A STUDY ON CUSTOMER PREFERENCE TOWARDS HOME LOAN IN THOOTHUKUDI DISTRICT

A project submitted in partial fulfilment of the requirements for the award of degree of

BACHELOR OF COMMERCE

Submitted by

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DECLARATION

We have declared that the project entitled **"A STUDY ON CUSTOMER PREFERENCE TOWARDS HOME LOAN IN THOOTHUKUDI DISTRICT"** is submitted in partial fulfillment of the requirements for the degree is our original work done under the guidance and supervision of **Dr.T. PRIYANKA M.Com.,M.B.A.,PH.D.,M.Sc(Psy)** This project has not previously formed for the bases of award of any similar titles and it represents entirely an independent work.

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CERTIFICATE

It is certified that this short-term project work entitled **A STUDY ON CUSTOMER PREFERENCE TOWARDS HOME LOAN IN THOOTHUKUDI DISTRICT "** is submitted to **ST.MARY'S COLLEGE (AUTONOMOUS),THOOTHUKUDI** affiliated to **MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**, in partial fulfillment for the award of the **DEGREE OF BACHELOR OF COMMERCE** , and is the work done during the year 2021 – 2022 by the following students:

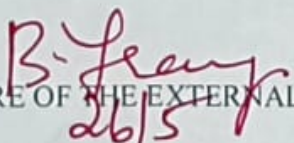| NAME	REGISTER NO.
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CHAPTER – I

INTRODUCTION

1.1 INTRODUCTION

Home loan or simply mortgage is a loan used either by purchasers of real property to raise funds to buy real estate, or by existing property owners to raise funds for any purpose while putting a lien on the property being mortgaged. The loan is "secured" on the borrower's property through a process known as mortgage origination. This means that a legal mechanism is put into place which allows the lender to take possession and sell the secured property ("foreclosure" or "repossession") to pay off the loan in the event the borrower defaults on the loan or otherwise fails to abide by its terms. The word mortgage is derived from a Law French term used in Britain in the Middle Ages meaning "death pledge" and refers to the pledge ending (dying) when either the obligation is fulfilled or the property is taken through foreclosure. A mortgage can also be described as "a borrower giving consideration in the form of a collateral for a benefit (loan)".

Mortgage borrowers can be individuals mortgaging their home or they can be businesses mortgaging commercial property (for example, their own business premises, residential property let to tenants, or an investment portfolio). The lender will typically be a financial institution, such as a bank, credit union or building society, depending on the country concerned, and the loan arrangements can be made either directly or indirectly through intermediaries. Features of mortgage loans such as the size of the loan, maturity of the loan, interest rate, method of paying off the loan, and other characteristics can vary considerably. The lender's rights over the secured property take priority over the borrower's other creditors, which means that if the borrower becomes bankrupt or insolvent, the other creditors will only be repaid the debts owed to them from a sale of the secured property if the mortgage lender is repaid in full first. In many jurisdictions, it is normal for home purchases to be funded by a mortgage loan. Few individuals have enough savings or liquid funds to enable them to purchase property outright. In countries where the demand for home ownership is highest, strong domestic markets for mortgages have developed. Mortgages can either be funded through the banking sector (that is, through short-term deposits) or through the capital markets through a process called "securitization", which converts pools of mortgages into fungible bonds that can be sold to investors in small denominations

A home loan is a secured loan that is obtained to purchase a property by offering it as collateral . Home loan offer high- value funding at economical interest rates and for long tenors. They are repaid through EMIs. After repayment,the property's title is transferred

back to the borrower.Home equity loan is a type of loan in which the borrower uses the equity of their home as collateral. The loan amount is determined by the value of the property, and the value of the property is determined by an appraiser from the lending institution.

Home equity loans are often used to finance major expenses such as home repairs, medical bills, or college education. A home equity loan creates a lien against the borrower's house and reduces actual home equity. Most home equity loans require good to excellent credit history, reasonable loan-to-value and combined loan-to-value ratios. Home equity loans come in two types: closed end (traditionally just called a home-equity loan) and open end (a.k.a. a home-equity line of credit). Both are usually referred to as second mortgages, because they are secured against the value of the property, just like a traditional mortgage.

