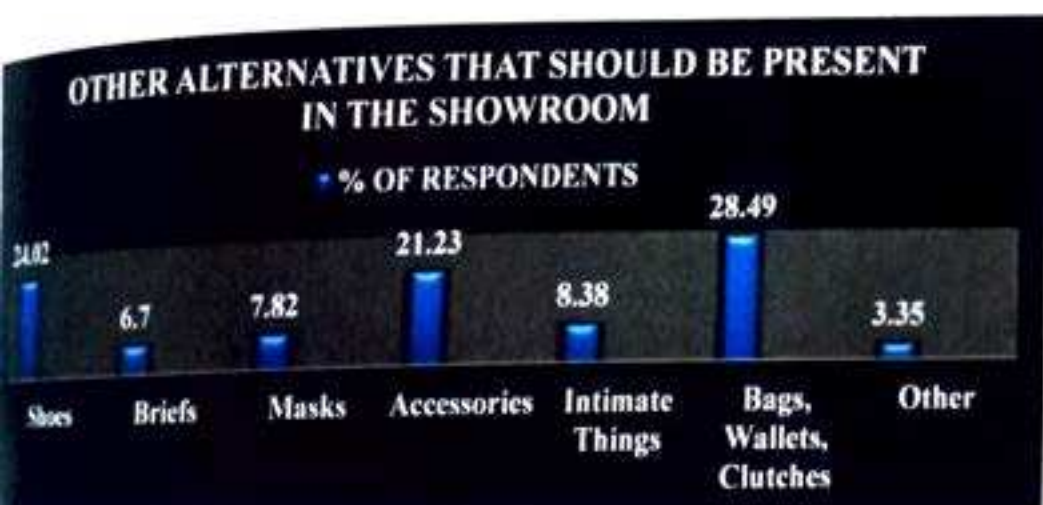
INFERENCE:

From the table above it is revealed that the respondents 43.75% of them spend up to Rs 2000, 36.25% of them spend Rs 2000-4000, 11.25% of them spend 4000-7000 and 8.75% of them spend 7000 & above. Thus majority (43.75%) of the respondents are willing to spend up to Rs

TABLE 3.19

OTHER ALTERNATIVES THAT SHOULD BE PRESENT IN THE SHOWROOM

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Shoes	43	24.02
Briefs	12	6.70
Masks	14	7.82
Accessories	38	21.23
Intimate Things	15	8.38
Bags, Wallets, Clutches	51	28.49
Other	6	3.35
Total	80	100



REFERENCE:

The table above shows that 28.49% for bags, wallets, clutches, 21.23% of the respondents choose accessories, 24.02% for shoes, 8.38% for intimate things, 7.82% for masks, 6.70% for briefs, 3.35% for other options of respondents choose the above mentioned particulars. Thus majority of the respondents choose bags, wallets, clutches as the alternative that can be available in the showroom.

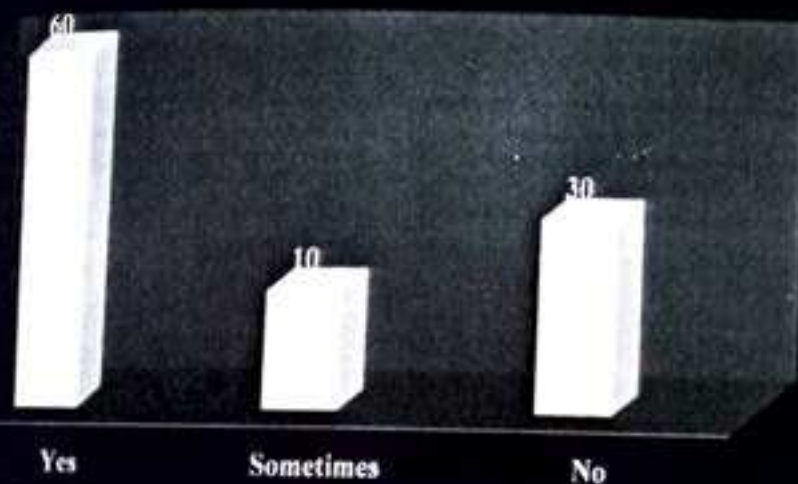
TABLE 3.20

CULTURE OF THE COUNTRY AND SOCIETY AFFECTING PURCHASE DECISION

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	48	60
Sometimes	16	20
No	26	32.5
Total	80	100

CULTURE OF THE COUNTRY AND SOCIETY AFFECTING PURCHASE DECISION

■ % OF RESPONDENTS



INFERENCE:

The above table shows that 30% of the respondents do not find that the culture of the country affects their purchase decision, 20% of the respondents tells that sometimes the culture affects their purchase decision and 60% of the respondents says that the culture of the country and society affects their purchase decision. Thus majority (60%) of the respondents find that the culture of the country and society affects their purchase decision.

LIKERT SCALE

Likert scale is defined as a unidimensional scale used to collect the respondent attitudes and opinions. This scale is often used to understand respondent ratings and agreement levels with the topic in hand. Different variations of likert scale are focused directly on measuring the attitudes of people such as guttman scale, bogardus scale, thurstone scale etc.

Likert scale is a psychometric scale used mainly in market research to understand the opinions and attitudes of an employee towards the organization, co-workers, or competitors. It gives organizations to make measurements and know about the degree of conformity of a person or respondent towards a certain affirmative or negative sentence. When responding to a likert item, respondents specify their level of agreement or disagreement on a symmetric agree to disagree scale for a series of statements. Thus, the range captures the intensity of their feelings for a given item.

A likert scale can be created as the simple sum of questionnaire responses over the full range of the scale. Likert scaling assumes distances between each item are equal. Importantly "All items are assumed to be replications of each other or in other words items are considered to be unidimensional instruments". By contrast, modern test theory treats the difficulty of each item as information to be incorporated in scaling items. Surveys are constantly used to measure quality. Likert scales are a common classification format for surveys. Researchers and auditors generally group collected data into a hierarchy for four fundamental measurement levels nominal, ordinal, interval and ratio measurement levels:

1. **Nominal data:** Data in which the answers are classified into variables need not necessarily have a quantitative data or order is called nominal data.
2. **Ordinal data:** Data in which it is possible to sort or classify the answers; but it is not possible to measure the distance is called ordinal data.
3. **Interval data:** In general, whole data in which measurements of orders and distances can be made is called interval data.
4. **Ratio data:** This data is similar to interval data with the only difference being an equal and definitive ratio between each data and absolute "zero" being treated as a point of origin.

TABLE 3.21

BASIS	OPINION OF THE RESPONDENTS					TOTAL	AVERAGE	RANK
	SA	A	N	D	SD			
CONFIDENT	150	192	6	-	-	348	16.48	II
COMFORTABLE	140	128	39	14	-	321	15.42	III
SMART	240	108	15	-	-	363	17.09	I
ELEGANT	80	152	54	16	-	302	14.22	IV
HAPPY	35	72	114	34	-	255	12.91	VI
BEAUTIFUL	65	140	81	10	-	296	13.94	V
DIGNIFIED	-	60	156	20	3	239	11.25	VII

INFERENCE:

From the above table it is shown that the respondents have ranked smart when they wore branded clothes. Following by confidence, comfortness, elegance, beautiful, happiness and dignified respectively.

CARROLL'S RANKING.

Under the Carroll's Ranking technique, the present position is obtained by using the following formula

$$\text{Present Position} = 100 - (R_i - 1) / N_i$$

Where R_i = Rank given for the I item variable by the I respondents

N_i number of variables ranked by the respondents with the help of Carroll's ranking table. The present estimated is converted into scores. Then for each factor, the score of each respondent are added together and then total value of score and mean value of score is calculated. The mean score for all factors were arranged in a descending order and ranks are assigned and the important factors are identified.

TABLE 3.22

RANK	I	II	III	IV	V	VI	TOTAL	AVERAGE	RANK
FACTOR									
F1	308	504	702	460	851	506	3331	13.87	V
F2	2310	1323	918	368	37	69	5025	20.93	I
F3	1155	1323	540	828	481	69	4396	18.31	III
F4	1771	1071	1674	138	185	23	4862	20.25	II
F5	308	630	270	828	999	368	3403	14.22	IV
F6	308	189	216	1058	407	805	2983	12.42	VI

REFERENCE:

The table shows that the respondents have ranked that the brand they choose mostly is a discount in prize. Followed by latest designs & fashion, wide variety, best quality, makes look better, has all the other accessories respectively.

CHI-SQUARE TECHNIQUE:

NULL HYPOTHESIS (H₀)

There is no significant relationship between monthly income and the

amount spent on the branded apparels.

ALTERNATE HYPOTHESIS (H₁)

There is a significant relationship between monthly income and the

amount spent on the branded apparels.

TABLE 3.33

**DISTRIBUTION OF RESPONDENTS ON THE BASIS OF INCOME
TOWARDS THE AMOUNT SPENT ON THE BRANDED APPARELS**

AMOUNT SPENT ON BRANDED APPAREL	INCOME				
	UPTO 10000	10001- 20000	20001- 30000	30001- 40000	TOTAL
UP TO 200	10	2	1	4	17
2000 to 4000	12	19	6	4	41
4000 to 7000	2	1	13	1	17
7000 & above	1	1	1	2	5
Total	25	23	21	11	80

Source: Primary data

Rows & Columns	O	E	O-E	(O-E) ²	(O-E) ² /E
R ₁ C ₁	10	8.313	1.7	2.9	1.16
R ₁ C ₂	12	13	-1	1	0.08
R ₁ C ₃	2	5.313	-3.313	11	2.08
R ₁ C ₄	1	1.6	-0.6	0.36	0.23
R ₂ C ₁	2	4.9	-2.9	8.41	1.72
R ₂ C ₂	10	12	-2	4	1.08
R ₂ C ₃	1	4.9	-3.9	15.21	3.10
R ₂ C ₄	1	1.44	-0.44	0.2	0.14
R ₃ C ₁	1	4.5	-3.5	12.25	2.7
R ₃ C ₂	6	11	-5	25	2.27
R ₃ C ₃	13	4.5	8.5	72.3	16.1
R ₃ C ₄	1	1.313	-0.313	0.09	0.07
R ₄ C ₁	4	2.34	1.66	3	1.3
R ₄ C ₂	4	6	-2	4	1
R ₄ C ₃	1	2.34	-1.34	1.8	1.8
R ₄ C ₄	2	1	1	1	1
					41.83

$$\chi^2 = 41.83$$

DEGREES OF FREEDOM = 11 - 1 = 10

10 0.05 1.83

1.83

10

INFERENCE:

The table value for 10 degrees of freedom at 5% level of significance is 1.83. It is found that the calculated value 41.83 is more than the table value. Thus the result is dependent. Hence it is concluded that there is a significant relationship between monthly income and the amount spent on the branded apparels. Therefore Null Hypothesis is rejected.

CHAPTER IV



FINDINGS AND SUGGESTIONS

FINDINGS

The following are the major findings as regard to responses regarding from the respondents regarding the study on **CONSUMER PURCHASING BEHAVIOR OF**

BRANDED APPARELS

- ❖ Majority (83.33%) of the respondents are female who buy branded clothes
- ❖ Majority (82.50%) of the respondents are from the age group of 16 to 25 who buy branded clothes
- ❖ Majority (53.75%) of the respondents are post graduates who are interested in buying branded apparels
- ❖ Most (53.75%) of the respondents have 4 members in their family
- ❖ Most (78.75%) of the respondents are unmarried and single
- ❖ Most (51.25%) of the respondents are unemployed and single
- ❖ Majority (70%) of the respondents live in cities who buy branded clothes
- ❖ Majority (82.50%) of the respondents buy branded apparels regularly
- ❖ Majority (66.75%) of the respondents buy branded clothes occasionally
- ❖ Most (57.5%) of the respondents do get influenced by the celebrities regarding their buying decisions
- ❖ Most (46.25%) of the respondents are not curious to know what is new in clothing through newspapers and magazines
- ❖ Most (52.50%) of the respondents find Instagram as the social media site that influence their purchase decision
- ❖ Majority (52.25%) of the respondents buy the same brand incase of increase in price
- ❖ Majority (30.77%) of the respondents prefer branded apparels for their birthdays
- ❖ Majority (75%) of the respondents switch on from one brand to another
- ❖ Most (45%) of the respondents switch on from one brand to another because of the designs
- ❖ Most (78.75%) of the respondents wear branded clothes occasionally
- ❖ Most (43.75%) of the respondents are willing to spend up to Rs 2000
- ❖ Majority (28.49%) of the respondents choose bags, wallets, clutches as the alternative that can be available in the showrooms
- ❖ Majority (60%) of the respondents do not find that culture affects their purchase decision

- ❖ Majority of the respondents rank smartness when they wear branded clothes
- ❖ Majority of the respondents have ranked that the brand they choose mostly offers a discount in price
- ❖ It is found out that there is significant relationship between monthly income and the amount spent on the branded apparels

SUGGESTIONS

The suitable suggestions are:

- The brand can introduce more varieties for women.
- The apparel should also be designed to use during all the seasons.
- The brand logo of the apparel seems to be very prestigious to the customers. It improvements can be made to the logo, tagline, etc.
- A great product need no advertising. - Thus the brand should always try to uphold and retain its quality, durability, comfort, etc.
- The brand can introduce new discounts & offers to increase the sales volume.
- The branded apparel always shows difference with the unbranded apparel. Therefore they should outline their superiority of the clothes.
- The designs should be made sure to be unique of its style.
- There can be improvements made in the packages and tags using biodegradable products to attract the customers.
- Eco-friendly methods of production could be introduced such as organic fiber or recycled cotton fiber, etc.
- The knowledge of branding should be induced to customers through marketing.
- More alternative products can be introduced to attract customers.
- The price is a major constrain of branded apparel. The price could be brought to moderate so that their market shares would also have more value.

CHAPTER V



CONCLUSION

CONCLUSION :

The study on consumer purchasing behaviour on branded apparels helps to know about the consumer purchasing behaviour towards branded apparels. From this study we can infer that majority of the respondents are interested in wearing branded clothes. Through it becomes the impetus to be viewed seriously. The brands can consider all the suggestions of the study for further policy formulation. Consumer purchasing behaviour is advocated to maintain an improved sales and purchases of the brands. The study of the consumer buying behaviour towards branded apparels tells that the marketing strategies of the brands should be improved, introducing eco friendly techniques, improvement in their logos, introducing various varieties for unisex, bring price to moderate range and creating more alternative products from the brand.

It can be concluded that the consumer purchasing behaviour of the branded apparels are mostly satisfied and it is commendable, but still scope is there for improvement, so that efficiency, effectiveness and productivity can be enhanced to accomplish the brand goals.

ANNEXURE-I



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BIBLIOGRAPHY :

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ANNEXURE-II



QUESTIONNAIRE

STUDY ON CONSUMER PURCHASING BEHAVIOUR ON BRANDED APPARELS

QUESTIONNAIRE

1. Name _____
2. Gender _____
- a) Male b) Female
3. Age Group _____
- a) 16 to 25 b) 26 to 35 c) 36 to 45 d) 45 and above
4. Education _____
- a) SSC b) HSE c) B.A. d) Others e) Uneducated
5. Number of family members _____
- a) 2 b) 3 c) 4 d) 5 & above
6. Status _____
- a) Single b) Married
7. Income per month (in Rs.) _____
- a) Up to 10000 b) 10001 to 20000 c) 20001 to 30000 d) above 30000
8. Type of living _____
- a) Metropolitan cities b) Cities c) Town d) Village
9. Do you buy branded apparel? _____
- a) Yes b) Sometimes c) No
10. How frequently do you shop branded apparel? _____
- a) Weekly b) Fortnightly c) Monthly d) Occasionally
11. Where do you go for shopping? _____
- a) Mall b) Super Market c) Traditional shops d) Local Showrooms e) E-Shopping
12. Rank the various sources of information which influence your buying decision? _____
- Rank 1 to 4

PARTICULARS	RANK
Family & Friends	
Non agent dealer	
Part experience	

4	Advertisements	
5	Internet	

13. Do celebrities influence your purchase decision?

- a) Yes b) Sometimes c) No

14. Rank the following factors that induce your buying behaviour

S.NO	PARTICULARS	RANK
1	Price	
2	Variety	
3	Brand Value	
4	Uniqueness of brand	
5	Others	

15. Do you read magazine and newspaper to find out what is new in clothing?

- a) Yes b) Sometimes c) No

16. Which social media sites influence your buying decisions?

- a) Facebook b) Instagram c) Pinterest d) Bloggers e) Online stores c) Others

17. Choose your favorite brand from the listed apparel brands? (More than one can be selected)

1. Louis Philippe	2. Puma
3. Basics	4. Pepe
5. Park Avenue	6. Lee Cooper
7. Allen Solly	8. Max
9. John Players	10. Tommy Hilfiger
11. Levis	12. United Colors of Benetton
13. Peter England	14. Otto
15. Adidas	16. Superdry
17. Raymond	18. Polo
19. Nike	20. Wrangler

18. Choose your favorite brand from the listed apparel brands? (More than one can be selected)

1. BIBA	2. Prisma
3. Westside	4. Vismay
5. Fabindia	6. Go Colors
7. Allen Solly	8. Twin Birds
9. Chumbak	10. Zolo
11. Levis	12. Lemuria
13. H & M	14. Max

17. Postpaid only

18. Free

19. Another

16. Any

18. Calabur

20. Global Dress

10. Will you stick to the same brand if the price is increased?

- a) Yes b) Sometimes c) No

11. How much importance do you give to each of these parameters?

S.NO	PARTICULARS	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Price					
2	Aesthetics					
3	Brand					
4	Fashion Sense					
5	Uniqueness					
6	Quality					
7	Comfort					
8	Style					
9	Durability					
10	Easy Care					
11	Advertising & Promotion					
12	New Arrivals					

21. On what occasion do you prefer to buy branded apparels?

- a) Birthday b) Festival c) Anniversary d) Casually e) Others

22. Have you switched on from one brand to another?

- a) Yes b) Sometimes c) No

23. If yes, state the reason

- a) Price b) Design c) Quality d) Others

24. How often do you wear high priced branded clothes?

- a) Everyday b) Occasionally c) Special Events d) Others

25. How much are you willing to spend on branded apparels? (in Rs.)

- a) Up to 2000 b) 2000 to 4000 c) 4000 to 7000 d) 7000 & above

26. Rank the following statements (Related to your personality):

S.NO	PARTICULARS	RANK
1	The brand I wear shows where I stand in the society	
2	The brand I wear depicts my confidence	
3	The brand I wear depicts my superiority among my clans	

27. Other than clothing, what alternative would you like to find in the local showroom?

a) Shoes b) Accessories c) Briefs d) Intimate things e) Masks f) Bags & Wallet

28. What do you feel when you wear your favorite brand cloths?

S.NO	PARTICULARS	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
1	Confident					
2	Comfortable					
3	Smart					
4	Elegant					
5	Happy					
6	Beautiful					
7	Dignified					

29. Does the culture of the country and society affect your purchase decision?

a) Yes b) Sometimes c) No

10) On what basis do you select the brand you prefer?

S.N O	PARTICULARS	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
1	The apparels from this brand always makes me look better than other					
2	The brand I choose mostly offer a discount in price					
3	A wide variety of apparels are available towards my preferences					
4	The brand I prefer brings latest designs and fashion in their apparels					
5	The brand I buy gives the best quality apparels					
6	The brand I choose has all the other accessories related to my clothing					
7	The brand I prefer enhance my status in the society					

A STUDY ON CUSTOMERS' BRAND PREFERENCE TOWARDS ELECTRONIC GADGETS IN THOOTHUKUDI

A project report submitted to
**ST. MARY'S COLLEGE (Autonomous),
THOOTHUKUDI**

affiliated to

Manonmaniam Sundaranar University, Tirunelveli,
in partial fulfillment of the requirements for the award of the degree of

MASTER OF COMMERCE

SUBMITTED BY

R. SANTHANAM

(REG.NO:19APCO29)

Under the Supervision and Guidance of

Dr. A. SALETH MARY VETRISELVI M. Com., M.Phil., Ph.D., PGDCAB



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(R. SANTHANAM)

CHAPTERIZATION

CHAPTER	CONTENTS	PAGE NO.
I	INTRODUCTION & DESIGN OF THE STUDY	1
II	PROFILE OF THE STUDY	12
III	ANALYSIS AND DATA INTERPRETATION	24
IV	FINDINGS, SUGGESTIONS	67
V	CONCLUSION	70
ANNEXURE-1	QUESTIONNAIRE	71
ANNEXURE-2	BIBLIOGRAPHY	76

S.NO.	LIST OF TABLES	PAGE. NO.
3.1	Gender Wise Classification	25
3.2	Age of Respondents	26
3.3	Occupation of Respondents	27
3.4	Marital Status of Respondents	28
3.5	Nature of Family of Respondents	29
3.6	Individual's income Respondents	30
3.7	Family income of Respondents	31
3.8	Area of Respondents	32
3.9	Education of Respondents	33
3.10	Bought gadgets of Respondents	34
3.11	Favorite brand of Respondents	35
3.12	Buying branded E.G of Respondents	36
3.13	Price sensitive of Respondents	37
3.14	Brand loyal customer of Respondents	38
3.15	Influenced to buy of Respondents	39
3.16	Brand image of Respondents	40
3.17	Influencing to buy of Respondents	41
3.18	Customer prefers to buy of Respondents	42
3.19	Interested in knowing of trend of Respondents	43
3.20	Place of preference of Respondents	44
3.21	Impressive factors of Respondents	45
3.22	Reasons for buying of Respondents	46
3.23	Features attracted of Respondents	47
3.24	Attribute motivate of Respondents	48
3.25	Weight prefers on E.G of Respondents	49
3.26	Current price range of E.G of Respondents	50
3.27	Willing to price paid of E.G of Respondents	51

3.28	Perception on price paid of Respondents	52
3.29	Expectations offers Respondents	53
3.30	Mode of payment of Respondents	54
3.31	Source of information of Respondents	55
3.32	Frequency of buying gadgets of Respondents	56
3.33	Satisfactory level of Respondents	57
3.34	Price of our brand of Respondents	58
3.35	Level of satisfaction of Respondents	59
3.36	Satisfaction level of Respondents	60
3.37	Satisfaction level of Respondents	62
3.38	Income of respondents and trend in purchase of respondents	64
3.39	Satisfaction level of respondents	66

CHAPTER I

INTRODUCTION & DESIGN OF THE STUDY

1.1 INTRODUCTION:

Electronic gadgets are prominent among these digital inventions. They play a vital role in our lives. The electronic gadgets which are use daily consist of lights, televisions, computers, fans, telephones, cell phones, etc. Life would have been very difficult without these inventions. Day today cell phones to show the importance of electronic of gadgets in our lives. Cell phones have occupied a very important position in our lives.

The Latest Electronic Gadgets that are introduced in the recent year are Digital Devices, iPods, and laptops, mobile devices, LCD televisions and various other kinds of technical gadgets. Keeping the consumer taste and preferences in mind these Latest Electronic Gadgets have been developed.

They made the life of people more luxurious who decided to utilize the efficiency of these electronic instruments with the motive to solve their life complexities. Let's take an example of a mobile device, it provides you with much functionality apart from attending phone calls. The latest introduced technologies such as GRPS and 3D have made it all popular and slowly it is becoming part of our lives. The only place where find all the specifications of the electronic devices is "Internet".

The Latest Electronic Gadgets are not merely for the computer fanatics or youth, may discover a huge range that is suitable for any age group. In every coming generation, the latest and advanced gadgets are coming up. It is being introduced in the market at a frequent interval of time and more and more people are using it in order to simplify the everyday life process. Every Latest Electronic Gadget is taking people one step closer to the modern high-tech world. A gadget is a small tool such as a machine that has a particular function but is often thought of as a novelty.

Gadgets are electronically simplified applications that make work easy. They play a significant role in the common man's life have grown so used to it that it becomes very difficult for us to think of daily life chores in the absence of machines.

Today the researcher uses various electronic gadgets in our daily life. Everything from cooking to music uses electronics or electronic components in some way. Communication gadgets are a category of gadget which controls the biggest importance of our lives but it is not the only gadgets that can increase efficiency. Just think of the morning when our start using the gadgets. From the very first in the morning, you need to use the alarm clock to wake up until want to gate late.

List of electronic gadgets:

- ❖ Mobile phone
- ❖ Computer
- ❖ Laptop

- ❖ Headphone
- ❖ Digital camera
- ❖ USB stick
- ❖ Hard drive
- ❖ Mp3 player
- ❖ Microphone
- ❖ Mouse
- ❖ Webcam
- ❖ Printer. Etc.,

Top ten brands in electronic gadgets:

1. Samsung (Samsung Electronics Co.)

Samsung's "SmartThings" app creates an ecosystem for the connected home space. The app includes a guided quiz that helps customers create their own Smart Home, closing with a suggested bundle of products to purchase. The move puts the Index's only Genius brand ahead of most peers, which are largely failing to invest in mobile apps that span multiple product areas.

Samsung's broad thinking extends to e-commerce. The brand is one of only five that show inventory availability across all three channels (brick-and-mortar, brand site and e-tailer). The brand displays particularly strong e-tailer investment, with the leading share of top-selling products on Amazon.com for applicable keywords.

2. Dell (Dell Inc.)

Dell outperforms its immediate peers in search visibility for applicable category keywords (e.g., "laptop"). It is the only brand with first-page visibility across the majority of affiliated terms, underscoring the superior optimization of site content visible to web crawlers. The brand's extensive comparison engine, coupons, and price match tools also set its e-commerce engine apart from competitors.

2. HP (Hewlett-Packard Company)

Brands producing interesting online video content saw a rise in favourability among most of the consumers. HP boasts the best videos across the Index, producing celebrity collaborations with promoted products that link viewers directly to the product page. The brand also displays strong merchandizing efforts on Walmart via its HP Shop, investing in sponsored product listings and in-depth product pages on Walmart.com.

4. Apple (Apple Inc.)

With incomparable brand equity as well as unparalleled omnichannel and mobile capabilities, the well-known brand has the leeway to invest conservatively in email marketing and web advertising. In the rapidly growing wearables space, Apple leads the competition with

an estimated 75% market share. Its most profitable product, the iPhone, dominates the competition generating more than 10 times the profit of Samsung smartphones.

5. LG (LG Corporation)

The brand site combines extensive overviews of key technologies (i.e., OLED) with a fluid handoff to relevant product pages. Meanwhile, LG's extensive customer service options are intuitive and provide quick access to repair tracking, a particularly vital asset for the Consumer Electronics sector.

6. Canon (Canon Inc.)

Canon maintains the highest e-tailer visibility across immediate peers, appearing in the top search results on two out of three e-tailer sites. The brand also stages creative competitions to solicit UGC via its microsite and social media. For example, the Project Imagination with Ron Howard photo contest invited photographers to inspire a Ron Howard production.

7. Nikon (Mitsubishi)

Nikon has one of the best commerce handoff features in the Index, with links to online and local retailers prominently displayed on product pages. Its diverse marketing emails range from Learn & Explore tutorials to store promotions.

8. Sony (Sony Corporation)

Sony shuttered its online store in August and is currently in the process of closing most of their brick-and-mortar stores. In their place, the brand is focusing on the Best Buy store-within-a-store model, which leverages the retailer's superior e-commerce capabilities. Rather than selling directly to consumers, the Sony site features guided selling tools and a "Where to Buy" handoff to help shoppers along the path to purchase.

9. SanDisk (SanDisk Corporation)

SanDisk also displays strong merchandizing efforts on Best Buy via its Mobile Storage Shop. On social media channels, the brand repurposes UGC to promote its products.

10. GoPro

GoPro dominates the social landscape. Its Facebook community is more than twice the size of the Index average and its Instagram posts generate 27 times more engagement. Like Beats, GoPro leverages the social following of sports stars, with 130 athletes across 35 sporting disciplines producing content on its behalf. Ordinary people can also submit content to be featured as the "Photo or Video of the Day" on GoPro's social pages. This content can potentially be monetized as stock photo imagery, in addition to playing an integral role in the brand's marketing tactics.

1.2 OBJECTIVES OF THE STUDY:

The primary objective of the study is to analyse the consumer behaviour towards electronic gadgets. In order to investigate the primary objective, the framework is segregated into the following objectives.

1. To present the overview of Indian electronic industry with special reference to selected companies and its brand.
2. To make comparative analysis on consumer level of satisfaction towards marketing mix practices applied for electronic gadgets.
3. To know the reasons impact of particular brand.
4. To know the preference level associated with different electronic gadgets.
5. Factors which help to increase the sale of electronic gadgets.
6. Factors that influence decision-making in purchasing an electronic gadget.
7. To know about the factors determining the liking of different electronic gadgets brand available in the market.

Finally, the study will present the findings and suggestions on the basis of survey results.

1.3 STATEMENT OF THE PROBLEM:

Human beings are the most rapidly developing living things in the whole universe. Particularly the development achieved by the human beings in the last few decades is manifold compared to the development a century ago. And these developments are in no way going to stop in the near future. One of the most enchanting modern developments that are ruling the whole world in the present context is the electronic gadgets.

Mobile phones are a ground-breaking communication gadget, first introduced by Motorola in 1973, and made commercially available from the year 1984. Over the most recent couple of years, mobile phones have turned into a vital piece of our lives. The quantity of mobile phone network memberships is continually expanding each year. In 2016, there were in excess of seven billion clients around the world. Apart from being a necessity for human beings, the electronic gadgets are becoming an addiction to the human beings.

In such a scenario, the people who want to buy an electronic gadget, before going to spend a lot of money on that, they spend a lot of time in doing ground research in order to choose the best brand to invest their money on. In order to cater to the addiction of the common people towards electronic gadgets a lot of companies with various brand names have emerged in the market. A variety of brand names such as Nokia, Sony, Apple, Samsung, etc. have emerged in the market in order to satisfy the needs of the customers around the world.

Every brand mentioned above specializes in various aspects and try to provide a unique electronic gadgets experience to the customers. The major features that the companies focus on are the physical features, technological features and marketing practices. Physical features refer to the screen size, display quality, thinness and weight, and many other physical features. Technological features refer to the speed, memory, software used, etc. Finally, the marketing practices such as the advertisements, brand value, celebrity endorsements etc. All these factors are necessary for a mobile brand in order to attract the customers.

The electronic gadgets companies spend a lot of amount in developing all these features. But among these, which is the most important factor among these that influences the customers to make the final purchase decision? What feature attracts the customers most? These are some of the most important questions that will be analysed and answered in the present research.

1.4 REVIEW OF LITERATURE:

Introduction:

Before going deep into the research work, it is necessary to undertake a journey into relevant literature on the study area and the context. Reviews of relevant studies enable us to get a detailed knowledge of the topic and to conduct the study in a different perspective from that of the existing studies in the relevant field. For this purpose, it is necessary to review research papers and articles published in reputed journals and also several popular and focused books which give broad perspectives on the conceptual framework of the study undertaken. The details of the literature reviewed are arranged in chronologically in the following sections.

Review of Literature:

The study will be focused on the buying preference in case of electronic gadgets like mobile phones, laptops, computers, mouse, mp3 player, and accessories. Factors influencing the buying behavior in selecting a particular brand, e.g., promotional strategies, advertisement and key decision makers, will be studied in the present research. Intensive efforts have been made to find the relevant studies in consumer behavior of people. For the research purpose, studies from Indian and foreign countries will be reviewed. Studies in consumer behavior and marketing strategies have also been considered for the research purpose. A summary of literature reviewed in chronological order is mentioned below. There are many factors which affects consumer's buying behavior such as needs, attitudes, values, personality characteristics, personal motivations, socio-economic and cultural background, age, sex, professional status to social influences of various kinds exerted by family, friends, and colleagues.

Fuentes & Svingstedt (2017) To observe cell buying behaviour of the teens of Sweden. 55 respondents of the age between 19 and 29 had been decided on for making of nine focus businesses. Analysis turned into carried out at the responses of participants of cognizance organizations. It became found that customers performed diverse activities on cellular structures like compared fees, sought guidelines and advices from friends, checked on line reviews and blogs, gathered information related to on-line store, products and brands and so forth. It became also determined inside the observe that shoppers got clean get admission to product facts, on-line shops and stepped forward on line buying enjoy.

Natarajan et al. (2017) The goal of the have a look at was to study TAM and DOI to recognize the mobile application utilization behaviour of the customers for online shopping. Study changed into carried out on 675 Indian cellular software users who had made cellular

buy in advance. Data became collected with the help of electronic mail survey. It became discovered that Adoption of cellular purchasing applications turned into based on smart cell phone users 'innovativeness, intention to use, delight and ability to take threat. Price sensitivity was also considered inside the study but it turned into observed that those shoppers who had been revolutionary and prepared to undertake cell buying utility, were least responsive to charge.

DeepikaGanlari (2016) in her study stated that the behavior of consumers towards smart phone is increasingly a focus of marketing research. In particular, consumer behavior in the smart phone industry, from adoption motivation to post-usage behavior has become a major area of research in the field of marketing. The results of the research confirmed that the regulatory focus had an influence on consumer behavior towards smart phone purchase decision by affecting their perception, motivation, and lifestyle. The study has analysed the external and internal factors which influence a consumer's decision in purchasing a Smart phone. The research also examined the on-consumer attitude for smart phone and the influence on consumer buying decisions. The recent growth of smart phone usage was an observable fact that crosses all age and gender boundaries. Hence, this research explored through quantitative analysis some of the key factors believed to affect consumer's attitudes and behaviours towards Smart phone purchase.

Sulaimon Olanrewaju Adebisi et al. (2016) assessed the customer preference and satisfaction in mobile telecommunication industry in Nigeria, using descriptive statistics, correlation and regression analysis. Primary data were collected using a set of well-structured questionnaires from two hundred mobile network subscribers who were students of tertiary institutions of learning in Osun state. The findings of the study revealed that majority of the respondents were influenced by service quality, promotional activities, price/billing, customer care service and satisfaction derived from the various mobile service providers. The regression analysis proved that the telecommunication services and customer satisfaction thereby lead to their preference and continues patronage of telecom service providers. The coefficient value of the service attributes showed that there was a positive influence on customer satisfaction. The correlation coefficient values of service quality, customer care service, promotions and price/billing were positively related to subscribers buying decision and customer satisfaction. They have concluded that GSM service provider should improve their services/products and charge competitive price in order to attract more customers and retain the existing one to gain higher market share.

Grob (2016) Study geared toward reading cellular buying recognition and the chance elements related to cell buying. Study was conducted on 300 mobile customers who had already bought from Amazon and eBay the use of their clever telephones. The findings suggested that mobile outlets must build self-assurance in mobile buyers and lower down the danger and uncertainties associated with cell shopping so that shoppers continuously choose cell buying. Study also highlighted the chance related to privateness, security, transactional and economic risks associated with cellular shopping.

Saritha Rai (2016) in her article stated that India's mobile phone subscriber base crested the 1 billion users mark, as per data released recently by the country's telecom

regulator. But experts see the milestone as the beginning of some dramatic action rather than as a climax. It is assumed that there will be expected growth in smart phone users in recent future. It will help mobile operators in increase in data usage. There is positive move by the government to initiate Digital India Campaign which will expect rise in e- Governance in India.

Zeeshan Ahmed, Maleehah Gull and Usman Rafiq (2015) conducted a study entitled Factors Affecting Consumer Switching Behavior: Mobile Phone Market in Manchester - United Kingdom. They have aimed to analyze the switching behavior of mobile users in Manchester, UK, whose behavior was affected toward switching from exiting mobile phones towards new mobile phone. The focus of research study is to analyze the relationship between influencing factors and switching intentions of consumers regarding their mobile phones and to identify the factors, which de-motivates the behavior of consumers from switching towards other mobile phones. The majority people were selected to include in research, selected randomly and filled the survey questionnaire about their switching and non-switching intentions. The findings of this research study was technology, innovations, changing demographics, brand image, perception, behaviours, attitudes, loyalty, advertising and other factors, which have the significant effect towards stimulating and de-motivating the behavior of mobile users regarding keeping loyal with existing brand or switch towards another brand.

Sarmin Sultana (2015) carried out a study on factors affecting the consumer brand choice preference towards new package of cellular phone. The aim of the study was to identify the factors that affect consumer brand preference and choice towards new package of a cellular phone and also to identify the factors that influence the acceptability and attractiveness of a new mobile phone package. The researcher has conducted a survey on 80 respondents in the different area of Comilla. Multiple Regression Analysis and Discriminant Analysis were used to analyze the data. The results of the study indicated that there were some factors that affect the customer's brand preference on new package of cell phone such as SIM price, Call Rate, Network Coverage, Bonus talk time, SMS charge, free internet browsing, after sales service, etc. Consumers in Comilla region are not highly satisfied by using existing brands. It is also found that rural respondents were mainly using low price and simple functions cell phone.

1.5 SCOPE OF THE STUDY:

The focus of the present research is to analyze which factors makes the customers to choose a particular brand of electronic gadgets. What is the preference of the customers? in the case of technology, physical features and marketing practices. Which electronic gadgets do they prefer? And why? Which factor makes the customers to choose a particular brand? All these things will be identified in the present research. This will help the electronic gadgets companies as to where they need to focus in order to attract the customers. The present study also focuses on the relationship between the physical features, technological features, marketing strategies and brand preference. When the preference of the customers is identified,

the electronic gadgets companies can streamline their investments towards the most preferred feature in an electronic gadget.

1.6 LIMITATIONS OF THE STUDY:

1. Time is one of the main constraints to interact with respondents.
2. Study is limited to Thoothukudi.
3. When the respondents are busy we can't get accurate data from them.
4. Sample size was restricted to 100.
5. Respondents may not have the patience to answer all questions accurately.

1.7 METHODOLOGY OF STUDY:

The primary method of data collection that is questionnaire were used to collect the information.

No. of respondents include both male and female. Convenience sampling method had been adopted and about 100 sample have been collected for the study.

1.8 PRIMARY DATA:

To collect primary data 100 respondents were selected from the inverse. The respondents were students, businessmen, working women, teacher and home makers.

1.9 SECONDARY DATA:

The secondary data are collected from various journal, websites, books and magazines.

1.10 PERIOD OF THE STUDY:

our project work commenced for a period from December to March with full involvement.

1.11 TOOLS FOR ANALYSIS:

With the help of questionnaire, few questions were selected and the following statistical tools were applied:

- Percentage analysis
- Bar chart
- Pie chart
- Ranking
- Chi square analysis

1.12 CHAPTER SCHEME:

The project entitled “**A STUDY ON CUSTOMERS BRAND PREFERENCE TOWARDS ELECTRONIC GADGETS IN THOOTHUKUDI**” is organized into five chapter.

CHAPTER-1 Consists of Introduction, Objective of the study, Statement of the problem, Review of the literature, Scope of the study, Limitation of the study, Methodology and Chapter scheme.

CHAPTER-2 Deals with the Profile of the study.

CHAPTER-3 Presents Data analysis and interpretation.

CHAPTER-4 Consists of the Finding and suggestions.

CHAPTER-5 Consists of conclusion, questionnaire and bibliography.

CHAPTER II

PROFILE OF THE STUDY

DISTRICT CONTEXT:

The first wooden Jetty of this port was commissioned in 1864. This port was being used for export of salt, cotton yarn, senna leaves, palmyra stalks, palmyra fibres, dry, dry fish, Country drugs etc. to neighbouring countries and for import of coal, cotton, copra, pulses and grains. The minor port of the Thoothukudi had the distinction of being intermediate port handling the highest traffic tonnage of over 1million per annum. Traditionally known as “Pearl City” on account of the prevailing Thoothukudi district was carved out of the erstwhile Tirunelveli district on October 20, 1986. Thoothukudi was a major natural pearl fishing centre till last century. Thoothukudi was established as a Municipality in 1866 and on August 5, 2008 attained the status of Corporation after 142years. Thoothukudi district has 163.5 km of coast line. Fishing and salt making are predominant activities in the district. Salt pans are quite prevalent in the coastal region. The district produces 70% of the total salt production of Tamil Nadu and with 30% of the National salt production, ranks second next to Gujarat. Coast sand is rich in mineral deposits of garnet, titanium, ilmenite, rutile, zircon etc. Thoothukudi Harbour is one of the major harbours in Southern India, the first to get ISO 9002 certification and it is the Southern Gateway of India. The unique feature of the district is that three blocks of the district viz., Alwarthirunagari, Karungulam and Srivaikuntam are in the River Tamirabarani basin and irrigation-intensive crops like paddy and banana are being cultivated. The other nine blocks are totally rain fed and dry land crops like pulses, oilseeds and millets are being cultivated.

Electronic gadgets are appliances which work on technology or electronic technology. In simple example calculators is an electronic gadget. It is a form of modern gadget. Modern gadgets are those include advanced technology. There are different modern electronic appliances we use daily. Like refrigerators, TV, Machines, smartphones etc.

DEFINITION OF ELECTRONIC GADGETS:

A gadget as a small device or tool that is frequently novel or ingenious. Smartphones and tablets are the most obvious examples of electronic gadgets. In recent years, these devices have become increasingly general-purpose as they combine several functions, including making calls, streaming video and playing games. Other examples of electronic gadgets include e-book readers, smartwatches, digital fitness trackers, GPS devices and video game machines. Some people also include monitors, laptops and desktop computers when discussing the advantages and disadvantages of gadgets.

One of the biggest advantages of electronic gadgets is that they make our lives easier. Talk to anyone who was around before the days of mobile phones, and you'll hear how inconvenient it was to find a pay phone when you needed to make a call while away from home. Gadgets help us stay personally and professionally connected by providing access to

email, text messages, phone services, video chat and social media. We use them to make new connections, both online and in the real world. Electronic devices have revolutionized the world of shopping, allowing online shoppers to buy millions of products with the tap of a finger or click of a mouse.

ADVANTAGES AND DISADVANTAGE OF ELECTRONIC GADGETS:

Electronic gadgets have a deep effect on our lives whether it's communicating with our loved ones, shopping, or learning new skills. The researcher can keep track of our calories burnt using fitness bands, create delicious food with microwave ovens and enjoy video calls with our loved ones on our smartphone. However, if don't use these gadgets in the right way, face some serious negative effects of electronic gadgets like depression, procrastination, and obesity. Kids are having adverse effects on their eye-sight. One prime example of gadget's misuse is, a smartphone is primarily used as kid's pacifiers, these days. Most of the parent's hand over their smartphone to kid if he is cranky or not letting them do their work. Later on, when kids get used to smartphone, parents mad at them to not including in other activities. There are many more examples that become the disadvantages of these beautiful pieces of technology. Let's discuss both the advantages and disadvantages of electronic gadgets in detail.

ADVANTAGES OF ELECTRONIC GADGETS:



❖ **Increases productivity:**

“Time is Money” is a famous saying which fits right in today’s fast life. our growth depends on how productive the researcher can use electronic gadgets to increase our work speed. If they are a web designer, a game developer, or a video editor, a big screen monitor can help to work on minute details without wasting time in zooming in or out multiple times as do a regular laptop screen. There can also reply to our emails on the go using our smartphone while commuting in the metro that would save our time in the office and can start our day with something more important like a quick discussion with the team, rather than replying client’s emails. Can reply messages right from our fitness band or smartwatch without wasting time in unlocking our phone. If we are a homemaker, an electronic food processor reduces our cutting, chopping, and kneading time as compared to if do everything manually.

❖ **Better communication:**

Electronic gadgets have connected the whole world through apps like WhatsApp for easy communication. Can instantly keep in touch with our loved ones through chats or video calls. Even in the public sector, earlier official letters take 5-7 days to reach the concerned office that delayed the order implementation. Now each government office gets the required order in a couple of minutes through email, after the order is issued. This has reformed the administrative work with high-speed communication, thanks to gadgets like laptops, WIFI routers, internet modems.

❖ **Enhanced learning:**

If are an avid reader, can easily understand how a small Kindle e-reader can help preserve hundreds of books inside, saves from taking care of the physical copies. There are plenty of advantages of electronic gadgets for students to enhance their learning. Students can watch online courses on tablets or laptops to learn more about a particular subject like maths or science. We can easily learn with interactive guidance through recorded videos, presentations or live classes. They can also learn new skills like painting, programming, web designing, and many more.

Disadvantages of electronic gadgets:



Teachers and parents can take steps to prevent some of the problems that stem from using phones in classrooms. Teachers can establish clear policies that allow mobile phones only for specific learning purposes. They can also help engage students through a mix of traditional and online activities to try to boost learning and attention levels. Along with making rules regarding when students can use their phones, parents can install parental control apps that restrict access to social media and other nonessential apps during school hours.

❖ Addiction:

We can easily get addicted to social media and waste our precious time using our laptop or smartphone on checking various posts, or watching short videos. Kids get addicted to gaming, texting, or watching kids' videos on YouTube that result in procrastination from studies and other important activities. The reason behind this addiction is the chemical reactions happen in our brain. The main culprit is a chemical, Dopamine, which is called pleasure hormone. When get some reward for doing an action, a small amount of dopamine releases in your brain that gives we the feeling of contentment and fulfilment. When play a game or browse social media apps like Facebook, large quantities of Dopamine releases that keep you involved more in the same. A similar thing happens when start watching interesting web-series and you don't want to miss the next episode before sleeping. But when you don't get that amount of Dopamine, they feel sad, bored and dull. So, waste so much of our time to keep on getting that excitement level.

❖ **Less interaction:**

Students can easily get addicted to gadgets such as PlayStation, Xbox, or smartphone gaming like PUBG. This addiction leads them to live in their own world and they don't feel any urge to interact with their family, friends, and other people in real life. As the brain gets rewired for this high reward stimulus (because of more dopamine release), you don't get the same excitement when interacting with any family member or a friend that you get while completing a game level, or checking out Fb notification. What happens then, you easily get bored. These fewer interaction results in a lack of social behavioural skill development. A study has shown that this gadget addiction leads to serious cognitive-behavioural issues, especially in teenagers.

❖ **Health issues:**

Since technology has imparted so deep in our life that electronic devices like smartphones have become an integral part of our life and this dependency leads to serious health issues. According to the National Eye Institute America, around 23% of children use electronic screens more than 3 hours a day that has increased the patients of near-sightedness (myopia) in the last few years.

Other negatives effects of electronic gadgets on health care,

- Lack of sleep due to more exposure to blue light from the screen that blocks the release of melatonin which makes you sleepy.
- Lack of physical activity results in obesity.
- You keep on sitting or lying-in different postures that put extra pressure on your spine especially on the back of the neck resulting in cervical spondylitis in most people.

Impact of learning:

- While teachers can use activities on mobile phones to entice students to be more engaged and appeal to more learning styles, the devices can also create distractions that cause problems in the classroom. Rather than watching a teacher's lecture, students may feel tempted to use their phones to text their friends, use social media apps, watch videos or browse the web. This splitting of attention can cause students to miss out on important information taught in lessons as well as frustrate teachers who can't get students to pay attention in class.
- Another one of the disadvantages of using smart phones in classrooms is that the cost of these devices can lead to an unequal learning experience for students. Students from low-income families may not have access to mobile phones and miss out on the interactive activities that teachers incorporate into lessons. They either need to share another student's phone or get access to a phone through the school to reap the benefits.

Risk of inappropriate use:

Mobile devices can make it easier for students to collaborate, but they can also be used for bullying, which can cause physical and emotional harm. Students might use their phones in class to text rumours and lies about each other or make threats against classmates. Bullying can happen across social media platforms, text messages or the school's own messaging platform. This behavior creates additional disciplinary issues the school needs to handle to keep students safe.

The potential for students to send inappropriate or illegal messages is another one of the disadvantages of allowing a phone to be used in class. Students might send suggestive photos and texts or organize illegal activities such as drug sales, gang activity and threats. Students could interact with strangers outside school and become victims of kidnapping, solicitation and other crimes.

Effect on academic integrity:

The potential for cheating showcases one of the most notable disadvantages of allowing mobile devices in the classroom. While teachers can take steps to confiscate phones during exams or frequently check students as they take tests, there's still the chance students can use the devices to take pictures of exam questions beforehand or share answers during tests. They may also use their phones to cheat by searching Google for answers or looking at notes they made.

Potential impact on health:

Mobile phone usage at school can potentially affect students' mental health due to the impacts on social interaction and the effects of misuse. Cyberbullying can lead to issues such as depression, low self-esteem and physical ailments such as headaches that affect students' quality of life. Even students who don't face cyberbullying can experience adverse effects when electronic communication takes away from face-to-face relationships with their peers.

10 Benefits and Uses of Electronic Gadgets in Learning:

In the age of technology and connectivity, electronic gadgets have graced their way into the learning process of students in the classroom. These gadgets have been used to continually improve and expound methods through which students can learn. The gadgets mostly used by students are tablets, mobile phones and cameras.

Also, the growing demand in terms of requirements from students is assisted by these electronic gadgets. Tasks and collaboration are done easier using technology available for educational purposes.

However, there are debates concerning the advantages and disadvantages of electronic gadgets usage inside the classroom. This blog article focuses on the advantages it can bring students.

1. IMPROVES OVERALL STUDENT PERFORMANCE.

According to the study of Behnke, Gilliland, Schneider and Singer in 2005, the usage of gadgets such as tablets in class can contribute to improved student performance, it also can contribute to the decrease in the number of students who perform poorly in class. Not only that, gadgets also help improve the efficiency of teaching methods and learning capacities of students using tablets in class. Overall, the usage of electronic gadgets has made activities conducted in classrooms more flexible. The various features and functions of gadgets in class also play a part to efficiently transform teaching and learning methods, because of this, different senses of students are activated through the use of these gadgets.

2. ENABLES STUDENT-CENTERED LEARNING.

Traditionally, learning is dependent on teacher-centered strategies. But with the transformations in the teaching methodologies and the availability of gadgets in the classroom, learning has deviated away from this focus. electronic gadgets help facilitate and expound student-centered learning through providing additional functions that enable students' active role in the classroom. Their independence and ability to control their learning pace using these gadgets have fostered personalized participation.

3. ENHANCES KNOWLEDGE-RETENTION.

Retention is one crucial factor in determining whether students are successfully learning in class. Correlatively, the activation of students' multiple senses while using electronic gadgets in class, may help with their knowledge retention. For instance, according to the study of Krause, Pohl and Williams in 2015, social gamification can help increase knowledge-retention among students.

4. ENHANCES PRESENTATION AND ILLUSTRATION OF LECTURES.

Content is no longer presented through traditional methods such as the usage of boards, hardcopy drawings, and old school black and white projectors, through the usage of gadgets in the classroom, audio-visual and media presentations became not only available but portable for students. Both students and teachers can also customize the ways through which information can be presented in class using electronic gadgets. These ways usually improve participation inside the classroom.

5. ENHANCES COLLABORATION.

Due to the personalized and multiple functions of gadgets in class, collaboration consequently increases among students especially in terms of classroom participation and engagement. As mentioned earlier, the usage of gadgets makes learning flexible. In the same way that collaboration becomes more voluntary as opposed to traditional learning methods due to the features and accessibility of gadgets. This is most apparent in virtual classrooms, online discussions and online activities.

6. CAN BE USED FOR RESEARCH PURPOSES.

This is the most widely known use of using gadgets in the classroom. No longer do students have to physically go to libraries and browse hardcopy books for simple research or homework. Information is within their grasp in matters of seconds. Also, researching online is not only limited to Google or Google Scholar. Schools often also provide access to paid research scholarly digital database such as Ebsco and Jstor. These database platforms are no longer confined within library computers but can also be accessible through tablets and mobile phones of students.

7. CAN BE USED FOR EASIER ACCESS TO MATERIALS AND EASIER STORAGE OF INFORMATION.

No longer do students traditionally take notes but they can store books and notes through pdf or e-book copies or through taking pictures of lecture notes. They can also record audios and videos of lectures and discussions for as long as it is permitted by the lecturer or professor. Also, anytime they need materials, these materials can be accessible through the most portable gadgets such as mobile phones. the usage of gadgets such as tablets create increase in the information received by students.

8. CAN BE USED BY STUDENTS TO VERIFY INFORMATION.

Due to the easier access to information, students can practice initiative to verify among themselves the data presented to them. Hence, improving their information fluency and critical thinking. gadgets can help develop learning skills such as assembling, evaluating and utilizing information. since students can verify information themselves through the internet, this increases communication, collaboration and cooperative problem solving amongst students and even teachers.

9. CAN BE USED FOR EASIER COMMUNICATION.

Students and also teachers no longer have to disseminate information through text messages or emails individually, but with electronic gadgets, platforms for portable and easier sharing of necessary school-related information are possible such as Facebook groups, Google classroom and other learning management systems such as Schoology. Also, collaboration is easier between students and teachers given the instructional features most gadgets have that can be utilized for learning.

10. CAN BE USED FOR VIRTUAL CLASSROOM OR VIRTUAL LEARNING.

A virtual classroom is a platform through which learning is conducted online. Inside the virtual classroom, mechanisms such as video conference, online whiteboard and chat boxes are used by students and teachers. This is essentially useful for learning flexibility and maximizing the benefits of technology in education. virtual classroom is a platform that can

increase students' engagement and participation due to the digital tools and mechanisms that students can use.

EFFECTS OF ELECTRONIC GADGET EXCESSIVE USE:

Today's teens live in a world enveloped by electronic gadgets like internet, videogames, television, cell phone etc. Not only has the number of users increased, but also it leads to various kinds of negative impact on adolescents. It is the responsibility of the parents, health care practitioners, schools and the government to protect the adolescents from the harmful effect of newer electronic gadgets.

1.VIDEOGAMES:

Most adolescents like to spend at least part of their free time playing video games. But for some what starts out as innocent recreation can become an excessive use. Gamers spend so much time on playing, that their personal relationships get neglected and loses sleep. Video games affect adolescents by displacing time they spend doing homework. Symptoms of Video game

Excessive Use:

- Most non-school hours are spent on the computer or videogames
- Falling asleep in School.
- Worsening grades.
- Lying about computer or videogame use.
- Choosing to use the Computer or play videogames, rather than seeing friends.
- Dropping out of other social groups (Clubs or sports)
- Being irritable when not playing a video game or being on the computer.

Physical symptoms

- Carpal tunnel syndrome.
- Sleep disturbances.
- Back aches or neck aches.
- Headaches.
- Dry eyes.
- Failure to eat regularly or regularly or neglecting personal hygiene. Effects of video game Excessive use on adolescents.

2. TELEVISION:

In today's world an exponential advancement has taken place in the electronic Media. Television's one of the important media for any group specially adolescents. Television has a

very heavy impact on youth. It has both pros and cons, but it depends on the person what they take and what they discard in their life.

Television Excessive Use:

- Spending lot of time in front of television.
- Leave little or no time for outdoor games.
- Insomnia.
- Lack of Communication.

Effects of Television:

School Performance:

Higher level of television viewing correlate with decrease in class room engagement, lowered academic performance, especially reading scores.

Parent Child Conflict:

Children see the various kinds of advertisements on television and they pester their parents to buy the same for them. When such demands are not met it results in parent child conflict.

Violent:

Increased aggressive behaviour after viewing violent TV Shows or Movies.

Diet:

Being glued to the television screen takes away one's time away from play exercise and activities

Emotional Effects:

Adolescents are emotionally vulnerable. It makes them to feel like "Loser".

Cognitive Development:

Excessive television watching diminishes the cognitive development.

Poor Eye Sight:

Artificial light or radiation being emitted from the television screens can lead to poor eyesight problems in children and adolescents.

CHAPTER – III

ANALYSIS & INTERPRETATION

INTRODUCTION:

Analysis is must for any research to derive a conclusion. Analysis of data plays a predominant role in detecting the result of a brief study about preference of electronic gadgets.

Each question in the questionnaire is analysed individually, sufficiently tabulated and represented graphically, the sample size of data collected is 96.

In the present study the researcher has made the competition irrelevant by using percentage analysis raking method and chi-square test.

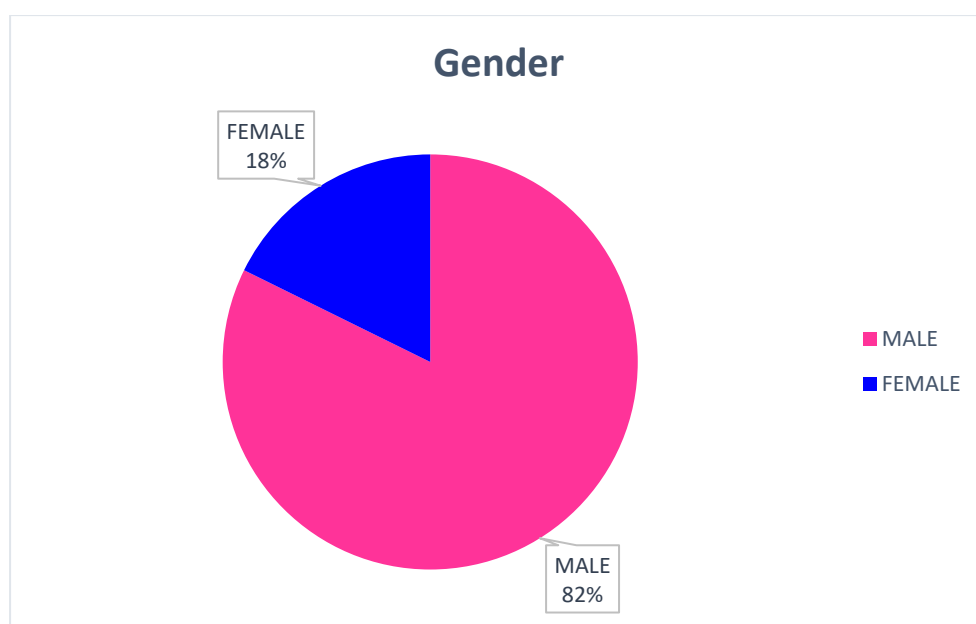
CHAPTER III

DATA ANALYSIS AND INTERPRETATION

TABLE 3.1
GENDER WISE CLASSIFICATION OF BUYERS

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	79	82
Female	17	18
TOTAL	96	100

Source: Primary data



INTERPRETATION:

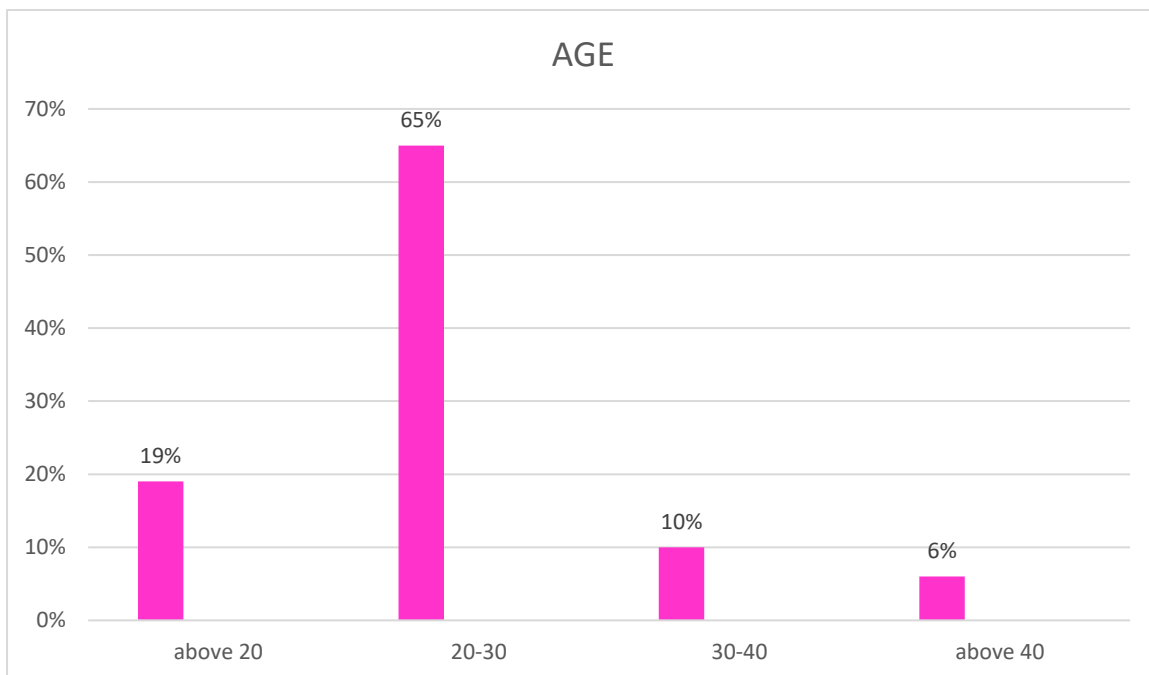
The above table reveals that gender wise classification of respondents, out of 96 respondents 82% of the respondents are male, 18% of the respondents are female.

Thus, it is inferred that majority (82%) of the respondents are Male.

TABLE 3.2
AGE WISE CLASSIFICATION

AGE	NO. OF RESPONDENTS	PERCENTAGE
Below 20	18	19
20-30	62	65
30-40	10	10
Above 40	06	6
Total	96	100

Source: Primary data



INTERPRETATION:

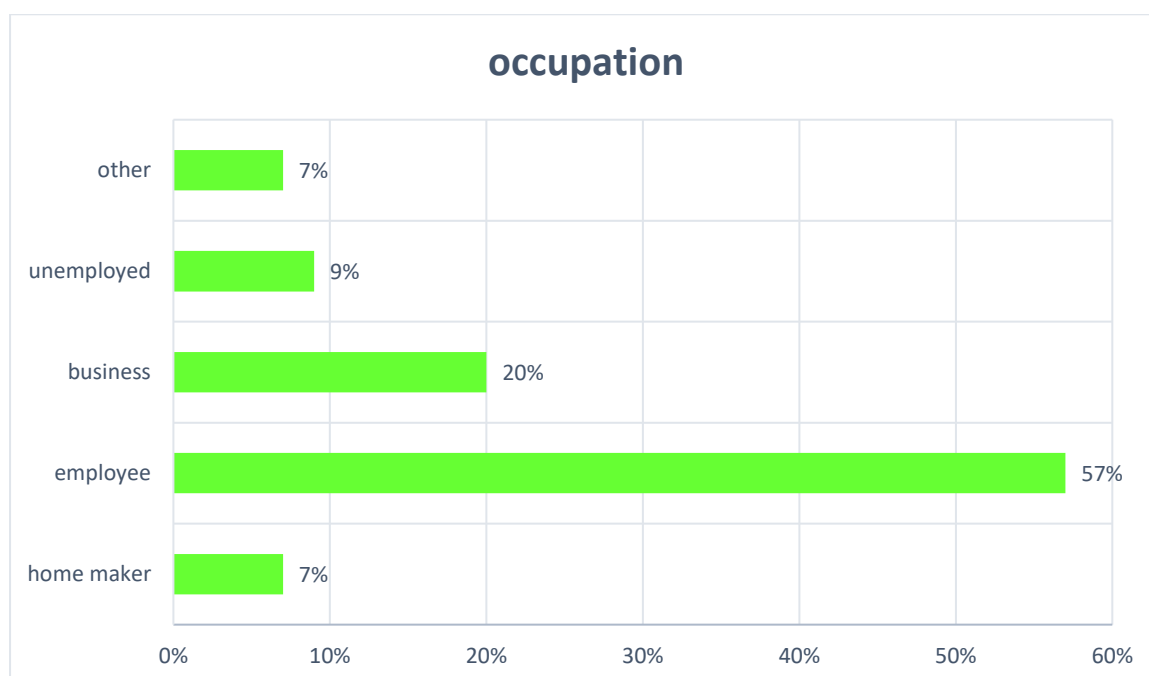
The above table reveals that 65% of the respondents are in the age group of 20-30, 19% of the respondents are above 20, 10% of the respondents are 30-40, 6% of the respondents are above 40.

Thus, it is inferred that majority (65%) of the respondents are 20-30.

TABLE 3.3
CLASSIFICATIONS ON THE BASIC OF OCCUPATION

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
Home maker	06	07
Employee	55	57
Business	19	20
Unemployed	9	9
Others	7	7
TOTAL	96	100

Source: Primary Data



INTERPRETATION:

The above table reveals that 57% of the respondents are Employee, 20% of the respondent are business, 9% of the respondent are unemployed, 7% of the respondents are home maker and others.

Thus, it is inferred that majority (57%) of the respondents are Employee.

TABLE 3.4
MARITAL STATUS

MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
Married	29	30
Unmarried	64	67
Widow	01	01
Separated	02	02
Total	96	100

Source: primary data

INTERPRETATION:

The above tables reveal that 67% of the respondents are unmarried, 30% of the respondent are married, 2% of the respondent are separated, 1% of the respondents are widow.

Thus, it is inferred that majority (67%) of the respondents are unmarried.

TABLE 3.5
CLASSIFICATION ON THE BASIS OF FAMILY STRUCTURE

FAMILY STRUCTURE	NO. OF RESPONDENT	PERCENTAGE
Joint family	41	43
Nuclear family	55	57
Total	96	100

Source: primary data

INTERPRETATION:

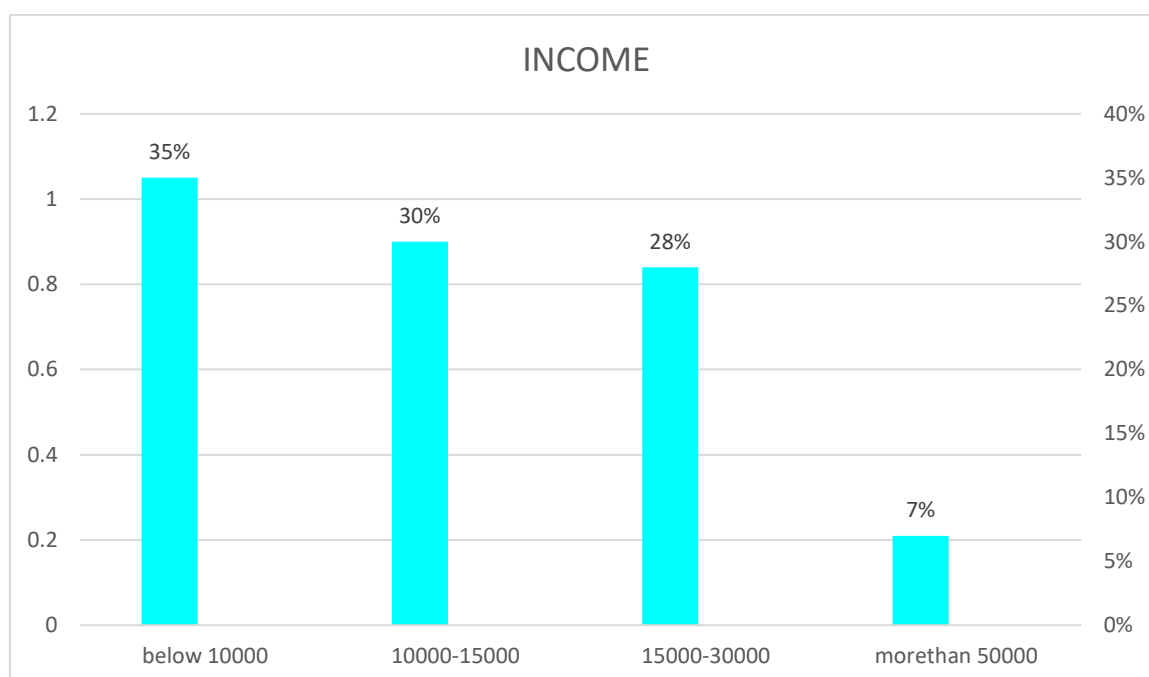
The above tables reveal that 57% of the respondents are Nuclear family, 43% of the respondent are Joint family.

Thus, it is inferred that majority (57%) of the respondents are Nuclear family.

TABLE 3.6
INDIVIDUAL INCOME WISE CLASSIFICATION

INDIVIDUAL INCOME	NO. OF RESPONDENTS	PERCENTAGE
Below 10,000	34	35
10,000-15000	29	30
15,000-30,000	27	28
More than 50,000	06	07
TOTAL	96	100

SOURCE: primary data



INTERPRETATION:

From the above table, it is revealed that salary/income per month. Out of 96 respondents, 35% of the respondents are getting below 10,000 and 30% of the respondents are 10,000-15000 and 28% of the respondents are 15,000-30,000 and 7% of the respondents are more than 50,000.

Thus, it is inferred that majority (35%) of the respondents are below 10000.

TABLE 3.7
FAMILY INCOME WISE CLASSIFICATION

FAMILY INCOME	NO. OF RESPONDENTS	PERCENTAGE
Up to 25000	24	25
25,000-40,000	32	33
40,000-55,000	24	25
More than 55,000	16	17
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

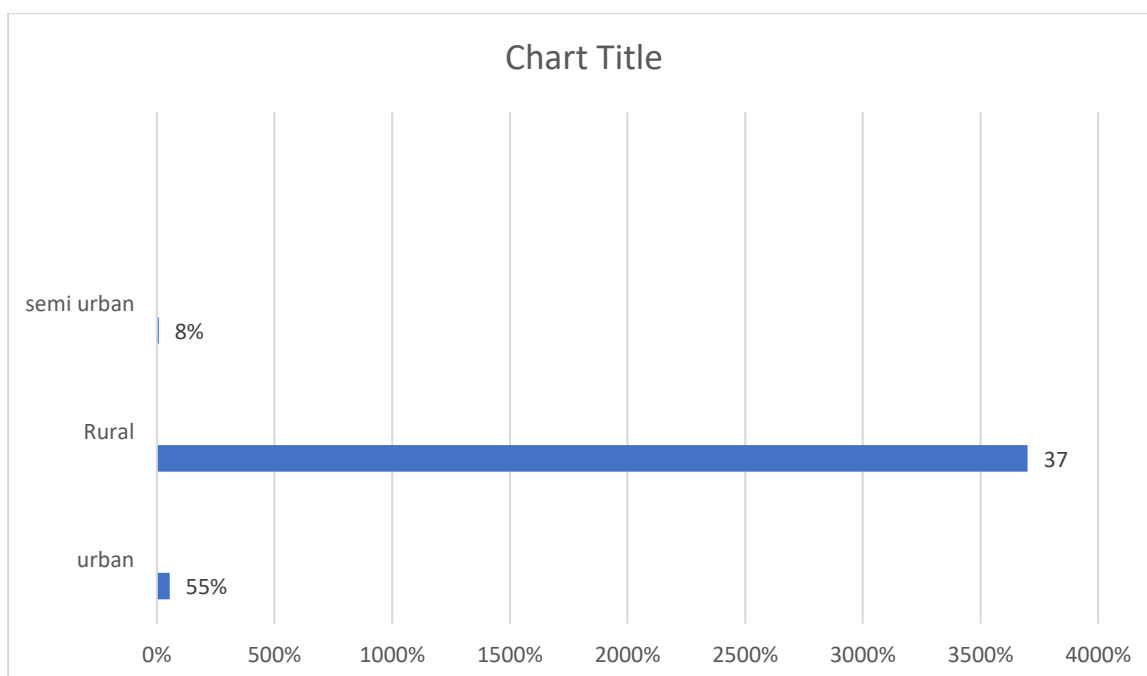
From the above table, it is revealed that 33% of the respondent's family income between 25,000-40000, 25% of the respondents' family income are up to 25,000 and 40,000-55000 and 17% of the respondents are more than 55,000.

Thus, it is inferred that majority (33%) of the respondents are 25,000-40000.

TABLE 3.8
CLASSIFICATION ON THE BASIS OF AREA OF LIVING

AREA OF LIVING	NO. OF RESPONDENTS	PERCENTAGE
Rural	35	37
Urban	53	55
Semi urban	08	08
TOTAL	96	100

SOURCE: primary data



INTERPRETATION:

From the above table, it is revealed that 55% of the respondents are Urban and 37% of the respondents are Rural and 8% of the respondents are semi urban.

Thus, it is inferred that majority (55%) of the respondents are Urban.

TABLE 3.9
CLASSIFICATION ON THE BASIS OF EDUCATION

EDUCATION	NO. OF RESPONDENTS	PERCENTAGE
School level	13	14
UG	35	36
PG	21	22
Professional	13	14
Diploma	12	12
Other	02	02
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

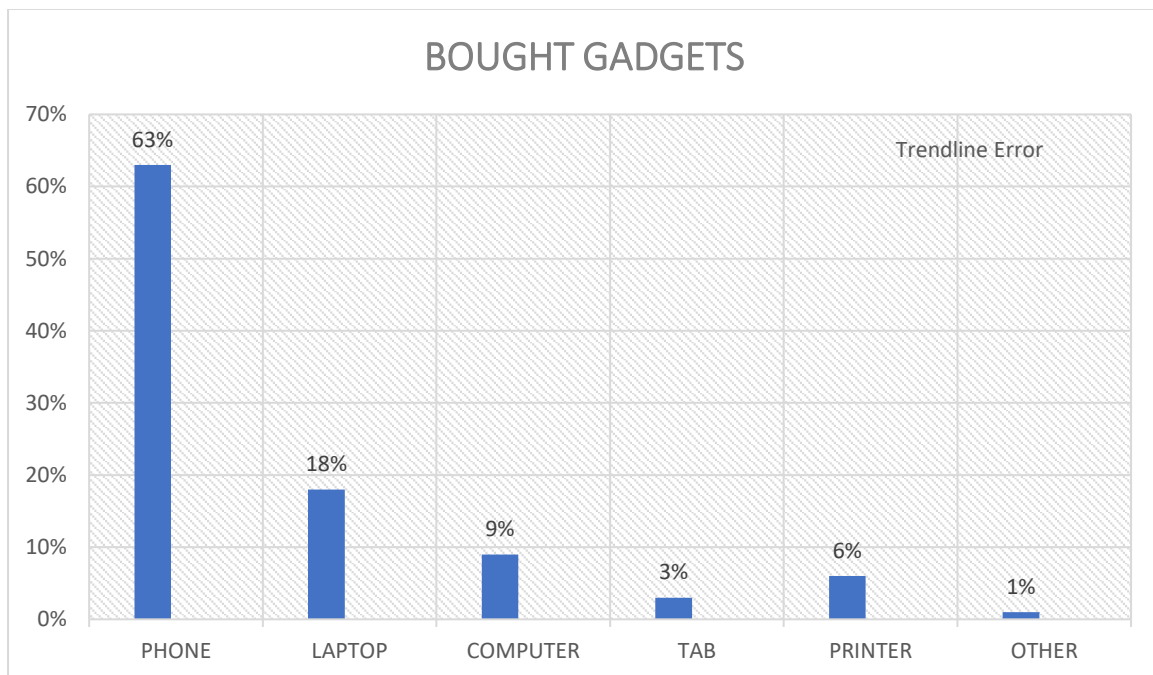
From the above table, it is revealed that 36% of the respondents are UG and 22% of the respondents are PG and 14% of the respondents are professional, and school level and 12% of the respondents are diploma, 2% of the respondents are other.

Thus, it is inferred that majority (36%) of the respondents are UG

TABLE 3.10
CLASSIFICATION ON THE BASIS OF BOUGHT GADGETS

GADGET	NO. OF RESPONDENTS	PERCENTAGE
Phone	61	63
Laptop	17	18
Computer	08	09
TAB	03	03
Printer	06	06
Other	01	01
TOTAL	96	100

SOURCE: primary data



INTERPRETATION:

From the above table, it is revealed that 63% of the respondents are Phone and 18% of the respondents are laptop and 9% of the respondents are computer and 3% of the respondents are printer, 1% of the respondents are revealed that they bought accessories for mobile or laptop.

Thus, it is inferred that majority (63%) of the respondents are phone.

TABLE 3.11
CLASSIFICATION ON THE BASIC OF FAVOURITE BRAND

BRAND	NO. OF RESPONDENTS	PERCENTAGE
Apple	22	23
Sony	09	09
Samsung	32	34
Lenovo	14	14
ACER	07	07
Others	12	13
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that 34% of the respondents are preferred to buy Samsung, 23% of the respondents like Apple brand, 14% of the respondents are interested to buy Lenovo and 13% of the respondents are others, 9% of the respondents are Sony and 7% of the respondents are ACER.

Thus, it is inferred that majority (34%) of the respondents are Samsung.

TABLE 3.12
OPINION ABOUT BUYING PREFERENCE IN BRANDED PRODUCTS

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Yes	78	81
No	18	19
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

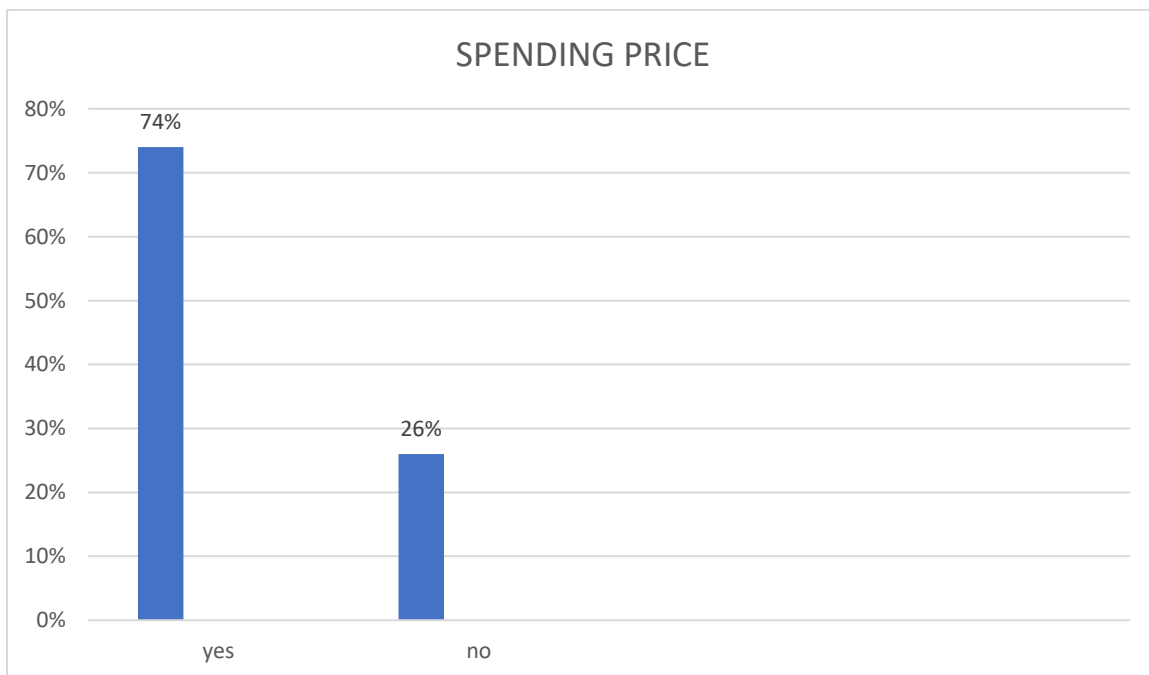
From the above table, it is revealed that 81% of the respondents are branded product and 19% of the respondents are un branded product.

Thus, it is inferred that majority (81%) of the respondents are branded product.

TABLE 3.13
OPINION ABOUT SPENDING PRICE FOR GADGETS

OPINION	NO. OF RESPONDENTS	PERCENTAGE
YES	71	74
NO	25	26
TOTAL	96	100

SOURCE: primary data



INTERPRETATION:

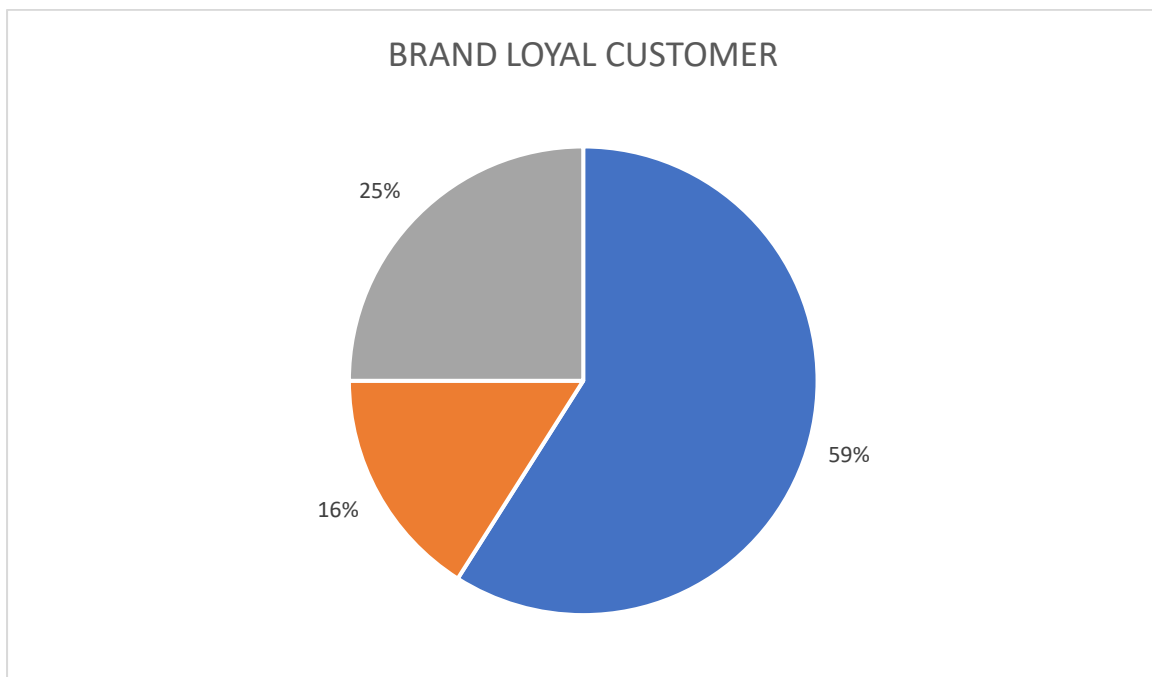
From the above table, it is revealed that 74% of the respondents that they are price sensitive to buy the electronic gadgets and 26% of the respondents disagree that they never bother about price of the products.

Thus, it is inferred that majority (74%) of the respondents are price sensitive.

TABLE 3.14
OPINION ABOUT BRAND LOYAL CUSTOMER

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Yes	57	59
Never	15	16
Rarely	24	25
TOTAL	96	100

SOURCE: primary data



INTERPRETATION:

From the above table, it is revealed that 59% of the respondents are agreed that they will be loyal to certain brands. 25% of the respondents revealed that rarely they will purchase the same brand, 16% of the respondents replied they will often change the brands.

Thus, it is inferred that majority (59%) of the respondents are yes.

TABLE 3.15
INFLUENCE TO BUY THE PRODUCTS

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Friend's feedback	32	33
Advertisement review	22	23
Relative	19	20
Own decision	23	24
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that 33% of the respondents are buying gadgets on the basis of friends' feedback, 24% of the respondents are taking own decision to buy the product, 23% of the respondents are Advertisement review and 20% of the respondents are Relative.

Thus, it is inferred that majority (33%) of the respondents are friends.

TABLE 3.16
OPINION FEATURES OF GOOD BRAND

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Quality	47	49
Competitive pricing	14	15
Good value-added service	34	35
Others	01	01
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that 49% of the respondents expressed quality is the primary, 35% of the respondents are replied that good value-added service, 15% of the respondents are mentioned that competitive pricing, 1% of the respondents are others.

Thus, it is inferred that majority (49%) of the respondents are expressed quality.

Table 3.17

FACTORS INFLUENCING PURCHASE DECISION

FACTORS	NO. OF RESPONDENTS	PERCENTAGE
Re-sale value	08	08
Availability	27	28
Design/colour	25	26
Status	14	15
Storage/capacity	20	21
Others	02	02
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that 28% of the respondents are Availability, 26% of the respondents are Design/colour, 21% of the respondents are Storage/capacity and 15% of the respondents are status, 8% of the respondents are Re-sale value, 2% of the respondents are other.

Thus, it is inferred that majority (28%) of the respondents are Availability.

TABLE 3.18

CUSTOMERS' PREFERENCE TOWARDS A PARTICULAR BRAND

REASONS	NO. OF RESPONDENTS	PERCENTAGE
Own decision	22	23
Technological advancement	28	29
Lot of features& quality	21	22
Review from friends/ college	25	26
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

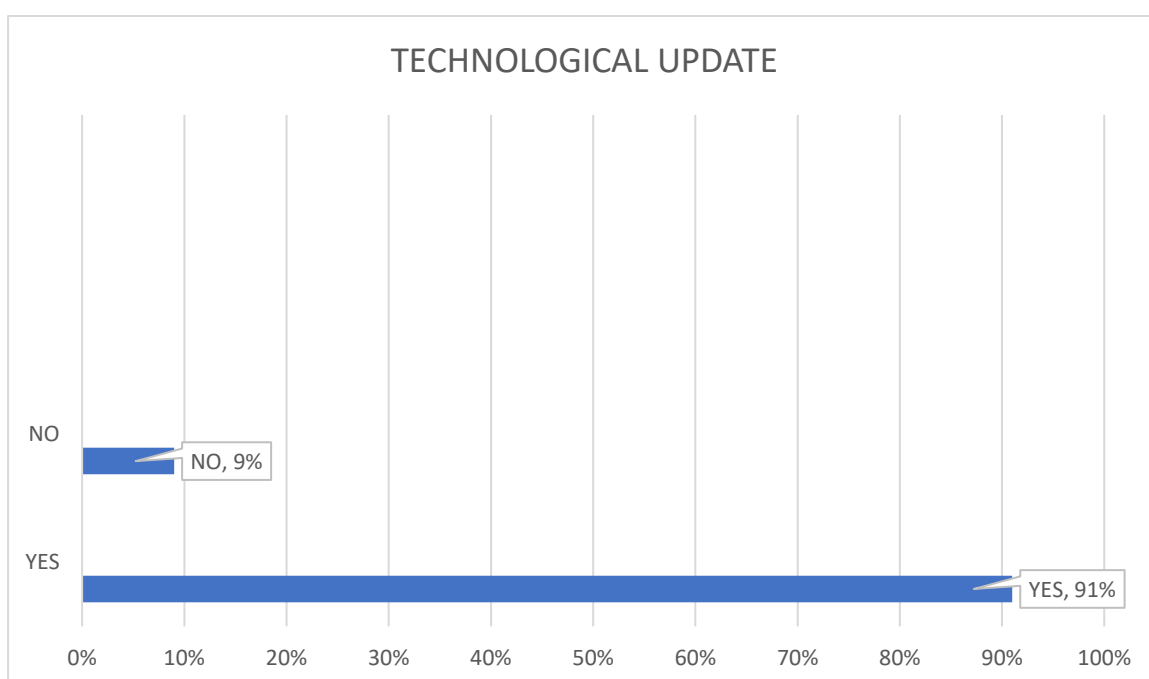
From the above table, it is revealed that 29%of the respondents are preferring technological advancement, 26% of the respondents are getting Review from friends/college, 23% of the respondents are taking own decision to buy a particular brand and 22% of the respondents are lot of features and quality and 0% of the respondents are others.

Thus, it is inferred that majority (29%) of the respondents are Technological advancement.

TABLE 3.19
OPINION ABOUT TECHNOLOGICAL UPDATE IN GADGETS

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Yes	87	91
No	09	09
TOTAL	96	100

SOURCE: primary data



INTERPRETATION:

From the above table, it is revealed that 91% of the respondents are updating themselves to buy electronic devices and 9% of the respondents are not updating anything.

TABLE 3.20
PREFERENCE FOR SHOPPING ELECTRONIC GADGETS

PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
Retail outlet	17	18
Online store	27	29
Other customer	15	15
Company showroom	33	34
Any assembled goods	04	04
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that 34% of the respondents are Company showroom, 29% of the respondents are online store, 18% of the respondents are online store and 15% of the respondents are other customer and 4% of the respondents are Any assembled goods.

Thus, it is inferred that majority (34%) of the respondents like to buy company showroom.

TABLE 3.21
FACTORS INFLUENCING PURCHASE DECISION FOR GADGETS

ADVERTISEMENT	NO. OF RESPONDENTS	PERCENTAGE
Attractive slogan	11	11
Picture clarity	33	34
Music	17	18
Feature	30	32
Others	05	05
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that 34% of the respondents are Picture clarity, 32% of the respondents are feature, 18% of the respondents are Music and 11% of the respondents are Attractive slogan and 5% of the respondents are others.

Thus, it is inferred that majority (34%) of the respondents are picture clarity.

TABLE 3.22
REASONS FOR BUYING GADGETS

REASONS	NO. OF RESPONDENTS	PERCENTAGE
Studying purpose	27	28
Business purpose	35	37
Status	10	10
Communicate with friend	19	20
Teaching purpose	05	05
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that 37% of the respondents are buying electronic gadgets for Business purposes, 28% of the respondents are studying purpose, 20% of the respondents are communicate with friend and 10% of the respondents are status and 5% of the respondents are teaching purpose.

Thus, it is inferred that majority (37%) of the respondents are business purpose.

TABLE 3.23
EXPECTATION OF SPECIAL FEATURES

FEATURES	NO. OF RESPONDENTS	PERCENTAGE
Camera	30	31
Sound quality	18	19
Internet browsing	24	25
Games	04	04
Memory capacity	20	21
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that 31% of the respondents are Camera, 25% of the respondents are internet browsing, 21% of the respondents are memory capacity, 19% of the respondents are sound quality, 4% of the respondents are games.

TABLE 3.24
CLASSIFICATION ON THE BASIS OF ATTRIBUTES

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Brand name	37	39
Accessories	13	14
User friendliness	26	27
Battery backup	20	20
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that 39% of the respondents are Brand name, 27% of the respondents are User friendliness, 20% of the respondents are Battery backup and 14% of the respondents are accessories.

Thus, it is inferred that majority (39%) of the respondents are Brand name.

TABLE 3.25
OPINION ABOUT LOOK AND WEIGHT OF THE GADGETS

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Slim & light	58	60
Thick & heavy	07	07
Storage capacity	31	33
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that 60% of the respondents are expecting Slim and Light weight gadgets, 33% of the respondents are expecting more storage capacity, 7% of the respondents are expressed that Thick and heavy packing of cover/outside moulding.

TABLE 3.26
CLASSIFICATION ON THE BASIS OF PRICE RANGE

PRICE RANGE	NO. OF RESPONDENTS	PERCENTAGE
Below 15000	25	26
15000- 25000	49	51
25000- 35000	15	16
Above 35000	07	07
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that 51% of the respondents are buying gadgets between 15,000-25,000, 26% of the respondents are buying products Below 15000, 16% of the respondents are buying 25000- 35000 and 7% of the respondents are spending Above 35000.

TABLE 3.27
CLASSIFICATION ON THE BASIS OF PAYMENT

WILLING TO PAY	NO. OF RESPONDENTS	PERCENTAGE
Below 15000	21	22
15000 – 20000	30	31
20000 – 25000	33	34
Above 25000	12	13
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that 34% of the respondents are 20000-25000, 31% of the respondents are 15,000-20000, 22% of the respondents are below 15,000 and 13% of the respondents are above 25000.

Thus, it is inferred that majority (34%) of the respondents are 20,000-25000.

TABLE 3.28
CLASSIFICATION ON THE BASIS OF PERCEPTION

PERCEPTION	NO. OF RESPONDENTS	PERCENTAGE
Reasonable	38	40
Affordable	28	29
Expensive	27	28
Cheap	03	03
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that 40% of the respondents are Reasonable, 29% of the respondents are Affordable, 28% of the respondents are Expensive and 3% of the respondents are cheap.

Thus, it is inferred that majority (40%) of the respondents are Reasonable.

TABLE 3.29
CLASSIFICATION ON THE BASIS OF EXPECTATION

EXPECTATION	NO. OF RESPONDENTS	PERCENTAGE
Price discount	55	59
Giving free accessories	20	20
Giving gift coupons	19	19
Other	02	02
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that 59% of the respondents are Price discount, 20% of the respondents are Giving free accessories, 19% of the respondents are Giving gift coupons and 2% of the respondents are Others.

Thus, it is inferred that majority (59%) of the respondents are price discount.

TABLE 3.30
CLASSIFICATION ON THE BASIS OF MODE OF PAYMENT

MODE OF PAYMENT	NO. OF RESPONDENTS	PERCENTAGE
Cash payment	46	48
Debit card	25	26
Credit cart	15	16
EMI	10	10
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that 48% of the respondents are Cash payment, 26% of the respondents are Debit card, 16% of the respondents are Credit card and 10% of the respondents are EMI.

Thus, it is inferred that majority (48%) of the respondents are Cash payment.

TABLE 3.31
SOURCES FOR UPDATING ABOUT GADGETS

SOURCE	NO. OF RESPONDENTS	PERCENTAGE
News paper	14	15
TV	19	20
Internet	35	36
Friends & family	28	29
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that 36% of the respondents expressed that easy to update through Internet updation/knowledge about gadget, 29 % of the respondents are revealed that chatting with friends and family they improve updation, 20% of the respondents are knowing emerging trends by watching Tv and 15% of the respondents are using Newspaper for updation about gadgets.

Thus, it is inferred that majority (36%) of the respondents are Internet.

Table 3.32
FREQUENCY OF BUYING GADGETS

FREQUENCY	NO. OF RESPONDENTS	PERCENTAGE
Once in a year	27	28
2 year once	34	35
5 year once	29	30
Other	06	07
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that respondents buying behaviour of gadgets. Out of 96 respondents, 35% of the respondents are buying once in 2 years, 30% of the respondents expressed that buying gadgets once in 5 year once, 28% of the respondents are Once in the year and 7% of the respondents are other.

Thus, it is inferred that majority (35%) of the respondents are 2 year once.

TABLE 3.33

SATISFACTORY LEVEL OF ELECTRONIC GADGETS – RANKING

SATISFACTORY LEVEL	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	36	38
Agree	45	47
Moderate	12	12
Disagree	02	02
Strongly disagree	01	01
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that 47% of the respondents are Agree that they are satisfied, 38% of the respondents are Strongly agree about their satisfaction level, 12% of the respondents are Moderate and 2% of the respondents are Disagree and 1% of the respondents are Strongly disagree.

Thus, it is inferred that majority (47%) of the respondents are agree that they are satisfied.

TABLE 3.34
CLASSIFICATION ON THE BASIS OF EXPECTATIONS

EXPECTATIONS	NO. OF RESPONDENTS	PERCENTAGE
Is as per your expectations	38	40
Is more than your expectation	43	45
Is less than your expectations	14	15
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that 45% of the respondents expressed that more than your expectation level, 40% of the respondents expressed that up to their expectations, 15% of the respondents are Is less than your expectations.

Thus, it is inferred that majority (45%) of the respondents are Is more than your expectation.

TABLE 3.35
LEVEL OF SATISFACTION

OPINION	NO. OF RESPONDENTS	PERCENTAGE
More than 80%	41	43
50% - 80%	46	48
Less than 50%	09	09
TOTAL	96	100

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that 48% of the respondents are 50%-80%, 43% of the respondents are More than 80%, 9% of the respondents are Less than 50%.

Thus, it is inferred that majority (48%) of the respondents are 50%-80%

LIKERT SCALE

Likert scale is defined as a unidimensional scale used to collect the respondent attitudes and opinions. This scale is often used to understand respondent ratings and agreement levels with the topic in-hand. Different variations of liken scale are focused directly on measuring the attitudes of people. such as guttman scale. bogardus scale. thurstone scale etc.

Likert scale is a psychometric scale used mainly in market research to understand the opinions and attitudes of an employee towards the organization, co-workers, or competitors. It serves organizations to make measurements and know about the degree of conformity of a person or respondent towards a certain affirmative or negative sentence. When responding to a likert item, respondents specify their level of agreement or disagreement on a symmetric agree to disagree scale tor a series of statements. Thus, the range captures the intensity of their feelings for a given item.

A likert scale can be created as the simple sum of questionnaire responses over the full range of the scale. Likert scaling assumes distances between each item are equal. Importantly "All items are assumed to be replications of each other or in other words items are considered to be parallel instruments". By contrast, modern test theory treats the difficulty of each item as information to be incorporated in scaling items. Surveys are constantly used to measure quality. Likert scales are a common classification format for surveys. Researchers and auditors generally group collected data into a hierarchy for four fundamental measurement levels nominal, ordinal, interval and ratio measurement levels:

1. **Nominal data:** Data in which the answers are classified into variables need not necessarily have a quantitative data or order is called nominal data.

2. **Ordinal data:** Data in which it is possible to sort or classify the answers, but it is not possible to measure the distance is called ordinal data.

3. **Interval data:** In general, whole data in which measurements of orders and distances can be made is called interval data.

4. **Ratio data:** This data is similar to interval data with the only difference being an equal and definitive ratio between each data and absolute “Zero” being treated as a point of origin.

TABLE 3.36
CLASSIFICATION ON THE BASIS OF OPINION

FACTORS	SA	A	N	DA	SD	TOTAL	MS	RANK
VARIETY OF DESIGN	175	172	36	10	10	394	4.1	II
BRAND SUITABLE FOR ME	180	188	33	04	04	405	4.21	I
DISTINCTIVE FEATURE	110	192	60	06	06	371	3.86	III
TREND & FASHIONABLE	125	164	51	12	12	359	3.73	IV

SOURCE: Primary Data

PARTICULAR	RANK
Brand suitable for me	I
Variety of design	II
Distinctive feature	III
Trend & fashionable	IV

INTERPRETATION:

From the above table, it is revealed that respondents taken for study, I rank for respondents brand suitable for me, II rank of the respondents for variety of design, III rank for respondent's distinctive feature, IV rank of the respondent's trend and fashionable.

LIKERT SCALE

Likert scale is defined as a unidimensional scale used to collect the respondent attitudes and opinions. This scale is often used to understand respondent ratings and agreement levels with the topic in-hand. Different variations of liken scale are focused directly on measuring the attitudes of people. such as guttman scale. bogardus scale. thurstone scale etc.

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A likert scale can be created as the simple sum of questionnaire responses over the full range of the scale. Likert scaling assumes distances between each item are equal. Importantly "All items are assumed to be replications of each other or in other words items are considered to be parallel instruments". By contrast, modern test theory treats the difficulty of each item as information to be incorporated in scaling items. Surveys are constantly used to measure quality. Likert scales are a common classification format for surveys. Researchers and auditors generally group collected data into a hierarchy for four fundamental measurement levels nominal, ordinal, interval and ratio measurement levels:

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3. **Interval data:** In general, whole data in which measurements of orders and distances can be made is called interval data.

4. **Ratio data:** This data is similar to interval data with the only difference being an equal and definitive ratio between each data and absolute “Zero” being treated as a point of origin.

TABLE 3. 37
CLASSIFICATION ON THE BASIS OF OPINION

FACTORS	SA	A	N	DA	SD	TOTAL	MS	RANK
Shop is well trained	200	172	39	00	00	411	4.28	I
Shops willing to help	135	164	69	10	00	378	3.93	II
Friendly & courteous	135	148	87	04	01	375	3.06	IV
Available in my place	115	180	57	12	03	367	3.82	III

PARTICULAR	RANK
Sales person of the shop is well trained	I
Sales person of the shops is willing to help	II
Salesperson of the shops friendly & courteous	III
Electronic gadgets accessories are available	IV

INTERPRETATION:

From the above table, it is revealed that respondents taken for study, I rank for respondent's sales person of the shop is well trained, II rank of the respondents for Sales person of the shops is willing to help, III rank for respondent's Salesperson of the shops friendly & courteous, IV rank of the respondent's Electronic gadgets accessories are available.

CHI-SQUARE TEST

Chi-square test is a statistical hypothesis test where the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true. The chi-square test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. Chi-square tests are often constructed from a sum of squared errors, or through the sample variance. This test is used to know the accuracy of variable used whether they are dependent or independent. It is applied to validate the results of the study.

INCOME AND TRENDT IN PURCHASING

Chi-square test is applied to find whether there is a significant relationship between age and year of experience.

$$X^2 = \frac{\sum (O-E)^2}{E}$$

O = Observed frequency

E = Expected frequency

Degree of freedom:

$$V = (r-1) (c-1)$$

TABLE 3. 38

INCOME OF THE RESPONDENTS AND TREND IN PURCHASING

INCOME TREND	HIGH	MEDIUM	LOW	TOTAL
BELOW 10000	27(25)	3(04)	4(3)	34
10000-150000	21(05)	5(03)	3(4)	29
15000-30000	18(04)	5(20)	4(1)	27
MORETHAN 50000	5(21)	1(04)	0(1)	6
TOTAL	71	14	11	96

SOURCE: Primary Data

FIGURE: brackets are expected frequency

Expected Frequency:

= Row total × column total / grand total

Null hypothesis:

There is no significant difference between the occupation's wise satisfaction of working condition.

Degree of frequency:

$V = (R-1) (C-1)$

= (4-1) (3-1)

= (3) (2)

= 6%

= 12.59

S.NO	PARTICULAR	TABLE	PVALUE
1	SIGNIFICANCE 5% VALUE	12.59	138.21

The table value of 6 degree of freedom at 5% level of significance is 12.59 and the calculated value is 138.21. Thus, calculated value is more than the table value. Hence the result is dependent.

Thus, it is calculated that there is no relationship between the income and trend of purchasing.

TABLE 3.39
RANK THE LEVEL OF QUALITY OF PROMOTION

FACTORS	PERCENTAGE OF SOURCE	RANK
Brand attractive	50	II
Purchase E. G	48	III
Window & display	52	I

SOURCE: primary data

INTERPRETATION:

From the above table, it is revealed that respondents taken for study, I rank for respondents Window & display, II of the respondents for brand attractive, III rank for respondent's brand attracted to purchase.

CHAPTER -4

FINDINGS AND SUGGESTIONS

This chapter discusses that majority of the study besides having a few suggestions put down by the candidate. This chapter discussed in a concise and summary format rather than descriptive from. These findings and suggestions are the based on the study entitled “**A STUDY ON CUSTOMERS BRAND PREFERENCE TOWARDS ELECTRONIC GADGETS IN THOOTHUKUDI**”

FINDINGS:

- ❖ With regards to the gender wise classification 82% of the respondents are Male.
- ❖ It is evident from the analysis 65% of the respondents are in the age group of 20-30.
- ❖ It is analyzed that 57% of the respondents are under employee.
- ❖ The study reveals that 67% of the respondents are Married.
- ❖ Majority 57% of the respondents are in nuclear family system.
- ❖ The most 35% of the respondents are in Individual's income of Below 10,000
- ❖ The most 33% of the respondents are in family income of 25,000-40,000.
- ❖ It is found that 55% of the respondents are under urban.
- ❖ The most 36% of the respondents are completed UG.
- ❖ It found that 63% of the respondents are recently bought mobile phone.
- ❖ It found that 34% of the respondents are favorite brand is Samsung.
- ❖ It is evident that 81% of the respondents are buy only branded products.
- ❖ The study reveals that 74% of the respondents are price sensitive customers.
- ❖ It is realized that 59% of the respondents are brand loyal customers.
- ❖ It has been analyzed from the study that 33% of the respondents are buy certain branded gadgets to friend's feedback.
- ❖ It is delivered that 49% of the respondents are like quality of the brand.
- ❖ It has been analyzed from the study that 28% of the respondents are major factor influencing to availability of the product.
- ❖ It is agreed that 29% of the respondents prefer technological advancement.
- ❖ Majority 91% of the respondents are interested to knowing current trends in electronics.
- ❖ The study reveals that 29% of the respondents are prefer to buy online store.

- ❖ It has been analyzed from the study that 34% are major factor influencing picture clarity.
- ❖ Majority 37% of the respondents are buying electronic gadgets for business purpose.
- ❖ The study reveals that 31% of the respondents are attracted features of camera.
- ❖ It is evident that 39% of the respondents are motivate to buy for brand name.
- ❖ It has been analyzed from the study that 60% of the respondents are prefer to slim and light electronic gadgets.
- ❖ From the study it is reveals that 51% of the respondents are electronic gadgets price range are 15,000-25,000.
- ❖ It is agreed that 34% of the respondents are willing to pay for 20,000-25,000.
- ❖ Majority 40% of the respondents are perception on price paid to electronic gadgets to reasonable.
- ❖ It has been analyzed from the study that 59% of the respondents are expected in price discount.
- ❖ Majority 48% of the respondents prefer cash for payment.
- ❖ It has been analyzed from the study that 36% of the respondents are got information through internet.
- ❖ It is evident that 35% of the respondents prefer go for shopping at 2 years once's.
- ❖ With regards to the satisfactory level of branded product better than unbranded product 47% of the respondents are satisfied with the branded product.
- ❖ It is founded that 45% of the respondents are price level is more than our expectations.
- ❖ It is evident that 48% of the respondents are to meet our needs to 50%-80%.

SUGGESTION:

On the basis of the findings of the study the following suggestions are made:

1. The present research has revealed that the most preferred price range of the Electronic gadgets customers is between Rs. 20,000 - Rs. 25,000. Therefore, the companies need to try to provide an Electronic gadgets¹ with all the necessary features within this price range.
2. Most of the customers prefer price discount along with their mobile phones such as earphones, memory cards, additional warranties, cash-back offers, etc. and based on these price discount they choose a brand. Therefore, the electronic gadgets companies need to make sure that they provide enough price discount in order to attract the customers.
3. With the popularity of the internet among the customers, many of the customers, particularly the younger generation customers prefer to source of information is their internet. Therefore, the availability of the electronic gadgets in online portals is a major factor in influencing the customers to buy a particular brand. This needs to be taken into consideration by the companies and they need to make efforts to make their electronic gadgets available online also.
4. Physical features such as its thinness, less weight, ergonomic features, etc. and technological features such camera clarity, sound quality, memory capacity, internal storage, external storage, are the major factors that influence the customers. Taking this into consideration, the companies can focus on these two features in order to make their brand popular among the customers. Among these two, the technological factors attract more customers. Therefore, the first preference for a electronic gadgets company needs to the technological features followed by physical features and finally the marketing practices. When all the three factors are combined together in a particular brand, it will increase the brand value of the company and make it more attractive to the customers.
5. Marketers should be aware of the forms of socialisation active in targeting certain population groups, since target markets possess different socialisation groups, such as the employees, who were influenced mostly by friends and peers. Marketers should, when targeting such groups, employee people with whom consumers can relate in terms of age.

CHAPTER V

CONCLUSION

India is one of the emerging markets in the electronic gadgets industry. basically because of its ever-increasing population and the majority of them belonging to the middle class. According to a survey conducted by Quartz India, by the year 2022, there will be 829 million smart phone users in India. This account to almost 60% percent of the total population and it is set to further expansion in the coming years. Thus, in this ever-expanding market, when the electronic gadgets companies do an informed decision and invest in the right way, they can reap heavy rewards in the future. Investing in a electronic gadgets is not an easy thing for an Indian user since it involves a considerable amount of money and moreover the mobile phone will be with them at least for a year. Therefore, the customer will do a lot of research before investing in the electronic gadgets. Their decision can be based on three major factors, as revealed by the present research, such as physical features, technological features and marketing practices. When all these features are combined in a perfect mixture and provided in a particular brand, that will be the most preferred brand for the customer and will remain so for a long time. This is what every company will look forward in a market scenario and this is where the present research has provided valuable insights for an electronic gadgets company. But beyond everything, it is also a universal truth that nothing is permanent. As is visible in the case of Nokia which was one of the leading mobile phone company a few years ago, is now not preferred by many. So, the companies need to do all the necessary things to attract more customers and maintain their superiority in the long run.

ANNUXRE I

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ANNUXRE II

A STUDY ON CUSTOMERS BRAND PREFERENCE TOWARDS ELECTRONIC GADGETS IN THOOTHUKUDI.

1) Name:

2) Age:

A) Below 20 B) 20-30 C) 30-40 D) Above 40

3) Gender:

A) Male B) Female

4) Occupation:

A) Home maker B) Employee C) Business D) Unemployed E) Others(specify)-----

5) Marital status:

A) Married B) Unmarried C) widow D) separated E) others (specify) -----

6) Family:

A) Joint Family B) Nuclear family

7) Individuals' income:

A) Below 10,000 B) 10,000 to 15,000 C) 15,000-30,000 D) More than 30,000

8) Family income:

A) Up to 25,000 B) 25,000-40,000 C) 40,000-55,000 D) More than 55,000

9) Area of living:

A) Rural B) Urban C) Semi urban

10) Education:

A) School level B) UG C) PG D) Professional E) Diploma E) others (specify)-----

11) Which of the following are the gadgets that you bought recently?

A) phone B) laptop C) Computer D) TAB E) Printer F) Others (Specify) -----

12) Which among the following is your favourite brand?

A) Apple B) Sony C) Samsung D) Lenovo E) ACER F) Others (Specify) -----

13) Do you buy only one branded Electronic Gadgets products?

A) Yes B) No

14) Are you price sensitive customer?

- A) Yes B) No
- 15) Are you a brand loyal customer?
- A) Yes B) Never C) Rarely
- 16) Who influenced to buy a certain brand gadget?
- A) Friends feedback B) Advertisement Review C) Relative D) Own decision
- 17) According to you, which of the following help to build a goods brand image?
- A) Quality B) Competitive pricing C) Good value-added services
- D) Others (Specify) -----
- 18) Do you think company sponsorships help them build a stronger brand?
- A) Yes B) No
- 19) Which are major factors influencing to buy a particular brand?
- A) Re-sale value B) availability C) Design/Colour D) status E) Storage/capacity
- 20) Why the customer prefers to buy certain brand?
- A) Own decision B) Technological advancement C) Lot of features & Quality
- D) Review from friends/Colleagues E) Others (Specify) -----
- 21) Are you interested in knowing more about the current trends in electronics?
- A) Yes B) No
- 22) Which place you prefer to buy Electronic Gadgets?
- A) Retail outlets B) online store C) other customer (Second hand mobile)
- D) Company showroom E) Any Assembled goods.
- 23) What are the impressive factors in Electronic Gadgets advertisement?
- A) Attractive slogan B) Picture Clarity C) Music D) Features E) Others (Specify)-----
- 24) Reasons for buying Electronic Gadgets?
- A) Studying purpose B) Business purpose C) Status D) Communicate with friends
- E) Teaching purpose
- 25) Which features attracted towards buying a brand of Electronic Gadgets?
- A) Camera B) Sound quality C) Internet browsing D) Games E) Memory capacity
- 26) Which attributes motivate to buy electronic Gadgets?
- A) Brand Name B) accessories C) User friendliness D) Battery Backup.

- 27) What do you weight prefer on electronic gadgets?
A) Slim & Light B) Thick & Heavy C) Storage capacity
- 28) What is the price range of your current electronic gadgets?
A) Below 15,000 B) 15,000-25,000 C) 25,000-35,000 D) Above 35,000
- 29) What is the price range willing to pay for a new Electronic Gadgets?
A) Below 15,000 B) 15,000-20,000 C) 20,000-25,000 D) Above 25,000
- 30) What perception on price paid to Electronic gadgets?
A) Reasonable B) Affordable C) Expensive D) Cheap
- 31) What are your expectations offers while buying branded Electronic Gadgets?
A) Price discount B) Giving free accessories C) Giving gift coupons
D) Others (Specify) -----
- 32) What is your mode of payment while buying Electronic gadgets?
A) Cash payment B) Debit card C) Credit card D) EMI
- 33) Which one is your source of information about Electronic Gadgets?
A) Newspaper B) TV C) Internet D) Friends & family
- 34) Are you interested in purchasing the latest models of electronic gadgets?
A) Yes B) No
- 35) Do you experiment with different brands?
A) Yes B) No
- 36) How often do you go for shopping?
A) Once in a Year B) 2 Years once's C) 5 Years once's D) Others (Specify) -----
- 37) Branded product is better than unbranded product?
A) Strongly agree B) Agree C) Moderate D) Disagree E) Strongly Disagree
- 38) The price of our brand?
A) Is as per your expectations B) Is more than your expectations C) Is less than your expectations
- 39) To what extent have the products been successful to meet your needs?
A) More than 80% B) 50%-80% C) Less than 50%

40) Please rate (✓) your satisfaction level of design:

NO	FACTORS	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	The brand provides wide variety of design					
2	Designs of the brand are suitable for me					
3	Designs of the brand have distinctive feature					
4	Design of the brand are trendy & fashionable					

41) Please rate (✓) your satisfaction level of quality of the shop:

No	FACTORS	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1	Salesperson of the shops is well trained/explained					
2	Sales person of the shops willing to help					
3	Salesperson of the shops friendly & courteous					
4	Electronic gadgets accessories are available in me place					

42) please rank your satisfactory level of quality of the promotion:

NO	FACTORS	RANK
1	Advertisement of the brand attractive	
2	Advertisement of the brand attract me to purchase the E. G	
3	Window and displays are attractive	

**JOB STRESS AMONG MENIAL WORKERS IN HEALTHCARE SECTOR
AT THOOTHUKUDI CITY**

A project report submitted to

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

in partial fulfillment of the requirements

for the award of the degree of

MASTER OF COMMERCE

Submitted by

SARASWATHI S

Reg. NO. 19APCO30

Under the Supervision and Guidance of

Dr.S.Bulomine Regi

Assistant Professor of Commerce



PG&RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (AUTONOMOUS)

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

Thoothukudi

April-2021

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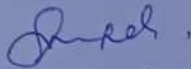
CERTIFICATE

This is to certify that the project entitled “JOB STRESS AMONG MENIAL WORKERS IN HEALTHCARE SECTOR AT THOOTHUKUDI CITY ” submitted by the candidate, Saraswathi.S partial fulfillment of the requirements for the degree of Master of Commerce to St.Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, is a work done by them during the period of their study under my guidance and supervision.

Place: Thoothukudi

Date: 10.04.2021


Signature of the Guide
(Dr.S. Bulomine Regi)


External Examiner


Head of the Department
Dr. G. Stella Beatrice Nirmala,
M.Com, M.Phil, M.B.A, PGDIT, D.FA, D.G.T, Ph.D,
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Signature of the Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

DECLARATION

I hereby state the project entitled "**JOB STRESS AMONG MENIAL WORKERS IN HEALTHCARE SECTOR AT THOOTHUKUDI CITY**" is submitted to **St.Mary's College (Autonomous),Thoothukudi**, affiliated to **Manonmaniam Sundaranar University, Tirunelveli**, for the award of the degree of **Master of Commerce** is my unique work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

Date: 10.04.2021


Signature of the Student

ACKNOWLEDGEMENT

Thanks, is a small word filled with heartfelt gratitude. I express my heartfelt thanks to **GOD ALMIGHTY** for showing his blessing on us for the success of the project.

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

Saraswathi.S

LIST OF CONTENTS

CHAPTER	TITLE	PAGE. NO.
I	INTRODUCTION AND DESIGN OF THE STUDY	1-6
	1.1 Introduction	
	1.2 Statement of the problem	
	1.3 Objectives of the study	
	1.4 Scope of the study	
	1.5 Research Methodology	
	1.6 Collection of data	
	1.7 Sample design	
	1.8 Framework of analysis	
	1.9 Period of the study	
	1.10 Limitations of the study	
	1.11 Scheme of the report	
II	REVIEW OF LITERATURE	7-21
III	JOB STRESS : AN OVERVIEW	22-36
	3.1 Introduction	
	3.2 The stress concept	
	3.3 Physical factors, stress and health	
	3.4 Stress in relation to work	
	3.5 Psychosocial conditions in present working life	
	3.6 Main psychosocial stress at work	
	3.7 Occupational and psychosocial job characteristics	
	3.8 Social class and psychosocial job measures	

	3.9 Job strain and cardiovascular disease	
	3.10 Summary and future directions	
	3.11 Conclusion	
IV	Analysis and Interpretation of Data	37-57
V	Findings, Suggestions and Conclusion	58-60
	Bibliography	
	Annexure – Questionnaire	

CHAPTER-I



INTRODUCTION AND DESIGN OF THE STUDY

CHAPTER- I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

Indian healthcare is at a critical juncture, as it focuses on pertinent issues of consumerism, cost effectiveness and quality. Indian healthcare is annually growing at the rate of 15% which is faster than most of the other service sectors. Stress in workplace has become an increasingly hot topic over the past few decades. Stress in the workplace reduces productivity, increases management pressures and makes people ill in many ways, evidence of which is still increasing. Workplace stress affects the performance of the brain, including functions of work performance memory, concentration and learning.

Stress is a feeling of tension or pressure that people experience when demands placed on them exceed the resources they have to meet these demands (Moore, 1995). There is a considerable debate among stress researchers about how to adequately define stress. According to Se-lye (1956) "Any external event or internal drive which threatens to upset the organism" equilibrium is stress." He has defined stress as the non-specific response of the body to any demand made upon it. Lazarus (1980) sees Stress as a result of a transaction between person and environment. Stress is defined as physical and psychological state that occurs when the individual is unable to cope with demands and pressure of situation. Job satisfaction is defined as an attitudinal variable that represent the extent to which people dislike or like their jobs. Level of stress and job satisfaction among doctors can affect the quality of health care. The level of job satisfaction is affected by intrinsic and extrinsic factors, social relations with the group, quality of supervision and individual's success or failure in their work. Job security interaction with colleagues, financial incentives and co-operative relationship with management were found to be predictors of job satisfaction among doctors in United States. Whereas opportunities for continuing education, collegial relationships, extent of administrative work, job security and access to specialized technology were contributing factors for satisfaction in Germany. Job satisfaction/dissatisfaction affect one's administration behavior with co-

workers and the patients. The doctor-patient relationship and quality of medical care provided is dependent on doctor's job satisfaction. Previous studies reported that 68% of doctors were unsatisfied with their jobs and females were more dissatisfied as compared to their male counterparts. A study among doctors in Delhi reported that more than half 55.2% was found to be dissatisfied.

Job stress in the nursing profession has been a persistent global problem for many years now. It has been associated with a variety of adverse attitudinal, behavioral, physical and emotional health consequences. Among attitudinal and behavioral consequences are a diminished job satisfaction, turnover intentions, and actual turnover or absenteeism (Blegen, 1993, Borda & Norman, 1997). Among adverse physical and emotional health consequences are hypertension, cardiovascular disease, immune disorders, obesity, depression, and burnout (Karasek & Theorell, 1990; Maslach & Zimbardo, 1982). Health care workers are at a higher risk for the development of stress or strain related illnesses. The Dutch Central Bureau of Statistics has shown that absencerates among hospital personnel are among the highest of all sectors and higher than absence rates in other stressful occupational settings such as catering industry, transport, or education (see figure. As a result of the occupational burden of health care workers, stress among nurses is widely studied. The number of studies on stress or strain among nurses has grown considerably in the last decades. The entries appearing in psychological abstracts after a search on the keywords "nurses" and "stress" have grown from 21 publications in the period before the 1970s to 57 in the 70s, 429 in the 80s and 754 in the 90s.

Stress, up to a certain point, will improve people's performance and quality of life because it is healthy and essential that they should experience challenges within their lives, but if pressure becomes excessive, it loses its beneficial effect and becomes harmful since it is the reaction of people under pressure or other types of demands placed on them and arises when they worry that they cannot cope. However, it is recognized that negative events do not always trigger psychological distress, which arises only when imposed demands are perceived to exceed ability to cope. It is important to recognize that stress is a state, not an illness, which may be experienced as a result of an exposure to a wide range of work demands and in turn can contribute to an equally wide range of outcomes, which may concern the employee's health and be an illness or an injury, or changes in his/her behavior and lifestyle. This arises from

a study that showed that three quarters of executives say that stress adversely affects their health, happiness and home life as well as their performance at work. Various factors are associated with occupational stress and studies indicate that, in addition to stressful factors intrinsic to nursing organizational management attributes influence work-related stress among nurses and that sources of stress vary in both nature and frequency across nursing specialties. In today world stress is known as one of harms for human resources and its harmful impacts on individual and social life is obviously visible. Although application of the term “Stress” in psychology is traditionally long, its usage has recently become also prevalent in management psychology and organizational behavior, and due to its prevalence in social life of people, it has become part of organizational discussions. Stress is a term for describing individual’s negative interpretation for a real or subjective event as a threatening factor which causes fear or anger. One of the main sources of stress in the life of everyone is his job and job stress is today one of the common and costly issues in the working places. Job stress is the stress which catches specific individual in specific job. That is both individual’s characteristics and job related factors are involved in it, because the individual and the environment have interaction. Job stress is one of the important issues related to human behavior which has entered to human resource occupational performance for different reasons. This variable is observed at complicated and widespread level in all human activities and it is as a problem which can lead to mental collapse of human beings and incidence of different psychological – behavioral disorders in the society at its severe level. It should be noted that indicated that the most severe job-related stressors are as following: not enough staff deficiency to cover the unit adequately, lack drugs and equipment deficiency required for nursing care and unpredictable staffing and scheduling respectively. The most frequent job-related stressors were including; watching a patient suffers and lack of drugs and equipment required for nursing care. Severities of job stressors were significantly related with age, night shifts, specialization and competencies.

1.2 STATEMENT OF THE PROBLEM

Job stress has been a long-standing concern of the health care industry. This study indicates that health care workers have higher rates of substance abuse and stress than other professions and elevated rates of depression and anxiety linked to job stress.

The health care workers face a lot of stressors like work over-load, excessive working hours, sleep deprivation, repeated exposure to emotionally charged situations, dealing with difficult patients, conflicts with other staff. In addition to this work related stress, irregular social and family life is the main component of ongoing burn out process in these professionals. In this context the study has been made to know the job stress among menial workers in healthcare sector.

1.3 OBJECTIVES OF THE STUDY

The following are the objectives focused in this study:

- To examine the nature of job stress in health care sector
- To investigate the effect of job stress in health care sector
- To identify the factors causing job stress among workers in health care sector
- To ascertain the strategies for dealing with job stress among health care workers
- To find out the impact of stress on employee performance.

1.4 SCOPE OF THE STUDY

The study was done within Thoothukudi City. The study entitled “Job stress among menial workers in health care sector at Thoothukudi City” aims to find out the job stress among menial workers in health care sector in Thoothukudi. The analysis helps to know about the stress faced by the menial workers in health care sector. The approach to study has been made from the view of the point of the health care workers in Thoothukudi City.

1.5 RESEARCH METHODOLOGY

The present study is analytical and descriptive nature. A questionnaire was constructed to elicit the required information from the respondents. The questionnaire contained direct and objective questions and affirmations. It had questions with multiple answers to choose from. The respondents had to answer them by choosing the appropriate reply. The questionnaire had the objective of finding out the impact of stress on employee performance. Hence the questions were related to factors causing

job stress among workers in health care sector and the questions were framed to ascertain the strategies for dealing with job stress among health care workers.

1.6 COLLECTION OF DATA

The data for the study were collected through survey. Data are of two types, They are,

1. Primary data
2. Secondary data

Primary data

Primary data were collected by framing a questionnaire. A set of questionnaire was prepared and were given to public to analyse the job stress among menial workers health care sector.

Secondary data

The secondary data were collected from websites, magazines, books and journals.

1.7 SAMPLE DESIGN

Simple random sampling was adopted and the data were collected from 80 sample respondents using questionnaire in Thoothukudi city. The questionnaire was collected from the health care workers through interview schedule method.

1.8 FRAMEWORK OF ANALYSIS

Regarding the study on job stress among menial workers in health care sector in Thoothukudi city, the researchers collected both primary and secondary data to make a clear view of the project. The data collected through questionnaire. It was classified and analyzed on the basis of statistical tool like,

- T- Test
- ANNOVA
- Percentage Mean Ranking

- Correlation

1.9 PERIOD OF THE STUDY

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

1.10 LIMITATION OF THE STUDY

The study has some major limitations, they are,

- ❖ Study was limited to Thoothukudi City.
- ❖ Responses generated from the respondents are based on their experience which might have caused errors.
- ❖ The resources constraints have limited to the scope of the study.
- ❖ The services of the data were not adequate. Some of the replies of the respondents may be biased.

1.11 SCHEME OF THE STUDY

The study on job stress among menial workers in health care sector in Thoothukudi city is organized into five chapters. They are,

- ✧ The first chapter deals with Introduction and Design of the study.
- ✧ The second chapter deals with the Review of literature.
- ✧ The third chapter deals with the Theoretical framework of the study.
- ✧ The fourth chapter deals with the Analysis and Interpretation of data.
- ✧ The first chapter deals with the Summary of findings, suggestions and conclusion.

CHAPTER-II



REVIEW OF LITERATURE

CHAPTER-II

REVIEW OF LITERATURE

2.1 INTRODUCTION

A review of literature is a scholarly paper that presents the current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Review of literature is a secondary sources and do not report new or original experimental work. It helps to establish the validity of a research project by revealing gaps in the existing literature on a topic that offer opportunities for new research. In this chapter a detailed review of the studies conducted about job stress among menial workers in health care sector.

2.2 REVIEWS RELATED TO JOB STRESS

Tanya Gelsema et.al.(2005)¹ in their article "Job stress in the nursing profession: the influence of organizational and environmental conditions and job characteristics" The aim of the current study was to examine the influence of organizational and environmental work conditions on the job characteristics of nurses and on their health and well-being. The sample consisted of 807 registered nurses working in an academic hospital in Leiden (the Netherlands). The direct influence of work conditions on outcomes was examined. Mediation of job characteristics in the relationships between work conditions and outcomes was tested by means of regression analyses. The results indicated that job characteristics, such as demands and control, mediated the relationship between work conditions, such as work agreements/rewards, and outcomes. By managing organizational and environmental conditions of work, job characteristics can be altered, and these in turn influence nurses' job satisfaction and distress.

¹ Tanya Gelsema, Margot Vander Doef, Simone Akerboom & Stan Maes, Year: 2005, Job stress in the nursing profession: the influence of organizational and environmental conditions and job characteristics, International journal of job stress, Volno:12,Issue no :3, pp:222-240, https://www.researchgate.net/publication/232519876_Job_Stress_in_the_Nursing_Profession_The_Influence_of_Organizational_and_Environmental_Conditions_and_Job_Characteristis

Eleni Moustaka et.al.(2010)²in their article "Sources and effects of Work-related stress in nursing" The working environment is one of the most important resources of occupational stress. The aim of this systematic review was the examination of the sources and consequences of occupational stress on nurses adequacy, productivity, efficiency. A systematic review was made in "European Agency for Safety and Health at work "National Institute for Occupational Safety and Health" (NIOSH) aspects of the work itself can be stressful, namely work overload and role-based factors such as lack of power, role ambiguity, and role conflict. Threats to career development and achievement, including threat of redundancy, being undervalued and unclear promotion prospects are stressful. Stress is associated with reduced efficiency, decreased capacity to perform, a lack of concern for the organisation and colleagues. During last decade there has been increasing recognition of the stress experienced by hospital nursing staff . Although some stressful situations are specific to a particular type of hospital unit, nurses are subject to more general stress which arises from the physical, psychological, and social aspects of the work environment. High levels of stress result in staff burnout and turnover and adversely affect patient care. Interventions that are targeted at sources of occupational stress seem to be required in order to support nurses.

Dr.M.Eswari .et.al (2011) ³ in their article "A study of job stress among women nurses in coimbatore city, tamilnadu" The purpose of this study was to investigate the stress level among the women nurses in Coimbatore city, Tamil Nadu. The researcher chose randomly 167 nursing homes from a total of 253 Hospitals located in Coimbatore city, Tamilnadu. The participants (500) were randomly chosen from a list of nursing staff provided by each facility. Henry Garrett Ranking

² Eleni Moustaka & Theodoros Constantinidis,Year: 2010, Sources and effects of Work related stress in nursing, Health science journal, Volno: 4, Issueno: 4, ISSN: 1791 809X, pp:210-216, <https://www.hsj.gr/medicine/sources-and-effects-of-workrelated-stress-in-nursing.pdf>

³Dr.M.Eswari & Dr.S.Saravanan, Year: 2011, A study of job stress among women nurses in coimbatore city, tamilnadu, International journal of research in management and technology, Vol no:1, Issue no:2, ISSN:2249-9563,pp:97-100,https://www.researchgate.net/publication/321796385_A_STUDY_OF_JOB_STRESS_AMONG_WOMEN_NURSES_IN_COIMBATORE_CITY_TAMILNADU_Work_Stress

Technique was used to rank the problems faced by the women nurses who are working in Hospitals in Coimbatore City. Preamble More women are employed now than ever before, but more likely women get low productivity, low pay and vulnerable jobs, lack of social protection and basic rights than men according to a new report by the international labour organization ILO. The report "Global employment trends for women-March 2003" said that the number of employed women grew by almost 200 million over the decade, to reach 1.2 billion in 2007 compared to 1.8 billion men. However, the number of unemployed women also grew from 70.2 to 81.6 million over the same period. According to the report, improvements in the status of women in labour markets throughout the world have not substantially narrowed gender gaps in the workplace. The share of women in vulnerable employment, either unpaid contributing family workers or own account workers, rather than wage and salaried workers, decreased from 56.1 to 51.7 percent since 1997. However, the burden of vulnerability is still greater for women than men, especially in the world's poorest regions. At the global level, female employment to population ratio indicates how much economies are able to take advantage of the productive potential of their working age population, which was 49.1 percent in 2007 compared to male employment to population ratio of 74.3 percent. Over the past decade, the service sector has overtaken agriculture as the prime employer of women. In 2007, 35.1 percent of employed women worked in agriculture and 46.3 percent in services. In comparison, male sectoral shares were 34 percent in agriculture and 40.4 percent in services.

Ahmad Boran et.al (2011)⁴ in their article "Work related stress among health professionals in northern jorden" Job stress is common in health care professionals in the west. Less is known about its prevalence in Middle Eastern countries. To determine job stress, its sources and its effect on health care professionals in northern Jordan. A simple random sample of 101 physician specialists, 126 dentists, 52 general practitioners and 123 pharmacists in northern Jordan completed a socio-demographic

⁴ Ahmad boran, Mohammad shawaheen, Yousef saleh khader & Zouhair amarin, Year: 2011, Work related stress among health professional in northern jordan, Occupational medicine, Vol no: 62, Issue no: 2, pp:145-147, https://www.researchgate.net/publication/51837966_Work-related_stress_among_health_professionals_in_northern_Jordan

questionnaire, the General Health Questionnaire, and addressed structured questions about job stress. Descriptive statistics and multivariate analyses were used to describe and compare participants, and a binary logistic regression was used to identify factors associated with stress and reported health problems. Of the 402 health care professionals, 27% reported high levels of stress. Prevalence was highest among general practitioners (33%), then dentists (30%) and pharmacists (25%). The lowest stress was among physician specialists (12%). Factors associated with the highest stress were being a general practitioner, being a woman and having long working hours. Dealing with uncooperative patients and heavy workloads were additional stressors. The most frequent problems associated with high stress were irritability (58%), consuming more arousal drinks (e.g. coffee, cola) (56%), difficulty concentrating (51%), headaches (63%), chronic back pain (48%) and common colds (47%). Compared to physician specialists, general practitioners, dentists and pharmacists were significantly more stressed. Reported stress was associated with job title, being a woman and long working hours. Also uncooperative patients and heavy workloads were significant problems. Being irritable and having headaches and common colds were the most frequent health issues.

Irfana Rashid (2012)⁵ in his article "Workplace stress among doctors in government hospitals: an empirical study" To find out the remedial measure to overcome from the stress. Work plays a central role in the lives of many people, and thus the impact of occupational stress is an important issue both for individual employees and the organizations in which they work. Stress experienced at work can have adverse outcomes for the well-being of individual employees and organization as whole. The present study aims to investigate the causes of role stress in doctors working in government hospitals and to examine the levels of stress among Male and Female doctors. ORS(Organizational Role Stress) instrument developed by Prof. Udai Pareek was employed to collect the data from the respondents. Convenient sampling method was used to select the sampled units within the hospitals for the

⁵ Irfana rashid, Year: 2012, Workplace stress among doctors in government hospitals: an empirical study, International journal of multidisiplinary research, Vol no:2, Issue no:5, ISSN:22315780, pp:208-220, <https://www.researchgate.net/publication/26600975>
[Workplace stress among doctors in government hospitals an empirical study](https://www.researchgate.net/publication/26600975)

study. One hundred (100) questionnaires were distributed to the doctors and seventy three (73) completed questionnaires were received. Findings of the study revealed that doctors are the serious sufferers of organizational role stress.

Arash Najimi et.al. (2012)⁶ in their article "Workplace stress among doctors in government hospitals: an empirical study" Nursing is naturally a stressful job. Stress in nurses can cause depression, isolation from patients, absence and decrease in their qualification. This study aimed to determine the causes of job stress in nurses of Kashan, Iran. In this cross-sectional study, 189 nurses from Kashan hospitals of different wards were studied. The information collection tool was Occupational Stress Inventory-Revised™ (OSI-R™). The most important job stress aspects in female nurses were range of roles (48.4%), role duality (40.9%) and job environment (39.6%). In men, range of roles (57.5%), job environment (50%) and responsibility (45%) were the most significant aspects. In addition, lack of balance between skill and education and job environment requirements in both genders was the least important aspect of job stress. The results showed that the level of stress in most of the nurses was in medium level. Job factors were more involved in job stress than demographic and other factors.

Hassan danial aslam et.al. (2013)⁷ in their article "Analysis of Level of Stress among Doctors in Public and Private Hospitals of Pakistan" Stress is a universal and inevitable component of life, the occurrence of which cannot be avoided. The purpose of the present study was to determine the sources of stress among doctors

⁶ Arash Najimi, Ali Moazemi & Gholamreza Sharifirad, Year:2012, Workplace stress among doctors in government hospitals: an empirical study, Iranian journal of nursing and midwifery research, Volno:17, Issueno:4, pp:301-305, <https://www.researchgate.net/publication/247153511>

⁷ Hassan danial aslam, Narmeen mansoor & Qaiser suleman, Year 2013, Analysis of Level of Stress among Doctors in Public and Private Hospitals of Pakistan, International journal of learning and development, Volno:3, Issueno:2, ISSN:2164-4063, pp:1-27, <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.675.2180&rep=rep1&type=pdf>

of private and public hospitals in Bahawalpur District (Pakistan). The target population of the study was the doctors of private and public hospitals in Bahawalpur, Pakistan. Only 240 doctors (120 from public and 120 from private hospitals) were selected as sample of the study. Field study was conducted and primary data collection instrument was questionnaire. The questionnaire was based on seven dimensions i.e., workload, working conditions, role overload, sleep deprivation and unrealistic demands of the patients, relation with peers, night shifts. Statistical tools i.e. mean, standard deviation and t-test were used for the analysis of the data. For this purpose SPSS Version 16 was used. Findings of the study revealed that sleep deprivation was most important source of stress, second was workload, third factor was working conditions, fourth was role overload and last factor with respect to the importance was unrealistic demands of patients. Moreover workload, night shifts and relation with peers have a positive relationship with levels of stress.

Sonali kar et.al. (2013)⁸ in their article "Qualitative study on stress among nurses working at private sector in suburban kolkata" Job stress can be defined as a harmful physical response that occurs when the job requirement does not match the capabilities, resources or need of the worker, leading to poor health or even injury. Nurses due to their occupation are exposed to high levels of stress due to conflict with higher authorities, colleagues and often patients and their families, dealing with death and dying patient, prolong duty hours and last but not the least, their own families. To find out common workplace stressors of nursing profession and to explore the personal and family life of nurses working in private sectors, as well as to study prevalence of common stress related illness among nursing personnel. Three medium sized (100 bedded) privately-managed tertiary care nursing homes at suburban Kolkata, India were selected rand.

⁸ Sonali kar, Suman kar roy, Chandrani chakraborti & Sharmistha chakrartarty, Year: 2013, Qualitative study on stress among nurses working at private sector in suburban kolkata, International journal of nursing-education, Volno:5, Issue:2, pp:222228, <https://www.researchgate.net/publication/305768043>
[Qualitative Study on Stress among Nurses_](#)
[Working_at_Private_Sector_in_Suburban_Kolkata](#)

Mary ann veboah et.al. (2014)⁹ in their article " Determinants of workplace stress among healthcare professionals in ghana: an empirical analysis" There is considerable evidence that the stress inherent in health care negatively impacts health care professionals Stress in medical practice has always been a topical issue. Our study examines the relationships between six key organisational factors (demand, control, support, relationships, change, and role conditions) and stress among healthcare professional in a teaching hospital in Ghana. The UK Health and Safety Executive's (HSE) Management Standards (MS) model of stress model was adopted and modified as our key measurement in our questionnaire. Data was collected from 453 healthcare professionals from a teaching hospital in Ghana. Three sequential steps of using linear regression analysis to identify the causes of stress among a spectrum of human resource personnel, selected from all the main departments of the Komfo Anokye Teaching Hospital was outlined. Our study reveals that, all the six elements (demand factors, control factors, support factors, relationships factors, change factors and role factors) that have been analysed have significant impact on employees stress though, they do not impact on employees in the same measure. We have provided policy direction to support stress management in healthcare settings such as the case of Komfo Anokye Teaching Hospital in Ghana.

K.Srinivasan et.al. (2014)¹⁰ in their article "A study on job stress among staff nurses in vilupuram district" The present paper aims to describe the job stress prevailing among staff nurses employed at hospitals in Villupuram District of

⁹ Mary ann veboah, Mary opokua ansong, Hery asante antwi ethel yiranbon & Francis anyan francis gyebil, Year: 2014, Determinants of workplace stress among healthcare professionals in ghana: an empirical analysis, International journal of business and social science, Volno:5, Issue:4, pp:1-12, https://ijbssnet.com/journals/Vol_5_No_4_Special_Issue_March_2014/18.pdf

¹⁰ K.Srinivasan& Dr.A.Umesh samuel jebaseelan, Year: 2014, A study on job stress among staff nurses in vilupuram district, Indian journal of applied research, Vol no: 4, Issue no: 12, ISSN: 2249 - 555X, pp:155-157, [https://www.worldwidejournals.com/indian-journal-of-applied-research-\(IJAR\)/special_issues_pdf/December_2014_1418821492_51.pdf](https://www.worldwidejournals.com/indian-journal-of-applied-research-(IJAR)/special_issues_pdf/December_2014_1418821492_51.pdf)

Tamilnadu. This descriptive research study was carried out in 2 hospitals with the objectives of studying the key variables namely Organizational, Job, Group and Individual Stressors that are felt and experienced by the staff nurses employed in these hospitals. The researcher selected 50 Staff Nurse by applying the two phase random sampling technique. The data collected was systematically processed and analyzed. The salient findings of the study revealed that majority (86%) of the respondents were female and were married. Majority (76%) of them was from a nuclear family setup and majority (78%) of them was Hindus. More than half (68%) of the respondents were from the back ward community and less than half (44%) of the respondents were from a rural background. The major findings of the study pertaining to the key variables revealed that nearly half of the respondents experience high level of stress in the dimensions of Individual, Job and organizational stressors. However, only 36 percentage of the respondents experience high level of stress in the dimension of group stressors. Finally, 46 percent of the respondents experience overall high level of Job Stress. The present paper also portrays suitable suggestions for reducing the level of stress among the staff nurses.

Munir abu helalah et.al. (2014)¹¹ in their article "Job stress and job satisfaction among health care professionals" Health care professionals comprise an important group of individuals who are affected by emotional states and stress because of their unique work environment. The employee's stress level and satisfaction with his/her job are primary factors that influence the quality of work and individual productivity. To measure the prevalence of job stress and job satisfaction among healthcare professionals and to identify their predictors. Research Design: A multi-center cross-sectional survey. Physicians, residents, nurses, and radiologists. Job stress and satisfaction were measured using 25 specific questions about sources of work-related stress and 17 questions about sources of workrelated satisfaction. A total of 626 (54%) participants completed the survey. The sample was comprised of 19.5% Saudi nationals, and the remainder, foreign workers of a wide range of nationalities.

¹¹ Munir abu helalah, Shari L. Jorissen, Khalid niaz & Abuelgasim mansour, Year: 2014, Job stress and job satisfaction among health care professionals, European scientific journal, Vol no: 10, Issue no: 32, ISSN: 1857 7881, pp: 156-173, <https://core.ac.uk/download/pdf/236417895.pdf>

The overall prevalence of job stress and job satisfaction was 66.2% and 97.0%, respectively

Narayanan Sathiya et.al. (2016)¹² in their article "Perceived stress levels and its sources among doctors and nurses working in a tertiary care, teaching hospitals, kancheepuram, tamilnadu" Stress and emotional disturbances among doctors and nurses are relatively common, and seemingly, this is a worldwide problem. Recently studies have reported high levels of stress among health care professionals. This study was done to assess prevalence of perceived stress and its sources among doctors and nurses. Cross-sectional study was conducted among 200 study subjects (84 doctors & 116 nursing staff) by simple random sampling. Perceived stress scale (PSS 10) questionnaire was used to assess stress scores. Work environment, health related and psycho-social stressors were assessed using a 16 items questionnaire. MS Excel sheet and SPSS were used for data entering and statistical analysis. Prevalence of stress among study participants was found to be 39.5% (79). Mean PSS score among doctors was found to be 18.35 (± 4.7) and the same among nurses was 17.16 (± 5.5). Inadequacy of staff and resources, sleep deprivation, confronting constant emotional smoking physical suffering were found as important stressors. This study identified that doctors and nurses do face considerable amount of stress at workplace. Appropriate coping strategies must be adopted by them to cope up with this stress.

Niman Bardhi (2016)¹³. in his article "Stress at work among healthcare professionals in primary and secondary healthcare in gjakova" The purpose of the

¹² Narayanan Sathiya, Rafeeq Ruwaidha, Farooq Salma Nusrath, Farin Fathima, Thandavamoorthy Gomathy & Hegde Kumar Shailendra, Year:2016, Perceived stress levels and its sources among doctors and nurses working in a tertiary care, teaching hospitals, kancheepuram, tamilnadu, National journal of company, Vol no:7, Issue:7, ISSN:2229 6816, pp:603-608, http://njcmindia.org/uploads/7-7_603-608.pdf

¹³ Niman bardhi, Year: 2016, Stress at work among healthcare professionals in primary and secondary healthcare in gjakova, European journal of research in medical sciences, Vol no:4, Issue no:4, ISSN:2056600X, <https://www.idpublications.org/wp-content/uploads/2016/01/Full-Paper-STRESS-AT-WORK-AMONG-HEALTH-PROFESSIONALS-IN-PRIMARY-AND-SECONDARY-HEALTH-CARE.pdf>

research was to present the level of stress at work, to analyze the knowledge of health professionals about the ways of dealing with stress at work and to find out and analyze the factors causing stress among healthcare workers in primary and secondary health care in Gjakova city. The research was conducted in the Main Center for Family Medicine and the Regional Hospital in Gjakova, in the period from February to June 2015. The respondents were 300 professionals (216 females and 84 males), by 150 professionals from both levels of health care. 216 of them were females, while 84 were males. Data collection was conducted through "questionnaire on stress at work" (Job Stress Questionnaire -JSQ).The data are calculated by statistical analysis: frequency, percentage, arithmetic mean and significance level. It is a very worrying situation, since professionals of both health levels are overwhelmed and do not have adequate support from supervisors. 53.2% of professionals state that have emotional problems, until 63.3% of professionals stated that they experience stress during working hours. From their perspective, the main reasons are: non-support, non-security, low wages, and the nature of work overload. Our main recommendations are that continuously monitored, studied and apply modern achievements in the field of stress management, and health policy makers should be engage in extraction strategies to prevent and manage stress.

Ainas Eltarhuni (2016)¹⁴. in his article "Job stress sources among doctors and nurses working in emergency department in public hospitals" Work stress is prevalent problem among healthcare workers particularly those working in the emergency departments as they deal with large number of patients with variety conditions and work over load. The study aimed to explore the sources of job stress and to know the general level of job stress in emergency departments and to investigate the relation between demographic factors and job stress sources. Descriptive study was used for conducting the study. Questionnaires distributed to 140 health workers in emergency departments and response rate was 93.5%. SPSS

¹⁴ Ainas eltarhuni, Year: 2016, Job stress sources among doctors and nurses working in emergency department in public hospitals, IOSR- Journal of nursing and health science, Vol no: 5, Issue: 6, ISSN:2320-1940,pp:84-88, https://www.researchgate.net/publication/339298435_Job_Stress_Sources_Among_Doctors_and_Nurses_Working_in_Emergency_Departments_in_Public_Hospitals

was used to analysis the data. The overall level of stress among doctors was quite high. The result revealed that the most common causes of job stress for Libyan health workers were the insufficient technical facilities available at hospitals to meet the patient needs followed by violence from patients and their relatives during the work, then lack of opportunity for training and education at the hospitals. On the other hand, healthcare workers were satisfied with working hours fit with their personal life and the adequacy of salaries compared to effort and work responsibilities. The result showed that there was statistically significant level between job stress sources and all demographics variables. The level of stress was high. In order to reduce job stress, it was recommended that working conditions should be promoted; improved training programs to deal with stressful conditions and protected health workers from patients' abuse.

B.Sreelekha et.al. (2016)¹⁵ . in their article " Stress among nurses in a tertiary care hospital " Stress is a part and parcel of human lifestyle. Stress is a bodily or mental tension resulting from factors that tend to alter an existent equilibrium. Nursing is generally perceived as demanding profession. Along with the increased demand and progress in the nursing profession, stress among the nurses has also increased. The study is carried out with the objectives to assess the level of stress among nurses and to associate the level of stress among nurses with their socio demographic variables. Cross sectional research design was adopted.200 nurses working in selected tertiary care hospital were selected by using probability simple random sampling technique. Data was collected by using modified stress inventory. The study revealed that among 200 samples 2(1%) had mild stress, 79(39.5%) had moderate stress and 119(59.5%) had severe stress. In associating the socio demograpic variables with the level of stress, the variables like age, sex, religion, marital status, educational qualification, designation, area of working, programme attended related to stress, relaxation technique used have no significant association at

¹⁵ B.Sreelekha & Rajeswari. H, Year: 2016, Stress among nurses in a tertiary care hospital, International journal if Indian psychology, Vol no: 3, Issue: 2, ISSN: 2348 5396, pp: 155-164, <https://www.researchgate.net/publication/319165442>
[Stress among Nurses in a Tertiary_Care_Hospital](#)

the level of $p < 0.05$ where as variables income, years of experience, area of living have significant association with level of stress at the level of $p < 0.001$ & $p < 0.20$. The study concludes that majority of the nurses have stress. It is also found that stress due to work organization and inter personal relationship at work is harder which adds up to the stress. It is evident in the present study that younger age group and women were commonly affected with severe stress .Income earned and place where they live also influences the stress. It is recommended to implement strategies for reducing stress and to organize stress management programme.

Azizollah arababisarjou et.al. (2017) ¹⁶ in their article "Study of Job Stress among Nurses Working in Teaching Hospitals" There is occupational stress in every profession. Nursing is essentially recognized as a stressful job and it has caused that stress to be one of the issues considered by the nursing profession. Thus, current study aims at investigating job stress among nurses working in teaching hospitals. Method: This study was conducted as descriptive – analytical research on 180 nurses working in teaching hospitals affiliated to Zahedan University of Medical Sciences in 2016. Data were collected using HSE standard job stress survey. Data were analyzed using SPSS 19 software, and descriptive statistics, Pearson correlation and independent t-test were used for data analysis. Findings: Findings indicated that average working experience of nurses was 7.31 ± 5.95 and their average age was 30.97 ± 6.49 and 136 nurses were female. Mean job stress score also was 115.79 ± 44 , which is a moderate score. 142 nurses experienced moderate stress, 38 of them were experiencing high stress and none of nurses experienced poor stress. The relationship between age, gender and experience with job stress variable was not significant. Conclusion: Considering above findings it was found that job stress was among nurses working in teaching hospitals affiliated to Zahedan University of Medical Sciences in moderate level. Thus, it is suggested that in such jobs as nursing, which is recognized as

¹⁶ Azizollah arabatarjou, Gholamreza ghoreishina, Sadegh zare, Mahnaz shahrakipour & Jassem chalileh, Year 2017, Study of Job Stress among Nurses Working in Teaching Hospitals, Scholars research library, Vol:9,Issue:1,ISSN:0975-5071,pp:3742, <https://www.scholarsresearchlibrary.com/articles/study-of-job-stress-among-nurses-working-in-teaching-hospitals.pdf>

stressful job, authorities act for eliminating stressful factors and calming work environment.

Lolyta aditya putri et.al. (2018)¹⁷ in their article "Employees work stress level in the hospital" Workers in the health industry are more likely having a higher level of stress compared to other professions in other sectors. Work stress impacts adverse consequences such as fatigue, absenteeism, turnover, customer dissatisfaction, and for health professionals, in particular, it will lead to incorrect diagnosis and curative action. The study aims to identify the source of stress in the hospital among three divisions; medical professional, medical support, and general support as a case study to 181 employees at a hospital in Depok city. Job stress survey (JSS) is selected to measure employee work stress based on three indicators: job stress, job pressure, and lack of organizational support. Job stress survey maps the severity of stress, the frequency of stress, and the index of stress for all those three indicators. The research design is quantitative and uses analysis of variance (ANOVA) to test the different level of stress among three divisions. The result indicates the level of stress is different among three divisions based on stress severity. However, the difference is insignificant on stress frequency and stress index on two indicators namely job pressure and lack of organisational support. Among three divisions, professional medical workers experience the highest level of stress. The implication of the research is discussed.

Sachin Ratan Gedman et.al. (2018)¹⁸ in their article " Study of Job Satisfaction and Stress among Doctors from Tertiary Care Institute at Rural Region of

¹⁷ Lolyta aditya putri & Muhammad irfan syaebani, Year: 2018, Employees work stress level in the hospital, International research journal of business studies, Vol no: 11, Issue no:3,pp:231-243,

https://www.researchgate.net/publication/329401885Employees_Work_Stress_Level_in_the_Hospital

¹⁸Sachin ratan gedam, Vijay Babar & Sneha babhulkar ,Year:2018, Study of Job Satisfaction and Stress among Doctors from Tertiary Care Institute at Rural Region of Central India, Vol no: 4, Issue no: 1, ISSN:2474-3631,pp:1-6,

<https://clinmedjournals.org/articles/iaarm/international-archives-of-addiction-research-and-medicine-iaarm-4-026.pdf>

Central India" Stress and job dissatisfaction are more among doctors. It can affect their quality of health care. To determine the level of stress and job satisfaction among doctors, to find its association with socio-demographic characteristics and to assess factors affecting job satisfaction. Total 150 out of 176 doctors were selected from tertiary care institute of Sevagram wardha. Data was collected through socio-demographic proforma, professional characteristics for job satisfaction and kessler10 psychological distress instrument. Majority (76%) of doctors were found to be dissatisfied with their job and almost half (48%) of them were stressful. Level of stress is negatively correlated with job satisfaction. Doctors were found to be least satisfied with their job on physical working conditions (2.20 ± 1.12), workload (2.07 ± 1.09), rate of pay and benefits (2.19 ± 1.21), safety and security (2.07 ± 1.11), professional growth (2.19 ± 1.29), autonomy (2.18 ± 1.24) and adequate resources (2.14 ± 1.22). The age, marital status, years since graduation and designation were found to be significantly correlated with job satisfaction ($p < 0.05$). Age, marital status and severity of stress were factors affecting job satisfaction. Conclusion: More than half of doctors (76%) were not satisfied with their job and more stressful.

Dr.Swapanli.S.Kadam (2018)¹⁹ in their article " Work related stress among medical teachers: a questionnaire based observational study" Medical profession has witnessed tremendous change in last four decades, this has caused increase in work stress in the Medical teachers. A questionnaire based study was done in medical teachers from government, semi government and private medical college and teaching hospitals that was cross sectional observational. Institutional Ethics Committee permission was taken before starting the study. Test retest reliability was estimated with a subsample of 10 medical teachers by taking two interviews seven days apart. The stress questionnaire was prepared from occupational stress the Bristol and Stress and Health at Work Study. Stress questionnaire had components that included

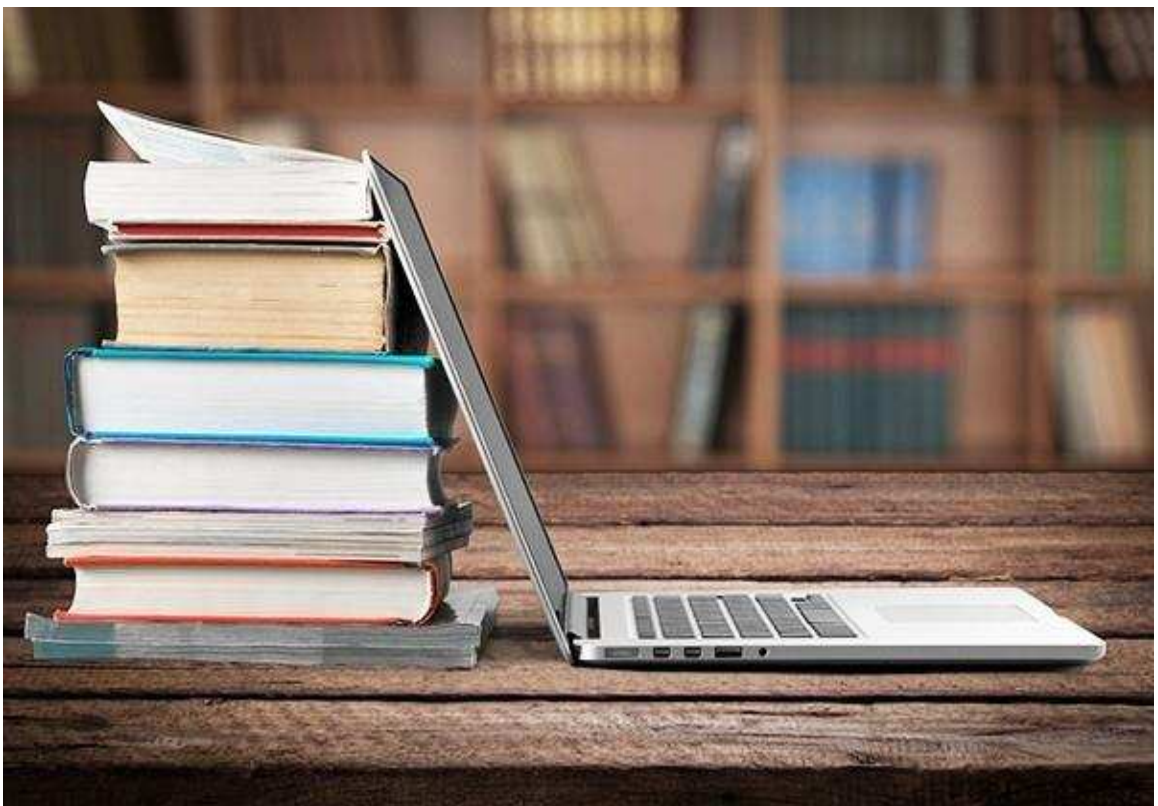
¹⁹Dr.Swapanli.S.Kadam, Dr.Surekha.S.Khedkar& Dr.Tushar.R.Bagle, Year: 2018, Work related stress among medical teachers: a questionnaire based observational study, International journal of medical science and educational, Vol no:5, Issue:3, ISSN:2349-3208, pp:321-327, http://www.ijmse.com/uploads/1/4/0/3/14032141/ijmse2018_5_3_321-327.pdf

Autonomy, Work condition , Communication & Relationships, Stress Work out , Attitude, Support, Self Confidence, Social life, Performing meaningful work. The average age in our study was 42.05 ± 9.22 years. There were 45 females and 55 males. The total stress score in medical teachers was 119.45 ± 11.46 , in clinical teachers was 117.15 ± 10.86 and in preclinical and paraclinical teachers was 121.8 ± 12.07 ($p=0.045$). The teachers had problems of insufficient space, sitting arrangement that was seen more in preclinical and paraclinical teachers while exposure to infectious diseases was seen more in clinical teachers. Teaching was done more by preclinical and paraclinical teachers and research more by clinical teachers. Stress is highly neglected by medical professionals. It is important to take steps to relieve the medical teachers of various stressors in medical profession.

2.2 RESEARCH GAP

A study was undertaken to analysis the stress management. The survey indicated that among the various stresses, but there are no specific research made by the health care sector in Thoothukudi city , So the researchers have conducted research on job stress among menial workers in health care sector in Thoothukudi city.

CHAPTER-III



THEORETICAL FRAMEWORK OF THE STUDY

CHAPTER-III

THEORETICAL FRAMEWORK OF THE STUDY

3.1 INTRODUCTION

Healthcare professions are among the first six most stressful ones. Not all health professionals develop the same level of stress, and not all of them develop signs of professional burn-out either. According to several studies, Intensive Care Unit medical/nursing staff report that dealing with death is their first source of stress, compared to nurses who work in Internal Medicine or Surgical Departments. For those professionals, workload and adequate manning is their most important stress source. According to other studies, surgical nurses assess the emotional aspect as less important compared to their colleagues in oncology and hematology departments. In general, healthcare professionals are more prone to stress and professional burn-out, because they are responsible for human lives and their actions or lack of action can have a serious impact on their patients. Nevertheless, since stress is a complicated phenomenon, the stress sources will never be too confident and decisive; on the contrary should take into account what each person individually perceives as a stressful factor. Some factors that may play a role regarding workplace related emotional disorders and could have a negative impact on the health professionals emotional health are the following:

- i. The stressful nature of the profession. Work related stress in combination with psychological quests, ethical dilemmas and the patients demands can be a burden on the professionals emotional state.
- ii. Workplace anxiety and tensions could lead to lower quality of care, which in its turn could lower professional satisfaction and consequently their quality of life.
- iii. Continuous interaction with the patients and their families/friends can foster emotions of anger, embarrassment, fear, and desperation, especially when there are no solutions to the patients' problems, thus leading health professionals to a more complicated, frustrating situation.

- iv. Lack of support from colleagues and higher rank staff, conflicts among members of the therapeutic team, vague roles, different hierarchy ranks, lack of an organizational structure and administration-related factors have their share regarding psychiatric morbidity.
- v. Some causal factors for psychiatric morbidity include individual characteristics, such as personality, personal experiences, emotional maturity, personal style, as well as demographics such as age, sex, socio-economical status, years of employment and family status.

All of the above factors, as well as a professional's ability to be actively involved in work related decisions, may influence the intensity of the symptoms and the consequences psychiatric morbidity may have on a person's life. Stress sources act accumulatively on a person leading to physical, psychological and behavioral reactions, or even to psychosomatic disease. A study that took place in the United Kingdom, Sweden, Germany, Japan, Singapore, USA, Nigeria, South Africa, Brazil and Egypt showed that time pressure, deadlines, poor working conditions, excessive workload, prolonged working hours, conflict between different beliefs, interpersonal relationships and maladministration, are among the top workplace stress factors. Stress has consequences on both persons and their workplace. Regarding the individuals concerned, stress may lead to poor mental health as well as alcohol abuse, heavier smoking habits and pharmaceutical substance abuse.



3.2 THE STRESS CONCEPT

Various definitions of stress have been formulated since the concept was first named and described by Hans Selye (Selye 1960). Almost invariably these definitions have failed to capture what is perceived as the essence of the concept by a major proportion of stress researchers.

The failure to reach a common and generally acceptable definition may have several explanations; one of them may be that the concept has become so widespread and has been used in so many different situations and settings and by so many researchers, professionals and lay persons that to agree on a common definition is no longer possible. Another explanation is that there really is no empirical basis for a single common definition. The concept may be so diverse that one single process simply does not explain the whole phenomenon. One thing is clear in order to examine the health effects of stress, the concept needs to include more than one component. Selye's definition was concerned with the physiological fight or flight reaction in response to a threat or a challenge from the environment. Thus his definition involved only the individual physiological response. In the 1960s a strong interest arose in so called life events, that is, major stressful experiences that occur in an individual's life. The work by Holmes and Rahe (1967) nicely demonstrated that an accumulation of life events was harmful to health. These effects were found mostly

in retrospective studies. To confirm the findings prospectively proved to be more difficult (Rahe 1988).

In the 1970s another concept was introduced into the theoretical framework, that of the vulnerability or resistance of the individual who was exposed to stressful stimuli. Cassel (1976) hypothesized that host resistance was a crucial factor in the outcome of stress or the impact of stress on health. The fact that host resistance had not been taken into account in many studies might explain why so many inconsistent and contradictory results had been obtained on the health effect of stress. According to Cassel, two factors were essential in determining the degree of a person's host resistance: his or her capacity for coping and his or her social supports.

If the physiological stress reactions are severe and long-standing enough, they may eventually lead to chronic states, or become precursors of illness. An example of such a precursor is hypertension, which is often stress related and may lead to manifest somatic disease, such as stroke or heart disease.

Another important feature of the model is that the interaction effects of intervening variables are anticipated at each step, further increasing the complexity of the model. This complexity is illustrated by feed-back loops from all stages and factors in the model to every other stage or factor. Thus the model is complex but so is nature.

Our empirical knowledge about the accuracy of this model is still insufficient and unclear at this stage, but further insight will be gained by applying the interactive model to stress research. For example, our ability to predict disease may increase if the attempt is made to apply the model.

3.3 PHYSICAL FACTORS, STRESS AND HEALTH

In the language of engineering, stress is “a force which deforms bodies”. In biology and medicine, the term usually refers to a process in the body, to the body's general plan for adapting to all the influences, changes, demands and strains to which it is exposed. This plan swings into action, for example, when a person is assaulted on the street, but also when someone is exposed to toxic substances or to extreme heat or cold. It is not just physical exposures which activate this plan however; mental and

social ones do so as well. For instance, if we are insulted by our supervisor, reminded of an unpleasant experience, expected to achieve something of which we do not believe we are capable, or if, with or without cause, we worry about our job or marriage.

There is something common to all these cases in the way the body attempts to adapt. This common denominator a kind of “revving up” or “stepping on the gas” is stress. Stress is, then, a stereotype in the body’s responses to influences, demands or strains. Some level of stress is always to be found in the body, just as, to draw a rough parallel, a country maintains a certain state of military preparedness, even in peacetime. Occasionally this preparedness is intensified, sometimes with good cause and at other times without.

In this way the stress level affects the rate at which processes of wear and tear on the body take place. The more “gas” given, the higher the rate at which the body’s engine is driven, and hence the more quickly the “fuel” is used up and the “engine” wears out. Another metaphor also applies: if you burn a candle with a high flame, at both ends, it will give off brighter light but will also burn down more quickly. A certain amount of fuel is necessary otherwise the engine will stand still, the candle will go out; that is, the organism would be dead. Thus, the problem is not that the body has a stress response, but that the degree of stress the rate of wear and tear to which it is subject may be too great. This stress response varies from one minute to another even in one individual, the variation depending in part on the nature and state of the body and in part on the external influences and demands the stressors to which the body is exposed. (A stressor is thus something that produces stress)

Sometimes it is difficult to determine whether stress in a particular situation is good or bad. Take, for instance, the exhausted athlete on the winner’s stand, or the newly appointed but stress-racked executive. Both have achieved their goals. In terms of pure accomplishment, one would have to say that their results were well worth the effort. In psychological terms, however, such a conclusion is more doubtful. A good deal of torment may have been necessary to get so far, involving long years of training or never-ending overtime, usually at the expense of family life. From the medical viewpoint such achievers may be considered to have burnt their candles at

both ends. The result could be physiological; the athlete may rupture a muscle or two and the executive develop high blood pressure or have a heart attack.



3.4 STRESS IN RELATION TO WORK

An example may clarify how stress reactions can arise at work and what they might lead to in terms of health and quality of life. Let us imagine the following situation for a hypothetical male worker. Based on economic and technical considerations, management has decided to break up a production process into very simple and primitive elements which are to be performed on an assembly line. Through this decision, a social structure is created and a process set into motion which can constitute the starting point in a stress- and disease-producing sequence of events. The new situation becomes a psycho-social stimulus for the worker, when he first perceives it. These perceptions may be further influenced by the fact that the worker may have previously received extensive training, and thus was consequently expecting a work assignment which required higher qualifications, not reduced skill levels. In addition, past experience of work on an assembly line was strongly negative (that is, earlier environmental experiences will influence the reaction to the new situation). Furthermore, the worker's hereditary factors make him more prone to react to stressors with an increase in blood pressure. Because he is more irritable, perhaps his wife criticizes him for accepting his new assignment and bringing his problems home. As a result of all these factors, the worker reacts to the feelings of distress, perhaps with an increase in alcohol consumption or by experiencing undesirable physiological reactions, such as the elevation in blood pressure. The troubles at work

and in the family continue, and his reactions, originally of a transient type, become sustained. Eventually, he may enter a chronic anxiety state or develop alcoholism or chronic hypertensive disease. These problems, in turn, increase his difficulties at work and with his family, and may also increase his physiological vulnerability. A vicious cycle may set in which may end in a stroke, a workplace accident or even suicide. This example illustrates the environmental programming involved in the way a worker reacts behaviourally, physiologically and socially, leading to increased vulnerability, impaired health and even death.

3.5 PSYCHOSOCIAL CONDITIONS IN PRESENT WORKING LIFE

According to an important International Labour Organization (ILO) (1975) resolution, work should not only respect workers' lives and health and leave them free time for rest and leisure, but also allow them to serve society and achieve self-fulfilment by developing their personal capabilities. These principles were also set down as early as 1963, in a report from the London Tavistock Institute (Document No. T813) which provided the following general guidelines for job design:

1. The job should be reasonably demanding in terms other than sheer endurance and provide at least a minimum of variety.
2. The worker should be able to learn on the job and go on learning.
3. The job should comprise some area of decision-making that the individual can call his or her own.
4. There should be some degree of social support and recognition in the workplace.
5. The worker should be able to relate what he or she does or produces to social life.
6. The worker should feel that the job leads to some sort of desirable future.

The Organization for Economic Cooperation and Development (OECD), however, draws a less hopeful picture of the reality of working life, pointing out that:

- Work has been accepted as a duty and a necessity for most adults.
- Work and workplaces have been designed almost exclusively with reference to criteria of efficiency and cost.
- Technological and capital resources have been accepted as the imperative determinants of the optimum nature of jobs and work systems.

- Changes have been motivated largely by aspirations to unlimited economic growth.
- The judgement of the optimum designs of jobs and choice of work objectives has resided almost wholly with managers and technologists, with only a slight intrusion from collective bargaining and protective legislation.
- Other societal institutions have taken on forms that serve to sustain this type of work system.

In the short run, benefits of the developments which have proceeded according to this OECD list have brought more productivity at lesser cost, as well as an increase in wealth. However, the long-term disadvantages of such developments are often more worker dissatisfaction, alienation and possibly ill health which, when considering society in general, in turn, may affect the economic sphere, although the economic costs of these effects have only recently been taken into consideration (Cooper, Luikkonen and Cartwright 1996; Levi and Lunde-Jensen 1996).

We also tend to forget that, biologically, humankind has not changed much during the last 100,000 years, whereas the environment and in particular the work environment has changed dramatically, particularly during the past century and decades. This change has been partly for the better; however, some of these “improvements” have been accompanied by unexpected side effects. For example, data collected by the National Swedish Central Bureau of Statistics during the 1980s showed that:

- 11% of all Swedish employees are continuously exposed to deafening noise.
- 15% have work which makes them very dirty (oil, paint, etc.).
- 17% have inconvenient working hours, i.e., not only daytime work but also early or late night work, shift work or other irregular working hours.
- 9% have gross working hours exceeding 11 per day (this concept includes hours of work, breaks, travelling time, overtime, etc.; in other words, that part of the day which is set aside for work).
- 11% have work that is considered both “hectic” and “monotonous”.
- 34% consider their work “mentally exacting”.
- 40% consider themselves “without influence on the arrangement of time for breaks”.

- 45% consider themselves without “opportunities to learn new things” at their work.
- 26% have an instrumental attitude to their work. They consider “their work to yield nothing except the pay i.e. no feeling of personal satisfaction”. Work is regarded purely as an instrument for acquiring an income.

In its major study of conditions of work in the 12 member States of the European Union at that time (1991-1992) the European Foundation (Paoli 1992) found that 30% of the workforce regarded their work to risk their health, 23 million to have night work more than 25% of total hours worked, each third to report highly repetitive, monotonous work, each fifth male and each sixth female to work under “continuous time pressure”, and each fourth worker to carry heavy loads or to work in a twisted or painful position more than 50% of his or her working time.

3.6 MAIN PSYCHOSOCIAL STRESSORS AT WORK

As already indicated, stress is caused by a bad “person environment fit”, objectively, subjectively, or both, at work or elsewhere and in an interaction with genetic factors. It is like a badly fitting shoe: environmental demands are not matched to individual ability, or environmental opportunities do not measure up to individual needs and expectations. For example, the individual is able to perform a certain amount of work, but much more is required, or on the other hand no work at all is offered. Another example would be that the worker needs to be part of a social network, to experience a sense of belonging, a sense that life has meaning, but there may be no opportunity to meet these needs in the existing environment and the “fit” becomes bad.

3.7 OCCUPATION AND PSYCHOSOCIAL JOB CHARACTERISTICS

Job characteristics can be displayed in a four quadrant diagram using the average job characteristics of occupations in the US Census occupation codes (Karasek and Theorell 1990). The “active” job quadrant, with high demand and high control, has high-prestige occupations: lawyers, judges, physicians, professors, engineers, nurses and managers of all kinds. The “passive” job quadrant, with low demands and low control, has clerical workers such as stock and billing clerks, transport operatives and low status service personnel such as janitors. The “high

strain” quadrant, with high demands and low control, has machine paced operatives such as assemblers, cutting operatives, inspectors and freight handlers, as well as other low-status service operatives such as waiters or cooks. Female-dominated occupations are frequent (garment stitches, waitresses, telephone operators and other office automation workers). “Low strain” self-paced occupations, such as repairmen, sales clerks, foresters, linemen and natural scientists, often involve significant training and self-pacing.

Thus, executives and professionals have a moderate level of stress, and not the highest level of stress, as popular belief often holds. While “managerial stress” certainly exists because of the high psychological demands that come with these jobs, it appears that the frequent occasions for decision-making and deciding how to do the job are a significant stress moderator. Of course, at the highest status levels, executive jobs consist of decision-making as the primary psychological demand, and then the demand/control model fails. However, the implication here is that executives could reduce their stress if they made fewer decisions, and lower status workers would be better off with more decision opportunities, so that all groups could be better off with a more equal share of decision power.

Men are more likely than women to have high control over their work process at the task level, with a difference as great as wage differentials (Karasek and Theorell 1990). Another major gender difference is the negative correlation between decision latitude and demands for women women with low control also have higher job demands. This means that women are several times as likely to hold high strain jobs in the full working population. By contrast, men’s high demand jobs are generally accompanied by somewhat higher decision latitude (authority commensurate with responsibility)



3.8 SOCIAL CLASS AND PSYCHOSOCIAL JOB MEASURES

In many cases, individual level stressors can be modelled as the causal outcome of larger scale social, dynamic and political economic processes. Thus, theoretical linkages to concepts such as social class are also needed. Assessment of associations between social situation and illness raise the question of the relation between psychosocial Demand/Control factors and broad measures of social circumstance such as social class. Job decision latitude measure is, indeed, clearly correlated with education and other measures of social class. However, social class conventionally measures effects of income and education which operate via different mechanisms than the psychosocial pathways of the Demand/Control model. Importantly, the job strain construct is almost orthogonal to most social class measures in national populations (however, the active/passive dimension is highly correlated with social class among high status workers. The low-decision latitude aspects of low status jobs appear to be a more important contributor to psychological strain than the distinction between mental and physical workload, the conventional determinant of white/blue-collar status. Indeed, the physical exertion common in

many blue-collar jobs may be protective for psychological strain in some circumstances. While job strain is indeed more common in low status jobs, psychosocial job dimensions define a strain-risk picture which is significantly independent of the conventional social class measures.

Although it has been suggested that the observed Demand/Control job/illness associations merely reflect social class differences (Ganster 1989; Spector 1986), a review of evidence rejects this view (Karasek and Theorell 1990). Most of the Demand/Control research has simultaneously controlled for social class, and Demand/Control associations persist within social class groups. However, blue-collar associations with the model are more consistently confirmed, and the strength of white-collar associations varies (see “Job strain and cardiovascular disease”, below) across studies, with white-collar single occupation studies being somewhat less robust. (of course, for the very highest status managers and professionals decision making may become a significant demand in itself.)

The fact that conventional “social class” measures often find weaker associations with mental distress and illness outcomes than the Demand/Control model actually makes a case for new social class conceptions. Karasek and Theorell (1990) define a new set of psychosocially advantaged and disadvantaged workers, with job stress “losers” in routinized, commercialized and bureaucratized jobs, and “winners” in highly creative learning-focused intellectual work. Such a definition is consistent with a new, skill-based industrial output in the “information society” and a new perspective on class politics.

3.9 JOB STRAIN AND CARDIOVASCULAR DISEASE

Job strain and heart disease associations represent the broadest base of empirical support for the model. Recent comprehensive reviews have been done by Schnall, Landsbergis and Baker (1994), Landsbergis et al. (1993) and Kristensen (1995). Summarizing Schnall, Landsbergis and Baker(1994) (updated by Landsbergis, personal communication, Fall 1995) 16 of 22 studies have confirmed a job strain association with cardiovascular mortality using a wide range of methodologies, including 7 of 11 cohort studies; 2 of 3 cross-sectional studies; 4 of 4 case control studies; and 3 of 3 studies utilizing disease symptom indicators. Most negative studies

have been in older populations (mainly over age 55, some with much post-retirement time) and are mainly based upon aggregated occupation scores which, although they minimize self-report bias, are weak in statistical power. The job strain hypothesis appears to be somewhat more consistent when predicting blue-collar than white-collar CVD (Marmot and Theorell 1988). Conventional CVD risk factors such as serum cholesterol, smoking and even blood pressure, when measured in the conventional manner, have so far only shown inconsistent or weak job strain effects. However, more sophisticated methods (ambulatory blood pressures) show substantial positive results (Theorell and Karasek 1996).

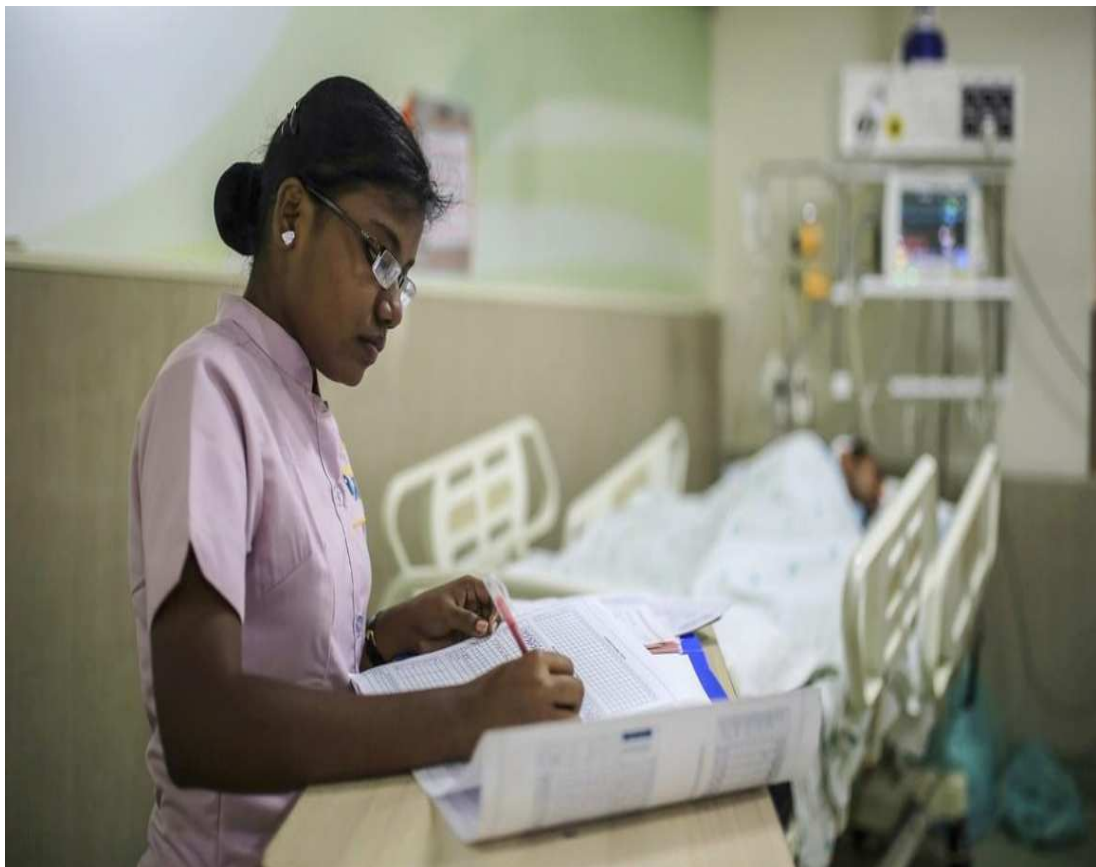
3.10 SUMMARY AND FUTURE DIRECTIONS

The Demand/Control/support model has stimulated much research during recent years. The model has helped to document more specifically the importance of social and psychological factors in the structure of current occupations as a risk factor for industrial society's most burdensome diseases and social conditions. Empirically, the model has been successful: a clear relationship between adverse job conditions (particularly low decision latitude) and coronary heart disease has been established.

However, it is still difficult to be precise about which aspects of psychological demands, or decision latitude, are most important in the model, and for what categories of workers. Answers to these questions require more depth of explanation of the physiological and micro behavioural effects of psychological demands, decision latitude and social support than the model's original formulation provided, and require simultaneous testing of the dynamic version of the model, including the active/passive hypotheses. Future utility of Demand/Control research could be enhanced by an expanded set of well-structured hypotheses, developed through integration with other intellectual areas, as outlined above (also in Karasek and Theorell 1990). The active/passive hypotheses, in particular, have received too little attention in health outcome research.

Other areas of progress are also needed, particularly new methodological approaches in the psychological demand area. Also, more longitudinal studies are needed, methodological advances are needed to address self-report bias and new physiological monitoring technologies must be introduced. At the macro level, macro social occupational factors, such as worker collective and organizational level

decision influence and support, communication limitations and job and income insecurity, need to be more clearly integrated into the model. The linkages to social class concepts need to be further explored, and the strength of the model for women and the structure of work/family linkages need to be further investigated. Population groups in insecure employment arrangements, which have the highest stress levels, must be covered by new types of study designs especially relevant as the global economy changes the nature of work relationships.



3.11 CONCLUSION

The participants' mental-emotional health is affected by their work environment, as well as the coping strategies they employ, since positive re-assessment, quitting and seeking social support are factors that could affect their physical, mental and social well-being. Gender can also be a significant factor, since females seemed to enjoy better physical health compared to males. Coping Strategies for Stressful Events play a central role in the interaction between individuals and their environment. Consequently, their effect on physical and psychosocial health is significant. Based on our findings, the following measures are proposed: mental health promotion interventions, focused on medical nursing staff who work in clinical, high-intensity settings. Health workers could be trained to employ relaxation techniques and stress management strategies. Creation and development of psychological support and counseling programs. Active support of the medical and mainly nursing staff on behalf of the Hospital's managers. Wider participation of (new) doctors and nurses in the creation of health policies and the decision-making processes.

There are significantly different on severity level among medical professional, medical support and general support divisions due to those three divisions have different nature of work. Every division experiences different job stress, job pressure, and lack of organisational support. However, the different level of frequency and stress index is insignificant among three divisions. The result revealed that people who work in the medical division have a higher level of stress compare to other divisions. It is unsurprisingly since medical professionals are the key players in the health industry. In general, the work stress of employees in the hospital where research takes place classified as moderate. This condition must be maintained by the management by carrying out stress management program in the hospital to prevent work stress goes into a worse situation in the future.

CHAPTER-IV



ANALYSIS AND INTERPRETATION OF DATA

CHAPTER-IV

ANALYSIS AND INTERPRETATION OF DATA

4.1 INTRODUCTION

Data analysis is a process that involves examining and molding collected data for interpretation to discover relevant information, draw or propose conclusions and support decision making to solve a research problem. Data analysis has multiple facts and approaches, encompassing diverse techniques under a variety of names, in different business, science and other domains. Data mining is a particular data analysis technique that focuses on modeling and knowledge discovery for predictive rather than purely descriptive purpose while business intelligence covers data analysis that realize heavily aggregation, focusing on the business information. Data analysis interpretation is done by giving questionnaire to the respondents and the data analysis is done on the view of respondents by using statics and other methods.

4.2 AGE

Table No:4.1

Age wise classification of the respondents

Age	Frequency	Precent
18-30	35	43.8
31-40	28	35.0
41-50	17	21.3
Total	80	100.0

Source: Primary data

From the above table, the age wise classification of the respondents was described. It is reveals that the 43.8 percent of the respondents are between the age of 18-30, 35 percent of the respondents are between the age of 31-40, 21.3 percent of the respondents are between the age of 41-50.

Inference:

The major proportion of the respondents are in the age group 18-30 years (43.8%)

4.3 GENDER**Table No:4.2****Gender wise classification of the respondents**

Gender	Frequency	Precent
Male	41	51.3
Female	39	48.8
Total	80	100.0

Source: primary data

From the above chart the gender wise classification of the respondents were tabulated 51.30 per cent of the respondents are male and 48.80 per cent of the respondents are female.

Inference:

It is inferred that, majority of the respondents are Male (51.3%)

4.4 MARITAL STATUS**Table No:4.3****Marital status of the respondents**

Marital status	Frequency	Percent
Married	56	70.0
Unmarried	24	30.0
Total	80	100.0

Source: Primary data

The above table reveals that 70 per cent of the respondents are married and 30 per cent of the respondents are unmarried.

Inference:

It is referred that majority of the respondents are Married (70%)

4.5 TYPE OF FAMILY

Table NO: 4.4

Type of family of the respondents

Type of family	Frequency	Percent
Nuclear	47	58.8
Joint	33	41.0
Total	80	100.0

Source: Primary data

The above table reveals that 58.8 per cent of the respondents are Nuclear and 41 per cent of the respondents Joint.

Inference:

It is referred that majority of the respondents are Nuclear (58.8%)

4.6 MEMBERS

Table No:4.5

No of members of the respondents

Members	Frequency	Precent
3	15	18.8
4-5	24	30.0
6-7	30	37.5
Above 7	11	13.8

Total	80	100.0
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Source: Primary data

From the above table no of family members of respondents is tabulated. 18.8% of the respondents have 3 family members, 30% of the respondents are consist of 4-5 family members, 37.5% of the respondents have 6-7 family members and 13.8% of the respondents have more than 7 family members.

Inference:

It is referred that majority of the respondents family members are 6-7 (37.5%)

4.7 MONTHLY INCOME

Table No: 4.6

Monthly income of the respondents

Monthly income	Frequency	Percent
Upto Rs.10000	15	18.8
Rs.10001-25000	52	65.0
Rs.25001-50000	13	16.3
Total	80	100.0

Source: Primary data

From the above table monthly income of the respondents is classified. 18.8% of the respondents have an income Upto Rs.10000, 65% of the respondents earning Rs.10001-25000 and 16.3% of the respondents have an income Rs.25001-50000.

Inference:

It is referred that majority of the respondents monthly income are of Rs.10001-25000 (65%)

4.8 SATISFIED WITH THE INCOME

Table No: 4.7

Satisfied with the income of the respondents

Satisfied with the income	Frequency	Percent
Yes	48	60.0
No	32	40.0
Total	80	100.0

Source: Primary data

From the above table reveals that 60% of the respondents are satisfied with the income and 40% of the respondents are not satisfied with the income.

Inference:

It is referred that majority of the respondents are satisfied with their income (60%)

4.9 YEARS WORKING IN HEALTH CARE SECTOR

Table No:4.8

Years working in healthcare sector

Years working in healthcare sector	Frequency	Precent
less than 1 year	6	7.5
1-3 years	47	58.8
3-5 years	15	18.8
more than 5 years	12	15.0
Total	80	100.0

Source: Primary data

From the above table reveals that 7.5% of the respondents are years working in health care sector in less than one year, 58.8% of the respondents are 1-3 years, 18.8% of the respondents are 3-5 years and 15% of the respondents are more than 5 years.

Inference:

It is referred that majority of the respondents are working in health care sector in 1-3 years (58.8%)

4.10 SAVING HABIT

Table No:4.9

Saving habits of the respondents

Saving habits	Frequency	Precent
Yes	72	90.0
No	8	10.0
Total	80	100.0

Source: Primary data

From the above table reveals that 90% of the respondents are have saving habit and 10% of the respondents are not saving habit.

Inference:

It is referred that majority of the respondents are have saving habit (90%)

4.11 SAVE MONEY IN

Table No:4.10

Save money of the respondents

Save money in	Frequency	Precent
Bank	43	53.8
Post office	11	13.8
Chit fund	8	10.0
In home itself	18	22.5
Total	80	100.0

Source: Primary data

The above table depicts that 53.8% of the respondents have saved money in the bank, 13.8% of the respondents have saved money in the post office, 10% of the respondents have saved money in the chit fund and 22.5% of the respondents have saved money in their home.

Inference:

It is referred that majority of the respondents are saved money in bank (53.8%)

4.12 AMOUNT OF YOUR INCOME IS CONTRIBUTED TOWARDS YOUR SAVINGS

Table No:4.11

Income contributed towards their savings

Their savings	Frequency	Percent
Below RS.5000	48	60.0
RS.5000-10000	25	31.3
RS.20000-30000	7	8.8
Total	80	100.0

Source: Primary data

From the above table reveals that 60% of the respondents are save up to below Rs.5000, 31.3% of the respondents are Rs.5000-10000 and 8.8% of the respondents are Rs.20000-Rs.30000.

Inference:

It is referred that majority of the respondents are contributed towards savings Below Rs.5000 (60%)

4.13 AVERAGE AMOUNT OF MONEY YOU SPENT FOR YOUR DAILY NEEDS [PER DAY]

Table No:4.12

Money spent for daily needs of the respondents

Money for daily needs	Frequency	Precent
100	10	12.5
200	29	36.3
300	25	31.3
500	16	20.0
Total	80	100.0

Source: Primary data

From the above table 12.5% of the respondents spent on daily needs for 100, 36.3% of the respondents spent for Rs.200, 31.3% of the respondents spent for Rs.300 and 20% of the respondents spent for Rs.500.

Inference:

It is referred that majority of the respondents are spent money for their daily needs 200 (36.3%)

4.14 AVAIL ANY WELFARE SCHEME

Table No:4.13

Avail any welfare scheme of the respondents

Any welfare scheme	Frequency	Precent
Yes	62	77.5
No	18	22.5
Total	80	100.0

Source: Primary data

From the above table 77.5% of the respondents are welfare scheme and 22.5% of the respondents are not welfare scheme.

Inference:

It is referred that majority of the respondents are avail welfare scheme (77.5%)

4.15 BENEFITS YOU RECEIVED

Table No:4.14

Benefits received of the respondent

Benefits received	Frequency	Precent
Old age pension	14	17.5
Educational loan	23	28.8
General insurance	12	15.0
Home loan	10	12.5
Life insurance	21	26.2
Total	80	100.0

Source: Primary data

From the above table reveals that 17.5% of the respondents are benefits received for old age pension, 28.8% of the respondents are education loan, 15% of the respondents are general insurance, 12.5% of the respondents are home loan and 26.2% of the respondents are life insurance.

Inference:

It is referred that majority of the respondents are benefits received in educational loan (28.8%)

4.16 HOURS IN A DAY YOU SPENT WITH YOUR FAMILY

Table No:4.15

Spent time with family

Spending time	Frequency	Precent
Less than 2 hours	14	17.5
2-4 hours	45	56.3
4-6 hours	17	21.3
More than 6 hours	4	5.0
Total	80	100.0

Source: Primary data

From the above table reveals that 17.5% of the respondents are spent with your family hours in less than 2 hours, 56.3% of the respondents are 2-4 hours, 21.3% of the respondents are 4-6 hours and 5% of the respondents are more than 6 hours.

Inference:

It is referred that majority of the respondents are spent with your family 2-4 hours per day (56.3%)

4.17 STREESED AT WORK

Table No:4.16

Stressed at work

Stress at work	Frequency	Percent
Yes	80	100.0

Source: Primary data

From the above table reveals that 100% of the respondents are stressed at work is valid.

Inference:

It is referred that majority of the respondents are stressed at work (100%)

4.18 STRESS FREE WORK PLACE FACTOR**Table No:4.17****Stress free work place**

Stress free work place factors	Frequency	Percent
Counselling programs	55	68.8
Proper recognition	25	31.3
Total	80	100.0

Source: Primary data

From the above table reveals that 68.8% of the respondents are stress free work place in counselling programs and 31.3% of the respondents are proper recognition

Inference:

It is referred that majority of the respondents are stress free work place factor in counselling programs (68.8%)

4.19 WAY TO DEAL WITH STRESS**Table No:4.18****Way to deal with stress**

Way to deal with stress	Frequency	Percent
Meditation	38	47.5
Exercise	42	52.5
Total	80	100.0

Source: Primary data

From the above table reveals that 47.5% of the respondents are way to deal with stress in meditation and 52.5% of the respondents are exercise

Inference:

It is referred that majority of the respondents do exercise daily for deal with their stress (52.5%)

4.20 OTHER FACTORS AFFECTED BY STRESS**Table No: 4.19****Other factors affected by stress**

Other factors affected by stress	Frequency	Percent
Family relationship	57	71.3
Work performance	23	28.8
Total	80	100.0

Source: Primary data

From the above table reveals that 71.3% of the respondents are factors affected by stress in family relationship and 28.8% of the respondents are work performance.

Inference:

It is referred that majority of the respondents factors affected by stress in family relationship (71.3%)

4.21 SAFETY TRAINING PROGRAM TO RELIVE STRES FOR HEALTH CARE WORKERS BY GOVERNMENT**Table No:4.20****Safety training program**

Safety training program	Frequency	Percent
Yes	6	7.5
No	74	92.5
Total	80	100.0

Source: Primary data

From the above table reveals that safety training program to relive stress for health care workers by government and 92.5% of the respondents are not relives stress for health care workers by government.

Inference:

It is referred that majority of the respondents are after training program to relive stress for health care workers by government (92.5%)

4.22 FREQUENT OF CONDUCTING SAFETY TRAINING PROGRAM

Table No:4.21

Frequent of conducting

Frequent of conducting	Frequency	Percent
Weekly once	22	27.5
Monthly once	14	17.5
Annually	16	20
Rarely once	28	35.0
Total	80	100.0

Source: Primary data

From the above table reveals that 27.5% of the respondents are frequent of conducting safety training program are weekly once, 17.5% of the respondents are monthly once, 20% of the respondents are annually and 35% of the respondents are rarely once.

Inference:

It is referred that majority of the respondents are having safety training program in rarely once (35%)

4.23 DURATION OF JOB STRESS

Table No:4.22

Duration of job stress

Duration of job stress	Frequency	Percent
Less than a year	30	37.5
1-3 years	22	27.5
3-5 years	21	26.3
Above 5 years	7	8.8
Total	80	100.0

Source: Primary data

From the above table reveals that 37.5% of the respondents are duration of job stress are less than a year, 26.5% of the respondents are 1-3 years, 26.3% of the respondents are 3-5 years and 8.8% of the respondents are above 5 years.

Inference:

It is referred that majority of the respondents duration of job stress in less than a year (37.5%)

4.24 HAVE A HEALTHY WORK LIFE BALANCE

Table No:4.23

Have a healthy work life balance of the respondents

Have a healthy work life balance	Frequency	Percent
Yes	48	60
No	32	40
Total	80	100.0

Source: Primary data

From the above table reveals that 60% of the respondents are have a health work life balance and 40% of the respondents are not have a health work life balance.

Inference:

It is referred that majority of the respondents are having a healthy work life balance(60%)

4.25 JOB STRESS CAUSED BY YOUR RELATIONSHIP WITH ANOTHER PERSON

Table No:4.24

Job stress caused by their relationship with another persons

Job stress caused by their relationship with another persons	Frequency	Percent
Yes	76	95
No	4	5.0
Total	80	100

Source: Primary data

From the above table reveals that 95% of the respondents are job stress caused by your relationship with another person and 5% of the respondents are not job stress caused by your relationship with another person.

Inference:

It is referred that majority of the respondents are job stress caused by your relationship with another person (95%)

4.26 LEVEL OF YOUR JOB STRESS

Table No:4.25

Level of job stress of the respondents

Level of job stress of the respondents	Frequency	Percent
Moderate	29	36.2
Severe	31	38.8
Extreme	20	25.0

Total	80	100.0
-------	----	-------

Source: Primary data

From the above table reveals that 36.2% of the respondents are level of your job stress in moderate, 38.8% of the respondents are severe and 25% of the respondents are extreme.

Inference:

It is referred that majority of the respondents level of their job stress in severe (38.8%)

4.27 HARD TIME FEELING RELAXED

Table No:4.26

Hard time feeling relaxed

Hard time feeling relaxed	Frequency	Percent
Never	31	38.8
Once in a while	41	51.3
About half the time	8	10.0
Total	80	100.0

Source: Primary data

From the above table reveals that 38.8% of the respondents are hard time feeling relaxed in never, 51.3% of the respondents are once in a while, 10% of the respondents are about half the time.