Home equity loans and lines of credit are usually, but not always, for a shorter term than first mortgages. Home equity loan can be used as a person's main mortgage in place of a traditional mortgage. However, one cannot purchase a home using a home equity loan, one can only use a home equity loan to refinance. In the United States until December 31, 2017, it was possible to deduct home equity loan interest on one's personal income taxes. As part of the 2018 Tax Reform bill signed into law, interest on home equity loans will no longer be deductible on income taxes in the United States.

There is a specific difference between a home equity loan and a home equity line of credit (HELOC). A HELOC is a line of revolving credit with an adjustable interest rate whereas a home equity loan is a one time lump-sum loan, often with a fixed interest rate. With a HELOC the borrower can choose when and how often to borrow against the equity in the property, with the lender setting an initial limit to the credit line based on criteria similar to those used for closed-end loans. Like the closed-end loan, it may be possible to borrow up to an amount equal to the value of the home, minus any liens. These lines of credit are available up to 30 years, usually at a variable interest rate. The minimum monthly payment can be as low as only the interest that is due. Typically, the interest rate is based on the prime rate plus a margin.

Housing is a significant part and a proportion of financial status of the general population. It is viewed as a basic part regarding approach activities and meditations. An enormous part of our populace is as yet missing legitimate lodging office. The lodging issue

in India is an annoying issue both in the country and urban regions. One of the primary reasons of the issue of lodging deficiency is its size of populace. It is said that one among the each six people on the planet is an Indian. India stands second among the worlds to a great extent populated nation

1.2 REVIEW OF HOME LOAN

According to BandyopadhyayArindam and SahaAsish (2011), in their article studied they focused that the importance of borrower-specific characteristics as well as local situation factors in determining the demand prospect as well as the risk of credit loss on residential housing loan repayment behaviour in India. They used 13,487 housingloan accounts (sanctioned from 1993-2007) data from Banks and Housing Finance Cos (HFCs) in India. This paper made an attempt to find out the crucial factors that drive demand for housing and its correlation with borrower characteristics by using a panel regression method and logistic regression. According to Anand Kumar T.S and others (2008), in their paper they examined the practical guidance to MFIs adopting the housing programme in addition to the existing line of micro-finance services and inputs about any market study, profiling the customers, product design, pricing of the product, affordability of the clients, income assessment, loan assessment, operational procedures, risk coping mechanisms and technical backup guidance. They found that MFIs should also ensure that housing micro-finance suits their strategy from institutional and financial perspectives. Singh, et.al, (2006) in his article described the housing sector by introducing various housing loan schemes for rural andurban population. The first attempt in this regard was the National Housing Policy (NHP), which was introduced in 1988. The National Housing Bank (NHB) was set up in 1988 as an apex institution for housing finance and a whollyowned subsidiary of Reserve Bank of India (RBI). The main objective of the bank is to promote and establish the housing financial institutions in the country as well as to provide refinance facilities to housing finance corporations and scheduled commercial banks. Moreover, for the salaried section, the tax rebates on housing loans have beenintroduced. The paper is based on the case study of LIC Housing Finance Ltd., which analyzesregionwise disbursements of individual house loans, their portfolio amounts and the defaults for the last ten years, i.e., from 1995-96 to 2004-05 by working out relevant ratios in terms of percentages and the compound annual growth rates. The authors have said that there is a need for designing the special schemes for financing of LIC Housing Finance Limited to meet its prime goals.

According to JoydipDasgupta (2015), in his paper he focused on Interest Rate Risk Management of HDFC which started off in 1977 as a new mortgage bank and operated S&Lsin the first few years and raised retail deposits. This did not create much problem for the entity in the administered interest rate regime. The study offered a new paradigm shift in the financing pattern of HDFC for development of housing industry. The shift of financial strategy is suited to counter-shift risk profiles in the housing finance business in India and thus HDFC managed to create a niche in the industry. The author strongly felt that there is a need for extending liberal rate of interest to housing industry. The author strongly felt that there is a need for extending liberal rate of interest to housing industry.