Inference:

It is referred that majority of the respondents are hard time feeling relaxed in once in a while (51.3%)

4.28 JOB STRESS AMONG HEALTHCARE WORKERS

Table No.27

Job stress among healthcare workers

Factors	Mean	Std. Deviation	Rank
My work is repetitive and monotonous	1.27	.449	XXXVIII
My work is unappreciated	1.45	.525	XXXVII
I don't have sufficient time to complete my work	1.75	.606	XXXVI
I have lack of control over the work assigned to me	2.51	.842	XXXV
I am constantly expected to perform well at work	4.41	.774	I
I feel trapped in my job	3.787	.6099	XXVIII
I can't influence decisions that affect me	3.438	.9392	XXXII
I may lose my job and there is nothing I can do about it	4.012	.6057	II
I must satisfy conflicting demands	3.975	.8711	XXVI
My manager is very critical of me	3.350	.9427	XXXIII
I have too much to do and too little time	3.650	1.1811	XXX
People I work with don't understand my role	3.613	1.3547	XXXI
I have too little to do at work	3.925	.9247	XXVII
The management in my organisation display favouritism	3.688	1.2075	XXIX
I don't like the people I work with	3.6875	1.02616	VI
I get blamed for the mistakes of others	2.9500	.95334	XXXIV

My workload is overwhelming	3.7750	1.13600	IV
My manager doesn't give me feedback on my work	3.5875	.89575	VIII
I don't feel respected at work	3.4500	1.20021	XIII
I think may lose my job and there is nothing I can do about it	3.2000	1.37242	XXIV
I am overqualified for the work that I do	3.4750	1.03085	XII
Other people get the credit for my hard work	3.3875	1.06133	XV
I feel isolated from other people	3.5625	1.16753	XI
I have to break procedures to get my job done	3.3250	.99078	XVIII
Office politics interfere with my doing my job	3.7000	1.21593	V
I don't know if I am doing my job well or not	3.2750	.99333	XX
I must compromise my values at work	3.2500	1.06141	XXI
I don't know what is expected of me	3.4000	1.05062	XIV
I am undermined by colleagues and junior staff	3.2500	.84942	XXI
My personal life suffers because of my work	3.5875	.75797	VIII
The rules at work are constantly changing	3.6375	.83049	VII
I have little in common with work colleagues	3.2000	.71865	XXIV

I spend my time doing routine boring tasks	3.2375	1.15006	XXIII
I have to do work on my own time	3.3625	1.04632	XVII
I couldn't work wholeheartedly	3.5875	1.11029	VIII
I feel that I am unimportant	3.2875	.99612	XIX
My work is unsatisfying	3.3875	1.18529	XV
My career progress is not what I wanted it to be	3.9625	1.02431	III

Source: primary data

From the above table the respondent's is tabulated. The 1st rank is for expected to perform well at work. 2nd rank is for fear of losing job. 3rd rank is for being not satisfied with career. 4th rank is for overwhelming with workload. 5th rank is for interference of office politics with work. 6th rank is for disliking the people they work with. 7th rank is for constantly changing rules. 8th rank is for absence of devotion toward the work. 8th rank is for suffering of personal life because of work, 11th rank is for being isolated from other people. 12th rank is for overqualified for the work. 13th rank is for not respected at work, 14th rank is for not knowing about the expectation of others. 15th rank is for other people gaining credit on my work, 18th rank is for breaking procedures to get job done. 19th rank is feeling unimportant, 20th rank is for not doing the job well, 21st rank is for compromising the values at work, 21st rank is for undermined by colleagues and junior staff, 23rd rank is for spending time doing routine boring tasks, 24th rank if foe being common with work colleagues, 26th rank if for satisfy conflicting demands, 27th ranks for too little work, 28th rank is for feeling trapped into job. 29th rank is for organisation favouritism, 30th rank is for insufficiency of time and more work to do, 31st rank if for not understanding the role, 32nd rank is for can't influence decisions, 33rd rank is for manager being critical, 34th rank is for getting blamed for the mistakes of others, 35th rank is for lack of control over the work. 36th rank is for in sufficient time for work, 37th rank is unappreciated at work. 38th rank is for repetitive and monotonous work.

Inference:

Majority of respondents are expected to do well in work.

4.29 COPING UP STRATEGIES TO OVERCOME STRESS**Table 4.28****Coping up strategies to overcome stress**

Factors	Mean	Std. Deviation	Rank
Watching television	3.6250	.81714	XII
By consuming alcohol	3.5375	1.04268	XIII
Go for a vacation	3.3125	.97557	XIV
Long drive	3.1125	1.23241	XV
By spending time with pets	4.2025	.83788	III
Deep sleep	2.262	1.2703	XXI
Exercise	3.775	.9410	XIX
Setting realistic goal	3.825	1.1338	XVIII
Family tour	3.500	1.2325	XX
Friends tour	4.450	.7940	IV
Meditation	4.125	.8476	V
Chatting with Friends	4.050	.6917	VI
Chatting with Friends in Social Media	3.937	.9188	XVII
Take it easy policy	3.963	1.0366	XVI
Spending time with nature	3.8750	1.04790	VIII

Pilgrimage visit	4.4000	.75641	I
Day out for lunch/dinner	3.9125	1.04571	VII
Traditional Shopping	3.7875	.77449	XI
Online Shopping	4.2500	.66561	II
Visiting Beach /Park with Family	3.8375	.86337	IX
Visiting Beach /Park with Friends	3.8375	.86337	IX

Source: Primary data

From the above table the respondent's is tabulated, 1st rank is for Pilgrimage visit, 2nd rank is for Online Shopping, 3rd rank is for spending time with pets, 4th rank is for Friends tour, 5th rank is for Meditation, 6th rank is for Chatting with Friends, 7th rank is for Day out for lunch/dinner, 8th rank is for Spending time with nature, 9th rank is for Visiting Beach /Park with Family, 9th rank is for Visiting Beach /Park with Friends, 11th rank is for Traditional Shopping, 12th rank is for Watching television, 13th rank is for consuming alcohol, 14th rank is for a vacation, 15th rank is for Long drive, 16th rank is for being Take it easy policy, 17th rank is for Chatting with Friends in Social Media, 18th rank is for Setting realistic goal, 19th rank is for Exercise, 20th rank is for Family tour, 21st rank is for Deep sleep.

Inference:

The majority of respondents go to Pilgrimage visit to avoid stress

CHAPTER-V



FINDINGS, SUGGESTIONS AND CONCLUSION

CHAPTER-V

FINDINGS , SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

Following are the findings in regard response from the respondents regarding “Job stress among menial workers in healthcare sector at thoothukudi city”

- ❖ Majority of the respondents are from the age group of 18 to 30.
- ❖ Majority of the respondents are male.
- ❖ Majority of the respondents are married.
- ❖ Majority of the respondents are nuclear family.
- ❖ Majority of the respondents have 6-7 members in their family.
- ❖ Majority of the respondents monthly income are of Rs.10001-25000.
- ❖ Majority of the respondents are satisfied with their income.
- ❖ Majority of the respondents are 1-3 years working in health care sector.
- ❖ Majority of the respondents are having saving habit.
- ❖ Majority of the respondents are saved money in bank.
- ❖ Majority of the respondents are contributed towards savings below Rs.5000.
- ❖ Majority of the respondents are spent money for their daily needs 200.
- ❖ Majority of the respondents are avail welfare scheme.
- ❖ Majority of the respondents are benefits received in educational loan.
- ❖ Majority of the respondents are spent with your family 2-4 hours per day.
- ❖ Majority of the respondents are stressed at work.
- ❖ Majority of the respondents are stress free work place factor in counselling programs.

- ❖ Majority of the respondents do exercise daily for deal with their stress
- ❖ Majority of the respondents factors affected by stress in family relationship.
- ❖ Majority of the respondents are after training program to relive stress for health care workers by government.
- ❖ Majority of the respondents are having safety training program in rarely once.
- ❖ Majority of the respondents duration of job stress in less than a year.
- ❖ Majority of the respondents duration of job stress in less than a year.
- ❖ Majority of the respondents are having a healthy work life balance.
- ❖ Majority of the respondents are job stress caused by your relationship with another person.
- ❖ Majority of the respondents level of their job stress in severe.
- ❖ Majority of the respondents are hard time feeling relaxed in once in a while.

5.2 SUGGESTIONS

- ❖ The work shifts of health care workers need to be reasonable.
- ❖ The health care workers should be encouraged to take breaks during the day to help manage stress.
- ❖ The health care workers should be able to rotate during shifts from high to lower stress tasks.
- ❖ The health care workers should be able to conveniently change work hours when needed.
- ❖ The health care workers need a say in how assigned tasks are performed.
- ❖ The health care workers should have resources and supplies needed to perform assigned tasks.
- ❖ The health care workers need training to do their jobs well.

- ❖ The health care workers need to communicate with doctors and co-workers.
- ❖ The health care workers need support in a team atmosphere to better manage stress.
- ❖ The health care sector should be available to help and advise when needed.
- ❖ Programs or tools should be made available to help the health care workers manage stress.
- ❖ The health care workers need realistic opportunities to grow, advance and be promoted.
- ❖ The health care workers want and need job security.
- ❖ The health care workers need a pleasant and safe working environment to reduce workplace stress.
- ❖ The health care workers need sufficient physical space to do their jobs.

5.3 CONCLUSION

A majority of health professionals significantly experienced workplace stress. Workload and working in night shift were significantly associated with workplace stress. Health policy makers and hospital managers should identify sources of workplace stress and should be concerned about workplace stress. Further large-scale study should be done in different parts of the country to provide strong evidence regarding the determinants of workplace stress among health professionals



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ANNEXURE



QUESTIONNAIRE

JOB STRESS AMONG MENIAL WORKERS IN HEALTH CARE SECTOR AT THOOTHUKUDI CITY

QUESTIONNAIRE

1. Name:
2. Age:
 - a) 18-30 b) 31-40 c) 41-50 d) above 50
3. Gender:
 - a) Male b) Female
4. Marital status:
 - a) Married b) Unmarried
5. Type of family:
 - a) Nuclear b) Joint
6. No of members:
 - a) 3 b) 4-5 c) 6-7 d) above 7
7. Monthly Income (including all sources):
 - a)Upto Rs.10000 b)Rs.10001-25000 c)Rs.25001-50000 d)Above RS.50000
8. Are you satisfied with the income?
 - a) Yes b) No
9. How many years are you working in health care sector?
 - a) less than 1 year b) 1 to 3 years c) 3 to 5 years d) more than 5 years
10. Do you have saving habit.
 - a) Yes b) No

If yes where do you save your money?

 - a) Bank b) Post office c) Chit fund d) In home itself
11. What percentage of your income is contributed towards your savings?
 - a) Below Rs.5000 b) Rs.5000-10000 c) Rs.20000-30000 d) Above Rs.30000
12. What is the average amount of money you spent for your daily needs (per day)?
 - a) 100 b) 200 c) 300 d) 500
13. Do you avail any welfare schemes.
 - a) Yes b) No

If yes, what are the benefits you received?

- a) Old age pension b) Educational loan c) General insurance d) Home loan
- e) Life Insurance

14. How many hours in a day do you spend with your family?

- a) Less than 2 hours b) 2-4 hours c) 4-6 hours d) More than 6 hours

15. Do you feel stressed at work.

- a) Yes b) No

16. What type of discomfort you feel at work place and at home, when you are in stress?

- a) Headache b) Back pain c) Anxiety d) Neck pain e) High blood pressure

17. Do you agree the following factors from the management to make workplace stress free.

- a) Counselling programs b) Proper recognition c) Sufficient support
- d) Friendly colleagues e) Supportive higher officials

18. Which is a helpful way to deal with stress?

- a) Meditation b) Exercise c) Talking with others d) All of the above

19. Stress can affect not just your health but also other parts of your life, what else can be affected by stress?

- a) Family relationship b) Work performance
- c) Your attention to safety d) All of the above

20. Do government conduct any safety training program to relive stress for healthcare workers.

- a) Yes b) No

If yes, what is the frequency of conducting safety training program?

- a) Weekly once b) Monthly once c) Annually d) Rarely once

21. How long have you had the job stress?

- a) Less than a year b) 1-3 years c) 3-5 years d) above 5 years

22. Do you feel you have a healthy work life balance.

- a) Yes b) No

23. Is your job stress caused by your relationship with another person?

- a) Yes b) No

24. How would you rate the level of your job stress?

- a) Mild b) Moderate c) Severe d) Extreme

25. How often do you have a hard time feeling relaxed?

- a) Never b) Once in a while c) About half the time
d) Most of the time e) Always

26. Job Stress among Healthcare Workers

FACTORS	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
My work is repetitive and monotonous					
My work is unappreciated					
I don't have sufficient time to complete my work					
I have lack of control over the work assigned to me					
I am constantly expected to perform well at work					
I feel trapped in my job					
I can't influence decisions that affect me					
I may lose my job and there is nothing I can do about it					
I must satisfy conflicting demands					
My manager is very critical of me					
I have too much to do and too little time					
People I work with don't understand my role					
I have too little to do at work					
The management in my organisation display favouritism					
I don't like the people I work with					
I get blamed for the mistakes of others					
My workload is overwhelming					
My manager doesn't give me feedback on my work					

I don't feel respected at work					
I think may lose my job and there is nothing I can do about it					
I am overqualified for the work that I do					
Other people get the credit for my hard work					
I feel isolated from other people					
I have to break procedures to get my job done					
Office politics interfere with my doing my job					
I don't know if I am doing my job well or not					
I must compromise my values at work					
I don't know what is expected of me					
I am undermined by colleagues and junior staff					
My personal life suffers because of my work					
The rules at work are constantly changing					
I have little in common with work colleagues					
I spend my time doing routine boring tasks					
I have to do work on my own time					
I couldn't work whole-heartedly					
I feel that I am unimportant					
My work is unsatisfying					
My career progress is not what I wanted it to be					

27. Coping up strategies to overcome stress

Strategies	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Watching television					
By consuming alcohol					
Go for a vacation					
Long drive					
By spending time with pets					
Deep sleep					
Exercise					
Setting realistic goal					
Family tour					
Friends tour					
Meditation					
Chatting with Friends					
Chatting with Friends in Social Media					
Take it easy policy					
Spending time with nature					
Pilgrimage visit					
Day out for lunch/dinner					
Traditional Shopping					
Online Shopping					
Visiting Beach /Park with Family					
Visiting Beach /Park with Friends					

**"A STUDY ON CUSTOMERS' PREFERENCE TOWARDS OTT (OVER THE TOP)
PLATFORM DURING THE PANDEMIC "**

A Project Report Submitted to

ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI

Affiliated to

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

in partial fulfilment of the requirements

for the award of the degree of

MASTER OF COMMERCE

Submitted by

SHARMILLA DEVI.C

Register Number: 19APCO31

Under the Supervision and Guidance of

Dr. MARY JUDITH REENE FERNANDO



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS),

(Reaccredited with "A+" Grade by NAAC)

Thoothukudi - 628001

MARCH - 2021

DECLARATION

I hereby declare that the project entitled "A STUDY ON CUSTOMERS' PREFERENCE TOWARDS OTT (OVER THE TOP) PLATFORM DURING THE PANDEMIC" submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli for the degree of Master of Commerce is my original work and that no part of this project has been submitted for the award of any other degree, diploma, fellowship or other similar titles.

Place: Thoothukudi

Date: 10.04.2021

C. Sharmilla Devi

Signature of the Candidate

(SHARMILLA DEVI C)

[Signature]

Counter Signed

(Faculty Guide)

Dr.MARY JUDITH REENE FERNANDO

Associate Professor of Commerce,

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CERTIFICATE

It is certified that the project entitled “A STUDY ON CUSTOMERS’ PREFERENCE TOWARDS OTT (OVER THE TOP) PLATFORM DURING THE PANDEMIC” submitted by the candidate **SHARMILLA DEVI C** in partial fulfillment of the requirements for the award of the degree of “Master of Commerce” to St. Mary’s College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli is the work done by her during the period of her study under my guidance and supervision.

Place: Thoothukudi

Date: 10.04.2021

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- **SHARMILLA DEVI C**

CONTENTS

CHAPTER NO	PARTICULARS	PAGE. NO
I	Introduction and Design of the study ✓ Introduction ✓ Statement of the Problem ✓ Review of Literature ✓ Objectives ✓ Scope of the Study ✓ Area of Study ✓ Period of Study ✓ Collection of Data ✓ Sampling Design ✓ Construction of Tools ✓ Methodology ✓ Framework of Analysis ✓ Limitations of the Study ✓ Chapter Scheme	1 – 7
II	Theoretical Background of the study	8 – 27
III	Analysis and Interpretation of Data	28 - 53
IV	Summary of Findings, Suggestions and Conclusion	54 - 58
	Annexure ✓ Bibliography ✓ Questionnaire	

LIST OF TABLES

TABLE No	TITLE	PAGE.NO
3.1	Age Wise Classification	29
3.2	Gender Wise Classification	30
3.3	Educational Status	31
3.4	Occupation of Respondents	32
3.5	Annual Income of Respondents	33
3.6	Residential Area	34
3.7	Usage of Net Connection	35
3.8	Response regarding possession of knowledge about OTT Platform	36
3.9	Response regarding nominal subscription price	37
3.10	Preference towards OTT Services	38
3.11	Response regarding change in OTT usage during lockdown	39
3.12	Response regarding change in OTT usage	40
3.13	Emotion that triggered a customer to watch OTT programs	41
3.14	Frequency of OTT usage	42
3.15	Time spent on OTT platform	43
3.16	Preferred media for entertainment	44
3.17	Awareness about OTT services	45

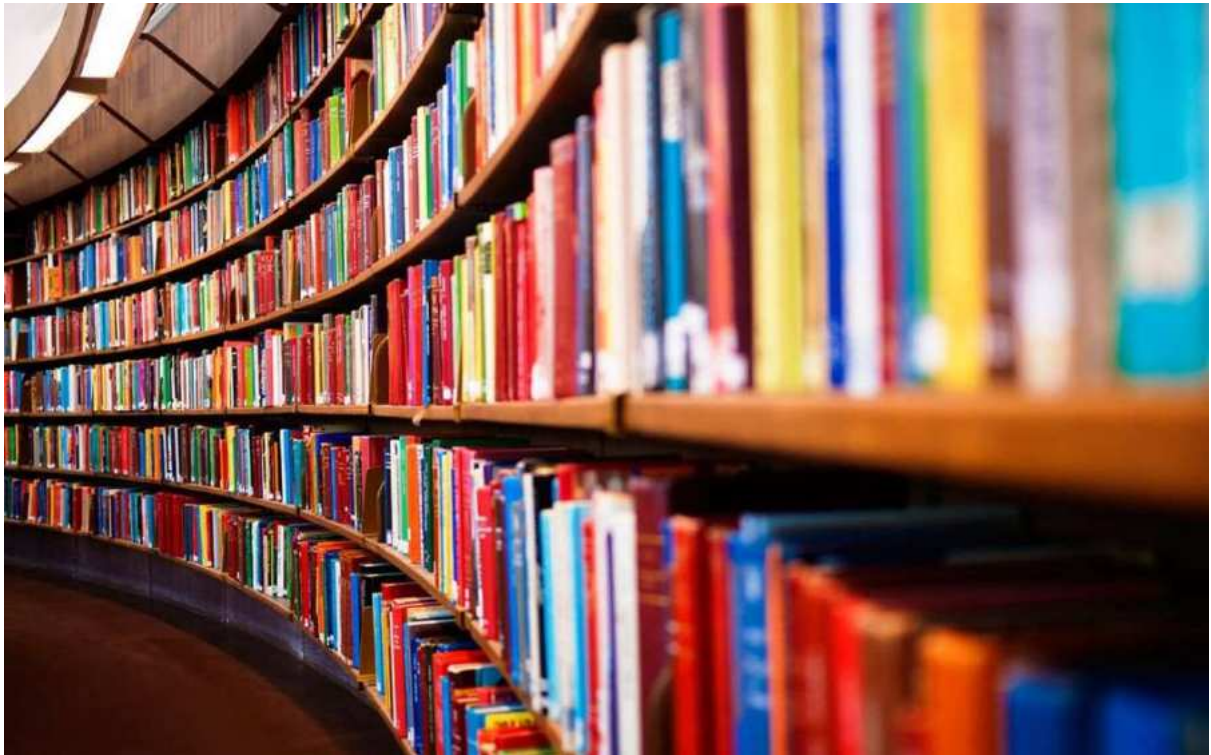
3.18	Mode of Payment of Subscription	46
3.19	Parameter to understand the factors contributing to the growth of OTT services	47
3.20	Most preferred content on OTT channels	48
3.21	Reasons for not opting OTT usage	49
3.22	Preferred devices for OTT usage	50
3.23	Response regarding shifting of entertainment from TV to Online Platform for entertainment	51
3.24	Opinion about OTT platform	52
3.25	Response regarding OTT Platform	53



OTT (OVER THE TOP) PLATFORM



CHAPTER – I



INTRODUCTION AND DESIGN OF THE STUDY

CHAPTER – I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

The current revolution in technology, telecommunications and digital marketing, variously referred to as ‘the app economy’, ‘big tech’ and ‘OTT services’, continues to sweep across the global economy. Streaming services are widely considered a cost-effective alternative to traditional cable packages. In recent years, OTT providers like Netflix and Amazon Prime have begun producing original content that is exclusively available through their service. Platforms like HBO Go and Disney+ also have exclusive streaming licenses for previously televised content. In recent years it is becoming the part of day-to-day leisure time and constantly indulging in the apps, leading to binge watching and thus giving rise to rapid increase of streaming apps. For years, watching cable television required a television set. But today, due to the advancement in technology and internet-based delivery system, people can easily access to OTT platforms and content from a broad range of devices. Any account holder can enjoy the same OTT experience from a gaming console, smartphone, tablet, or smart TV.

OTT stands for “over-the-top” and refers to the productized practice of streaming content to customers directly over the web. It represents the future of entertainment — one that is already unfolding. It is also commonly applied to video-on-demand platforms, but also refers to audio streaming, messaging services, or internet-based voice calling solutions. OTT services are typically monetized via paid subscriptions, but there are exceptions. For example, some OTT platforms might offer in-app purchases or advertising. OTT clearly represents the future of media. Representing the best way of entertainment in the present scenario and people getting access to OTT apps not only through subscriptions but also through freemium facilities and the jio effect on the streaming culture. People also prefer watching regional shows but when it comes to teenagers, they prefer foreign shows more compared to the regional shows.

Today, as fast as technology is changing, the faster we are also changing our habits. Talking about television, there would have been a television in the entire locality and everyone used to sit and watch it at the same time, whereas today it is the age of OTT where every person has a smart phone in which he can watch any kind of content anytime.

Amidst all this, the dominance of watching movies in the cinema hall has always remained. But now this domination is suspected. Most big-ticket movies in the USA have been pushed to later this year, some even to next year. Similarly, in India, the theatrical release of all major films has been indefinitely postponed. But OTT platforms are buzzing with activity. Especially after the lockdown in India, with the OTT channel gaining such a large number of viewers, people have gained a new kind of viewing experience, which can be said if it continues after this. So there will be a lot of concern for cinema hall owners.

There's no re-thinking in the way that the OTT business will be the substance of Media and Entertainment Industry in the coming years. As indicated by an exploration by Allied Market Research on OTT Service Market, the worldwide OTT showcase shows a promising development potential, with a CAGR of 16.7% (2018-2025). When contrasted with the worldwide market, Indian OTT industry is still at a beginning stage of development. In any case, the high development in Indian crowd leaning toward the online media entryways makes the subcontinent an OTT showcase with incredible potential. As anticipated by PricewaterhouseCoopers (PwC) in its report named "Worldwide Entertainment and Media Outlook 2019-2023 (Outlook)", India's OTT industry is anticipated to an incentive at Rs 11,977 cr by 2023.

The report covers reviews of Netflix and Hotstar the two significant giants in OTT platform in the Indian M&E industry. This quick development has given a brilliant opportunity to content makers/proprietors, yet additionally publicists and brands by giving them greater perceivability in the computerized customers' excursion. This thus is helping the stages increase extensive incomes and limit their misfortunes. In this journey of accomplishing benefit, it gets cardinal to comprehend the business' players and the crowd they are serving to.

1.2 STATEMENT OF THE PROBLEM

The usage of OTT platforms has increased over the years tremendously due to advancement in the promotional activities of media. There are many OTT platforms in the industry which are highly adored as a social prestige by the current generation.

The OTT market is growing day by day, and there is still huge potential to grow as this is an evolved and advanced version of traditional T.V, media platform. Therefore, for the companies to take the full advantage of the opportunities available in OTT market they need to develop appropriate strategies that attract more customer and build strong long-term

relationship. This can be possible only when the adoption behavior of the users is studied intensively and formulating strategies accordingly.

This project “A Study on Customer’s Preference towards OTT Platform during the pandemic” is done to explore the various OTT platforms and the factors affecting customer’s preference towards choosing it, along with the impact of advertisement towards its rapid growth.

1.3 REVIEW OF LITERATURE

According to **Google Trends** report, OTT leading platforms like Netflix and Hot star were the most-searched OTT platforms since March 1 2020. Similarly, daily average users for Amazon Prime had a hike of whopping 83 percent, which meant there was an ever-growing appetite for Content Consumption since the lockdown (**CNBCTV18, Apr 16, 2020**). In a report “**Reboot to a New Normal**” which detailed factors like consumption pattern and media usage by public in group stated that in the first month of lockdown OTT registered a 34 % increase in time spent by the users.

Khanna (2016) in his report “A study on factors affecting subscription rates of Netflix in India: An Empirical Approach” stated that Indian consumers are more inclined to watch free content online rather than pay a fee for the same. Low subscription of Netflix is due to the non-availability of regional and local TV shows and movies.

Meghan McAdams (April 18, 2019), made a study on “What is OTT- Understanding the Modern Media Streaming Landscape”. The study revealed that the OTT apps clearly represent the future of India. In her study the major thing that was concluded that 81% of OTT customers, are experiencing “subscription fatigue”, from engaging with so many platforms. It was also mentioned that the growth of large-scale platforms like Disney plus could impact the prospects for smaller, niche services.

Arturo Gutierrez (February 12,2018), made a study on “Switching Culture In Streaming And TV Is Now A Thing”. In his study he found that TV customers looked for special deals and promotions to switch from their current providers.” Streaming apps are persistently growing in the market”.

Menon (2020) stated that limitations forced in the wake of Covid-19 pandemic significantly changed the consumption pattern for media and entertainment too. As lockdowns kept individuals from wandering out, either for recreation or work, public activity progressively moved to online stages. Web-based social networking furnished the chance to remain associated with families, companions, partners, neighbours and others. With external channels of entertainment (Out of Home-based entertainment) shut by government request, the home-based entertainment modes showed consistent growth and development.

1.4 OBJECTIVES

The main objectives of the study are given below:

- a) To identify the demographic profile of the respondents.
- b) To analyse the awareness of OTT platforms and the different kinds of applications used in it.
- c) To study the customer's preference and feedback towards the usage of OTT platforms.
- d) To analyse the customer's frequency level of using OTT platforms.
- e) To analyse whether the customers have faced any problems while using the OTT applications.

1.5 SCOPE OF THE STUDY

This study aims at "A Study on customer's preference towards OTT (Over the top services) Platform during the pandemic" among the people in Thoothukudi City. This study would give an idea about OTT Platform's usage by customers in the present and give a suggestion for scenario. It would help the OTT providers to have a glimpse of the factors favouring preference of OTT, and the setbacks faced by consumers.

1.6 AREA OF STUDY

The study area is limited to Thoothukudi City, Tamil Nadu. It is identified as one of the fast-developing cities in India. It is a port city and an industrial hub of the Indian State of Tamil Nadu. The city lies in the Coromandel Coast of Bay of Bengal. Thoothukudi is known as "PEARL CITY" due to the pearl fishing carried out in the city.

1.7 PERIOD OF STUDY

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

1.8 COLLECTION OF DATA

The task of data collection begins after a research problem has been defined. Data collection may be defined as the collection of required information from various sources. The data collection that related to the study was collected in two different ways viz.,

- Primary Data
- Secondary Data

Primary Data:

The primary data are those which are collected from fresh and for the first time and thus it happens to be original in character. The primary data was collected through questionnaire.

Secondary Data:

The Secondary Data are those which have been already collected for some other context and which have already been processed using statistical techniques. The secondary data was collected from various books, journals, magazines, websites etc.,

1.9 SAMPLING DESIGN

The data collected are original in nature. Convenience sampling method was adopted and 81 respondents who were using OTT Application from various parts of Thoothukudi city were selected. The questionnaire was distributed to collect the primary data.

1.10 CONSTRUCTION OF TOOLS

The questionnaire was prepared based on a discussion. Then it was pretested and necessary changes were incorporated. 81 copies of the questionnaire were taken and distributed among the respondents. A copy of the questionnaire is appended.

1.11 METHODOLOGY

The collected information is placed in a logical sequence, to study about the customer's preference towards the usage of OTT Platform during the pandemic. The result is derived with the help of statistical method of collection, computation and analysis. In my study, based on information provided by the respondents, the error is bound to be minimum, and it is applied in the area where study has been done.

1.12 FRAMEWORK OF ANALYSIS

The data collected through questionnaire were analysed with the following statistical tools, which work as a base for drawing conclusion and getting result.

- **Percentage Analysis:**

Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. In percentage analysis we use bar diagram and Pie – Chart.

- **Garrett's Ranking Method:**

Garrett's ranking technique is used in ranking the different factors relating to customer preference towards the usage of OTT platform during the pandemic. Under the Garrett ranking technique the percent position is calculated by using the formula,

$$\text{Present Position} = 100(R_{ij} - 0.5)/N_{ij}$$

- **Likert's Scale:**

Likert scale is describing a quantitative value to a qualitative data to make it amenable to statistical analysis. A numerical value is assigned to each potential choice and a mean figure for all the responses is computed at the evaluation or survey. The Likert scale is a five (or seven) point scale which is used to allow the individual to express how much they agree or disagree with a particular statement.

1.13 LIMITATIONS OF THE STUDY

- ❖ Time is one of the major constraints, which limits the effective data collection.
- ❖ The number of respondents is limited to 81.

- ❖ Reliability and accuracy of the analysis depends on the respondent's openness and trueness towards each question in the questionnaire.

1.14 CHAPTER SCHEME

Chapter I - Introduction and Design of the study.

Chapter II - Theoretical Background of the Study.

Chapter III - Data Analysis and Interpretation.

Chapter IV - Summary of Findings, Suggestions and Conclusion.

Annexure

- Bibliography
- Questionnaire

CHAPTER – II



THEORETICAL BACKGROUND OF THE STUDY

CHAPTER – II

THEORETICAL BACKGROUND OF THE STUDY

2.1 INTRODUCTION



Technological advancement is prevailing in every device to make the user experience satisfying. In the telecommunication services, everyday advancements are reshaping the way of providing the service to the customers. With the insertion of internet in telecommunication, a new form of online video platform has emerged i.e. Over-the top (OTT) Media Platform. OTT media platform allows the providers to use the internet to broadcast video content.

The major providers such as Netflix, Amazon Prime, Hotstar, Voot, etc. have forecasted and identified the changing media usage pattern and also the significance of internet-based services. This transformation brings a very important matter in hand to understand that “what factors are there which makes the user adopt OTT media platform over Traditional media platform?”. Various studies have been done to find whether the online platform is a replacement for traditional Media platform.

The current Covid-19 pandemic across the nation and the consequent lockdown has slowed down the growth of the enterprises and its financial outcome, but it has prompted a

change in the behavioural pattern of the individuals towards consumption of products and services, including that of digital based consumption. The transition is seen in the consumer behavioural patterns brought about by the lockdown implemented by the Government of India and hypothesized that a significant number of these social changes are not transient in nature; they are probably going to remain for a quite long period.

One of the most affected domains today is media and diversion (M&E), which is intensely dependent on the promotions and on ground activities and events. Notwithstanding the new OTT stages, the business would have been cleared out at this point.

According to the examination directed by KPMG, there has been a recognizable increment in media utilization during the most recent days, despite the fact that money is the greatest challenge. The service providers dealing with OTT platform is responsible for the delivery of contents comprising of audio, video, and other media over the web and sidestepping the customary network administered by the operators.

Since the OTT players don't require any business or tech-based requisites from the network operators for offering such types of service, they are regularly known by the term "Over-the-Top" (OTT). These lean and deft OTT players, empowered by innovation advances, for example, smart phones, super-quick IP systems, new out of the box technologies, and transition in buyer inclinations towards these free platforms are seeing an ever-expanding appropriation rate.

The revenues from membership in OTT and Digital media have taken a hike, as home bound customers search for quality-based content. The greatest benefit accrued from the OTT platform by the consumers are the diversity observed by the consumers in the content which ranges from the Oscar based Korean movies to the desi ones, providing a vast plethora of content made for audiences belonging to different genres. There has been an exponential growth in Video-on-demand platform in India. Hotstar, Netflix and Amazon Prime have become big names in the business and likewise we have new participants, for example, MX player and Sony Liv.

With the assistance of enormous information, stages are contriving methods of customizing their client experience. Developments, for example, voice labels, expanded and computer-generated reality, 360-degree review and square chain innovation are additionally getting strongly investigated. The pace, at which the business is changing, makes it essential

for the platforms to develop ceaselessly. Uninterrupted 4G connectivity along with the emergence of Reliance JIO has made data cost affordable and easily accessible which has played a vital role in the growth of Over-the-top media services.

OTT belongs to a very vast industry, the entertainment industry. Entertainment in layman's terms means having fun and enjoying themselves with either one's own company or maybe with their loved and close ones. In today's world, entertainment is one of the most leading industries, which includes the sub-fields of theatre, film, fine art, dance, opera, music, literary publishing, television, and radio.

With the day-by-day development in technology, these industries are being improved at a fast pace. There have been both, cases of cut-throat competition and cases which showed that companies which want to create goodwill in the market. The entertainment industry is unpredictable as the main profits depend upon the Television Rating Point (TRP) of a particular television channel, or the box office collection of some movie, etc. for example, if a movie fetches more than 100-200cr. It is assumed to be a blockbuster and hit movie, whereas sometimes others which couldn't reach this bar at the box office, are assumed to be average, in spite of the fact that those movies might have an amazing script or direction, etc.

There are so many ways, as to how this entertainment can be perceived in various forms. Now-a-days even the advertisers have understood this concept and are adamant in creating new and eye-catching advertisements for the same. Consumers seek for creativity and out of the box ideas which please them and make them think and remember a brand or product in a particular way.

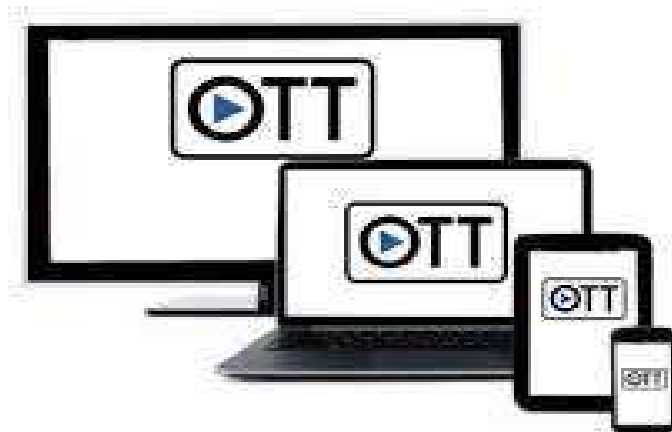
2.2 OVER THE TOP (OTT) PLATFORMS IN INDIA



An OTT platform, or an Over The Top platform is an audio and video streaming and hosting service, offered directly to the viewers, via the Internet.

Initially, major OTT platforms in India, including Netflix, Hoststar, Amazon Prime, etc. were governed by self-regulatory bodies. But, in 2020, the Government of India has moved these Over The Top platforms under the administration of the Ministry of Information and Broadcasting.

OTT stands for Over The Top, which is a platform that offers video and audio streaming of content over the internet. It has removed any interference of the cable operators, satellite connection, or broadcast mediums. These media services can easily be accessed through mobile phones, laptops, smart TV, and other audio-visual devices with an internet connection.



Anyone with a paid subscription can register themselves and get unlimited access to the media and entertainment sources available on the various platforms. This service is synonymous with video-on-demand (SVoD) services and digital content at International level can be accessed.

One of the biggest boosts that the OTT platforms achieved was during the pandemic period of COVID-19, where this industry flourished manifold. With Indian and International content, it played an essential role in the information revolution and development.

In India, no fixed body has ever been assigned to regulate the OTT platforms. But in 2019, amid various complaints and issues raised against the digital content on these online mediums, the Government decided to take actions against the same. It was in October 2020 that the Supreme Court ordered the Central Government to take up the charge of the digital content showcased on these mediums and finally, the OTT platforms will now be administered by the Ministry of Information and Broadcasting (MIB).

In January 2019, eight video streaming platforms had signed a self-regulatory code that stated a set of guiding principles for the content which can be displayed online. However, there were 5 terms and conditions which had to be mandatorily followed:

- No such content shall be added on these platforms which would cause any disrespect to the national emblem or national flag
- Display of content which can hurt religious sentiments could not be streamed
- Visuals promoting child pornography to be strictly prohibited
- Content which is banned by the law or order of the country could not be streamed
- Terrorism of any kind cannot be promoted

However, the Union Government disapproved of this code formed by the Internet and Mobile Association of India (IAMAI), and Digital Curated Content Complaints Council (DCCC) as no specific and elaborate set of rules were released.

Thus, finally, the Government decided to undertake OTT platforms and their censorship rights under the Ministry of Information and Broadcasting.

2.3 TYPES OF OTT CONTENT AND PROVISIONING MANAGEMENT BENEFITS

Generally, an over-the-top (OTT) media service is any type of application that takes advantage of internet connection on any device and use it to offer services. It is one of the most prevalent sources of online video content on the internet. An OTT does not need the service of satellite television, mobile service providers, broadcast, or cable platforms. The companies that usually distribute or control the content traditionally needed satellite or cable

platforms to provide such services. OTT platforms need a proper provisioning management system to ensure that it handles the information of its clientele very well.

2.3.1 OTT's MOST KNOWN FUNCTIONALITY

OTT has other functionalities but it is mostly associated with subscription-based video-on-demand (SvoD) which offers access to film and television content. The content can come from a series produced by other companies acquired by the streaming platform, as well as any original content produced by the platform.

OTT includes other television services that offer live streaming properties, which is similar to the real-time streaming provided by cable or satellite TV providers. The live streaming properties can be streamed over the internet instead of a private network that uses proprietary equipment just like set-top boxes. OTT services can be accessed through websites that are typically browsed on personal computers. It can also be accessed on a mobile device such as tablets and smartphones through apps. OTT services are also available on integrated Smart TV and digital media players that serve as a video game console.

OTT content is any other media content such as video and audio that can be delivered online. The delivery, control, and distribution of the service does not need the usage of a multiple-system operator (MSO). The internet provider might be aware of the contents related to the Internet Protocol (IP) packets. However, the internet provider is not responsible for the viewing capabilities, control, copyrights, or other distribution processes of the content.

2.3.2 TYPES OF OTT CONTENT

● OTT TELEVISION

OTT has many types but the most well-known version is the online television. It remains the most popular type of OTT content. In layman's terms, the content is received through the internet or cell phone network, compared to receiving the content from a terrestrial broadcast platform. The access is under the control of the video distributor. Examples of OTT television service providers are Netflix, Hulu, Amazon Video, and YouTube Red.



● OTT VOICE APP

An OTT voice calling app utilizes a mobile device's internet or data connection through the LTE (Long-Term Evolution) network to offer a voice provider. It offers (Voice Over Internet Protocol) or VOIP through the internet. A third party would offer the voice service which is independent of the mobile service provider. The apps provide messaging services in the form of video and chat features. The service is accessible to people over the internet. Examples of an OTT Voice App are Skype, Viber, and WhatsApp.



● OTT MESSAGING

OTT messaging is a service that is offered online that provides instant messaging features. Third parties utilize online chat as an alternative to the messaging service that a mobile network operator provides. It includes Viber and Skype as well. Although both apps

offer VOIP, they also provide online chat services. Other OTT messaging-focused apps are Telegram and Kik.



2.3.3 PROVISIONING MANAGEMENT IN THE OTT INDUSTRY

Customers who want to watch their favorite shows, contact their family through video chat, or simply chat with their friends online, they need an OTT service provider that is reliable in helping them meet their demand for content. They also need their data and information protected. The OTT industry needs to automate their systems and workflows to ensure that its services are error-free. Moreover, they collect multiple data from their customers. They need to properly store that information to prepare for future use when a customer needs assistance.

A provisioning management platform from companies like ETI Software is helpful for OTT providers to monitor their users while ensuring that only their subscribers can gain entry into the platform. The management of the provisioning services can integrate across other screens without expensive conversions.

2.4 BARE ESSENTIAL COMPONENTS OF AN OTT PLATFORM

- **ENCODERS:** Software encoders are used to produce adaptive bitrate (ABR) streams in formats such as MPEG, ready to be distributed on the web or mobile.
- **CONTENT DELIVERY NETWORK (CDN):** Video content is delivered to the users through a Content Delivery Network (CDN), which is a network of web servers. You can either choose to buy a CDN from a third-party or build your own.

- **CONTENT MANAGEMENT SYSTEM (CMS):** A Content Management System is used to streamline workflows and help manage users, their subscriptions, payment gateways, monetization models including ads, content publications, and syndication.
- **DIGITAL RIGHTS MANAGEMENT (DRM):** DRM is a digital licensing system that is used for the prevention of piracy. DRM ensures that the content is stored and transmitted in an encrypted format so that only authorized users can access the content.
- **RECOMMENDATION ENGINE AND ANALYTICS ENGINE:** An analytics engine is used in an OTT platform to get a 360-degree view of customer behaviors. This analytics data is further used by a recommendation engine to suggest users what to watch next.

2.5 ROLE OF DATA IN OTT SERVICES

As OTT streaming platforms increasingly dominate the media & entertainment industry, the role of data is rapidly transforming from being important to becoming vital. Streaming has already emerged as the primary revenue driver for both music and video, making data analytics an essential component for success. The significance of data in today's world of television cannot be ignored, as consumers have access to an increasing amount of content which is delivered through data-based decisions.

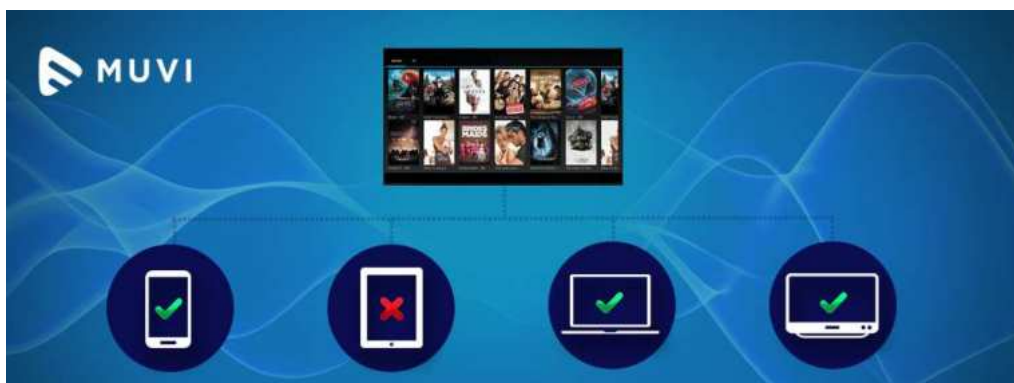
In a highly competitive OTT video platform landscape, skillful utilization of data is critical for success, which requires the extensive deployment of technologies such as AI, machine learning, automation, and IoT. A potent mixture of these nascent technologies enables OTT platform players to achieve the best outcomes with algorithms. Although humans will always remain in the driver's seat, handling an enormous amount of data is best left for the machines to handle.

Another recent trend in the OTT video streaming arena has been the adoption of the Internet of Things (IoT). In a scenario where OTT video platform players are competing with each other to expand their subscriber base, connecting IoT with OTT and allowing shareability of data between the IoT devices and OTT services has some attractive potential. The user-generated data such as location, habit patterns, and activities can provide better insights into the video streaming services providers for enhancing user experience (UX). This will

usher in the evolution of intelligent TV platforms that deliver personalized viewing experiences with more refinement, leading to an increase in content consumption.

2.6 HOW IS OTT CONTENT DELIVERED?

Thanks to its internet-based delivery system, OTT platforms bypass third-party networks that traditionally managed online content. The only things customers need are an internet connection and a compatible hardware device.



- **MOBILE DEVICES:** Smartphones and tablets can download OTT apps from a supported digital storefront.
- **PERSONAL COMPUTERS:** Most computers support OTT content viewing through desktop-based apps or web browsers.
- **SMART TVs:** The latest TV models often include preinstalled OTT apps, or provide users with an option to download them.
- **DIGITAL MEDIA PLAYERS:** Third-party devices like the Apple TV support a range of OTT solutions. Many modern video game consoles also include the ability to download and run OTT apps.

2.7 WHAT TYPES OF CONTENT ARE SUITABLE FOR OTT SOLUTIONS?

While the OTT conversation largely revolves around video-on-demand, the technology actually covers a broad range of web-based content:



- **VIDEO:** Video streaming is the most-widely recognized version of OTT media services. Popular platforms include subscription platforms like Netflix, paid storefronts like iTunes, and ad-based services like YouTube.
- **AUDIO:** Audio streaming is also possible through OTT solutions. Popular examples include internet radio stations and podcasts.
- **MESSAGING:** OTT-based instant messaging services connect users directly through internet connections, bypassing mobile SMS networks. Facebook, Google, Skype, WeChat, and many other brands have versions of these services. Most are capable of replacing or integrating with smartphone text messaging features.
- **VOIP:** Voice calling platforms such as Skype and WeChat that operate using internet protocols are considered OTT services. In some instances, these services can integrate with mobile phone networks to enhance certain features.

2.8 TOP 10 OTT PLATFORMS IN INDIA

Over-the-top media services (OTT) platforms have become quite popular in India since last few years. An over-the-top (OTT) media service is a streaming media service offered directly to viewers via the internet. OTT bypasses cable, broadcast, and satellite television platforms, the companies that traditionally act as a controller or distributor of such content. Due to COVID-19 outbreak in the country, many filmmakers are now releasing their movies on major OTT platforms, instead of waiting for the theatres to re-open. India has lots of options when we talk about OTT services. Here are the Top 10 OTT platforms in India.

AMAZON PRIME VIDEO



Amazon Prime Video is a very popular video streaming service or OTT service in India. Amazon Prime Video was launched in 2016 in India. Besides English, Prime Video is available in six Indian languages as of December 2018. Amazon India launched Amazon Prime Music in February 2018. You can join Prime to watch the latest movies as well as award-winning Amazon Originals at Rs 129/month or Rs 999/year. Prime subscription presently also includes free Amazon music alongside unlimited free, quick delivery.

NETFLIX



Netflix is one of the popular streaming services in India. The OTT platform offers three subscription plans including Basic, Standard HD and Premium Ultra HD. The Basic plan comes with a price tag of Rs 500, while the Standard HD pack is priced at Rs 650 and the Premium Ultra HD plan is available for Rs 800 per month. Netflix faces tough competition with other OTT platforms in India such as Amazon Prime, Hotstar, Voot and Eros Now, each of which charge lower subscription rates than Netflix.

DISNEY+ HOTSTAR



Disney+ Hotstar is an Indian over-the-top streaming service owned by Novi Digital Entertainment, a subsidiary of Disney's Star India. It features two paid subscription plans—"VIP", which focuses on domestic programmes and sports content (including Indian Premier League cricket), and "Premium" featuring premium international films and television series (including HBO, Showtime and other American original series). As of July 2020, VIP Plan costs Rs 399 for a year and Premium Plan costs Rs 1,499 per year or Rs 299 for a monthly plan. As of March 2020, Disney+ Hotstar has at least 300 million active users.

VOOT



Voot is an Indian subscription video on demand (SVOD) service. Launched in March 2016, it forms the online arm of Viacom 18. It is Viacom 18's advertising-led video-on-demand platform that is available as an app for iOS, KaiOS (JioPhone) and Android users, and a website for desktop consumption. Voot Select will cost Rs. 99 a month after a three-day free trial, or Rs. 499 for the full year after a 14-day free trial. Voot is available only in India, and hosts over 40,000 hours of video content that includes shows from channels like MTV, Nickelodeon and Colors. Content is also available in multiple languages like Kannada, Marathi, Bengali, Gujarati, Telugu and Tamil. Voot has content from Colors TV, MTV India, Nickelodeon India and other Viacom 18 owned television channels. It also hosts many

Bollywood films for streaming. It has produced several 'Voot Original' shows for streaming as well. In February 2020, Voot introduced paid subscription service called Voot Select. Voot Original series are made available only to paid subscribers. Some TV shows are being streamed a day before TV for its paid subscribers.

ZEE5



ZEE5 is an Indian video on demand service run by Essel Group via its subsidiary Zee Entertainment Enterprises.[2] It was launched in India on 14 February 2018 with content in 12 languages. ZEE5 recently announced the launch of 'ZEE5 Club' at Rs 365 per year. ZEE5 Club will enable its consumers to have exclusive access to most popular shows before telecast on TV, apart from select ZEE5 and Alt Balaji shows, - 1000+ blockbuster movies, Zee Zindagi shows and over 90+ Live Tv channels. With ZEE5 Club, subscribers will be able to enjoy entertainment content without any intrusive ads and across devices. Some of Zee's popular TV shows like Kumum Bhagya and Kundali Bhagya in Hindi, Sembaruthi in Tamil, Jothe Jotheyali in Kannada and Mazya Navryachi Bayko in Marathi and many more would be now available on ZEE5 Club before telecast on Television.

SONY LIV



Sony Liv (marketed as SONY LIV and formerly as Sony LIV) is an Indian general entertainment, video on-demand service that is owned by Sony Pictures Networks India Pvt. Ltd., based in Mumbai, Maharashtra, India. Sony Liv's Library consists of 18 years of content from the Sony Entertainment Network channels in India: Sony TV, Sony SAB, Sony Ten, Sony Max, Sony MAX 2, Sony PIX and Sony Six.

Sony Liv is the first Indian Over-the-top media service platform to produce music content for a Hollywood feature film - producing music for the Hindi version of the blockbuster titled *Passengers*, starring Chris Pratt and Jennifer Lawrence.

Sony Liv Premium subscription costs you Rs. 299 per month, Rs. 699 for six months, and Rs. 999 per year.

MX PLAYER



MX Player is an Indian video streaming and video on demand platform developed by MX Media & Entertainment. It has over 280 million users globally. The platform currently operates on an ad-supported model and has a streaming library of over 150,000 hours across 12 languages. It is available on iOS, Android and the web. The online Feature of MX Player is available absolutely free of cost for our users to explore. In 2018, Times Internet acquired a majority stake in MX Player for \$140 million. On 20 February 2019, MX Player was relaunched as an OTT platform with original programming. It has licensed contents from various Indian and International studios including FilmRise, Sonar Entertainment, Screen Media Films, Goldmine, Hungama, Shemaroo, Paramount Pictures and Sony Entertainment.

2.9 KEY FEATURES OF A VIDEO STREAMING APP

❖ SIGN UP AND SIGN IN

This feature is a must to let users register by entering the required information. Sign in would help them to log in to their account from any device by providing the registered credentials. After the registration, users would be able to create their profile where they can check their subscription details and other information.

❖ MULTILINGUAL CONTENT

If you want to target global audiences (which most of the OTT platforms do), make sure the content available on the platform is multilingual. In simple words, content should be available in different languages so users can select their preferred one.

❖ SEARCH

Search is one of the mandatory features that help in delivering an excellent customer experience. The feature is required to make users search different content on the platform. They can search for movies, TV shows, and other videos by entering their name in the search bar.

❖ WATCH LIST

The feature would help users to add videos, movies, TV shows, and other content they want to watch later.

❖ SCREEN CASTING

The option would help users to cast the content on their desktops, smart televisions, laptops, and other compatible devices.

❖ PAYMENT GATEWAY

It is required to allow users to enroll in monthly or yearly membership or subscriptions.

❖ PUSH NOTIFICATION

Push notification feature is required to send notifications about the new content upload on the platform, subscription renewal or expiry details, and more.

2.10 THE BIGGEST OTT OPPORTUNITIES

OTT technology has immense potential. Video streaming services are on the rise globally, with North America representing the most mature markets at a 51% adoption rate. Europe and Asia-Pacific are seeing impressive growth as brands like Netflix expand internationally.

Beyond global adoption rates, major opportunities exist in non-entertainment markets. One recent survey determined that 50% of OTT subscribers pay for educational content, usually in the form of instructional streaming platforms. Streams that emphasize children's programming or health-based content might hold immense potential.

OTT platforms should also consider the benefits of tiered monetization. While most solutions are subscription based, 20% of subscribers also made in-app purchases in 2018. Casting a wide net when it comes to monetization methods could help OTT solutions grow in the years ahead. Performance marketing has proven to be an especially successful method of attracting subscribers to OTT platforms in a way that is scalable and predictable for marketers.

Over-the-top media services have been with us for years, but they clearly have room to grow. Increased diversification and competition suggests the market is healthy and growing, and many opportunities remain untapped. Whether you're following up-and-coming

platforms, or enjoying the latest Netflix original series, OTT clearly represents the future of media. It's an exciting time to be a part of it.

Currently, there are about 40 providers of OTT media services in India, which distribute streaming media over the Internet. In the fiscal year 2018, the OTT market in India was worth ₹2,150 crore (₹21.5 billion, US\$303 million as of 2018), and its value grew to ₹35 billion in 2019.

2.11 TOP PROS & CONS OF OTT PLATFORMS IN INDIA

OTT platforms are increasing their popularity to a great extent. With the urge of getting more and more on-demand entertainment, people are subscribing to the streaming channels even more.

PROS:

There are so many advantages of OTT content. The main point is the price factor and monthly prices are really low, so the consumer has a wide variety of content at a minimum price. If you as a consumer are worried about the installation then don't fret, because for OTT streaming content, all you need is a laptop or a phone. Another major advantage is the wide variety of content that can be watched. OTT Platform is the best thing that has happened to the human race.

- Every new movie, TV series, music shows, etc you can watch in your house, office, on the way, like anywhere
- You will be updated through its trailers and dates when your shows can be available.
- You won't have to download to watch
- You can watch lot of shows and movies at very reasonable price
- Most common OTT platforms are Netflix, amazon Prime, Hotstar premium, ZEE5 etc.
- No more adds shown while playing videos on premium contents.
- OTT releases won't get censored.

- OTT releases would also deliver content as promised and envisioned by the makers.
- With cinemas, people normally think of giving rewatching a miss as they'd have to buy another overpriced ticket. With OTT, you can rewatch it as per your wish and as many times as you want to.

CONS:

1. You need to have wifi connection (strong) for better quality and without buffering.
2. Sometimes you may not get all the content you wish to watch. A sudden change of policies may affect your access to the content vis-a-vis your geography, payment methods, etc.
3. Mobile RAM should be 3gb or more for better play.
4. If you use mobile data for streaming, it will get consumed in a very short time.
5. Some movies are just meant to be seen in the cinemas. Especially big budget summer blockbusters. Seeing such movies on mobiles can sound defeating to makers as they may also feel demotivated and even decide to not produce big budget content.
6. People who mostly go for outing to cinemas won't find another reason. Going to cinemas with friends and family is still a big deal on festive occasions, and that magic is something that can't be recreated at home.
7. Some experiences can't be recreated by OTT. 70 mm IMAX and 4DX are some formats that can't be replaced. Also, OTT doesn't offer much in terms of 3D content. The audience for 3D films still exists and I'm one of them. Although 3D Blu-rays luckily exist, it's not always easy to afford them and one expects them to be available on OTT as well. It turns out disappointing when it doesn't happen.

CHAPTER – III



ANALYSIS AND INTERPRETATION OF DATA

CHAPTER – III

INTRODUCTION

This Chapter aims at studying the customer's preference towards OTT platform during the pandemic. It is based on the primary data which was collected by the researcher with the help of a questionnaire. Though people have many common aspects, they differ in many respects. These differences are usually significant. There are some differences in personal or demographic characteristics of individuals. Hence in this chapter, an attempt is made to examine the Customer's preference towards OTT Platform during the pandemic.

Analysis of data plays a dominant role in the completion of project. Tables and diagrams assist the researcher to analyse the data. 81 respondents were selected and the data were collected through questionnaires in Google Form platform. Each question in the questionnaire is analysed individually, sufficiently tabulated and represented graphically.

This chapter is devoted to present the analysed data in an appropriate manner. For the purpose of analysis, statistical tools used are:

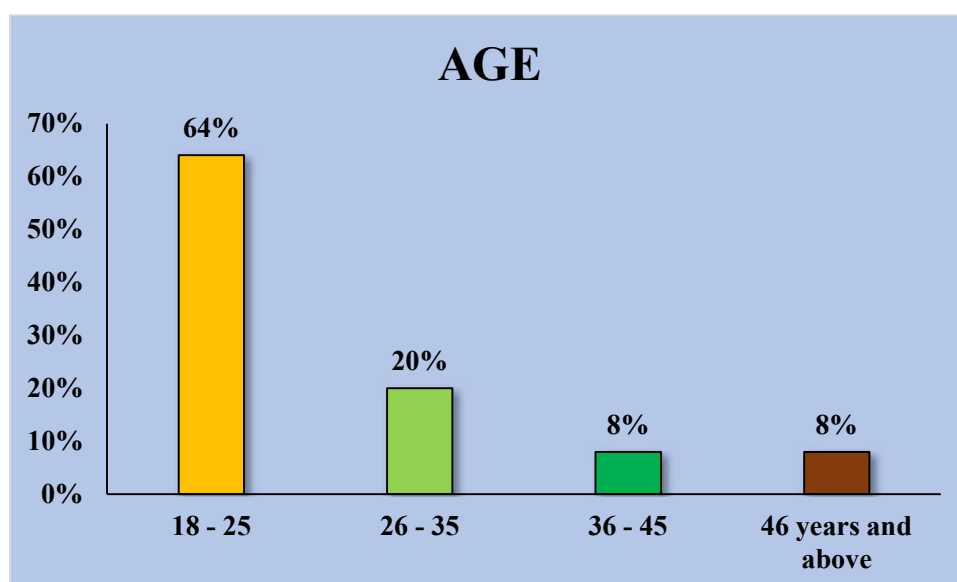
- Percentage Analysis
- Garrett Ranking
- Likert's Five-Point Scale

Table 3.1

Age Wise Classification

Age	No. of Respondents	Percentage (%)
18 – 25 years	52	64
26 – 35 years	16	20
36 – 45 years	7	8
46 years and above	6	8
Total	81	100

Source: Primary Data



Inference:

From the above table 3.1, it is clear that out of the total respondents taken for study, 64 percent of the respondents belong to the age group of 18-25 years, 20 percent of the respondents belong to the age group of 26-35 years, 8 percent of the respondents belong to the age group of 36-45 years and the remaining 8 percent respondents belong to the age group of 46 years and above.

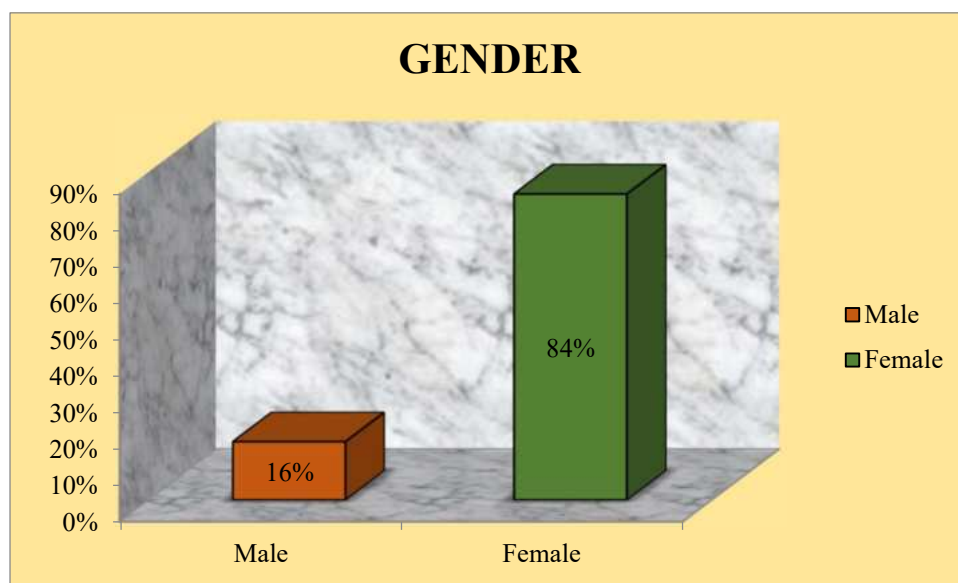
Majority (64%) of the respondents belong to the age group of 18-25 years who watch the OTT Programs.

Table 3.2

Gender Wise Classification

Gender	No. of Respondents	Percentage (%)
Male	13	16
Female	68	84
Total	81	100

Source: Primary Data



Inference:

From the table 3.2, it is inherent that out of the total respondents taken for study, 16 percent of the respondents are male and 84 percent of the respondents are female.

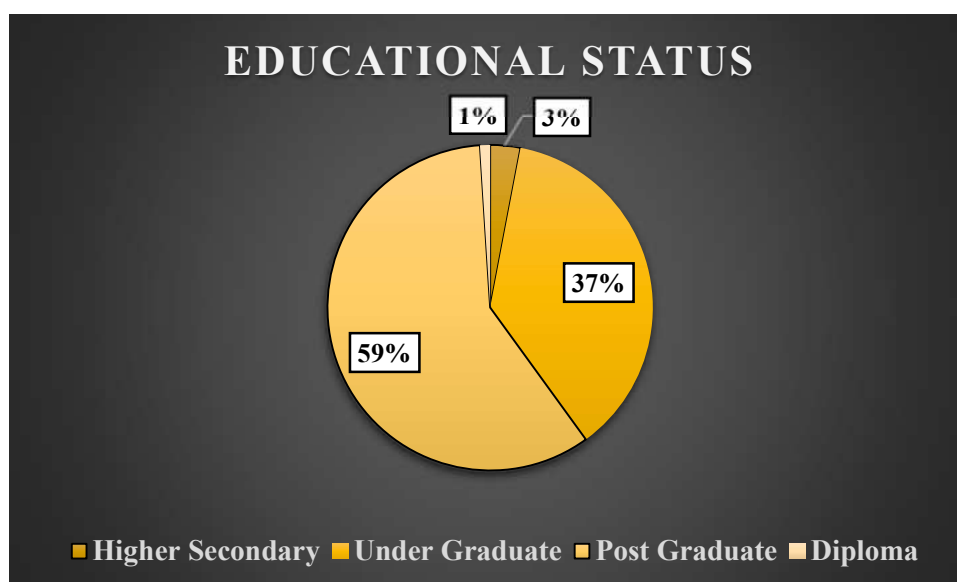
Majority (84%) of the respondents are female. Even though the male is the earning member in most of the families, women possess the greater authority to watch the OTT Programs.

Table 3.3

Educational Status

Educational Status	No. of Respondents	Percentage (%)
Higher Secondary	2	3
Graduate	30	37
Post Graduate	48	59
Diploma	1	1
Total	81	100

Source: Primary Data



Inference:

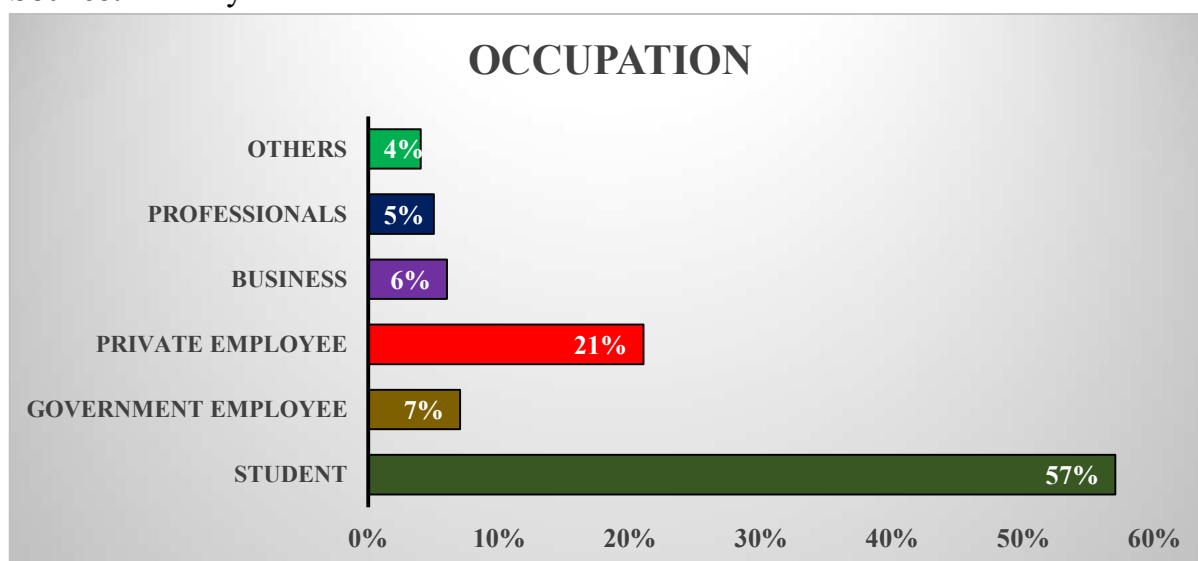
From the above table 3.3, it is clear that out of the total respondents taken for study, 3 percent of the respondents have completed Higher Secondary, 37 percent of the respondents are Graduates, 59 percent are Post Graduates while the remaining 1 percent of the respondent belong to Diploma holder category.

Thus, more than $\frac{1}{2}$ the Majority (59%) of the respondents are Degree holders who have keen interest on watching OTT Programs.

Table 3.4
Occupation of Respondents

Occupation	No. of Respondents	Percentage (%)
Student	46	57
Government Employees	6	7
Private Employee	17	21
Business	5	6
Professionals	4	5
Others	3	4
Total	81	100

Source: Primary Data



Inference:

From the table 3.4, it is clear that out of the total respondents taken for study, 57 percent of the respondents are Students, 7 percent of the respondents are Government Employees, 21 percent of the respondents are Private Employees, 6 percent of the respondents are doing Business, 5 percent of the respondents are Professionals and 4 percent of the respondents are others (Homemakers)

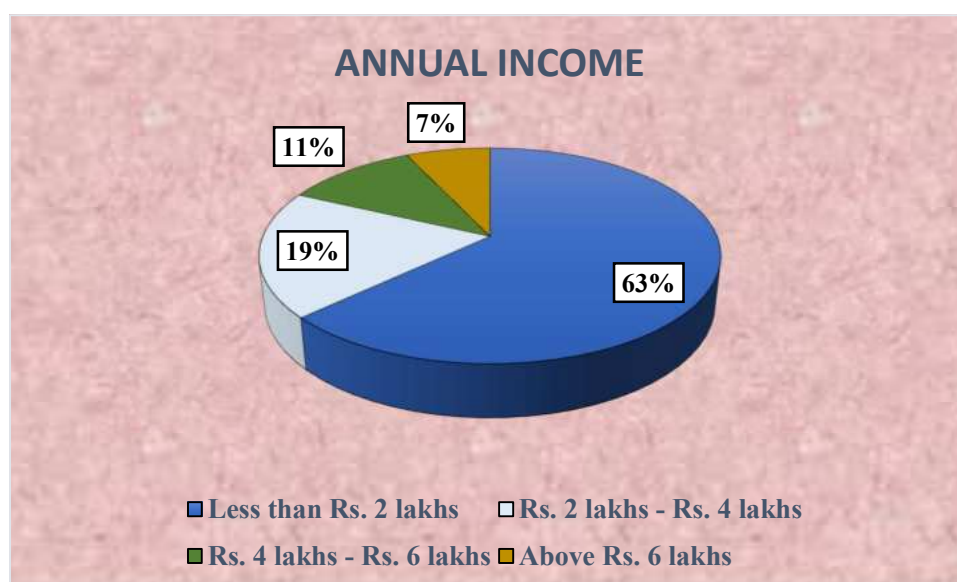
Around half the majority (57%) of the respondents are Students who have an interest to watch OTT Programs.

Table 3.5

Annual Income of Respondents

Annual Income	No. of Respondents	Percentage (%)
Less than Rs.2 lakhs	51	63
Rs.2 lakhs – Rs.4 lakhs	15	19
Rs.4 lakhs – Rs.6 lakhs	9	11
Above Rs.6 lakhs	6	7
Total	81	100

Source: Primary Data



Inference:

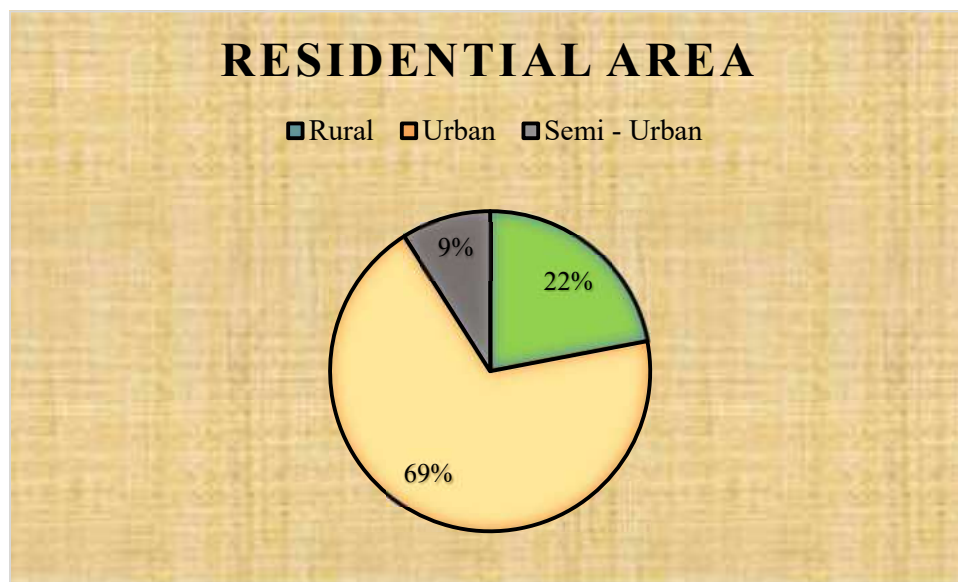
From the table 3.5, it is clear that out of the total respondents taken for study, 63 percent of the respondents are earning less than Rs.2 lakhs per year, 19 percent of the respondents are earning Rs.2 lakhs – Rs.4 lakhs per year, 11 percent of the respondents are earning Rs.4 lakhs – Rs.6 lakhs per year and 7 percent of the respondents are earning above Rs.6 lakhs per year.

Thus, Majority (63%) of the respondents are earning less than Rs.2 lakhs per year.

Table 3.6
Residential Area

Residential Area	No. of Respondents	Percentage (%)
Rural	18	22
Urban	56	69
Semi – Urban	7	9
Total	81	100

Source: Primary Data



Inference:

From the table 3.6, it is clear that out of the total respondents taken for study, 22 percent of the respondents are residing in rural area, 69 percent of the respondents in urban area and the remaining 9 percent of the respondents are residing in semi-urban area.

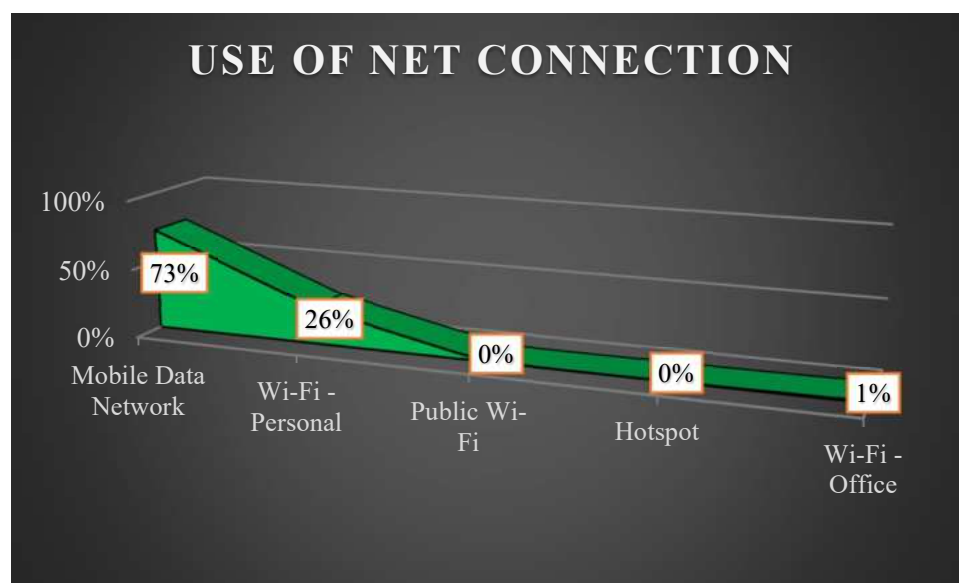
It is found that majority (69%) of the respondents are residing in urban area.

Table 3.7

Usage of Net Connection

Net Connection	No. of Respondents	Percentage (%)
Mobile Data Network	59	73
Wi – Fi – Personal	21	26
Public Wi – Fi	-	0
Hotspot	-	0
Wi – Fi – Office	1	1
Total	81	100

Source: Primary Data



Inference:

From the table 3.7, it is clear that out of the total respondents taken for study, 73 percent of the respondents use mobile data network, 26 percent of the respondents use wi-fi personal and a meagre 1 percent of the respondents use net connection through office wi-fi.

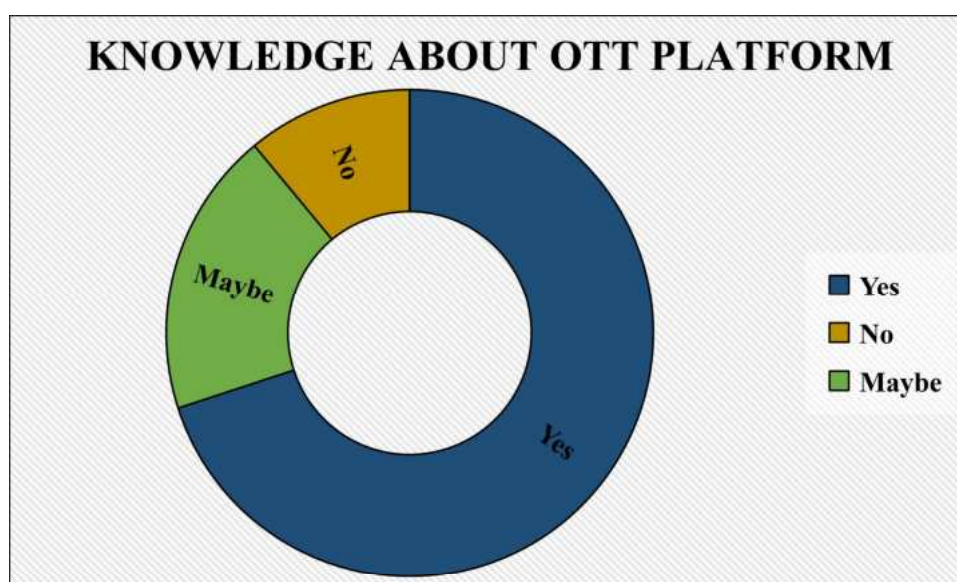
Thus, around $\frac{3}{4}$ th majority (73%) of the respondents use net connection through mobile data network.

Table 3.8

Response Regarding Possession of Knowledge About OTT Platform

Response	No. of Respondents	Percentage (%)
Yes	57	70
No	9	11
Maybe	15	19
Total	81	100

Source: Primary Data



Inference:

From the table 3.8, it is clear that out of the total respondents taken for study, 70 percent of the respondents have the knowledge about OTT Platform, 11 percent of the respondents do not have the knowledge of OTT platform while the remaining 19 percent of the respondents have some knowledge about the OTT platform.

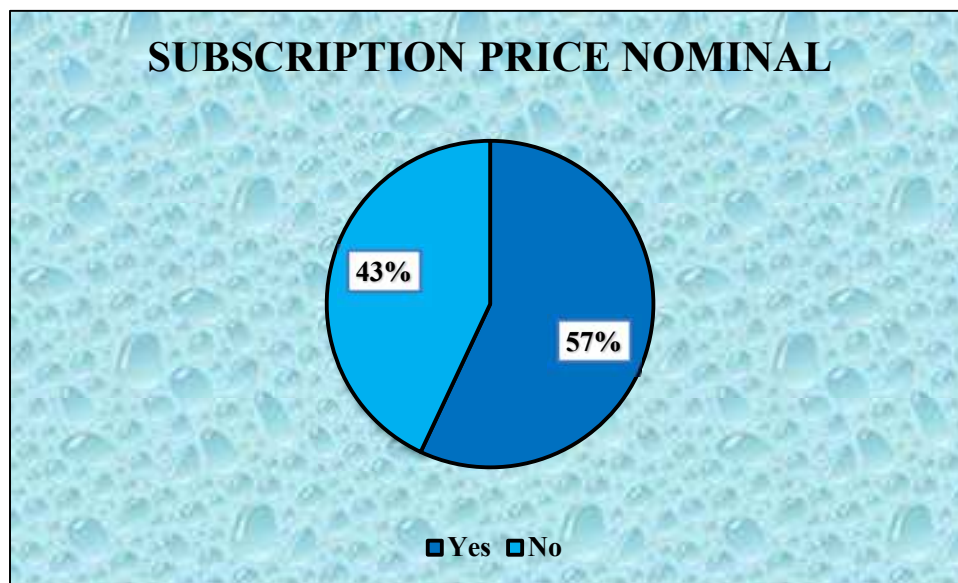
Thus, majority (70%) of the respondents have the knowledge about the OTT platform.

Table 3.9

Response Regarding Nominal Subscription Price

Subscription Price	No. of Respondents	Percentage (%)
Yes, it is nominal	46	57
No, it is not	35	43
Total	81	100

Source: Primary Data



Inference:

From the table 3.9, it is clear that out of the total respondents taken for study, 57 percent of the respondents have responded that the subscription price is nominal, while 43 percent of the respondents have responded that the subscription price is not nominal.

Thus, it is found that around one half of the Majority (57%) have given their responses that the subscription price is nominal for all income category.

Table 3.10**Preference towards OTT Services**

Preferred Apps	Garrett Mean Score	Rank
Amazon Prime	59.76	I
Hot Star VIP	57.85	II
Netflix	56.07	III
Voot	41.24	IV
Sun Nxt	39.19	V
Zee5 Premium	37.29	VI

Source: Primary Data

Inference:

The above Garrett Ranking table 3.10 exhibits the opinion regarding the preference of applications out of the listed OTT services. From the table, it is inherent that majority of the respondents have given 1st rank for “Amazon Prime” with highest average score of 59.76. Moreover, the respondents have given 2nd rank for “Hot Star VIP”, 3rd rank for “Netflix”, 4th rank for “Voot”, 5th rank for “Sun Nxt” and they have given least preference for “Zee5 Premium” with lowest score of 37.29.

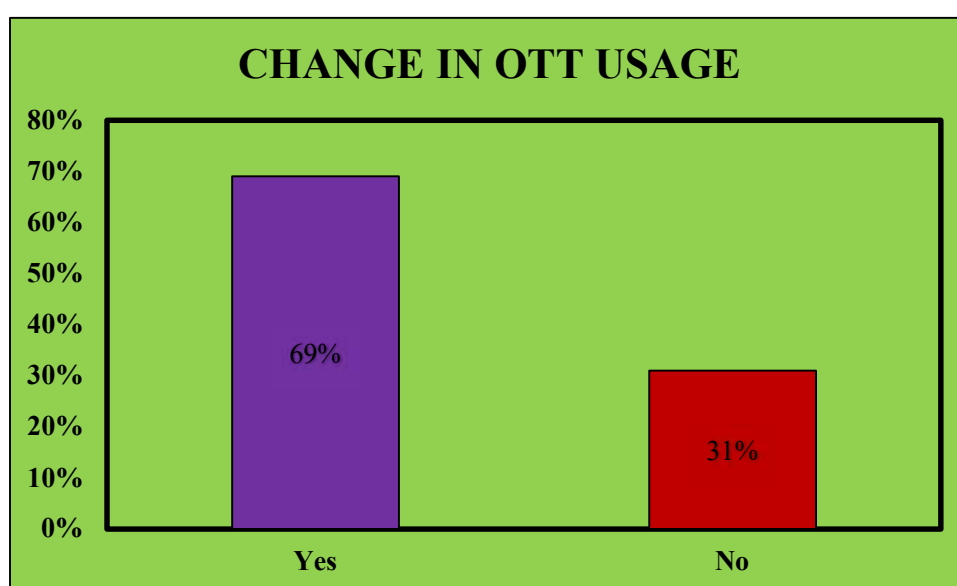
Hence it is inferred from the ranking that majority of the respondents have given first preference towards “Amazon Prime” among the other OTT services with the highest score of 59.76 and they have given least preference towards “Zee5 Premium” with the lowest score of 37.29.

Table 3.11

Response Regarding Change in OTT Usage During Lockdown

Change in OTT usage	No. of Respondents	Percentage (%)
Yes	56	69
No	25	31
Total	81	100

Source: Primary Data



Inference:

From the table 3.11, it is clear that out of the total respondents taken for study, 69 percent of the respondents have said that there was a change in the usage of OTT during the pandemic period and the remaining 31 percent of the respondents have responded that there was no change in the usage of OTT during the pandemic period.

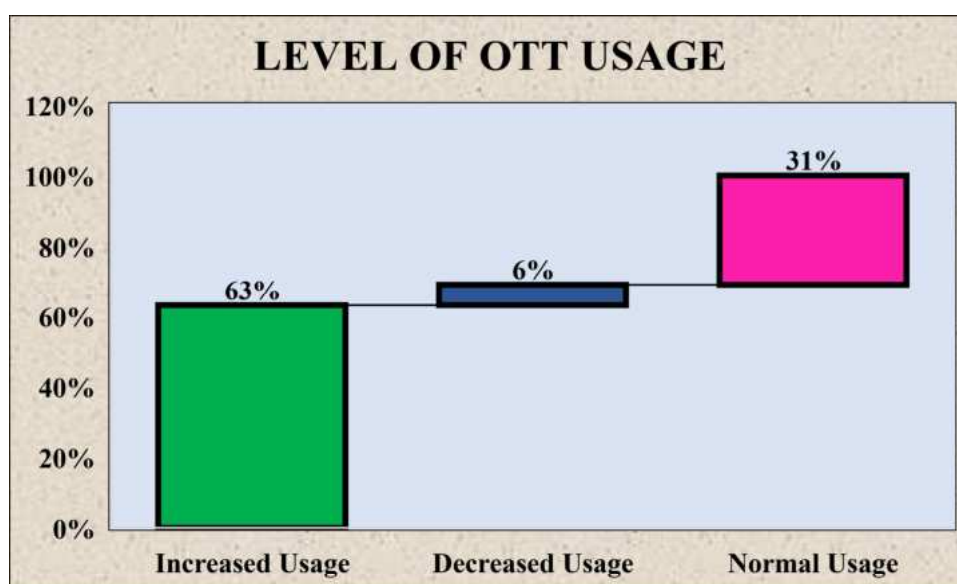
Thus, around 2/3rd majority (69%) of the respondents have stated that there was a change in the usage of OTT during the pandemic period.

Table 3.12

Response Regarding Change in OTT Usage

Change Experienced	No. of Respondents	Percentage (%)
Increased Usage	44	63
Decreased Usage	2	6
Normal Usage	22	31
Total	81	100

Source: Primary Data



Inference:

From the above table 3.12, it is clear that out of the total respondents taken for study, 63 percent of the respondents have responded that the level of OTT usage has been increased, 6 percent of the respondents have responded that the level of OTT usage has been decreased while the remaining 31 percent of the respondents have said that the level of OTT usage was normal.

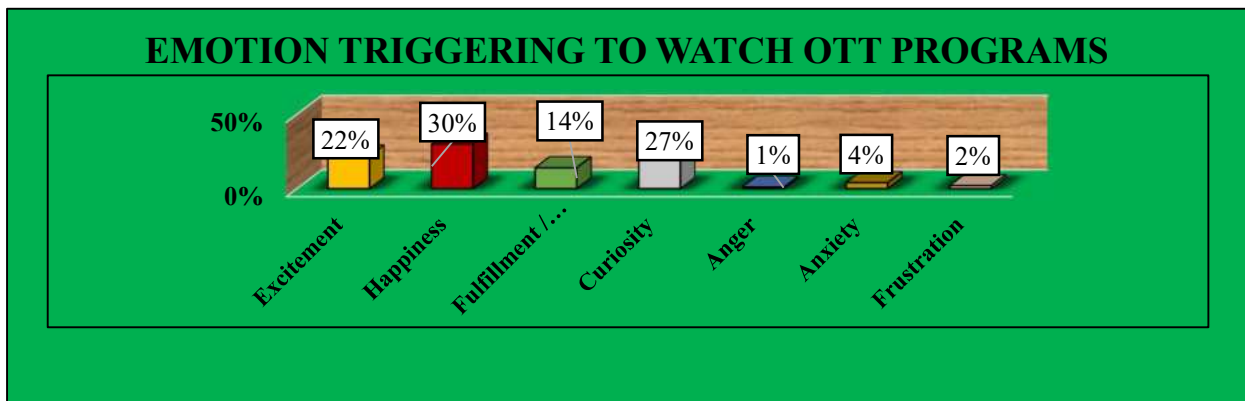
Thus, a major proportion (44%) of the respondents have stated that the level of OTT usage has increased in the pandemic period.

Table 3.13

Emotion that Triggered a Customer to Watch OTT Programs

Emotions	No. of Respondents	Percentage (%)
Excitement	18	22
Happiness	24	30
Fulfilment / Satisfaction	11	14
Curiosity	22	27
Anger	1	1
Anxiety	3	4
Frustration	2	2
Total	81	100

Source: Primary Data



Inference:

From the table 3.13, it is clear that out of the total respondents taken for study, 22 percent of the respondents have stated that it was excitement emotion which triggered them to watch the OTT programs, 30 percent said that it was out of happiness that they choose to watch OTT programs, 14 percent say it is for their satisfaction, 27 percent watch to satisfy their curiosity while the remaining 7 percent of the respondents watch OTT programs when they are angry, anxious and frustrated.

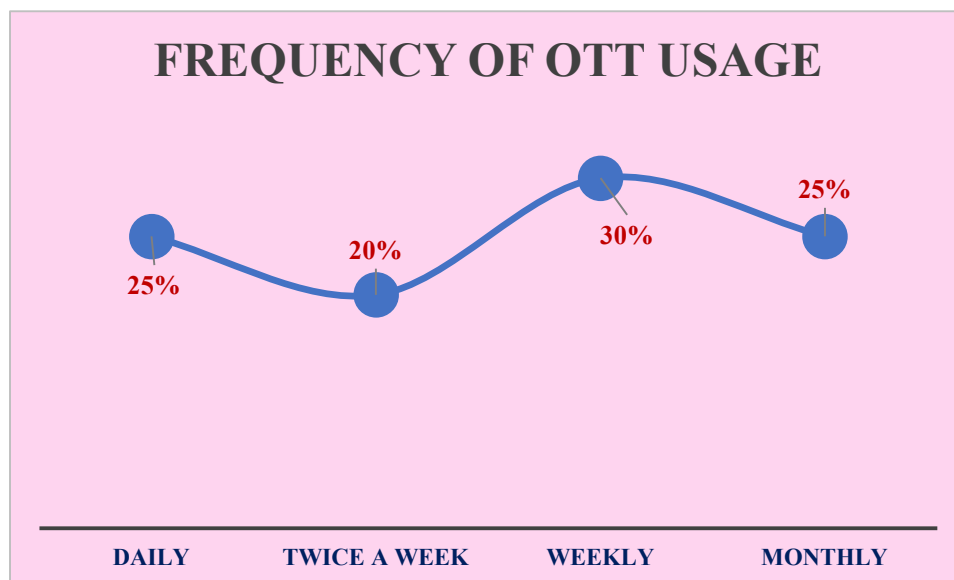
Thus, around 1/3rd majority (30%) of the respondents have indicated that they watch OTT programs to enjoy happiness.

Table 3.14

Frequency of OTT Usage

Usage	No. of Respondents	Percentage (%)
Daily	20	25
Twice a Week	16	20
Weekly	25	30
Monthly	20	25
Total	81	100

Source: Primary Data



Inference:

From the table 3.14, it is clear that out of the total respondents taken for study, 25 percent of the respondents have responded that they use OTT daily, 20 percent have stated that they use OTT twice a week, 30 percent use OTT on a weekly basis, while the remaining 25 percent say that they use OTT on a monthly basis.

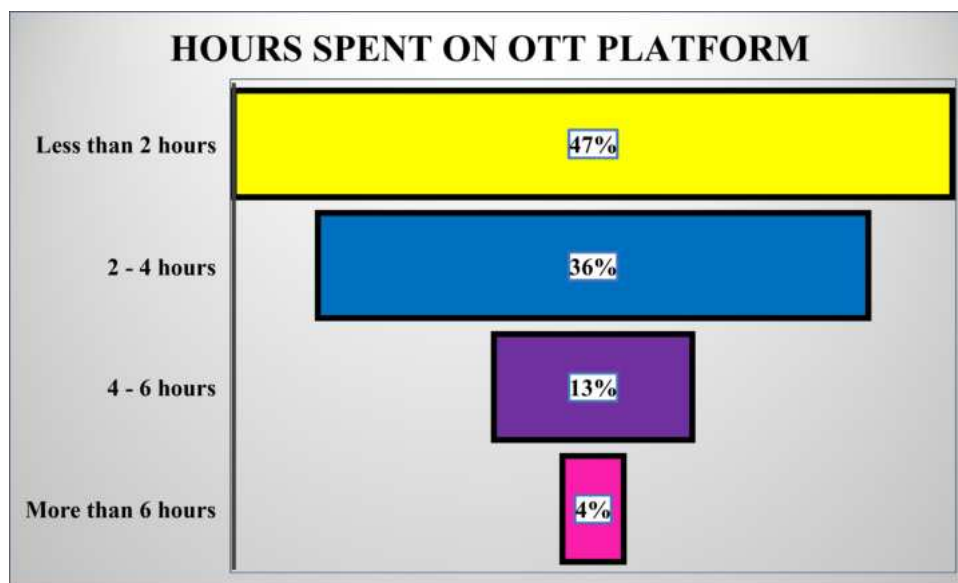
Thus, a major proportion (30%) of the respondents have stated that the usage of OTT is on weekly basis.

Table 3.15

Time Spent on OTT Platform

Time Spent on OTT Platform	No. of Respondents	Percentage (%)
Less than 2 hours	38	47
2 – 4 hours	29	36
4 – 6 hours	11	13
More than 6 hours	3	4
Total	81	100

Source: Primary Data



Inference:

From the table 3.15, it is inherent that out of the total respondents taken for study, 47 percent of the respondents are found to spend less than 2 hours on OTT Platform, 36 percent spend 2-4 hours on OTT platform, 13 percent say they spend 4-6 hours while the remaining 4 percent say they spend more than 6 hours on OTT platform every day.

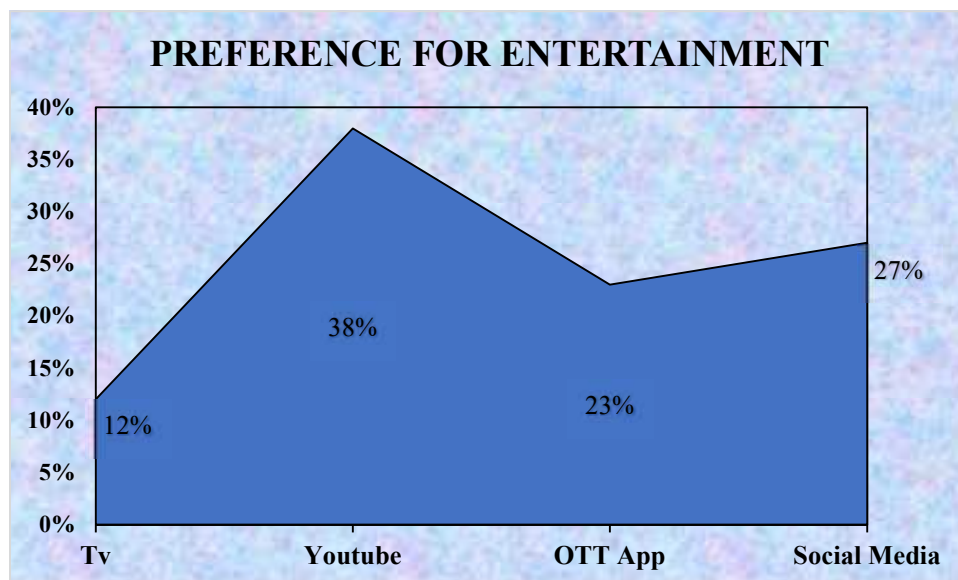
Thus, around half the majority (47%) of the respondents are found to spend less than 2 hours on OTT platform every day.

Table 3.16

Preferred Media for Entertainment

Entertainment	No. of Respondents	Percentage (%)
Tv	10	12
YouTube	31	38
OTT App	18	23
Social Media	22	27
Total	81	100

Source: Primary Data



Inference:

From the table 3.15, it is evident that out of the total respondents taken for study, 12 percent of the respondents have stated that they prefer to watch Tv for entertainment, 38 percent say it is YouTube, 23 percent prefer to use OTT App's, while remaining 27 percent of the respondents prefer Social Media for their entertainment.

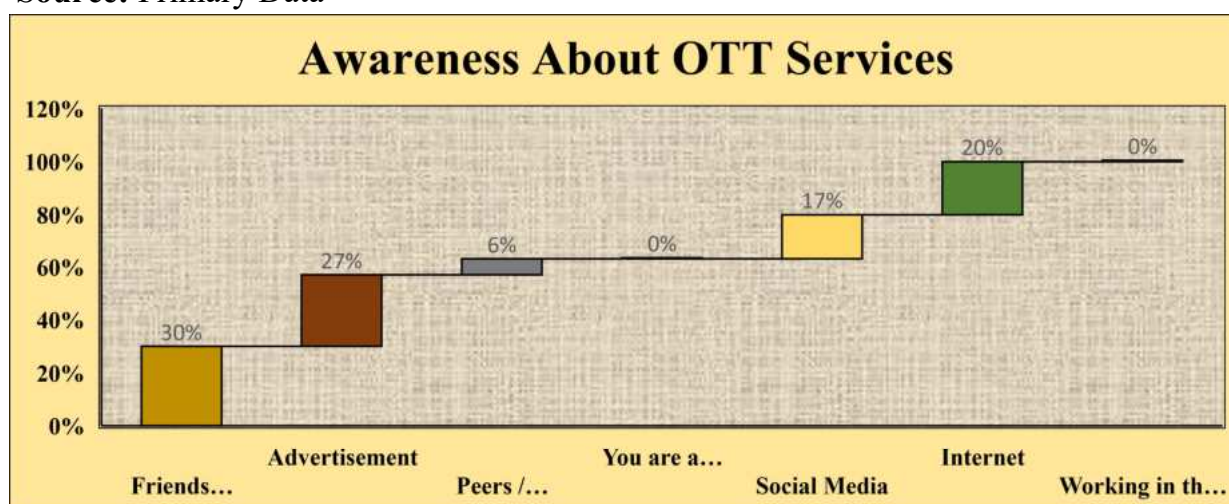
A major proportion (38%) of the respondents prefer to watch YouTube for satisfying their need for entertainment.

Table 3.17

Awareness About OTT Services

Mediator	No. of Respondents	Percentage (%)
Friends Recommendation	24	30
Advertisement	22	27
Peers / Colleagues	5	6
You are a developer in it	-	0
Social Media	14	17
Internet	16	20
Working in that Field	-	0
Total	81	100

Source: Primary Data



Inference:

From the table 3.16, it is clear that out of the total respondents taken for study, 30 percent of the respondents have indicated that they were aware of OTT services through friend's recommendation, 27 percent have said that is through advertisement, 6 percent say it is through peers / colleagues, 17 percent say it is Social Media which influenced them to use OTT services, while remaining 20 percent have stated that through internet, they have come to know about the OTT services.

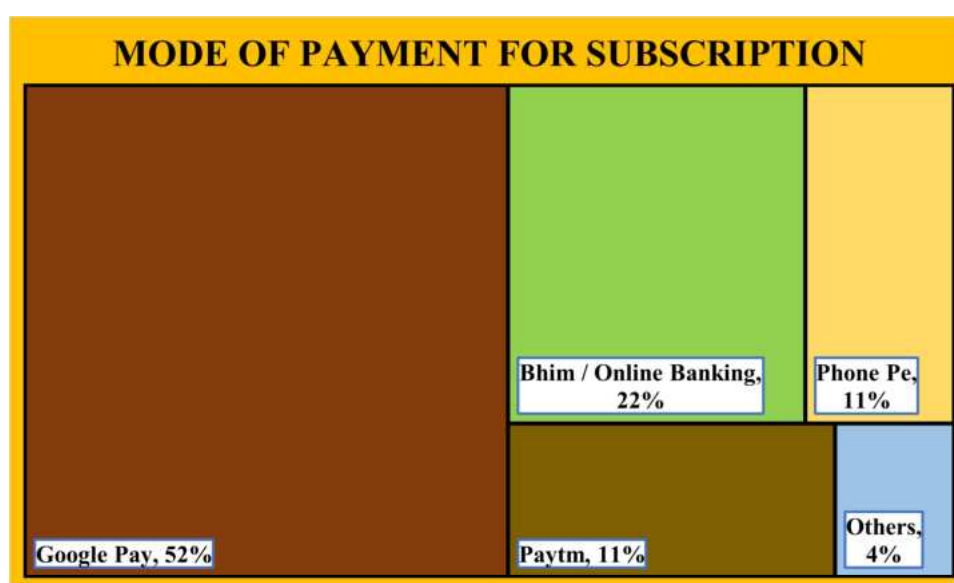
Hence, around 1/3rd majority (30%) of the respondents have come to know about the OTT services through friend's recommendation.

Table 3.18

Mode of Payment of Subscription

Mode of Payment	No. of Respondents	Percentage (%)
Google Pay	42	52
Phone Pe	9	11
Bhim / Online Banking	18	22
Paytm	9	11
Others	3	4
Total	81	100

Source: Primary Data



Inference:

From the table 3.17, it is clear that out of the total respondents taken for study, 52 percent of the respondents have paid the subscription using Google Pay, 11 percent through Phone Pe, 22 percent have used Bhim / Online Banking, 11 percent have used Paytm while the remaining 4 percent have used other modes (Debit Card) for paying their Subscription to avail OTT Services.

Thus, around half the majority (52%) of the respondents are found to make payment of subscription through Google Pay.

Table 3.19

Parameters to Understand the Factors Contributing to The Growth of OTT Services

Parameters	Extremely Satisfied	Very Satisfied	Moderately Satisfied	Dissatisfied	Extremely Satisfied	Total Score	Avg Score	Rank
Quality of Service	135	124	48	10	2	319	3.94	I
Ease of Use	105	128	45	22	2	302	3.73	II
User Customization	80	136	72	10	2	300	3.70	III
Content	105	112	63	16	3	299	3.69	IV
Convenience	120	100	54	14	7	295	3.64	V
Cost	100	60	99	20	3	282	3.48	VI
Customer Care Service	55	72	105	24	5	261	3.22	VII

Source: Primary Data

Inference:

The above ranking table 3.17 using Likert Scaling technique exhibits the factors which contribute to the growth of OTT services. From the table, it is evident that majority of the respondents have given 1st priority to “Quality of Service” with the highest average score of 3.94. Moreover, the respondents have given 2nd rank for “Ease of Use”, 3rd rank for “User Customization”. 4th rank for “Content”, 5th rank for “Convenience”, 6th rank for “Cost” and they have given least importance for “Customer Care Service” with the lowest score of 3.22.

Hence, it is inferred from the ranking that majority of the respondents have given first priority to “Quality of Service” among the other parameters with the highest average score of 3.94 and they have given least importance for “Customer Care Service” with the lowest score of 3.22.

Table 3.20

Most Preferred Content on OTT Channels

Most Preferred Content	Garrett Score	Rank
Movies	62.18	I
Reality Shows	51.38	II
Web Series	49.90	III
Documentary	48.87	IV
Sports	35.65	V

Source: Primary Data

Inference:

The above ranking table 3.20 exhibits the opinion regarding the most preferred content on OTT channels. From the table, it is inherent that majority of the respondents have given 1st priority to “Movies” with the highest score of 62.18. Moreover, the respondents have given 2nd rank for “Reality Shows”, 3rd rank for “Web Series”, 4th rank for “Documentary” and they have given least importance for “Sports” with the lowest score of 35.65.

Hence, it is inferred that majority of the respondents prefer to watch “Movies” and it was given 1st rank with the highest score of 62.18, while they have given the least importance to “Sports” content with the lowest score of 35.65.

Table 3.21

Reasons for Not Opting OTT Usage

Reasons for Not Opting OTT Usage	Garrett Score	Rank
High Cost	55.19	I
Content not Satisfying	53.31	II
Lack of awareness	49.90	III
Lack of technological knowledge	45.10	IV
Lack of infrastructure	44.49	V

Source: Primary Data

Inference:

The above Garrett ranking table 3.21 exhibits the opinion regarding the reasons for not opting OTT usage. From the table, it is clear that majority of the respondents have opined that “High Cost” is the reason for not opting OTT usage and that reason was given first rank with the highest score of 55.19. Moreover, the respondents have given 2nd rank for “Content not Satisfying”, 3rd rank for “Lack of awareness”, 4th rank for “Lack of technological knowledge” and they have given least importance for “Lack of infrastructure” with the lowest score of 44.19.

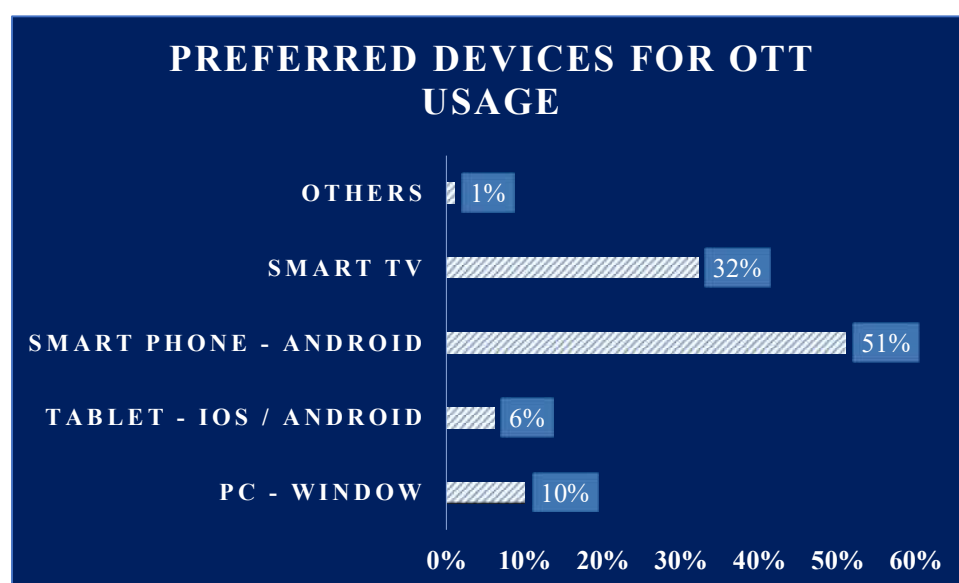
Hence, it is inferred from the ranking that majority of the respondents have chosen “High cost” with the score of 55.19 as the major reason for not opting OTT while “Lack of infrastructure” was the least important reason with the lowest score of 44.49.

Table 3.22

Preferred Devices for OTT Usage

Devices	No. of Respondents	Percentage (%)
PC – Window	8	10
Tablet – IOS / Android	5	6
Smart Phone – Android	41	51
Smart Tv	26	32
Others	1	1
Total	81	100

Source: Primary Data



Inference:

From the table 3.22, it is clear that out of the total respondents taken for study, 10 percent of the respondents have indicated that they use PC-Window for watching OTT Programs, 6 percent have said that they use Tablet-IOS / Android for watching OTT Programs, 51 percent say they use Smart Phone – Android while the remaining 33 respondents say they use Smart Tv and Other mode for watching OTT programs.

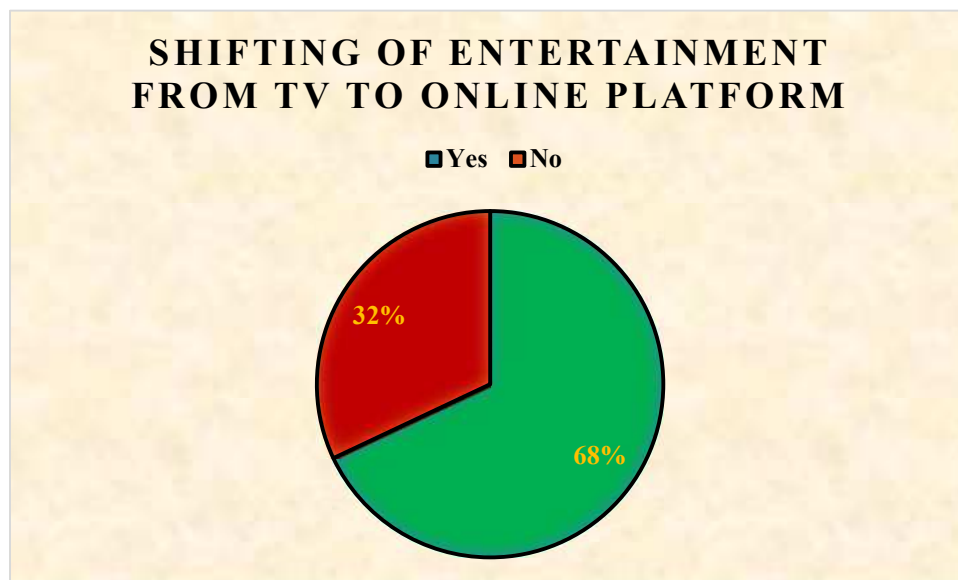
Thus, around $\frac{1}{2}$ the majority (51%) of the respondents have stated that the preferred device for OTT usage is Smart Phone.

Table 3.23

Response Regarding Shifting of Entertainment from Tv to Online Platform for Entertainment

Response	No. of Respondents	Percentage (%)
Yes	55	68
No	26	32
Total	81	100

Source: Primary Data



Inference:

From the table 3.23, it is clear that out of the total respondents taken for study, 68 percent of the respondents have responded that they would shift from TV to online platform for viewing more different entertainment while the remaining 32 percent of the respondents say they do not want to switch to online platform for entertainment.

Thus, around 2/3rd majority (68%) of the respondents say that they will shift from TV to online platform for viewing more different entertainment.

Table 3.24

Opinion About OTT Platforms

Opinion	Garrett Score	Rank
Enjoy watching at home with family members	56.99	I
Only subscribers can watch	53.47	II
Can watch at any time and at any place	53.04	III
No ticket fare	45.48	IV
Missing theatre experience	39.02	V

Source: Primary Data

Inference:

The above Garrett Ranking table 3.24 exhibits the opinion of the respondents about the OTT platforms. From the table, it is evident that majority of the respondents “Enjoy watching at home with family members” and it was given 1st rank with the highest score of 56.99. Moreover, the respondents have given 2nd rank for “Only subscribers can watch”, 3rd rank for “Can watch at any time and at any place”, 4th rank for “No ticket fare” and they have given least importance for “Missing theatre experience” with the lowest score of 39.02.

Hence, it is inferred that majority of the respondents are of the opinion that they use OTT platform to “Enjoy watching at home with family members” which was given first rank with the highest score of 56.99 and they have given least importance for “Missing theatre experience” with the lowest score of 39.02.

Table 3.25**Response Regarding OTT Platform**

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total Score	Avg Score	Rank
Growth of OTT platform has increased nowadays	145	160	27	6	0	338	4.17	I
OTT Platform had an impact on your lifestyle	165	84	54	8	5	316	3.90	II
Increase in the release of web series	135	100	66	8	3	312	3.85	III
OTT subscription has become a social prestige	75	72	63	36	9	255	3.15	IV

Source: Primary Data

Inference:

The above Likert's Five Point Scaling table 3.25 exhibits the satisfaction level regarding the given statement. From the table, it is seen that majority of the respondents have agreed with the statement for "Growth of OTT platform has increased nowadays" which was given 1st rank with the highest average score of 4.17. Moreover, the respondents have given 2nd rank for "OTT platform had an impact on your lifestyle", 3rd rank for "Increase in the release of web series" and they have given least importance for "OTT subscription has become a social prestige" with the lowest score of 3.15.

Hence, it is inferred from the ranking that majority of the respondents have agreed with the statement for "Growth of OTT platform has increased nowadays" which was given first rank with the highest average score of 4.17 and they have given least importance for "OTT subscription has become a social prestige".

CHAPTER – IV



SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

CHAPTER – IV

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

4.1 INTRODUCTION

The following are the findings on customer's preference towards OTT platform during the Pandemic. The summary of the following findings is the natural and logical outcome of Analysis and Interpretation carried out in the previous chapter. These findings have become possible on the basis of formal discussions with 81 respondents.

4.2 FINDINGS:

- Majority (64%) of the respondents belong to the age group of 18-25 years who watch the OTT Programs.
- Majority (84%) of the respondents are female. Even though the male is the earning member in most of the families, Women possess the greater authority to watch the OTT Programs.
- More than ½ the majority (59%) of the respondents are Degree holders who have keen interest on watching OTT Programs.
- Around half the majority (57%) of the respondents are Students who have an interest to watch OTT Programs.
- Majority (63%) of the respondents are earning less than Rs.2 lakhs per year.
- Majority (69%) of the respondents are residing in urban area.
- Around ¾th majority (73%) of the respondents use net connection through mobile data network.
- Majority (70%) of the respondents have the knowledge about the OTT platform.
- Around one half of the majority (57%) have given their response that the subscription price is nominal for all income category.
- In ranking the preferred app, majority of the respondents have given first preference towards “Amazon Prime” among the other OTT services with the highest score of 59.76 and they have given least preference towards “Zee5 Premium” with the lowest score of 37.29.

- Around 2/3rd Majority (69%) of the respondents have stated that there was a change in the usage of OTT during the pandemic period.
- A major proportion (44%) of the respondents have stated that the level of OTT usage has increased in the pandemic period.
- Around 1/3rd majority (30%) of the respondents have indicated that they watch OTT programs to enjoy happiness.
- A major proportion (30%) percent of the respondents have stated that the usage of OTT is on weekly basis.
- Around half the majority (47%) of the respondents are found to spend less than 2 hours on OTT platform every day.
- A major proportion (38%) of the respondents prefer to watch YouTube for satisfying their need for entertainment.
- Around 1/3rd majority (30%) of the respondents have come to know about the OTT services through friend's recommendation.
- Around half the majority (52%) of the respondents are found to make payment of subscription through Google Pay.
- In ranking the factors contribute to the growth of OTT services, majority of the respondents have given first priority to "Quality of Service" among the other parameters with the highest average score of 3.94 and they have given least importance for "Customer Care Service" with the lowest score of 3.22.
- In ranking the most preferred content on OTT Channels majority of the respondents have said that the most preferred content on OTT channel is "Movies" and the score was given 1st rank with the highest score of 62.18 and they have given least importance for "Sports" with the lowest score of 35.65.
- In ranking the reason for not opting OTT usage, it is found that majority of the respondents have said that "High cost" was the major reason and was given 1st rank with a score of 55.19 while they have given least importance for "Lack of infrastructure" with the lowest score of 44.49.
- Around ½ the majority (51%) of the respondents have stated that the preferred device for OTT usage is Smart Phone.
- Around 2/3rd majority (68%) of the respondents have said that they will shift from TV to online platform for viewing more different entertainment.
- In ranking the opinion about OTT platform, majority of the respondents have stated that they use the platform to "Enjoy watching at home with family members" which was given

first rank with the highest score of 56.99 and they have given least importance for “Missing theatre experience” with the lowest score of 39.02.

- In ranking the statements on OTT usage, majority of the respondents have agreed with the statement “Growth of OTT platform has increased nowadays” which was given first rank with the highest average score of 4.17 and they have given least importance for “OTT subscription has become a social prestige”.

4.3 SUGGESTIONS:

The following suggestions are offered by the researcher to eradicate the customer dissatisfaction as enumerated from the research findings.

- Customer care service should be improved for OTT services.
- Many of the OTT subscription were cancelled due to more expense. So, subscription price can be reduced.
- OTT should not replace cinema halls.
- By using OTT platforms, we forget the enjoyment of watching movies in Tv with the family members. It is the most important thing which is to be noted.
- Usage of a number of devices with one subscription at the same time would be increased.
- More awareness is to be created among the people about OTT services through advertisements.
- Tutorial classes are suggested to be uploaded in OTT websites to help the customers understand how a subscription is done.
- Contents are to be classified based upon the age group so that it satisfies all types of age group.
- OTT owners must make sure that they satisfy the changing requirements of the customers.
- Advertisement such as mobile display, banners and promotional activities create more awareness about the OTT platform among the people both in rural and urban areas. So these may be taken up by the providers.
- Businessmen should take steps to bring down the cost of OTT subscription, as all the customers are influenced by cost. There is no doubt such reduction in price would be compensated by increase in the no. of subscription.
- Introducing a pre-trial offer is all a chance to capture the OTT market.

- The OTT platform can request famous bloggers to post reviews after using OTT applications.
- OTT owners should see that their customer care employees are trained well and if there is a need for special training about OTT knowledge, it should be inculcated.
- Mobile RAM should be 3GB or more for better play.
- Buffering can be avoided by using Wi-Fi instead of mobile data network.
- OTT doesn't offer much in terms of 3D content. So, the usage of 3D content should be used in OTT platform.

4.4 CONCLUSION

Nowadays it is obvious that most of the people are dependent on OTT platforms for quality entertainment. The future of OTT is bright as it fascinates customers by providing satisfying video content at their fingertips. The competition among various OTT platforms pushes them to provide creative content continuously. This consequent creative video content attracts viewers towards OTT platforms. Given the robust infrastructure of the business model and the flexibility of the platform from the user's perspective, OTT platforms are on the rise; they are the inevitable future of entertainment.

As OTT becomes increasingly popular, more and more entertainment and media firms will develop their own OTT platforms to engage with the viewers. While the variety and quality of the content will be important to acquire new viewers. In the future with newer technologies, we will see interesting innovations in the OTT sector, but a simple and delightful user experience will remain the most important factor that will define the success of any platform.

“The study on customer's preference towards OTT platforms during the pandemic” was an attempt to analyse the acceptance of the new emerging digital super power media among the customers. This new media platform is growing rapidly and is gaining momentum as the day passes. The new generation has moved on from the traditional broadcasting system to the mobile gadgets. The emergence of Reliance JIO and cheaper data with uninterrupted 4G services has helped the OTT platforms grow immensely. The media & entertainment industry has now found a new home.

Viewing content on any medium is a matter of behaviour which converts into a habit over a period of time. Indians for long have yearned for diversity of content. A common family television enabled with limited channels restricted the imagination of young India. This imagination was tapped and explored by OTT players optimally during COVID 19 and the flexibility of accessing a range of content on personal devices including smart phones and tablets gave young India the freedom to watch what they desired. Yet, OTT players have just been able to touch the tip of the ice berg, there is immense potential to dive deeper into the regional Indian market in times to come.

With just 40 OTT platforms and limited regional content, this medium has created a new niche for itself in urban India. COVID 19 has played a very significant role in mass adoption of the medium in urban regions where people have better paying power than semi-urban or rural India. OTTs are being perceived as aspirational medium of content consumption and with all the noise in right circles, they are fast converting the fence sitters across age groups and demographic regional. COVID 19 brought with itself some factors which became the new normal, like working from home, which have seemed to offer flexibility of schedules to many.

A random walk and tea time with a colleague have been replaced with a 20-30min quick episode of one's favourite series available on an OTT platform. All researches point to the growing duration of video content consumption year on year and COVID 19 has proved to be a turned point in furthering this behaviour change.

ANNEXURE – I



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ANNEXURE – II



QUESTIONNAIRE

A Study on Customer preference towards OTT Platform during the Pandemic

Questionnaire

1. Name:
2. Age
 - a) 18 - 25 years
 - b) 26 - 35 years
 - c) 36 - 45 years
 - d) 46 years and above
3. Gender
 - a) Male
 - b) Female
4. Educational Status
 - a) Higher Secondary
 - b) Graduate
 - c) Post Graduate
5. Occupation
 - a) Student
 - b) Government Employees
 - c) Private Employee
 - d) Business
 - e) Professionals
 - f) Others (Specify) -----
6. Annual Income
 - a) less than Rs.2 lakhs
 - b) Rs.2 lakhs - Rs.4 lakhs
 - c) Rs.4 lakhs - Rs.6 lakhs
 - d) above Rs.6 lakhs
7. Residential Area
 - a) Rural
 - b) Urban
 - c) Semi – Urban
 - d) Others
8. Method of using net connection
 - a) Mobile Data Network
 - b) Wi-Fi - Personal
 - c) Public Wi-Fi
 - d) Hotspot
 - e) Wi-Fi - Office
9. Do you have knowledge about OTT Platform?
 - a) Yes
 - b) No
 - c) May be
10. Is the Subscription price nominal for all income category?
 - a) Yes
 - b) No
11. Out of the listed OTT Services, which application do you prefer the most? Rank the following on the basis of your priority.

Preferred Apps	Rank
Netflix	
Amazon Prime	
Hot star VIP	
Zee5 Premium	
Black sheep	
12. a) During the lockdown period whether there was any change in your OTT usage?
 - a) Yes
 - b) No
 b) If yes, How?
 - a) Increased usage
 - b) Decreased usage
 - c) Normal Usage
13. Which emotion triggers you to watch OTT Programs?
 - a) Excitement
 - b) Happiness
 - c) Fulfillment / Satisfaction
 - d) Curiosity
 - e) Anger
 - f) Anxiety
 - g) Frustration
14. a) Do you think that OTT Platforms can be an alternative to cinema halls in the future?
 - a) Yes
 - b) No
 b) If Yes? Do you think it would affect viewing films in cinema halls?
 - a) Yes
 - b) No
15. Has the increasing use of OTT Platform affected the cable TV operators?
 - c) Yes
 - d) No
16. Frequency of OTT usage
 - a) Daily
 - b) Twice a week
 - c) Weekly
 - d) Monthly
17. How many hours did you spend on OTT Platforms per day during the pandemic lockdown?
 - a) Less than 2 hours
 - b) 2 - 4 hours
 - c) 4 - 6 hours
 - d) More than 6 hours
18. Whether there is any effect on OTT growth over television and movie viewing habit of users?
 - a) Yes
 - b) No
19. In Lockdown period which entertainment did you prefer the most?
 - a) TV
 - b) YouTube
 - c) OTT App
 - d) Social Media
20. How did you come to know about the current OTT Services?
 - a) Friends Recommendation
 - b) Advertisement
 - c) Peers / Colleagues
 - d) You are a developer in it
 - e) Social Media (Eg: Facebook)
 - f) Internet
 - g) Working in that Field

24. Rate the OTT services depending on various parameters in order to understand the factors which are contributing to the growth of OTT services.

25. Most preferred content on OTT channels. Rank the following on the basis of your priority.

26. Which in your opinion is the reason for penetration of OTT services?

27. What in your opinion could be the reason for not opting OTT usage? Rank the following

28. Most preferred devices for OTT usage

29. a) Have you ever cancelled OTT subscription?

30. Do you prefer watching web series and web movies?

31. Do you get involved in "Binge watching"?

32. Would you like to shift from tv to online platform for viewing more different entertainment?

33. Rank your opinion about OTT Platforms:

S.No	Opinion	Rank
1.	Only subscribers can watch	
2.	Enjoy watching at home with family members	
3.	Can watch at any time and at any place	
4.	No ticket fare	
5.	Missing theatre experience	

A STUDY ON SOCIAL STATUS OF FISH CATCHERS IN THRESPURAM, THOOTHUKUDI

Project report submitted to

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

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

MASTER OF COMMERCE

By

S. SHUNMUGA PRIYA

(Reg. No. 19APCO32)

Under the supervision and guidance of

**Dr. G. STELLA BEATRICE NIRMALA M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT.,
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APRIL -2021


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CATCHERS IN THRESPURAM, THOOTHUKUDI" submitted by the candidate
S.Shunmuga priya in partial fulfilment of the requirements for the degree of Master of
Commerce to St. Mary's College (Autonomous), affiliated to Manonmaniam Sundaranar
University, Thirunelveli, is a work done by her during the period of her study under my guidance
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DECLARATION

I hereby state that the project entitled "A STUDY ON SOCIAL STATUS OF FISH CATCHERS IN THRESPURAM , THOOTHUKUDI" is submitted to St. Mary's College (Autonomous) Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, for the award of degree of Master of Commerce is my original work and that no part of this project has been submitted for the award of any other degree, diploma, fellowship or other similar titles.

Place: Thoothukudi

Date: 10.04.2021

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S. SHUNMUGA PRIYA

CONTENTS

CHAPTER	TITLE	PAGE NUMBER
I	INTRODUCTION AND DESIGN OF THE STUDY	1-10
II	FISH CATCHERS IN THRESPURAM	11-27
III	ANALYSIS AND INTERPRETATION	28-60
IV	FINDINGS, SUGGESTIONS AND CONCLUSION	61-64
ANNEXTURE – I ANNEXTURE – II ANNEXTURE – III	TOOLS FOR ANALYSIS BIBLIOGRAPHY QUESTIONNAIRE	

LIST OF TABLES AND CHARTS

TABLE NO	DESCRIPTION	PAGE NUMBER
3.1	AGE AND GENDER	29
3.2	MARITAL STATUS	30
3.3	FISHING LICENCE	31
3.4	CATEGORY OF BOAT	32
3.5	REASON FOR OCCUPATION	33
3.6	HOUSEHOLD MEMBERS IN FISHING	34
3.7	INVESTMENT ON FISHING INPUT	35
3.8	DEBTS OWNED	36
3.9	REASON FOR DEBTS	37
3.10	PAYMENT TOWARDS DEBT PER MONTH	38
3.11	EXPENSES PER MONTH	39
3.12	SAVINGS PER MONTH	40
3.13	ACTIVE FISHING DAYS	41
3.14	DAYS IN OFFSHORE	42
3.15	AWARENESS ABOUT GOVERNMENT SCHEME AND RISK COVERAGE INSURANCE AWAILED	43
3.16	SAVINGS IN CO OPERATIVE SOCEITY	44
3.17	FREQUENCY AND TYPE OF HEALTH CAMP	45
3.18	SATISFACTION OF HEALTH CAMP	46
3.19	REMEDIAL PURPOSES	47
3.20	TREATMENT DURING SICKNESS	48
3.21	OCCUPATION AND INCOME BAN PERIOD	49
3.22	SUFFICIENT OF INCOME DURING FISHING BAN PERIOD	50
3.23	PREFERENCE TO ECONOMIC CONDITION	51
3.24	RATINING THE LEVEL OF SATISFACTION TOWARDS FINANCIAL ASSITANCE	52
3.25	STRUGGLES FACED BY FISHERMAN DURING FISHING OFFSHORE	53
3.26	RANK THE PREFERENCE IN SAVINGS	54
3.27	RANK MONTHLY AVERAGE EXPENDITURE	55
3.28	RESPONDENTS STRUGGLES BASED ON AGE	56-57
3.29	RESPONDENTS SAVING LEVEL OF CO OPERATIVE SOCIETY BASED ON INCOME	58-59

CHAPTER - 1



INTRODUCTION AND DESIGN OF THE STUDY

A STUDY ON SOCIAL STATUS OF FISH CATCHERS IN THRESPURAM, THOOTHUKUDI

1.1 INTRODUCTION:

Economic and commercial growth and development are essentially the outcome of an active interaction between man and nature. Nature provides innumerable gift for mans use and benefit. These gift, high in value and rich in content, are found in several forms and dimensions like fertile soil, life-giving water good air sunshine, green vegetables, sweet fruit, high value herbs and nutritious fish verities and unmatched flora and fauna. Man has to top them carefully and mop their ingredients optimally well. Fishing has been one of the oldest economic activities of human race. It comes next only to agriculture. Fish and sea foods constitute and enchantingly of a wholes some food. Millions of people all over the world have been profitability engaged in fishing and fishing over the years in sense fish and fisher folk all together and inseparable great extent. They go to the sea stay and catch fish spend even night. They take lo of risk and bear uncertainties and venture bravely and rewardingly. Still, the just fruit of the struggle on and around water do not always reach and rejoice the man and woman. Many hurdles and riddles seem to prevail and persist. It is a real problem and a paradox too.

The fisheries sector of India is immensely contributing to the economy of the country. It contributes to the national income, exports, food and nutritional security and in employment generation. Among the 7 continents of the earth, Asia is the world's largest continent with 4.2 billion people or constituting 60 % of the world's population. Within Asia, India is second most populous country in the world with 1.21 billion people or 17.5 % of the world's population (FAO, 2010). In India 65% of the people is still dependent on agriculture as their livelihood and employment source which includes fisheries as one of its components. Fisheries also serve as the valuable and cheap source of protein of the country. According to 2001 census India's total population is 1,027,015,247 of which 5959144 people are fishermen. ^(1*)

In 2002, there were 38 million commercial and subsistence fishermen and fish farmers all over the world. Of this total, 74 percent are engaged in capture fisheries and 26 percent in aquaculture. The world total fishery production of 133 million tonnes equated to an average productivity of 3.5 tonnes per person. By 2006, the number of world fishers increased to 43.5 million and the total fishery production was 143.6 million tonnes with an average productivity of 3.3 tonnes per person (FAO, 2011).

(1*) Bijayalakshmi Devi Nongmaithem and Ajit Kumar Ngangbam
IOSR Journal of Agricultural and Veterinary Science (IOSR-JAVS)

1.2 REVIEW OF LITERATURE:

- 1) **Vhankade (2011)** in his study pointed out that government lends money to the cooperative societies in the form of loan and subsidies. Likewise they also assist economically backward people in coastal region for the purpose of fishery and fishery business when to increase their standard of living. The fishermen cooperative society provides small credit to the fishermen so as they needful capital for the fishery business and they can raise their income with the help of this credit.
- 2) **Aswathy N.A; Shanmugam T. R; & Sathiradhus R. (2011)** Central Marine fisheries Research institute – Kochi – India – Economic viability of mechanized fishing units and socio economics of fishing ban in Kerala. The study revealed that, in open access unregulated marine fisheries, the viability of a fishers unit greatly influence the entry or exit of vessels in the fishing industry. The paper analyses the friability of various mechanized fishing units in the Kerala state using different the economic and financial indicators, socio-economic impact of fishing ban on fishing labor was also worked out and suggestions were given for improving the livelihood security of fish waters.
- 3) **Parameshwaran (2012)** reported that the fisher folk among the rural coastal areas live a poor life. Majority reported that the fisher do not live a wealthy life. The socio economic

condition is in backward condition. The income they earn is not enough to meet their expenditure. They are not even able to purchase their needs.

- 4) **Asha Krishna Kumar (2013)** in her study stated that fisher folk along the rural coastal areas live in damaged huts and their living condition is poor, infrastructure facility like housing, sanitation and health care are major problems facing the fishing community. Majority of the people are lagging in literacy and education.
- 5) **Langu and Husken (2014)** in their study revealed that fishing communities are generally isolated and marginalized with limited or no access to education services. The children are often assimilated into the fishing industry at an early age to help their parents in fishing and fish processing. These children are born and brought up in remote fishing communities with limited or no access to education. Over 80% of children are illiterate in fisher folk community, while adult illiteracy is estimated at 60 %.
- 6) **Mahesh et al., (2014)** bring out that that a main portion of the fishing community's income depends upon fishing and sales. In the receiving process, the study found that the role of fisherwomen is supreme. While 52 per cent of the Women are betrothed in fish processing another 42 per cent are betrothed in marketing and distribution of fish produce. The study could also find that the fish vending provides the female folks the highest income and the level of income depends on the number of working hours. The study viewed that higher the level of earnings, higher is their decision-making power at home and vice versa. In fact, the study could view that the earnings of the female folks due to engaging in subsidiary activity is higher than the earnings of their counterparts at home. The study could also identify that the factors like, the amount of investment, the level of education, the family size, the earnings of the family do all influence their earning.
- 7) **Dhana laxmi (2015)** in their article inspects the "Role of Women in Fishery sector in Tamil Nadul. The study evidenced that the major role played by fisher women are fish marketing, dried fish marketing, fishing, net making and related activities are the major role for fisherwomen of the Tamil Nadu. Subramanian & Karuppusamy (2015) through their article

—Women Fish Vendors in Puducherry Region-Problems and ProspectsI analyzed the respondent's problems and prospects through the simple statistics tools such as percentage and rank analysis. In the study financial assistance secured 226 points and placed number one in the rank. Old age pension secured 177 points and placed member two in the rank. Transport cost problem secured 211 points and number one in the rank. Finally, the poor storage facilities and placed number two in the rank.

- 8) Small scale fisheries in the context of food security and poverty eradication (SSF Guidelines) (FAO, 2015) was the first international instrument of its kind to recognize the importance of women in the small – scale fisheries sector worldwide, stressing the need for full recognition of fisherwomen's rights the guidelines recognize the role of fisher folk organizations as a means to achieving the aims of the SSF Guidelines, namely: improving socio – economic situation of fishers and fish workers; achieving the sustainable utilization of fisheries; promoting the contribution of small – scale fisheries to a sustainable future; providing adequate guidance to states and stakeholders; enhancing public awareness and promoting the advancement of knowledge on the culture, role, contribution and potential of small scale fisheries.
- 9) Gunakar & Ramachandra Bhatta (2016), Socio economic Status of Fisher-Women in Segmented Fish Markets of Coastal Karnataka Characterization of retail market segments with women fish sellers*, is conducting a comprehensive analysis of socio demographic and economic profile of the fisher women retailers and identification of contributions of fisher women retailers and threats to their sustainable livelihood. The present study is based on the data collected from the primary survey of 268 respondents of small fish retailers. It was observed during the process of pre-market survey that the fish retailers were not a homogeneous group and they could be classified into four broad groups, viz. fresh fish-retailers, dry fish retailers, head loaders, and two-wheeler retailers. In small-scale fisheries, women receive and contribute a substantial part of the family income. The study has also found that, men-mobile counterparts spend less time on marketing and are able to earn 30-40 per cent higher income. The low educational level suggests that these fisher women get less opportunity to move out of their business and hence, the state policy to support

modernization of fish marketing through the entry of considerably. During off season, they women fish vendors do not have any job. The group can be extended to have financial and marketing support during season also. Modern retail stores should consider the social impact of such measures on these women groups.

- 10) **Premapriya & Jeyaseelan (2018)** studied the socio-economic conditions and problem faced by women fishmonger in Puducherry. It was identified that most of the fish mongers are illiterate and lack of infrastructure and proper transportation are their prime problems. They are exploited by the middle men or money lenders; all the respondents have some health issues which are related to their fishing activity.
- 11) **Beulah Jayarani and Caroline JebaSorna (2019)** studied women fisher vendors and their problems. The demographic profile of the sample respondents and income and borrowing pattern of women fish vendors in Pazhaverkadu were constituted as objectives. The primary data has been collected from the respondents by survey method through the issue of questionnaire in addition interview technique and informal talks were held for collecting first hand information. Sample restricted to 110 for women fish vendors in Pazhaverkadu due to particular city of time. Fish vending provides employment livelihood to lakhs of people, primarily women. Active steps need to be taken in an integrated manner, drawing on available policy and legislative frameworks by the state and central government, to support this important segment of the population.
- 12) **Krishnaveni and C.A. sham Shankar (2020)** conducted a study on socio- economic condition of women fish vendors in kanyakumari with the objectives like finding socio-economic and demographic conditions of the families of fishermen, level of investment, income and net profits from the fish vending and problems faced by women fish vendors in selling fish, primary data were collected from 300 fishermen families selected from the coastal area of kanyakumari town which has total fishermen household of 1,920. They viewed that this is one the major reason for taking the produce very late to the sale spot which affects their sales.

1.3 OBJECTIVES OF THE STUDY:

- ❖ To study the socio economic environmental status of fisher folks.
- ❖ To study the income and expenditure level of fisher- folk.
- ❖ To examine the struggles and difficulties faced by the fisher folk in the day to day life.
- ❖ To study the physical health condition of the fisher-folk.
- ❖ To study the alternative job opportunities available to fisher folk during 40 days of fishing ban period.

1.4 STATEMENTS OF THE PROBLEM:

Tamil Nadu is an important marine fishing centre of the east coast of India accounting 14 percent of India. The prominent maritime fishing districts in Tamil Nadu are Chengalpatu, Chennai, South Arcot, Thanjavur, Patukottai, Ramanathapuram, Kanyakumari and Thoothukudi. Most of fisher folks are in poverty. In this study, researcher undertaken various statistical tools to analysis the socio economic condition of the fisher folk. This study also through a light in their regular income problem. Each and every has its own risk. When risk is high reward is high. But it is not proved in the fishing business. Fishing is a risky job, where a fisherman faces so many problem, due to changes in weather condition like cyclones, tsunami which affects their business in such a way that leads to death, low income which in turn affects their economic condition of their life.

1.5 SCOPE OF THE STUDY:

This study attempt to throw light on the level, composition and distribution of social status of fish catchers in Threspuram, Thoothukudi District. The study also enlightens the income of fisherman, and measures the income and different items of expenditure. It analysis only one disposable income as it is available for meeting the consumption expenditure, savings and investment. This study is confined to the disposable income and expenditure pattern of fish catchers in the area of Threspuram, Thoothukudi District.

The main purpose of this research is to examine the social status of fish catchers in Thirupuram where large number of fisherman are involved in marine fishing for their livelihood, and to make policy recommendations for their upliftment.

1.6 AREA OF THE STUDY:

"A STUDY ON SOCIAL STATUS OF FISH CATCHERS THERESPURAM, THOOTHUKUDI" was conducted in the area of Thoothukudi district. It is a port city and an industrial city of the Indian state of Tamil Nadu. The city lies in the corromandel coast of Bay of Bengal. Thoothukudi is known as the "pearl city" due to pearl the pearl fishing carried out in the town. It is a commercial sea port which serves the inland cities of Southern India and is one of the sea gateways of Tamil Nadu.

1.7 PERIOD OF THE STUDY:

This study was under taken during the period between December 2020 to March 2021. Data relating to study was collected from the fish catchers of the selected area during the above stashed period only.

1.8 RESEARCH METHODOLOGY:

This study is based on the both primary and secondary data. The researcher had a discussion with fish catchers. Based on the discussion the researcher constructed a number of statements, keeping the objectives was prepared and was administered to a sample of 113 respondents selected at random. A copy of the questionnaire is appended. Secondary data was collected from Journals, Magazines and Internet websites.

1.8.1 SOURCE OF PRIMARY DATA:

Primary data were collected from 113 respondents of a study on social status of fish catchers from the collection of primary data and interview schedule was developed before its application among respondents pre-testing were carried out after altering structure questionnaire on the result of pre-testing was employed to make ample survey.

1.8.2 SOURCE OF SECONDARY DATA:

The secondary data has been collected from Journals, Articles, and News papers, Books and through Internet.

1.9 SAMPLING DESIGN:

The data collected are original in nature. A sample of 113 respondents residing in thrsipuram, Thoothukudi were selected by interview schedule sampling techniques. The source questionnaire was used for collecting a great source of information.

1.10 FRAMEWORK OF ANALYSIS:

The data collected through questionnaire were analyzed through the following statistical tools; which work as a base for drawing conclusion and getting better results.

- ❖ Percentage
- ❖ Liker scale
- ❖ Ranking
- ❖ Chi- square

1.10.1 Percentage analysis:

Percentage analysis is one of the simplest statistical tools used in the interpretation and analysis of data. Percentage is used for the purpose of comparison of data. A percent is the number of hundredth path.

1.10.2 Likert's scaling techniques:

Likert' s scaling techniques is used to analyze the statement about level of satisfaction and the difficulties struggles faced by fisher mans during fishing offshore. The fish catchers give their opinion related to and they ranked on five point scale. The following scores are given for the responses as follows.

Strongly Agree – 5; Agree – 4; Neutral – 3; Disagree – 2; Strongly Disagree – 1

The total score for each statement is calculated as follows:

$$\text{Total score} = (SA \times 5) + (A \times 4) + (N \times 3) + (D \times 2) + (SD \times 1)$$

Mean score is calculated by dividing the total score by the frequency of responses and then the factors are ranked in the order of merit.

1.10.3 GARRETT'S RANKING TECHNIQUES:

Garrett's ranking techniques is used in ranking the factors considered by the preference in savings and monthly average expenditure ranks are assigned and the important factors are identified.

$$\text{Present position} = 100(R_{ij} - 0.5) / N_{ij}$$

1.10.4 CHI-SQUARE ANALYSIS:

The chi-square test is used to determine whether there is a no significant difference between the expected frequencies and observed frequencies in one or more categories. In this study the chi-square test is used to analyze the age between the struggles faced in during strome & cyclone, and between income and saving in co – operative society.

1.11 CHAPTERIZATION:

Chapter I - Introduction and Design of the study

Chapter II - Field selection & Description

Chapter III - Analysis and Interpretation of data

Chapter IV - Findings, Suggestions and Conclusion

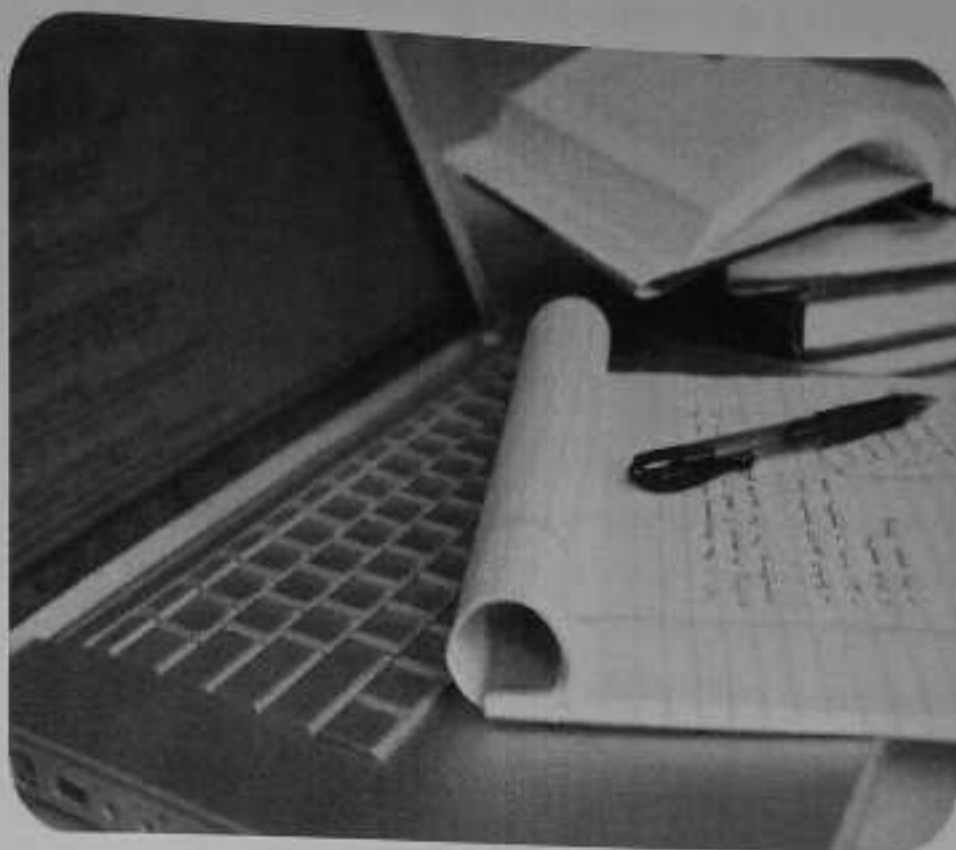
ANNEXURE:-

A. Study Site map/locate

B. Bibliography

C. Questionnaire

CHAPTER-2



FISH CATCHERS IN THRESPURAM

FISH CATCHERS IN THRESPURAM

2.1 INTRODUCTION:

Fishing occupies a very important place in the socioeconomic development of the country. It has been recognized as a powerful income and employment generator as it stimulates growth of a number of subsidiary industries and is a source of cheap and nutritious food, besides emerging as an important item in export trade. This sector is thus an important source of livelihood for a large section of economically backward population of the country, particularly in coastal areas. Fishery sector has become an energetic sector enriched with a source of livelihood for generating employment to a large extent of the society as well as sharing for national food security and valuable foreign exchange earnings. Under marine sector, coastal fisheries in many parts of the country having reached a saturation level, unexploited potential which lies in the deep sea has to be tapped up by adopting diversified method of fishing, by implementation of code of conduct for responsible fishery, observance of closed season in the east & west coast etc., it is imperative to modernize the sector with diversified method of fishing with various new components related to exploitation of deep sea oceanic fishery resources, sea weed culture, mud crab fattening is also proposed to be taken up. Artificial reef for improving livelihood security of fishermen by resource enhancement is introduced. The recent technological innovations in marine fishing have not shown much impact on the living conditions of fishermen and they are still socially and economically backward. Economic uplift of the fishermen mainly depends on the growth and development of fisheries sector. Hence, location oriented and resource based development schemes are required to be implemented for each region which would help in area planning for socioeconomic improvement of fishermen. The objects under fisher-folk is to augment marine, freshwater fishery production and also for uplifting the socio-economic status of the fisher-folk have been carefully processed, edited and tabulated purposes. The required primary data has been collected from the selected households with the help of a comprehensive, pre-tested enquiry schedule, through personal interview method. For this, the study has adopted average regression used to measure the impact of fishermen's socioeconomic status with their income and expenditure pattern.

2.2 VITAL ROLE OF SEA:

Fish and fishing business is an important sector of many nations of the world from the standpoint of income and employment generation. Fishing plays an important role in supporting livelihood worldwide and also forms an important source of diet for over one billion people. It is estimated that 12 million people are directly engaged in fishing and about 60 million are exclusively depending on it for livelihood in India. Fisheries sector plays an important role in the Indian economy by contributing to the national income, employment and foreign exchange. It has a vast potential for fish resources, both from inland and marine environment. India has about 1.6 million hectares of freshwater lakes, ponds, and swamps; and nearly 64000 kilometres of rivers and streams. Fisheries-related activities provide important sources of livelihood for nearly 7 million people in India. The most important and largest rivers in so far, there are many published reports on socio-economic condition of fishermen and different types of fishing gears, with special reference of wetland, Assam. But meagre information is available about socio-economic condition of fisher. The present study has been pledged to evaluate the socio-economic of the fishermen.

2.3 ROLE OF FISHER-FOLK:

Fishing has been considered as a primary livelihood option from time immemorial. People living in coastal areas depend on fishing for their livelihood. Fisheries play a predominant strategic role in the economic activity of our country by its contribution to national income, food and employment. Healthy population is the greatest asset to a nation and the health of the people primarily depends on the food available to them. Fishery sector serves as an important foreign exchange earner contributing to food and nutritional security. Fisher folk communities exist all along India's coastal line. Their role in household management is far higher than the woman of other sectors. In Tamil Nadu woman engage themselves in seaweed collection in addition to the traditional jobs of fish curing, marketing, net making and prawn feeling. The socio-economic structure of small scale fisheries in India is very complex and there are many factors which influence fisheries has been recognized as a powerful income and employment generator as it

stimulates growth of a number of subsidiary industries and is a source of cheap animal protein. It is an instrument of livelihood for a large section of economically backward population of the country. Fisheries is the only sector that offers cheap and good animal protein to the people, particularly to the economically weaker sections of the society and thereby it serves as a means to ensuring national food security. It is also a major contributor of foreign exchange earnings for several countries including India through export. The potential forward and backward linkages through boat building, construction of fishing, fish processing etc., contribute further to diversification and strengthening of the regional and national economy.

The country with the long coastline of 8118 km has an Exclusive Economic Zone extending to comprising of 0.86 million on the west coast, 0.56 million sq.km. on the East Coast and 0.60 million around the Andaman and Nicobar Islands. Tamil Nadu, with its 1076 km of coastline, of EEZ and a continental shelf of about 41,412 sq. km. Is a leading state both in culture and capture fisheries. It has emerged as a major exporter of marine products. However, the vast potential available in Marine and Inland Fisheries including Aquaculture is yet to be optimally exploited for augmenting fish production fishing constitutes the most significant source of income, employment, and food security among the poor and is important in households with poor quality farmland fishing communities are frequently characterized by overcrowded and sub-standard.



Living conditions, low levels of education, and poor access to services like schools, health care and infrastructure such as roads or markets. Access to finishing grounds may or may not be secure, and alternative employment opportunities are poor land tenure is also a problem; May fishers do not have the rights to the property in which they live. As suggested by many studies, notwithstanding the aspect of income that plays a significant role in the poverty level of fishermen and other population groups, other variables, such as health and education, and access to basic amenities, constitute important dimension of investigation for a comprehensive analysis of this community Marine fishermen are under increasing threat from environmental change, such as increasing sea surface temperature, ocean acidification, and rising sea levels Fishermen are also affected by the economic policies, such as the convertibility plan, privatization of the main public utilities, deregulation of numerous economic activities and markets, and the progressive liberalization of foreign trade. Many studies have emphasized that, despite the natural resources, the poverty of fishing communities is dependent upon income and employment showed that poverty among fishermen was explained through the intrinsic biological limits of the resource and the undisputable negative impact that resources degradation or depletion has on the livelihood of the fishermen (through income and food supply). Studies showing that other factors affecting poverty include age and experience at sea is the practice of catching fish.

It is a pre-historic practice dating back at least 40000 years. Since the 16th century fishing vessels have been able to cross oceans in pursuit of fish and since the 19th century it has been possible to use larger vessels and in some cases process the fish on board. Fish are normally caught in the net with lot of struggles. The term fishing may be applied to catching other aquatic animals and fish farmers.

2.4 SOCIO ECONOMIC CONDITIONS:

A careful study of the socio- economic conditions of small-scale fishermen is a prerequisite for the good design and successful implementation of effective assistance programs. The main features are:

- To provide an overall picture of the structure, activities, and standards of living of small-scale fishing communities and households as a background to a more in-depth analysis at a later stage.
- To compare the standards of living of small-scale fishing households to those of other comparable socioeconomic groups (e.g., farmers), and to the national average to determine their relative positions in the national economy and establish whether government intervention to upgrade their position is needed.
- To identify factors that account for differences in standards of living among small-scale fishing households themselves and between them and other socioeconomic groups so that policy implications are arrived at and effective policies for assistance and development can be formulated and recommended.

In order define and measure standard of living, it is necessary to describe, in a meaningful comparative way, several of the conventional socioeconomic variables: occupational structure, family size and age structure, cash and noncash income, consumption expenditure, education, house and other consumer durables, public services, and social amenities. These variables are described and measured because they are needed to how well-off the fishermen each other and

the rest of the country. We are then able to say whether the small-scale fishery sector as a whole, or some part of it, is among those groups of the society that need special government attention and assistance. Attempts should also be made to determine whether the fishermen's current (relative) income position, whether high or low, is not a temporary feature, i.e., we should introduce some historical perspective into the picture. Moreover, even if the past confirms the present, there is no reason why the future should be the same: some consideration of the future prospects, especially in the light of growing population, expanding economy, rising unemployment elsewhere, or resource depletion in the immediate area, should all be taken into account. The next step is to determine what general form government intervention should take. Should the government provide small-scale fishermen with credit and subsidies to enlarge their boats or to buy land and farming equipment; help them extend their fishing range to new fishing grounds or assist them in expanding their non-fishing activities; encourage more labour intensive fishing technology and fish processing at home; or develop more non-fishing employment opportunities. To answer questions of this sort, we need to determine what factors accounts for income differences among fishing households themselves and between them and other socioeconomic groups.

Depending on which factors are found to contribute more to the family income, the government can design its intervention policies so as to achieve the maximum effect on the small-scale fishing household's income from a given level of public expenditure. The optimum policy will often be one of a mixture of policy instruments such as promotion of both labour-intensive fishing technology as well as creation of non-fishing employment opportunities; or helping fishermen to convert their vessels into more profitable types of gear as well as helping them to move gradually out of fishing occupation. The above analysis will help select the most appropriate mix of such policies the foregoing is only one example of how to enhance the analytical content and policy relevance of socioeconomic research in the fisheries sector. The analysis may be more detailed profitability and production analysis could be carried out to determine how profitable and productive are different fishing gears operating in different locations. Fishing income differentials arise from differences in fish prices, fishing costs and catch, which could be identified and measured by a detailed cost and earnings or profitability.



Despite much development taking place throughout the country, one field that has been least development is the country's fisheries sector. In many areas fishermen still employ conventional fishing methods, while their counterparts in many countries employ state of the art methods in this regard. Meanwhile, the local fishermen face many issues while the relevant authorities are placing much attention on the encroachment of Indian fishermen and their trawlers on our territorial waters.

One of the most pressing issues is using destructive fishing practices that threaten the marine eco system causing disastrous consequences to the local fishing industry. Speaking regarding the threats the fishing industry facing and the use of destructive fishing methods,

Herman Kumara of the National Fisheries Solidarity Movement said that since of late there has been an increase in illegal fishing gear usage. "They also use dynamic and light fishing as well. The police and the Ministry of fisheries are responsible for enforcing the law against such scale fishermen and the big time fishing people. The latter group use their political and financial might to intimidate the small scale fishermen. These big time fishermen try to use their advantage and claim all the resources of the sea for themselves leaving the smaller fishermen in the lurch.

The fishermen also point out that coastal lands are under either the army or the tourism industry. Many fishermen are displaced as hotel owners taking over the beaches that provided them with lands for anchoring their boats and unload their catch. Where there were beaches, now luxury hotels operate, they lamented. The Navy or the military also occupy some of the coastal areas denying access to the fishermen depriving them of their traditional livelihood. The government returned only around 30 acres of land in the Panama area that the military occupied back to the fisher communities. However about another 25 acres of land are still there to be returned to the people. Another village in the same area has around 850 acres of land still under the state control. So there isn't much of a relief given to the poor fishermen. However certain positive changes are taking place, but it is insubstantial to uplift the livelihood of the fisher folk. They do not see though positive changes taking place that they eagerly expected.

The fishermen in the beach area charge that certain companies are using the beach to products salt. They say that this too has affected the fishing in these areas. Kumara said that these companies got a land legally and now sell the pieces of it to foreigners and local businessmen. The people living in those areas were displaced, as they had no deeds to prove their rights.

2.5 STANDARD OF LIVING OF FISHER-FOLK:

"These poor fisher folk have been traditionally living along the coastal belt because it is easier for them to engage in their fishing activities. However as the tourism industry booms, hotel owners bought most of these lands to construct luxury hotels. Meanwhile the government has not yet paid enough attention to the grave impact such activities have on the local fishermen. Providing them with interior land of the country serves no purpose as it makes it harder for them to carry on their fishing activities. Moreover the fisher folk dry their excess catch on the beach and produce dry fish, amongst others and when tourism industry took the beach fronts, these fisher folk were further affected. While the fishermen are fishing in the deep sea, their women dry fish on beaches thus earning an additional income for their families. However no one including the government has yet paid any attention to the plight of these women. They fight a lone battle for living and cry out for assistance, but it seems their pleas fall on deaf ears of the politicians and the government".

Herman kumara also said that no stipulated price is there for their catch and they are at the mercy of the middle traders who exploit their desperate situation. These fishermen have no storage or cooling facilities either to preserve their catch; hence they are forced to sell the fish at a pittance to the traders. They take the fish to their freezing facilities and distribute fish around the country, making a kill on the blood, sweat and tears of the poor fisher folk.

Fishermen put their lives at risk every time they sail. Globally, people eat more fish than they consume any other, especially poor coastal fishing communities. Livelihood of about 450 million people depends on fishing – not only fishermen and their families, but also those who engage in indirect fishing activities such as net making, fish processing, and distributing. While the local fishermen expected some relief with the fuel price reduction, it does not benefit them either. "Though the fuel prices went down, the fisher folk have not got the benefit. Moreover these large scale fisher folk are also importing certain types of fish. This procedure also affects the income of the poor small scale fishermen. When fish is imported, the local fish prices severely decline making huge adverse impact on the local fisher folk.

The southern regional fishermen, however, have fewer issues than their northern counterparts'. In addition to the Indian fishermen encroaching and many other issues, the Northern fishermen are also affected by the arrivals of southern fishermen. Recently certain Southern fishermen backed by political and military support travelled the Northern regions using destructive fishing methods. On the contrary, the Northern fishermen are less likely to use destructive fishing gear. As they use small boats they only employ traditional fishing methods.

Some of the Southern fishermen also harvest sea cucumbers as they have necessary equipment such as scuba gear etc. But Northern fishermen lack such advanced techniques and they can only harvest sea cucumbers by diving. Adding to the grievances of the Northern fishermen, Indian fishermen are to be granted access to Sri Lankan territorial waters on 83 days, without their bottom trawling and destructive fishing methods. Although there are stipulations that they cannot come within five km from the local shore line etc, the fisher folk of the North doubt Indian fishermen's willingness to comply with such regulations. Herman Kumara said that it is doubtful if Indian fishermen will adhere to the stipulated conditions. However he expressed hope because this time they come under an agreement reached between both parties. Earlier there was no agreement, only talks between various fishing organizations.

"The talks being held now are among some local fisheries organizations and the Tamil Nadu fishing communities and organizations. However this is not the government stance and we have not allowed any Indian fishermen to fish in our waters. Some of the fisheries ministry officials have also joined the talks in Tamil Nadu but we will have to see the outcome once they returned. Then we will decide on the future action. Until then we not grant any permission for Indian fishermen to fish in our waters.

On the issue of the Chinese trawlers, we are still enforcing the ban on using our flag, but they have appealed against the decision. However we have not yet made any concession to them

even though Sri Lanka too is losing a lot of revenue by banning these Chinese vessels. In fact the fisheries ministry is even finding it hard to pay its employee' salaries and we need to really focus on the development of the sector in the future".

2.6 PROBLEMS FACED BY FISHING-FOLK:

The following are some of the problems faced by them:

- ✓ Since most of the fishes marketed by fisher vendors are low value fishes, the intrinsic problem like back of infrastructure, and basic amenities invariably affect the marketing of low value fishes.
- ✓ Low value fishes are mainly preferred by a narrow spectrum of low and middle income consumers and the demand often fluctuated with reason and availability. So the fishing traders are facing problems in selling of fishes.
- ✓ The fishing traders face severe competition not only among themselves who use two-wheelers in domestic marketing but also from the agents of export companies resulting in the non-availability of quality fishes which commands high demand and price.
- ✓ Heavy expenses involved in storing of fishing and bringing the fishes to local market is an important problems faced by fishing vendors.
- ✓ Fishing traders are facing financial problems. They are exploited by the exorbitant rate of money lenders.
- ✓ Family burden also affected the fisher folk.

With all these problems they strive hard at sea to catch fish and to look after their household members. They are not aware about their life and they go to sea to catch fish.

2.7 LIFE OF FISHER MAN:

A fisherman is an individual whose work is to catch fish in the ponds, canals and even in rivers and sell them in then in the local markets. His main profession is to earn his living by catching and selling fish. He even ventures to the sea in groups by trawlers for the reason. He has

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to lead a hardscrabble life as his daily income is much merged. The fisherman from a community by themselves. Some fisherman live on the seashore and catch fish in the sea, while others live near the rivers at the high time of rainy season. Again some return to village for repairing fishing nets and boats. A fisherman does not know many things happening around him. He keeps himself busy in fishing lines. He does not care the other side of life. He is free from the peaks and through of urban life. His joy knows no bounds when he catches a lot of fish. But a fisherman has to face many challenges including maritime disasters. He has to maintain whether warnings. Sometimes, his life is faced with instant death in the grip of inclement weather when the sea becomes rough. The government should provide fisherman with some certain benefits including easy and relaxed term loans.

2.8 FISHING NETS:

Fishing net is a net used for fishing. Nets are devices made from fibres woven in a grid-like structure. Some fishing nets are also called fishing traps. Fishing nets are usually meshes formed by knot relatively thin thread. Early nets were woven from grasses, flaxes and other fibrous plant material. Later cotton was used. Modern nets are usually made of artificial polyamides like nylon, although nets of organic polyamides such as wool or silk thread were common until recently and are still used is a net used for fishing. Nets are devices made from fibres woven in a grid-like structure. Some fishing nets are also called as trappers. Fishing nets are usually meshes formed by knotting a relatively thin thread. Early nets were woven from grasses, flaxes and other fibrous plant material. Fishing nets have been widely in the past, including by stone age societies. The oldest known fishing net is found with other fishing equipment in the Karelian town. The net was made from willow, and dates back to the late Mesolithic, and were found together with sinkers at the bottom of a former sea. Some of the oldest rock carvings at Alta (4200-500 BC) have mysterious images, including intricate patterns of horizontal and vertical lines sometimes explained as fishing nets. American native Indians on the Columbia River wove seine nets from spruce root fibres or wild grass, again using stones as weights. For floats they used sticks made of cedar which moved in a way which frightened the fish and helped keep them together. With the help of large canoes, pre-European Maori deployed

some nets which could be over one thousand meters long. The nets were woven from green flax, with stone weights and light wood or gourd floats, and could require hundreds of men to haul.



2.8.1 LENDING NET:

Landing nets are large handheld nets that are used to lift and catch fish out of the water, most commonly in angling and fly fishing. Landing nets are commonly used for large fish such as the common carp easily caught in the net and they cannot escape from it due to the large handle present in it and they are very flexible located at the end so that it cannot get out of the net.

2.8.2 DRAGGED NET:

A net which is dragged or hauled across a river or along the bottom of a lake or sea an example is the seine net shown in the image. The fishing depth of this net can be adjusted by adding weights to the bottom. From this we can drag the fishes very easily and we can get many fishes at the same time. So time is reduced by catching in large quantity.

2.8.3 CAST NET:

Cast net is a relatively small round net (from 1.5 to 4 meters) with weights at its edge which is thrown from hand and used to catch small fish when a net is hauled back in.

2.8.4 GIL NET:

Gil net is a vertical net with weights at the bottom and floaters on the upper side. It catches the fish when it tries to pass through the net.

2.8.5 LIFT NET:

Left net is placed horizontally into the water with its opening facing upwards. It is then lifted by hand if smaller or mechanically if larger.

2.8.6 PURSE SEINE:

It is one of the most common nets. It is first used to surround larger amount of fish. Then a line is pulled which closes the bottom of the net and a whole net is hauled into a ship.

2.8.7 TANGLE NET:

Tangle net is a variant of gillnet but with smaller mesh size. Fish caught in this net is not trapped by gills but by teeth and fins.

2.8.8 TRAMMEL NET:

Trammel net is another variant of gillnet. It has three layers one with finer mesh sandwiched between two layers of larger mesh. It is also placed vertically and is used for catching fish or crustacean.

2.8.9 PUSH NET:

Push net is smaller net with a large "belly" placed in a rigid frame. It is pushed along the bottom in shallow waters in order to catch shrimps and small fishes that live at the bottom.

2.9 FISHING BOAT:

Traditionally, many different kinds of boats, have been used as fishing boats to catch fish in the sea, or on a lake or river. Even today, many traditional fishing boats are still in use. According to the United Nations Food and Agriculture Organization (FAO), at the end of 2004, the world fishing fleet consisted of about 4 million vessels, of which 2.7 million were undecked (open) boats. While nearly all decked vessels were mechanised, only one third of the undecked fishing boats were powered, usually with outboard engines. The remaining 1.8 million boats were traditional craft of various type operated by sail and oars.



2.9.1 CANOE BOAT:

A canoe is a light weight narrow vessel typically pointed at both ends and open on top, propelled by one or more seated or kneeling paddlers facing the direction of travel using a single-bladed in international canoe federation nomenclature used in some European countries such as the United Kingdom the term canoe refers to kayaks while canoes are called canoes. Canoes are

professionally used for transport of people and materials all over the world. The intended use of the canoe dictates its hull shape and length and construction material. Canoes were dugouts or made of bark on a wood frame, but construction materials evolved to canvas on a wood frame, then to aluminium. Most modern canoes are made of folded plastic or composites such as fibreglass. Until the mid-1800s the canoe was an important means of transport for exploration and trade, but then transitioned to recreational or sporting use. However, in some places, canoes are still used locally for their historical purpose. Canoeing has been part of the Olympics since 1936. In places where the canoe played a key role in history, such as the modern United States, Canada, and New Zealand, the canoe remains an important theme in popular culture.

2.9.2 MOTOR BOAT:

A motorboat, speedboat, or powerboat is a boat which is powered by an engine. Some motorboats are fitted with inboard engines; others have an outboard motor installed on the rear, containing the internal combustion engine, the gearbox and the propeller in one portable unit. An inboard-outboard contains a hybrid of a power-plant and an outboard, where the internal combustion engine is installed inside the boat, and the gearbox and propeller are outside. There are two configurations of an inboard, v-drive and direct drive. A direct drive has the power-plant mounted near the middle of the boat with the propeller shaft straight out the back, where a V-drive has the power-plant mounted in the back of the boat facing backwards having the shaft go towards the front of the boat then making a V towards the rear. The V-drive has become increasingly popular due to wakeboarding and wake surfing. Motorboats vary greatly in size and configuration, from the four-meter, open center console type to the luxury mega-yachts capable of crossing an ocean.

2.9.3 DIESEL BOAT:

A diesel boat is a relatively small naval vessel generally designed for coastal defence, border protection, immigration law enforcement, search and rescue duties. There have been many designs for diesel boats. They may be operated by a nation's navy, coast guard, police force or customs and may be intended for marine ("blue water") or estuarine ("green water") or river ("brown water") environments. They are commonly found engaged in various border protection

roles, including anti-smuggling, anti-piracy, fisheries patrols, and immigration law enforcement. They are also often called upon to participate in rescue operations.

2.9.4 TUG BOAT:

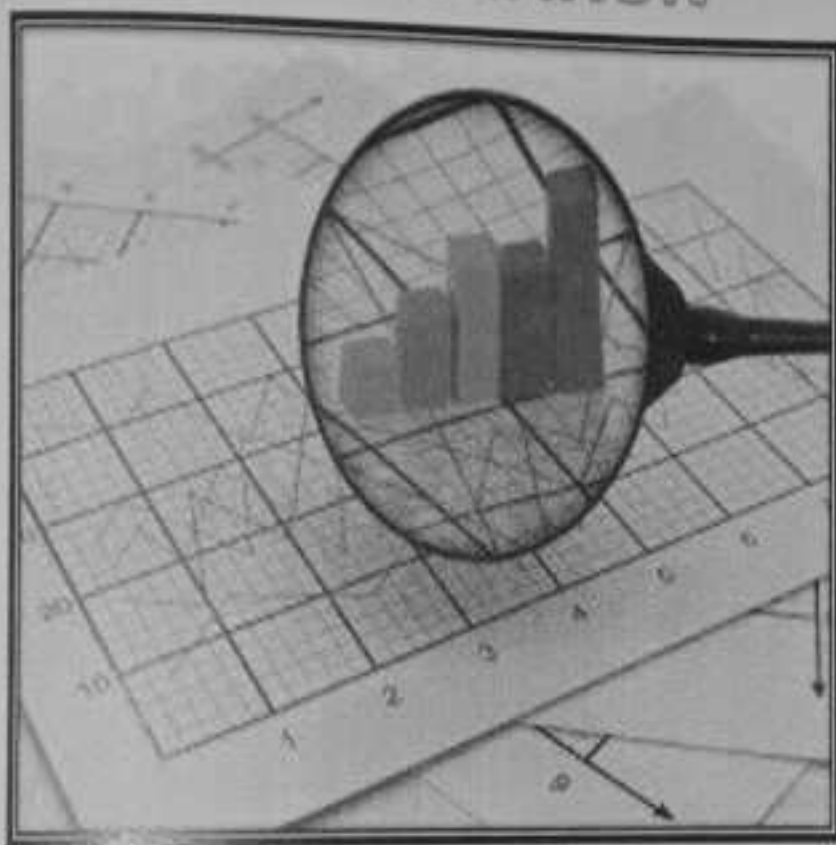
A tug (tugboat or towboat) is a type of vessels that manoeuvres other vessels by pushing or pulling them either by direct contact or by means of a tow line. Tugs typically move vessels that are either restricted in their ability to manoeuvre on their ability to manoeuvre on their own, such as ships in a crowded harbour or a narrow canal or those that cannot move by themselves, such as barge disabled ships, or oil platforms. Many tugboats have fire fighting monitors allowing them to assist in fire fighting especially in harbours.

CONCLUSION

This chapter gives the issues on socio economic conditions and cultural profile of the fishers in different parts of fishing area situated in Thoothukudi district within the area covering across the seashore area. Moreover considering these various review it can also conclude that for the overall development of the socio economic and cultural development of the fishers scientist and policy makers should be more focus on the backward and forward linkages development. A proper extension linkage mechanism should be developed between the extension personnel's of the state fisheries department and the fishers for effective transfer of technologies and should ensure that a maximum number of fishers should be participate while organising any training programmes at the village level.

CHAPTER - 3

DATA ANALYSIS AND INTERPRETATION



ANALYSIS AND INTERPRETATION OF DATA

3. INTRODUCTION

In this chapter, the data collected at primary sources, from the sample selected has been processed thoroughly to remove the errors that have incurred initially while collecting the data. The sample was selected using simple random sampling. The primary sources of data has been edited, classified and tabulated to get clear idea of the respondent's social status of fish catchers. The data have been analysed with the help of various statistical tool such as

- Percentage analysis
- Ranking technique
- Likert scaling
- Chi-square test

3.1 AGE AND GENDER

This analysis represents the gender and age wise classification of the fish catchers. The succeeding table shows that the fishing is mainly undertaken by male and is classified according to their age such as below 30 years, 30 to 40 years, 40 to 50 years and above 50 years.

TABLE 3.1
AGE AND GENDER

Gender	Age (years)	No. of respondents	Percentage
Male	Below 30	22	19
	30 – 40	19	17
	40 – 50	42	37
	Above 50	30	27
	Total	113	100

Source: Primary data

Inference:

Table 3.1 shown that 37% of the fish catchers are between the 40 to 50 years, 27% of the fish catchers are above 50 years, 19% of the fish catchers are below 30 years and 17% of the fish catchrs are between 30 to 40 years. Thus the majority of the fish catchers belong to the age group between 40 to 50 years.

3.2 MARITAL STATUS

Marital status of respondents selected are analysed and presented in the below table. It is classified as married and unmarried. It is an important factor to determine the social status of the fish catchers.

TABLE 3.2
MARITAL STATUS

Marital status	No. of respondents	Percentage
Married	94	83
Unmarried	19	17
Total	113	100

Source: Primary data

Inference:

It is derived from table 3.2 that out of 113 respondents 83% of the fish catchers are married whereas only 17% of fish catchers are unmarried. Majority of the fish catcher are married.

3.3 FISHING LICENCE

Fishing requires fishing licence, here in the succeeding table, it classifies the fish catchers on the basis of person having and not.

TABLE 3.3
FISHING LICENCE

Fishing license	No .of respondence	Percentage
Yes	92	81
No	21	19
Total	113	100

Source: Primary data

Inference:

From the above table 3.3 it reveals that 81% of the fish catchers are having fishing license with them and remaining 19% of the fish catchers don't have fishing license. Most of the respondents having fishing license with them.

3.5 REASON FOR OCCUPATION

The succeeding table shows the reason for their occupation as various reasons. The reasons may be as it is traditional business, or poverty, lack of employment facilities and their ancestral business.

TABLE 3.5
REASON FOR OCCUPATION

Reason for occupation	No. of respondents	Percentage
Traditional	11	10
Poverty	12	11
Unemployment	14	12
Ancestral Business	76	67
Total	113	100

Sources: Primary data

Inference:

It is evident from the above table 3.5 that 67% of the fish catchers are doing fish catching as it is their ancestral business, 12% of the fish catchers are doing fish catching since they are unemployment, 11% of the fish catchers are doing fish catching because of poverty and remaining 10% of the fish catchers are doing fish catching as it is traditional one. It is observed most of the fish catchers are doing fish catching as a ancestral business.

3.6 HOUSEHOLD MEMBERS IN FISHING

The analysis shows that the number of members in the family doing the fish catching. They may be one, two, more than three and in certain case there may not be any fish catchers.

TABLE 3.6
HOUSEHOLD MEMBERS IN FISHING

Household members in fishing	No. of respondents	Percentage
One	53	47
Two	24	21
More than three	16	14
No one	20	18
Total	113	100

Source: Primary data

Inference:

From the above table 3.6, it is clear that 47% of the fish catchers are having one more member in their family in fish catching, 21% of the fish catchers are having two more members in their family in fish catching, 14% of the fish catchers are having three more members in their family in fish catching and remaining 18% of the fish catchers are the only one who have work in fish catchers in their family. Thus majority of the fish catchers having one more member in the family as fish catchers.

3.7 INVESTMENT ON FISHING INPUT

Fishing requires certain fishing tools such as boat, fishing net. In which fisherman make investment and may own a fishing input or in other case they may borrow tools and fishing input from friends and relatives or from others.

TABLE 3.7
INVESTMENT ON FISHING INPUT

Investment on fishing in put	No. of respondents	Percentage
Own input	49	43
Borrowed input	64	57
Total	113	100

Source: Primary data

Inference:

The above table 3.7 shows that 57% of the fish catchers are have borrowed their fishing inputs and remaining 43% of the fish catchers have their own input. Thus majority of them use borrowed fishing input only.

3.8 DEBTS OWNED

Fisher man having certain sum of money as their debt. The analysis shown the debt level of fish catchers according to their debt amount.

TABLE 3.8
DEBTS OWNED

Debts owned (Rs)	No. of respondents	Percentage
Below 10000	0	0
10000 – 25000	16	14
25000 – 50000	34	30
50000 – 100000	22	20
Above 10000	41	36
Total	113	100

Source: Primary data

Inference:

The above table 3.8 it reveals that 36% of the fish catchers are having the debt above Rs. 100000, 30% of the fish catchers are having debt between Rs. 25000 to Rs. 50000, 20% of the fish catchers are having debt between Rs. 50000 to Rs. 100000 and 14% of the fish catchers are having between Rs. 10000 to Rs. 25000 and none of them are having below Rs. 10000. Majority of the fish catchers are in debt above Rs.100000.

3.9 REASON FOR DEBTS

Fish catchers are getting debt to meet various needs such as daily needs, children education and marriage, medicine, and due to unemployment.

TABLE 3.9
REASON FOR DEBTS

Reason for debt	No. of respondents	Percentage
Education	18	16
Medicine	14	12
Dairy needs	30	27
Children marriage	33	29
Due to unemployment	18	16
Total	113	100

Source: Primary data

Inference:

The above table 3.9 shows that 29% of the fish catchers borrowed money for children marriage, 27% of the fish catchers borrowed money to meet their daily needs, 16% of the fish catchers borrowed money for education and 16% of the fish catchers borrowed money due to unemployment, 12% of the fish catchers borrowed money for medicine. Thus most of the fish catchers borrowed money for their children marriage.

3.10 PAYMENT TOWARDS DEBT PER MONTH

The fish catchers get debt from lenders and they pay certain sum of money towards their debt every month. The analysis shows the amount they are paying towards debt such as less than Rs.1000, Rs.1000 to Rs. 3000, Rs.3000 to Rs.5000 and sometimes above Rs. 5000.

TABLE 3.10

PAYMENT TOWARDS DEBT PER MONTH

Payment towards debts per month (Rs)	No. of respondents	Percentage
Less than 1000	28	25
1000-3000	44	39
3000-5000	26	23
Above 5000	15	13
Total	113	100

Source: Primary data

Inference:

Table 3.10 shows that 39% of the fish catchers are paying Rs.1000 to Rs.3000 per month, 25% of the fish catchers are paying less than Rs.1000 per month, 23% of the fish catchers are paying Rs.3000 to Rs. 5000 per month, and remaining 13% of the fish catchers are paying above Rs.5000 per month. Thus, it is inferred that most of the fish catchers are paying Rs.1000 to Rs.3000 for their debt.

3.11 EXPENSES PER MONTH

Fishermen spent an average amount of money on meeting their day to day needs. The analysis shows their expenses per month. It classifies as less than Rs.1000, Rs.1000 to Rs.3000, Rs.3000 to Rs.5000 and sometimes it may be above Rs.5000 according to their income earned and consumption level of their family.

TABLE 3.11
EXPENSES PER MONTH

Expenses per month (Rs)	No. of respondents	Percentage
Less than 1000	14	12
1000-3000	64	57
3000-5000	35	31
Above 5000	0	0
Total	113	100

Source: Primary data

Inference:

The above table 3.11 reveals that 57% of the fish catcher's monthly expenses between Rs.1000 to Rs.3000, 31% of fish catchers monthly expenses between Rs.3000 to Rs.5000, 12% of the fish catchers monthly expenses is less than Rs.1000 and no one is paid monthly expenses above Rs.5000. Thus, majority 57% of the fish catchers monthly expenses between Rs.1000 to Rs.3000.

3.12 SAVINGS PER MONTH

Fishermen have a habit of saving in their day to day life according to their level of income they earn, for their future.

TABLE 3.12
SAVINGS PER MONTH

savings per month (Rs)	No. of respondents	Percentage
Less than 1000	61	54
1000-3000	44	39
3000-5000	8	7
Above 5000	0	0
Total	113	100

Source: Primary data

Inference:

From the above table 3.12, out of 113 fish catchers that 54% of the fish catchers saving less than Rs.1000 per month, 39% of the fish catchers are saving between Rs.1000 to Rs.3000 per month, 7% of the fish catchers saving between Rs.3000 to Rs.5000 per month and no one is saving for above Rs.5000 per month. Thus, majority 54% of the respondents saving less than Rs.1000 per month.

3.13 ACTIVE FISHING DAYS

Fisherman don't have a work of fishing daily, they have certain rules, restriction and days to go for fishing. On that basis, they fix certain days to go for fishing. The analysis shows that in a month, they go to fishing in some days the succeeding table shows the active fishing days of fish catchers.

TABLE 3.13
ACTIVE FISHING DAYS

Active fishing days	No. of respondents	Percentage
Less than 10 days	26	23
11-15 days	40	35
16-20 days	18	16
Above 20 days	29	26
Total	113	100

Source: Primary data

Inference:

The above table 3.12 shows that 35% of the fish catchers are working for 11 to 15 days, 26% of the fish catchers are working for above 20 days, 23% of the fish catchers are working for less than 10 days, and 16% of the fish catchers are working for 16 to 20 days. Thus majority of the fish catchers are working 11 to 15 days.

3.14 DAYS IN OFFSHORE

Fish catchers are working in offshore for more than a day. The analysis shows the days respondents stay in offshore.

TABLE 3.14
DAYS IN OFFSHORE

Days in offshore/ Month	No. of respondents	Percentage
Below 2 days	73	65
3 - 5 days	30	27
6 - 7 days	10	8
Above 7 days	0	0
Total	113	100

Source: Primary data

Inference:

The above table 3.14 indicates that 65% of the fish catchers stay in offshore below 2 days, 27% of the fish catchers stay in offshore in 3 to 5 days, 8% of the fish catchers stay in offshore 6 to 7 days and above 7 days they won't stay in offshore. Thus majority of the fish catchers stay in offshore below 2 days.

3.15 AWARENESS ABOUT GOVERNMENT SCHEME AND RISK COVERAGE INSURANCE AVAILED

Government of India and ministry of fisher's providing various schemes to the fish catchers. The analysis identifies the awareness about government scheme and risk coverage insurance that availed from government.

TABLE 3.15
AWARENESS ABOUT GOVERNMENT SCHEME AND RISK COVERAGE INSURANCE AVAILED

Awareness of government scheme	Risk coverage Insurance	No. of respondents	Percentage	
Yes	Yes	56	50	75
	No	28	25	
No	Yes	17	15	25
	No	12	10	

Source: Primary data

Inference:

The above table 3.15 indicates that out of 75% of the fish catchers aware of government scheme in that 50% of the fish catchers received the risk coverage insurance, 25% of the fish catchers not received any risk coverage insurance. Thus majority of the fish catchers aware of government scheme and received risk coverage insurance.

The above table 3.15 indicates out of that 25% of the fish catchers not aware of government scheme, 15% of the fish catchers have received risk coverage insurance, 10% of the fish catchers not received risk coverage insurance. Thus majority of the fish catchers not aware of government scheme but received risk coverage insurance.

3.16 SAVINGS IN CO OPERATIVE SOCIETY

A fish catcher saves with help of co operative societies, which may or may not be beneficial to them. The analysis shows the percentage of saving in co operative society is of benefits of co operative society savings.

TABLE 3.16

SAVINGS IN CO OPERATIVE SOCIETY IS BENEFICIAL

Savings in co operative society	Beneficial of co operative society	No. of respondents	Percentage	
Yes	Yes	101	89	91
	No	2	2	
No	Yes	3	3	9
	No	7	6	

Source: Primary data

Inference:

The table 3.16 shows that 91% of the fish catchers paid money to the co operative society at the right time in that 89% of the fish catchers are beneficiary and 2% of the fish catchers not beneficiary. Thus majority of the fish catchers paid money to the co operative society at the right time and they said it is beneficial.

The table 3.16 shows that 9% of the fish catchers not paid money to the co operative society at the right time in that 6% of the fish not beneficiary, 3% of the fish catchers beneficiary. Thus majority of the fish catchers not paid money to the co operative society at the right time and they said it is not beneficial.

3.17 FREQUENCY AND TYPE OF HEALTH CAMP

Fish catchers also go and participate in camp such as health, eye, dental, diabetic and other haemoglobin camp and they create awareness among other co – workers and to general public and society. They attend those health camps on certain frequency of months.

TABLE 3.17
FREQUENCY AND TYPE OF HEALTH CAMP

Particulars	No. of respondents	Percentage
Frequency of health camp:		
1 -3 month	14	12
4 - 6 month	18	16
6 - 8 month	24	21
Once in a year	57	51
Total	113	100
Type of health camp:		
Eye – camp	77	68
Dental camp	9	8
Diabetics camp	19	17
Hemoglobin camp	8	7
Total	113	100

Source: Primary data

Inference:

The above table 3.18 shows that out of 113 respondents 51% of the fish catchers frequency of health camp is once in a year, 21% of the fish catchers frequency of health camp between 6 to 8 months, 16% of the fish catchers frequency of health camp between 4 to 6 months and 12% of the fish catchers frequency of health camp between 1 to 3 months. Thus majority of the respondents participate in the health camp is once in a year.

The above table shows the type of health camp 68% of the fish catchers attend eye camp, 17% of the fish catchers attend dental diabetics camp, 8% of the fish catchers attend dental camp and 7% of the fish catchers attend haemoglobin check up camp. Thus majority of the fish catchers attend eye camp.

3.18 SATISFACTION OF HEALTH CAMP

Fisherman may or may not be satisfied on the health camps conducted by the officials. The analysis inferred the satisfaction level of health camp.

TABLE 3.18

SATISFACTION OF HEALTH CAMP

Satisfaction of health camp	No. of respondents	Percentage
Yes	63	56
No	50	44
Total	113	100

Source: Primary data

Inference:

From the above table 3.19, it inferred that 56% of the fish catchers satisfied in health camp and remaining 44% of the fish catchers not satisfied in health camp. Thus majority of the fish catchers satisfied in health camp.

3.19 REMEDIAL PURPOSES

Attending health camp by fisherman give some remedy and some beneficiary advices to them. The succeeding table shows the satisfaction of remedial benefits.

TABLE 3.19

REMEDIAL PURPOSES

Remedial purpose	No. of respondents	Percentage
Yes	62	55
No	51	45
Total	113	100

Source: Primary data

Inference:

The above table 3.20 indicates that 55% of the fish catchers received pills from health camp and remaining 45% of the fish catchers not received pills from health camp and they are not satisfied. Thus majority of the fish catchers received pills from health camp and are satisfied.

3.20 TREATMENT DURING SICKNESS

If fisherman feel sick they refer to take treatment to cure their health issues by consulting doctors or go to for home made remedies, or by going to hospitals either private or government. The analysis inferred treatment for fish catchers during their sickness.

TABLE 3.20

TREATMENT DURING SICKNESS

Treatment during sickness	No. of respondents	Percentage
Non – professional	24	21
Government hospital	57	50
Private hospital	19	17
Through medical shop	13	12
Total	113	100

Source: Primary data

Inference:

The above table 3.20 shows that 50% of the fish catchers are taking treatment in government hospital, 21% of the fish catchers are getting treatment from non- professionals, 17% of the fish catchers getting treatment from private hospital and 12% of the fish catchers getting treatment from through medical shop. Thus majority of the fish catchers are taking treatment in government hospital.

3.21 OCCUPATION AND INCOME IN BAN PERIOD

Fisherman should optional for alternate job for earning income during ban period. They mostly have only two main options either to go for an alternative job or sell dry fish with maximum income level of upto Rs. 2000.

TABLE 3.21
OCCUPATION AND INCOME IN BAN PERIOD

Occupation in ban period	Income during the ban period	No. of respondents	Percentage	
Alternative job	Below 500	10	9	76
	500 – 1000	32	28	
	1000 – 1500	39	35	
	1500 – 2000	4	4	
	Above 2000	0	0	
Sell dry fish	Below 500	8	7	24
	500 – 1000	15	13	
	1000 – 1500	5	4	
	1500 – 2000	0	0	
	Above 2000	0	0	

Source: Primary data

Inference:

Table 3.22 shown that 76% of the fish catchers go to alternative job in fishing ban period in that 35% of the fish catchers earn Rs.1000 to Rs.1500 in alternative job, 28% of the fish catchers earn Rs.500 to Rs.1000 wages in alternative job, 9% of the fish catchers earn below Rs.500 in alternative job and 4% of the fish catchers earn 1500 to 2000 in alternative job and no one earn above Rs.2000. Thus majority of the respondents earn Rs.1000 to Rs.1500 in alternative job.

Table 3.22 shown that 24% of the fish catchers go to sell dry fish in fishing ban period in that 13% of the fish catchers earn Rs.500 to Rs. 1000 in sell dry fish, 7% of the fish catchers earn below Rs.500 in sell dry fish, 4% of the fish catchers earn Rs.1000 to Rs.1500 in sell dry fish and no one earn above Rs.1500 in sell dry fish. Thus majority of the fish catchers earn Rs.500 to Rs.1000 in sell dry fish.

3.22 SUFFICIENT OF INCOME DURING FISHING BAN PERIOD

Income earned during fishing ban period may / may not be sufficient to meet their requirement, and daily needs. The analysis shows the satisfaction of fish catchers with their salary during fishing ban period.

TABLE 3.22

SUFFICIENT OF INCOME DURING FISHING BAN PERIOD

Sufficient of income during fishing and ban period	No. of respondents	Percentage
Yes	14	12
No	99	88
Total	113	100

Source: Primary source

Inference:

Table 3.23 shown that 88% of the fish catchers said their income earned during fishing ban period is not sufficient and 12% of the fish catchers said that their income is sufficient during fishing ban period. Thus majority of the respondents said that their salary not sufficient during fishing ban period.

3.23 PREFERENCE TO IMPROVE ECONOMIC CONDITION

There is a need to improve the economic status of the fisherman life. The analysis shows the fisherman's preference to improve their environment.

TABLE 3.23

PREFERENCE TO IMPROVE ECONOMIC CONDITION

Preference to improve environment	No. of respondents	Percentage
Yes	70	62
No	43	38
Total	113	100

Source: Primary data

Inference:

The above table 3.24 shows that 62% of the fish catchers prefer to improve their economic status and 38% of the fish catchers deny this statement. Most of the respondents prefer to improve their economic status.

3.24 RATING THE LEVEL OF SATISFACTION TOWARDS FINANCIAL ASSISTANCE

The succeeding table analysis the satisfaction level of fish catchers. The analyse shows their financial assistance at their difficult days.

TABLE 3.24

RATING THE LEVEL OF SATISFACTION TOWARDS FINANCIAL ASSISTANCE

Statement	SA	A	N	D	SDA	Total	Percentage	Rank
Co-operative society	365	136	0	6	3	510	4.51	I
Government	0	160	189	20	10	379	3.35	IV
Labour union	140	240	66	6	3	455	4.03	III
Owner of the boat	160	244	33	27	9	473	4.19	II

Source: Primary data

For finding the level of satisfaction based on its factor LIKERTS FIVE POINT SCALE was used for computing total score certain weight have based on various degree of opinion.

STRONGLY AGREE – 5

AGREE – 4

NEUTRAL – 3

DISAGREE – 2

STRONGLY DISAGREE – 1

Inference:

From the above table 3.24, it is inferred that level of satisfaction of fish catchers factors towards financial assistance co – operative society took first, owner of the boat took second rank, labour union took third rank and government took fourth rank. Thus majority of the fish catcher level of satisfaction is high for the assistance from co operative society.

3.2.5 STRUGGLES FACED BY FISHER MAN DURING FISHING OFFSHORE

The succeeding table shows the struggles during fishing offshore. They are no proper food at time, difficulty during rainy season, difficulty during storm and cyclone and vomiting, skin allergy.

TABLE 3.25

STRUGGLES FACED BY FISHER MAN DURING FISHING OFFSHORE

Statement	SA	A	N	D	SDA	Total	Mean Score	Rank
No proper food at time	45	64	180	56	0	345	3.05	III
Difficulty during rainy season	300	132	60	0	0	492	4.35	I
Difficulty during storm & cyclone	280	120	81	0	0	481	4.26	II
Vomiting	0	80	162	68	5	315	2.79	IV
Skin allergy	0	24	81	104	28	237	2.09	V

Source: Primary data

For finding the level of satisfaction based on its factor LIKERTS FIVE POINT SCALE was used for computing total score certain weight have based on various degree of opinion.

STRONGLY AGREE - 5

AGREE - 4

NEUTRAL - 3

STRONGLY DISAGREE - 2

DISAGREE - 1

Inference:

The table 3.25 shows the struggles of fisherman in offshore. In that difficulty during rainy season is the major struggles and it took first, difficulty during storm & cyclone took second rank, no proper food at time took third rank, vomiting took fourth rank and skin allergy took fifth rank. Thus majority of the fish catchers faced struggles in offshore during rainy season

3.26 RANK THE PREFERENCE IN SAVINGS

The succeeding table shows the preference towards their savings on various factors such as investments in fishing, gold, deposits in bank and insurance policies for balancing their future needs.

TABLE 3.26

RANK THE PREFERENCE IN SAVINGS

Factors	% of score	Rank
Investment in fishing	57	I
Gold	54	II
Bank deposit	47	III
Insurance policy	41	IV

Source: Primary data

Inference:

It is inferred that saving in investment in fishing took first rank, gold took second rank, bank deposit took third rank and insurance policy took fourth rank. Majority of the respondents saving preference in investment in fishing.

3.27 RANK MONTHLY AVERAGE EXPENDITURE

The succeeding table shows the fisherman monthly average expenditure on various factors which they spend for their daily and basic needs such as for their children education and health of family and for occasional festivals as.

TABLE 3.27

RANK MONTHLY AVERAGE EXPENDITURE

Factors	% of score	Rank
Food and clothing	66	I
House rent	41	VI
Education	58	II
Health care	42	V
Entertainment	47	III
Festivals	44	IV

Source: Primary data

Inference:

It is inferred that expenses is most influential factors towards income in which food and clothing took first rank, education took second rank, entertainment took third rank, festivals took fourth rank, health care took fifth rank and house rent took sixth rank. The majority of the respondents made expenses on their food and clothing.

RESPONDENTS STRUGGLES BASED ON AGE

Calculated there is any relationship between age and their struggles in during

fishing offshore.

Null hypothesis (H0):

There is no significant relationship between age and their struggles in during

fishing offshore.

Alternative hypothesis (H1):

There is significant relationship between age and their struggles in during

fishing offshore.

TABLE 3.28

RESPONDENTS STRUGGLES BASED ON AGE

Age	High	Medium	Low	Total
Below 30	19	4	0	22
30 - 40	15	3	0	18
40 - 50	34	8	0	42
Above 50	19	11	0	30
Total	87	26	0	113

Rows & Column	Observed Frequency	Expected Frequency	O - E	(O - E) ²	(O - E) ² /E
R1C1	19	17.71	1.29	1.66	0.09
R2C1	15	13.86	1.14	1.3	0.09
R3C1	34	32.34	1.66	2.76	0.09
R4C1	19	23.1	-4.1	16.81	0.73
R1C2	4	5.29	-1.29	1.64	0.31
R2C2	3	4.14	-1.14	1.3	0.31

R3C2	8	2.66	-1.66	2.76	0.29
R4C2	11	6.9	4.1	16.81	2.44
R1C3	0	0	0	0	0
R2C3	0	0	0	0	0
R3C3	0	0	0	0	0
R4C3	0	0	0	0	0
					$X^2 = 4.34$

$$\text{Degree of freedom} = (r-1)(c-1)$$

$$= (4-1)(3-1)$$

$$= 3 \times 2$$

$$= 6$$

Where, r = number of rows and

c = no of column

Table value = 12.59

Inference:

At 5% level of significance the table value for 6 degree of freedom is 12.59. The calculated value of χ^2 is 4.34 and is less than table value. Therefore the Null hypothesis (H_0) is accepted. There is no significant relationship between age and their struggles in during fishing affairs.

RESPONDENTS SATISFACTION LEVEL AT CO OPERATIVE SOCIETY BASED ON INCOME

Calculated there is any relationship between incomes on saving level at co

hypothesis (H_0):

There is no significant relationship between incomes on saving at co operative

alternative hypothesis (H_1):

There is significant relationship between incomes on saving at co operative

TABLE 3.29

RESPONDENTS SATISFACTION LEVEL AT CO OPERATIVE SOCIETY BASED ON INCOME

Income	High	Medium	Low	Total
Below 25000	38	0	5	43
25000 – 50000	31	0	0	31
50000 – 75000	19	0	0	19
Above 75000	20	0	0	20
Total	108	0	5	113

Rows & Column	Observed Frequency	Expected Frequency	O – E	(O – E) ²	(O – E) ² /E
R1C1	38	4.09	33.91	1149.89	281.15
R2C1	31	26.63	4.37	19.10	0.72
R3C1	19	18.16	0.84	0.71	0.04
R4C1	20	19.12	0.88	0.77	0.04

	0	0	0	0	0
	0	0	0	0	0
	0	0	0	0	0
	0	0	0	0	0
	1	1.90	3.1	9.61	5.06
	0	0	-1.37	1.88	1.37
	0	0	-0.84	0.71	0.83
	0	0	-0.88	0.77	0.88
					$\chi^2 = 7.97$

$$\text{Degree of freedom} = (r-1)(c-1)$$

$$= (4-1)(3-1)$$

$$= 3 \times 2$$

$$= 6$$

Here r = number of rows and c = no of column

$$\text{table value} = 12.59$$

Conclusion:

At 1% level of significance the table value for 6 degree of freedom is 12.59. The calculated value of χ^2 is 7.97 and is less than table value. Therefore the Null hypothesis (H_0) is accepted. There is no significant relationship between incomes on saving at co-operative society.

CONCLUSION

Fishermen are facing many problems by various unorganized sector. But the sad part here is this sector is not even considered as one among the unorganized labours. They have no representations in any financial inclusive programme. They are been included in some Self Help Groups because of their community representation. The government provides financial assistance for the fishermen during the ban period. If there is no fishing then this fisherman have no earning but the same financial assistance is been denied to them. The Government should consider this section as an unorganized sector and provide all the financial and marketing assistance to them. Moreover the financial inclusiveness program be specifically extended to their sector.

CHAPTER - 4

Findings & Suggestions



FINDINGS, SUGGESTIONS AND CONCLUSION

1 INTRODUCTION

The following are the findings on the social status of fish catchers in Threspuram, Iruthakudi.

This chapter discusses the major findings of the study. These findings have become possible on the basis of formal discussion as well as interview with the 113 respondents.

2 FINDINGS

- ❖ It shows 37 percent of the fish catchers are in age group of 40 to 50 years.
- ❖ This study says 83 percent of the fish catchers are married.
- ❖ The study reveals that 81 percent of the fisherman having fishing license with them.
- ❖ Thus it inferred that 64 percent the fish catchers use motor boats.
- ❖ It is observed 67 percent of the fish catchers are doing fish catching as a ancestral business.
- ❖ It is clear that 47 percent of the fish catchers having one more member in the family as fish catchers.
- ❖ It shows that 57 percent of the fish catchers are borrowed by themself.
- ❖ We come to know that 36 percent of the fish catchers owned a debt above Rs.100000.
- ❖ It is evident that the 29 percent of the fish catchers borrowed money for their children marriage.
- ❖ It shows that 39 percent of the fish catchers are paying Rs.1000 to Rs.3000 for their debt.
- ❖ It shows that 57 percent of the fish catchers expenses is Rs.1000 to Rs.3000 per month.
- ❖ It is clear that 54 percent of the fish catchers saving less than Rs.1000 per month.
- ❖ We come to know 26 percent of the fish catchers are working in offshore above 20 days.
- ❖ We come to know 65 percent of the fish catchers stay in offshore below 2 days.
- ❖ It is shows that 75 percent of the fish catchers are aware of government schemes.