1.3 SCOPE OF THE STUDY

The examination is cantered around the lodging advance borrowers of bank in the examination is for the most part planned to evaluate the view of borrowers with respect to the lodging account of bank. The different elementsimpacting mindfulness and fulfilment of borrowers are likewise examined.

1.4 OBJECTIVES OF THE STUDY

- To understand how customers rate the services and procedures for loan application and processing in the bank.
- To find out overall customer satisfaction level on housing loans in the bank.
- Demographic profile of the customer who avail it home loan.

1.5 RESEARCH METHODOLOGY

The examination is cantered around the lodging advance borrowers of bank in the India. The investigation is for the most part planned to evaluate the view of borrowers with respect to the lodging fund of bank. The different components impacting mindfulness and fulfilment of borrowers are additionally considered.

1.6 LIMITATIONS OF THE STUDY

- This research study was time bound and only certain criteria were taken up for study.
- Some of the respondents might have been biased in their responses as it depends on their experience gained by them during processing of such loans.

1.7 HOUSING FINANCE IN BRIEF

Housing being one of the three essential needs of life dependably stays in the top needs of any individual, society and economy. As a person, an individual needs his own space and security, which can be given by the responsibility for house. The house is the essential unit of the general public. Home gives a stage to the family and the family is the most significant social foundation, which leaves its engraving on a person for entire life. Along these lines lodging merits critical consideration with regards to creating arrangements and systems for human improvement. Yet at the same time most of human people lives in ghettos, shanties and brief ratty sanctuaries in rustic regions. The deficiency of lodging is a major hindrance in the solid advancement of an individual and thus the general public, and the country. The issue of room, protection, security and sanitation prompts social, financial and ecological degeneration. The ceaseless conflict for space and house-possession prompts individual and social disorder, which is impeding for the general public and the economy. A creating country like India needs to concentrate more on lodging part to take into account the lodging needs of thriving populace and to quicken the monetary development. The Government of India had as of late made the advancement of the housing sector.

1.8 HOUSING FINANCE IN INDIA

In the initial 25 years of post-freedom, India has focused on rural improvement simply after the mechanical upset and the persistent moving of provincial populace to the urban regions, the requirement for advancement of lodging area has been accentuated. It is dependably a fantasy to claim a house anyway a lion's share of the populace does not have the required money related help to possess a house. Peering toward this as a chance, numerous organizations have decided on stretching out lodging credits not exclusively to support their main concerns yet additionally to decrease the overall interest and supply hole. The certified interest emerging out of the individual requirement for lodging,

together with the present blast in the lodging segment it is good to go to give a stage to the lodging money organizations to cut out a bit of fortune. What stayed as a position of safety segment in India is all of a sudden seeing movement that is promising a splendid future. Out of India''s new lodging units, 20 percent are financed through the lodging financing organizations. With the hole between the required number of houses and the real, government recognized lodging division as a center and it is just with the convenient in mediation of the legislature that lodging fund has turned into a noteworthy industry in India. With the foundation of National Housing Bank, the administration has given the genuinely necessary lift to this division. At present out of 380 odd HFIs in India, 42 lodging fund organizations are enrolled with the National Housing Bank out of them 20 are legitimate for acknowledgment of open stores and remains are most certainly not. This number is going to increment sooner rather than later with the modern development. During the time some portion of the most recent decade, this division has seen a development of more than 30 percent and guarantees to develop a similar rate in the following couple of years. Perceiving the developing need of lodging account in India, the administration has stressed on lodging and lodging money in the ninth multi year intend to realize that there is a shortage of in excess of 20 mission house units. This is the first occasion when that India hasUnderlined the lodging segment

In 1985, the RBI made numerous proposals for advancement in the lodging money framework dependent on the report of Chakraborthy Committee. In 1987, HFC's revised the Insurance Act of India to permit the Life InsuranceCorporation (LIC) and the General Insurance Corporation (GIC) to enter the lodging money business. 47 In 1988, the National Housing Bank was set up as an auxiliary of the RBI to go about as a peak administrative and limited time organization. In 1989, the RBI enabled Commercial banks to issue huge advances for lodging without forcing unbending limitations on financing cost or advance amount roof. National Housing Bank (NHB) was set up in July 1988 with the value support from the RBI and is expected to go about as the pinnacle foundation for organizing and building up the lodging money plans. Afterward, the UTI set up in 1989, a Housing Construction Investment support for direct interest in development tasks and land advancement. The section of LIC and GIC and numerous banks like SBI and Canara Bank through their backups has been begun to be another milestone in the advancement of lodging Impact. The setting up of National Housing Bank as a completely possessed backup of the RBI, and as a summit foundation was the zenith of the satisfaction of a long late need of the