- ♦ It depicts that 65 percent of the fish catchers not received any government risk coverage insurance scheme.
- ♦ It is evident that 91 percent of the fish catchers are to pay the money in co operative society.
- ♦ It shows that 92 percent of the fish catchers said co – operative society is beneficial.
- ♦ It is clear that 51 percent of the respondents participate the health camp is once in a year.
- ♦ It is clear that 68 percent of the fish catchers attend eye camp.
- ♦ We come to know that 56 percent of the fish catchers satisfied in health camp.
- ♦ It evident that 55 percent of the fish catchers received pills from health camp.
- ♦ It is shows that 50 percent of the fish catchers are taking treatment in government hospital.
- ♦ This study reveals that 76 percent of the fish catchers go to alternative job for during fishing ban period.
- ♦ We come to know that 41 percent of respondents earned money during fishing ban period is Rs. 500 to 1000.
- ♦ It is shows that 88 percent of the respondents said that their income is not affordable during fishing ban period.
- ♦ We come to know that 62 percent of the respondents prefer to improve their economic status.
- ♦ The study clearly depicts that 65 percent of the fish catchers saving satisfaction level is co – operative society is satisfied.
- ♦ The 57 percent of the fish catchers have ranked that saving their earning by investment in fishing in first.
- ♦ The 66 percent of the fish catchers have ranked their expenses by food and clothing in first.

4.2 SUGGESTIONS

- Sometimes the fisherman returns from the sea without any capture, wasting their energy and the cost of the fuel. The Indian National Information Service Centre located at Hyderabad through its satellite finds out the distance and depth of the sea where the density of the fish is higher. Such information can be passed on to the fisherman through Village Information Centre so as to enable them a food capture and thereby enhance the socio-economic condition of the fisherman families.
- Education of the children of the fisher's community up to the higher secondary school level should be made compulsory so that they can be motivated for higher studies, thereby enabling at least a few of them to leap into Government or Private sector employment. This will definitely enhance the socio-economic status of the family but also avoid dependence on fishing as the only source of livelihood.
- The fisherman should be educated on modern technology to enhance their income and standard of living. The fisherman are not earning the true value of the catch mainly because of unhygienic post harvest handling, lack of essential facilities such as water for washing, ice plant and cold storage. Fresh fish or shellfish undergoes quick spoilage if adequate precautions are not taken while fishing, storage on fishing craft, icing, transport and marketing. Even if the catch is landed in good conditions, possible microbial contamination due to poor handling at the landing centers before being transported makes the resource unsuitable for human consumption.
- As the fisherman spends whatever they earn, the government shall insist on compulsory small savings on the part of fisherman while selling the fish.
- Steps can be taken fisherman and their families in developing practical techniques in agriculture, animal husbandry, and cottage industries in order to generate additional income. Due to their inexperience and absence of knowledge in these venture, training programmes would be needed, and arrangements should be made through the concerted efforts among the Government departments concerned in their respect. Off-season commercial and agricultural activities also need to be encouraged to supplement income.
- The adverse effect on the standard of living of the lower income groups in fishing communities in the study area is more noticeable. Reducing disparities in income and the

quality of life among poor and other fisherman groups should be considered as an important issue in National Fisheries Development. The fisherman of lower income group shall be given more assistance by the Government to buy craft and gears thereby uplifting their standard of living.

CONCLUSIONS

The standard of living of rural fish catchers is very poor due to low catch and low price. Most of the fish catcher, especially daily wage earners give due importance to meet their basic needs but are able to frequently consume essential food such as meat, milk and quality clothes. The literacy rate of fish catcher is not an expected level. Many fish catcher send their children to fishing instead of schooling. Most of the fish catcher use traditional methods in fishing which cause low income and poor standard of living.

The income of fish catcher is seasonal. There is no stable income. They can earn more income during peak season and low income during lean season. The expenditure pattern of fish catcher is mainly based on their household size. The major expenditure is to meet their basic needs. The main cause for the indebtedness of fish catcher is the expenditure over income. The daily wage earners and illiterate prefer to get loan from money lenders at exorbitant rates of interest. Saving habit of the fish catchers are not an expected level. The income earned by the fish catcher is not enough to meet their basic needs. It leads to lack of savings. The central and state government provides several financial assistances to the fish catcher, especially during lean season. This amount is inadequate to fulfill their basic needs during lean season. In brief, the fish catcher mainly struggles for basic needs of food, cloth and shelter. They give main attention to basic needs. They give least importance to education of their children and standard of living.

ANNEXTURE I



TOOLS FOR ANALYSIS

TOOLS FOR ANALYSIS

RANK THE PREFERENCE IN SAVINGS

Factors	1	2	3	4	Total
Investment in fishing	43	40	16	14	113
Gold	47	20	19	27	113
Bank deposit	17	16	61	19	113
Insurance policy	6	37	17	53	113

$$\text{Size position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

R_{ij} = Individual rank

N_j = Total rank

$$\begin{aligned} \text{Size I} &= \frac{100(1 - 0.5)}{4} \\ &= 12.5 \end{aligned}$$

$$\begin{aligned} \text{Size II} &= \frac{100(2 - 0.5)}{4} \\ &= 37.5 \end{aligned}$$

$$\begin{aligned} \text{Size III} &= \frac{100(3 - 0.5)}{4} \\ &= 62.5 \end{aligned}$$

$$\begin{aligned} \text{Size IV} &= \frac{100(4 - 0.5)}{4} \\ &= 87.5 \end{aligned}$$

Present position	Score (X)
12.5	72
37.5	56
62.5	43
87.5	27

X	F	FX
72	43	3096
56	40	2240
43	16	688
27	14	378
	$\Sigma F = 113$	$\Sigma FX = 6402$

$$\text{mean score (x)} = \frac{\Sigma FX}{\Sigma X}$$

$$= \frac{6402}{113}$$

$$= 56.6$$

X	F	FX
72	47	3384
56	20	1120
43	19	817
27	27	729
	$\Sigma F = 113$	$\Sigma FX = 6050$

$$\text{mean score (x)} = \frac{\Sigma FX}{\Sigma X}$$

$$= \frac{6050}{113}$$

$$= 53.54$$

Table 3

X	F	FX
72	47	3384
56	20	1120
43	19	817
27	27	729
	$\Sigma F = 113$	$\Sigma FX = 6050$

$$\text{mean score } (\bar{x}) = \frac{\Sigma FX}{\Sigma X}$$

$$= \frac{5256}{113}$$

$$= 46.51$$

Table 4

X	F	FX
72	47	3384
56	20	1120
43	19	817
27	27	729
	$\Sigma F = 113$	$\Sigma FX = 6050$

$$\text{mean score } (\bar{x}) = \frac{\Sigma FX}{\Sigma X}$$

$$\text{Factor IV} = \frac{100(4 - 0.5)}{6}$$

$$= 58.33$$

$$\text{Factor V} = \frac{100(5 - 0.5)}{6}$$

$$= 75$$

$$\text{Factor VI} = \frac{100(4_1 - 0.5)}{6}$$

$$= 91.66$$

Present position	Score (X)
8.33	77
25	63
41.66	54
58.33	46
75	36
91.66	23

Factor I

X	F	FX
77	56	4312
63	26	1638
54	16	864
46	9	414
36	3	108
23	3	69
	$\Sigma F = 113$	$\Sigma FX = 7405$

$$\text{mean score (x)} = \frac{\Sigma FX}{\Sigma X}$$

$$= \frac{7405}{113}$$

$$= 65.53$$

Table 2

X	F	FX
77	27	2079
63	10	630
54	6	324
46	4	184
36	0	0
23	66	1518
	$\Sigma F = 113$	$\Sigma FX = 4735$

$$\text{Weighted mean score } (\bar{x}) = \frac{\Sigma FX}{\Sigma X}$$

$$= \frac{4735}{113}$$

$$= 41.90$$

Table 3

X	F	FX
77	24	1848
63	46	2898
54	12	648
46	8	368
36	20	720
23	3	69
	$\Sigma F = 113$	$\Sigma FX = 6551$

$$\text{Weighted mean score } (\bar{x}) = \frac{\sum FX}{\sum X}$$

$$= \frac{6551}{113}$$

$$= 57.97$$

Factor 4

X	F	FX
77	0	0
63	9	567
54	52	2808
46	6	276
36	21	756
23	25	575
	$\sum F = 113$	$\sum FX = 4793$

$$\text{Weighted mean score } (\bar{x}) = \frac{\sum FX}{\sum X}$$

$$= \frac{4793}{113}$$

$$= 42.42$$

Factor 5

X	F	FX
77	3	231
63	9	567
54	10	540
46	70	3220
36	18	648

23	3	69
	$\Sigma F = 113$	$\Sigma FX = 5275$

$$\text{mean score } (\bar{x}) = \frac{\Sigma FX}{\Sigma X}$$

$$= \frac{5275}{113}$$

$$= 46.68$$

X	F	FX
77	3	231
63	16	1008
54	17	918
46	16	736
36	51	1836

$$\frac{\Sigma FX}{\Sigma X}$$

23	10	230
	$\Sigma F = 113$	$\Sigma FX = 4953$

$$\text{mean score } (\bar{x}) =$$

$$= \frac{4953}{113}$$

$$= 43.88$$

ANNEXURE II



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ANNEXURE III

QUESTIONNAIRE



STUDY ON SOCIAL STATUS OF FISH CATCHER IN THERSPURAM, BOOTHUKUDI

1. Name :
2. Age:
 - a. Below 30
 - b. 30 - 40
 - c. 40 - 50
 - d. Above 50
3. Gender:
 - a. Male
 - b. Female
4. Educational Qualification:
 - a. Illiterate
 - b. Under matriculate
 - c. Under secondary
 - d. Graduate any other
5. Marital status:
 - a. Married
 - b. Unmarried
6. Type of family:
 - a. Nuclear
 - b. Joint
7. No. Of members in the family?
 - a. 2
 - b. 3 - 4
 - c. 5 - 7
 - d. Above 7
8. Annual Income (Including all Sources)
 - a. Below Rs.25000
 - b. Rs. 25000 to 50000
 - c. Rs 50000 to 75000
 - d. above Rs. 75000
9. Residential Background:
 - a. Rural
 - b. Urban
10. Do you have your own house?
 - a. Yes
 - b. No
11. What type of house you are living?
 - a. Hut house
 - b. Tiled roof house
 - c. Concrete House
 - d. Terrace house
12. Do you have fishing license?
 - a. Yes
 - b. No
13. Do you have boats of your?
 - a. Own
 - b. Rented
14. Is your boats is?
 - a. Motorized
 - b. Non - Motorized
15. Does your boat have GPS or not?
 - a. Yes
 - b. No
16. What type of boat do you sail?
 - a. Canoe boat
 - b. Motor boat
 - c. Diesel boat
 - d. Tug boat
17. Specify reason to join fishing?
 - a. Traditional
 - b. Poverty
 - c. Un-employment
 - d. Ancestral Business
 - e. if others, mention _____

18. Do your children wish to join fishing?
a. Yes b. No
19. If no: what is the reason?
a. Irregular income source b. Un-respectful job c. Religious factor
d. Risk taker
20. Number of household members working with you?
a. Only one b. Two c. More than three d. Not at all
21. Total investment on fishing inputs?
a. Owned b. Borrowed
22. What is your wage per day?
a. Rs.300 b. Rs.500 c. Rs.700 d. Rs.1000
e. Above 1000
23. Are you satisfied with your fishing earning?
a. Yes b. No
24. Do you have debts?
a. Yes b. No
25. How much debt you owned from others?
a. Below 10000 b. 10000 – 25000 c. 25000 -50000 d. Rs. 50000 – 100000
e. Above 100000
26. For what reason you have borrowed money?
a. Education b. Medicine c. Daily needs d. Children Marriage
e. Due to unemployment f. If other, mention _____
27. What is your contribution towards your debts per month?
a. Less than 1000 b. 1000 - 3000 c. 3000 - 5000 d. Above 5000
28. What is your expenses per month?
a. Less than 1000 b. 1000 - 3000 c. 3000 - 5000 d. Above 5000
29. How much do you save every month?
a. Less than 1000 b. Rs. 1000 – 3000 c. Rs. 3000 – 5000
d. Above Rs. 5000
30. Rank your preference in savings?

Savings	Rank
Investment in fishing	
Gold	
Bank deposit	
Insurance policy	

31. Rank the monthly average expenditure (highest to lowest)

Expenses	Rank
Food and clothing	
House rent	
Education	
Health care	
Entertainment	
Festivals	

32. How many active fishing days have been observed in a month?

- a. Less than 10 days b. 11-15 days c. 16-20 days d. Above 20

33. How many days continuously stay in offshore?

- a. Below 2 days b. 3-5 days c. 6-7 days d. Above 7 days

34. Are you aware of government schemes to support fishermen?

- a. Yes b. No

35. Have you received any governmental assistance in fishing work?

- a. Yes b. No

37. If yes, mention _____

38. Is the government department provides any risk coverage insurance schemes to you?

- a. Yes b. No

36. If yes: how much sum you received at the time of causality?

- a. Rs. 1000 b. Rs. 2000 - 3000 c. Rs. 3000 - 5000 d. Above

37. Are you a member of co-operative societies?

- a. Yes b. No

38. Do you pay money to the co-operative society at the right time?

- a. Yes b. No

39. Is savings made in the co-operative society is beneficial?

- a. Yes b. No

40. Which season is more favourable for fishing?

- a. Summer b. Winter c. Rainy season

41. When do you go for fishing?

- a. Day b. Night c. Both

42. Which type of fishing method do you use?

- a. Traditional method b. Scientific method

43. Will you go for fishing outside the state?

- a. Yes b. No

44. Rate the level of satisfaction

(5- Strongly Agree, 4 – Agree, 3 – Neutral, 4 – Disagree, 5 – Strongly Disagree)

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Co-operative society					
Government					
Labour union					
Owner of the boat					

45. Do you have any problem while fishing in offshore?

a. Yes b. No

46. Rate the difficulties struggles faced by fisher mans during fishing offshore.

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
No proper food at proper time					
Difficulty during rainy season					
Difficulty during storme & cyclone					
Vomiting					
Skin allergy					

47. How often do you attend health camp?

a. 1- 3 months b. 4 – 6 month c. 6 – 8 months d. Once in a year

48. State the type of health camp you have attended so far?

a. Eye- camp b. Dental camp c. Diabetics camp d. Haemoglobin camp

49. Are you satisfied with the health camp?

a. Yes b. No

50. Do they provide pills for the remedial purpose?

a. Yes b. No

51. Treatment during sickness?

a. Non – professional b. Government hospital c. Private hospital d. Through medical shop

52. What do you do during 40 days of fishing ban period?
a. Alternative job b. Sell dry fish c. Others _____
53. What is your income during the 40 days of fishing ban period?
a. Below 500 b. 500 – 1000 c. 1000 – 1500 d. 1500 – 2000 e. Above 2000
54. If your salary is affordable both during fishing period and during ban period?
a. Yes b. No
55. Do you think your environment is to be developed to improve its economic status?
a. Yes b. No
56. If yes, what is your first preference to develop your environment

A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING ON THE PERFORMANCE OF MICRO AND SMALL BUSINESS

A Project report submitted to

ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI

Affiliated To

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI,

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

MASTER OF COMMERCE

Submitted by

J.SNOWLIN

(Register No: 19APCO33)

Under the supervision and guidance of

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Re-accredited with "A+" grade by NAAC

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CERTIFICATE

This is to certify that the project entitled "A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING ON THE PERFORMANCE OF MICRO AND SMALL BUSINESS" is submitted by the candidate, J.SNOWLIN, in partial fulfillment of the requirements for the degree of "Master of Commerce" to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, is a work done by her during the period of her study under my guidance and supervision.

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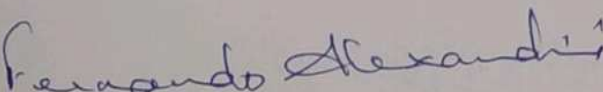
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J.SNOWLIN

CONTENTS

Chapter	Titles	Page
I	INTRODUCTION AND DESIGN OF THE STUDY	1-10
	1.1 Introduction	
	1.2 Statement of problem	
	1.3 Objectives	
	1.4 Review of literature	
	1.5 Scope of the study	
	1.6 Area of the study	
	1.7 Period of study	
	1.8 Collection of data	
	1.9 Sampling design	
	1.10 Construction of tools	
	1.11 Framework of analysis	
	1.12 Limitations of the study	
	1.13 Chapterisation	
II	PROFILE OF THE STUDY	11-39
III	ANALYSIS AND INTERPRETATION OF DATA	40-68
IV	FINDINGS AND SUGGESTIONS	69-72
V	CONCLUSION	73-74
	Annexure	
	• Bibliography	
	• Questionnaire	

LIST OF TABLES

TABLES NO.	TITLE	PAGE NO.
3.1	Age wise classification	41
3.2	Education wise classification	42
3.3	Occupation of the respondents	43
3.4	Family wise classification	44
3.5	Area of the respondents	45
3.6	Income wise classification	46
3.7	Usage of internet by the respondents	47
3.8	Effective media for brand promotion	48
3.9	Active users of any Social Media or Networking Sites	49
3.10	Usage of Social Media in marketing the business	50
3.11	Period of usage of Social Media Sites for marketing the business	51
3.12	Social Media Platforms for marketing	52
3.13	Type of business	53
3.14	Purpose of usage of Social Media	54
3.15	Sharing of content and engaging active followers on Social Media	55
3.16	Executive Deals or Promotions for Online Fans	56
3.17	Frequency of Contests Giveaways and Promotions for fans in Social Media Networking Sites	57
3.18	Contest in Social Media platforms	58
3.19	Benefit of Social Media Advertising	59
3.20	Factors measuring the success/ROI on Social Media	60
3.21	Increase in revenue of business after using Social Media Platform	61
3.22	Comparison on the basis of their reasons for using Social Media for Micro and Small business and their gender	62-63
3.23	Opinion about the factors of using Social Media/Networking Sites	64-65
3.24	Rank the benefits of social media marketing using Likert's scaling technique	66-68

CHAPTER-I



INTRODUCTION AND DESIGN OF THE STUDY

CHAPTER – I

INTRODUCTION AND DESIGN OF THE STUDY

1.1. INTRODUCTION:

1.1.1 MARKETING:



The management process through which goods and services move from concept to the customer. Marketing is based on thinking about the business in terms of customer needs and their satisfaction. Marketing differs from selling because (in the words of Harvard Business School's retired professor of marketing Theodore C. Levitt) "Selling concerns itself with the tricks and techniques of getting people to exchange their cash for your product. It is not concerned with the values that the exchange is all about. And it does not, as marketing invariably does, view the entire business process as consisting of a tightly integrated effort to discover, create, arouse and satisfy customer needs." In other words, marketing has less to do with getting customers to pay for your product as it does developing a demand for that product and fulfilling the customer's needs.

The marketing mix is a familiar marketing strategy tool, which you will probably know, was traditionally limited to the core 4Ps of Product, Price, Place and Promotion. The 4Ps were designed at a time where businesses sold products, rather than services and the role of customer service in helping brand development wasn't so well known. Over time, Booms and Pitner added three extended 'service mix P's': Participants, Physical

evidence and Processes, and later Participants was renamed People. Today, it's recommended that the full 7Ps of the marketing mix are considered when reviewing competitive strategies. Thus the businessmen uses appropriate marketing mix for his product or services and prepare a marketing strategy using various combinations to reach out the customers.

1.1.2 SOCIAL MEDIA MARKETING:



Social media marketing is the use of social media platforms to connect with the audience to build the brand, increase sales, and drive website traffic. This involves publishing great content on the social media profiles, listening to and engaging the followers, analysing the results, and running social media advertisements. The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest and YouTube. There is also a range of social media management tools that help businesses to get the most out of the social media platforms listed above. For example, Buffer is a platform of social media management tools, which helps achieve success with the social media marketing.

Social media marketing is the latest "buzz" in marketing. India is probably among the first proponents of social media marketing. These days, the organizational cause has replaced the social cause as companies seek to engage with their audience via the online

platforms. Online presence is a must for businesses today. Apart from a basic website; consumers look for a blog, a Facebook page, shopping cart, e-brochures, etc. 92% of micro and small businesses agree that social media is an effective marketing technology tool. They are evenly split on the effectiveness of social media for attracting new customers and engaging existing customers. (e-Strategy Trends)

1.1.3 SMALL BUSINESS:

There are around 40 million small business owners in India, out of which, around 500,000 have their presence online while there are 23 million micro and small businesses in the US. Medium and Small Enterprises Sector (MSEs) continue to be a vibrant sector of the Indian economy. It is estimated that there are about 12.8 million units (over 90 percent of total industrial units) in this sector employing nearly 31 million people. This sector contributes nearly 39 per cent of the total industrial production and accounts for approximately 33 per cent of the total exports. This sector has consistently registered a higher growth rate than the rest of the industrial sector. There are over 6500 products ranging from traditional to high-tech items, which are being manufactured by the small enterprises in India. After agriculture, the MSEs sector provides the maximum opportunities for both self-employment and jobs in the country. The small enterprises sector in India holds great potential for further expansion and growth in the future.

The Government of India has enacted the Micro, Small and Medium Enterprises Development (MSMED) Act, 2006 in terms of which the definition of micro, small and medium enterprises is as under:

- a) Enterprises engaged in the manufacture or production, processing or preservation of goods as specified below:
 - i. A micro enterprise is an enterprise where investment in plant and machinery does not exceed Rs. 25 lakhs;
 - ii. A small enterprise is an enterprise where the investment in plant and machinery is more than Rs. 25 lakhs but does not exceed Rs. 5 crore; and

- iii. A medium enterprise is an enterprise where the investment in plant and machinery is more than Rs.5 crore but does not exceed Rs.10 crore.

In case of the above enterprises, investment in plant and machinery is the original cost excluding land and building and the items specified by the Ministry of Small Scale Industries vide its notification No.S.O.1722(E) dated October 5, 2006.

- b) Enterprises engaged in providing or rendering of services and whose investment in equipment (original cost excluding land and building and furniture, fittings and other items not directly related to the service rendered or as may be notified under the MSMED Act, 2006 are specified below.

- i. A micro enterprise is an enterprise where the investment in equipment does not exceed Rs. 10 lakhs;
- ii. A small enterprise is an enterprise where the investment in equipment is more than Rs.10 lakhs but does not exceed Rs. 2 crore; and
- iii. A medium enterprise is an enterprise where the investment in equipment is more than Rs. 2 crore but does not exceed Rs. 5 crore.

Thus these large varieties of products and services produced and rendered by micro and small firms need to reach the end consumer by using appropriate marketing strategy choosing various medias so let us have a look about marketing and marketing strategy

1.1.4 TYPES OF MICRO AND SMALL HOME-BASED BUSINESSES:

A home-based business is an enterprise in which all or most of the work is performed at or from the owner-operator's private residence. Home-based business is one of the fastest growing sectors in the economy. Common businesses that are operated from home are trade businesses, where general administrative tasks are done at home, with work being completed at various sites. Examples include painters, plumbers and electricians.

Many micro-businesses are family operated. Family members will generally have ownership of the business and they play a significant role in its day-to-day operations. Many publicly-listed companies and franchises started from the humble beginnings of a family-operated business. Some common examples of family businesses include cake shops, restaurants, café, florists, designers, photography and so on. Independent contractors run their own business, and hire out their time to businesses and other organizations as a service. Their entitlements and obligations differ from an employee in many ways. They own the business and generally will be able to negotiate fees and working arrangements.

Some examples of independent contractors are builders, caterers and personal trainers. A franchise is an arrangement whereby the originator of a business product or operating system (franchisor) gives a prospective small business owner (franchisee) the right to sell these products and/or use the business operations system on the franchisor's behalf. Some key micro-business franchises include food chains, cleaning businesses franchises.

E-businesses are businesses that utilize the internet for business activities, advertising and transactions. With the increase in internet use and popularity, along with relatively low start-up capital requirements, the emergence of e-businesses has seen a dramatic increase in the past decade. Some e-businesses are solely internet-based, with all communications and transactions completed online. Other businesses use a website to support the physical store and products, by providing product information online. Others simply use the internet as an advertising tool.

1.2 STATEMENT OF THE PROBLEM:

In the modern business world, due to development of Science and Technology, many new products have been introduced in the market every day. The marketing of products largely depends upon taste, quality, price, availability, marketing strategies etc.

In this context the study has been made to know the impact of social media marketing on performance of micro and small businesses. It is hoped that such study will

help to gain knowledge on issues which hinders the usage of social media marketing on performance of micro and small businesses.

1.3. OBJECTIVES OF THE STUDY:

- ♣ To identify the various types of micro and small business using social media for marketing.
- ♣ To study the impact of social media on business performance.
- ♣ To study the impact of various online promotional activities on the brand visibility.
- ♣ To study performance of micro and small businesses after inclusion of social media marketing.
- ♣ To find the suggestions for the negative impact of social media on small and medium enterprise.
- ♣ To study the importance of social media and how micro and small firms use social media as an important tool to reach out their customers.
- ♣ To identify the reasons why the selected micro and small business use social media.

1.4 REVIEW OF LITERATURE:

- ◆ **Gordhamer (2009)** has related social media marketing to the relationship marketing where firms need to shift from “trying to sell” to “making connections” with the consumers. This explanations of social media marketing takes us to the other side of marketing, where building relations with the potential consumers is the key to repeated purchases and enhanced brand loyalty.
- ◆ Social Media is an innovative tool that organizations use for creating a very strong public relation with the customers on the virtual networks (**Jan & Khan, 2014**).

- ◆ Maintaining public relations through social media has become easy because a large number of potential consumers are available on the virtual networks. And making connection with consumers using social media is only some clicks away. Today's customers are more powerful and busy; therefore, companies should be reachable and available in every social media communication channel such as Face book, Twitter, Blogs, Forums at any time (**Gordhamer, 2009**). Exploiting the opportunities provided by the social media communication channels is important for every organization.
- ◆ Dimension of the Social media marketing (**Asa'ad, &Anas, 2014**) There are five dimension of the social media marketing, which means these five things are required to create connections with consumers or to building traffic to company websites.
- ◆ A company or business can use the social media to build a community around its products/business. Vibrant communities create loyalty and encourage discussions, which can contribute towards business development and improvement. (**Taprial, &Kanwar, 2012**).
- ◆ **Anshu, Bhatt (2017)** reveals that social media networking websites is a medium of making communication easier and faster thereby by enhancing effective flow of information, idea sharing and connecting people easier. The various app has been found to be highly addictive. Their happiness or sadness depends on the reply which they receive from other users. They cannot control themselves from constantly chatting, replying, and sharing of ideas.
- ◆ **Dr.Avni Maniar M.S.Annal Modi University of Baroda, Gujarat (2018)**
A research conducted on 30 colleges in Baroda, revealed that majority of the students possesses smart phones and giga byte internet plan. All of them used various social media sites for chatting with their contacts. They also used this application for sharing audio and video files. The purpose behind using this application was keeping connectivity between their friends and relatives. Hence this application is popular amongst its users.

1.5 SCOPE OF THE STUDY:

Social media was a completely new thing four years ago, many people did not know what social media was and the effect it would have on our lives. It was an exciting interactive medium which suddenly took the world by storm to such an extent that it became something that no business, small or large, local or global, could afford to ignore. Initially small businessman often found the prospect of online marketing a daunting one, because it was difficult to know which areas to focus on. Thus social media marketing being an extensive subject with a complex hierarch created an urge to familiarize with it and to find the plan or strategy explored by the small and micro business.

The purpose of the research is to study, how Micro and Small businesses can leverage social media to penetrate their markets, reach their customers and develop relationships in a personal and direct manner that can catapult their brand and raise their awareness as successfully at par with any large business. The study also throws light on the influence of social media on consumer's online buying decisions and behavior.

1.6 AREA OF THE STUDY:

The study area is limited to the Tuticorin city. Thoothukudi is known as "Pearl City" due to the pearl fishing carried out in the town. Many small businessman, marketers and social media experts are attaining success in promoting products cost-effectively through sharing photos and quotes on WhatsApp, Face book, Twitter, Instagram and other social media marketing websites.

1.7 PERIOD OF STUDY:

The study was carried out from December 2020 to March 2021. The questionnaires were circulated from January 2021.

1.8 COLLECTION OF DATA:

The study is made with the help of both primary data & secondary data. The primary data were collected through questionnaire & secondary data were collected from books, journals, websites & other periodicals.

1.9 SAMPLING DESIGN:

The data collected are original in nature. A sample of 80 respondents residing in various parts of Thoothukudi was selected by convenient sampling techniques. The questionnaire was used for collecting a great source of information.

1.10 CONSTRUCTION OF TOOLS:

Based on the discussion with the guide a questionnaire was prepared. Then it was pretested and necessary changes were incorporated, 80 copies of questionnaire were taken and distributed, among the respondents. A copy of the questionnaire is appended.

1.11 FRAMEWORK OF ANALYSIS:

The data collected through questionnaire were analyzed through the following statistical tools, which work as a base for drawing conclusion and getting better results.



Percentage Analysis



Bar Diagram



Pie – Charts



Chi – square Test



Garrett Ranking technique



Likert's Scale Ranking

1.12 LIMITATIONS OF THE STUDY:

In an attempt to make this project authentic and reliable, every possible aspect of the topic was kept in mind. The main limitations are:

- ❖ Time is one of the major constraints, which limits the effectiveness of data collection.
- ❖ The number of respondents is limited to 80.

- ❖ Some information cannot be accessed due to its confidential nature.
- ❖ Reliability and accuracy of the analysis depends on the respondent's openness and trueness towards each question in the questionnaire.

1.13 CHAPTERISATION:

CHAPTER 1 – Introduction and Design of the Study

CHAPTER 2 – Profile of the Study

CHAPTER 3 – Analysis and Interpretation of Data

CHAPTER 4 – Findings and Suggestions

CHAPTER 5 – Conclusion

ANNEXURE 1- Bibliography

ANNEXURE 2 – Questionnaire

CHAPTER-II



PROFILE OF THE STUDY

CHAPTER-II

PROFILE OF THE STUDY

2.1 WHAT IS MARKETING?

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company.

- Marketing refers to all activities a company does to promote and sell products or services to consumers.
- Marketing makes use of the "marketing mix," also known as the four Ps—product, price, place, and promotion.
- At its core, marketing seeks to take a product or service, identify its ideal customers, and draw the customers' attention to the product or service available.

2.2 SOCIAL MEDIA:



Andreas Kaplan and Michael Haenlein define **social media** as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content."

The best way to define social media is to break it down. Media is an instrument on communication, like a newspaper or a radio, so social media would be a social instrument of communication. Regular or Traditional media is one-way street where one can read a newspaper or listen to a report on television, but one has very limited ability to give their thoughts on the matter. Social media, on the other hand, is a two-way street that gives one the ability to communicate too. Social Media is the future of communication, a countless array of internet based tools and platforms that increase and enhance the sharing of information. This new form of media makes the transfer of text, photos, audio, video, and information in general increasingly fluid among internet users. Social Media has relevance not only for regular internet users, but business as well. Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.

2.3 WHAT IS SOCIAL MEDIA MARKETING?



Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of

marketing results in earned media rather than paid media. Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. Social Media Marketing is the process of reaching prospects and customers, and acquiring traffic and visibility through social media sites such as Facebook, Twitter, LinkedIn and many others. Social media networks were relatively unheard of, businesses still preferred to market their goods through physical media such as billboards, pamphlets and direct mail.

2.4 IMPORTANCE OF ENGAGEMENT IN SOCIAL MEDIA

- ◆ It is a way to maintain and foster relationships with the existing fan base. When they see that we have taken the time to notice them and hear what they have to say, they will realize that they are important to us and we value them, making them more likely to remain happy.
- ◆ Once the fans realize the media is engaging with them, they are likely to give further insight on what they are doing well and what they could improve on since they have made it clear that they the attention. This is especially helpful because learning genuine pieces of information from the consumers is always important.
- ◆ It gives a better idea of where we stand and what we could do differently.
- ◆ It will help to maintain the fan base, and spread the word even further.
- ◆ Encouraging a feeling of belonging.
- ◆ Helping to create trusted relationships in an increasingly digital, distributed study environment.

Social networks are like socializing in real life, if a person wants to talk to someone, they have to go and talk to them, or give them reason to talk. If we want engagement, we talk; we listen and listen and listen, then respond. The ‘social’ part of ‘social media’ is just that, and one cannot forget it. If we look at the evolution of communications from a very basic perspective, it is quite obvious why social media has

become so important. Think back to the 70's, when parents were watching TV. They had no remote control. They had to sit through advertisements.

2.5 POPULAR SOCIAL MEDIA TOOLS AND PLATFORMS:



- ✚ Blogs: A platform for casual dialogue and discussions on a specific topic or opinion.
- ✚ Facebook: The world's largest social network, Users create a personal profile, add other users as friends, and exchange messages, including status updates. Brands create pages and Facebook users can "like" brands' pages.
- ✚ Twitter: A social networking/micro-blogging platform that allows groups and individuals to stay connected through the exchange of short status messages (140 character limit).
- ✚ YouTube & Vimeo: Video hosting and watching websites.
- ✚ Flickr: An image and video hosting website and online community. Photos can be shared on Facebook and Twitter and other social networking sites.
- ✚ Instagram: A free photo and video sharing app that allows users to apply digital filters, frames and special effects to their photos and then share them on a variety of social networking sites

- ✚ LinkedIn Groups: A place where groups of professionals with similar areas of interest can share and participate in a conversations happening in their fields.
- ✚ Pinterest requires brief descriptions but the main focus of the site is visual. Clicking on an image will take one to the original source, so, for example, if one clicks on a picture of a pair of shoes, they might be taken to a site where they can purchase them. An image of blueberry pancakes might take them to the recipe; a picture of a whimsical birdhouse might take them to the instructions.

Social media is a collection of online platforms and tools that people use to share content, profiles, opinions, insights, experiences, perspectives and media it, facilitating conversations and interactions online between groups of people. Social Media is the platform/tools. Social Networking is the act of connecting on social media platforms. Social Media Marketing is how businesses join the conversation in an authentic and transparent way to build relationships.

2.6 MARKETING STRATEGY:



An organization's strategy is one that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. The marketing strategy is the foundation of a marketing plan. Life

for marketers used to be simpler. He just had a few TV channels, some radio stations, a handful of top magazines and a newspaper or two in each market. Reaching consumers was easy by crafting a compelling message. Now there are whole slew of TV channels, millions of web sites and hundreds of thousands of applications. Marketing was never easy, but technology has made it a whole lot tougher. What used to be a matter of identifying needs and communicating benefits now requires building immersive experiences that engage consumers which requires a seamless integration of a whole new range of skills and capabilities. There's so much going on in the marketing arena today, everybody is struggling to keep up. At the same time, every marketing professional feels pressure to be "progressive" and actively integrate emerging "media" into their marketing program. However, most businesses can be adequately captured by evaluating just three metrics: awareness, sales and advocacy (i.e. customer referral). This metrics can be achieved through traditional media along with combination of new media called social media.

2.7 THE INFLUENCE OF SOCIAL NETWORKING SITES ON BUYING BEHAVIOURS OF MILLENNIAL

(Sharon S. Pate, Adams) Social media sites have become an important part of Millennials lives. According to the Pew Research Center (2010), Millennials' are living their lives on the internet. Social media can be linked to a positive association providing instrumental value that assists consumers in making decisions about what product to buy, when to buy, and where to buy (Weigand, 2009). With social media becoming a large portion of the promotion mix, it is important to understand the motivation behind buying behaviors and if social media plays a role in influencing those behaviors. The purpose of this research was to determine the influence of social networking sites influence on buying Behaviors of Millennials.

2.8 DOES SOCIAL MEDIA AFFECT CONSUMER DECISION-MAKING?



(PatarawadeeSema, Professor Martin Sivula, July 30, 2013) Social media becomes an important communication tool that people use to connect to other people or organization. People use social media to share their experiences, reviews, information, advice, warnings, tips and/or any kind of issues that are interesting to their “connection” or friends. That information is a helpful source, which may Influence consumer’s decision-making. Most of studies showed that people use information on social media as the guideline for their future purchase or planning their future trip. Also, social media is used as an advertising for the marketer. Marketers take this advantage and create marketing strategy, which in turn could help them gain more customers. The social media environment is very easy to apply and to reach the reach customer. These benefits give persons convenience to achieve what they are looking for. People tend to believe in what their friends recommend. Facebook, Twitter, or Myspace is the most popular social media site that people share their lifestyle, stories, or even where they went for vacation. Posting information could lead their friends to do the same thing or use their information to make decisions. The goal of this research report is to ascertain through a review of selected literature on social media its influence on travelers' decision-making for their future vacations.

2.9 SOCIAL MEDIA AS A MARKETING TOOL:



(Abu Bashar, Irshad Ahmad, Mohammad Wasiq. November 2012) in today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011, 46) defines social media marketing as a "connection between brands and consumers, while offering a personal channel and currency for user centered networking and social interaction." The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2009). This is especially true for companies striving to gain a competitive advantage. This review examines current literature that focuses on a retailer's development and use of social media as an extension of their marketing strategy. This phenomenon has only developed within the last decade, thus social media research has largely focused on (1) defining what it is through the explanation of new terminology and concepts that makeup its foundations, and (2) exploring the impact of a company's integration of social media on consumer behavior.

2.10 SOCIAL MEDIA AND ITS ROLE IN MARKETING:



(SisiraNeti, 2 July 2011) Social Media, today, is among the ‘best opportunities available’ to a brand for connecting with prospective consumers. Social media is the medium to socialize. These new media win the trust of consumers by connecting with them at a deeper level. Social media marketing is the new mantra for several brands since early last year. Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a higher rate than ever before. Social media marketing and the businesses that utilize it have become more sophisticated. One cannot afford to have no presence on the social channels if the competitor is making waves with its products and services. The explosion of social media phenomenon is as mind boggling as that and the pace at which it is growing is maddening. Global companies have recognized social media marketing as a potential marketing platform, utilized them with innovations to power their advertising campaign with social media marketing.

2.11 THE RISE OF SOCIAL MEDIA MARKETING:

The rise of social media marketing can be attributed to the growing popularity of social media among the urban, tech-savvy population. As the number of people frequenting blogs, wikis, online communities, and social-networking sites continues to increase, businesses are adopting social media to reach out to their consumers and

promote their products and services. Social media is redefining the way businesses are implementing marketing campaigns. In this interview with Mr. Suresh Babu, the founder of Online Marketing Enthusiast Community and a corporate web marketing trainer who closely works with NSRCEL at IIM Bangalore, an attempt to gain an insight into social media marketing in India and how this tool can be effectively used by an entrepreneur or a market leader to promote and sustain businesses in the long run.

2.12 WHAT IS MICRO AND SMALL BUSINESSES?

The term micro business, refers to a small business that employs few people. A microenterprise usually operates with fewer than 10 people and is started with a small amount of capital advanced from a bank or other organization. Most microenterprises specialize in providing goods or services for their local areas.



Micro businesses are small businesses that are financed by microcredit, a small loan available to people who have no collateral, credit history, savings, or employment history. The modest loans are often sufficient to get a small local business off the ground. These businesses serve a vital purpose in improving the quality of life for people in developing countries, and generally provide a product or service in their communities. Micro businesses not only help improve the quality of life for business owners, they add value to the local economy. They can boost purchasing power, improve income, and create jobs.

Microfinance seeks to help microenterprises by loaning small amounts of capital to these businesses. This allows individuals or families with moderate, low, or no income to start their own businesses, earn income, and contribute to their communities.

In accordance with the provision of Micro, Small & Medium Enterprises Development (MSMED) Act, 2006 the Micro, Small and Medium Enterprises (MSME) are classified in two Classes:

(a) MANUFACTURING ENTERPRISES: The enterprises engaged in the manufacture or production of goods pertaining to any industry specified in the first schedule to the Industries (Development and regulation) Act, 1951 or employing plant and machinery in the process of value addition to the final product having a distinct name or character or use. The Manufacturing Enterprise is defined in terms of investment in Plant & Machinery.

(b) SERVICE ENTERPRISES: The enterprises engaged in providing or rendering of services and are defined in terms of investment in equipment. The limit for investment in plant and machinery / equipment for manufacturing / service enterprises, as notified, are as under:

2.12.1 MICRO SMALL AND MEDIUM ENTERPRISE ACT 2006

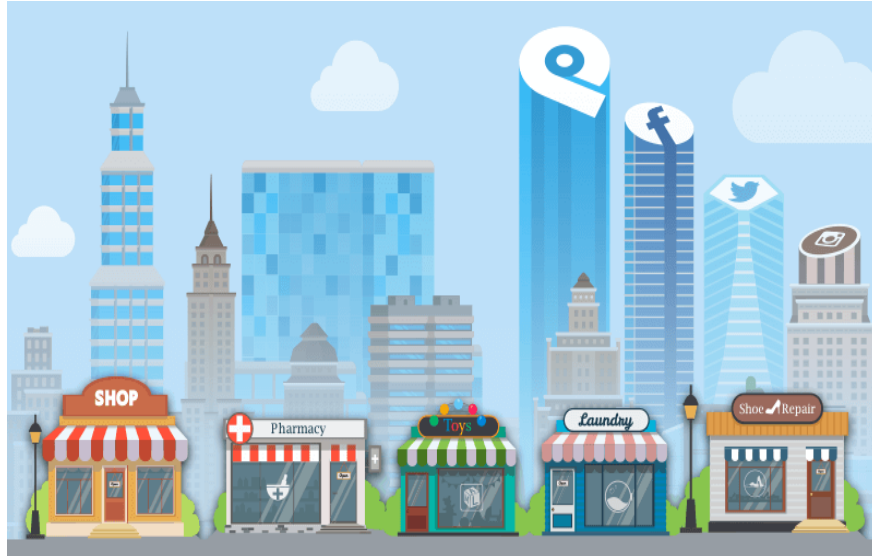
MANUFACTURING SECTOR:	
ENTERPRISES	INVESTMENT IN PLANT AND MACHINERY
MICRO ENTERPRISES	DOES NOT EXCEED 25LAKHS
SMALL ENTERPRISES	MORE THAN 25LAKHS BUT DOES NOT EXCEED 5 CRORE RUPEES
MEDIUM ENTERPRISES	MORE THAN 5 CRORE RUPEES BUT DOES NOT EXCEED 10 CRORE RUPEES



SERVICE SECTOR:	
ENTERPRISES	INVESTMENT IN EQUIPMENTS
MICRO ENTERPRISES	DOES NOT EXCEED 10 LAKHS
SMALL ENTERPRISES	MORE THAN 10 LAKHS BUT DOES NOT EXCEED 2 CRORE RUPEES
MEDIUM ENTERPRISES	MORE THAN 2 CRORE RUPEES BUT DOES NOT EXCEED 5 CRORE RUPEES



2.13 SOCIAL MEDIA AND SMALL BUSINESSES:



2.14 SOCIAL MEDIA IS CHANGING THE TRADITIONAL METHODS OF PRESENCE:

The traditional techniques of marketing using print and electronic media along with Internet marketing and lead generation were used to drive traffic to a business and its website. As search engine algorithms evolve, website owners have to stay on their toes to make sure their website is constantly updated with relevant and current information to prevent being devalued in search results. Today, social media like, Facebook pages, Twitter accounts, and YouTube channels are being seen as sites in their own right to mark the presence.

2.15 SOCIAL MEDIA ALLOWS BUSINESSES TO CROWD-SOURCE IDEAS:

Before you launch a new product or service, one would like to have some ideas about what people think about it. So by engaging with prospects and customers via social media, one can actually ask the fans and followers what colors they prefer or what types of features they want. Thus one can involve consumers in valuable free market research, by asking their opinions and can help establish credibility by showing that their opinions

matter. After seeing their ideas becoming a reality, business has more than likely just increased their customer base.

2.16 SOCIAL MEDIA ALLOWS KEEPING AN EYE ON COMPETITION BUSINESSES:

Social media is changing marketing strategies based on information they find in social media feeds from their competitors. By keeping an eye on competitors, their strengths and weaknesses can determine their marketing efforts. This gathered information helps to implement things that might be needed to improve such as social media campaigns, contests, giveaways or types of content the followers may be responding to the most.

2.17 SOCIAL MEDIA ALLOWS BUSINESS TO BE MORE TRANSPARENT:

The process of taking a prospect to the point of becoming a customer has slowed down somewhat due to consumers' awareness. People want to buy from those companies who have established credibility and who seem to be totally transparent in their advertising campaigns. Social media is changing peoples' opinions of businesses. By providing messages that are open, transparent and helpful, social audiences will learn that your business cares about its customers and potential customers. One can position their company as a valuable resource by simply sharing information like advice, tips, or just answering questions about the industry.

2.18 PROS OF SOCIAL MEDIA MARKETING FOR MICRO AND SMALL BUSINESSES:

With the explosion of social media over the last few years, it might be hard pressed to find a marketing expert who does not recommend social media as part of a holistic marketing strategy. But, is it really worth the time and effort to build a social media presence at this point. There are simple ways a business can benefit from implementing an effective social media marketing plan:

- **SOCIAL MEDIA CAN REDUCE THE OVERALL MARKETING COSTS:** First and foremost, the ability to tweet a message or post something to Facebook is dramatically more cost effective than running a paid advertisement or mailing thousands of marketing pieces. However, there are also advanced advertising tools in social media that allow to run a marketing campaign that is both keyword- and demographic specific so that one can get the best bang for your marketing.
- **SOCIAL MEDIA CAN IMPACT ORGANIC SEARCH RESULTS:** Social media does allow to broadcast the business content out to a wide range of interested readers. Interested prospects then visit your content, enquire, tell their friends, and ultimately link to it. Google and Bing both pay attention to social signals like this and they rank links on the search results
- **WITH SOCIAL MEDIA, BUSINESSES CAN OFFER BETTER CUSTOMER SERVICE:** If the customer comments, concerns, and questions matter the most, then social media would be extremely beneficial. Customers using one of the common platforms like Facebook or Twitter can easily communicate directly and quick answer to them in a public format lets other customers see your responsiveness.
- **WITH SOCIAL MEDIA SELF ONLINE PERSONALITY CAN BE DESIGNED:** The idea is that social media is more like a cocktail party than a business meeting. One will always do a lot better in a social situation if one is more like itself and less like a corporate robot. Social media is a great way to display our business personality, as well as behind-the-scenes information about us, our employees, our workspace, and more. When you humanize the brand in this way, it makes it easier for consumers to connect with us and develop loyalty.
- **SOCIAL MEDIA ALLOWS THE BUSINESS TO ASSOCIATE WITH OTHER BUSINESSES:** The fact that one is able to connect directly to the consumer means one can use this platform to also connect to other entrepreneurs and business owners. From possible strategic business partners to new distributors, social media lets have real conversations with actual people who might otherwise be socially or geographically inaccessible in the real world.

- **CUSTOMERS CAN VALIDATE THE BUSINESS ON SOCIAL MEDIA:**
The idea behind allowing customers to correspond directly with us is so that they can get the best customer service possible. When this occurs, it happens in a very public forum that can be seen by other prospects. So when customers using the praises to their friends it not only validates us, but increases the chances that someone else is going to give you a shot next time they need your services.
- **WITH SOCIAL MEDIA ONE CAN PROVIDE VALUE:** The idea that we can provide a truly valuable service to our target market means we are positioning ourselves as an expert in the industry. Whether that's educational and entertaining blogs, posts, or tweets, if we are solving a problem or providing information, we're adding value that customers will appreciate.
- **SOCIAL MEDIA LETS ONE GAIN THE COMPETITIVE ADVANTAGE:**
If used correctly, social media can boost our search rankings, allow to provide better customer service, build an effective online personality, connect with new business partners, build connections, and validate professional standing all while providing consumers with the value they want. In fact, social media marketing represents a great opportunity to engage with followers and generate both lifelong customers and the market research information needed to keep our product and service offerings fresh. In the end, online success truly depends on how smart one is to communicate online with clear strategy to take benefit from multitude of resources.



2.19 CONS OF SOCIAL MEDIA MARKETING FOR MICRO AND SMALL BUSINESSES:

- **No room for errors:** Unlike SEO, social media does not forgive and forget. A foolish mistake can easily go viral and literally destroy your brand.
- **Hiring a permanent representative:** Social media is pretty fast-paced, and it requires constant updating. To remain active on social media, you will be required to hire a full-time representative to work on it constantly.
- **Risk of unwanted or inappropriate behavior on your site:** Social media has all kinds of people from around the world. Therefore, there is always a risk of running into some bad people.
- **Risk of exposure to wrong sources:** There is always a chance that you will receive negative feedback from some customers that may tarnish your brand. Other risks include leaking of confidential information through hacking.

2.20 CAN SOCIAL MEDIA HAVE AN IMPACT ON SMALL BUSINESSES AND HOW?



(Websadmin, 8th May) Small businesses across the country are set to increase the time and effort they spend on social media marketing, but research on its effectiveness

has been mixed. A recent survey by one of the largest lending institutions in the US discovered the majority of small-business executives found social networks no good for expanding their business. However, according to the “Small Business Marketing Forecast 2010” sponsored Ad-ology, lead generation is the biggest benefit of social networking. Social networks were also considered to be a great way to keep in-tune with the industry, and to monitor communications about your brand.

2.21 SOCIAL MEDIA IS MAKING A BIG IMPACT ON SMALL BUSINESS:

(Shea Bennett, August 16, 2012) 73 percent of small businesses are now using social media. Furthermore, four fifths (81 percent) of these plan to further increase their social marketing efforts, and 62 percent of SMBs not currently using these channels have said that they plan to do so in the next year. Facebook leads the way, with 82 percent of social small businesses utilizing this platform, ahead of YouTube (73 percent), Twitter (47 percent) and LinkedIn (65 percent). As much as social media has rapidly integrated itself into the business world, it's important to remember that the tried and tested marketing methods still deliver for many brands. Indeed, website (95 percent) and email (91 percent) remain the SMB digital marketing strategies of choice, and, perhaps surprisingly, more than three quarters still rely on print advertising.

2.22 SOCIAL MEDIA MAKES SENSE FOR STARTUPS AND SMALL BUSINESSES

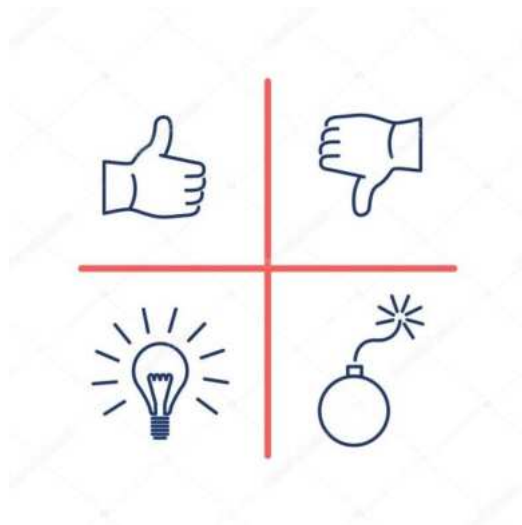
The phenomenon social media has intrigued millions. Everyone is out there, doing it, discussing it, exploring it as:

- ❖ **It is affordable** – There is no need to shell out to start the profile/fan page of business on Facebook or Twitter or any social media sites that convinces you as it is for free.
- ❖ **Global** - There is no limit to the reach that social platforms have. It is global.
- ❖ **Real Time Marketing** – This is the ideal place to talk to your consumers and became a part of their personal circle whenever one wants.

- ❖ **Building Human Networks** – Like humans, small businesses thrive on social connect. With the internet, interaction is no longer limited to the physical presence. It is now possible to set up a huge human database with the click of a button.
- ❖ **Effective** – One can actually measure the impact by seeing the physical number of fans on the social media page, interacting, conversing and engaging with the business.

2.23 WHAT IS A SWOT ANALYSIS?

A Strength, Weakness, Opportunity, and Threats (SWOT) analysis is a framework that has traditionally been used by the business world to take a critical look at the internal and external factors that could be contributing, harming, providing opportunity or posing a threat to the business's success.



SWOT ANALYSIS OF THE SOCIAL MEDIA MARKETING:

2.23.1 STRENGTHS:



1. DIRECT CONNECTION WITH YOUR AUDIENCE:

Social media is one of the few marketing strategies that allow connecting directly with the audience. We may know who is interested in our business because they choose to follow our social media account. The social media advantage helps the business in numerous ways:

- ♣ **We get to know them better:** When we know the audience better, we can deliver more valuable content to them. The content can be made more personalized to their interests, which leads to more engagement on the page and with the business.
- ♣ **Better customer service:** A direct connection with the audience allows us to resolve issues easier. One can address them personally, deal with their issues 1-on-1, and build the brand in a positive light in the process.
- ♣ **Gain valuable insight about the customers:** The direct connection with the audience helps to know the audience better. One can see who interacts with their posts and how they interact with them. It helps to adapt the strategy to make it better for the followers.
- ♣ **We can see how the audience perceives our business:** It's always good to know how others view the business. With social media marketing, we know what our audience think of our company. It's a huge advantage of social media marketing because we can capitalize on aspects people like about our business and fix elements they don't like.

The direct connection with the audience is a great way to improve the overall marketing campaign. They get insight from the followers and be able to adapt the social media strategy better to meet their needs.

2. ORGANIC CONTENT CAN BE CREATED:

The ability to post organic content for free is an incredible benefit of social media for business. This opens many opportunities for the business to connect with valuable leads at no cost. It's one of the reasons why small and micro businesses prefer using these platforms. These platforms enable to post photos, videos, and more, depending upon the social media network. It's a great way to put the brand out in front of people interested in the business and help them get more familiar with it.

3. PAID ADVERTISING SERVICES:

If the business wants to go beyond an organic posting, there is an option to run paid advertisements. Each social platform offers its own form of paid advertising. Every social media advertising capabilities will vary depending upon the respective platforms. A paid advertisement offers the business the opportunity to connect with interested leads that haven't found in the business yet. A social media platform allows the business to tailor the ads to appear in the feeds of people who are looking for the products and services. This creates a great opportunity for the business to expand a reach and obtain new leads.

4. BUILDING UP THE BRAND:

One advantage of social media marketing is the ability to build the brand. When they connect with interested leads, they expose them to their brand. The ability to post organic content for free allows to build brand recognition repeatedly with the audience. This builds brand loyalty. The more people get exposed to the brand, the more they become familiar with it. Brand familiarity leads to more conversions down the line because people tend to buy from brands they know well. Social media also helps to build the brand because it enables sharing. We can share, re-tweet, and re-pin content on these platforms. This means that followers can share the content with their friends and family, which helps expose the brand to more people. It's an excellent way to gain new leads. We can reach leads that we wouldn't reach otherwise. It helps to grow their followers and earn more leads.

5. A VIRAL CONTENT CAN BE CREATED:

The most unique advantage of social media is the ability to get help from their followers. People prefer to share things with their networks, from photos and recipes to interesting articles and hot deals. Unlike other forms of Internet marketing, like business sites and paid advertisements, content on social media is often shared. However wide is the reach, the followers can share with their followers, who then share with their followers, giving a wider reach with lower cost than a traditional marketing campaign.

2.23.2 WEAKNESESS:



1. NEGATIVE FEEDBACK ON THE BUSINESS:

People use social media to post content they wish, but they also use it to share experiences they didn't love. If someone had a poor experience with the business, it opens a door of opportunity for them to share their poor experience with others. This negative feedback comes in different forms. On platforms like Facebook, someone can leave a negative review on the page and share their negative experience. On sites like Twitter, users can tag a business page in their posts and share their negative experience. People can re-tweet that poor experience and spread it across the network. Social media platforms are catalysts for complaining and leaving negative feedback. People use their profiles to help others understand their poor experience. Many people feel there is a social obligation to

share their experience to prevent others from having the same experience. Having too much negative feedback can negatively impact future marketing efforts. People trust others to give them insight into the business, especially if it's the first time they are hearing of the business. With social media, it's possible that negative feedback can hinder the business from earning leads.

2. WAIT TO SEE THE RESULTS:

When companies invest in marketing strategies, they wish to see immediate results. To know that the strategies are working and that the investment is worth the time, with social media marketing, immediate results couldn't be seen. Social media marketing's success is predicated on the campaign's overall success. Posting one piece of content doesn't determine the success of the campaign. Posting of multiple pieces of content over a period of time to determine the true success of the campaign. This is a downside of social media because one has to wait to see results. Before adjusting of campaign one must be patient to see the results.

3. CAMPAIGNS SHOULD BE CONCENTRATED:

Social media isn't a one and one type of marketing method. New content, post content should be created in order to engage with the audience on these platforms. A big drawback to social media is that it is time-consuming for companies. It is challenging to manage a social media marketing campaign with small business, small marketing department, or limited resources. To balance posting content, monitoring the content, responding to people, and measuring the content's impact there should be time. It will be an overwhelming task if the business does not have any resources. If the business isn't doing enough with the social networks because they don't have time, people, or programs to help in running their marketing strategy, the campaigns will suffer. The business won't be

as effective as someone who has the necessary aspects to run a successful social media campaign.

4. SECURITY AND PRIVACY POLICY ISSUES:

One of the biggest negatives of social media marketing is the security and privacy-related issues. While using social media platforms for advertising, one must basically need to surrender your information, both public and personal, in order to get the most out of marketing effort.

5. LOW RETURN ON INVESTMENT:

ROI from social media marketing is probably one of the lowest in online marketing strategies. Involvement of time, effort and money is needed to really make things work.

If one do not post or engage with the fans or people on a regular basis, the followers will start decreasing.

In social networks, only the die-hard fans stay. And if any brand or business is not well aware of a particular group of people or locations, no one is really going to be a true die-hard fan. So it's really time-consuming to actually create that kind of audience unless it is well known.

2.23.3 OPPORTUNITIES:



1. MARKET RESEARCH:

An often-lost marketing strategy opportunity is social media as a tool to eavesdrop on the target audiences. By listening in on the conversations they are having, we can build on our buyer persona profile, gaining valuable first-hand insight into their challenges, pain points, aspirations and preferences.

This should be our initial objective using social media: To get to know your audience and influencers before targeting them. Listen and learn before participating and then know precisely what they are looking for from social media engagement and be able to deliver that experience.

2. BUILD BRAND AWARENESS:

Social networks offer an incredible opportunity to promote the brand and improve online presence. While the principles of inbound marketing encourage using social media platforms as a channel to distribute educational content to build brand awareness, this needs to be achieved. We also know that social proof is playing a larger role in search engine rankings than before and if any content is being shared out more regularly on social platforms, chances are that one will build better organic search engine rankings too.

3. GENERATE LEADS:

Marketers invest significant time and resources in creating content for lead generation purposes, whether it's in the form of eBook, blog posts, white papers or case studies. The value of that content is lost, however, if no one ever gets to see it.

By sharing these pieces out on social media, one can amplify reach, strengthen brand awareness and drive lead generation efforts. Prospects discover the content on social media channels and go on to convert on to the site.

4. NUTURE LEADS:

We know that the majority of leads generated are not ready to speak to sales at initial conversion. They need to be fed with additional content pertinent to their stage in the buying cycle to guide them through the marketing funnel.

Effective social media monitoring helps in nurturing the known leads through their buying cycle by keeping an eye on the kind of questions they are asking and information they are looking for. Hub Spot is particularly effective can create and monitor a 'leads stream' based on your CRM information. One is notified when leads are tweeting about your industry-specific keywords, brand name or even competitors, allowing you to provide helpful information as they need it.

5. CUSTOMER SUPPORT:

Being active on social media allows to manage conversations and deal with compliments, complaints or support queries openly and honestly. In doing so, they show both existing and potential clients that they can rely on to provide support and service post-sale, on the platforms they are most comfortable with for engagement.

Ultimately, there isn't a good reason not to get the business active on social networks. Reach out and make connections through the power of social media, and they will be surprised at the return on our investment.

2.23.4 THREATS:



1. UNCERTAINTY:

A business can never predetermine what will be the outcome of a strategy. With the support of marketing tools it still is not possible to determine if a particular marketing campaign will succeed or not. However, referring to the analytics will definitely help in getting a rough idea, but this too changes with how an audience responds. This can only let a brief overview of a similar strategy that was undertaken in the past. But with new users visiting our website and seeing our profile, it almost seems impossible to predict if our business will interest them. Because there will be times when we will have a complete set of new visitors coming to our website.

2. PERCEPTION OF SOCIAL MEDIA:

Social media is a package of opportunities and challenges both. Many business owners have a perception that being on social media is the key to success. However they do not realize that simply having a presence on social media will not help the business succeed, instead customer engagement will provide a boost to the business. This is why businesses prefer content marketing, to improve the brand visibility online.

3. DIFFERENT AUDIENCE:

The main problem that businesses face while marketing and promoting the business is to engage with audiences aligned with the specific type of business. The audience of a business is spread across various demographics, belonging to various age groups. A business's audience may include a teenager from India who is more interested in design and someone in their early 50s from the USA who is into marketing and business. So, there will be times when a particular audience of the business might feel disconnected with the brand and some might like the brand all the more.

4. TIME CONSTRAINT:

A marketer very well knows that marketing and promoting a business is a time-consuming process. The first step is to create content for the business, which requires deep and detailed market analysis and research. Then there's the promotion and marketing of the content, which again, takes time. It takes time for audiences to react when content reaches them and only then can a business measure the effectiveness of a strategy.

5. STAYING UPDATED:

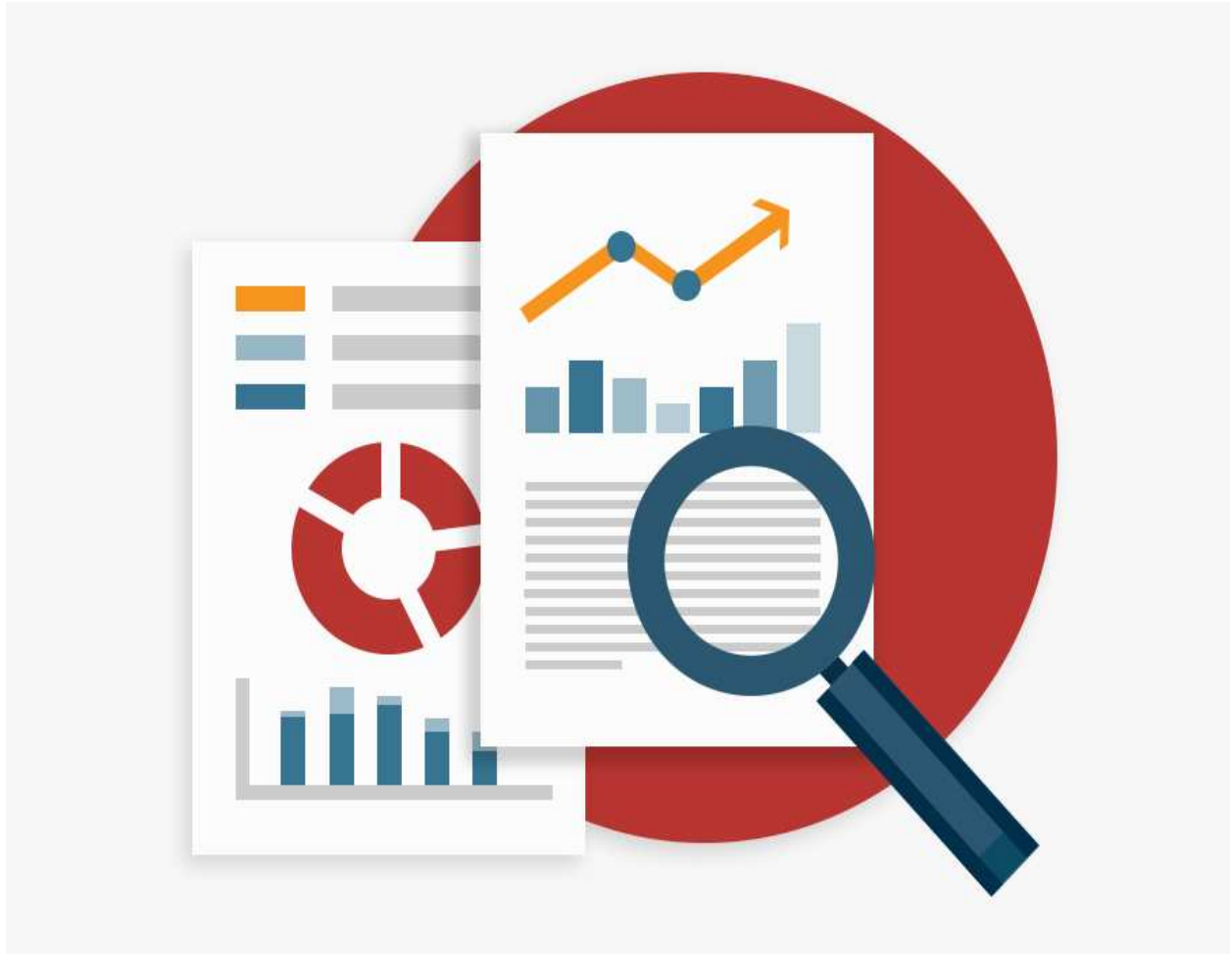
Staying updated on social media and business trends is similar to following a daily routine. Trends in social media and digital marketing are evolving; everything is changing almost every day. It becomes important to stay updated about these trends. The business should not miss out on the buzzing actions in the marketing world; because the competitors might already be utilizing them to enhance their business.

2.24 CONCLUSION:

In recent era world social media applications become most efficient tool for small and micro businesses and normally all small business and micro business use social media platform for the advertising their product and make enthusiast pages for followers and they warmly welcome the suggestions and opinions which help in civilizing the business. Social media tools with right approach and obvious goals can easily reach to their target customers and by using in right approach social media helps to build a long term relationship with business and customer. Social media provides an occasion to both consumers and business entrepreneurs to communicate effectively. Social media can help small businesses to spread out their businesses by using large range of weak ties but there is some issues with social media which is faced by the small business such as technologies are so energetic and has not been a clear guideline for businesses as to how to exploit them and they launch social media campaign without clear strategic goals. Social media has positive impact on small and micro business

entrepreneurs are extremely motivated to use this platform because it requires minimum budget or even free in most social media websites to advertise their products and social media creates an interaction and customer perception is inclusive and participatory and it provides factual time feedback handling opportunities.

CHAPTER-III



DATA ANALYSIS AND INTERPRETATION

CHAPTER-III

DATA ANALYSIS AND INTERPRETATION

Data analysis is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, drawing inferences, and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, while being used in different areas like business, science, and social science domains.

This chapter deals with the analysis and interpretation of data regarding “**A study on the impact of social media marketing on the performance of micro and small business**”. Data analysis and interpretation is done by circulating the questionnaire to the respondents and the data are collected from 80 respondents and tabulated for easy understanding and good presentation, which assists the researcher to analyze the data efficiently.

The data collected have been analysed by using the following statistical tools:

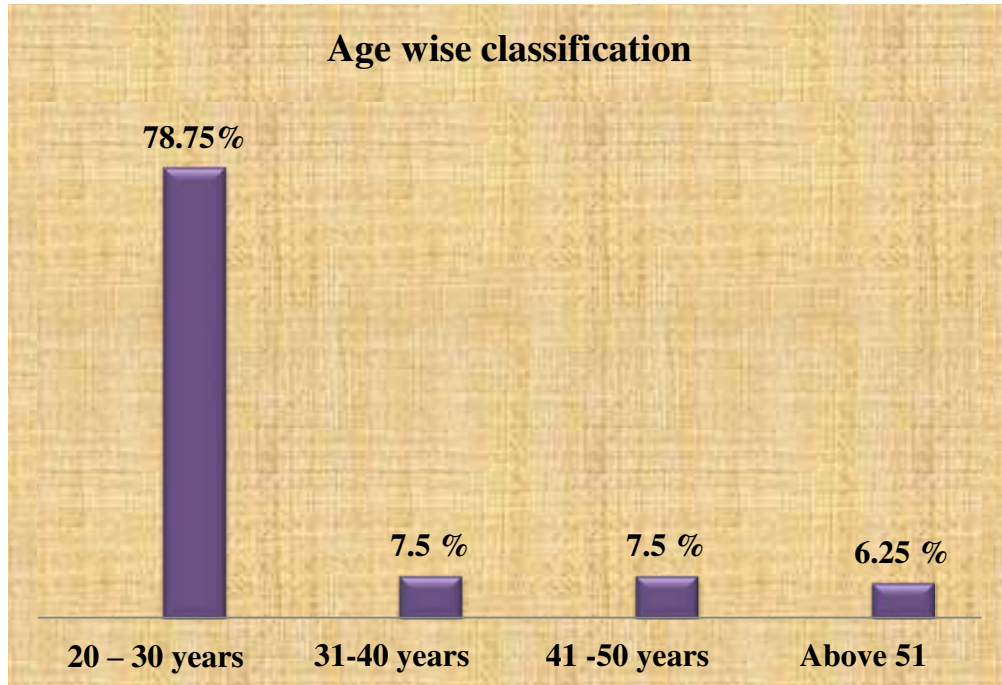
- ❖ Percentage analysis
- ❖ Bar diagram
- ❖ Pie - charts
- ❖ Chi-Square test
- ❖ Garertt Ranking technique
- ❖ Likert’s scale ranking

The diagrams, tables and charts provide a bird’s eye view of the entire data and helps in summarizing and presentation of the data collected in a systematic manner.

TABLE 3.1
AGE WISE CLASSIFICATION

AGE	NO. OF RESPONDENTS	% OF RESPONDENTS
20 – 30 years	63	78.75
31-40 years	6	7.5
41 -50 years	6	7.5
Above 51	5	6.25
TOTAL	80	100

SOURCE: Primary data.



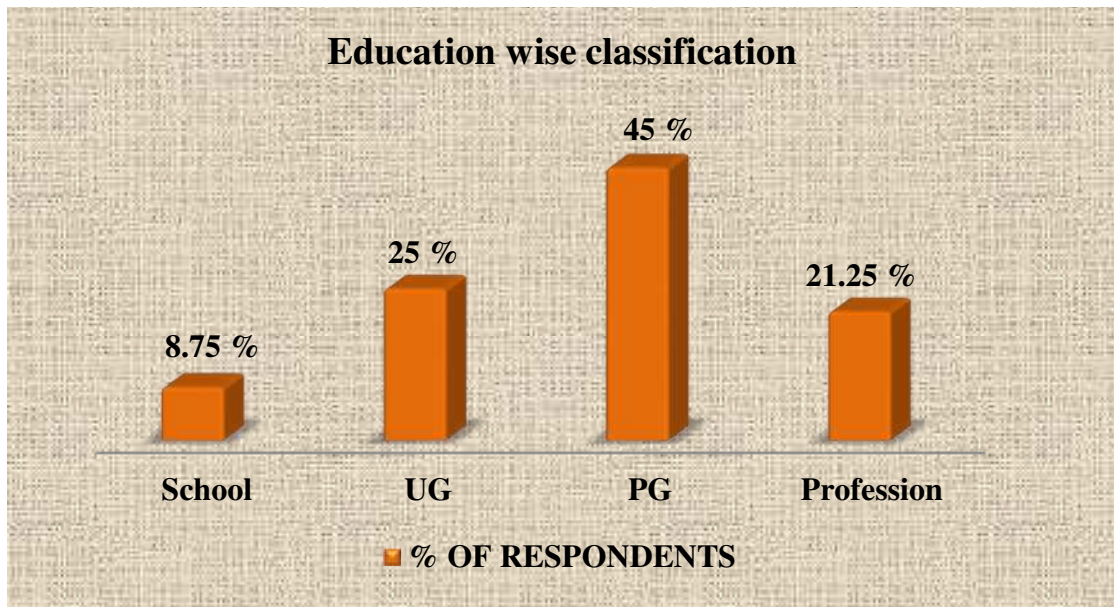
INFERENCE:

The above table depicts that, 78.75% of the respondents are in between the age group of 20-30 years, 7.5% are in between 31-40 years, 7.5% between the age group 41-50 years and 6.25% of the respondents are above 51 years. Thus majority of the respondents i.e., 78.75% of the respondents are from the age group is between 20-30 years.

TABLE 3.2
EDUCATION WISE CLASSIFICATION

EDUCATION	NO. OF RESPONDENTS	% OF RESPONDENTS
School education	7	8.75
Under graduate	20	25
Post graduate	36	45
Profession	17	21.25
TOTAL	80	100

SOURCE: Primary data



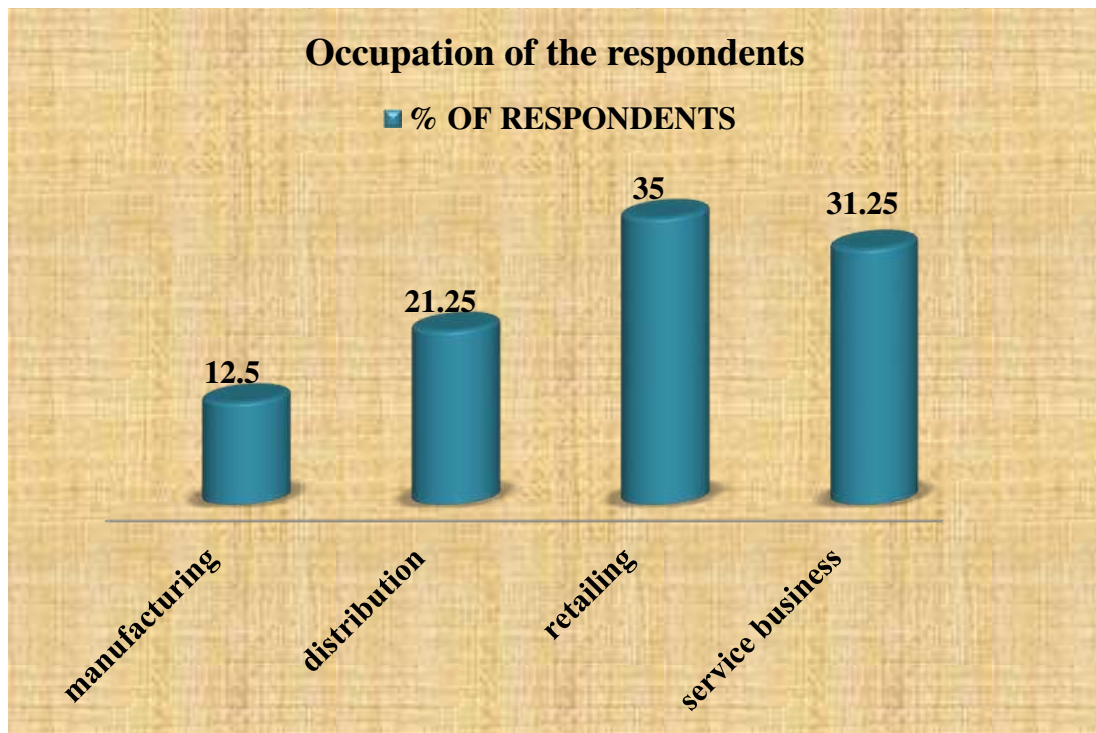
INFERENCE:

From the above table, it is observed that, 8.75% of the respondents have completed schooling, 25% are under graduates, 45% are post graduates and 21.25% of the respondents are pursuing professional degree. Thus most of the respondents i.e., 45% of the respondents are post graduates.

TABLE 3.3
OCCUPATION OF THE RESPONDENTS

OCCUPATION	NO. OF RESPONDENTS	% OF RESPONDENTS
Student	33	41.25
Professional	16	20
Businessman	22	27.5
Self-employed	9	11.25
TOTAL	80	100

SOURCE: Primary data



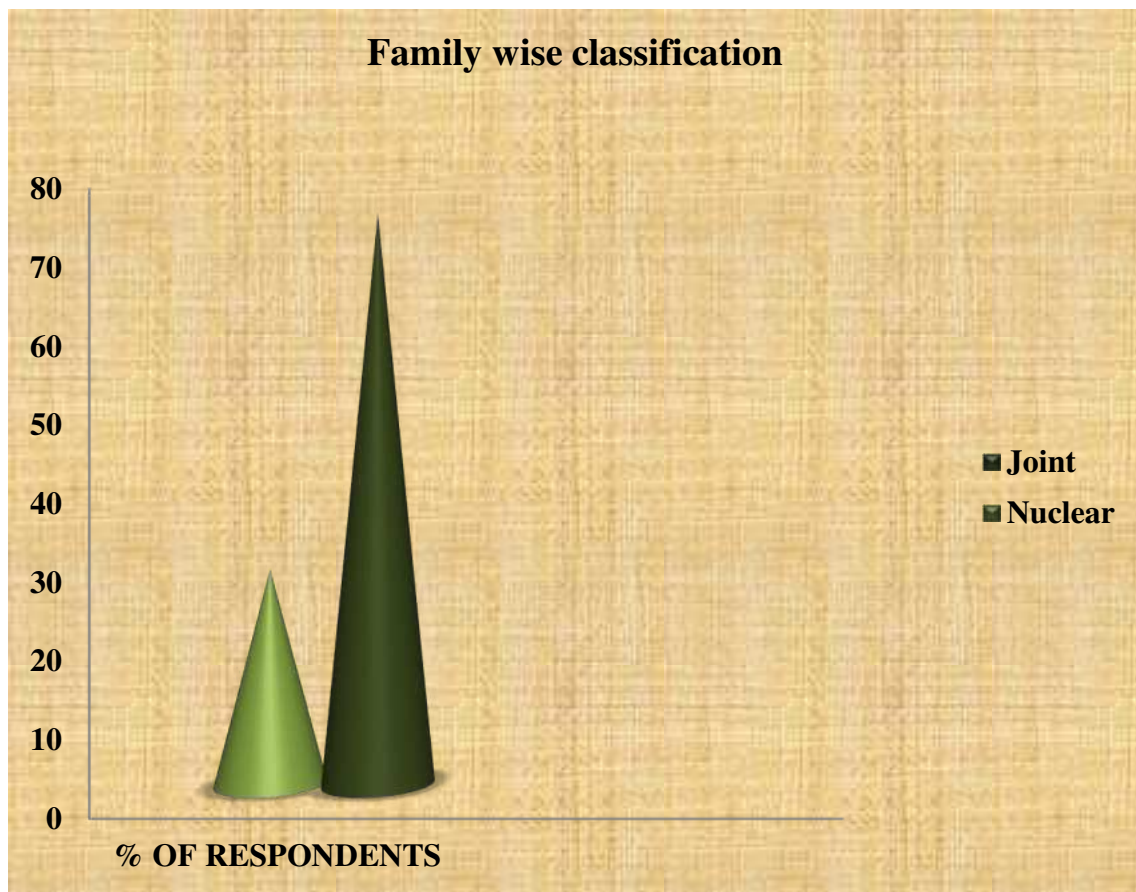
INFERENCE:

The above table portrays that, 41.25% of the respondents are students, 20% are professionals, 27.5% are businessmen and 11.25% are self-employed. Thus most of the respondents i.e., 41.25% of the respondents are students.

TABLE 3.4
FAMILYWISE CLASSIFICATION

TYPE	NO. OF RESPONDENTS	% OF RESPONDENTS
Joint	22	27.5
Nuclear	58	72.5
TOTAL	80	100

SOURCE: Primary data



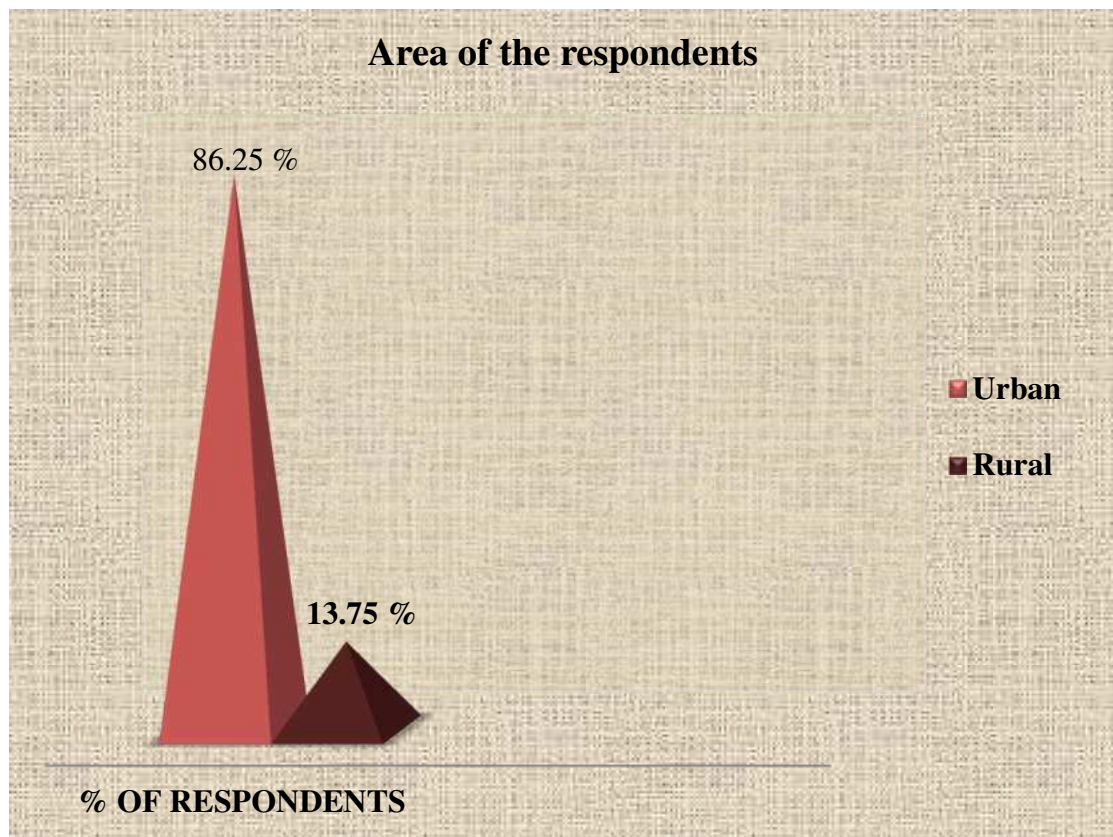
INFERENCE:

From the above table it is clear that, 27.5% of respondents belong to a joint family and, 72.5% of the respondents belong to nuclear family. Thus majority of the respondents i.e., 72.5% of the respondents belong to nuclear family.

TABLE 3.5
AREA OF THE RESPONDENTS

AREA	NO. OF RESPONDENTS	% OF RESPONDENTS
Urban	69	86.25
Rural	11	13.75
TOTAL	80	100

SOURCE: Primary data



INFERENCE:

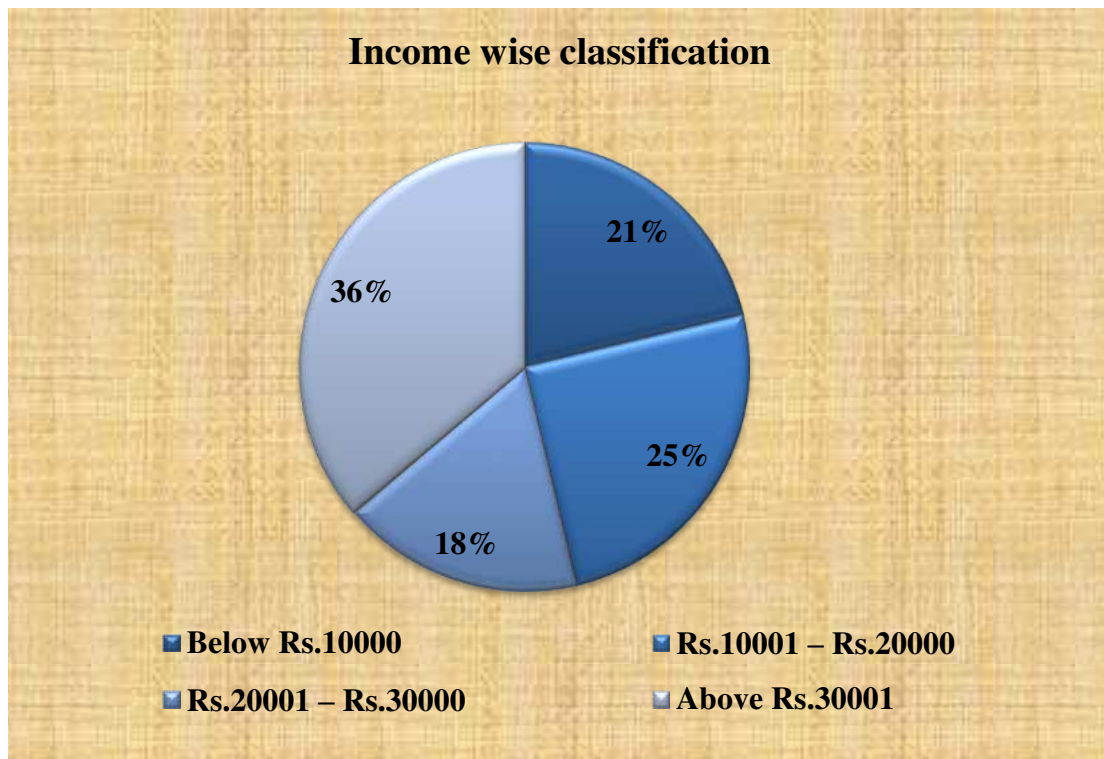
From the above table it is evident that, 86.25% of the respondents are from urban area and 13.75% of the respondents are from rural area. Thus majority of the respondents i.e., 86.25% of the respondents are from urban area.

TABLE 3.6

INCOME WISE CLASSIFICATION

INCOME	NO. OF RESPONDENTS	% OF RESPONDENTS
Below Rs.10000	17	21.25
Rs.10001 – Rs.20000	20	25
Rs.20001 – Rs.30000	14	17.5
Above Rs.30001	29	36.25
TOTAL	80	100

SOURCE: Primary data



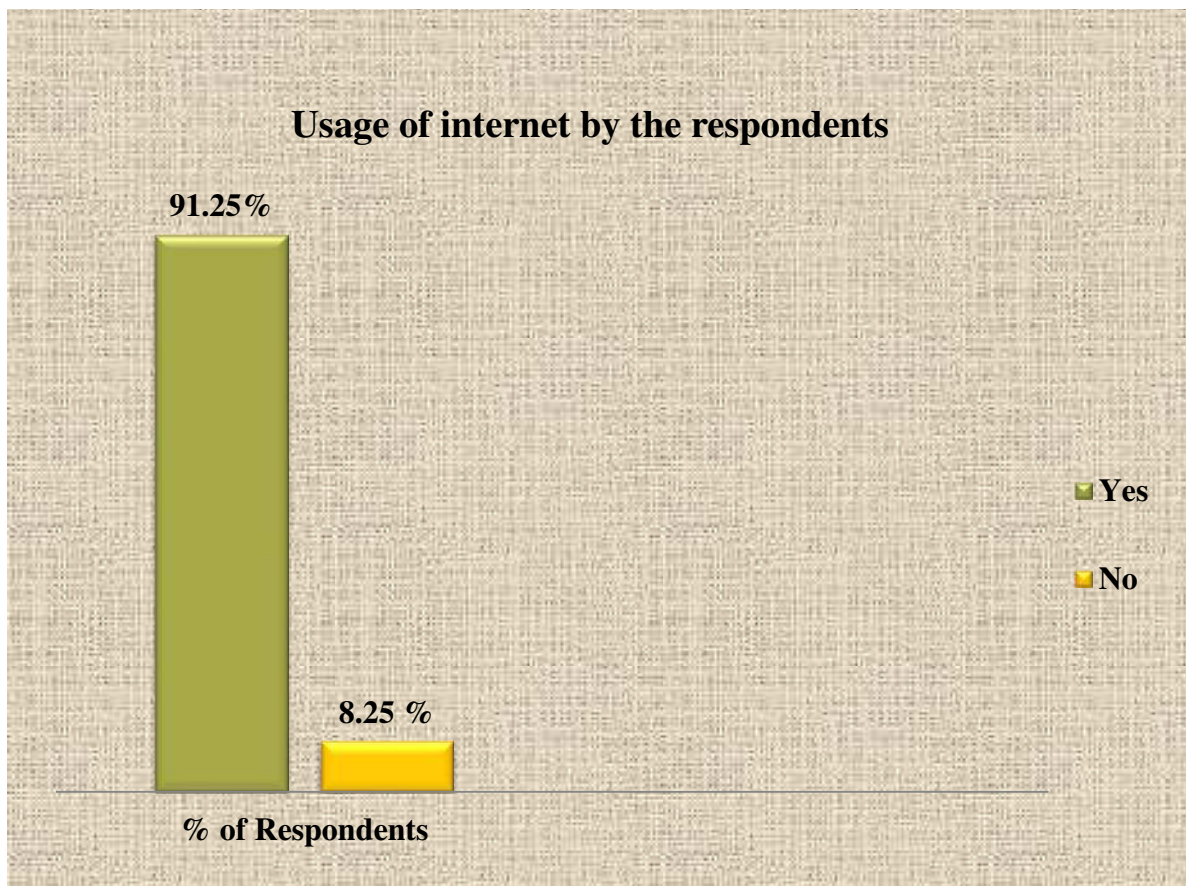
INFERENCE:

The above table shows that, 21.25% of the respondents earn an income below Rs.10000, and 25% between Rs.10001-Rs.20000, 17.5% between Rs.20001-Rs.30000 and 36.25% above Rs.30001. Thus major proportion of the respondents i.e., 36.25% of the respondents earn an income above Rs.30001.

TABLE 3.7
USAGE OF INTERNET BY THE RESPONDENTS

RESPONSE	No. of Respondents	% of Respondents
Yes	73	91.25
No	7	8.25
Total	80	100

SOURCE: Primary data



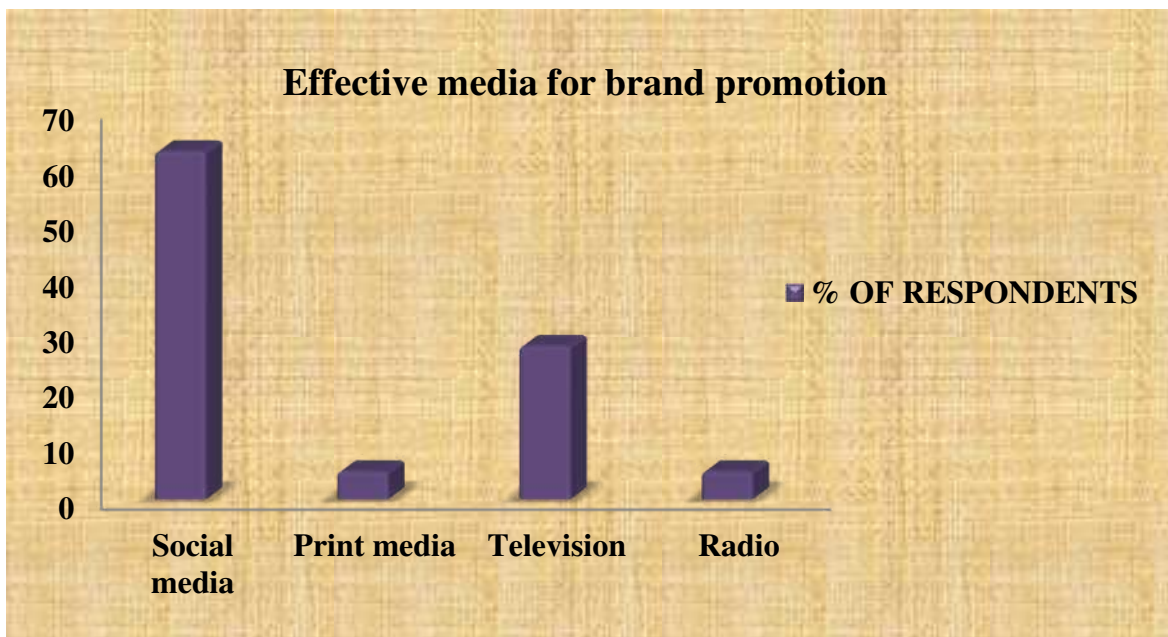
INFERENCE:

From the above table it is inferred that, 91.25% of the respondents say that they use internet and 8.25% of the respondents say that they do not use internet. Thus majority of the respondents i.e., 91.25% of the respondents say that they use internet.

TABLE 3.8
EFFECTIVE MEDIA FOR BRAND PROMOTION

RESPONSE	NO. OF RESPONDENTS	% OF RESPONDENTS
Social media	50	62.5
Print media	4	5
Television	22	27.5
Radio	4	5
TOTAL	80	100

SOURCE: Primary data



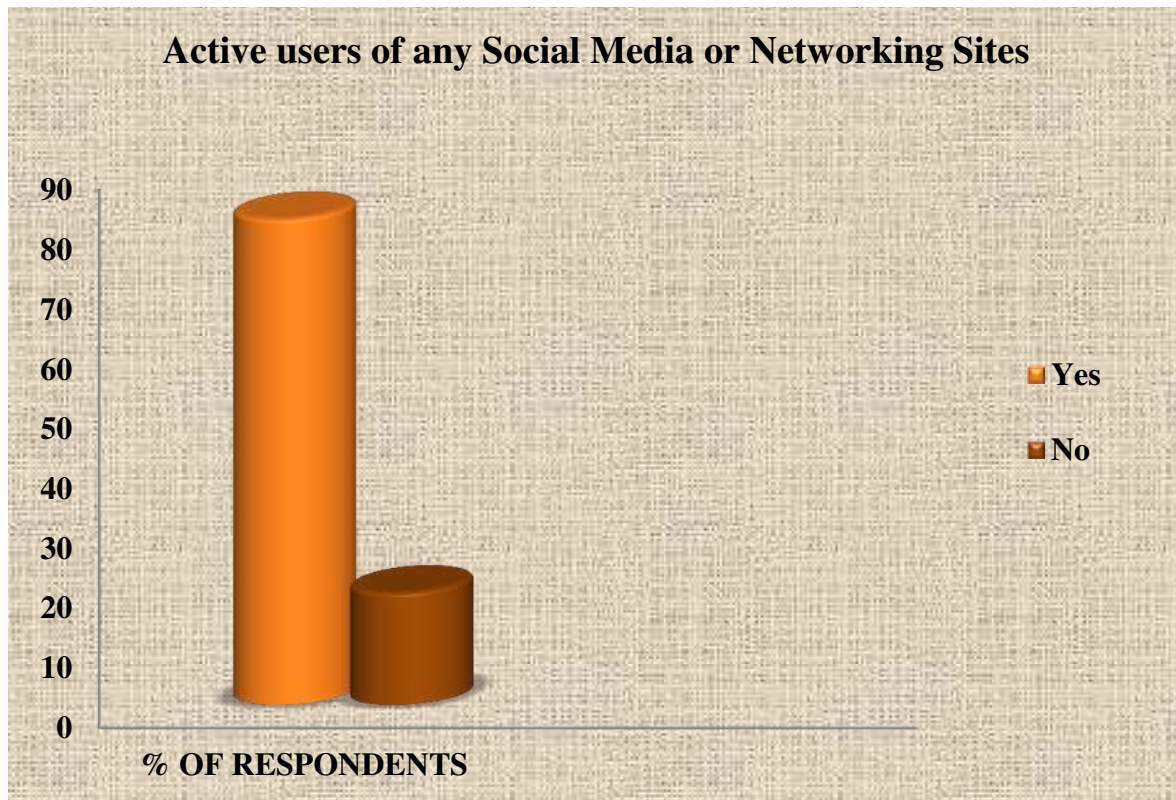
INFERENCE:

From the above table it is inferred that, 62.5% of the respondents feel that the social media is effective one for brand promotion, 5% of the respondents say that the print media is effective, 27.5% of the respondents say that it is television, 5% of the respondents say that radio is the effective media for brand promotion. Thus majority of the respondents i.e., 62.5% of the respondents say that the social media is effective for brand promotion.

TABLE 3.9
ACTIVE USERS OF ANY SOCIAL MEDIA OR NETWORKING SITES

RESPONSE	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	65	81.25
No	15	18.75
TOTAL	80	100

SOURCE: Primary data



INFERENCE:

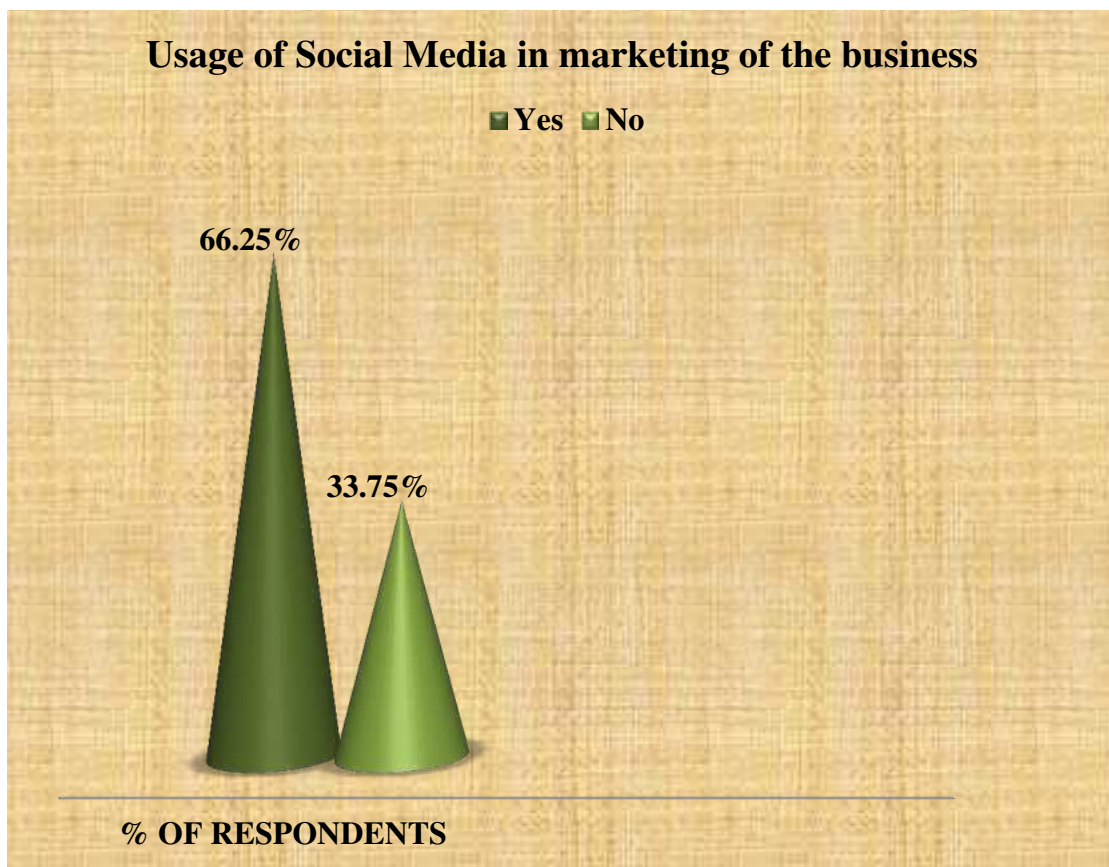
The above table indicates that, 81.25% of the respondents say that they are active users of social media sites and 18.75% say that they are not active users of social media sites. Thus majority of the respondents i.e., 81.25% of the respondents say that they are active users of social media or networking sites.

TABLE 3.10

USAGE OF SOCIAL MEDIA IN MARKETING OF THE BUSINESS

RESPONSE	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	53	66.25
No	27	33.75
TOTAL	80	100

SOURCE: Primary data



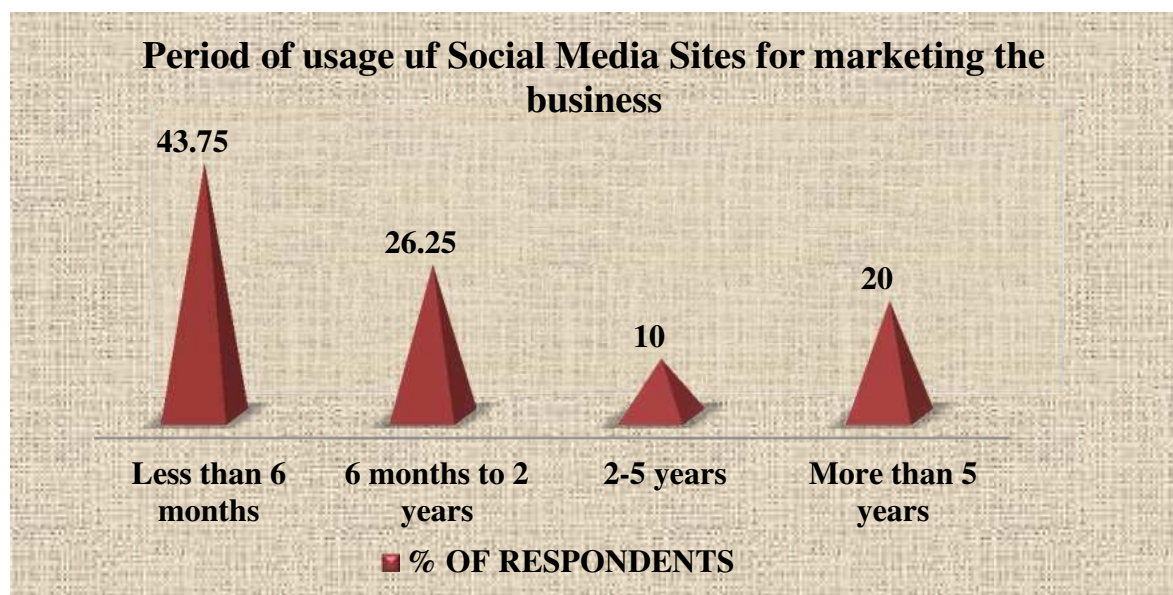
INFERENCE:

From the above table it is found that, 66.25% of the respondents use social media for marketing their business and 33.75% of the respondents say that they do not use social media for marketing their business. Thus most of the respondents i.e., 66.25% of the respondents say that they use social media for marketing their business.

TABLE 3.11
PERIOD OF USAGE OF SOCIAL MEDIA SITES FOR MARKETING
THE BUSINESS

USAGE	NO. OF RESPONDENTS	% OF RESPONDENTS
Less than 6 months	35	43.75
6 months to 2 years	21	26.25
2-5 years	8	10
More than 5 years	16	20
TOTAL	80	100

SOURCE: Primary data



INFERENCE:

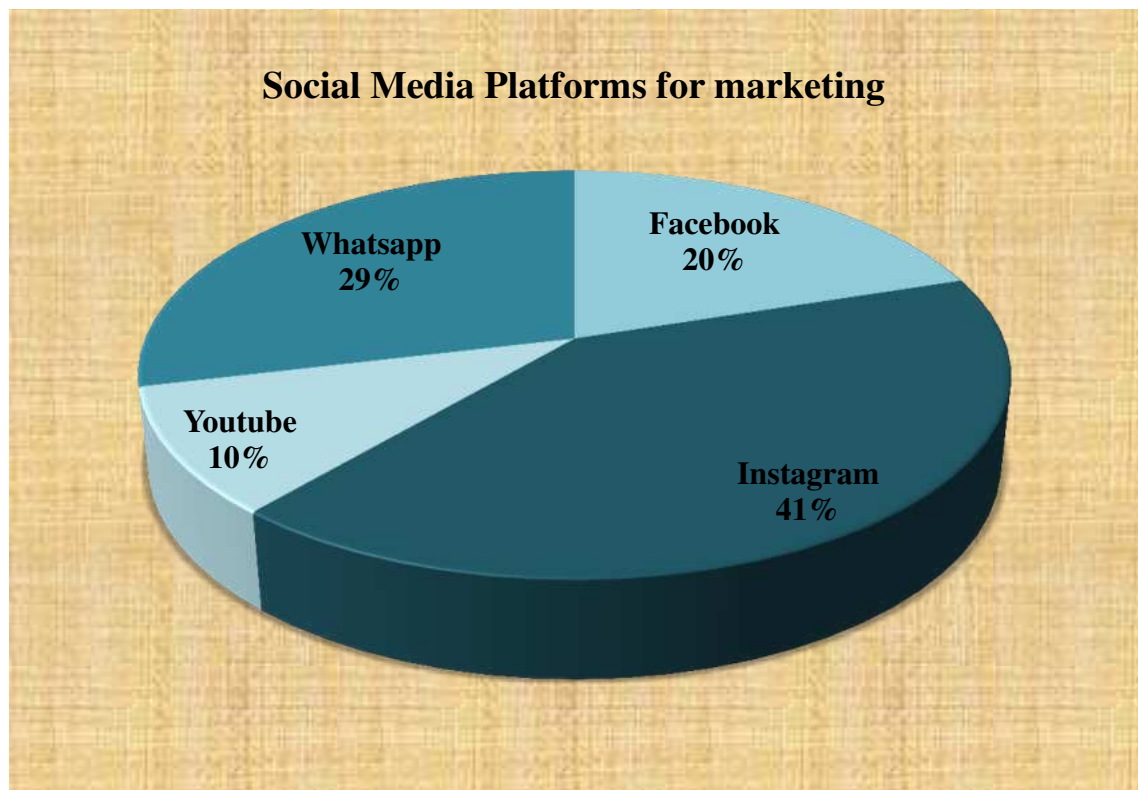
The above table reveals that, 43.75% of the respondents say that they used social media for less than 6 months, 26.25% say that for marketing the business they used social media for 6 months to 2 years, 10% of the respondents have used social media for 2 to 5 years and 20% for more than 5 years. Thus major proportions of the respondents i.e., 43.75% of the respondents say that they use social media for less than 6 months to market their business.

TABLE 3.12

SOCIAL MEDIA PLATFORMS FOR MARKETING

SOCIAL MEDIA PLATFORMS	NO. OF RESPONDENTS	% OF RESPONDENTS
Facebook	16	20
Instagram	33	41.25
YouTube	8	10
WhatsApp	23	28.75
TOTAL	80	100

SOURCE: Primary data



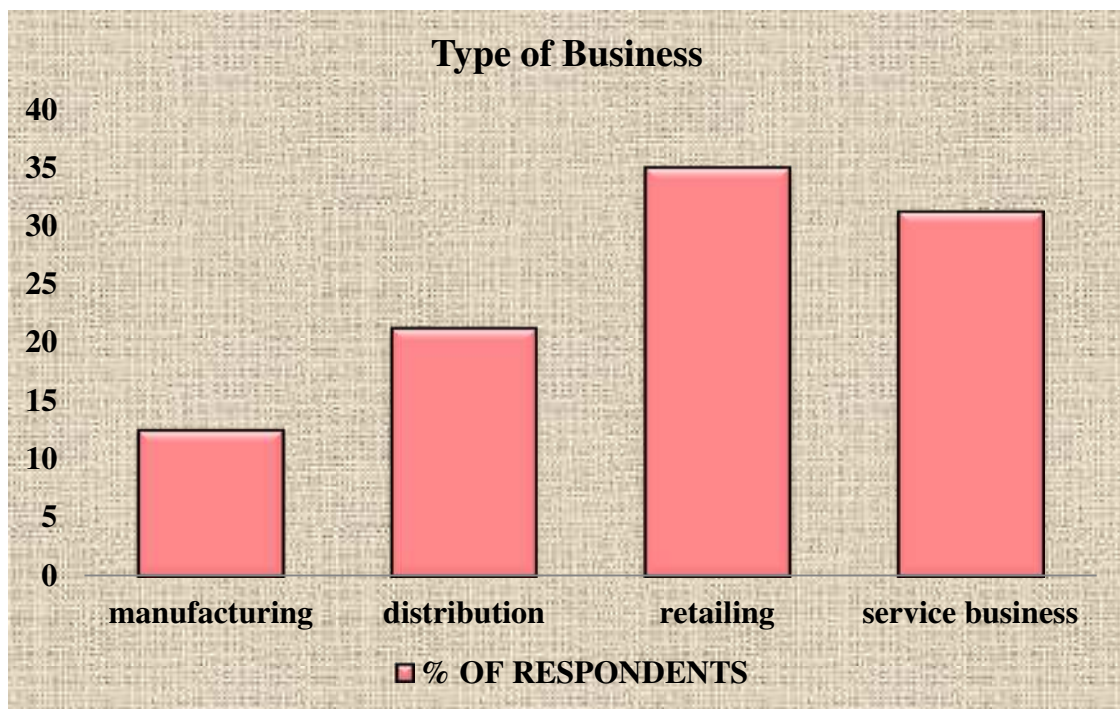
INFERENCE:

The above table depicts that, 20% of the respondents say that they use Facebook for marketing their business, 41% use Instagram, 10% use YouTube and 29% use WhatsApp for marketing their business. Thus most of the respondents i.e., 41% of the respondents say that they use Instagram for marketing their business.

TABLE 3.13
TYPE OF BUSINESS

TYPE OF BUSINESS	NO. OF RESPONDENTS	% OF RESPONDENTS
Manufacturing	10	12.5
Distribution	17	21.25
Retailing	28	35
Service business	25	31.25
TOTAL	80	100

SOURCE: Primary data



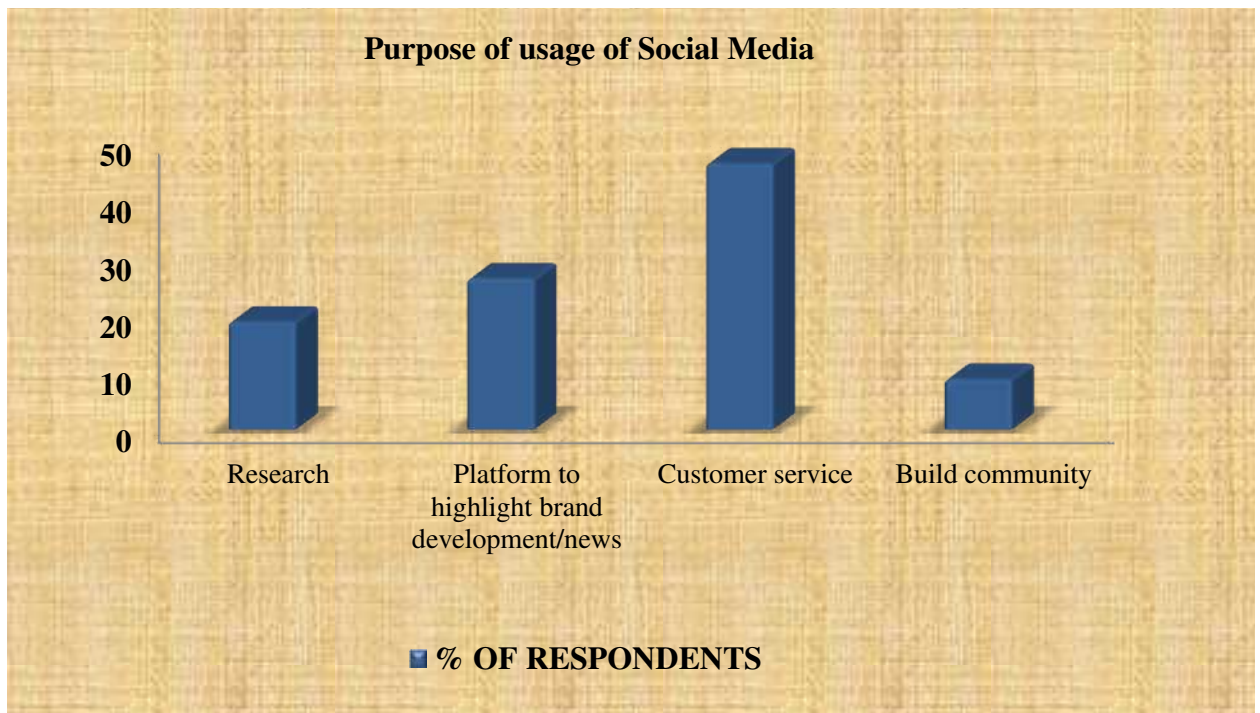
INFERENCE:

From the above table it is inferred that, 12.5% of the respondents carry on manufacturing business, 21.25% of the respondents carry on distribution business, 35% of the respondents carry on retailing business and 31.25% of the respondents carry on service business. Thus majority of the respondents i.e., 31.25% of the respondents carry on service business.

TABLE 3.14
PURPOSE OF USAGE OF SOCIAL MEDIA

PURPOSE	NO. OF RESPONDENTS	% OF RESPONDENTS
For research	15	18.75
As platform to highlight brand development/news	21	26.25
For customer service	37	46.25
To build community	7	8.75
TOTAL	80	100

SOURCE: Primary data



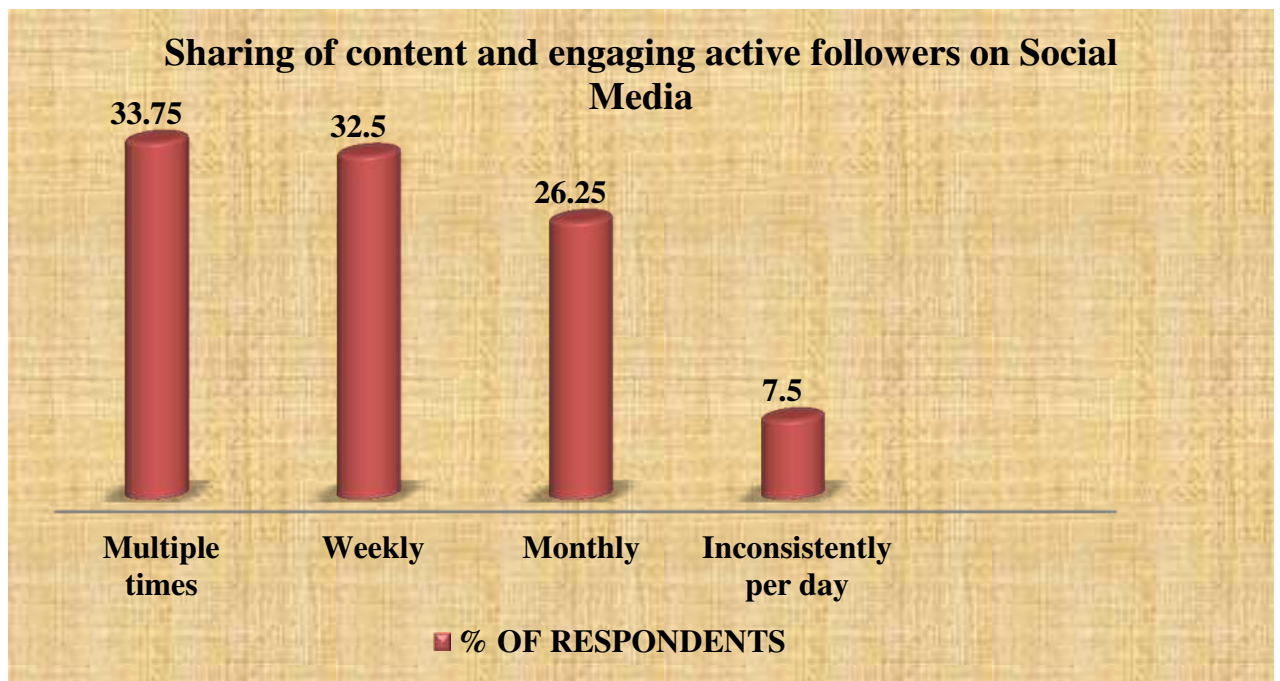
INFERENCE:

The above table portrays that, 19% of the respondents use social media to do research, 26% as the platform to highlight brand development/news, 46% of the respondents use it for customer service and 9% of the respondents use it to build community. Thus major proportion of the respondents i.e., 46% of the respondents use social media for customer service.

TABLE 3.15
SHARING OF CONTENT AND ENGAGING ACTIVE FOLLOWERS
ON SOCIAL MEDIA

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Multiple times	27	33.75
Weekly	26	32.5
Monthly	21	26.25
Inconsistently per day	6	7.5
TOTAL	80	100

SOURCE: Primary data



INFERENCE:

From the above table it is inferred that, 33.75% of the respondents say that they share their content and respond with their followers multiple times, 32.5% do it weekly, 26.25% do it monthly and 7.5% of the respondents do it inconsistently per day. Thus most of the respondents i.e., 33.75% of the respondents say that they share their content and respond with their followers multiple times.

TABLE 3.16
EXECUTIVE DEALS OR PROMOTIONS FOR ONLINE FANS

RESPONSE	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	26	32.5
No	6	7.5
Maybe in future	38	47.5
TOTAL	80	100

SOURCE: Primary data



INFERENCE:

From the above table it is evident that, 32.5% of the respondents say that they have organized executive deals or promotions for online fans 7.5% of the respondents say that they have not organized executive deals or promotions for online fans and 47.5% of the of the respondents say that they may conduct executive deals or promotions for online fans in future. Thus major proportion of the respondents i.e., 47.5% of the respondents says that they may conduct executive deals or promotions for online fans in future.

TABLE 3.17

**FREQUENCY OF CONTESTS GIVEAWAYS AND PROMOTIONS
FOR FANS IN SOCIAL MEDIA/NETWORKING SITES**

PERIOD	NO. OF RESPONDENTS	% OF RESPONDENTS
Every week	33	41.25
Every month	26	32.5
Once in a quarter	14	17.5
Once in 6 months	7	8.75
TOTAL	80	100

SOURCE: Primary data



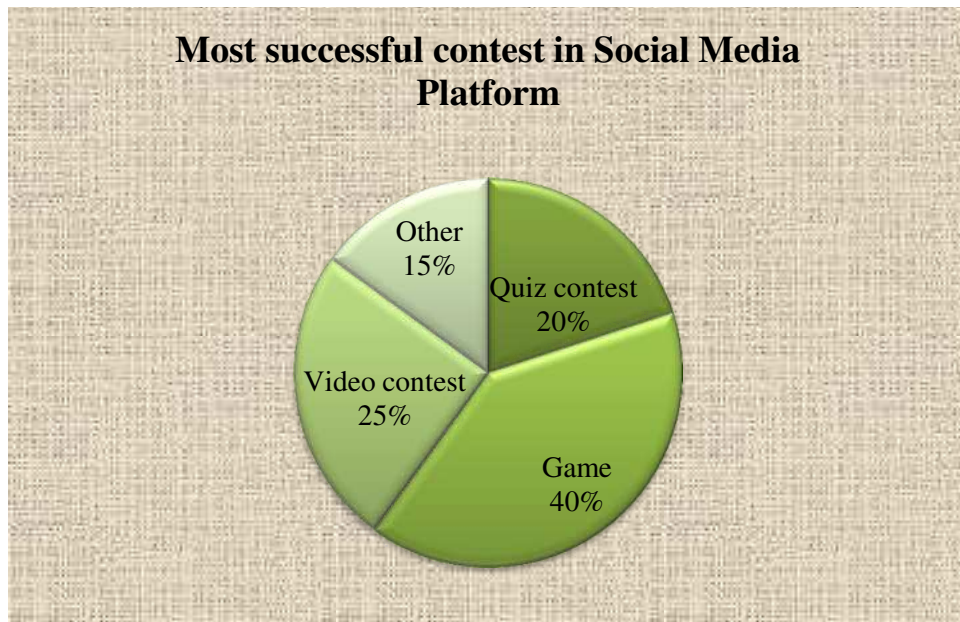
INFERENCE:

The above table, infers that, 41.25% of the respondents say that they use social media networking sites to conduct contests giveaways and promotions for fans every week, 32.5% conduct it every month, 17.5% conduct it once in a quarter and 8.75% conduct it once in 6 months. Thus most of the respondents i.e., 41.25% of the respondents say that they use social media networking sites to conduct contests giveaways and promotions for fans every week besides the regular day-to-day interaction.

TABLE 3.18
CONTEST IN SOCIAL MEDIA PLATFORM

TYPE OF CONTESTS	NO. OF RESPONDENTS	% OF RESPONDENTS
Quiz contest	16	20
Game	32	40
Video contest	20	25
Other	12	15
TOTAL	80	100

SOURCE: Primary data



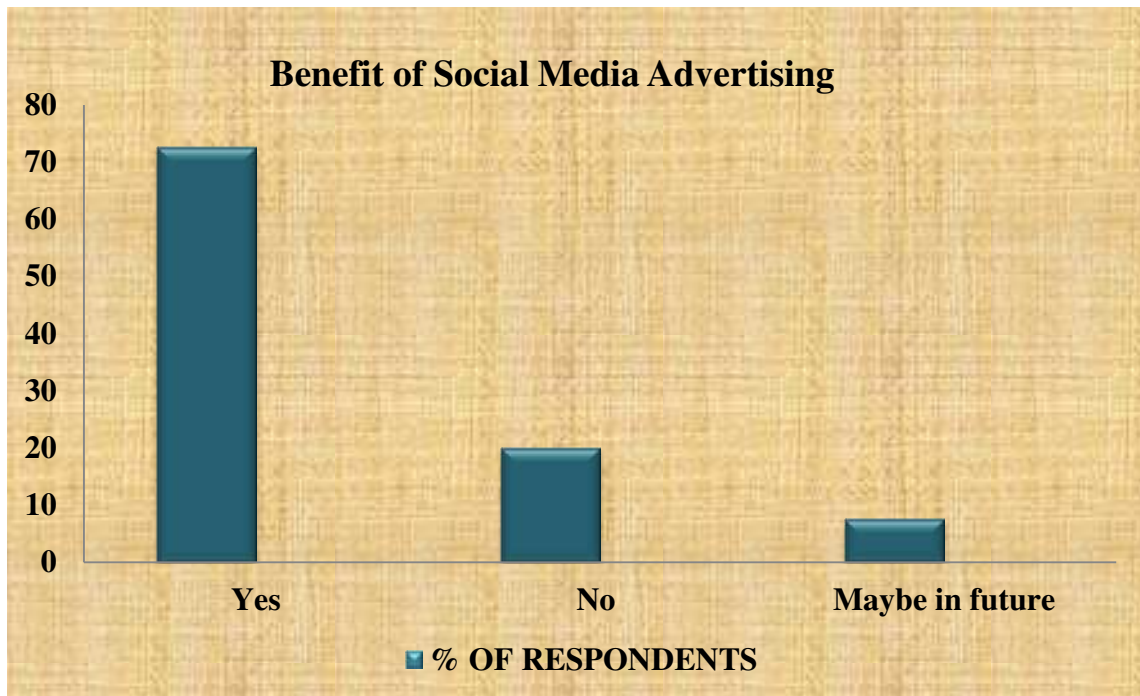
INFERENCE:

The above table infers that, 20% of the respondents say that quiz contest is the most successful contest in social media platform, 40% feel that conducting game is the most successful one, 25% say it is the video contest and 15% say that other types of contests is the most successful contest. Thus major proportion of the respondent's i.e., 40% of the respondents say that game contest is the most successful one in social media platform.

TABLE 3.19
BENEFIT OF SOCIAL MEDIA ADVERTISING

RESPONSE	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	58	72.5
No	16	20
Maybe in future	6	7.5
TOTAL	80	100

SOURCE: Primary data



INFERENCE:

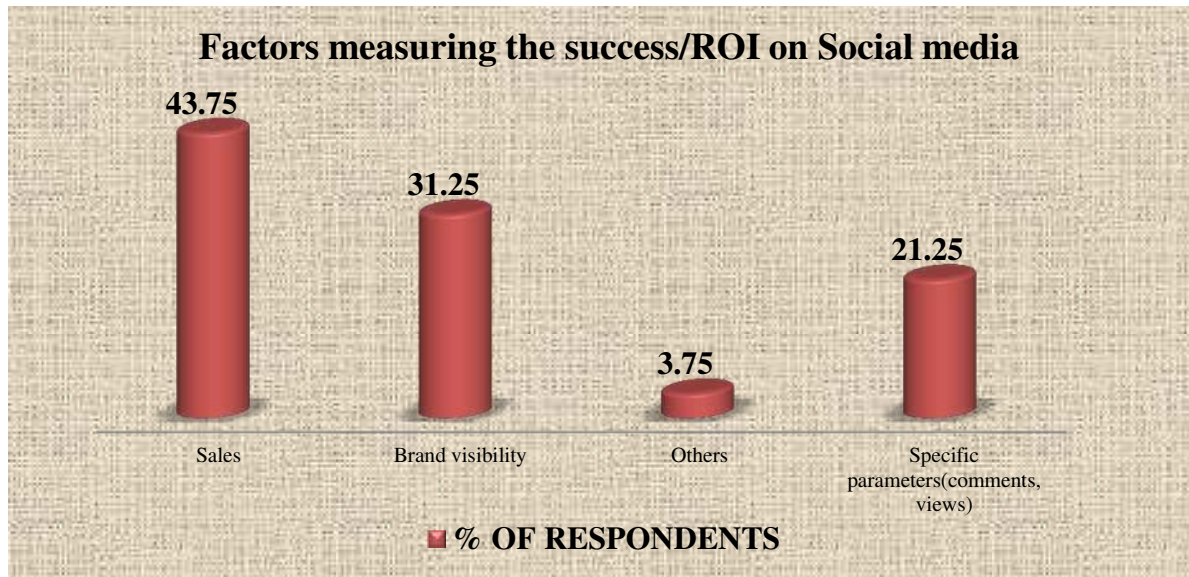
The above table infers that, 72.5 % of the respondents say that the social media advertising was beneficial for their business, 20% say that the social media advertising was not beneficial for their business and 7.5% say that it may be beneficial for their business in future. Thus majority of the respondent's i.e., 72.5 % of the respondents say that the social media advertising was beneficial for their business.

TABLE 3.20

FACTORS MEASURING THE SUCCESS/ROI ON SOCIAL MEDIA

FACTORS	NO. OF RESPONDENTS	% OF RESPONDENTS
Sales	35	43.75
Brand visibility	25	31.25
Specific parameters(comments, views)	17	21.25
Others	3	3.75
TOTAL	80	100

SOURCE: Primary data



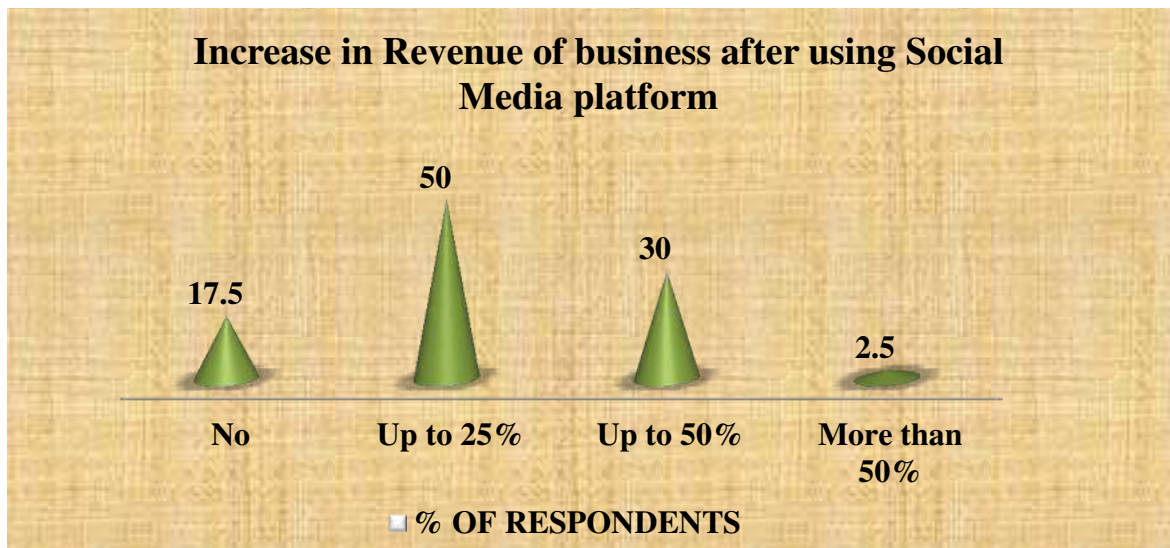
INFERENCE:

The above table indicates that, 43.75% of the respondents say that the success on social media is measured by the sales made, 31.25% say that it is measured by brand visibility, 3.75% say that it is measured by other reasons and 21.25% say that it is measured by the specific parameters (comments, views). Thus most of the respondents i.e., 43.75% say that the success on social media is measured by the sales made.

TABLE 3.21
INCREASE IN REVENUE OF BUSINESS AFTER USING SOCIAL MEDIA PLATFORM

RESPONSE	NO. OF RESPONDENTS	% OF RESPONDENTS
No increase	14	17.5
Up to 25%	40	50
Up to 50%	24	30
More than 50%	2	2.5
TOTAL	80	100

SOURCE: Primary data



INFERENCE:

From the above table it is found that, 17.5% of the respondents say that there is no increase in the revenue of business after using social media platform, 50% say that there is an increase up to 25%, 30% say that there is an increase up to 50% and 2.5% say that there is an increase by more than 50% after using social media platform. Thus most of the respondents i.e., 50% say that there is an increase in the revenue of business up to 25% after using social media platform.

TABLE 3.22

**COMPARISON ON THE BASIS OF THEIR REASONS FOR USING
SOCIAL MEDIA FOR MICRO AND SMALL BUSINESS AND
THEIR GENDER**

REASONS FOR USING SOCIAL MEDIA MARKETING \ GENDER	MALE	FEMALE	TOTAL
Consistency of post	10	8	18
Type of content posted	15	14	29
Customer service	6	7	13
Online promotions	14	6	20
Total	45	35	80

SOURCE: Primary data

$$\text{CHI- SQUARE } (\chi^2) = \sum (\text{O-E})^2 / \text{E}$$

Rows & Columns	O	E	O-E	(O-E)²	(O-E)² / E
R₁C₁	10	10.13	-0.13	0.017	0.002
R₂C₁	15	16.3	-1.3	1.7	0.104
R₃C₁	6	7.3	-1.3	1.7	0.232
R₄C₁	14	11.3	2.7	7.3	0.65
R₁C₂	8	7.9	0.1	0.01	0.0013

R₂C₂	14	13	1	1	0.08
R₃C₂	7	6	1	1	0.15
R₄C₂	6	9	-3	9	1
					$\chi^2=2.22$

$$\chi^2 = 2.22$$

DEGREES OF FREEDOM = (r-1) (c-1)

$$= (2-1) (4-1)$$

$$= 1 * 3$$

$$= 3$$

INFERENCE:

The table value for 3 degrees of freedom at 5% level of significance is 7.81. It is found that the calculated value i.e., 2.22 is less than the table value. Thus the result is independent. Hence it is concluded that there is no significant relationship between distribution of respondent's reasons for using social media for micro and small business and their gender. Therefore Null Hypothesis is accepted.

GARRETT'S RANKING

Under the Garrett's Ranking technique, the present position is calculated by using the following formula

$$\text{Present Position} = 100 (R_{ij} - 0.5) / N_j$$

Where R_{ij} = Rank given for the I item variable by the j respondents

N_j = number of variables ranked by the respondents with the help of Garrett's ranking table; the present estimated is converted into scores. Then for each factor, the sources of each respondent were added together and then total value of score and mean value of score is calculated. This mean score for all factors were arranged in a descending order and ranks are assigned and the important factors are identified.

TABLE 3.23

OPINION ABOUT THE FACTORS OF USING SOCIAL MEDIA/NETWORKING SITES

RANK FACTOR	I	II	III	IV	V	TOTAL	AVERAGE	RANK
F1	2100	1320	750	440	96	4706	23.83	I
F2	750	900	600	960	456	3666	18.57	IV
F3	900	840	1350	720	216	4026	20.39	II
F4	1200	960	300	800	456	3716	18.82	III
F5	1050	600	1000	280	696	3626	18.36	V

SOURCE: Primary data

INFERENCE:

It is clear from the above table that the customer's influence through social media network sites is the major factor and is ranked first with the garrett mean score of 23.83, followed by using of social media/network sites encourage better understanding of customer needs as second with the garrett mean score of 20.39, social media/networking

site enables easy interaction with customers as third with the garrett mean score of 18.82, better understanding of consumer needs as fourth with the garrett mean score of 18.57 and and it is easy to connect with the customers through social media while passing marketing information as fifth with the garrett mean score of 18.36.

LIKERT SCALE

Likert scale is defined as a unidimensional scale used to collect the respondent attitudes and opinions. This scale is often used to understand respondent ratings and agreement levels with the topic in-hand. Different variations of likert scale are focused directly on measuring the attitudes of people, such as guttman scale, bogardus scale, thurstone scale etc.

Likert scale is a psychometric scale used mainly in market research to understand the opinions and attitudes of an employee towards the organization, co-workers, or competitors. It serves organizations to make measurements and know about the degree of conformity of a person or respondent towards a certain affirmative or negative sentence. When responding to a likert item, respondents specify their level of agreement or disagreement on a symmetric agree to disagree scale for a series of statements. Thus, the range captures the intensity of their feelings for a given item.

A likert scale can be created as the simple sum of questionnaire responses over the full range of the scale. Likert scaling assumes distances between each item are equal. Importantly “All items are assumed to be replications of each other or in other words items are considered to be parallel instruments”. By contrast, modern test theory treats the difficulty of each item as information to be incorporated in scaling items. Surveys are constantly used to measure quality. Likert scales are a common classification format for surveys. Researchers and auditors generally group collected data into a hierarchy for four fundamental measurement levels nominal, ordinal, interval and ratio measurement levels:

1. **Nominal data:** Data in which the answers are classified into variables need not necessarily have a quantitative data or order is called nominal data
2. **Ordinal data:** Data in which it is possible to sort or classify the answers, but it is not possible to measure the distance is called ordinal data.
3. **Interval data:** In general, whole data in which measurements of orders and distances can be made is called interval data.

- 4. Ratio data:** This data is similar to interval data with the only difference being an equal and definitive ratio between each data and absolute “zero” being treated as a point of origin.

TABLE 3.24
RANK THE BENEFITS OF SOCIAL MEDIA MARKETING USING
LIKERT’S SCALING TECHNIQUE

RANK VARIABLE	SA	A	N	D	SDA	TOTAL	AVERAGE	RANK
Social media enable easy reaching of customers	205	80	54	2	0	341	26.41	I
Social media increase the consumer purchasing decision in your business	160	136	42	0	0	338	26.18	II
Using social media or network sites has cut down the cost of operation	100	160	45	1 0	0	315	24.39	III
Low operating cost	75	124	90	8	0	297	23.00	IV
						1291	100	

SOURCE: Primary data

PARTICULARS	RANK
Social media enable easy reaching of customers	I
Social media increase the consumer purchasing decision in the business	II
Using social media or network sites has cut down the cost of operation	III
Low operating cost	IV

INFERENCE:

The above table clearly indicates that the social media enable easy reaching of customers as first, social media increase the consumer purchasing decision in the business as second, using social media or network sites has cut down the cost of operation as third and low operating cost is ranked last in the level of satisfaction. Thus majority of the respondents feel that the social media enable easy reaching of customers.

CHAPTER-IV

Findings & Suggestions



FINDINGS AND SUGGESTIONS

CHAPTER-IV

FINDINGS & SUGGESTIONS

This chapter deals with the major findings and suggestions of the study. This chapter is discussed in a concise and summary format rather than descriptive from.

FINDINGS:

The following are the findings with regard to various responses from the respondents regarding the study on the impact of social media marketing on the performance of micro and small businesses:

- ❖ The study reveals that, 78.75% of the respondents are from the age group of 20-30 years use social media sites widely.
- ❖ Majority of the i.e., 65% of the respondents who use social media sites are male.
- ❖ Majority of them i.e., 45% of the respondents are post graduates.
- ❖ The study exposes that most of the respondents i.e., 36.25% earns above Rs.30,001 per month.
- ❖ It is found that most of the respondents i.e., 96.25% use internet.
- ❖ It is observed from the study that most of the respondents i.e.,41% use Instagram website for marketing their business.
- ❖ Majority of the respondents i.e., 66.25% think that social media sites are an important tool for marketing.
- ❖ It is found that most of the respondents i.e., 46.25% use social media sites for less than 6 months to market their business.

- ❖ The study reveals that most of the respondents i.e., 62.5% say that the social media is effective for brand promotion.
- ❖ The study implies that 31.25% of the respondents carry on service business.
- ❖ Most of the respondents i.e., 46% say that the purpose of using social media sites is to render service to their customers.
- ❖ It is renowned from the analysis that 33.75% respondents share their content and respond to their followers multiple times.
- ❖ Major proportions of the respondents i.e., 47.5% say that they may conduct executive deals/promotions for their online fans.
- ❖ The study exposes that 41.25% of the respondents use social media networking sites to conduct contests giveaways and promotions for fans every week besides the regular day-to-day interaction.
- ❖ The study reveals that 40% of the respondents feel that the game contest is the most successful one in social media platform.
- ❖ The study depicts that major proportion i.e., 72.5% feel that social media advertising was beneficial for their business.
- ❖ The study exposes that 43.75% say that success on social media is measured by the sales made.
- ❖ The study observed that 50% of the respondents feel that there is an increase in the revenue of business up to 25% after using social media platform.
- ❖ The study implies that the respondents have given top priority to the customer can influence products through social media networking in social media sites and ranked as one followed by other factors like, usage of social media, encourage better understanding of customer needs, social media sites enables easy interaction with customers and easy to connect with the customers through social media while passing marketing information.

- ❖ It is found that the respondent reason towards the using of social media for micro and small business does not depend on their gender, (i.e.,) gender is an independent factor.
- ❖ It is found from the analysis that majority of the respondents have given top priority to “social media enable easy reaching of customers” as the benefit looked upon in social media marketing, followed by other benefits like social media increase the consumer purchasing decision in the business, using social media or network sites has cut down the cost of operation and low operating cost.

SUGGESTIONS:

Following are the suggestions based on the research work:

- Small and micro business in social media sites must focus on providing extra facilities like goods exchange policy to online shoppers so that shoppers will easily purchase products over online.
- Convenience of shopping can be developed by making online purchase easier.
- The viral nature of social media sites means that each person who reads the posts must have the capability to spread the news farther within their own network, so in case of correct information it can reach a large number of people in a short time. So privacy is to be improved.
- The social networking strategy should be sufficiently flexible to allow it to adapt to a new development and to determine what works and what does not work.
- They can provide more information about the product and service availability which will improve the knowledge of the customers and help them shop easily.
- Social media site engages almost everyone irrespective of the age factor. It does a great deal to enfranchise youth far more than it was before, but there is a huge loss of personal information too. Therefore it should be improved.
- Brand name is the most important attributes as expected by respondents. Therefore small and micro business should try to build brand image.
- Most of the educated people are familiar with social media sites and so the micro and small business should try focusing on people who are less educated by creating awareness and educate them.
- The reviews and complaints raised by the customers on social media sites should be effectively managed and proper actions should be taken and the action taken should be communicated to the customer.
- Publishing obvious advertisement is unacceptable in the Social Media world; therefore they must present the information in the form of conversation.
- The promotional offers during on season should be displayed on social media sites on regular basis, so that the customers will know about the products offered.

CHAPTER-V



CONCLUSION

CHAPTER-V

CONCLUSION

Social Media is working more as a search engine these days because people trust people rather than trusting companies. Also people think that it would be cheaper to buy from the people directly rather than going to the company website. Hence, an area of interest is searched on Social Media and concerned people are found and communicated with. Social Media Marketing creates a positive effect on many business markets such as financial institutions, travel and tourism business, retail business, knowledge business, entertainment industry, and so on. Since the process of Social Media Marketing saves money, time and is highly engaging and interesting, it seems to be the next big thing to hit the world as a whole.

One of the biggest advantages of Social Media Marketing as opposed to traditional marketing is that potential customers can be precisely targeted. For example, in social media sites, if a person specifies that his area of interest is interior designing; his home page would have advertisements of interior designs on it. Thus, it doesn't seem to be hassle for the customer because they would definitely want to see those advertisements. As for the business owner, he/she needs to pay only if a person clicks on his/her advertisements. Thus it is a win-win situation for both the business owner and the customer.

Consumers do require detailed information about the brand so as to evaluate its strengths & weaknesses; this ample amount of information then saves their time by allowing them to make the purchase decision quickly.

Similarly small and micro business start-ups should utilize the endless opportunities provided by Social Media Sites. The biggest advantage for small and micro business start-ups is that the amount of money to be spent on advertisements can be massively cut down and brand building can be done effectively.

In fact Social Media Sites themselves are changing at a fast pace to keep up with the marketing trend that is present today, social media sites is considered as a medium for personal space, it is changing at a rapid pace to cater to the needs of small and micro business as well. More small and micro businesses are trying to market their products through social media sites. Thus all popular Social Media sites are entering into online business and it can be seen as a good sign of opening the horizons for a new way of marketing which is cheaper, greener and more effective.

But at the same time consumers are susceptible about the user safety side of internet. They feel that online business in social media networking sites is unsafe as it may lead to increase in frauds & privacy issue.

The overall marketing value of social media networking sites is good, but it is facing some tough competition from its global competitors. Talking about domestic market i.e., India, it is the most superior E-business portal which is aggressively expanding & planting its roots deep into the Indian market and at the same time shifting the mind-set of the people from going and shopping from physical store to online stores, which is magnificent. Thus business through social media sites should be focused on consumers and build amazing experiences for the customers.

ANNEXURE-I



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BIBLIOGRAPHY

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ANNEXURE-II



QUESTIONNAIRE

QUESTIONNAIRE:

A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING ON THE PERFORMANCE OF MICRO AND SMALL BUSINESS.

1. NAME :
2. AGE :
3. GENDER :
 - a) Male
 - b) Female
4. EDUCATIONAL QUALIFICATION :
 - a) School
 - b) UG
 - c) PG
 - d) Profession
5. MARITAL STATUS
 - a) Married
 - b) Unmarried
6. Occupation
 - a) Student
 - b) Professional
 - c) Businessman
 - d) Self-employed
7. Type of family
 - a) Joint family
 - b) Nuclear family
8. Area:
 - a) Urban
 - b) Rural
9. Income
 - a) Below Rs.10000
 - b) Rs.10000 - Rs.20000

- c) Rs.20000 - Rs.30000
 - d) Above Rs.30000
10. Do you use internet?
- a) Yes
 - b) No
11. How much do you pay for your internet connection per month?
- a) Rs.100 – Rs.200
 - b) Rs.200 – Rs.500
 - c) More than Rs.500
12. How much time do you spend in the web per day?
- a) 0-3 hrs
 - b) 3-5 hrs
 - c) 5-10 hrs
 - d) More than 10 hrs
13. Which is the most effective media for brand promotion?
- a) Social media
 - b) Print media
 - c) Television
 - d) Radio
14. Are you an active user of any social media/networking sites?
- a) Yes
 - b) No
15. Do you use social media in marketing your business?
- a) Yes
 - b) No
16. For how long have you been using social media sites for marketing your business?
- a) Less than 6 months
 - b) 6 months to 2 years
 - c) 2-5 years
 - d) More than 5years

17. What are the platforms you used for your social media marketing efforts?
- a) Facebook
 - b) Instagram
 - c) YouTube
 - d) Whatsapp
18. What are the type of business you carry on?
- a) Manufacturing
 - b) Distribution
 - c) Retailing
 - d) Service business
19. What is the initial investment done in the business?
- a) 01-05 lakhs
 - b) 05-10 lakhs
 - c) 10-15 lakhs
 - d) 15-20 lakhs
20. What is the purpose of usage of your social media?
- a) Research
 - b) Platform to highlight brand development/news
 - c) Customer service
 - d) Build community
21. How often does your company share content and or engage followers on social media?
- a) Multiple times
 - b) Weekly
 - c) Monthly
 - d) Inconsistently per day
22. Do you include information about your social media campaigns in your print/TV advertising?
- a) Yes
 - b) No

23. Have you organized any executive deals/ promotions for online fans?
- a) Yes
 - b) No
 - c) May be in future
24. What is your average response time with which you attempt to reply to a fan query on social/networking sites?
- a) Less than 30 mins to 2hrs
 - b) 2-6 hrs
 - c) Within 24 hrs
 - d) More than 24 hrs
25. On an average how often is it necessary to have contest giveaways, promotions for fans besides the regular day to day interaction in the social media/ networking sites?
- a) Every week
 - b) Every month
 - c) Once in a quarter
 - d) Once in 6 months
26. What is the type of contest have you found to be the most successful one in your social media platform?
- a) Quiz contest
 - b) Game
 - c) Video contest
 - d) Other
27. What has been the average value of the prize you have ever been offered for your online contest?

This is the prize that one individual winner get and not the overall amount.

- a) Rs.500- Rs.1000
- b) Rs.1001- Rs.1500
- c) Above 1500
- d) I have never offered online prize

28. Have you conducted any social media research for your organization? Can you share what kind of research you have conducted?
- a) To understand customer behavior
 - b) Competitive benchmarking
 - c) To get customer feedback
 - d) Other
29. Is the social media advertising beneficial for your business?
- a) Yes
 - b) Maybe in future
 - c) No
30. How do you measure your success / return on investment on social media?
- a) Sales
 - b) Brand visibility
 - c) Specific parameters (viz like people talking about this, comments, views etc)
 - d) Others
31. Are you able to see an increase in revenue of your business after using social media platform?
- a) No
 - b) Upto 25%
 - c) Upto 50%
 - d) More than 50%
32. What is the percentage of marketing budget which you spend on your social media initiatives?
- a) Zero investment
 - b) 5% to 10%
 - c) 10% to 15%
 - d) More than 15%

33. How much do you agree with the following statements?

	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
My sales revenue has been increasing.				
Number of employees has been increasing.				
Number of customers has been increasing.				
I see my business being in operation in the next five years.				
I am planning to expand my business.				

34. What are the important reasons for micro and small business using social media marketing? (Rank the number between 1 to 4 being 1 the most important and 4 being the least important)

Consistency of posts	
Type of content posted	
Customer service	
Online promotions	

35. How much do you agree with the following statement?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Social media enable easy reaching of customers.					
Social media increase the consumer purchasing decision in your business.					

36. How much do you agree with the following statement?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Using social media/ network sites has cut down the cost of operation.					
Low operating cost					

37. How much do you agree with the following statements?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Customer can influence products through social media/ network sites.					
Better understanding of customer needs					
Using social media/ network sites encourage better understanding of customer's needs.					
Social media/ networking site enables easy interaction with customers.					
It is easy to connect with your customers through social media while passing marketing information.					

38. How much do you agree with the following statements?

	Strongly disagree	Agree	Neutral	Disagree	Strongly disagree
Social modifies your marketing strategies and push to internet marketing.					
Modification in Marketing strategies					

It enables business to communicate better with open and clear messages.					
It leads to more creativity in advertising and personal selling when meeting customers' needs.					

39. How much do you agree with the following statements?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Customer visit different business pages before purchasing a product.					
Purchasing power decisions.					
Promotions and discounts displayed on the business page increase sales.					
It facilitates interaction and collaboration between customers and business.					

40. Comment on future of social media in few lines.

A STUDY ON CONSUMERS PERCEPTION TOWARDS PERISHABLE GOODS

Project report submitted to ST.MARY'S COLLEGE (Autonomous),
Thoothukudi Affiliated to Manonmaniam Sundaranar University,
Tirunelveli in partial fulfillment of the requirements for the award of the
degree of

MASTER OF COMMERCE

Submitted by
SUGA VARSHINI. R
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This is to certify that the project entitled “A STUDY ON CONSUMERS PERCEPTION TOWARDS PERISHABLE GOODS” submitted by the candidate, Suga Varshini. R in partial fulfillment of the requirements for the degree of Master of Commerce to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, is a work done by her during the period of the study under my guidance and supervision.

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Date: 10.4.2021

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I hereby state the project entitled "A STUDY ON CONSUMERS PERCEPTION TOWARDS PERISHABLE GOODS" is submitted to St.Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, for the award of the degree of Master of Commerce is our unique work and that no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: Thoothukudi

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Counter Sign

Faculty Guide

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ACKNOWLEDGEMENT

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LIST OF CONTENTS

CHAPTER	TITLE	PAGE NO.
	Certificate	i
	Declaration	ii
	Acknowledgement	iii
	List of Tables	vi
	List of Chart	ix
I	Introduction and Design of the study	1 -9
	1.1 Introduction	1
	1.2 Perishable Goods	2
	1.3 Statement of the Problem	3
	1.4 Review of Literature	4
	1.5 Objectives	6
	1.6 Scope of the Study	7
	1.7 Research Design	7
	1.7.1 Period of the study	7
	1.7.2 Collection of Data	7
	1.7.3 Sampling Design	8
	1.7.4 Framework of analysis	8
	1.7.5 Construction of tools	8
	1.8 Limitations of the Study	8
	1.9 Chapter Scheme	9

II	Profile of the Study	10 – 32
III	Analysis and Interpretation of Data	33 – 58
VI	Findings, Suggestions	59 – 62
V	Conclusion	63 - 64
	Annexure 1. Bibliography 2. Questionnaire	

LIST OF TABLES

Table No.	Title	Page No.
3.1	Distribution of the Respondents on the Basis of Gender	34
3.2	Distribution of the Respondents on the Basis of Educational Qualification	35
3.3	Distribution of the Respondents on the Basis of the Type of Family	36
3.4	Distribution of the Respondents on the Basis of the Amount spent on Livelihood	37
3.5	Distribution of the Respondents Based on the Interval in Purchasing the Products	38
3.6	Distribution of the Respondents on the Basis of Influence in Advertisement	39
3.7	Distribution of the Respondents on the Basis of the Type of Advertisements which Influence in Buying the Perishable Goods	40
3.8	Distribution of the Respondents on the Basis of the Persons Influence in Buying the Goods	41
3.9	Distribution of the Respondents Based on the Availability of Goods	42
3.10	Distribution of the Respondents on the Basis of persons who check the MRP before Purchasing the Goods	43

3.11	Distribution of the Respondents on the Basis of the Amount Spent on Purchasing the Perishable Goods Monthly	44
3.12	Distribution of the Respondents Based on who examine the Expiry Dates before Purchasing the Goods	45
3.13	Distribution of the Respondents on the Basis of whether they are Charged only the MRP of the Goods	46
3.14	Distribution of the Respondents Based on the Factor which Influence in the Rise in Price of the Product	47
3.15	Distribution of the Respondents Based on the Attraction towards the Promotional Offers	48
3.16	Distribution of the Respondents Based on the Awareness of the Products Purchased	49
3.17	Distribution of the Respondents Based on the difficulties in purchasing the perishable goods	50
3.18	Distribution of the Respondents on the Basis of whether the defective goods replaced or refused	52
3.19	Distribution of the Respondents on the Basis by which the consumers are being exploited	53
3.20	Distribution of the Respondents on the Basis of the means of wastage	54

3.21	Distribution of the Respondents on the Basis of the awareness of consumer rights	55
3.22	Statement showing the rank according to their purchase decision	56
3.23	Ranking the preference based on branded goods	57
3.24	Ranking the preference based on unbranded goods	58

LIST OF CHARTS

Chart No.	Title	Page No.
3.1	Basis of Gender	34
3.2	Educational Qualification	35
3.3	Type of Family	36
3.4	Amount spent on Livelihood	37
3.5	Interval in Purchasing the Products	38
3.6	Influence on Advertisement	39
3.7	Type of Advertisements which Influence in Buying the Perishable Goods	40
3.8	Persons Influencing in Buying the Goods	41
3.9	Availability of Goods	42
3.10	Persons who check the MRP before Purchasing the Goods	43
3.11	Amount Spent on Purchasing the Perishable Goods Monthly	44
3.12	Examining the Expiry Dates before Purchasing the Goods	45
3.13	Charged only the MRP of the Goods	46
3.14	Factor which Influence in the Rise in Price of the Product	47
3.15	The Attraction towards the Promotional Offers	48
3.16	Awareness of the Products Purchased	49
3.17	Difficulties in purchasing the perishable goods	50
3.18	Defective goods replaced or refused	52
3.19	Consumers are being exploited	53

3.19	The means of wastage	54
3.20	Awareness of consumer rights	55

INTRODUCTION AND DESIGN OF STUDY

1.1 Introduction

The modern-day consumers are very quality conscious. They expect that the food products they are buying from the market to meet health, safety, and environmental qualities. As incomes of common people increase, the sales volume also increases correspondingly. This leads to the increase in the consumer consciousness. Consumers become more demanding in terms of quality of the products they are buying from the market. Actually, the consumers are demanding the reliability of the products. They want to see whether the products they are worth the value. Hence, in recent times, consumers are more concerned about the quality and safety of the perishable goods they buy for everyday consumption; they want to ensure that these products are worth buying.

Qualities of the perishable products or food items are normally categorized into three heads: the search like the physical appearance of the product, the credence like whether the product is as healthy to consume as promised, and the experience like the taste of the product. In recent times, buyers have rejected several new products and brand loyalty has been waning steadily. This has made the market experts understand that the buyers are no more silent instead they are a prime deciding factor of fates of the brands. At the same time, the consumers these days are highly health conscious. They study the effects of food products on their health and wellbeing. Food products, especially vegetables and fruits are consumed on the basis of their food values and benefits to the consumers.

In this situation, the retailers and suppliers need to be better aware of the growing and changing demand of the consumers to anticipate the future trend of the perishable food products' market.

Modern consumers enjoy unlimited choices in food products. With the passage of time, as the choices and options have increased in leaps and bounds their expectations have also changed over time. The quality of a food depends on several factors including the different environments they pass through and the packaging quality. As various activities are performed right from the harvesting and rearing the food products to send them to retailers' house, these activities have different levels of adverse effects on the food products. Hence, the quality is affected. There are several parameters that need to maintain as per the prevailing norms like the temperature and pressure of the environment where a perishable food item is kept for some hours or days. Normally, the consumers could understand the quality of the food product just by seeing its color, texture and feeling the odor. However, these parameters may not be appropriate in several conditions. In many instances, the packaging of the food product may make the product somewhat discolored or the taste somewhat changed but the overall quality may remain good. The attributes that keep the foods healthy for consuming, that are processed in a good environment, and that are processed through the ethical treatment to the animals have become more important to the consumers these days. At the same time, the consumers are now increasingly interested in getting information on how the foods they consume are processed. So, there is a need for intensive research on all these aspects that would help the modern day more conscious consumers to understand how to assess the quality of a food product.

1.2 Perishable Goods

Something perishable is likely to die or decay. A perishable is also a type of food with a limited shelf life if it's not refrigerated.

Since perishing is dying, anything perishable could die or is likely to die. Unfortunately, people are perishable and most things in the world are too. Nothing lasts forever. A perishable is also a type of food that will go bad quickly if you leave it out of the fridge. Milk is a perishable, and so are yogurt

and ice cream. Whether you're talking about a perishable or something perishable, this word refers to something that just won't last.

Perishable foods, such as fruits and vegetables, dairy, fish, and meat products, have a limited shelf life after harvest or production. The delay before they become unmarketable or inedible depends on the food product itself and a number of environmental factors.

These environmental factors include the storage temperature, pressure and relative humidity, and composition and velocity of surrounding gas. The temperature generally has the greatest impact on the shelf life of perishable food. A temperature too high increases the rate of respiration and the growth of microorganisms, which can spoil some food products in a few hours or day. A temperature too low can create cold injuries and render the food product unmarketable. In contrast, perishable food products kept at the proper temperature can generally remain of high quality for multiple days or weeks, or even multiple months or years in the case of frozen food.

A range of refrigeration technologies, of varying efficiency, cost, and environmental impact, is available to preserve the temperature of the food in the desired range during each stage of the supply chain. When refrigeration is applied along the supply chain to improve food preservation, the supply chain is called a cold chain. This chapter first provides a high-level overview of the different stages found along a typical cold chain. In the following sections, the different refrigeration technologies available at each stage of the cold chain are discussed, along with their impact on food loss and waste. A section will then be dedicated to the optimization of the cold chain, that is, how we can identify the proper refrigeration technology and operating conditions to reduce food loss and waste, while also limiting cost and environmental impact.

1.3 Statement of the problem

This topic is chosen because the study helps us to understand the consumer perception towards perishable goods. In our day to day life we prefer to choose different types of perishable product based on its quantity, quality, price taste, color, needs etc.

These goods are fulfilling our day to day requirements. But still has some problems such as spoilage of meat and dairy products, wastages incurred while buying fruits and vegetables high cost of perishables but low quality of products.

1.4 Review of Literature

The concept of super market or hypermarket has changed the traditional retailing processes. It has also changed the consumer behavior to a great extent. Farhangmehr, Marques and Silva (2010) had done a research on the impact of hypermarkets on consumer behavior and traditional marketing.

Goldman, Ramaswami and Krider (2012) have presented a framework to get a clear concept on the growth of the retail market in the basis of product category and consumer segments (Goldman *et al.*, 2012). Modernization of food retail market was the subject matter of the researchers. In a 1995 study on food retail through supermarkets, it was found that the economic and geographic diffusion of supermarkets were almost complete but as far as the perishable products are concerned the market diffusion of the supermarkets was not complete. But, as long as it is not happening, the supermarkets will not be able to gain market share substantially. In another study in 1999, the impacts of superstores selling perishable products were studied. Consumers felt that the perishable goods of the superstores were better than the perishable goods in the traditional marketplaces.

Novas, Lima and be (2015) proper refrigeration is a must for maintaining the quality of the food products.

Chen, Hsueh and Chang (2016) believe that the revenue of the suppliers depends on both the quality of the products as also quantity they can supply to the market (Chen *et al.*, 2009). According to the researchers, three factors are important in this aspect: (1) The time of production (2) The optimal production and (3) the transportation routes. Packing plays a vital role in the demand and preservation of the perishable food products.

According to **Guilbert, Gontard and Gorris (2017)** biodegradable packaging is necessary both for keeping the quality of products, reducing bacterial and fungal effects, and showing support to the growing demand of environment-friendly packaging systems.

According to **Santos *et al.* (2017)** the availability of hyperbaric storage has given. New way of preserving the perishable products at variable room temperatures without refrigerating those.

Xiaohuan and Wang (2017) held a research which was probably the most appropriate one and in that three significant factors of consumer attitude for perishable foods have been seen: 1) Readiness of the customers to pay can have a huge influence by freshness of food and risk of inventory storage. 2) Price differences also have part to play in the consumer purchasing behaviors and 3) Point of view of customers regarding inter-temporal price fairness can have an influence on purchasing decisions. According to them, the multi-period dynamic pricing method is helpful in satisfying the long-term utility maximization of food retailers due to which numerous researches can be found which focus on perishable goods, quantity, price and distribution.

Cohen (2017) wrote regarding the group as an important source of attitude change and mentioned that there have been numerous outcomes from

the studies that the members of a group tend not to interact and follow norms and values of group.

The attitude theory of **Fishbein (2019)** quite possibly has the greatest impact on consumer attitude study for last three decades. Fishbein states that attitude is an independent determinant of affect for or against attitude object that is a function of belief strength and evaluative factor related with every attribute. According to him, when someone begins to know a new product, learning comes in form of beliefs regarding product attributes and thus the attitude theory of Fishbein tells the way the beliefs, attributes of a certain object result in the attitude toward that object.

According to **Green (2019)** all the attitudes are theoretical or hidden variables instead of being immediately observable variable. It can also be called as abstraction. Green has stated that the attitude concept does not stand for a certain act or response of a person, but it can be called as an abstraction from numerous acts or responses.

1.5. Objectives

This study has aimed at achieving below listed following objectives:

- To understand the socio economic status of the respondents.
- To study the factors affecting consumers preferences on perishable goods.
- To study the difficulties faced during the purchase of perishable goods.
- To study the level of satisfaction of the consumers about the product performance.

1.6 Scope of the Study

The project entitled “A study on consumer’s perception towards perishable goods” is carried out with an objective to study the factors affecting consumers preference on perishable goods and difficulties faced during the purchase of perishable goods.

The researcher mainly focuses on the factors like quantity, quality consumer’s preference, price and experiences of customers. This study makes an attempt to know the awareness level of customer about the perishable goods available in the markets. Thus study gives a detailed picture about perishable goods and information gathered through this study helps consumers and sellers in selling quality products.

1.7 Research Design

1.7.1 Period of the Study

This study has been done from December 2020 to April 2021

1.7.2 Collection of Data

- **Primary data:**

Primary data was collected by framing a questionnaire. A set of questionnaire was prepared and was given to selected public to know their views.

- **Secondary data:**

The secondary data was collected from the Internet and Books, Article and Magazines.

1.7.3 Sampling Design

A sample of some respondents residing in various parts was selected on a random basis. The questionnaire was useful for collecting a given source of information.

1.7.4 Framework of Analysis

The information collected through the questionnaire was analyzed by using the following statistical tools namely,

- a) Percentage Analysis
- b) Bar Diagrams
- c) Pie – Charts
- d) Ranking Method

1.7.5 Construction of Tools

The researchers had a discussion with group of consumers. Based on the discussion the researcher constructed a questionnaire. Then it was pretested and necessary changes were incorporated in the revised questionnaire. 75 questionnaire were taken and distributed is appended.

1.8 Limitations of Study

- Due to time constraint the most essential information has been taken for the study.
- The sample size is only 75 questionnaires were distributed
- This study restricted only to Thoothukudi Town. So the result cannot be generalized.

1.9 Chapter Scheme

Chapter I: Introduction and design of the study

Chapter II: Profile of the study

Chapter III: Analysis and interpretation of data

Chapter IV: Findings and suggestions

Chapter V: Conclusion

PROFILE OF THE STUDY

2.1 Introduction

Perishable foods are foods which are likely to spoil, decay or become unsafe to eat if they're not stored correctly or consumed shortly after purchase. These foods include:

- Meat
- Seafood
- Poultry
- Dairy products such as milk and cheese
- Fruits and vegetables



The concept of marketing is essentially a concept of customer orientation. For a long time it has been preached by all. What this implies is that products services are bought not

merely because of their quality packaging or brand name, but because they satisfy a specific need of customer. It also implies that organization have to provide services to their customer and that to without any obligation.

In other words marketing means understanding and responding to customer needs a prerequisite for any organization success. And this certainly cannot be ignored by any organization in today competitive environment. The selling approach is more transaction based and aims at maximization in this short term.

As opposed to this, the marketing approach emphasizes customer management, customized approach to winning retaining the customer, and

hence, focuses on building profits over a long term. The selling approach, generally, undermines research it is more intuitive. It works well in market that are less complex, in the sense that competition is low and customers have very little choice. It works on the mass marketing approach where in customer needs are aggregated. This is opposed to the marketing approach which is linked the basic premise that each customer is different and hence needs to be approached differently. Also, given the exorbitant cost of researching each customer, it is possible to group them according to common measurable and definable parameters and hence create segment. Thus, the customer is the focal point of the marketing orientation.

Despite their strategic importance, grocery retailers loose up to 15 percent of their food products due to damage and spoilage. Perishable products are difficult to manage because of their random weights and their limited shelf lives under different conditions. Thereby consumers take into account the perceived risk of buying a product based on the expiring data. In case of perishable goods, they will lower the perceived risk by looking at the visual cues of freshness, including the expiring date. And consumers need a price reduction to accept a suboptimal perceived risk. So for supermarkets it is important to price products based on the identified product value so that optimal sales and profits can be achieved. Nowadays the technology is developing fast and tracking and tracing products by internet based networks appeared. RFID, Radio frequency identification, has become more popular in supply chain management. With these technological systems possible solutions to the food waste in supermarkets can be developed by pricing products based on product value. Proposed a mathematical model to determine pricing on the real-time and optimal ordering quantity for perishable products. Also the research of developed a model where the shelf-life or freshness, which is for consumer the main quality indicator of perishable food, is dynamically identified or considered for pricing. But less is known about the consumer perception of the

dynamic pricing system and how dynamic pricing would influence the choice behaviour of consumers. Interesting is to know which factors have an influence on the decision making process of these consumers.

Possible factors that influence these decisions are intended moment of usage and buying for own use versus buying for group use. Thereby it is useful to compare the effect of dynamic pricing on the choice behaviour in different product categories.



Perishable foods, such as fruits and vegetables, dairy, fish, and meat products, have a limited shelf life after harvest or production. The delay before they become unmarketable or inedible

depends on the food product itself and a number of environmental factors. These environmental factors include the storage temperature, pressure and relative humidity, and composition and velocity of surrounding gas. The temperature generally has the greatest impact on the shelf life of perishable food. A temperature too high increases the rate of respiration and the growth of microorganisms, which can spoil some food products in a few hours or days. A temperature too low can create cold injuries and render the food product unmarketable. In contrast, perishable food products kept at the proper temperature can generally remain of high quality for multiple days or weeks, or even multiple months or years in the case of frozen food. Therefore, refrigeration plays a critical role in food loss. This is especially true in this current state of globalization, with fresh produce continuously traveling long distances between countries and continents to meet consumers' expectation of a having a wide range of fresh produces

available year-round. Yet, the shelf life of berries can be below 1 day when field heat is not removed and below 1 week when kept at 10°C.



As such, it is critical that the perishable food remains at the proper storage temperature during all stages of the supply chain, to prevent decay at a rate that would make the product

unmarketable before retail and create food loss. A range of refrigeration technologies, of varying efficiency, cost, and environmental impact, is available to preserve the temperature of the food in the desired range during each stage of the supply chain. When refrigeration is applied along the supply chain to improve food preservation, the supply chain is called a cold chain.

2.2 Perishable Commodities

Perishable commodities are those commodities which deteriorate quickly when not stored properly. Perishable commodities usually require some sort of refrigerated storage.

Perishable commodities include:

Dairy products



Dairy products are those commodities, which are derived from or based upon milk, and include creams, yoghurts, butter, cheese and ice cream.

Milk needs to be stored in the refrigerator at a temperature between 3 to 4°C. If stored this way fresh milk will last about 10 days.

Cream, yoghurts, butter, cheese and eggs should also be stored at between 3 to 4°C. The shelf life of these products will vary depending on their method of manufacturing, and you should check individual use by dates on the packaging.

Ice cream needs to be kept frozen at a temperature of -18°C or below.

All dairy products need to be kept well sealed when in storage, otherwise they will absorb flavours from strong smelling foods around them.

Meat and poultry



Meat and poultry should be stored between 1 and 3°C. All meat and poultry should be stored on clean trays and covered with plastic wrap. You should never store raw and cooked foods on the same tray.

Meat can be stored in the cool room for 4-6 days, or if vacuum-sealed up to 12 weeks. Poultry can be kept for 3-4 days. If frozen, meat and poultry can be kept for up to six months.

Seafood



Seafood has a very short shelf life and must be stored with extra care. It should be stored at 1°C. Unfortunately most cool rooms are not set for temperatures as low as this, so seafood should be wrapped in plastic film and stored in the coldest part of the cool room on

a bed of crushed ice. If kept in these conditions seafood should last for 5 to 6 days.

Live seafood such as crabs and yabbies' should be kept at temperatures between 1 to 3°C in sealed containers. Frozen seafood can be kept in the freezer for up to 3 months.

Fruit and vegetables



Fruit and vegetables vary in their storage requirements, but as a general rule most fruit and vegetables should be stored between 5 and 9°C. There are a couple of exceptions such as broccoli,

which usually arrives packed on ice, and should be stored at 1°C, and tropical fruits such as bananas and pineapples which should be stored at around 18°C.

Because fruit and vegetables require a higher temperature storage (between 7 and 10°C) they are best kept in a separate cool room.

Lettuce should be stored in the cool room, where the temperature is below 5°C.

Root vegetables, such as carrots, potatoes and onions are classed as semi-perishable and do not require refrigeration.

Frozen vegetables and fruit are stored in a deep freezer where the temperature is set at -18°C or less. Processed vegetables and fruit come in cans, jars, and packages. They should be stored on shelves in a cool dry room away from sunlight. It is important to rotate this stock.

2.3 Markets for Perishable Goods



Fruits and vegetables are produced seasonally, but the market requires products throughout the year. For many decades, this problem of matching product availability with consumer demand was solved in two ways:

- Selling fresh products during harvest and shortly thereafter
- Processing the rest to meet demand during the rest of the year

As technology improved and consumer incomes increased, it became possible to provide fresh produce year-round. American consumers now expect fresh tomatoes, strawberries, and sweet corn every month of the year. In addition, a strong demand remains for processed fruits and vegetables

Fresh Markets



Increased consumer incomes and year-round demand for fresh produce force retailers or their representatives to establish buying points both in different growing areas of the United States and in

foreign countries. Some retailers contract year-round with fresh fruit and vegetable packers, who may in turn contract with growers. Contracts and large-volume buying practices enable packers to obtain sufficient quantities of individual products.

Large fresh fruit and vegetable packers may contract with growers in several different production regions to ensure that fresh fruits and vegetables are available every week of the year. These packers generally contract only in regions with a large number of growers. Further, they contract mainly with the largest growers, even in concentrated production regions.

Some packers ensure supplies by growing commodities themselves. Large retailers and packers are unlikely to purchase products directly from a single, small-scale grower, especially a grower in a remote production area.

As a small-scale fresh fruit and vegetable grower, you may consider selling directly to retailers. Although some chain stores and independent retailers have buy-local programs for fresh produce, such stores and programs are not common. In effect, it must become the grower, packer, and wholesaler.

Processing Markets



To stay competitive, processors must keep unit costs low, so large corporations generally do the processing. Many of the smaller local processors have

found it difficult to compete with these corporations and have gone out of business. Almost all processors contract with growers for their raw-product needs. Over the past twenty to thirty years, most processors have moved their plants to major production areas. Only a few processing firms are left in the Northeast.

Therefore, it may be difficult to locate processors interested in buying from small-scale growers. If a processor does indicate a willingness to buy, insist on a purchase contract with the processor before planting the crop. This is how many of today's processors entered the business decades ago. If it is considering a processing operation, contact the State Department of Agriculture to learn more about food regulations pertaining to the processing, packaging, and labeling of the product.

It will probably be impossible to process the market produce at costs as low as those incurred by larger processors.

As a result, it may be very difficult to compete for sales with your processed fruits and vegetables through conventional retail outlets. Consider processing specialty items with strong local or regional demand where it will be able to charge a "premium" price.

Sometimes a small processor will process fruits or vegetables for a grower on a contract basis, especially if the product being produced does not interfere with its own processing requirements. Of course, its busy

time is often when needed to processing of the product, so this works best for something with an especially early or late processing season.

Selling processed fruits or vegetables may, in addition, increase the exposure to product liability suits. Check with an attorney and an insurance carrier to determine the degree of liability exposure and to secure the proper level of protection.

2.4 Transportation of perishable goods



Perishable goods are mostly exported from Mexico to the US by ground, while goods exported to Europe and Asia are transported by air or ocean.

2.4.1 Transportation of Perishable Goods by Ground

- **By Truck.** Trucks transporting perishable goods have different cold systems, which may or may not be mechanized (ice or dry ice is often used).
- **By Rail.** Train cars should have an isolating lining, as well as a special system for refrigeration, loading, and unloading. Dry ice is often used to keep goods cold.

2.4.2 Transportation of Perishable Goods by Air

This is the best option for **transporting perishable goods**. Each airport has a special area for handling perishable goods where temperature can be controlled using refrigerated chambers and freezers. These areas have customs inspection points that are guarded at all times by highly-qualified,

specialized personnel, which ensure that the goods are kept at the optimal temperature at all times.

2.4.3 The products most commonly transported by air are:

- **Fresh products**(fruit, vegetables, meats, dairy, etc.)
- **Frozen products** (fruit, concentrates, fruit pulps, etc.)

4. Transportation of Perishable Goods by Ocean

Goods are transported in refrigerated ships that are fully equipped with systems to circulate air properly. It can also be shipped in refrigerated containers (**commonly known as reefers**). Usually, logistics operators are in charge of consolidation or deconsolidation.

Before transporting perishable goods, a “temperature requirement sheet” is provided to **indicate the temperature at which the product must be kept in the refrigerated container.**

The products most commonly transported by ocean are:

- **Fresh products** (fruit, vegetables, meats, etc.)
- **Frozen products** (fruit, concentrates, fruit pulps, meats, etc.)

Methods of Preserving Perishable Foods



Perishable food items can be easily spoiled by several factors. One basic and the common factor is, if the food comes in contact with any microbes (e.g. *bacteria*), it will lead to food contamination and

the food will be spoiled.

Any change in the chemical and physical environment can also lead to food spoilage such as rise or fall in room temperature. Preserving perishable foods is a science which everyone should know so that the wastage can be avoided. Food preservation is an important task everyone should have knowledge of.

Perishable food items can easily deteriorate and are not safe for human consumption. As food costs greatly in our budgets monthly and if the foods get spoiled every now and then, it is not economic. Fruits which are very costly and dairy products often get deteriorate, so preservation of perishable food products is a need and it should be worked upon.

You must have some foods and fruits start to rot within a day or two. Food items such as tomatoes, avocados, and bananas are such foods that can deteriorate soon due to the presence of *ethylene*, a natural hormone. Preservation of perishable foods can be done by heating, storage at low temperatures, using food preservatives, etc.

Preserving perishable foods also depend on the nature of the food items. For example, meat (also fish and shellfish), all dairy products, etc. should be properly refrigerated to avoid microbial growth. In the summers the milk should be properly boiled as during the summers, the bacterial growth rises in milk and other dairy products thus leading to fermentation and food spoiled. Boiling milk above the room temperature kills bacteria thus leading to no bacterial growth in the food item.

Avoid handling perishable food items without proper sanitation. Wash hands completely, also wash the kitchen wares and the utensils which will be in touch with the food products, such as

bowls, spoons, and knives, etc. as microbes can be transferred from these kitchen wares to the food. This will lead to microbial growth in the food. Everything should be properly cleaned with disinfectants. Avoid the food coming in contact with insects and rodents.

Most perishable foods decay or spoil if we don't store them at 4.4°C or below. Perishable food items can also be frozen at -17.8°C to preserve and avoid microbial growth. Keeping food preserving for a long time increases the shelf life of the food products and thus makes it healthy and fresh for consumption. Most of the time the food can be spoiled by a group of bacteria such as spoilage bacteria which cause the food to spoil, deteriorate, and turn the food unpleasant for eating. Another group of bacteria that is harmful for food is pathogenic bacteria. These bacteria lead to food contamination and food borne illness.

2.5 Wastage of Perishable Goods



Wastage in the perishable fresh produce fruits and vegetables supply chain from harvesting stage till it reaches the consumer is very high in emerging markets like India.

Studies are inadequate in analysing the causal factors of food losses in this context.

This study intends to identify the causes of food wastage, as well as the driving power and dependence of these causes and to analyse the interactions among them. This work proposes to use fuzzy MICMAC and total interpretive structural modeling (TISM) based approach which is a novel effort in this

sector, to study the interactions. Based on review of literature and brainstorming among experts in the food industry and academia, this study identified 16 variables as the super-set of causal factors of food wastage which can represent all other causes within them. It is found that the lack of scientific methods in harvesting and a large number of intermediaries in the chain have high driving power and can be considered as the root causes of the food losses. This work categorises the causes into several levels that give an idea regarding the cause which needs more attention than others.

Thereby it provides practical insights into how to improve efficiency, competitiveness, and profitability of the food supply chains. For a developing country like India, in addition to the economy, it can have greater implications on food security and conservation of environment resources. This work can be utilized by supply chain designers, managers, and policy makers.

There are several reasons why so much perishable food is lost, including the absence of modern food distribution chains, too few cold-storage centers and refrigerated trucks, poor transportation facilities, erratic electricity supply, and the lack of incentives to invest in the sector. The Indian Institute of Management in Kolkata estimates that cold-storage facilities are available for only 10% of perishable food products, leaving around 370 million tons of perishable products at risk.

2.6 Adulteration of Perishable Goods



Food Adulteration refers to the process by which the quality or the nature of a given food is reduced through addition of adulterants or removal of vital substance.

Food adulterants refer to the foreign and usually inferior chemical substance present in

food that cause harm or is unwanted in the food.

Basically, during food adulteration, small quantity of non-nutritious substances are added intentionally to improve the appearance, texture or storage properties of the food.

Food adulteration is quite common in the developing countries.

Food is adulterated if

- The food sold does not meet the nature of the substance or quality as per the demand of consumer.
- The food contains inferior or cheaper substance
- The food has been prepared, packed or kept under unclean conditions leading to contamination.
- Food contains substances that depreciates or injuriously affects the health.
- If the food's original nature is substituted wholly or partially by abstracting a portion of vital substance from food.

- If it is an imitation of some other food substance.

Causes of food adulteration

- Profit motive of traders: Done as a part of the business strategy
- Food insecurity: To increase quantity of food production and sales.
- Increased Urbanization: To make maximum profit from food items by fewer investments.
- High population demands: Increased food demand of the population and its changing trends.
- Illiteracy of general public: Lack of consciousness of proper food consumption.
- Lack of effective food laws
- Lack of government initiative

Types of food adulteration

1. Intentional adulteration: The adulterants are added as a deliberate act with intention to increase profit. E.G. sand, marble chips, stones, chalk powder, etc.
2. Incidental Adulteration: Adulterants are found in food due to negligence, ignorance or lack of proper facilities. E.G. Packaging hazards like larvae of insects, droppings, pesticide residues, etc.
3. Metallic adulteration: When the metallic substances are added intentionally or accidentally. Eg: arsenic, pesticides, lead from water, mercury from effluents, tins from cans, etc.

Methods of food adulteration

1. **Mixing:** Mixing of clay, stones, pebbles, sand, marble chips, etc.
2. **Substitution:** Cheaper and inferior substances being replaced wholly or partially with good ones.
3. **Concealing quality:** Trying to hide the food standard. E.G. adding captions of qualitative food to low quality for selling.
4. **Decomposed food:** Mainly in fruits and vegetables. The decomposed ones are mixed with good ones.
5. **Misbranding/ False labels:** Includes duplicate food stuffs, changing of manufacture and expiry dates.
6. **Addition of toxicants:** adding non-edible substances like argemone in mustard oil, low quality preservatives, colouring agents, etc.

Food adulteration in developing countries

Fresh vegetables and fruits, the main part of our meal is adulterated by the self applied fertilizers and pesticides by the farmers to increase the production and to avoid the attacks of insects and diseases. Wax coating/ dipping in chemical water like copper sulphate (CuSO_4) is used for increasing the marketing by making them attractive and fresh looking. Nowadays, vegetables producing fields are irrigated with sewerage water which included detergents, human faces, factory wastes having high concentrations of toxic heavy metals i.e. lead and arsenic which can cause damage to liver, kidney and cancer. Vegetables and fruits are also openly sold at roads which cause the free fallen smoke and dust particles resulting in contamination. Screen is used as sweetening agent in many confectionary products, instead of sucrose, which is harmful for health. The storage room are cleaned and fumigated to protect

the storage products from insects which contain hazardous substances affecting the health. Brick dust is added in chilli powder on the other hand lead chromate and metanil yellow is added in turmeric powder that deteriorates health condition. Sugar and salt is adulterated with calcium carbonate, similarly urea is mixed in parched rice. The saw dust is added in coriander powder and cumin powder. The sodium bicarbonate in jaggery, coal tar dye in tea leaves, metanil yellow colour in gram powder.

Mitigation measures for addressing food adulteration

- There must be proper surveillance of the implementation food laws.
- There should be monitoring of the activities with periodical records of hazards regarding food adulteration.
- There should be periodical training programmes for Senior Officer/Inspector/Analysts for food safety
- There should be consumer awareness programmes organized by holding exhibitions/seminars/training programmes and publishing pamphlets.
- There should be strict actions regarding the punishment for those who are involved in food adulteration.
- There should be help and support from International INGOs for implementation of food laws.

2.6 Cold Storage of Perishable Goods

- There are many advantages of cold storage when used for storing perishable foods. Some of them are discussed further:
- Lowers Deterioration Rate of Perishable Foods

- One of the great benefits of using a cold storage is that the low temperature helps in lowering the rate of chemical changes and growth of microorganism enzymes in foods. In simple words, the rate of food spoiling is lowered down to a great extent.
- Temperature Controls
- There are different areas in the refrigerator that are being operated at different temperatures. In older cold storages, the upper shelves used to be controlled at slightly colder temperature as compared to lower shelves. In modern refrigerators, the temperatures are relatively uniform thoroughly. One can check out the booklet or guides that come with the refrigerators to know more about temperature controls.
- Lowers the Risk of Food Poisoning
- The risk of food poisoning is lowered as storing it in a cool place may cause chemical changes like change in enzymic changes or mould that can be transferred from cooked foods to uncooked foods or from uncooked foods to cooked foods.
- Minimizes the Hassle of Cooking on Regular Intervals
- It often happens that people find it very difficult to cook on regular intervals. Mainly the working-class people or bachelors tend to order food from restaurants or pizza places because they do not want to cook, or they have less time to manage in their 24-hour schedule. By storing perishable foods in cold storage enable people to unfreeze the required item and cook it for about five to eight minutes and they are good to go. It reduces the hassle of cooking again and again while time and money both are saved from spending on hygienic food.

- Enables to Store Foods for Longer Time Period
- Cold storage offers a great advantage to store perishable items for really long time. It saves you from going to the market until you run out of food.
- It enables you to store food that you want to keep in your fridge for a longer time period such as the sea foods which are prone to spoilage can be stored in the coldest part of the refrigerator. But, it is necessary to cover cooked foods from getting spoiled from such items as the smell may get transferred and spoil the taste of food.

Things needed for fresh supply chain success



1. Know your supply chain challenges

Time and distance are probably the two biggest challenges facing fresh supply chain operators. This is nothing new of course. It's always been the case. However, few commercial sectors have been untouched by globalisation, and the market for fresh produce is no exception.

2. Other fresh supply chain challenges

Time and distance might be the main challenges faced by fresh supply chain operators, but there are plenty of others, for example:

- The supply of **fresh produce is sensitive to weather** and other naturally occurring disruptions
- **Sanitary practices** must be maintained from source to shelf
- Many fresh products require **specialised handling** and packaging
- **Seasonality issues** mean fresh produce must often be sourced from a variety of geographies

3. Achieving faster fresh supply chains

Minimising the time produce spends in the fresh supply chain is largely a matter of control. Leading companies in the fresh produce sector have recognised this and are **taking more control of the end-to-end value chain** some to a much greater degree than others.

4. The Trouble with handling in the fresh supply chain

Fresh produce spoils easily. Worst of all, in many cases, it doesn't show signs of spoiling until it's too late, resulting in shipments being rejected at the very end of the fresh supply chain. This typically leaves the supplier, producer, or grower bearing the cost of the loss.

5. Waste not, want not

Waste is a big issue in the fresh supply chain, not merely in the "Tim Wood" sense of operational waste, but also in the physical waste caused by spoilage or damage in transit. This is another reason why lean practices are considered important in the fresh produce industry. Large retail chains in Europe and the United States have been particularly proactive in cutting fresh supply chain waste, especially with regard to product quality and spoilage issues. Their rationale is twofold.

Supply chain management



Supply Chain Management represents the management of the entire set of production, manufacturing/transformations, distribution and marketing activities by which a consumer is supplied with a desired product. Supply chain management encompasses the planning and management of all activities involved in sourcing procurement, conversion,

and logistics management. It also includes coordination and collaboration with channel partners, which may be suppliers, intermediaries, third-party service providers, or customers. Supply chain management integrates supply and demand management within and across companies.

Hence, supply chain management is defined as the design and operation of physical, management information and financial systems needed to transfer goods and services from point of production to point of consumption in an efficient and effective manner. The entire supply chain management process is a value chain where bottlenecks, value adding factors and liability factors are identified and addressed, thus enabling the retail organization to have an efficient supply chain. The supply is the part of retail operations that ensures that the right product is in the right place, at the right time and at the right cost. The supply chain perspective can help the retailers identify superior suppliers and distributors and help them to improve productivity, which ultimately brings down customers costs.

Need for a supply chain in marketing perishable goods

Supply chain development not only benefits the private sector but also creates spin-offs that stimulate social, economic and environmental sustainable development in the region (employment generation, added value, minimization of product losses etc.)

The specific gains are:

- Reduction of product losses in transportation and storage.
- Increasing of sales.
- Dissemination of technology, capital and knowledge among the chain partners.
- Better information about the flow of products, markets and technologies.
- Transparency of the supply chain.
- Tracking and tracing to the source.
- Better control of product safety and quality.
- Large investments and risks are shared among partners in the chain.

ANALYSIS AND INTERPRETATION OF DATA

3.1 Introduction

In this chapter, the data collected at primary sources, from the sample selected has been processed thoroughly to remove the errors that have incurred initially while collecting the data. The sample was selected using sample random sampling. The primary sources of data has been edited, classified and tabulated to get clear idea of the respondent's perception towards perishable goods.

The data have been analysed with the help of various statistical tool such as:

- Ranking Technique
- Percentage Analysis
- Likert scale

Table 3.1

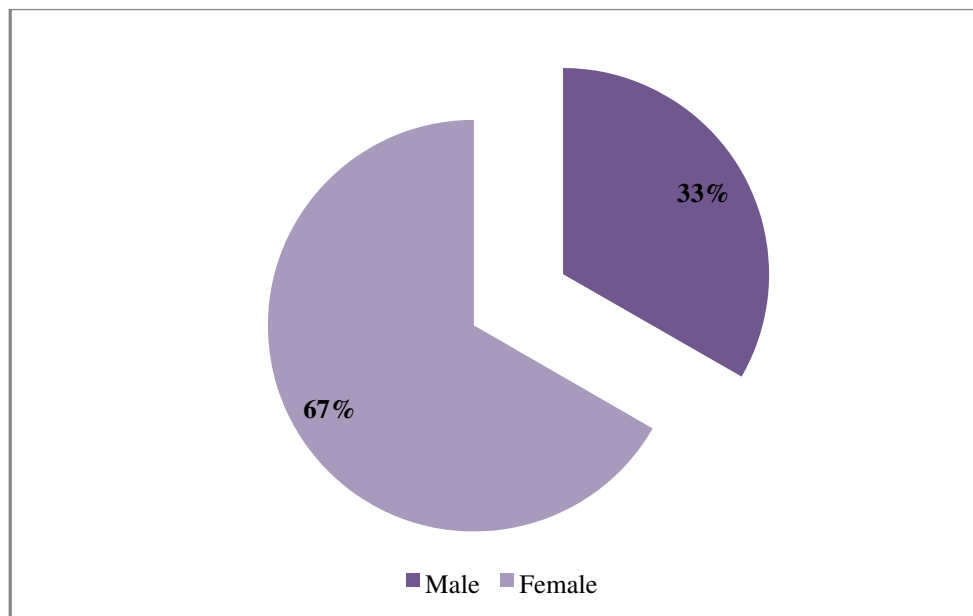
Distribution of the Respondents on the Basis of Gender

Particulars	No. of Respondents	Percentage %
Male	25	33.3
Female	50	66.7
TOTAL	75	100

Source: Primary Data

Chart 3.1

Basis of Gender



Inference

From the above table 3.1 it is shown that 33.3% of the consumers are male and 66.7% of the consumers are female. Hence the majority of the respondents are female.

Table 3.2

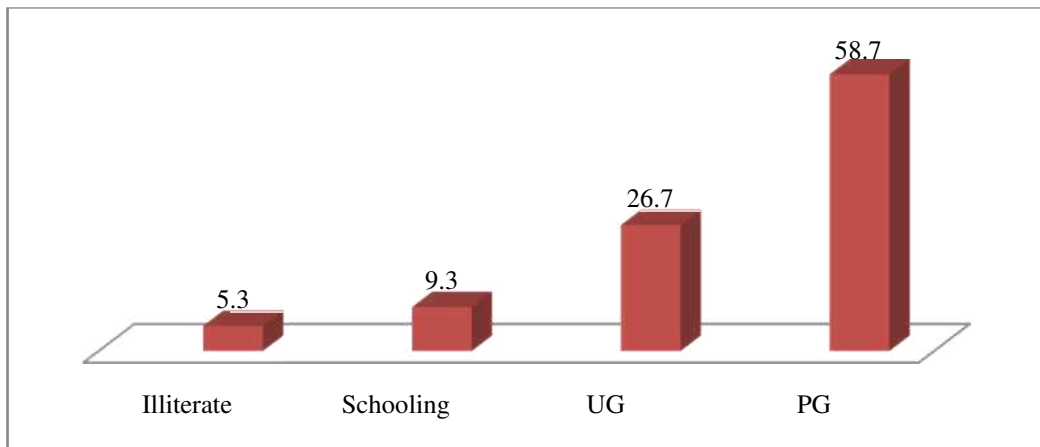
Distribution of the Respondents on the Basis of Educational Qualification

Particulars	No. of Respondents	Percentage %
Illiterate	4	5.3
Schooling	7	9.3
UG	20	26.7
PG	44	58.7
TOTAL	75	100

Source: Primary Data

Chart 3.2

Educational Qualification



Inference

From the above table 3.2 it is shown that 5.3% of the respondents are illiterate and 9.3 of the respondents have finished schooling 26.7% of the respondents have studied UG and 58.7% of the respondents have studied PG. Hence the majority of the respondents have studied PG

Table 3.3

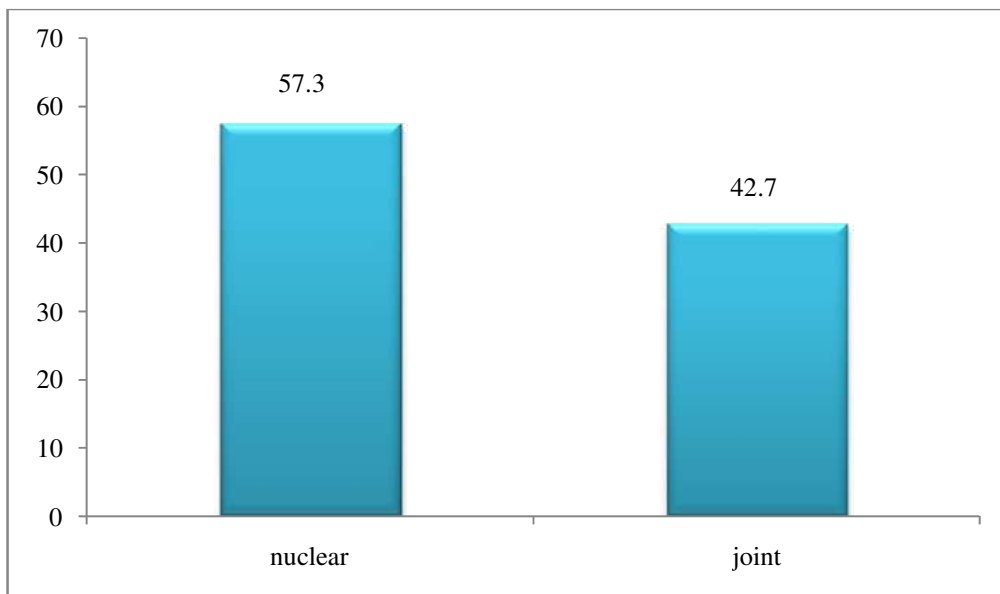
Distribution of the Respondents on the Basis of the Type of Family

Particulars	No. of Respondents	Percentage %
Nuclear	43	57.3
Joint	32	42.7
TOTAL	75	100

Source: Primary Data

Chart 3.3

Type of Family



Inference

From the above table 3.3, it shows that 57.3% of the respondents are from nuclear family and 42.7% of the respondents are from joint family. Hence the majority of the respondents are from nuclear family.

Table 3.4

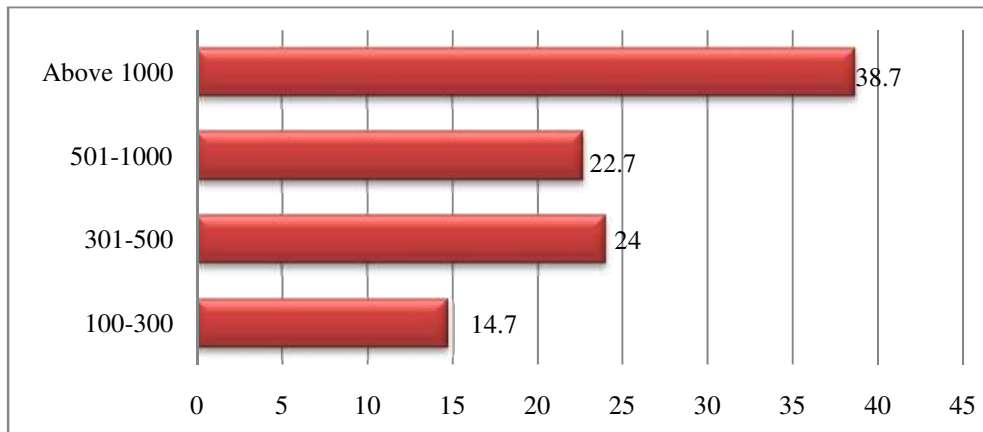
Distribution of the Respondents on the Basis of the Amount spent on Livelihood

Particulars	No. of Respondents	Percentage %
100-300	11	14.7
301-500	18	24
501-1000	17	22.7
Above 1000	29	38.7
Total	75	100

Source: Primary Data

Chart 3.4

Amount spent on Livelihood



Inference

From the above table 3.4, it shown that 14.7% of the respondents spend Rs.100-300 for livelihood, 24% of the respondents spend Rs.301- 500, 22.7% of the respondents spend Rs. 501-1000, 38.7% of the respondents spend above 1000. Hence the majority of the respondents spend above Rs.1000 for their livelihood.