lodging money industry in India. The framework has additionally been portrayed by the rise of a few specific money related foundations, which have extensively reinforced the association of the lodging fund framework in the nation. In 1990's the pace set in the previous decades was conveyed forward. Numerous HFCs were set up under the headings of the NHB. The procedure of progression secured the retail lodging account segment significantly.

1.9 TYPES OF HOUSING FINANCE

Various kinds of home loans are available in India. They are described below:

- **HOME PURCHASE LOAN**

      These are the basic home loans for the purchase of a new home. These loans are given for purchase of a new or already built flat \bungalow\ row-house.

- **HOME IMPROVEMENT LOAN**

    These loans are given for implementing repair worksand renovations in home that has already been purchased by the customer. It may be requested for external works like structural repairs, waterproofing or internal works like tiling and flooring , plumbing, electrical work, painting etc.

- **HOME CONSTRUCTION LOAN**

      These loans are available for the construction of a new home. The documents required by the banks or bank for granting customer a home construction loans are slightly different from the home purchase loans. Depending upon the fact that when customer bought the land, the lending party would or would not include the land cost as a component, to value the total cost of the property.

- **HOME EXTENSION LOAN**

      Home extension loans are given for expanding or extending an existing home. For example addition of an extra room, etc. For this kind of loan, customer needs to have requisite approvals from the relevant municipal corporation.

- **LAND PURCHASE LOANS**

   Land purchase loans are available for purchase of land for both home construction or investment purposes. Therefore, customer can be granted this loan even ifcustomer is not planning to construct any building on it in the near future. However, customer has to completeconstruction within tenure of three years on the same land.

- **BRIDGE LOAN**

   Bridge loans are designed for people who wish to sell the existing home and purchase another. The bridge loan helps finance the new home, until a buyer is found for the old home.

- **BALANCE TRANSFER LOANS**

   Balance transfer loans help customer to pay off an existing home loan and avail the option of a loan with a lower rate of interest. Customer can transfer the balance of the existing home loan to either the same banks or any another banks.

- **STAMP DUTY AMOUNT**

These loans are sanctioned to pay the stamp duty amount that needs to be paid on the purchase of property.

- **NRI HOME LOAN**

This is a special home loan scheme for the non-resident Indians (NRI) who wish to build or buy a home or land property India, they are offered attractive housing finance plans with suitable reimbursement options by many banks in the country.

1.10 IMPORTANCE OF HOUSING LOAN

   The need for home loans arises not because propertyprices are heading upwards all the time but because home loans make great sense from a long –term savings perspective. Not only are home loans a handy tool for the common man to own a roof over his head but theyalso help save money in the long run.

   With skyrocketing real estate prices, people are increasingly opting for housing loans to acquire their dream home. Interest rates are coming down all the time and the banks and the housing finance companies are literally falling over each other to lure the prospective home-seekers. Notwithstanding the tax breaks and generous lending rates, a lot of people still

cannot arrange resources for the down-payment, which comes out to be at least 15per cent of the property value. Taking cognizance of the situation, banks are coming up with home loan productscalled "zero down payment loan" where in 100 per cent funding is provided for select properties. These lucrative offers are other major reasons for why people are opting for loans.

Even if one can afford to buy a home with one's own money, home loans should be availed because they act as good savings instrument. According to industry estimates, the long term average return in investing in a home is about 20% p.a while the average cost of borrowing funds in the market today is about 7% p.a (considering all tax breaks).

For salaried employees, housing loans are the best way to avail of tax benefits. Many people simply go for the home loans in order to avail these benefits. Interest payments up to 2.0 lash on housing loans are deductible from the taxable income and there is a further deduction of taxable income maximum up to 1.5 lakh against repayment of principal portion per annum. In case a person stays in a rented house, the cost of the loan will be nearly zero percent since he will be saving a decent amount on rent.