Table 3.5

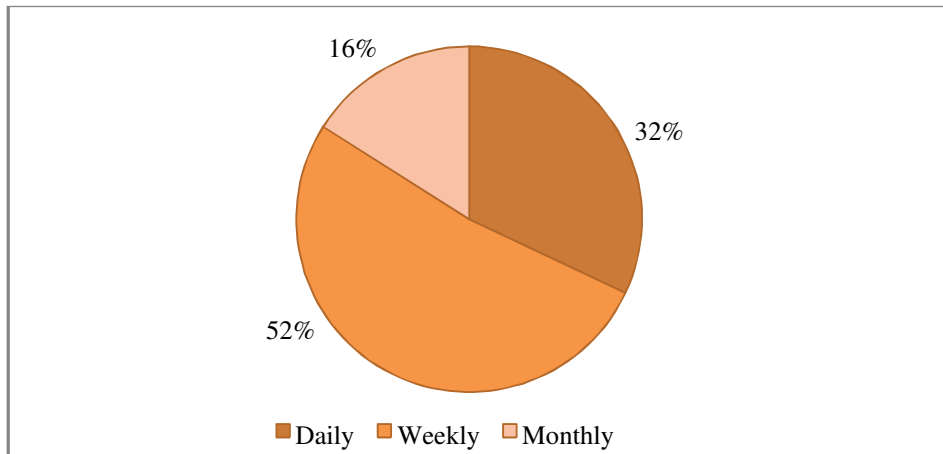
Distribution of the Respondents Based on the Interval in Purchasing the Products

Particulars	No. of Respondents	Percentage %
Daily	24	32
Weekly	39	52
Monthly	12	16
Total	75	100

Source: Primary Data

Chart 3.5

Interval in Purchasing the Products



Inference

From the above table 3.5, 32% of the respondents purchase perishable goods daily, 52% of the respondents purchase weekly and 16 % of the respondents purchase monthly. Hence the majority of the respondents purchase perishable goods on weekly basis.

Table 3.6

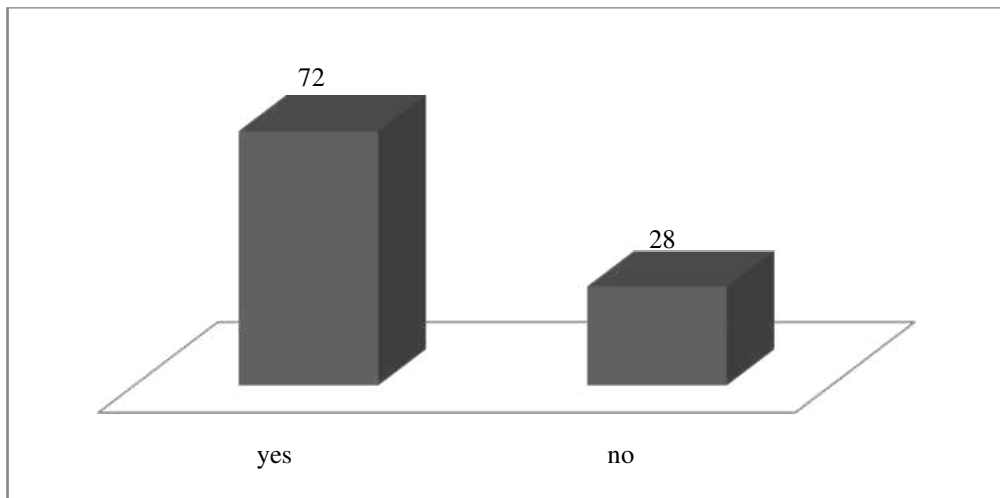
**Distribution of the Respondents on the Basis of Influence on
Advertisement**

Particulars	No. of Respondents	Percentage %
Yes	54	72
No	21	28
Total	75	100

Source: Primary Data

Chart 3.6

Influence on Advertisement



Inference

From the above table 3.6, 72% of the respondents are influenced due to advertisement and 28% of the respondents are not influenced through advertisement. Hence the majority of the respondents are influenced through advertisement.

Table 3.7

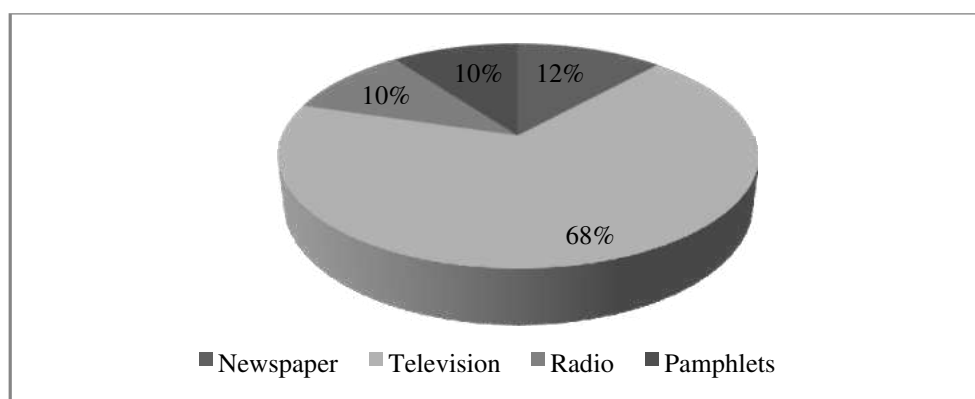
**Distribution of the Respondents on the Basis of the Type of
Advertisements which Influence in Buying the Perishable Goods**

Particulars	No. of Respondents	Percentage %
Newspaper	7	9.3
Television	40	53.3
Radio	6	8
Pamphlets	6	8
Total	75	100

Source: Primary Data

Chart 3.7

Type of Advertisements which Influence in Buying the Perishable Goods



Inference

From the above table 3.7 it is shown that, 9.3% of the respondents are influenced through newspaper advertisement, 53.3% of the respondents are influenced through television advertisement, 8% of the respondents are influenced through to Radio advertisement, and 8% of the respondents are influenced through Pamphlets. Hence the majority of the respondents are influenced through television advertisement.

Table 3.8

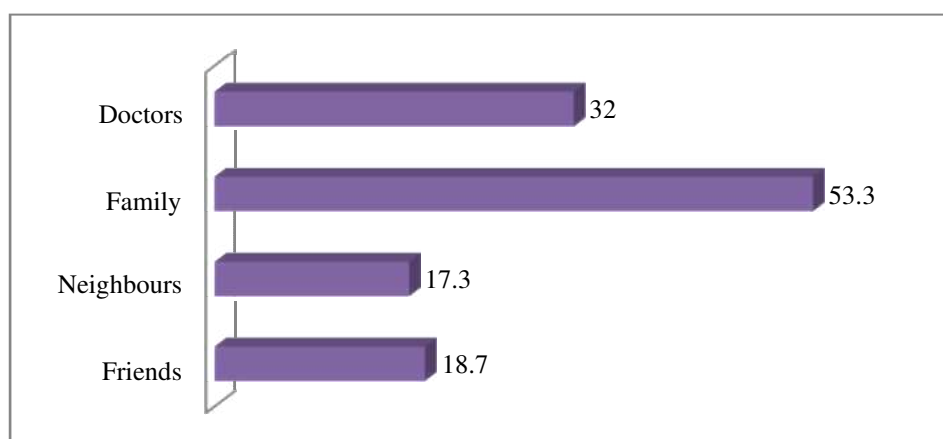
**Distribution of the Respondents on the Basis of the Persons Influencing in
Buying the Goods**

Particulars	No. of Respondents	Percentage %
Friends	14	18.7
Neighbours	13	17.3
Family	40	53.3
Doctors	24	32
Total	75	100

Source: Primary Data

Chart 3.8

Persons Influencing in Buying the Goods



Inference

From the above table 3.8, it is shown that 18.7% of the respondents are influenced on buying the perishable goods through friends, 17.3% of the respondents are influenced through neighbours, 53.3% of the respondents are influenced through family members, and 32% of the respondents are influenced through doctors. Hence the majority of the respondents are influenced through family members in buying the goods.

Table 3.9

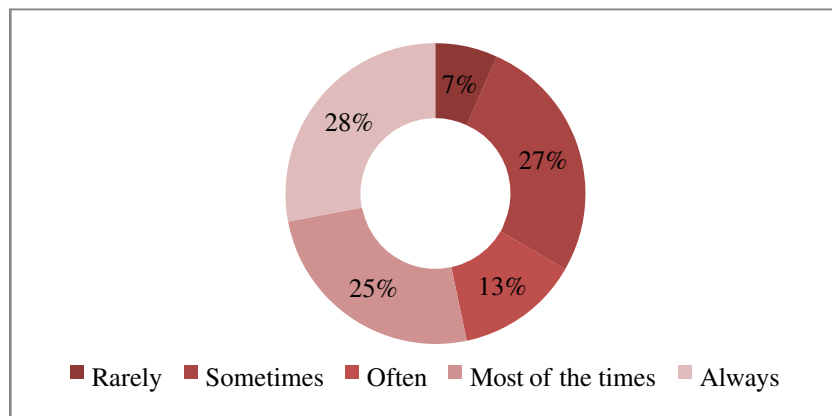
Distribution of the Respondents Based on the Availability of Goods

Particulars	No. of Respondents	Percentage %
Rarely	5	6.7
Sometimes	20	26.7
Often	10	13.3
Most of the times	19	25.3
Always	21	28
Total	75	100

Source: Primary Data

Chart 3.9

Availability of Goods



Inference

From the above table 3.9, it is shown that 6.7 % of the respondents say that the availability of good is rare, 26.7% of the respondents say it as sometimes, 13.3% of the respondents say it as often, 25.3% of the respondents say it as most of the times and 28 % of the respondents says the availability of good is always. Hence the majority of the respondents say that the availability of the goods is always good.

Table 3.10

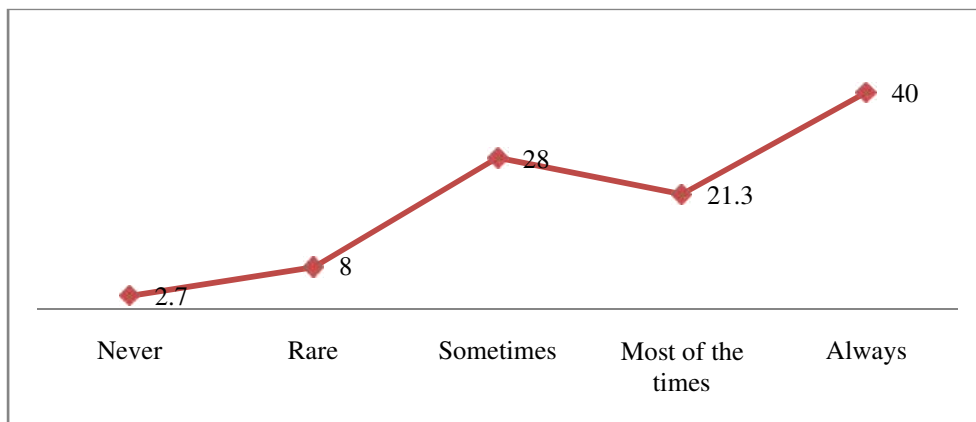
Distribution of the Respondents on the Basis of persons who check the MRP before Purchasing the Goods

Particulars	No. of Respondents	Percentage %
Never	2	2.7
Rare	6	8
Sometimes	21	28
Most of the times	16	21.3
Always	30	40
Total	75	100

Source: Primary Data

Chart 3.10

Persons who check the MRP before Purchasing the Goods



Inference

From the above table 3.10, it is shown that 2.7 % of the respondents never check their MRP before buying the goods, 8 % of the respondents check the MRP rarely, 28 % of the respondents check it sometimes, and 21.3 % of the respondents check most of the times and 40% of the respondents check the MRP always. Hence the majority of the respondents always check the MRP before buying the goods.

Table 3.11

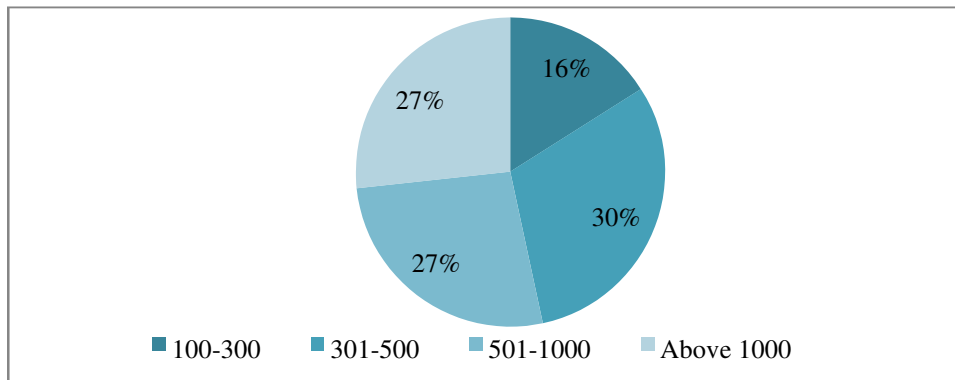
**Distribution of the Respondents on the Basis of the Amount Spent on
Purchasing the Perishable Goods Monthly**

Particulars	No. of Respondents	Percentage %
100-300	12	16
301-500	23	30.7
501-1000	20	26.7
Above 1000	20	26.7
Total	75	100

Source: Primary Data

Chart 3.11

Amount Spent on Purchasing the Perishable Goods Monthly



Inference

From the above table 3.11, it is shown that 16% of the respondents spend Rs. 100 to 300 on purchasing perishable goods, 30.7% of the respondents spend Rs 301 to 500 rupees, 26.7% of the respondents them spend Rs 501 -1000 rupees and 26.7% of respondents spend above 1000. Hence the majority of the respondents spend above rupees 1000 for purchasing the perishable goods.

Table 3.12

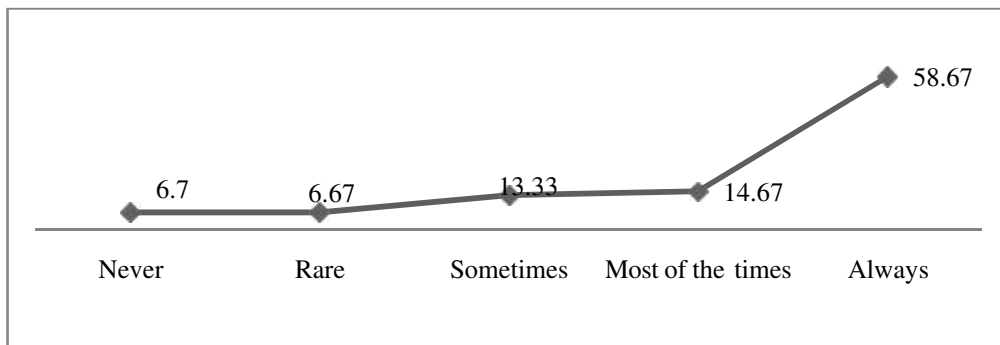
**Distribution of the Respondents Based on who examine the Expiry Dates
before Purchasing the Goods**

Particulars	No. of Respondents	Percentage %
Never	5	6.7
Rare	5	6.67
Sometimes	10	13.33
Most of the times	11	14.67
Always	44	58.67
Total	75	100

Source: Primary Data

Chart 3.12

Examining the Expiry Dates before Purchasing the Goods



Inference

From the above table 3.12, it is shown that 6.7% of the respondents never check the expiry dates before purchasing the goods, 6.7% of the respondents check it rarely, 13.33% of respondents check the dates sometimes, 14.67% of them check most of the times and 58.67% of them check always. Hence the majority of the respondents always check the expiry dates before purchasing the goods.

Table 3.13

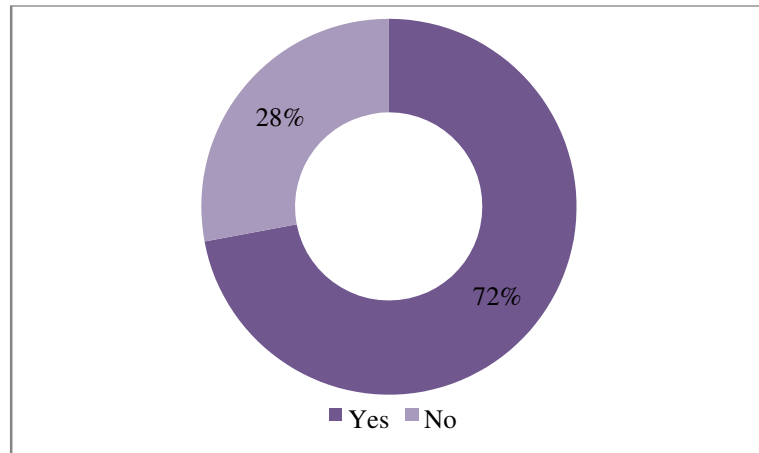
Distribution of the Respondents on the Basis of whether they are Charged only the MRP of the Goods

Particulars	No. of Respondents	Percentage %
Yes	54	72
No	21	28
Total	75	100

Source: Primary Data

Chart 3.13

Charged only the MRP of the Goods



Inference

From the above table 3.13, it is shown that 72% of the respondents are charged only the MRP of the goods and 28% of the respondents say that they are charged higher price than that of MRP. Hence the majority of the respondents are only charged the MRP of the goods.

Table 3.14

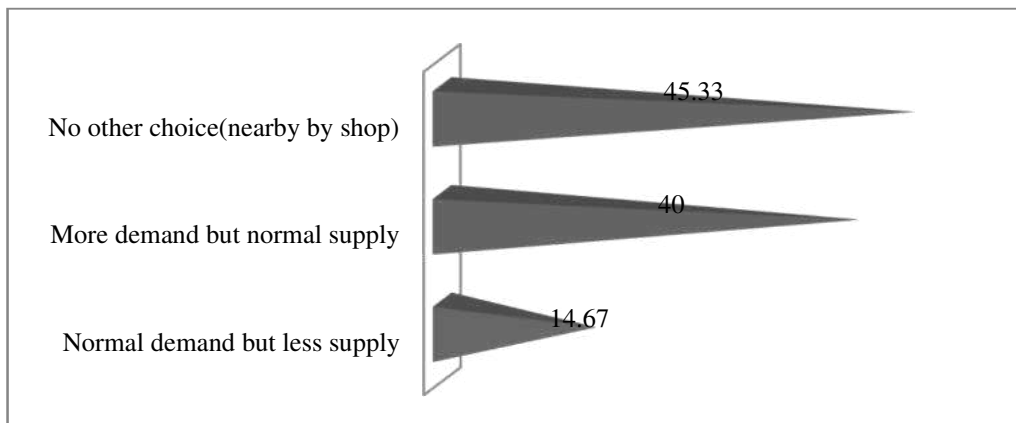
Distribution of the Respondents Based on the Factor which Influence in the Rise in Price of the Product

Particulars	No. of Respondents	Percentage %
Normal demand but less supply	11	14.67
More demand but normal supply	30	40
No other choice(nearby by shop)	34	45.33
Total	75	100

Source: Primary Data

Chart 3.14

Factor which Influence in the Rise in Price of the Product



Inference

From the above table 3.14, it is shown that, 14.6 7% of the respondent says that there is normal demand but less supply, 40% of the respondents says that more demand but normal supply, 45.3 % of the respondents says that they have no other choice so they buy the goods. Hence the majority of the respondents say that they have no other choice other than that of purchasing the goods in the nearby shop which influence in the rise in the price of the product.

Table 3.15

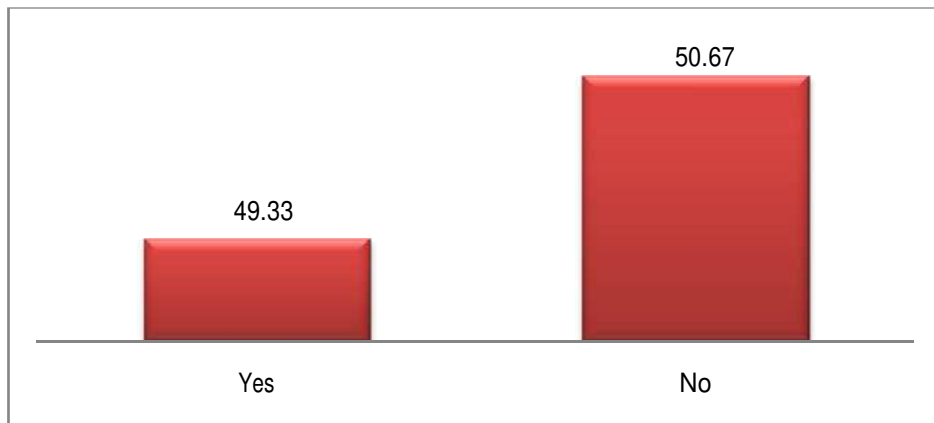
Distribution of the Respondents Based on the Attraction towards the Promotional Offers

Particulars	No. of Respondents	Percentage %
Yes	37	49.33
No	38	50.67
Total	75	100

Source: Primary Data

Chart 3.15

The Attraction towards the Promotional Offers



Inference

From the above table 3.15, it is shown that 49.33% of the respondents are attracted by the promotional offers and 50.67% of the respondents are not attracted by the promotional offers given to the perishable goods. Hence the majority of the respondents are not attracted by the promotional offers given to the perishable goods.

Table 3.16

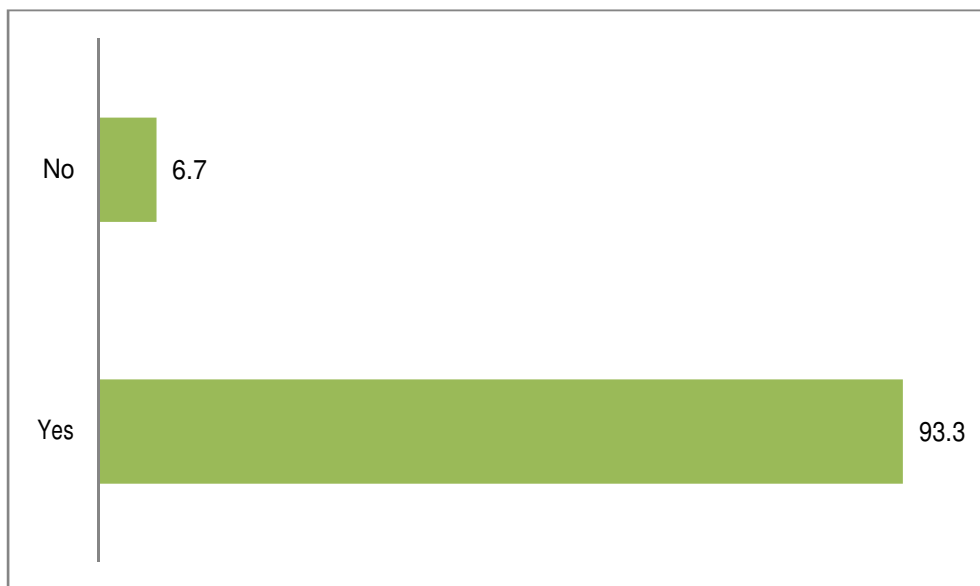
Distribution of the Respondents Based on the Awareness of the Products Purchased

Particulars	No. of Respondents	Percentage %
Yes	70	93.3
No	5	6.7
Total	75	100

Source: Primary Data

Chart 3.16

Awareness of the Products Purchased



INFERENCE:

From the above table 3.16, it is shown that 93.3% of the respondents are aware of the product purchased and 6.7% of the respondents are not aware of the products. Hence the majority of the respondents are aware of the products purchased.

Table 3.17

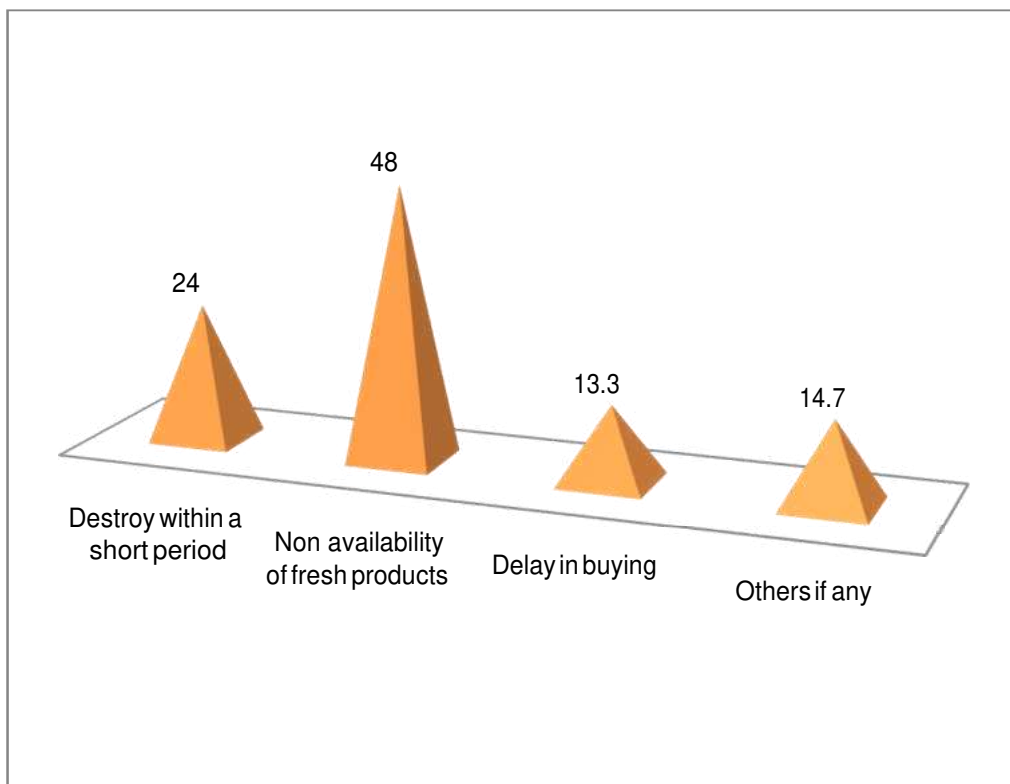
Distribution of the Respondents Based on the difficulties in purchasing the perishable goods

Particulars	No. of Respondents	Percentage %
Destroy within a short period	18	24
Non availability of fresh products	36	48
Delay in buying	10	13.3
Others if any	11	14.7
Total	75	100

Source: Primary Data

Chart 3.17

Difficulties in purchasing the perishable goods



Inference

From the above table 3.17. it is clear that 24% of respondents says that the perishable goods destroy within a short period is considered as the main difficulty, 48% of the respondent says that there is non-availability of fresh products, 13.3% of respondents are affected by delay in purchasing the products and 14.7% of the respondents have mentioned others if any. Hence the majority of the respondents say that there is non-availability of fresh products as the main difficulty in buying the perishable goods.

Table 3.18

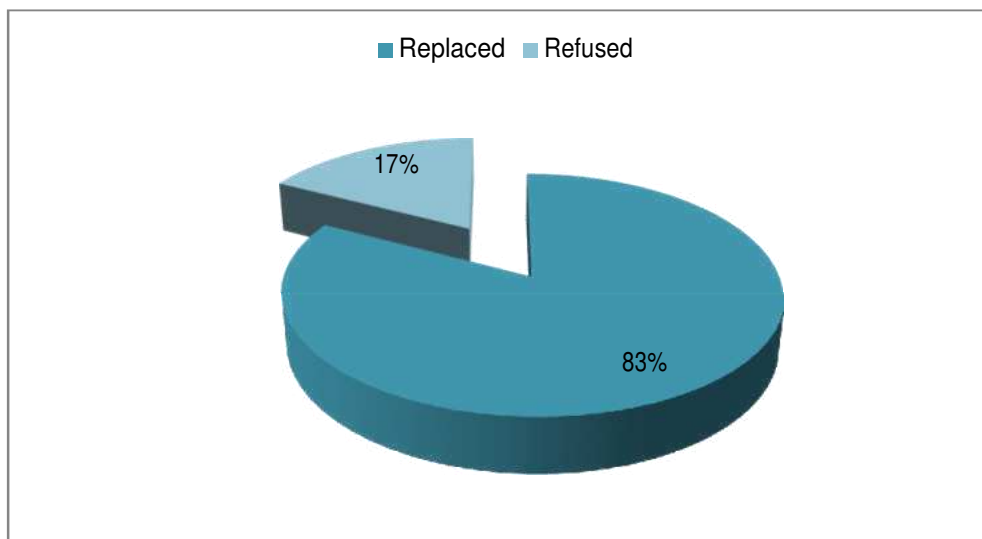
Distribution of the Respondents on the Basis of whether the defective goods replaced or refused

Particulars	No. of Respondents	Percentage %
Replaced	62	82.7
Refused	13	17.3
Total	75	100

Source: Primary Data

Chart 3.18

Defective goods replaced or refused



Inference

From the above table 3.18, it is clear that 82.7% of the respondents are being replaced with the defective goods and 17.3% of the respondents are refused to replace the defective goods. Hence the majority of the respondents are being replaced with the defective goods.

Table 3.19

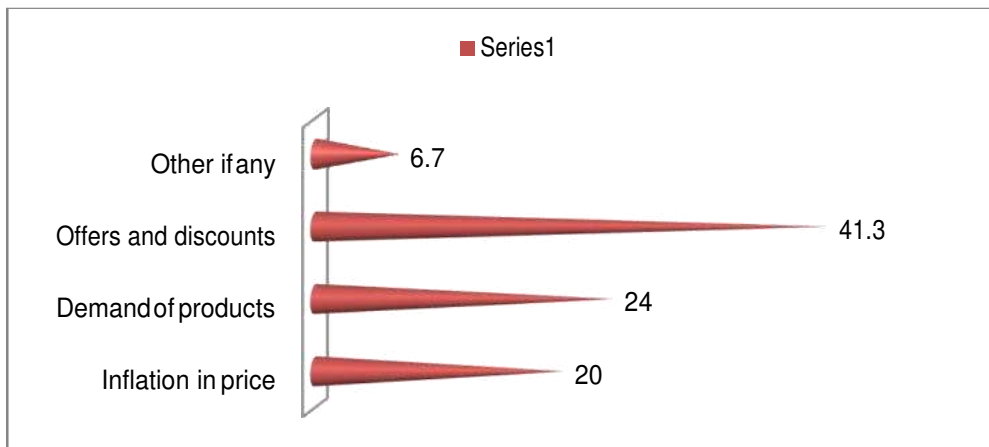
Distribution of the Respondents on the Basis by which the consumers are being exploited

Particulars	No. of Respondents	Percentage %
Inflation in price	15	20
Demand of products	24	24
Offers and discounts	31	47
Total	75	100

Source: Primary Data

Chart 3.19

By which the Consumers are being exploited



Inference

From the above table 3.19, it is shown that 20% of the respondents are exploited due to inflation in prices, 24% of the respondents are exploited due to the high demand of products, 47 % of the respondents are exploited through offers and discounts. Hence the majority of the respondents are being exploited through offers and discounts.

Table 3.20

Distribution of the Respondents on the Basis of the means of wastage

Particulars	No. of Respondents	Percentage %
Expiry	12	16
Rotten	20	26.7
Damage by means of carelessness	21	28
Loss of memory for using the products	12	16
Loss of quality	10	13.3
Total	75	100

Source: Primary Data

Chart 3.20

The means of wastage



Inference

From the above table 3.20, it is shown that 16 % of the respondents say that the wastage of perishable goods is due to expiry, 26.7% of the respondents say it is due to rotten goods, 28% of the respondents say it is through damage by means of carelessness, 16% of the respondent says it is due to loss of memory for using the products and 13.3% says it is due to loss of quality. Hence the majority of the respondents say that the main reason in the wastage is due to rotting of goods.

Table 3.21

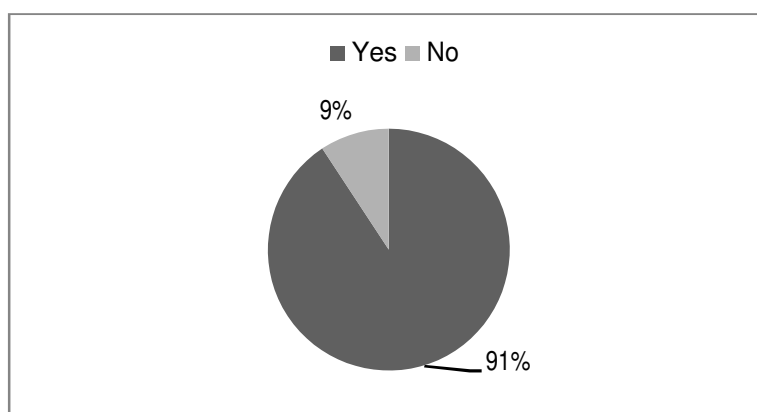
**Distribution of the Respondents on the Basis of the awareness of
consumer rights**

Particulars	No. of Respondents	Percentage %
Yes	68	90.7
No	7	9.3
Total	75	100

Source: Primary Data

Chart 3.21

Awareness of consumer rights



Inference

From the above table 3.21, it is shown that 90.7% of the respondents are aware of the consumer rights and 9.3% of the respondents are not aware of the consumer rights. Hence the majority of the respondents are aware of their rights as consumers.

Table 3.22

**STRONGLY AGREE-5, AGREE 4, NEUTRAL-3, DISAGREE-2.
STRONGLY DISAGREE – 1**

Statement showing the rank according to their purchase decision

Factors	S	A	N	D A	SDA	Total	Mean score	Rank
Influence by quality	58	15	5	3	1	372	4.96	I
Influence on brand name	13	38	26	3	4	305	4.06	V
Influence on price	28	34	16	2	3	331	4.41	II
Influence on product features	28	30	16	5	4	322	4.29	III
Influence on family members	19	38	14	7	3	306	4.08	IV

Source: Primary Data

For finding the level of satisfaction based on its factor LIKERTS FIVE POINT SCALE was used for computing total score certain weight have based on various degree of opinion.

Inference

It is inferred that level of satisfaction of the consumers towards the perishable goods in based the influence of Quality, Brand name, Price of the goods, product features, and the family members.

Table 3.23

Ranking the preference based on branded goods

Factors	Percentage of score	Rank
Taste	59.69	II
Colour	45.65	V
Quantity	62.15	I
Quality	52.61	III
Price	49.55	IV
Advertisement	38.19	V1

Inference

The respondents were asked to rank their most satisfied aspect in buying branded products.

From the above table 3.26 it is clear that the respondents have ranked Quantity at first, Taste as second, Quality as third, Price as fourth, Colour as fifth and Advertisement as sixth.

Hence it is clear that the respondents focus on the Quality while making decision on the purchase of branded products.

Table 3.24

Ranking the preference based on unbranded goods

Factors	Percentage of score	Rank
Taste	55.04	II
Colour	48.29	IV
Quantity	56.48	I
Quality	51.37	III
Price	47.61	V
Advertisement	39.64	VI

Inference

The respondents were asked to rank their most satisfied aspect in buying unbranded products.

From the above table 3.27 it is clear that the respondents have ranked Quantity at first, Taste as second, Quality as third, Colour as fourth, Price as fifth and Advertisement as sixth.

Hence it is clear that the respondents focus on the Quantity while making decision on the purchase of branded products.

FINDINGS AND SUGGESTIONS

This chapter deals with the majority findings of the study. Based on the findings and suggestions conclusion were drawn. This chapter was discussed in concise and summary form rather than descriptive form.

4.1 Findings

The following are the findings found through the analysis of data interpretation. The study on “**CONSUMERS PERCEPTION TOWARDS PERISHABLE GOODS**”. Thus study clearly shows that

- Majority (66.7%) of the respondents are female.
- Majority (58.7%) of the respondents are Post Graduates.
- Most of the respondents (57.3%) are from Nuclear Family
- Majority (38.7%) of the respondents spend above Rs. 1,000 for their livelihood.
- Majority (52%) of the respondents purchase perishable goods on weekly basis.
- Most of the respondents (72%) are influenced through advertisement.
- Majority (53.3%) of the respondents chose television as a influencing factor in buying perishable goods.
- Majority (53.3%) of the respondents are influenced through family members in buying the goods.
- Most of the respondents (28%) say that availability of the goods is always good.

- Majority (40%) of the respondents always check the MRP before purchasing goods.
- Most of the respondents (30.7%) spend rupees 301 to 500 months in purchasing the goods
- Majority (58.67%) of the respondents always check the expiry dates before purchasing the goods.
- Majority (72%) of the respondents charged only the MRP of the goods.
- Majority (42.33%) of the respondents says that the main influence in rise in the product is due to no other choice none other than nearby shop.
- Most of the respondents (50.67%) are not attracted by the promotional offers.
- Majority (93.3%) of the respondents have awareness in the products purchased.
- Most of the respondents (48%) say that the difficulty in purchasing the perishable goods is due to the non-availability of fresh products
- Majority (82.7%) of the respondents are always replaced with the defective products purchased.
- The main reason by which the customers are being exploited is through offers and discounts (41.3%).
- Majority (81.3%) of the respondents says that the reason for wastage is through rotting of the goods.

- Most of the respondents (90.7%) are aware of the rights as consumers.
- The level of satisfaction of the consumer's towards the perishable goods is first based on the influence of Quality, Brand name, Price of the goods, Product features and the family members.
- On ranking the consumers preference based on the branded products it is clear that the respondents focus on the quality as the key decision in purchasing the goods.
- On ranking the consumers preference based on the unbranded products it is clear that the respondents focus on the quantity as the key decision in purchasing the goods.

4.2 Suggestion

- Abolish differentiation in price.
- Try to reduce the level of adulteration in dairy products such as formalin.
- The distributor should make purchase of fresh products of goods to help the consumers to avoid rotting of goods.
- To avoid distribution of diseased meat and sea foods.
- Price fixation of goods should always be menial and affordable for all type of consumers.
- There should be more number of shops to avoid the non-availability of goods.
- Transportation facilities should always be good as they are the major chain in supply of perishable goods.

- The defective goods should be reduced to attract customers.
- The supply of the product should be normal to avoid the demand of perishable goods.
- Advertisement must create awareness among the consumers to choose quality products.

CONCLUSION

In this research the difference of choice preferences at different perishable food categories is measured. The aim of this research is to get more insights into the choice behaviour of consumers when dynamic pricing is applied. Different variables that could influence the choice for a product with a short-, middle-, or long shelf life with a corresponding discount are taken into account.

Results showed that consumers choose the goods significantly. Thereby the product category such as vegetables, fruits, meat and eggs are compared to predict whether a consumer chooses for the product with a long shelf life or for a product with a short shelf life. The difference in consumer choices regarding to own use is tested. People are more likely to choose a product with a short shelf life over a product with a long shelf life when the product is bought for direct use than when it is bought for the longer term. So people are more likely to choose a products with a short shelf life over a product with a middle- shelf life when the product is bought for direct instead of long term usage. The knowledge gained by this research about the choice behaviour of consumers when the dynamic pricing is applied. In addition to the advantages, this research confirms the possible solution for reducing food waste. According to FOA (2011) expiration dates on the packages in an important cause of the food waste.

From the point of view of respondents/consumers, we can say that the quality of the food products is not always good. On the other hand, it is evident that customers perceive certain imperfections that the foodstuff producers need to addressed. Most of these imperfections are related to quality. It seems that customers can be convinced (at least partially) of the quality of a product – if the quality of a product improves, customers often tend to believe it has become even better than competing products (regardless of whether or not the competition has improved the quality of its product(s) as

well). It may seem like a good idea to use marketing tools to convince customers of product quality, instead of asking them about their needs, expectations and satisfaction. However, this process is very expensive and its sustainability over longer periods of time is questionable.

Food transport safety is no matter to take lightly. It's so incredibly easy to accidentally contaminating perishable food through non-sterile environments, failing refrigeration and storage, or already contaminated raw ingredients.

Travel times from production place to utility has an important effect on quality and freshness of perishable items. The choice of routes are dependent on the shelf life of the products in order to prevent losses. In order to make transportations activities of such type of network effective and efficient, it is required to decide the optimal routes, schedules of delivery and number vehicles to be used for delivery. To make a strong presence and be competitive in the global market with higher customer service and to reduce the operating cost, it is necessary to integrate their supply chain operations management. To support this, management of supply chain must have to deal with material and information flow within and between supplier, manufacturer and distributors.

**“TIME IS A PERISHABLE COMMODITY
SO USE IT WISELY”**

ANNEXURE II

QUESTIONNAIRE

1. Name :
2. Age :
3. Gender :
A) Male B) Female
4. Educational Qualification :
A) Illiterate B) Schooling C) UG D) PG
5. Marital status :
A) Married B) Unmarried
6. Type of Family :
A) Nuclear B) Joint
7. No. of members:
A) Up to 3 B) 4 – 6 C) Above 7
8. Monthly Income:
A) below 20000 B) 21000-30000 C) 31000-50000 D) above 50000
9. Residential status:
A) Urban B) Semi urban C) rural
10. On what interval basis does u purchase perishable goods?
A) Daily B) Weekly C) Monthly basis

11. What type of products do you use?

A) Branded B) Unbranded

12. Where do you purchase perishable goods?

A) Nearby shop B) street vendors C) super markets

13. Do advertisement influence you to purchase perishable goods?

A) Yes B) No

14. If yes, what type of ads influence you to purchase?

A) Newspaper B) Television C) Radio D) pamphlets

15. Who influences you to purchase perishable goods?

A) Friends B) Neighbours C) family D) doctors

16. Is goods easily available near to you?

A) Yes B) No C) Neutral

18. If no, what product is not available most of the times?

A) Vegetables and fruits B) Egg and meat
C) dairy products

19. Do you check MRP before purchasing the goods?

A) Never B) Rare C) Sometimes
D) Most of the times E) Always

20. Do you believe everything you read on label if branded?

A) Yes B) No

21. How much do you spend on purchasing perishable goods?
- A) 100-300 B) 301 – 500 C) 501 – 1000 D) Above 1000
22. Do you ask for bill whenever you purchase perishable goods?
- A) Yes B) No
23. Have you ever crosschecked the weight of the perishable goods?
- A) Never B) Rare C) Sometimes
D) Most of the times E) always
24. Do you examine the expiry dates of the items you buy?
- A) Never B) Rare C) Sometimes
D) Most of the times E) Always
25. Are You, charged only the MRP of the product?
- A) Yes B) No
26. If No, what is the main influence to the rise in the price?
- A) Non – Availability B) Demand
C) No other choice (Near by shop)
27. On what basis do you choose and purchase the perishable goods?
- A) Taste B) Health C) Quality D) Availability
28. Are you aware about the quantity, quality and protection of product you purchase?
- A) Yes B) No C) Neutral

29. Why do you wish to purchase the perishable goods?

- A) For necessity
B) Enrich Health
C) Easily Available
D) Maintaining Diet

30. What are the difficulties in purchasing the perishable goods?

- A) Destroy with in short period
B) Non availability of fresh products
C) Delay in buying
D) Others if any,

31. If new brand of product launched in the market will you buy it?

- A) Yes B) No

32. If yes then on what consideration?

- A) Price of the product B) quality of the product
C) promotional offers D) Brand

33. Are you aware of your rights on consumers?

- A) Yes B) No

34. Have you come across any product where a shopkeeper has sold you the goods beyond MRP?

- A) Yes B) No

35. If yes, do you buy them?

- A) Yes B) No

36. Have you come across adulteration /duplication or expired goods of branded products?

- A) Yes B) No

37. Have you refused or given replacement on defective goods?
- A) Replaced B) Refused
38. If you are exploited will you inform your neighbours?
- A) Yes B) No
39. What are all the different means by which you are exploited or changing the brands?
- A) Inflation in price B) Demand of products
C) Offers and discounts D) other if any
40. Is there, any wastage of perishable goods you purchased?
- A) Yes B) No
41. Wastage by means of:
- A) Expiry B) Electricity cut
C) Damage by means of carelessness D) Loss of memory
E) Rotten
42. If yes, what are all the type of wastages you meet in your day to day purchase of perishable goods?
- A) Loss of quality
B) Damages caused due to transfer
C) Lack of quality of products
D) Others if any
43. Are you attracted by promotional like rebates, free buy one get one free?
- A) Yes B) No

44. Do you think media can play an important role in increasing consumer awareness?

A) Yes B) No

45. Do you read the Nutritional label on the product (in case of oil and rice?)

A) Yes B) No

46. Rank the following:

(1. Highly Agree 2. Agree 3. Neutral 4. Disagree 5. Highly Disagree)

S. No	Particulars	Highly Agree	Agree	Neutral	Disagree	Highly Disagree
1	Influence by quality on purchase decision					
2	Influence on brand name on purchasing decision					
3	Influence of price on purchase decision					
4	Influence on product features on purchase decision					
5.	Influence on family members on purchase decision					

47. Rank the following items:

If branded items: (1 being the highest rank, 2 – 6)

Taste	
Colour	
Quality	
Quantity	
Price	
Advertisement	

If unbranded items: (1 being the highest rank, 2 – 6)

Taste	
Colour	
Quality	
Quantity	
Price	
Advertisement	

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A STUDY ON SOCIO ECONOMIC STATUS AND THE PROBLEMS FACED BY FISHERMEN IN THARUVAIKULAM

A project report submitted to

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

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

MASTER OF COMMERCE

Submitted By

S.VINNOLI

(REG.NO 19APCO35)

Under the supervision and guidance of

MS. O. SONY FERNANDO M.Com, M. Phil., SET,



PG AND RESEARCH DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS)

Re-accredited with "A+" Grade by NAAC

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April - 2021

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CERTIFICATE

This is to certify that the project entitled "A STUDY ON SOCIO ECONOMIC STATUS AND THE PROBLEMS FACED BY FISHERMEN IN THARUVAIKULAM" is submitted by the candidate S.VINNOLI in partial fulfillment of the requirements for the degree of Master of Commerce to St. Mary's College(Autonomous) Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, is a original work done by her during the period of her study under my guidance and supervision.

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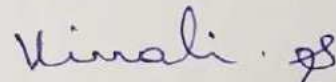
Thoothukudi- 628001.

DECLARATION

I hereby state that the project entitled "ASTUDY ON SOCIO ECONOMIC STATUS AND THE PROBLEMS FACED BY FISHERMEN IN THARUVAIKULAM" is submitted to St. Mary's College Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli for the award of the degree of Master of Commerce is my Original work and that no part of this Project has been submitted for the award of any other degree, diploma, fellowship or other similar titles.

Place: Thoothukudi

Date: 10.04.2021



SIGNATURE OF CANDIDATE

(S. VINNOLI)



COUNTER SIGNED

(FACULTY GUIDE)

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(S. VINNOLI)

CONTENTS

chapter	Titles	Page No
I	Introduction & design of the study	1-12
	1.1 Introduction	
	1.2 Statement of the problem	
	1.3 Objectives	
	1.4 Limitations of the study	
	1.5 Review of literature	
	1.6 Research methodology	
	1.7 Chapter scheme	
II	Profile of the study	13-38
III	Analysis and Interpretation of data	39-77
IV	Findings and Suggestions	78-83
V	Conclusion	84-85
	Annexure	
	Bibliography	
	Questionnaire	

LIST OF TABLES

TABLE.NO	TITLES	PAGE NO
3.1	Age wise classification	40
3.2	Qualification wise classification	41
3.3	Marital status	42
3.4	Monthly income	43
3.5	Experience in fishing	44
3.6	Type of job	45
3.7	Number of nets carried	46
3.8	Period of fishing	47
3.9	Amount earning per day	48
3.10	Amount of daily earning fulfil for family needs	49
3.11	Opinion about own boat	50
3.12	Reason for opting fishing	51
3.13	Opinion about personal feel as challenging task	52
3.14	Occupational stress	53
3.15	Opinion about their occupational stress affected family	54
3.16	Opinion about get rid off stress	55
3.17	Opinion about own house	56
3.18	Opinion about electrical goods	57
3.19	Opinion about owner of fishing material	58

3.20	Time for fishing	59
3.21	Type of fishing method of the respondents	60
3.22	Place which is preferable for fishing	61
3.23	Opinion on migration for the support and co-operation rendered by local fishermen	62
3.24	Opinion on aware of government schemes	63
3.25	Fishing outside state	64
3.26	Fishermen identity card	65
3.27	Fishermen society card	66
3.28	Ranking the factor problems faced while fishing	67
3.29	Fishermen stress (Age wise)	68-70
3.30	Relationship between fishermen stress and educational qualification	71-73
3.31	Relationship between fishermen stress and income	74-76
3.32	Rank the problems faced while fishing in fishermen	77

CHAPTER I



INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION:

The oceans have been fished for thousands of years and are an integral part of human society. Fish have been important to the world economy for all of these years, starting with the Viking trade of cod and then, continuing with fisheries like those, found in Lofoten, Europe, Italy, Portugal, Spain and India. Fisheries of today provide about 16 % of the total world's protein with higher percentages occurring in developing nations. Fisheries are still enormously important to the economy and well-being of communities.

The word fisheries refers to all of the fishing activities in the ocean whether they are to obtain fish for the commercial. Fishing industry for recreation or to obtain ornamental fish or fish oil fishing activities resulting in fish. Which are not used for consumption are called industrial fisheries.

1.1.1 COMMERCIAL FISHING:



Commercial fishing is the activity of catching fish and other seafood for commercial profit, mostly from wild fisheries. It provides a large quantity of food to many countries around the earth, but those who practice it as an industry must often pursue fish far into the ocean under adverse conditions. Large-scale commercial fishing is also known as industrial fishing. This profession

has gained in popularity with the development of shows such as *Deadliest catch*, *swords*, and *wicked tuna*. The major fishing industries are not only owned by major corporations but by small families as well. The industry has had to adapt through the years in order to keep earning a profit. A study taken on some small family-owned commercial fishing companies showed that they adapted to continue to earn a living but not necessarily make a large profit. It is the adaptability of the fishermen and their methods that cause some concern for fishery managers and researchers; they say that for those reasons, the sustainability of the marine ecosystems could be in danger of being ruined.

Commercial fishermen harvest a wide variety of animals, ranging from tuna, cod, carp, and salmon to shrimp, krill, lobster, clams, squid, and crab, in various fisheries for these species. There are large and important fisheries worldwide for various species of fish, mollusks, crustaceans, and echinoderms. However, a very small number of species support the majority of the world's fisheries of these species are herring, cod, anchovy, tuna, flounder, mullet, squid, shrimp, salmon, crab, lobster, oyster and scallops. All except these last four provided a worldwide catch of well over a million tonnes in 1999, with herring and sardines together providing a catch of over 22 million metric tons in 1999. Many other species are fished in smaller numbers.

The industry, in 2006, also managed to generate over 185 billion dollars in sales and also provide over two million jobs in the United States, according to an economic report released by NOAA's Fisheries Service.¹ Commercial fishing may offer an abundance of jobs, but the pay varies from boat to boat, season to season. Crab fisherman Cade Smith was quoted in an article by *Business week* as saying, "There was always a top boat where the crew members raked in \$50,000 during the three- to five-day king crab season—or \$100,000 for the longer snow crab season". That may be true, but there are also the boats who do not do well; Smith said later in the same article that his worst season left him with a loss of 500 dollars.

1.1.2 FISHING IN INDIA:

Fishing is a major industry in its coastal states, employing over 14 million people. Fish production in India has increased more than tenfold since its independence in 1947. According to the food and agriculture organization (FAO) of the United Nations, fish output in India has doubled between 1990 and 2010.

India has 7517 kilometers of marine coastline, 3827 fishing villages, and 1914 traditional fish landing centers. India's fresh water resources consist of 195,210 kilometers of rivers and canals, 2.9 million hectares of minor and major reservoirs, 2.4 million hectares of ponds and lakes, and 0.8 million hectares of flood plain wetlands and water bodies. As of 2010, the marine and freshwater resources offered a combined sustainable catch fishing potential of over 4 million metric tons of fish.

1.1.3 GROWTH:



"Fisheries is a fast-growing sector in India, which provides nutrition and food security to a large population of the country besides providing income and employment to more than 14.5 million people," observed the economic survey released today.

India is the second largest fish producer in the world with a total production of 13.7 million metric tonnes in 2018-19 of which 65 per cent was from inland sector. Almost 50 per cent of inland fish production is from culture fisheries, which constitutes 6.5 per cent of global fish production. The sector has been showing a steady growth in the total gross value added and accounts for 5.23 per cent share of agricultural GUP.

The 2018-19 Economic Survey highlighted: "Foreseeing the vast resource potential and possibilities in the fisheries sector, a separate Department of Fisheries was created in February 2019. The Government has merged all the schemes of fisheries Sector into an umbrella scheme of 'Blue Revolution: Integrated Development and Management of Fisheries' focusing on increasing fish production and productivity from aquaculture and fisheries resources, both inland and marine."

1.1.4 ECONOMIC BENEFIT:

Fishing in india has contributed over 1 percent of India's annual gross domestic product in 2008. Fishing in india employs about 14.5 million people. The country rich marine and inland water resource, fisheries and aquaculture offer an attractive and promising sector for employment livelihood and food security. Fish products from India are well received by almost half of world's countries, creating export driven employment opportunities in India and greater food security for the world.

During the past decades the india fisheries and aquaculture has witnessed improvements in craft tackle and farming methods creation of required harvest and post-harvest infrastructure has been receiving due attention of the central and state governments. All this has been inducing steady growth.

To harvest the economic benefits from fishing, india is adopting exclusive economic zone, stretching 200 nautical miles (370 km) in to the indian ocean, encompasses more than 2 million square kilometers. In the mid, 1980s only about 33 percent of that particular area was being exploited. The potential annual catch from the area has been estimated at 4.5 million tons. In addition to this marine zone, india has about 14000 km² of brackish water available for

aquaculture of which only 600 km² were being farmed in the early 1990s, about 16000 km² of freshwater lakes, ponds, swamps and nearly 64000 kilometers of rivers and streams.

In 1990 there were 1.7 million fulltime fishermen, 1.3 million part time fisherman and 2.3 million occasional fisherman, many of whom worked as salt makers, ferry men, seamen, operated boats for hire. In the early 1990s the fishing fleet consisted of 180000 traditional craft powered by sails or oars, 26000 motorized traditional craft and some 34000 mechanized boats.

1.1.5 LAW AND REGULATION:

India has a federal structure of government. According to India's constitution, the power of enacting laws is split between India's central government and the Indian states. The state legislatures of India have the power to make laws and regulations with respect to a number of subject-matters, including water (i.e., water supplies, irrigation and canals, drainage and embankments, water storage and water power), land (i.e., rights in or over land, land tenure, transfer and alienation, improvement of stock and the prevention of animal disease. These are many laws and regulations that may be relevant to fisheries and aquaculture adopted at state level.

At the central level, several key laws and regulations are relevant to fisheries and aquaculture. These include the British-era Indian fisheries Act, 1897, which penalizes the killing of fish by protection Act, 1986, being an umbrella explosives; the environment related issues affecting fisheries and aquaculture industry in India. India has also enacted the water (prevention and control of pollution) Act, 1974 and the wildlife protection Act, 1972. All these legislation must be read in conjunction with one another and with the local laws of a specific state, to gain a full picture of the law and regulations that are applicable to fisheries and aquaculture in India.

1.1.6 FISH AS A SOURCE OF FOOD:



Fish and other varieties of sea food constitute a valuable source of protein food used by a large sector of our population, particularly in coastal areas. Out of total fish obtained from the Indian ocean 45% is produced by Indian. Which takes eight place in fish producing countries. Fish is also grown in fresh water such as ponds, lakes and canals. Some fresh water fishes Catla, Tirica and Rone. Fish culture is now a family well organized activity. The adoptions of hatcheries have dramatically improved the survival rate of fish from 30% to 95%.

1.1.7 FISH RESOURCE IN INDIA:

Fishermen is only job is to catch fish in the sea (i.e) they depend on sea. In business, sometimes there arises a problem. In Tamil Nadu there are more then 450 seashores and 2500000 fishermen who are engaged in fishing which helps the fishermen, to satisfy their day-today needs shell, pearl, chank helps to increase their standards of living.

Tamil Nadu plays a dominant role with its fish resources. Shells and pearls are also famous with historical identifies with 1000 types of fishes, 442 seashore villages. 55 lakhs fishermen, and in fish resources and increase in fish production, Tuticorin fisheries college and research institution helps to increase the fish resources. Through research scientific, truths and discovered and they are informed to the public in a good and understandable manner.

1.1.8 MAJOR FISHING DISTRICT IN TAMIL NADU:

Tamil Nadu has become one of the leading producers of marine fish. The annual marine fish production in the state stands at 3.93 lakh tonnes. The actual fish production had witnessed a marginal improvement from 3.93 lakh tonnes in 2007-08 to 3.97 lakh tonnes in 2008-09. Of the major marine fish producing district in the state, Ramanathapuram district tops the list with 81569.65 tonnes, followed by nagapattinam, thiruvavur and thanjavur (78881.50 tonnes), thoothukudi (48510.27 tonnes), kanniyakumari (39627.600 tonnes), and Chennai (32086.60 tonnes) put together accounted for more than 60 percent of marine fish production in the state. Of the total marine fish production (3.97 lakh tonnes), the share of demersal variety was at 2.26 lakh tonnes and pelagic variety accounts for 1.71 lakh tonnes. In spite of this achievement, in many state, it created inter-sectoral conflicts in traditional and mechanized sectors, problems between fishing group of different states and conflict between ring seine and trawl labourers. But the worst impact was the changes it brought in the livelihood pattern of the labourers working in trawlers. For almost two months of the year, those fishermen who contribute a major portion of export valued marine levels face a serious setback during the period. This period is usually associated with problem like poverty, malnutrition and increase in debt among the fisher folk communities engaged in trawling (kurien john, 1978, 1995; Datta et al., 1989; joseph sherry, 1995). The present study was undertaken to address changes in the livelihood of fishermen in the form of problems like unemployment, poverty and low-income level, following the implementation of trawl ban in the marine fisheries sector.

1.1.9 WATER RESOURCES FISH PRODUCTION IN NATIONAL LEVEL:

In India, Internally 1.4 lakhs tones of fishing are from ponds, lakhs and channels. Occupational /Work stress is an integral part of every worker's life. Moderate work stress is a symptom of a working individual's lifespan. Fishing is one of the dangerous occupation. Long hours, extreme weather and working with machinery contribute a high rate of morality in fishermen. Despite a long standing acknowledgement of the dangers and high mortality associated with fishing there has been a little research in the field. Although there has been development within the industry, in terms of safety, there has been a little emphasis on the relationship between health, environment and performance at work.

The constraints faced by the fishermen due to fishing ban is faced every year. Fishing ban is imposed by the Tamil Nadu government for 61 days to repair and tune up the boats for fishing. It is enforced from April 15 to June 14 to facilitate the breeding of fish and conservation of fish stock in marine ecology. During this period fishermen face a lot of financial problems, health problems, poverty and depression. Thus this study is also an effort to analyse the relationship between variables such as age, education, marital status and experience and the amount of stress faced by them at work in terms of Negative and positive effects of fishing ban

1.2 STATEMENT OF PROBLEM:

People of thoothukudi district mostly prefer fishing business. Since it is their family business, started from their ancestors. Moreover, educational facilities tharvaikulam in thoothukudi district are not so good to choose a better profession. Due to lower income level they cannot fulfill their day to day requirement and basic needs such as food, clothing, shelter etc. and also they cannot give proper education facilities to their children.

The work place of the fisherman is the least safe among all other occupation and the most dangerous. This physical environment confers a high degree of risk and results in increasing rate of stress and psychological ill health. The researcher has made an attempt to learn about the Socio economic status and the problems faced by him in his day to day life and the methods they take to overcome their stress factors.

1.3 OBJECTIVES:

1. To measure the occupational stress level of the respondents
2. To find the relationship between the demographic features of the workers and occupational stress
3. To identify the problem which is more dominating and pressurizing fishermen
4. To measure the effects of occupational stress on fishermen's life
5. To find the relationship between job stress and coping
6. To suggest and find remedy to overcome such as occupational work stress.

1.4 LIMITATIONS OF THE STUDY:

- In spite of various advantages mentioned above, the following limitations are inevitable.
- This study is restricted only to the Tharuvaikulam areas. So the result may not be applicable to other areas.
- The sample size is only 80 which may not reveal picture of the whole population in the study area.
- Some respondents were very uncommunicative and did not voluntarily supply certain information.
- The finding of the study may be applicable to the period in which it has been done. It may be unsuitable for other period.
- Due to the time constraints, only the most important information has been taken for the study.

1.5 REVIEW OF LITERATURE

Ibrahim P. and D Silva. S. (1994) have studied "Economics of Mechanized Boats and Motorized Crafts". Their conclusion is that mechanized boats (trawlers) neither affect a bigger output nor make a larger profit than the motorized crafts. This certainly calls for a shift in the mechanization policy of the Government.

K.K.P. Pannikar, et.al (1998) has studied "Structural Changes in the traditional Fishery of Kerala and its socio-economic implication". They highlighted the socioeconomic implications of the structural changes on the traditional sector. They pointed out that before motorization phase rural landing centers were primary markets for traditional sector. Increased ring seine operation with its huge landing attracted many traders. As a result bargaining capacity of the traditional sector accelerated. The share of fishermen in consumer rupee has been increased. The study also pointed out that the fishing gears used by the fishermen are destructive posing the problem of conservation of fish resource. Better economic performance has resulted in increased size of craft and net as well as HP of engines gradually led to higher investment and operation cost.

Immanuel Sheela and Srinath Krishna (2000) studied "Potential Techno-Economic Role of Women in Fisheries". The study revealed that women contribute a lot to fisheries sector. In coastal areas, women play an important role in fisheries and in some parts of the world they are

good navigators too. Modernization has diminished the role of fisherwomen but yet they play an important role in the fishing activity. The authors

Shindikar Dr. Mahesh – Pune – Coastal areas – problem and conservation (In Maharashtra with special reference to mangroves) The study focus on Maharashtra coast, Geology & Evolution of the Maharashtra coast, The coastal soils, climate, History and Socio-economy of konkan, Mangroves – A significant coastal resource, Ecological observations Mangrove awareness.

Kumar Suresh P. (2001) in “New Technology and Artisanal Fishermen in Kerala” makes an attempt to discuss the emergence of motorization and the marginalization of the traditional fishermen. The study reveals that modernization of fishing industry has led to marginalization of artisan fishermen.

Nirmalevivek H.; Sontakki Bharat S.; Birodar R. S.; Metar Santosh Y. –(2003)- Central Institute of fisheries education- Mumbai – Assessment of Indigenous knowledge of coastal fisher folk of greater Mumbai and Sindhudurg district of Maharashtra – 10 June 2003- The conclusion of this study is the indigenous knowledge of coastal fisher folk on various fisheries management aspects like choice of materials and methods for fishing and fish processing, their perceptions on the effect of water color, wind direction, lunar cycles, tidal fluctuations on fish catch is by and large based on scientific rationality efficacy and use of local resources as judged by the fisheries experts, Hence such indigenous knowledge can be gainfully blended with the modern scientific and technical wisdom to evolve a package of fisheries management that enjoys.

Swathilekshmi P.S.; Dineshbabu A.P.; Mahadevaswamy H.S. and Lingappa – (2011)- Mangalore Research center of CMFRI, Mangalore – Migrant labourers in the marine fisheries sector- He found that migrant laborers contribute significantly to the marine fisheries development. Their problems are numerous often not effectively addressed by the government and policy makers.

Aswathy N.A.; Shanmugam T. R.; &Sathiadhus R.-(2011)- Central Marine fisheries Research institute – kochi – India – Economic viability of mechanized fishing Units and socio economics of fishing ban in Kerala - The study revealed that, In open access unregulated marine fisheries, the viability of a fishers unit greatly influences the entry or exit of vessels in the fishing industry. The

paper analyses the friability of various mechanized fishing units in the Kerala state using different economic and financial indicators. Socio-economic impact of fishing ban on fishing labour was also worked out and suggestions were given for improving the livelihood security of fish Workers.

1.6 RESEARCH METHODOLOGY:

This section attempts to describe the methodology of the present study. It includes the period of the study Sampling techniques, Collection of data and Analysis of data.

1.6.1 AREA & PERIOD OF THE STUDY:

This study is conducted for various classes of people who are scattered in different areas of Tharuvaikulam and other nearby areas. The primary data were collected during the months of December 2020 to April 2021 from the local fishermen community in Tharuvaikulam the study area.

1.6.2 SAMPLING DESIGN:

The data collected are original in nature. For the collection of data, the research has chosen 80 fishermen (respondents) from Tharuvaikulam, coastal and other nearby areas by adopting a convenience sampling method.

1.6.3 COLLECTION OF DATA:

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

1.6.4 PROCESSING OF DATA:

After the collection of primary data, the research has thoroughly verified the data and arranged them for further analysis .A master table has been prepared to sum up all information contained in the questionnaire. A required number of tables are formed there from. Thus the data

CHAPTER II



PROFILE OF THE STUDY

collected through questionnaires were tabulated, classified and analyzed on the basis of charts, Diagrams, Percentage, Simple Ranking method and Five-Point Scaling test.

1.7 CHAPTER SCHEME:

Chapter 1 – Introduction and design of the study

Chapter 2 - Profile of the study

Chapter 3 – Analysis and interpretation of data

Chapter 4 – Finding and suggestions

Chapter 5 – conclusion

Annexure 1 – Bibliography

Annexure 2 – Questionnaire.

PROFILE OF THE STUDY AREA -THOOTHUKUDI DISTRICT (THARAVAIKULAM VILLAGE)

2.1. INTRODUCTION:



Fishing in Tuticorin District- Tharuvaikulam Fishing Village Tuticorin district is in southern Tamil Nadu, in the Gulf of Mannar region, which is situated between India and Sri Lanka. Tuticorin district names 21 fishing villages, with a population close to 70,000. Founded by Portuguese, captured by the Dutch and then ceded to the British, Tuticorin, once referred to as the Pearl City, is also known for its chank fisheries. The Gulf of Mannar region houses the densest of the fisher folk population and is rich in fish as compared to the Coromandel Coast and Palk Strait regions, housing around 450 of the 2200 species of fish found in India (20 percent). This makes it the single richest coastal area in terms of fish diversity in India Tharuvaikulam is a fishing village near Tuticorin on the southeast coast of Tamil Nadu. Fishing by bottom-set gill nets is carried out off Tharuvaikulam almost round the year. Normally, the swimming crab *Portunus pelagicus* dominates the catches. But at times lobsters are also encountered in the catches in good numbers. Two species of lobsters namely, *Panidirus omatus* and *P. homarus* constitute the lobster fishery

off Tharuvaikulam coast. Information on the spiny lobster resources of the Gulf of Mannar is rather limited. The major varieties that are exploited here include Mackerel, tuna, Pomfret, sharks, Cods, flatfish, ocean perch, catfish, shrimps, prawn, lobster and crab. The decline of these during the 1960's is mainly attributed to the anthropogenic and natural factors. Though the traditional fishermen form the predominant fishing population, the mechanised sector contributes for more than half of the district's catch volume and even a larger share of the export earnings (Government of Tamil Nadu, 2000b). It is also one of the very few places where the Marine fisheries regulation Act of Tamil Nadu is strictly implemented. The fishing operations are usually undertaken throughout the week and Sunday is normally a holiday, a fact attributable to the predominant Roman Catholic faith in and around this region, among both traditional and trawler fishermen. The vessels that are used are catamarans, vallams, mechanised boats, which are of two types in general depending upon the size. The gears use by these vessels are gillnets, fish trap, hook and line, boat seines, trawler nets etc. (out of these, trawling nets are the only active gears and the rest: passive gears. In Tharuvaikulam, during the non-closed season the boats leave the shore at 1 am and return at 5 pm (during June) and from august onwards they leave at 5.30 am and return at midnight. Although the local artisanal fishermen demand that the timings should be strictly followed as per the Act but this goal has not been accomplished. In Tharuvaikulam the fishermen in the village do not use trawling methods to fish albeit the possession of mechanised vessels. Instead they use only passive gears like gill nets. The fishermen of Tharuvaikulam village are seriously concerned about the fact that bottom trawling causes a serious damage to the resource by affecting the benthic environment. Besides the effects of bottom trawling on the marine ecosystem, the fishermen perceive that trawling also causes damage to the gear and the crafts of the traditional fishermen. They chose to have a self-imposed ban on trawling method in order to avoid the conflicts that could arise between the two sectors due to the aforesaid reasons. Since the usage of gill nets by the mechanised boats have very little scope of initiating conflicts, the self-imposed ban seems to have reduced the possibility of conflicts in a local level to a great extent, even as they exploit the same fishing grounds. Even when they do arise, the Panchayat resolves them. Anyone who violates the norms of the local agreements gets his vessels being prohibited from going to the sea for a stipulated period as a punishment. The fear of being ostracised by their own community is a predominantly factor in the success of these local agreements. Fishermen from other locations are also not allowed to use trawling off

Tharuvaikulam. The agreement between the two sectors, however, is not formal and was apparently oral

2.2 .ECONOMY OF THARUVAIKULAM:

Fishing is the major industry. Tharuvai fishermen use both mechanized and non-mechanized country boats for fishing. Prized catch include Tiger prawns and lobsters which are mostly exported. Coral mining and diving for conches is also found here, though mostly the trade is declining. The government actively discourages these activities as Tharuvaikulam falls under the Gulf of Mannar Marine National Park. Rajiv Gandhi prawn culture units are being developed.

A number of prawn hatcheries had sprouted up since 1990, but most shut down by 2000. However, still there are a few profitable hatcheries operating here.

Salt mining is another lucrative industry. Production is mostly for industrial use.

In olden times there was a flourishing trade in palm tree products which has gradually declined over a period of time.

Agriculture is practiced on a small scale. Tharuvaikulam tomatoes are quite popular in the region. Red chilies are another favorite from the region. The vagaries of weather, however do not permit regular cultivation.

2.3 CLIMATE AND TEMPERTURE:

The climate is generally hot and dry in the district except in coastal area. The mean maximum temperature ranges from 29.6 o to 41.30 c and the mean minimum temperature varies from 18.50 to 26.70 c. the highest temperature was recorded between the months of and August and the lowest during December and January.

2.4 LANGUAGE:

There is a traditional belief that the Tamil language originated from the Pothigaimalai, a hill situated in Western Ghats near papanasam, a small villages in the Tirunelveli district. As per Brahmminical legend, Lord Shiva sent the two saints Vyasa and Agatyar (in Sanskrit Agastya) to create the divine languages Sanskrit and Tamil. Agastyar came to Papanasam and established the Tamil culture from the Pothigaimalai.

Today the Tamil language as spoken in the Tirunelveli district is called nellai Tamil. Since Tamil was born in Pothigaimalai, the nellai Tamil is the first form of the Tamil and also the pure form. It is a very sweetest form of Tamil. Nellai Tamil is very fast while compared to other forms of spoken Tamil. The version spoken here is considerably different from others

2.5 TRANSPORT AND COMMUNICATION:

The important towns and villages are well connected with a good network of roads. The total length of roads in the thoothukudi district is 4,705 km., out of which the length of the surfaced and the unsurfaced is 4,556.373 and 148.698 km respectively. The length of the national Highways in the thoothukudi district is 118.80 km and that of the state Highways is 1,988.664 km. municipality and municipal corporation roads contribute a length of 283.12 km. Panchayat and panchayat union covers the length of 506.08 km. The district has a 96 km length of railways. Thoothukudi is connected by air transport from June 111111991 and the airport is located near vagaikulam at a distance of 15 kms from thoothukudi city.

2.6 SOIL AND MINERALS:

Black loan, red sandy and alluvial soils are found in the district. Kovilpatti, vilathikukalam and ottapidaram taluks have black loamy soil. Red sandy soils are found in sattankulam and parts of tiruchendur taluks alluvial soil is available. Acids alkaline and saline soils are also found. Acidic soils are found (1 – 15 %) in thoothukudi, srivaikundam and Aiwarthirunagari block. Alkaline soils are found predominantly in trichendurblock, Kovilpatti and Ottapidaram blocks.

2.7 AGRICULTURE:

The main food crop in the district is paddy. Out of the total area of 450954 hectares, 206889 hectares are brought under the cultivation of different crops which works out to 46% of total area of the district. The important food crops in the district are paddy, banana, cumbu, ragivaragu and commercial crops like cotton, chillies, sugarcane and groundnut are also cultivated.

2.8 IRRIGATION:

There are 89 public works department Tanks with an Ayacut of 7183 Ha, 453 Minor Irrigation tanks 52 system tanks with an Ayacut of 13.194 Ha, 54 canals with 5466 ha as Ayacut. There are 29,022 wells, 9473 Electric motors and 1444 oil Engines used for irrigation purposes. River Tamirabarani, The life line of Thoothukudi district is the main source for system tanks as well as for drinking and industrial purposes.

2.9 COMMUNICATION:

The district is provided with 413 post offices serving 3270 persons per post office average area covered by one post office is 11.22 sq.km. They established 6 telegraphic offices by serving an average population of 14522 per office. Each radio set in the district is serving 31 persons.

2.10 EDUCATIONAL FACILITIES:

The district has educational institutions with primary, middle, high and higher secondary schools numbering 1020, 306, 51 and 46 respectively. Technical education is provided in 2 industrial training institution and 2 polytechnics. There are 3 teacher training colleges, besides 11 arts and Science College in the district. Educational facilities are available in Thoothukudi from primary to post graduates level. Technical institute engineering and fisheries are also available.

2.11 BANKING INSTITUTIONS:

The district has adequate number branches and cooperative credit societies. There are 17 branches of state bank group, 64 branches of nationalized banks, 28 branches of regional rural bank, 40 branches of cooperative banks, 28 branches of private sector bank. Investment cooperation (TICC) and 150 primary agriculture cooperative credit societies altogether. There are 311 branch office including the PACS catering to the needs of the people in providing financial assistance. The total number of banks| financial institutions are operating in the district. The district has 180 branches of public sector, private sector Regional Rural and co-operative Banks of which, 50 are urban, 60 are semi-urban and 70 are rural in nature.

2.12 SALT PRODUCTION:

Thoothukudi block is one of the major salt producing place in the south. There are about 2208 salt producing units in the district and achieved a total production of 17.12 lakh tonnes of salt during 1999-2000. More than 100 units were engaged in iodised salt productions. 4 refined free flow iodised salt manufacturing units are also functioning and produces 10,000 MT per annum. Total salt pan extent in the block is 22,949 acres.

2.13 SHIPPING:

Thoothukudi district has been a Centre of maritime trade for more than a century. It's natural harbor with a rich hinterland, facilitated development of the port. Thoothukudi was declared as a minor anchorage port in 1868. In 1906, V.O. Chidambaram Pillai lunched the first Swadeshi ship, S.S. Gaelio in British India from Thoothukudi Port.

2.14 FISHERIES:

The district is endowed with a cost line oil 35 kms and marine production during 1997-98 was over 6,400 tonnes. There is no appreciable increase in marine production for the past 5 years. There are 130 vallams, 248 catamarans and 700 mechanised fishing boats. 23, 7489 persons are engaged in fishing

2.14.1 FISHING TECHNIQUES:

Fishing techniques include hand gathering, spearfishing, netting, angling and trapping. Recreational, commercial and artisanal fishers use different techniques, and also, sometime, the same techniques. Recreational fishers fish for pleasure or sport, while commercial fishers fish for profit. Artisanal fishers use traditional, low-tech methods, for survival in third-world countries and as a cultural heritage in other countries. Mostly, recreational fishers use angling methods and commercial fishers use netting methods. There is an intricate link between various fishing techniques and knowledge about the fish and their behavior including migration, foraging and habitat. The effective use of fishing techniques often depends on this additional knowledge. Which techniques are appropriate is dictated mainly by the target species and by its habitat. Fishing techniques can be contrasted with fishing tackle. Fishing tackle refers to the physical

equipment that is used when fishing, whereas fishing techniques refers to the manner in which the tackle is used when fishing.

HAND FISHING:



It is possible to fish and gather many sea foods with minimal equipment by using the hands. Gathering seafood by hand can be as easy as picking shellfish or keep up off the beach, or doing some digging for clams or crabs. The earliest evidence for shellfish gathering dates back to a 300,000-year-old site in France called Terra Amata. This is a hominid site as modern Homo sapiens did not appear until around 50,000 years ago.

SPEAR FISHING:

It is an ancient method of fishing conducted with an ordinary spear or a specialized variant such as a harpoon, trident, arrow or eel spear. Some fishing spear use slings (or rubber loops) to propel the spear.



- Bowfishing-use a bow and arrow to kill fish in shallow water
- Giggling-use small trident type spear with long handles for giggling bullfrogs with a bright light at night, or for giggling suckers and other rought fish in shallow water. Giggling is popular in the American south and Midwest.
- Hawaiian slings-have a sling separate from the spear, in the manner of an underwater bow and arrow.
- Pike pole fishing
- Pole spears- have a sling attached to the spear.
- Modern spearguns- traditional spearfishing is restricted to shallow waters, but the developoment of the speargun has made the method much more efficient. With practice, divers are able to hold their breath for up to four minutes and sometimes longer. Of course, a driver with underwater breathing equipment can dive for much longer periods.

- Tridents-are three-pronged spears. They are also called leisters or gigs. They are used for spear fishing and were formerly also a military weapon. They feature widely in early mythology and history.

NETTING:

- Fishing nets are meshes usually formed by knotting a relatively thin thread. About 180 AD the Greek author Oppian wrote the *Haliutica*, a didactic poem about fishing. He described various means of fishing including the use of nets cast from boats, scoop nets held open by a hoop and various traps "which work while their masters sleep". Netting is the principal method of commercial fishing though longlining, trolling, dredging and traps are also used.



ARTISANAL TECHNIQUES:

- Cast nets- are round nets with small weights distributed around the edge. They are also called throw nets. The nets is casts or thrown by hand in such a manner that it spreads out on the water and sinks. Fishes are caught as the net is hauled back in. This simple device has been in use, with various modifications, for thousands of years.

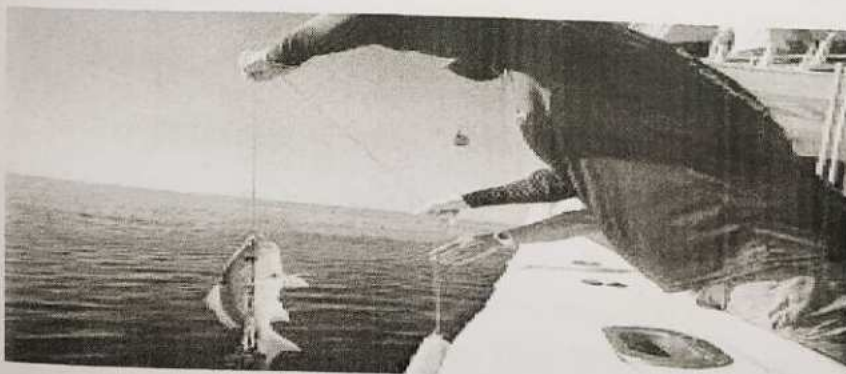
- Drift nets –are nets which are not anchored. They are usually gillnets and are commonly used in the coastal water of many countries. Their use on the high seas is prohibited, but still it occurs.
- Ghost nets –are nets that have been lost at sea. They can be a menace to marine life for many years.
- Gillnets –catch fish which try to pass through by snagging on the gill covers. Trapped the fish can neither advance through the net nor retreat.
- Hand nets –are small nets held open by a hoop. They have been used since antiquity. They are also called scoop nets and are used for scooping up fish near the surface of the water.
- Seine nets –are large fishing nets that can be arranged in different ways. In seining fishing, the net hangs are vertically in the water by attaching weights along the bottom edge and floats along the top. A simple and commonly used fishing technique is beach seining, where the seine nets is operated from the shore

Surrounding nets

- Tangle nets –also known as tooth nets, are similar to gillnets except they have a smaller mesh size designed to catch fish by the teeth or upper jaw bone instead of by the gills.
- Trawl nets – are large nets, conical in shape, designed to be towed in the sea or along the sea bottom. The trawl is pulled through the water by one or more boats, called trawlers. The activity of pulling the trawl through the water is called trawling.

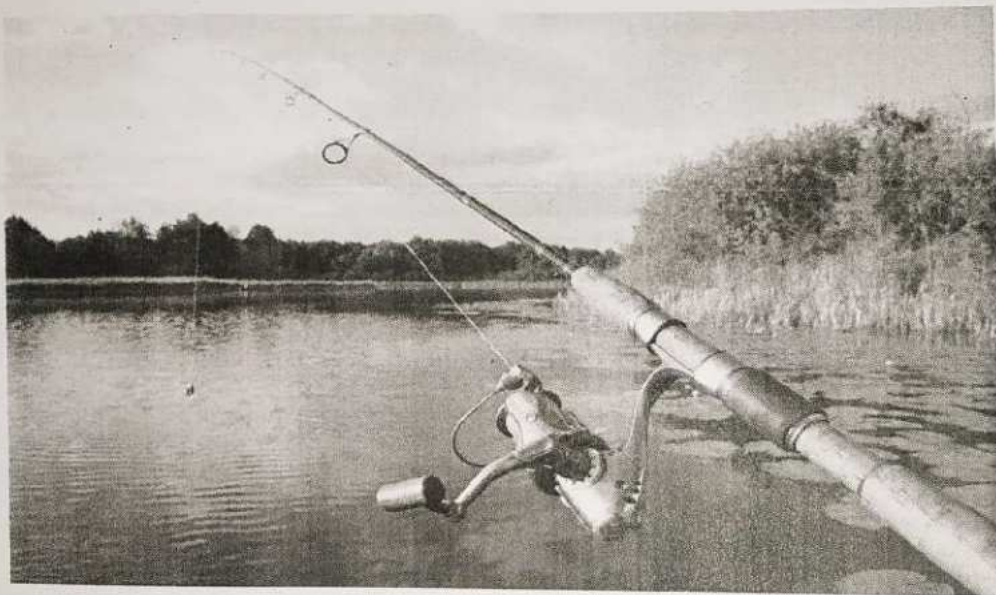
ANGLING:

Angling is a method of fishing by means of an “angle”(hook) The hook is usually attached to a line, and is sometimes weighed down by a sinker so it sinker in the water.



This is the classic "hook, line and sinker" arrangement, used in angling since prehistoric times. The hook is usually baited with lures or bait fish. Additional arrangement include the use of a fishing rod, which can be fitted with a reel, and functions as a delivery mechanism for casting the line. Other delivery methods for projecting the line include fishing kites and cannons, kontiki rafts and remote controlled devices. Floats can also be used to help set the line or function as bite indicators. The hook can be dressed with lures or bait. Angling is the principal method of sport fishing, but commercial fisheries also use angling methods involving multiple hooks, such as longlining or commercial trolling.

ANGLING WITH A ROD:



Fishing rods give more control of the fishing line. The rod is usually fitted with a fishing reel which functions as a mechanism for storing, retrieving and paying out the line. Floats may also be used and can function as bite indicators. The hook can be dressed with lures or bait.

- Bank fishing is fishing from river banks and similar shorelines. Bank fishing is usually performed with a fishing rod and reel, although nets, traps and spears can also be used. People who fish from a boat can sometimes access more areas in prime locations with greater ease than bank fishermen. However, many people don't own boats and find fishing from the bank has its own advantages. Bank fishing has its own requirements and many

things come into play for success, such as local knowledge, water depth, bank structure, location, time of day and the type of bait and lures.

- Casting is the act of throwing the fishing line out over the water using a flexible fishing rod. The usual technique is for the angler to quickly flick the rod from behind towards the water.
- Float tubes – small doughnut-shaped boats with an underwater seat in the “hole”. Float tubes are used for fly fishing and enable the angler to reach deeper water without splashing and disturbing still water fish.
- Rock fishing – fishing from rocky outcrops into the sea. It is a popular pastime in Australia and New Zealand. It can be a dangerous pastime and claims many lives each year.
- Pitch fishing - also known as “Pitching” or “Pitch fishing,” is a technique designed to deliver the lure quietly and at a distance over the water. The lure will fly high and far out over the water, landing in a loud splash. Pitch fishing involves sending the lure out a lower angle and thus make a smaller splash which will hopefully not scare the fish.

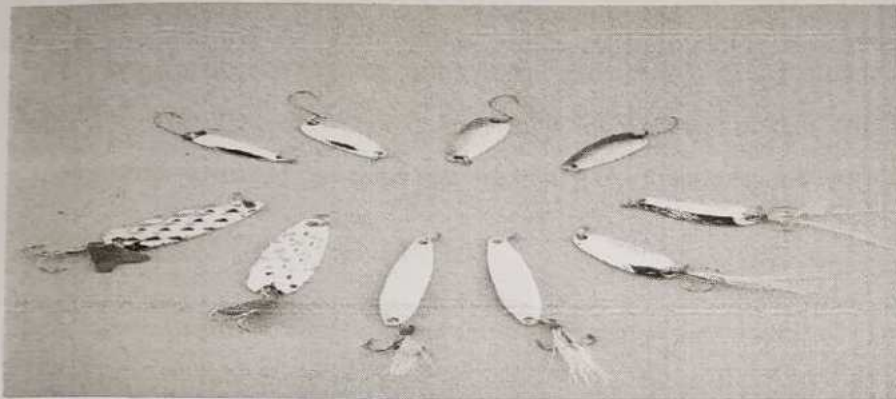
LINE FISHING:

Line fishing is fishing with a fishing line. A fishing line is any cord made for fishing. Important parameters of a fishing line are its length, material and weight (thicker, sturdier lines are more visible to fish). Factors that may determine what line an angler choose for a given fishing environment include breaking strength, knot strength, UV resistance, castability, limpness, stretch, abrasion resistance and visibility. Modern fishing lines are usually made from artificial substances. The most common type is monofilament, made of a single strand. There are also braided fishing lines and thermally fused superlines.

- Droplining – a dropline consists of a long fishing line set vertically down into the water, with a series of baited hooks. Droplines have a weight at the bottom and a float at the top. They are not usually as long as longlines and have fewer hooks.
- Handlining – is fishing with a single fishing line, baited with lures or bait fish, which is held in the hands. Handlining can be done from boats or from the shore. It is used mainly to catch groundfish and squid, but smaller pelagic fish can also be caught.

- Jigging – is the practice of fishing with a jig, a type of fishing lure. A jig consists of a lead sinker with a hook molded into it and usually covered by a soft body to attract fish
- Jigs are intended to create a jerky, vertical motion, as opposed to spinnerbaits which move through the water horizontally.

SLAB:



- Slabbing is a bass fishing technique that involves repetitively lifting and dropping a flat lure, usually made of 1 to 2.5 oz of lead painted to look like a baitfish (or heavy slabs of metal), through a school of actively feeding fish that the angler has located on a fishfinder. It is used on white and striped bass in the reservoirs of the southern USA.
- Trolling – is fishing with one or more baited lines which are drawn through the water. This may be done by pulling the line behind a slow moving boat, or by slowly winding the line in when fishing from
- Trotlining – a trotline is like a dropline, except that a dropline has a series of hooks suspended horizontally in the water. Trotlines can be physically set in many ways, such as tying each end to something fixed and adjusting the set of the rest of the line with weights and floats. They are used for catching crabs or fish, such as catfish, particularly across river

TRAPPING:



Traps are culturally almost universal and seem to have been independently invented many times. There are essentially two types of trap, a permanent or semi- permanent structure placed in a river or tidal area and pot-traps that are baited to attract prey and periodically lifted.

ARTISANAL TECHNIQUES:

- Dam fishing – This involves the construction of a temporary dam resulting in a drop in the water levels downstream--- allowing fish to be easily collected.
- Basket weir fish – were widely used in ancient times. They are shown in medieval illustration and surviving examples have been found. Baskets weirs are about 2 m long and comprises two wicker cones, one inside the other--easy to get into and hard to get out.
- Fish wheel – operate alongside streams much as a water- powered mill wheel. A wheel complete with baskets and paddles is attached to a floating dock. The wheel rotates due to the current of the stream. The baskets on the wheel capture fish travelling upstream and transfer into a holding tank. When the holding tank is full, the fish are removed.

DESTRUCTIVE FISHING:

Destructive fishing practices that easily result in irreversible damage to aquatic habitats and ecosystems. Many fishing techniques can be destructive if used inappropriately, but some practices are particularly likely to result in irreversible damage. These practices are mostly, though not always, illegal. Where they are illegal, they are often inadequate enforced. Some examples are.

CYANIDE FISHING:

Cyanide fishing is a method of collection live fish mainly for use in aquariums, which involves spraying a sodium cyanide mixture into the desired fish's habitat in order to stun the fish. The practice hurts not only the target population, but also many other marine organisms, including coral and thus coral reefs. Recent studies have shown that the combination of cyanide use stress of post capture handling results in mortality of up to 75% of the organisms within less than 48 hours of capture,. With such high mortality numbers, a greater number of fish must be caught in order to offset post catch death.

MUROAMI:

Muroami is a destructive artisan fishing method employed on coral reefs in Southeast Asia. An encircling net is used with pounding devices, such as large stones fitted on ropes that are pounded onto the coral reefs. They can also consist of large heavy blocks of cement suspended above the sea by a crane fitted to the vessel. The pounding devices are repeatedly lowered into the area encircled by the net, smashing the coral into small fragments in order to scare the fish out of their coral refuges. The "crushing" effect on the coral heads has been described as having long-lasting and practically totally destructive effects.

2.15 TYPES OF FISHING BOATS:



- It is made of three logs, the centre one fitted at a lower level than the other two giving it a boat shape.
- The logs are held using two blocks of wood on either end and secured by coir ropes passing through the grooves on the side of the logs.
- Size varies from 6.5 – 7.5 m
- Small triangular sail is used
- Usually operated in pairs for boat seiners

Boat canoe (Vallam)



- Similar to Malabar dugout but spread by wedges and heightened by flared 22-25 cm wash strakes.
- Length varies from 9-13 m
- Single mast at amidships with lug sail. In larger ones, mizzen mast is also carried.
- The Large rudder is fitted which descends much below the round bottom.
- Used for an operation of gill nets and long lines.

Boat cutter



- A **cutter** is typically a small, but in some cases a medium-sized, watercraft designed for speed rather than for capacity.
- Traditionally a cutter is a smaller sailing ship with a single mast. It is fore-and-aft rigged, with two or more headsails and often has a bowsprit.
- The cutter's mast may be set farther back than on a sloop.
- In modern usage, a cutter can be either a small- or medium-sized ship whose occupants exercise official authority.

Mechanized boat:

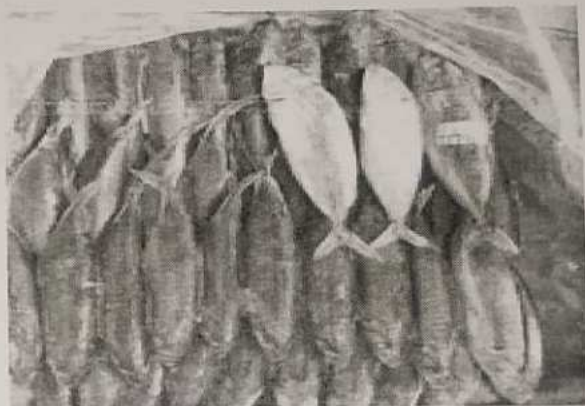
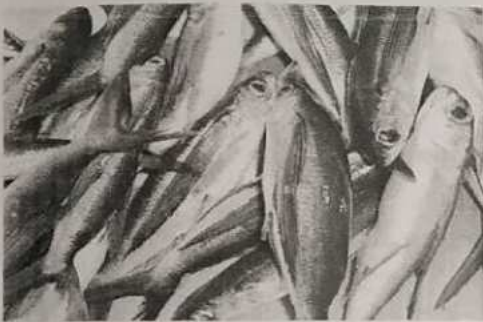


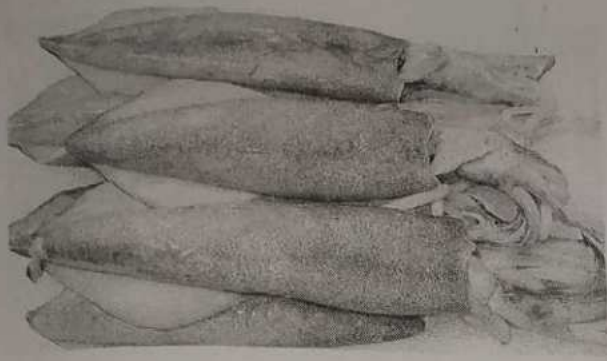
- A Motor launch is a small military vessel in royal navy service.
- It was designed for harbour defence and submarine chasing or for armed high-speed air-sea rescue.
- Some vessels for water police service are also known as motor launch.

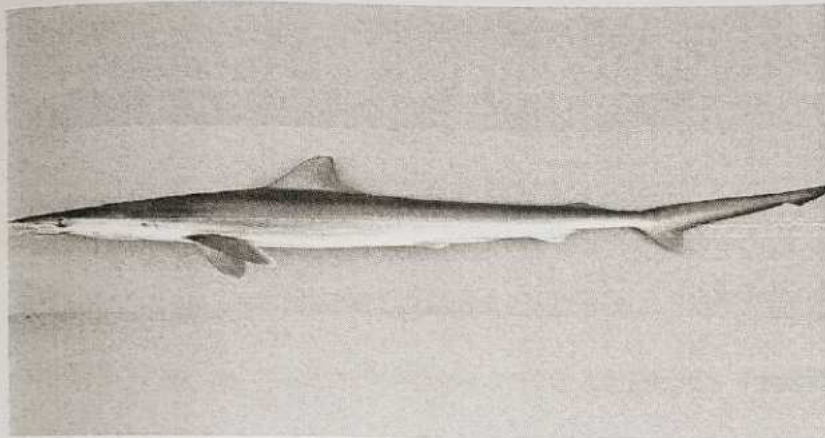
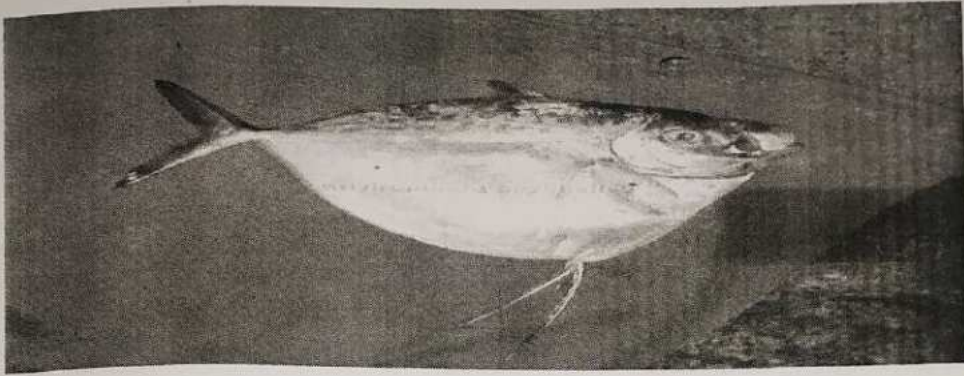
2.16 TYPES OF FISHES CAUGHT BY THARUVAIKULAM FISHERMEN:

- Tuna
- Crab
- Anchovies (Nethili)
- Barracuda (sheela)
- Bluefin travelly (paarai)
- Murrel
- Barramundi (koduva)
- Fin bream (navara)
- Herring giant (muorankendai)
- 2.16 Garfish (kola)
- Little tunny (soorai)

- Moon fish (kurel)
- Prawn, squid







2.17 FISHING IN THOOTHUKUDI DISTRICT:

Thoothukudi district is situated in the southern part of Tamilnadu and it covers an area of 4,175 square km. It has a coastal length of 163.50 kilometers accounting for 15.20 percent of the total coastline of the state. This district is surrounded by Virudhunagar and Ramanathapuram districts on the north and Gulf of Mannar on the east and Tirunelveli

district on the west. According to the 2011 census, Thoothukudi had a population of 1,750,176 of which male and female were 865,021 and 885,155 respectively. The district has a total of 21 coastal villages. The total fishermen population of this district was 69,558 among them, the male population was 35,828 and female population was 33,730

2.18 SWOT ANALYSIS OF THOOTHUKUDI FISHING INDUSTRY

2.18.1 STRENGTH:

The following are the strength of fishing industry in the study are;

- Potential source of Food and nutritional Security.
- Tool for Poverty alleviation and Women empowerment.
- Vast Fisheries resources in India.
- Contribution to the world's second largest fish production.
- 3.41% of marine and inland world fish production.

2.19 WEAKNESS OF FISHING INDUSTRY IN THOOTHUKUDI DISTRICT

2.19.1 FISHING SYSTEMS

Catamarans and Vellams were the main fishing crafts in the marine fisheries sector in Tamil Nadu until the mid-1980s. The lack of wood for boat building, coupled with the need to travel longer distances, meant switching over to the FRP boats and motorization. The active support provided by the Government for motorization and upgrading of boats was an added incentive for many fishers to buy new crafts. In addition, a specialization of fishing gears has taken place in the sector, addition to mounting investments. Increasingly, the traders have taken on the role of financiers for replacement of craft and gear and this has led to an outsider ownership of boats. In the traditional fishing sector, the social and economic difference between the owner and the crew members was not very clear, where as with investments, the social and economic stratification within the community has become more pronounced.

2.20 INCREASING UNCERTAINTIES:

There have been major changes in the climatic conditions as a result of which experienced fishermen are unable to predict a good season and availability of species. Cyclonic weather in the Bay of Bengal is usually considered to be conducive to fishing but over the years, there has been a reduction in the occurrence of such conditions. There has also been an increase in off fishermen are relying on single nets and are instead going in for a diversity of gears, which is increasing their investment cost.

2.21 LACK OF INFRASTRUCTURE FACILITIES AND STORAGE FACILITIES:

Since most of the catches are low value fishes and are channelized in the domestic fish marketing alone, the intrinsic problems affecting the domestic fish marketing like, lack of infrastructure and basic amenities invariably affect the marketing of low value fishes. Low value fishes are mainly preferred by a narrow spectrum of low and middle income consumers and the demand often fluctuates with seasons and availability and prices of high value species. Sun drying is the only practice used to preserve low value fishes, which is mostly done in unhygienic conditions resulting in low consumer preference. Heavy expenses involved in storing and bringing by catch to the shore in a suitable situation by the multi day fishing units, reduce the profit margin of the fishermen. Because of lack of adequate storing facilities, the fishermen are forced to sell their catches immediately.

2.22 MARKETING CHANNELS:

The profitability of a business enterprise depends on the efficiency of its marketing strategy. Fishermen in the study area have been confronting problems in the purchase of crafts and gears as well as in the sale of fish. As they are indebted to middlemen, they are forced to sell the fish in the landing itself at an unprofitable price. Sometimes traders who offer them loans exploit them by compelling them to sell the fish at a low price.

2.23 OPPORTUNITIES IN FISHING INDUSTRY IN THOOTHUKUDI DISTRICT:

The following are the opportunities in fishing industry in Thoothukudi district

INCREASING DEMAND:

The present main challenge to the fishery sector in India is, therefore, to sustain the fishery production to meet the increasing demand to the next decade by keeping in the view that increasing fish production is no longer possible. Extra efforts are needed to properly manage the capture fisheries and to prevent their over exploitation. The warning signal has been alarming on the sustainable use of fishery resources because the catches in most areas exceeded the sustainable level. And hence there is a need to develop a suitable model to conserve the fishery resources. The model which could be the most effective with the problem of conservation is given below. In the 45 days uniform fishing ban period there was the restriction of use of fishing vessels and this alone is not the most effective way of ensuring sustainability. Any attempt to conserve the fisheries resources would be incomplete without an effective restriction mechanism on both the number of fishing vessels (mechanized as well as non-mechanized) and duration of fishing operation. These restrictions must be compatible with each other and should not impose a high social cost to the fishermen by restricting employment opportunities.

2.24 THREATS IN FISHING:

2.24.1 PROBLEMS RELATED TO FISH CATCHES:

There has been a general perception amongst the fishers as well as the administrators that there has been a decline in marine fish catch in the state both with respect to diversity of species as well as quantity, although this is not revealed in the 178 available statistics. The artisanal fishers attribute the decline to the mechanized sector. Trawl fisheries were widely held to have resulted in the depletion of many species, damaging breeding grounds. Other causes given for the declines include pollution through prawn farming, industrial effluents and shrimp seed collection.

2.24.2 LOW PER CAPITA AVAILABILITY OF FISH:

Even if the overall fish catches may have, there is a unanimous perception that the per capita availability of fish to the poorer producers, processors, traders and consumers has reduced. This has serious implications in terms of the food and economic security of a large number of people, for whom fisheries is the only source of livelihood.

2.24.3 DESTRUCTIVE FISHING SYSTEMS:

Increasing number of people and boats, longer fishing duration, small sizes, destructive fishing systems such as bombing, shrimp seed collection, destruction of molluscan and coral reef fisheries etc. are some of the changes taking place in the small-scale sector. The specialized hook and lined fishing and knowledge of fishing locations have decreased in recent the rising popularity of gillnets. Many fishermen argued that mechanized boat fishing has negatively affected fish stocks in the inshore zone. Artisanal fishermen regularly suffer damages to their nets when other boats damage them with either their propellers or trawling equipment.

2.25 SOCIO ECONOMIC NATURE OF FISHING:

Normally there are 12-14 members in the crew in the large size mechanized boats who operate by shifts. They get a daily wage of 500 from the boat owner and further the profit is divided among the crew and the boat owner in the ratio 40:60 after deducting the operating costs, which included diesel, icing and fuel. The ratio is 50:50 in the case of traditional crafts. In some cases, the profit is divided into eight parts, five parts for the owner and the crew and the remaining three for engine, crafts and gear; one each.

The fishermen land the catch from their vessels and they are sold only through middlemen who are called Vattakkarans. They finance the boat owners by providing those loans and the boat owners are indebted to them. Vattakaran plays the role of an auctioneer and also settles the payment on a daily basis to the fishermen immediately after the sales. The commission rates that prevail are between three to nine per cent depending upon the amount loaned to the boat owner. But mostly it is a sizable 6.25 per cent.

A wholesaler, who buys on a week's credit from the Vattakaran, purchases the fish; this is in turn sold to a retailer or a secondary wholesaler. This is then sold to the companies, which

process the fish and export them. Trade with the Vattakkaran is accompanied by an assurance of regular payment and that the entire fish will be sold. This is a crucial factor, since fish is a perishable good and the fishermen lack advanced storage facilities. The fish landing at the Tuticorin harbour happens normally from 9 pm as the vessel returns from the sea. Open auction is the normal practice and some commercially important varieties seem to have a standard price throughout the district, set by traders.

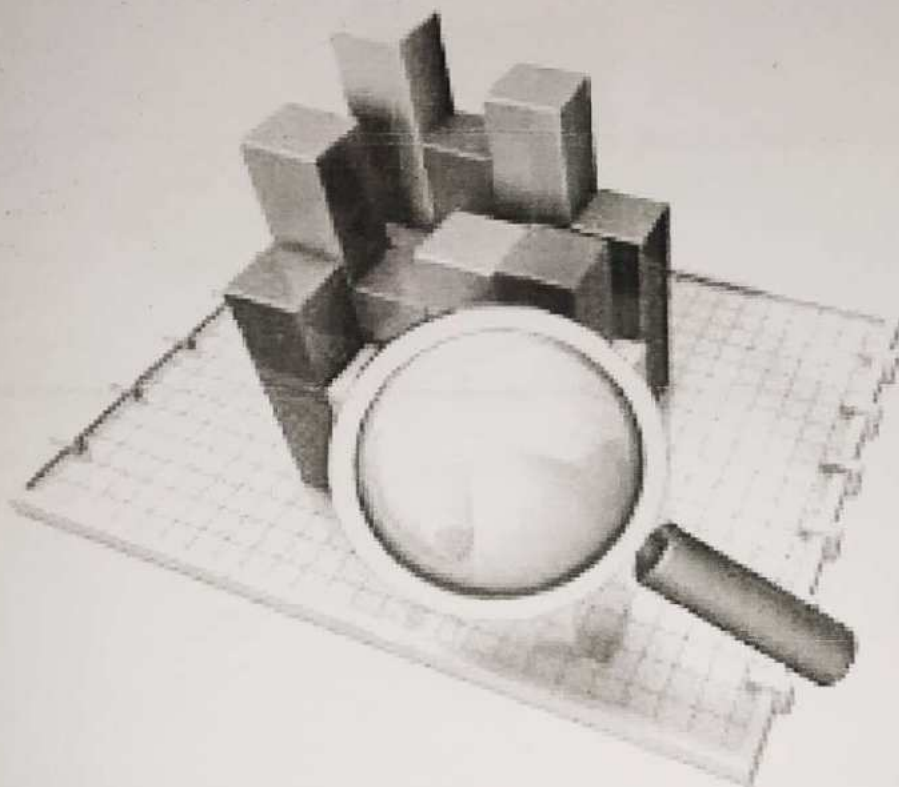
The sale is carried out in heaps or in lots, instead of on a Kilogram basis, as it speeds up the sales. The system seems to fetch the fishermen a better price, as several traders participate in an auction conducted by a single auctioneer. The fish are sold for local consumption and to other states like Kerala.

2.26 FISHING BAN PERIOD:

Fishermen in Rameswaram are utilizing the 61 days fishing ban imposed by Tamil Nadu government to repair and tune up the mechanized boats for fishing. The 61-day annual ban on fishing by mechanized boats in Tamil Nadu was imposed on April 13 midnight. Three main fishing harbours of Tharuvaikulam, Thoothukudi and ChinnaMuttom are experiencing this ban.

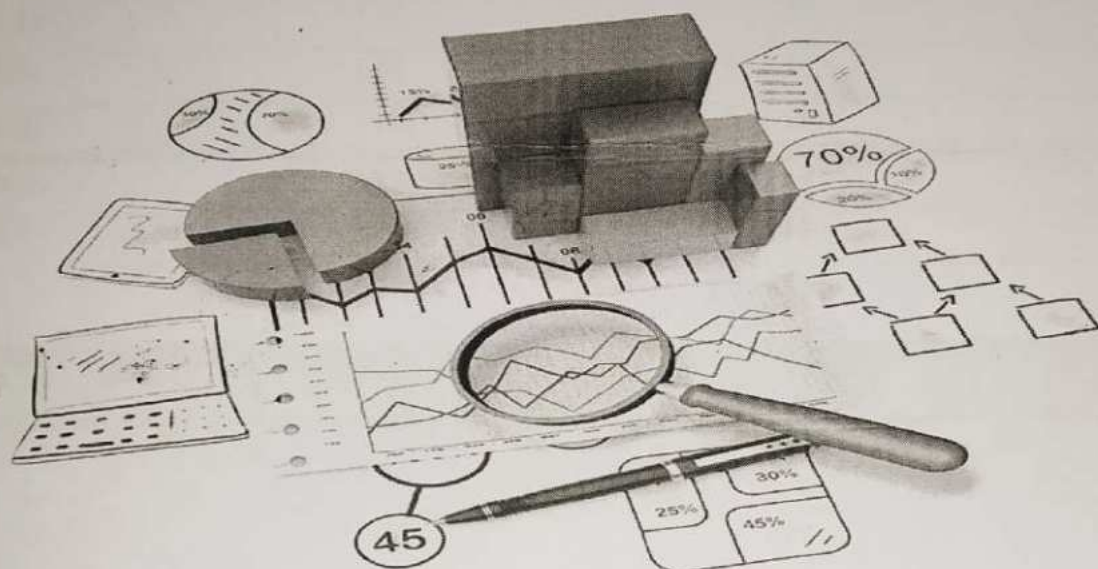
Around 650 boats operated from these harbours would be anchored during this period. The fishing ban is imposed between April 15 and June 15 every year during the breeding

CHAPTER III



DATA ANALYSIS AND INTERPRETATION

ANALYSIS AND INTERPRETATION OF DATA



Analysis means the computation of certain indices or measure along with searching for patterns of relationship that exist among the data groups. Analysis particularly in case of survey or experimental data, involves estimating the values of unknown parameters of the population of testing of hypothesis for drawing inferences.

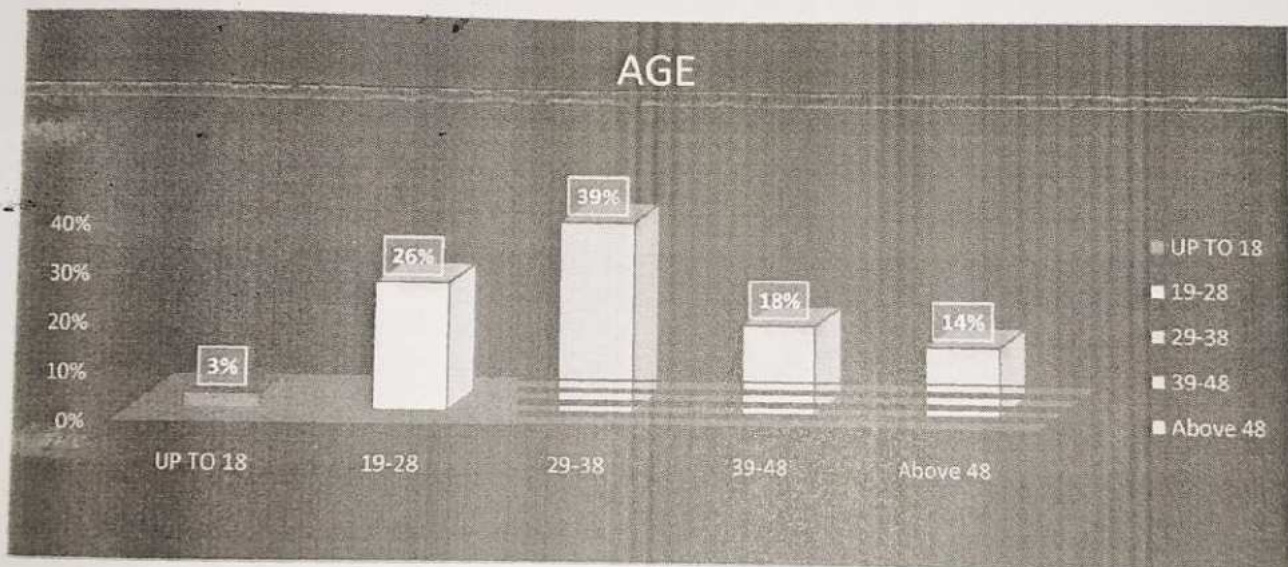
Each question in the questionnaire is analyzed individually, sufficiently tabulated and represented graphically. The sample size of the data collected is 80.

In present study is undertaken for the purpose of analyzing the welfare of fishermen in Tharuvaikulam thoothukudi districts by using percentage analysis, ranking method and chi square test

Table 3.1

AGE WISE CLASSIFICATION

Age	No. of Respondents	% of respondents
Up to 18	2	3
19-28	22	26
29-38	31	39
39-48	14	18
Above 48	11	14
Total	80	100



Source: Primary data

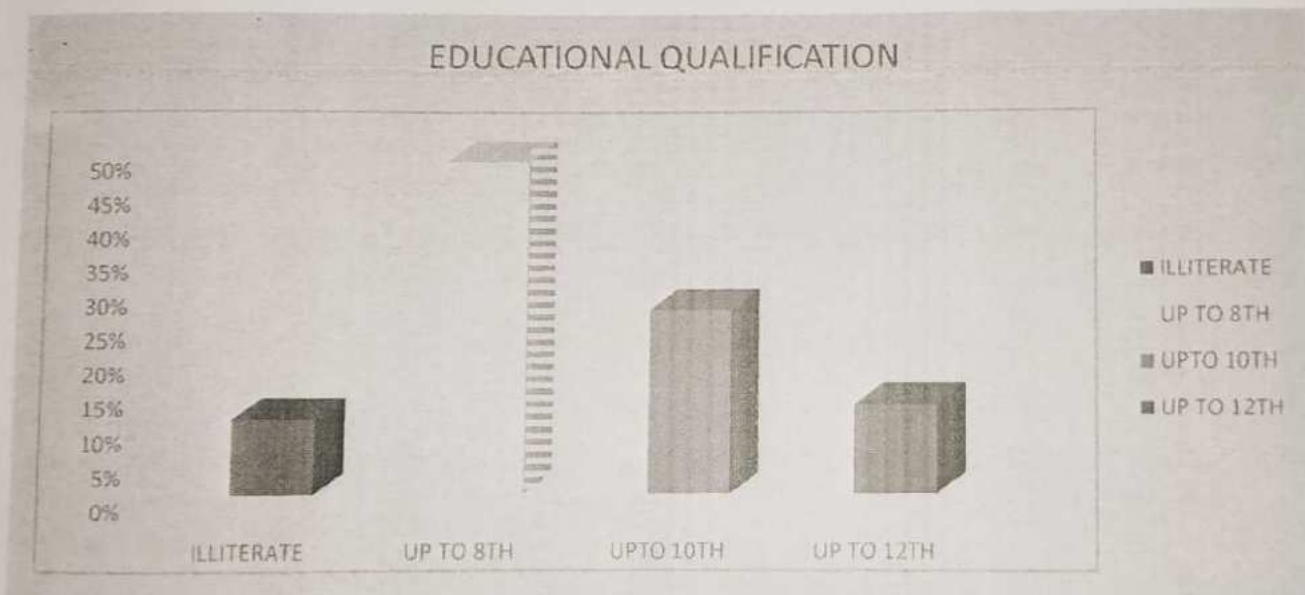
Inference:

From the table indicates that out of 80 respondents, 39% of the respondents belong to the age group of 29-38, 26% of the respondents belong to the age group of 19-28, 18% of the respondents belong to the age group of 39-48, 14% of the respondents belong to the age group of Above 48, and only 3% of the respondents belong to the age of up to 18.

Thus Around 1/3 rd, majority of the respondents are in the age group of 29-38 yr.(39%)

TABLE 3.2**QUALIFICATION WISE CLASSIFICATION**

Qualification	No Of Respondents	% Of Respondents
Illiterate	9	11
Up to 8 th	39	49
Up to 10 th	22	27
Up to 12 th	10	13
Total	80	100



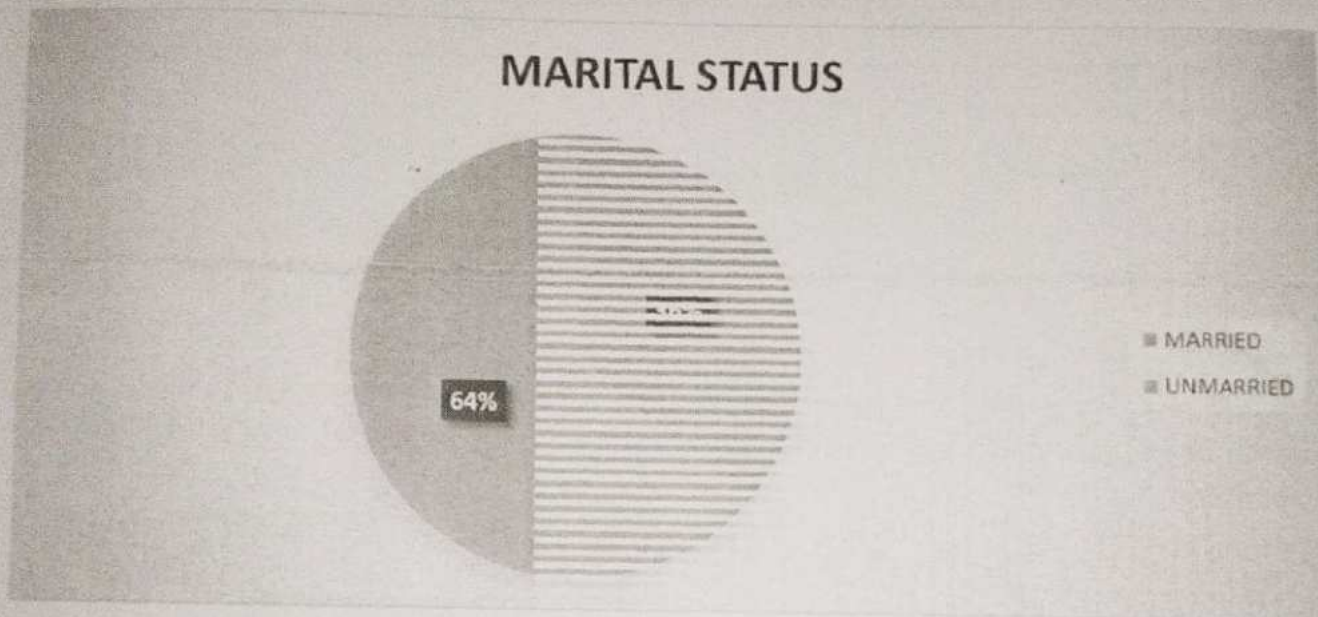
Source : Primary data

Inference:

From the table depicts that 11% of the respondents are illiterate, 13% of the respondents have completed upto 12th, 27% of the respondents have completed upto 10th, and 49% of the respondents have completed upto 8th.

TABLE 3.3
MARITAL STATUS

Status	No. Of Respondents	% of respondents
Married	29	36
Unmarried	51	64
Total	80	100



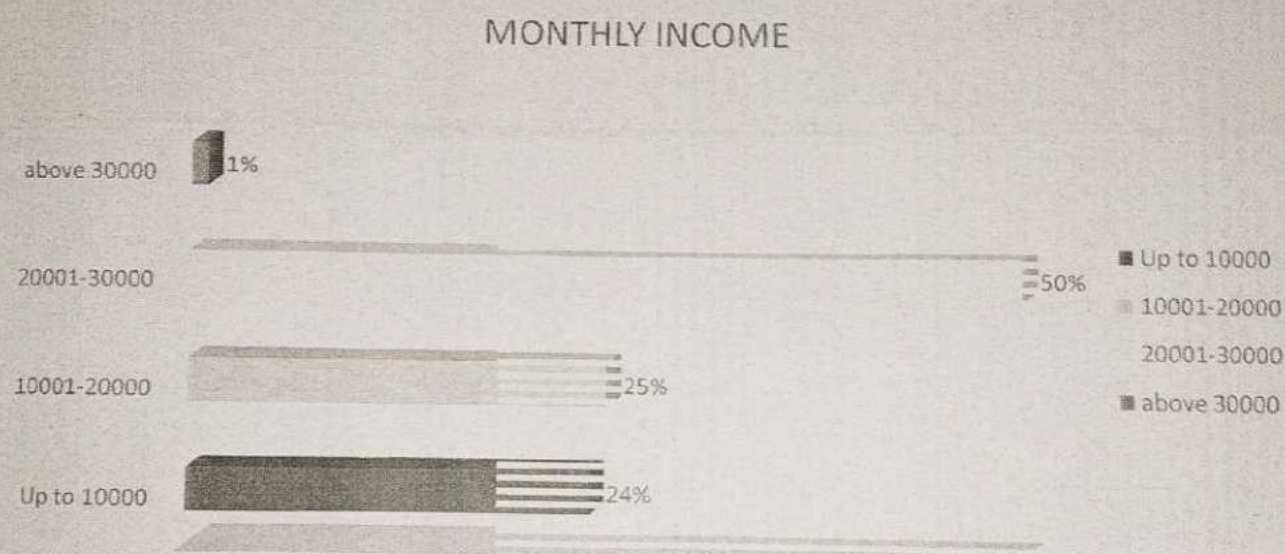
Source: Primary data

Inference:

From the table it is clear that 64% of the respondents are unmarried and 36% of the respondents married. Thus around 2/3 rd majority of the respondents are Unmarried. (64%)

TABLE 3.4
MONTHLY INCOME

Monthly Income	No. of respondents	% of respondents
Up to 10000	19	24%
10001-20000	20	25%
20001-30000	40	50%
Above 30000	1	1%
Total	80	100%



Source: Primary data

Inference:

From the table reveals that 50% of the respondents earn income of Rs 20001-30000, 25% of the respondents earn income of Rs 10001-20000, 24% of the respondents earn income upto Rs 10000, and only 1% of the respondents earn above 30000 as their monthly income.

Thus Around $\frac{1}{2}$ the majority of the respondents earn monthly income of Rs 20001-30000.

TABLE 3.5**EXPERIENCE IN FISHING**

Year	No. of respondents	% of respondents
Up to 5 years	14	18%
6-10 years	23	29%
Above 10 years	43	53%
Total	80	100

EXPERIENCE IN FISHING

Source: Primary data:

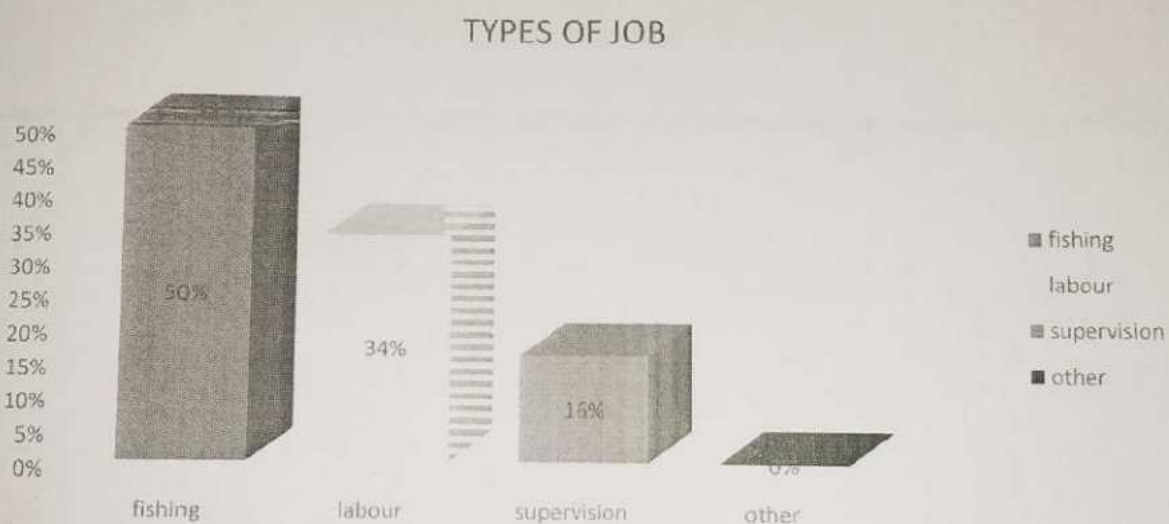
Inference:

From the table depicts the experience towards fishing, 18% of the respondents have fishing experience up to 5-years, and 29% of the respondents have fishing experience of 6-10 years and 53% of the respondents have fishing experience of above 10 years.

Thus around half the majority of the respondents have fishing experience of above 10 years.

TABLE 3.6
TYPES OF JOB

Job	No. of respondents	% of respondents
Fishing	40	50%
Labour	27	34%
Supervision	13	16%
Others	0	0%
Total	80	100%



Source: Primary data

Inference:

From the table indicate that around 50% of the respondents are employed in the fishing job, 34% of the respondents are employed as labours, and only 16% of the respondents are employed in the supervision.

Thus around $\frac{1}{2}$ the Majority of the respondents are employed in the fishing job (50%).

TABLE 3.7**NUMBER OF NETS CARRIED**

Number of nets	No of respondents	% of respondents
1 to 3	1	1%
4 to 6	2	3%
7 to 10	21	26%
More than 10	56	70%
Total	80	100%

NUMBER OF NETS CARRIED

Source: Primary data

Inference:

From the table depicts that 70% of the respondents have More than 10 nets, 26% of the respondents have 7 to 10 nets, and only 3% of the respondents have 4-6 nets and the least 1% of the respondents have only 1-3 nets.

Thus the Majority of the respondents have more than 10 nets.

TABLE 3.8
PERIOD OF FISHING

Period	No of respondents	% of respondents
Daily	17	21%
Weekly once	9	11%
Weekly thrice	54	68%
Occasionally	0	0%
Fortnightly	0	0%
Total	80	100



Source: Primary data

Inference:

From the table reveals that 68% of the respondents go for fishing Thrice in a week, 21% of the respondents go for fishing Daily and only 11% of the respondents go for the fishing atleast once in a week.

Thus the Majority of the respondents fishing period is weekly thrice.

TABLE 3.9**AMOUNT EARNING PER DAY**

Earning	No of respondents	% of respondents
Below 500	10	13%
1000-2000	46	58%
2001-3000	23	28%
More than 3000	1	1%
Total	80	100%



Source: Primary data

Inference:

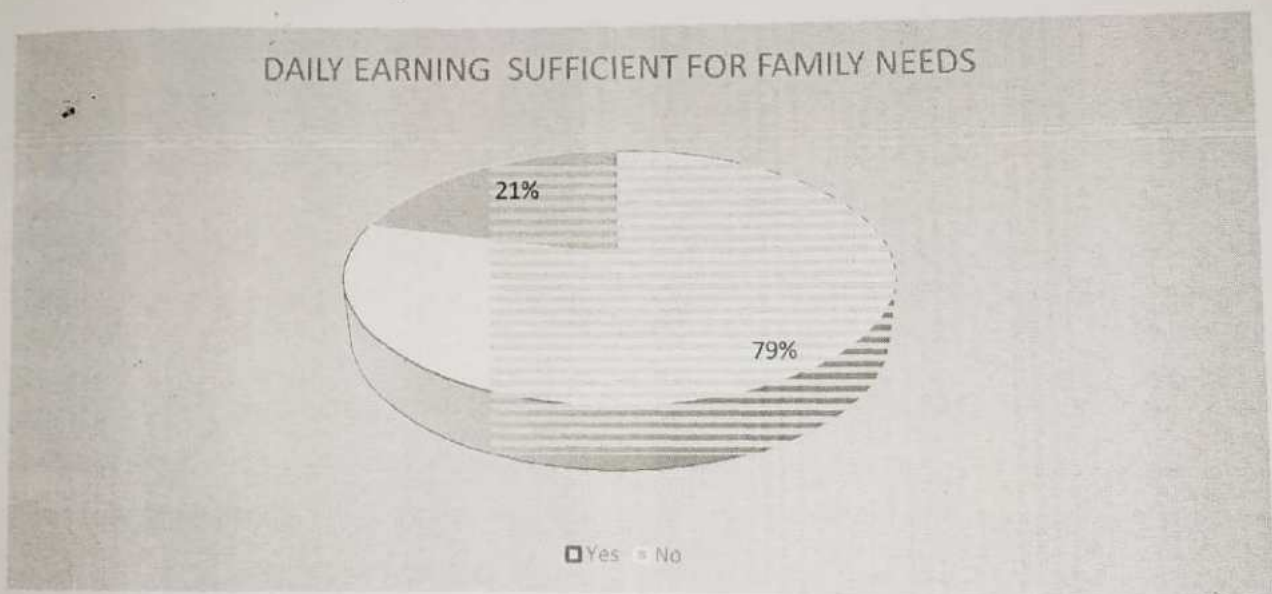
From the table reveal that 58% of the respondents daily earnings is Rs 1000-2000, 28% of the respondents daily earnings is Rs 2001-3000, 13% of the respondents is daily earning is below 500 and only 1% of the respondents daily earning is more than 3000.

Thus around $\frac{1}{2}$ the Majority of the respondents daily earning is Rs 1000-2000

TABLE 3.10

AMOUNT OF DAILY EARNING FULFIL FOR FAMILY NEEDS

Response	No of respondents	% of respondents
Yes	63	79%
No	17	21%
Total	80	100%



Source: Primary data

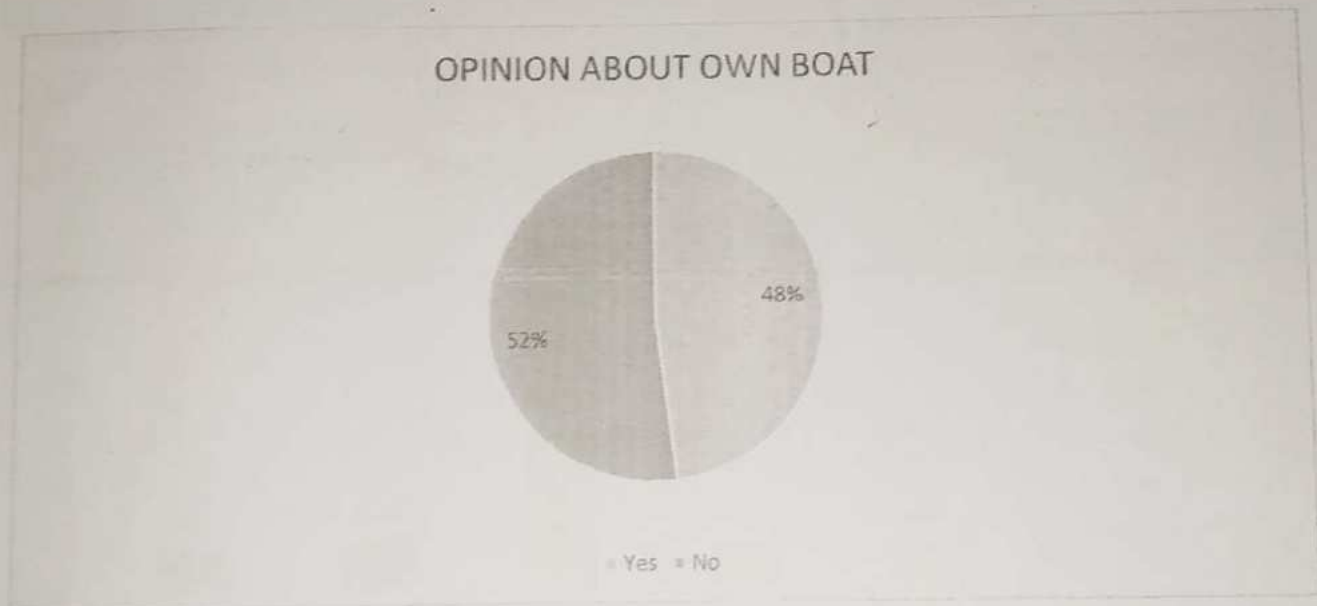
Inference:

From the table depicts the daily earnings for the fulfillment of family needs, 79% of the respondents earning fulfill the needs of family and only 21% of the respondents earnings doesnot fulfill the needs of family.

Thus around $\frac{3}{4}$ th Majority of the respondents earnings fulfill the needs of family.

TABLE 3.11
OPINION ABOUT OWN BOAT

Response	No of respondents	% of respondents
Yes	38	48%
No	42	52%
Total	80	100%



Source: Primary data

Inference:

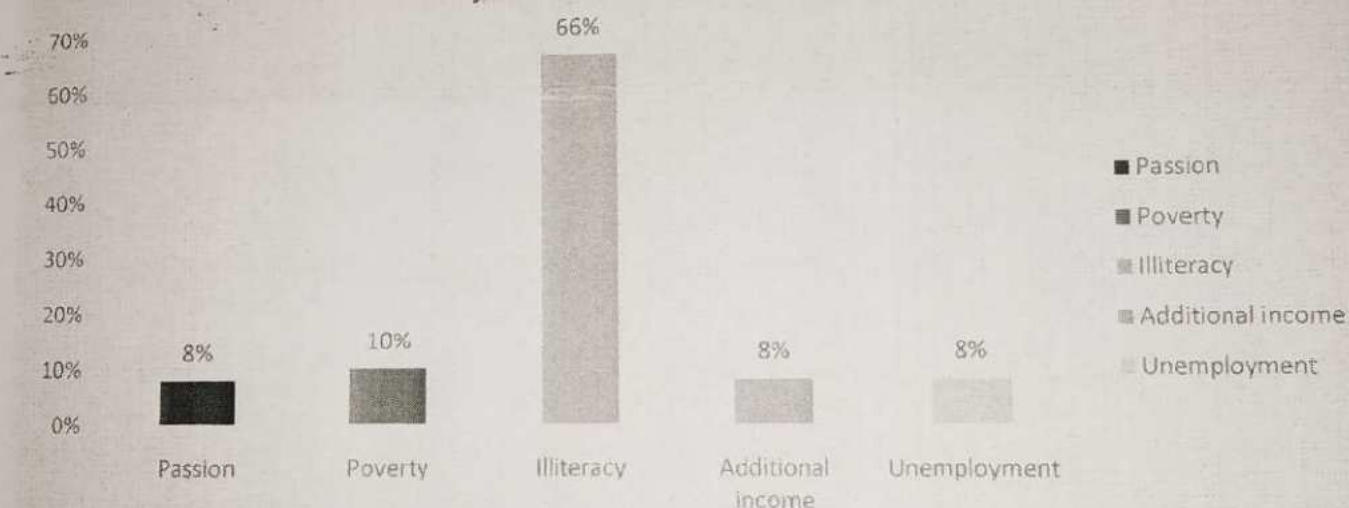
From the table it is clear that, 52% of the respondents have responded saying that, they only do not own a boat,

While 48% of the respondents revealed that they own a boat.

TABLE 3.12
REASON FOR OPTING FISHING

REASON	No of respondents	% of respondents
Passion	6	8%
Poverty	8	10%
Illiteracy	53	66%
Additional income	6	8%
Unemployment	7	8%
Total	80	100%

REASON FOR OPTING FISHING



Source: Primary data

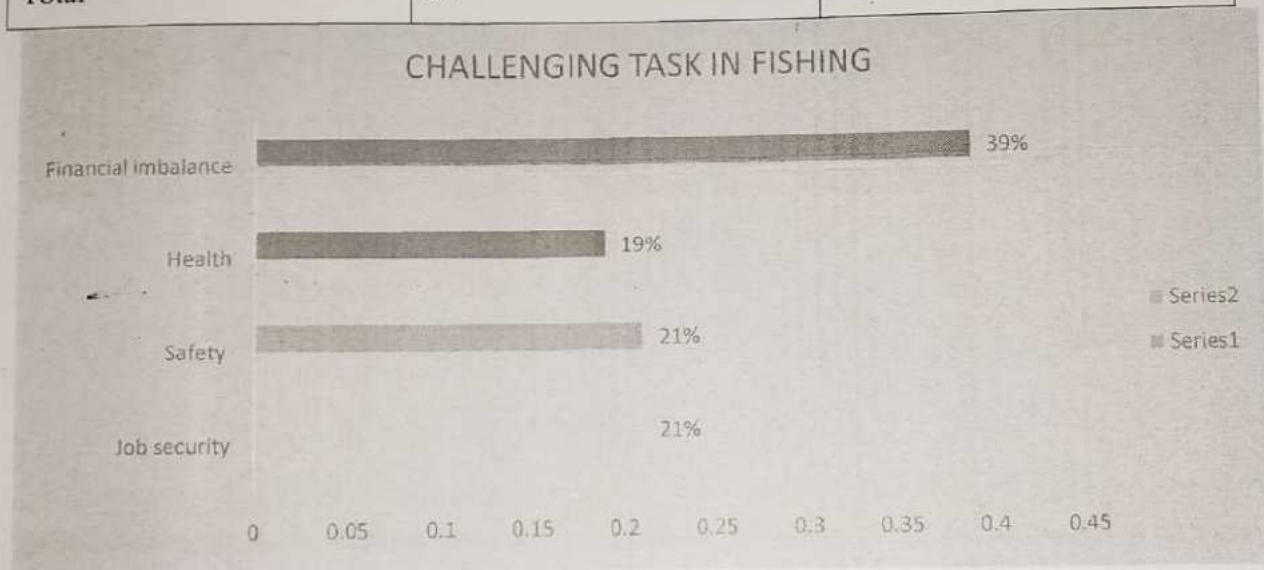
Inference:

The above table reveals that 66% of the respondents prefer fishing due to illiteracy, 10 % of the respondents opt fishing due to their poverty, and only 8% of the respondents opt fishing on the basis of passion, unemployment and earn additional income.

Thus Major proportion (66%) of the respondents prefer fishing due to illiteracy.

TABLE 3.13**OPINION ABOUT PERSONAL FEEL AS CHALLENGING TASK IN FISHING**

Factors	No of respondents	% of respondents
Job security	17	21%
Safety	17	21%
Health	15	19%
Financial imbalance	31	39%
Total	80	100%



Source: Primary data

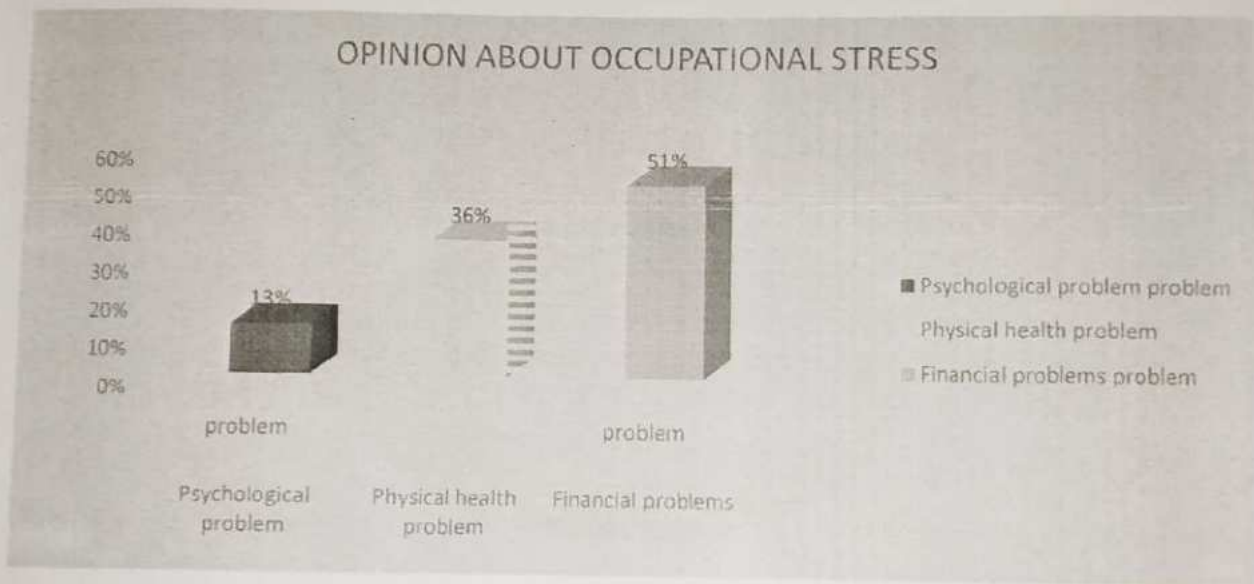
Inference:

From the table reveals that 39% of the respondents say that their challenging task is financial imbalance, for 21% of the respondents say that their challenging tasks are insecurity in job and safety, and only 19% of the respondents say that Health condition as their challenging task.

Thus around 1/3 rd Majority of the respondents challenging task is financial imbalance (39%).

TABLE 3.14**OCCUPATIONAL STRESS**

Problems	No of respondents	% of respondents
Psychological problem	10	13%
Physical problem	29	36%
Financial problem	41	51%
Total	80	100%



Source: Primary data

Inference;

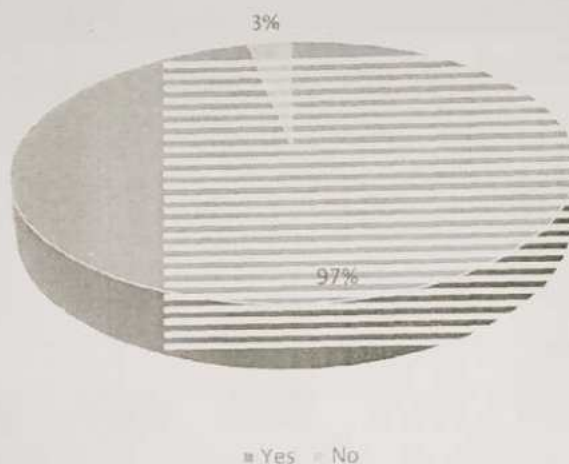
From the table reveals that around 51% of the respondents occupational stress arises due to financial problems, 36% of the occupational stress arises due to physical health problems and only 13% of the occupational stress arise due to psychological problems.

Thus is half majority of the occupational stress arises due to financial problems (51%).

TABLE 3.15
OPINION ABOUT THEIR OCCUPATIONAL STRESS AFFECTED
FAMILY

Opinion	No of respondents	% of respondents
Yes	78	97%
No	2	3%
Total	80	100%

OCCUPATIONAL STRESS AFFECTED FAMILY



Source: Primary data

Inference:

From the table reveals that (97%) of the respondents accept that their occupational stress affects their family and only (3%) of the respondents says that their occupational stress do not affect their family.

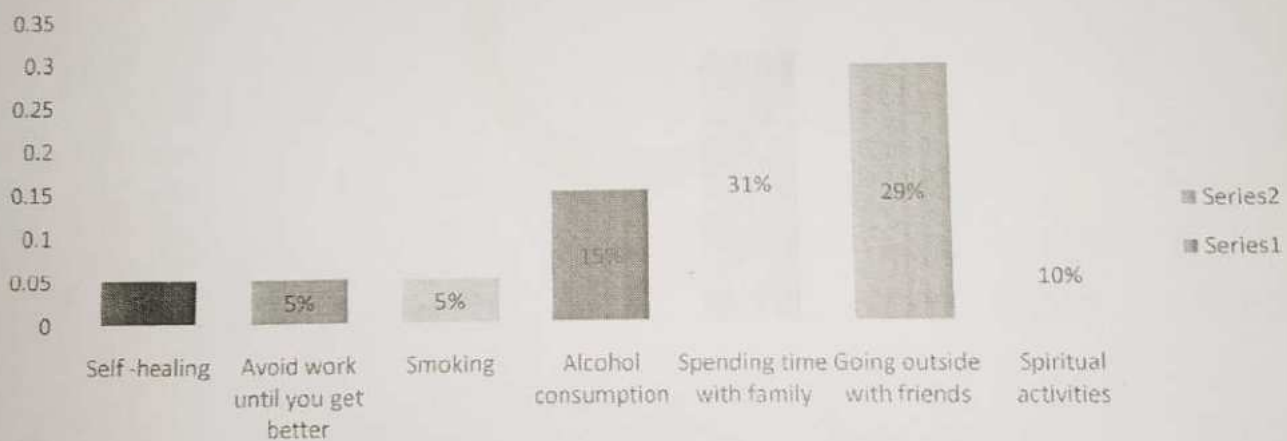
Thus vast Majority (97%) of the respondents accepts that their occupational stress affect their family.

TABLE 3.16

OPINION ABOUT GET RID OFF STRESS

Opinion	No of respondents	% of respondents
Self-healing	4	5%
Avoid work until you get better	4	5%
Smoking	4	5%
Alcohol consumption	12	15%
Spending time with family	25	31%
Going outside with friends	23	29%
Spiritual activities	8	10%
Total	80	100%

OPINION ABOUT GET RID OFF STRESS



Source: Primary data

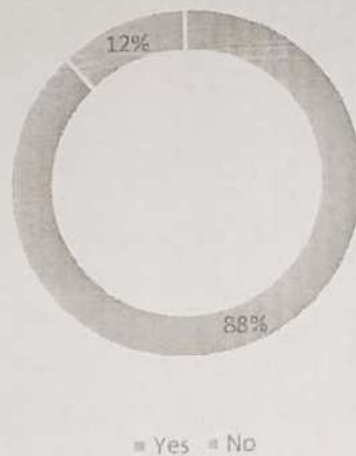
Inference:

From the table reveals that 31% of the respondents get rid of stress by spending time with their family, 29% get rid of stress by going outside with their friends, 15% get rid of stress by consuming alcohol, 10% get rid of stress by undertaking spiritual activities and only 5% of the respondents get rid of stress by self-handling, avoid of work or by smoking.

TABLE 3.17
OPINION ABOUT OWN HOUSE

Opinion	No of respondents	% of respondent
Yes	70	88%
No	10	12%
Total	80	100%

OPINION ABOUT OWN HOUSE



Source: Primary data

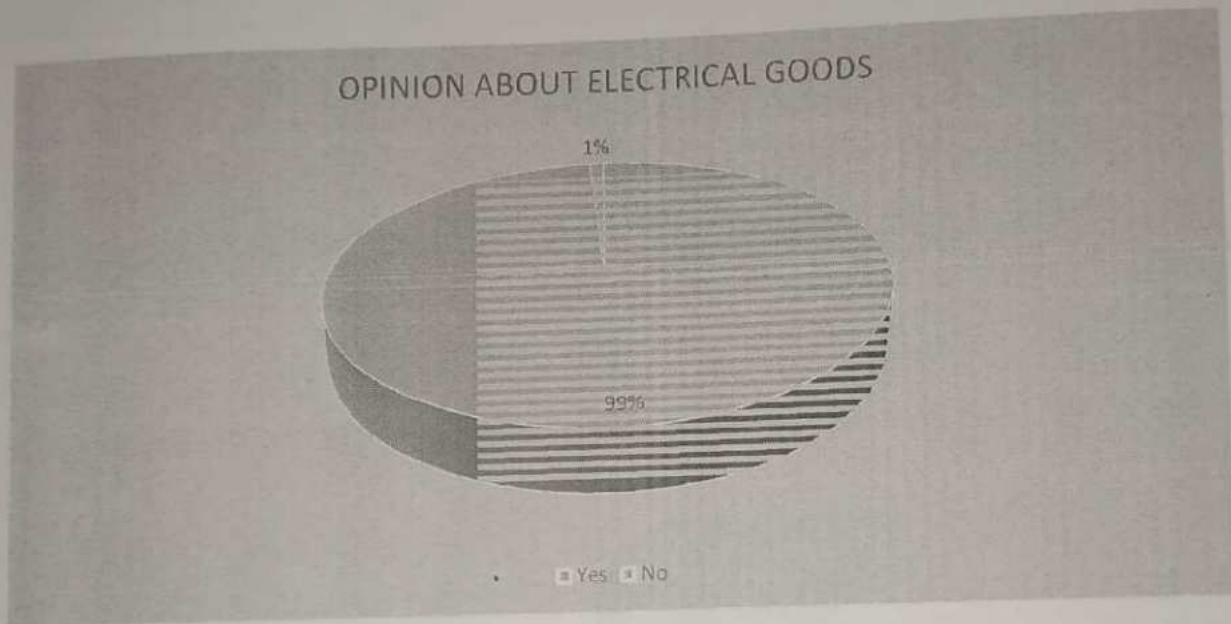
Inference:

From the table reveals that 88% of the respondents own a house and only 12% of the respondents say that they don't own any house.

Thus around $\frac{3}{4}$ th Majority of the respondents own a house (88%).

TABLE 3.18
OPINION ABOUT ELECTRICAL GOODS

Opinion	No of respondents	% of respondents
Yes	79	99%
No	1	1%
Total	80	100%



Source: Primary data

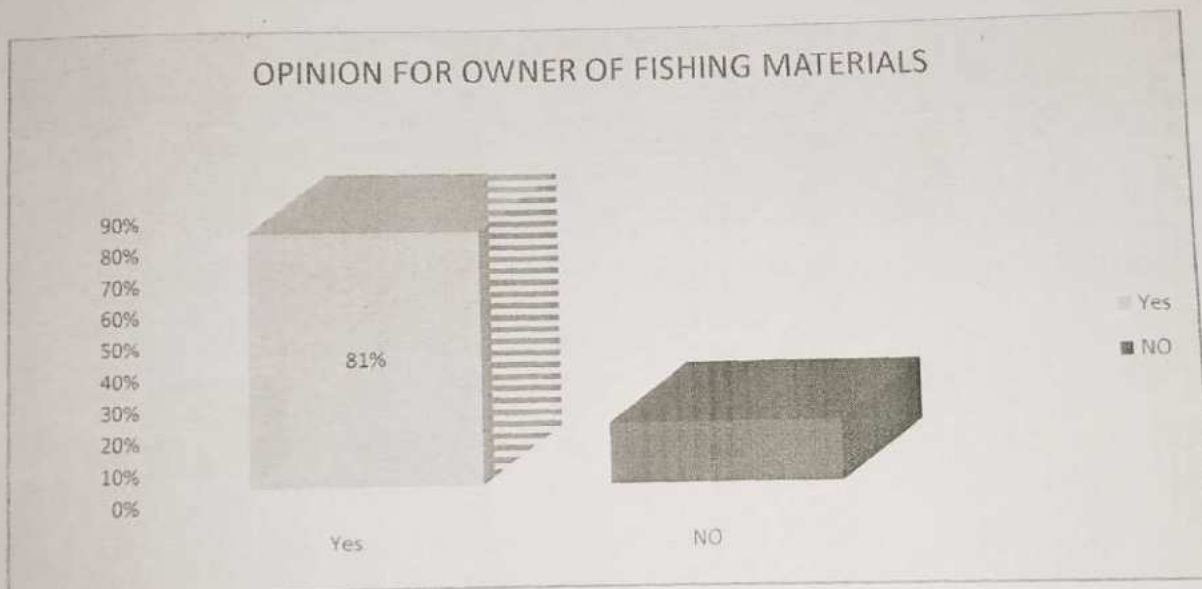
Inference:

From the table reveals that 99% of the respondents own electrical goods and only 1% of the respondents' don't own any electrical goods

Thus rast Majority of the respondents own electrical goods (99%).

TABLE 3.19
OPINION ABOUT OWNING OF FISHING MATERIALS

Opinion	No of respondents	% of respondents
Yes	65	81%
No	15	19%
Total	80	100%



Source: Primary data

Inference:

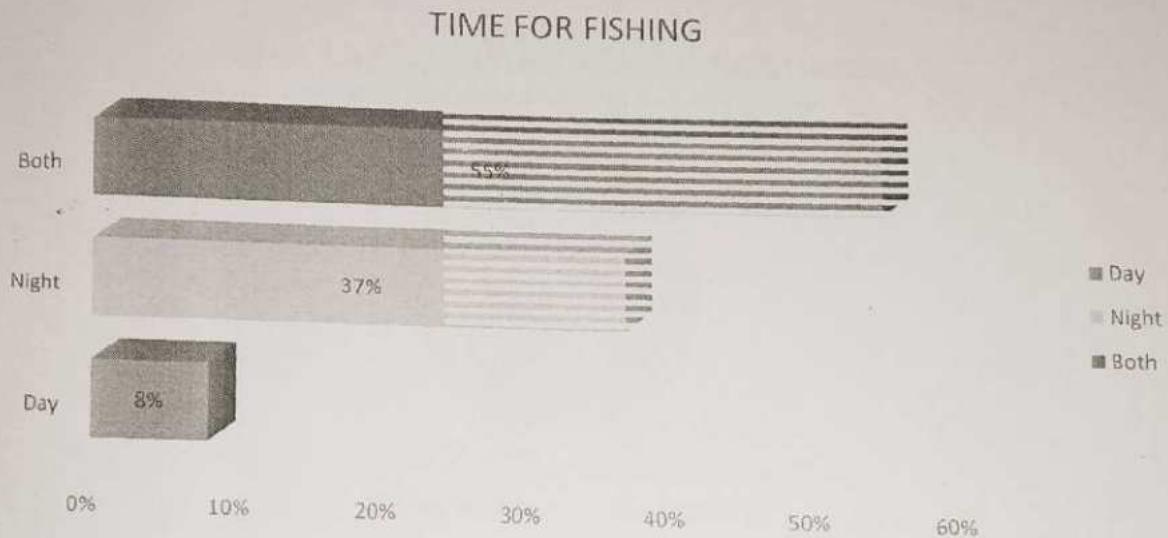
From the table reveals that 81% of the respondents own fishing craft and only 19% of the respondents do not own any fishing craft.

Thus around $\frac{3}{4}$ th Majority of the respondents own fishing craft (81%).

TABLE 3.20

TIME FOR FISHING

Time for fishing	No of respondents	% of respondents
Day	6	8%
Night	30	37%
Both	44	55%
Total	80	100%



Source: Primary data

Inference:

From the table depicts the time for fishing, therefore 55% of the respondents go for fishing both during day and night time, 37% of them go for fishing only at night time and only 8% of the respondents go for fishing only during day time.

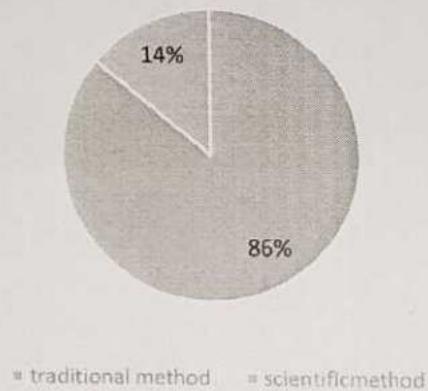
Thus half the Majority of the respondents go for fishing both during day and night time (55%)

TABLE.3.21

TYPE OF FISHING METHOD OF THE RESPONDENTS

Fishing method	No. of respondents	% of respondents
Traditional method	69	86%
Scientific method	11	14%
Total	80	100%

TYPES OF FISHING METHOD OF THE RESPONDENTS



Source: Primary data

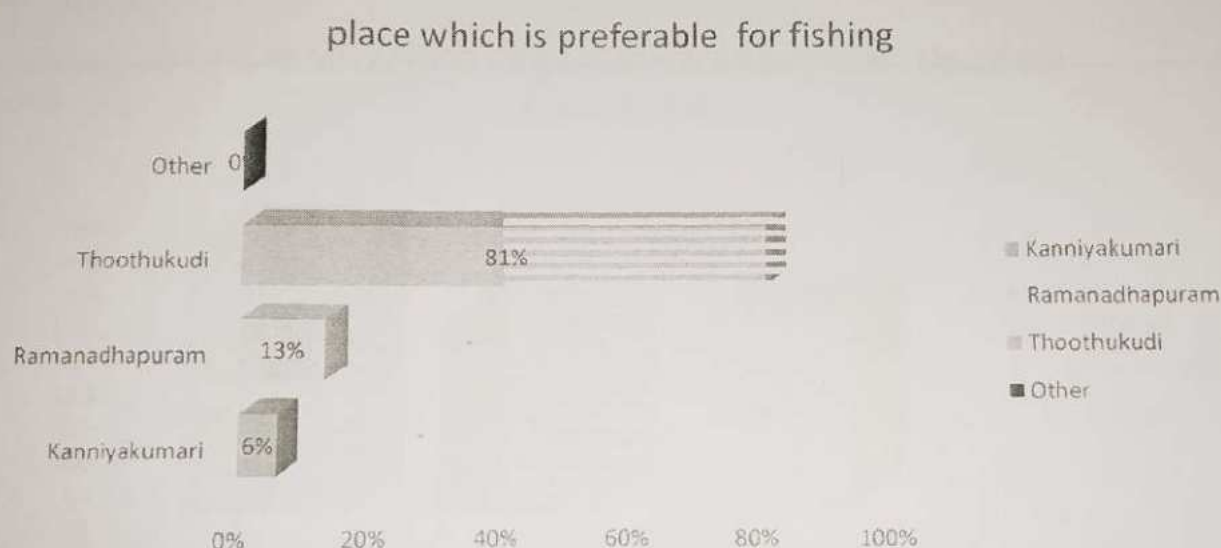
Inference:

The above table reveals that 86% of the respondents use Traditional method for fishing, and 14% of them scientific method for fishing.

Thus $\frac{3}{4}$ th of the Majority of the respondents use traditional method for fishing (86%).

TABLE 3.22**PLACE WHICH IS PREFERABLE FOR FISHING**

Fishing places	NO of respondents	% of respondents
Kanniyakumari	5	6%
Ramanadhapuram	10	13%
Thoothukudi	65	81%
Other	0	0%
Total	80	100%



Source: Primary data

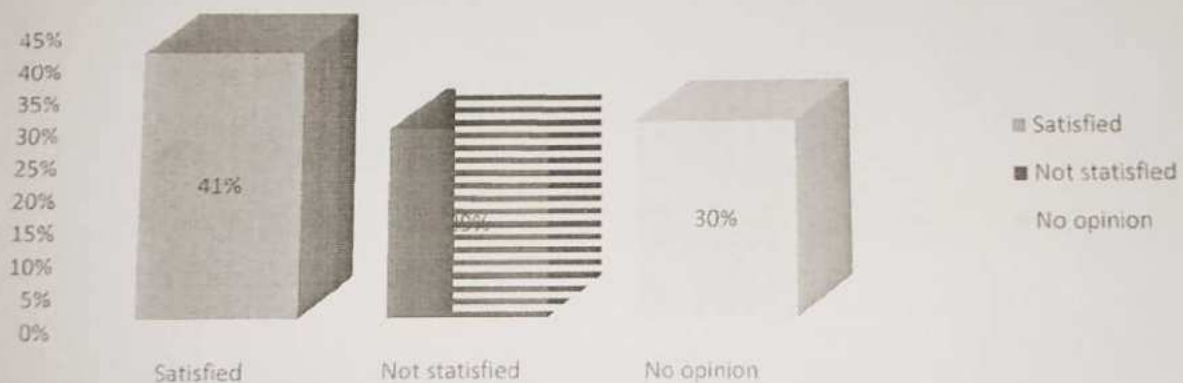
Inference:

The above table depicts the place which is preferable for fishing; therefore 81% of the respondents have chosen Thoothukudi; while 13% have chosen Ramanadhapuram and 6% chosen Kanniyakumari,

Thus, it is inferred that $\frac{3}{4}$ th Majority of the respondents have chosen Thoothukudi; as their Most preferable place for fishing (81%).

TABLE 3.23**OPINION ON MIGRATION FOR THE SUPPORT AND CO-OPERATION
RENDERED BY LOCAL FISHERMAN**

Opinion	No of respondents	% of respondents
Satisfied	33	41%
Not satisfied	23	29%
No opinion	24	30%
Total	80	100%

**OPINION ABOUT CO-OPERATION AND SUPPORT OF LOCAL
FISHERMEN**

Source: Primary data

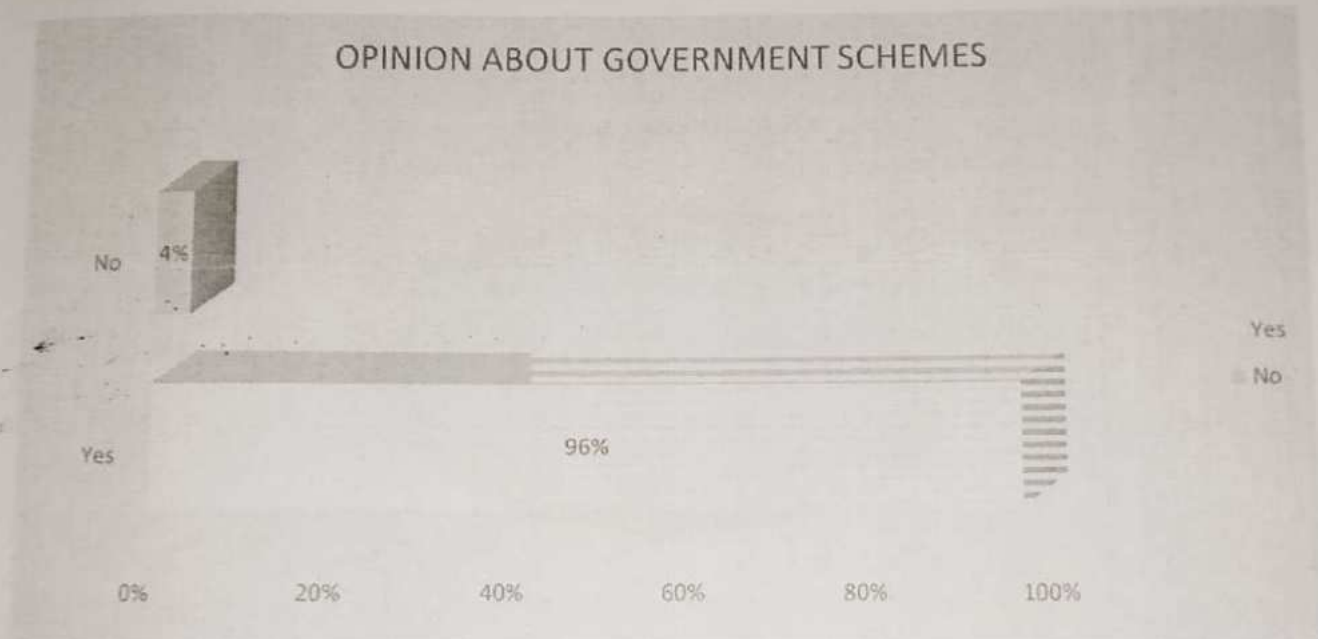
Inference:

The above table reveals the opinion towards their satisfaction level for the support and co-operation rendered by local fishermen, Hence 41% of the respondents were satisfied, 29% of them were not satisfied and 30% of the respondents have no opinion towards migration,

Thus Majority proportion of the respondents (41%) were satisfied by the support and co-operation rendered by local fishermen.

TABLE 3.24**OPINION ON AWARE OF GOVERNMENT SCHEMES**

Opinion	No of respondents	% of respondents
Yes	77	96%
No	3	4%
Total	80	100%



Source: Primary data

Inference:

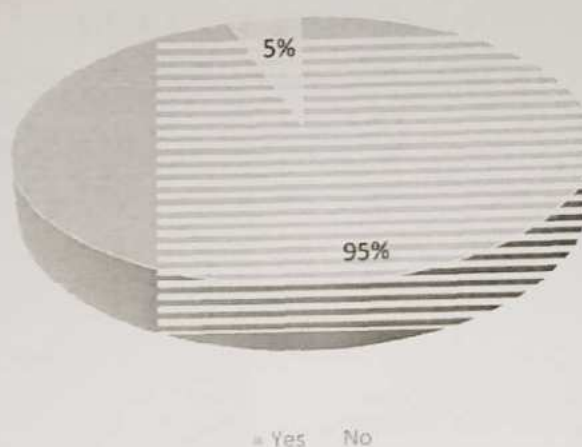
From the table reflects the opinion on fishermen's awareness towards Government schemes, And around 96% of the fishermen / respondents were aware about the government scheme and only 4% of the respondents were not aware about the government schemes,

Thus vast Majority (96%) of the respondents were aware about the government scheme.

TABLE 3.25
FISHING OUTSIDE STATE

Opinion	No of respondents	% of respondents
Yes	76	95%
No	4	5%
Total	80	100%

fishing outside state



Source: Primary data

Inference:

From the table reflects the opinion of fishermen towards fishing outside the state, 95% prefer of go outside the state for fishing and only 5% of the fishermen don't want to go outside the state for fishing,

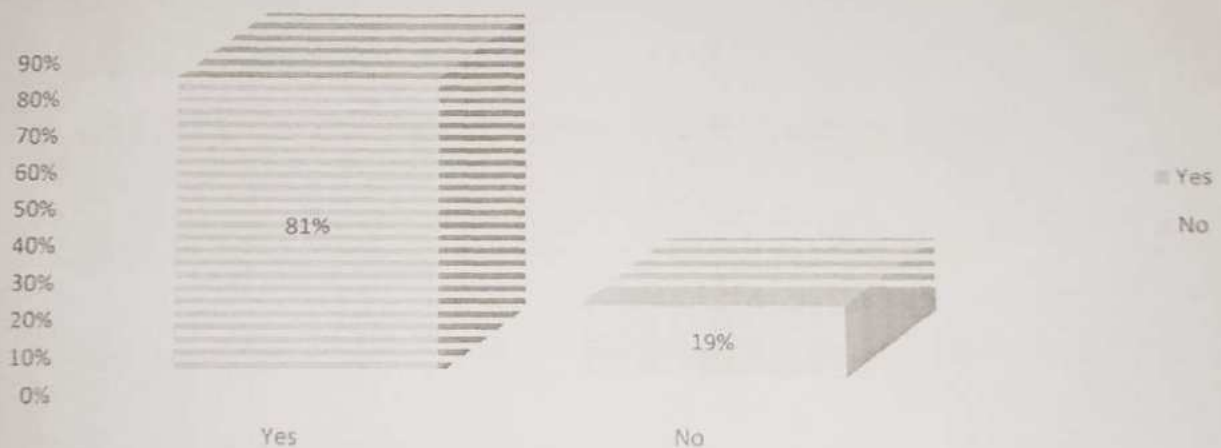
Thus rast Majority (95%) of the fishermen wants to go outside the state for fishing.

TABLE 3.26

FISHERMEN IDENTITY CARD

Response	No of respondents	% of respondents
Yes	65	81%
No	15	19%
Total	80	100%

FISHERMEN IDENTITY CARD



Source: Primary data

Inference:

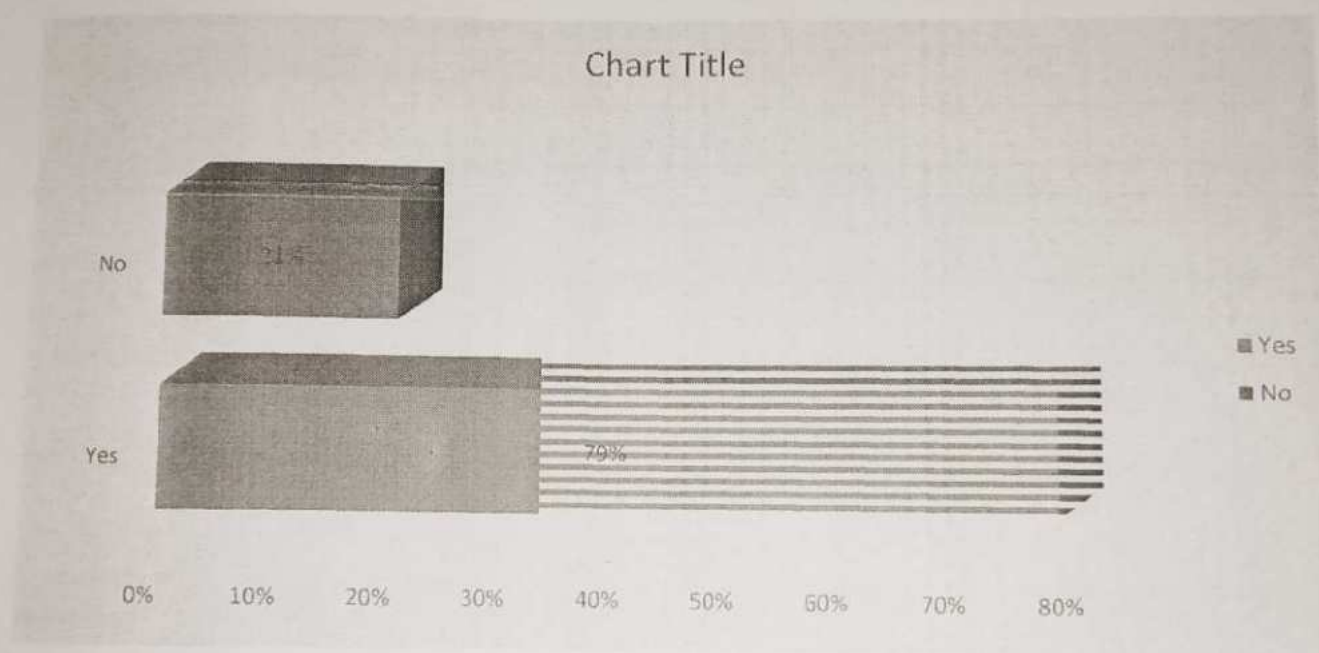
From the table reveals that 81% of the respondents / fishermen have identity card and only 19% of the respondents don't have identity card,

Thus $\frac{3}{4}$ th Majority of the respondents / fishermen have identity card.

TABLE 3.27

FISHERMEN SOCIETY CARD

Response	No of respondents	% of respondents
Yes	63	79%
No	17	21%
Total	80	100%



Source: Primary data

Inference:

From the table depicts that 79% of the fishermen have fishermen society card and only 21% of the fishermen don't have the fishermen society card,

Thus $\frac{3}{4}$ th Majority of the fishermen (79%) have their own fishermen society card.

TABLE 3.28

RANKING THE FACTOR PROBLEMS FACED WHILE FISHING

FACTORS	% OF SCORE	RANK
Climate Change	61	II
Poor fisherman's efficiency	43	IV
Unsustainable fishing	53	III
Inadequate Protection	68	I
Pollution	38	V
Lack of fishing Knowledge	34	VI

Source: Primary data

Inference:

From the table depicts the ranking factor which relates to fishermen's day to day life,

The respondents / fishermen have indicated that inadequate protection as first, climatic change as second, unsustainable fishing as III followed by the factors such as poor fishermen's efficiency as IV pollution as V and lack of fishing knowledge as last,

Hence it is clear from the above table that the factor which arise or relating today life of fishermen is inadequate protection.

TABLE 3.29
FISHERMEN STRESS
(AGE WISE)

TOTAL OF OBSERVED VALUE:

AGE /STRESS	Psychological problem	physical health problem	financial problem	Total
Up to 18	1	1	0	2
19-28	4	6	12	22
29-38	3	11	17	31
39-48	1	6	7	14
Above 48	1	5	5	11
Total	10	29	41	80

Source: Primary data

NULL HYPOTHESIS (H₀)

There is no significant relationship between fishermen stress and age

ALTERNATIVE HYPOTHESIS (H₁)

There is a significant relationship between fishermen stress and age

TOTAL OF EXPECTD VALUE:

AGE /STRESS	psychological problem	physical problem	Financial problem
Up to 18	0.25	0.73	1.03
19-28	2.75	7.98	11.28
29-38	3.88	11.24	15.89
39-48	1.75	5.08	7.18
Above 48	1.38	3.99	5.64

Row& column	O	E	O-E	(O-E) ²	(O-E) ² +E
R1C1	1	0.25	0.75	0.56	2.24
R2C1	4	2.75	1.25	1.56	0.57
R3C1	3	3.88	-0.88	0.77	0.2
R4C1	1	1.75	-0.75	0.56	0.32
R5C1	1	1.38	-0.38	0.14	0.1
R1C2	1	0.73	0.27	0.07	0.09
R2C2	6	0.98	5.02	25.2	25.71
R3C2	11	11.24	-0.24	0.06	0.01
R4C2	6	5.08	0.92	0.85	0.16
R5C1	5	3.99	1.01	1.02	0.26
R1C3	6	1.03	4.97	24.7	23.98
R2C3	12	11.28	0.72	0.52	0.05
R3C3	17	15.89	1.11	1.23	0.08
R4C3	7	7.18	-0.18	0.03	0
R5C3	5	5.64	-0.64	0.41	0.07
					53.84

Calculated χ^2 value = 53.84

Degree of freedom = $(R-1)(C-1)$

$$= (5-1)(3-1)$$

$$= 4 \times 2$$

$$= 8$$

Inference:

The table value for 8 degrees of freedom at 5% level of significance is (15.5) It is found that the calculation value of χ^2 (53.84) is higher than /more than the table value

Thu the result is dependent variable. Hence, it is concluded that, there is significant relationship between their age & stress level of fisher folks. Therefore, the null hypothesis is accepted

TABLE 3.30
RELATIONSHIP BETWEEN FISHERMEN STRESS AND EDUCATIONAL QUALIFICATION

TOTAL OF OBSERVED VALUE

EDUCATION/STRESS	Psychological problem	Physical problem	Financial problem	Total
Illiterate	1	4	4	9
Up to 8 th	4	15	20	39
up to 10 th	2	5	15	22
up to 12 th	3	5	2	10
Total	10	29	41	80

Source: Primary data

NULL HYPOTHESIS (H₀):

There is no significant relationship between fishermen's stress and education.

ALTERNATIVE HYPOTHESIS (H₁):

There is no significant relationship between fishermen's stress and education.

TOTAL OF EXPECTED VALUE:

EDUCATION/STRESS	Psychological problem	Physical problem	Financial problem
Illiterate	1.13	3.26	4.61
Up to 8 th	4.88	14.14	19.99
Up to 10 th	2.75	7.98	11.28
Up to 12 th	1.25	3.63	5.13

Row/Column	O	E	O-E	(O-E)²	(O-E)²÷E
R1C1	1	1.13	-0.13	0.02	0.02
R2C1	4	4.88	-0.88	0.77	0.16
R3C1	2	2.75	-0.75	0.56	0.2
R4C1	3	1.25	1.75	3.06	2.45
R1C2	4	3.26	0.74	0.55	0.17
R2C2	15	14.14	0.86	0.74	0.05
R3C2	5	7.98	-2.98	8.88	1.11
R4C2	5	3.63	1.37	1.88	0.52
R1C3	4	4.61	-0.61	0.37	0.08
R2C3	20	19.99	0.01	0	0
R3C3	15	11.27	3.72	13.84	1.23
R4C3	2	5.13	-3.13	9.8	1.91
					X²= 7.9

CALCULATED X^2 VALUE = 7.9

DEGREE OF FREEDOM = $(r-1) (c-1)$

$$= (3-1) (3-1)$$

$$= 3 \times 2$$

$$= 5$$

Inference:

At 5% level of significant the table value of 5 degree of freedom is 9.49. The calculated value of x^2 is 7.9 and is less than table value. Therefore the null hypothesis (H_1) is accepted it is thus concluded that degree is no significant relationship between educations based on stress of fishermen folk.

TABLE 3.31
RELATIONSHIP BETWEEN FISHERMEN STRESS AND INCOME
TOTAL OBSERVED VALUE:

Income/Stress	Psychological problem	Physical problem	Financial problem	Total
Up to 10000	1	4	14	19
10001-20000	-1	17	16	40
20001=30000	2	8	10	20
Above 30000	0	0	1	1
Total	10	29	41	80

Source: Primary data

NULL HYPOTHESIS (H₀):

There is no significant relationship between fishermen's stress and income level.

ALTERNATIVE NULL HYPOTHESIS (H₁):

There is no significant relationship between fishermen's stress and income level.

TOTAL EXPECTED VALUE:

Income/Stress	Psychological problem	Physical problem	Financial problem
Up to 10000	2.38	6.89	9.74
10001-20000	5	14.5	20.5
20001-30000	2.5	7.25	10.25
Above 30000	0.13	0.36	0.51

Row/Column	O	E	O-E	(O-E) ²	(O-E) ² ÷E
R1C1	1	2.38	-1.38	1.9	0.8
R2C1	7	5	2	4	0.8
R3C1	2	2.5	-0.5	0.25	0.1
R4C1	0	0.13	-0.13	0.02	0.15
R1C2	4	6.89	-2.89	8.35	1.21
R2C2	17	14.5	2.5	6.25	0.43
R3C2	8	7.25	0.75	0.56	0.08
R4C2	0	0.36	-0.36	0.13	0.36
R1C3	14	9.74	4.26	18.15	1.86
R2C3	16	20.5	-4.5	20.25	0.99
R3C3	10	10.25	-0.25	0.06	0
R4C3	1	0.51	0.49	0.24	0.47
					$X^2 = 6.25$

CALCULATED X^2 VALUE = 6.25

DEGREE OF FREEDOM = $(R-1)(C-1)$

$$= (4-1)(3-1)$$

$$= 3 \times 2$$

$$= 5$$

Inference:

At 5% level of significant the table value of 5 degree of freedom is 9.49. The calculated value of x^2 is 6.25 and is less than table value. Therefore the null hypothesis (H_1) is accepted. It is thus concluded that degree is significant relationship between incomes based on stress of fishermen folk

TABLE 3.32

RANK THE PROBLEMS FACED WHILE FISHING IN FISHERMEN

ANATOMICAL LOCATION	NEVER	RARELY	SOMETIMES	OFTEN	VERY OFTEN	TOTAL	PERCENTAGE (%)	R _s
Ankle Structure	110	48	60	40	6	264	3.33	I
Knee	15	56	72	64	7	214	2.67	II
Spine	0	20	84	68	13	185	2.31	III
Hands	10	20	45	46	35	186	1.9	IV

Source: Primary data

Inference:

The above table depicts the ranking related to anatomical location towards Fishing job, and the respondents were asked to rank the reason related to parts of the body which creates pain and the fishing have ranked Ankle structure as first , knee as II spine as III and hands as IV last rank,

Hence, it is clear from the above table that Ankle structure creates more pain while fishing.

CHAPTER IV



FINDING



FINDINGS AND SUGGESTIONS

CHAPTER IV

FINDINGS & SUGGESTIONS

4.1 INTRODUCTION:

This chapter discusses the major findings of the study besides having a few suggestions put down by the candidate. This chapter is discussed in a concise and summary format rather than descriptive form.

4.1.1 FINDINGS:

The present study on the socio economic status and problems faced by fishermen in Tharuvaikulam Thoothukudi districts highlights the following findings

- ✓ Majority (39%) of the respondents belong to the age group of 29-38 years.
- ✓ Majority (49%) of the respondents had a qualification up to 8th standard.
- ✓ Majority (64%) of the respondents were Unmarried.
- ✓ Majority (50%) of the respondents earn monthly income of Rs 20001 -30000.
- ✓ Majority (53%) of the respondents had an experience above 10 years in the fishing occupation.
- ✓ Majority (50%) of the respondents undertake fishing job, than Labour, supervision and other works.

- ✓ Majority (70%) of the respondents use more than 10 nets for fishing.
- ✓ Majority (68%) of the respondents go to sea for fishing weekly thrice.
- ✓ Majority (58%) of the respondents earn between Rs1000- Rs2000 as their earning per day.
- ✓ Majority (79%) of the respondents agrees that their daily earning is sufficient to fulfil their family needs.
- ✓ Majority (52%) of the respondents saying that, they only do not own a boat.
- ✓ Majority (66%) of the respondents prefer fishing because of their Illiteracy though they had other reasons like passion, poverty, additional income, unemployment.
- ✓ Majority (39%) of the respondents personally feel as an utmost challenging task in fishing is financial imbalance.
- ✓ Majority (51%) of the respondents states that the problem which they meet up financial problems is exactly an occupational stress in their fishing occupation other than psychological problems and physical health problem.
- ✓ Majority (97%) of the respondents agrees that their occupational stress do affects their family.

- ✓ Majority (31%) of the respondents spending time with family to get rid from stress, while others follow self-healing, Avoid work until you get better, Smoking, Alcohol consumption, Going outside with friends, Spiritual activities.
- ✓ Majority (88%) of the respondents own a House.
- ✓ Majority (99%) of the respondents own a electrical goods.
- ✓ Majority (81%) of the respondents own fishing materials.
- ✓ Majority (55%) of the respondents go for fishing both during day and night time.
- ✓ Majority (81%) of the respondents have chosen Thoothukudi as their most preferable place for fishing.
- ✓ Majority (41%) of the respondents are satisfied by the support and co-operation rendered by local fishermen.
- ✓ Majority (96%) of the respondents are aware about the government scheme.
- ✓ Majority (95%) of the fishermen wants to go outside the state.
- ✓ Majority (81%) of the respondents have identity card
- ✓ Majority (79%) of the respondents have their own fishermen society card.

4.2 SUGGESTIONS:

- The government should offer a special training school for fishermen community for the young generation who finished their education. This school would provide training for net making. Repairing of crafts, fish retailing and even for healthy fishing practices by utilizing latest technologies and also give the basic knowledge of sea, waves, by utilizing the knowledge of traditional fishermen.
- The government or local bodies of government should make sure the availability and purity of drinking water as majority of fishermen depending on public taps as the source of drinking water.
- The lack of proper drainage and sanitation facility is the issue related with fishermen community, as they are thickly populated they does not give enough care about the drainage water/ waste disposal. That may act as thread for major health issues. The health department should give awareness about this issue. In some of the fishermen families does not have the facilities for latrine and bathroom they were using open space for satisfying needs. It is very tragic situation and consider it in policy formation.
- At free time, the fishermen encouraged to do the kitchen garden or any other agricultural activity with their family that definitely help them to earn money or limit the expenditure of the family and also to get rid from stress.
- Providing employment opportunities to the fishermen and fisherwomen during the lean season, will enable them to minimize their borrowings, to meet out the consumption expenditure to a certain extent.

- The government can conduct vocational training programmes such as computer training, tailoring and repair of outboard engine of boats for the male youth of fishing community, as the coastal hamlets need trained technical manpower to repair engines. The trained youths can earn a lot and uplift their families.
- The government shall provide the most essential life saving devices like floating rings, like jackets and mask to all the fishing workers at free of cost to take with them in the boat while fishing in order to avert accidents in the sea.
- As the fishermen spend whatever they earn the government should insist on compulsory small saving schemes apart from the existing schemes on the part of fishing workers while selling the fish.
- The government should make more awareness about the schemes which is already exist, because some respondents are unaware of schemes.
- The lack of any precautionary or preventive measures fishermen at the sea could take to seek help or provide locational information to facilitate tracking during high alerts and emergencies like cyclone, ect.. need to be taken up on priority
- The government should provide an educate about the location specific app, so it will help for those who venturing to deep sea fishing.
- The government should provide some medical schemes for fishermen people or should provide clinic facilities near their living area, because fishermen are frequently facing some occupational health problems.

- The government should create more awareness about smoking and alcohol consumption among fishermen, because some respondents are get rid of stress by smoking and alcohol consumption.
- The government has introduced many fishermen welfare/development schemes. Enhancement of relief Rs.1000/- to Rs.2000/- during the fishermen ban period and special allowance of Rs.4000/- during fishing lean season has given substantial relief to the poor fishermen families. So the respondents recommends that the Government should introduce other new schemes and take improvements in the existing schemes in order to bring prosperity to the lives of the fishers.

CHAPTER V

CONCLUSION

CONCLUSION

The work of marine fishermen is considered one of the most dangerous and life threatening professions all over the world. There are some common features of the fishing occupation, such as: exposure to cold, wind, rough seas, substantial participation of physical effort, and frequency of injuries during work, unpredictability and abruptness of threats, equipment failure, every day psychological stress, and constant economic pressure. At the same time, the specificity and variety of hazards, depending significantly on geographical-climate and cultural factors, makes the dissimilarity of problems and solutions substantial in different sectors of fishing. Though the Government is giving a lot of concessions and welfare to the fishermen community, they are unaware of them. Hence, the government and NGOs has to extend their hands to create awareness among fishermen communities about occupational disease, safety measures, various financial supports provided by the government for them.

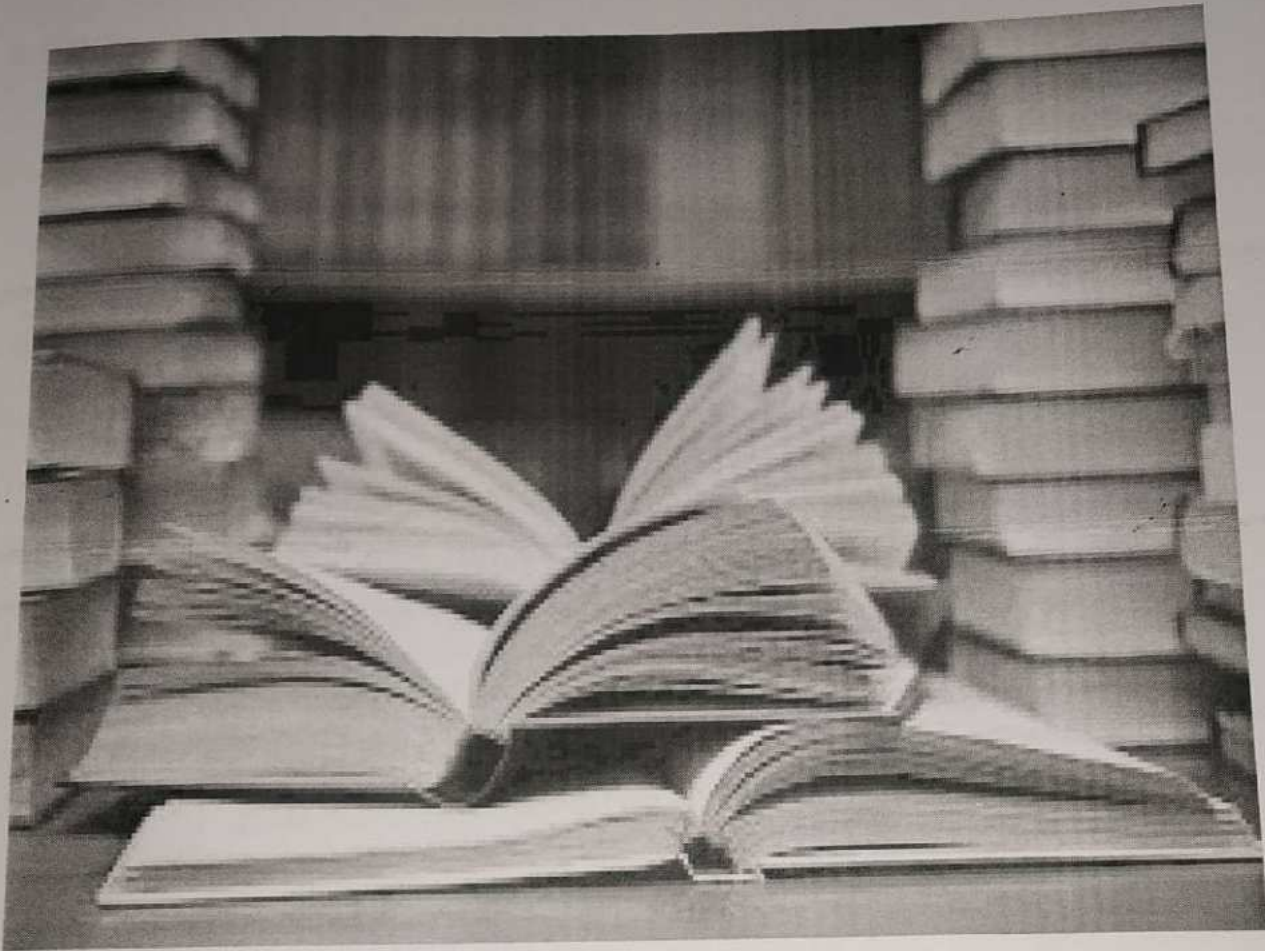
To conclude, the Thoothukudi coast is undoubtedly a unique and very sensitive ecosystem. It is also a region where thousands of people depend on marine resources and fisheries for their livelihoods. The level of income of fisherfolk is not sufficient to nourish their family with nutritious food and to meet other requirements. So they spend whatever they earn, and borrow from various sources. The various fishermen welfare schemes of the government and the measures taken by other Non-Governmental Organizations to uplift the fishermen communities do not reach them properly due to difficult formalities. The marine fisherfolk are not better off in all aspects of the economic and social life. While all efforts are taken to protect and conserve resources, it is important to take into consideration the livelihoods of communities who have traditionally dependent on the resources.

It is hoped that issues of participation and livelihood will be taken more seriously in the future, So as to benefit both conservation and local livelihoods. In conclusion, there is little doubt that there is need to improve management and conservation of India's rich and diverse marine and coastal resources. However, it is important that this is undertaken in partnership with local and traditional communities dependent on these resources. Without such a balanced approach, the

conservation goal of coastal Zone management will never go hand-in-hand with the larger aim of poverty alleviation. The present study is an eye opening of the coastal importance how to support human lives and it must be conserved to next generation.

Finally, The present study concludes that the coastal ecosystem based management would be fruitful in bringing a detailed coastal plan map (lacking) rather than simply following coastal regulation zones of india.

ANNEXURE - 1



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BIBLIOGRAPHY

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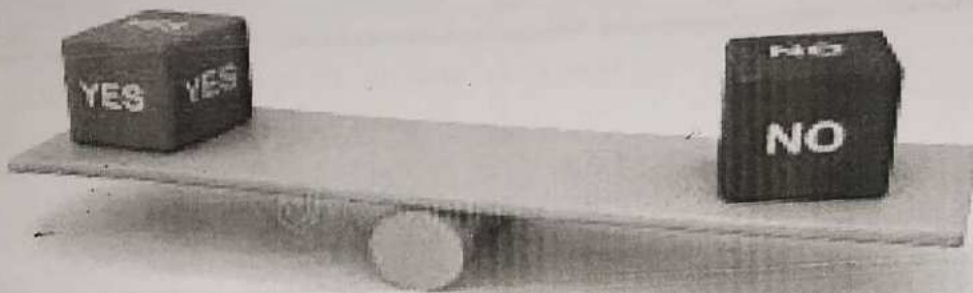
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ANNEXURE - 2



QUESTIONNAIRE

**A STUDY ON SOCIO ECONOMIC STATUS AND THE PROBLEMS
FACED BY FISHERMAN IN THARUVAIKULAM**

Questionnaire:

- 1) Name of the fisherman -----
- 2) Age:
 - a) Up to 18 b) 19-28 c) 29-38 d) 39-48 e) above 48
- 3) Educational qualification
 - a) Illiterate b) Up to 8th c) Up to 10th d) Up to 12th
- 4) Marital status
 - a) Married b) Unmarried
- 5) Type
 - a) Nuclear b) Joint
- 6) Monthly Income
 - a) Up to 10000 b) 10001-20000 c) 20001-30000 d) above 30000
- 7) Experience in Fishing
 - a) Up to 5 Years b) 6 to 10 years c) above 10 years
- 8) What type of job do you undertake?
 - a) Fishing b) Labour c) Supervision d) Other
- 9) What type of boat do you have?
 - a) Mechanised boats b) Kattamaran c) Canoe (Vallam) d) Cutter

10) How many nets do you carry regularly?

- a) 1 to 3 b) 4 to 6 c) 7 to 10 d) More than 10

11) How many hours do you stay in sea?

- a) Less than 5 hours b) 5 to 10 hours c) More than 10 hours

12) How frequently do you go to sea?

- a) Daily b) Weekly once c) Weekly thrice d) Occasionally e) Fortnightly

13) How much is your earning per day?

- a) Below 500 b) 500 to 1000 c) 1001-2000 d) More than 3000

14) Is your daily earning sufficient to fulfil your family needs?

- a) Yes b) No

15) Do you own a boat?

- a) Yes b) No

16) Reason for opting fishing

- a) Passion b) Poverty c) Family business d) Additional income e) Unemployment

17) What is the reason for not switching over to any other occupation other than fishing?

- a) Traditional business b) Earning capacity c) Turned to be an addiction d) Others

18) What are the Natural hazards you face often while fishing?

- a) Heavy Rain b) Cyclone c) Hot weather d) Ocean storm e) Sea Current

19) Which macro environmental factor creates stress?

- a) Peer group pressure b) No proper tools/boat c) NO/less demand d) Nature imbalance
e) Catch related f) Vessel sinking g) Hazardous machine parts

20) Which factors you personally feel as an utmost challenging task in fishing?

- a) Job security b) Safety c) Health d) Financial imbalance

- 21) What is occupational stress according to you?
a) Psychological problem b) Physical health problem c) Financial problem
- 22) Has your occupational stress had affected your family?
a) Yes b) No
- 23) How do you get rid of your stress?
a) Self-healing b) Avoid work until you get better c) Smoking d) Alcohol consumption
e) Spending time with family f) Going outside with friends g) Spiritual activities
- 24) Which social factor upsurges health problem among fisherman communities?
a) Poor water supply b) Poverty c) Illiteracy d) Poor sanitary facility e) Polluted water
- 25) Which micro environmental factor creates stress?
a) Family situation b) Poverty c) Health problem d) Debt
- 26) Treatment during sickness
a) Nonprofessionals b) Government hospital c) Private hospital d) Through medical shop
- 27) Do you have your own house?
a) Yes b) No
- 28) Do you having any electrical goods?
a) Yes b) No
- 29) If yes, how much do you pay for electricity?
a) Rs.300 b) Rs.300-500 c) Rs.500-1000 d) Above 1000
- 30) Are you other owner of any fishing Materials?
a) Yes b) No
- 31) When do you go for fishing?
a) Day b) Night c) Both

- 32) Which type of fishing method do you used?
a) Traditional method b) Scientific method
- 33) Tick the kind of gear used for fishing?
a) Sardine nets b) crab nets c) Singivalai d) Thirukkaivalai e) Paruvalai f) Kolavalai
- 34) Whish season suitable for fishing?
a) Peak season b) Lean season
- 35) It you to which place will you go for fishing?
a) Kanniyakumari b) Ramanadhapuram c) Thoothukudi d) Others
- 36) State the level of co-operation and support of local fisherman of the place you-migrate do?
a) Satisfied b) Not satisfied c) No opinion
- 37) Do you face any problem while fishing in offshore?
a) Yes b) No
- 38) What is your average monthly income from lean season?
a) Below Rs5000 b) Rs-5000-10000 c) above Rs100 00
- 39) Are you aware of Government schemes to support fisherman?
a) Yes b) No
- 40) If yes what is the nature of your house
a) Concrete house b) Tiled house c) Terraced house d) other
- 41) Do you have water facility in your house?
a) Yes b) No
- 42) If yes from what source?
a) Own well b) Public well c) panchayat tap

- 43) Will you go for fishing outside the state?
a) Yes b) No
- 44) Have you availed any loan?
a) Yes b) No
- 45) If yes for what purpose
a) For purchasing fishing equipment b) Children's education c) Children's marriage
d) Construction or purchasing own house e) Medical expenses
- 46) What are the various source of credit you have availed for?
a) Commercial bank b) Co-operative bank c) Co-operative society
- 47) Have you availed any non-Institutional loan?
a) Yes b) No
- 48) If yes, through which of the following?
a) Fisherman Union b) Money lenders c) Friends & Relatives
- 49) Do you have a fisherman identity card?
a) Yes b) No
- 50) Do you have a society card?
a) Yes b) No
- 51) During the slack season, what do you do with your boats?
a) Keep it idle b) fishing in other areas c) Others Specify?

52) Rank the problem 5 you face while fishing:

Anatomical locations	Never	Rarely	Sometimes	Often	Very often
Ankle structure					
Knee					
Spine					
Hands					

53) Rank the problems you face while fishing

Particulars	Rank
Climate change	
Poor fisherman's efficiency	
Unsustainable fishing	
Inadequate protection	
Pollution	
Lack of fishing knowledge	