1.11 ADVANTAGES OF HOME LOANS

The various benefits of home loans arising to the customers are: Help in owning a home

- Tax benefits of home loans
- Attractive interest rates
- Long term loan
- Repayment schedule on the basis of Earning
- Capacity of the borrower

1.12 DISADVANTAGES OF HOME LOANS

The main disadvantages of home loans are high lightened as below: High processing fee

- Delay in processing
- Fluctuating interest rate
- Problems in disbursement

The above mentioned disadvantages or limitations can be removed by providing good, prompt and efficient services to.

1.13 CHAPTER SCHEME

This project has been organised and presented in four chapter

- Chapter 1; Introduction and design of the study.
- Chapter2; profile of the study.
- Chapter 3; analysis and interpretation.
- Chapter 4; Findings,suggestions and conclusion

ANNEXURE

- Bibliography
- Questionnaire

CHAPTER – II

PROFILE OF THE STUDY
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2.1 INTRODUCTION

Home is where the heart is owning a home is a lifelong dream for most of the people. Home is more or less a lifetime investment and hence home loans are an integral part or every person who dreams and wants to have a living space of his own. Buying a home is probably the biggest purchase most of us will ever make in our lifetimes. Owning our own home is a watershed event in our life. You are the master (or mistress) of your own space, your little comer in the universe. But the process of finding your little nest is a stressful one. A once in a lifetime investment needs a loan and that is how a home comes into the scheme of things in your life.

Almost all public and private sector banks are offering home loans at attractive rates for purchasing their dream home. Home loan usually cover a variety of types. All Banks have come out with home loan products studded with features and value additions that make the schemes not only attractive but also serve as a substantial source to the borrowers for owningtheir dream home.

2.2 HISTORY OF HOME LOAN

- ❖ The National Housing Bank (NHB) was established in July 1988 as the apex body for the housing finance sector. NHB is wholly owned by the Reserve Bank of India (RBI), the central bank. NHB's three primary responsibilities are to mobilize resources for the housing sector, promote the development of housing finance companies (HFCs), and regulate their operations.
- ❖ The Housing and Urban Development Corporation Ltd. (HUDCO) was incorporated in April 1970 as a wholly government-owned company to promote housing and urban

development, particularly for low-income and economically weaker sectors. HUDCO is registered under the Companies Act as a public limited company and managed by a government-appointed board of directors. HUDCO's operations are divided between housing and infrastructure finance, mainly through state and local agencies, with some direct assistance to individuals under the HUDCO Niwas scheme besides assistance to some privately sponsored projects. HUDCO is mandated to lend at least 55% of its funds to low-income and economically weak sectors.

❖ The Housing Development Finance Corporation Ltd. (HDFC) was established in 1977 as a public limited company to provide housing finance to individuals. As the first private HFC, its operations grew rapidly and it continues to be the market leader in the retail housing finance sector despite the emergence of a number of HFCs.

2.3 HOME LOAN RATES HAVE NEVER LOOKED THIS ATTRACTIVE IN INDIA.

Home loan rates have never looked this attractive in India. Thanks to new rates being linked to repo-rate- which is at an all-time low of 4 percent- coupled with the low demand, banks have cut rates to below 7 percent for the first time in several years.If you were to take a home loan today, could you get it for as cheap at 6.7 percent from Union Bank of India, which is the lowest offering for the category of women borrowers, who are salaried and have a decent CIBIL score.Bank of India's home loans start from 6.85 percent, SBI, HDFC Limited, Axis Bank, ICICI Bank, and Kotak Mahindra Bank are all offering home loans starting 6.90 percent, and so on.Apart from lowering interest rates, banks are also doling out festive season offers on these loans to lure customers

HDFC is offering discounted home loan rates starting at 6.90 percent under its 'Monsoon Bonanza' scheme, a special offer of home loan up to 90 percent of the property value, lower processing fee and no pre-payment charges on foreclosure of home loans. ICICI Bank is offering home loans with processing fees starting Rs 3,000 plus GST, and a top-up of 100 percent of the original loan amount. Bank of Baroda has also waived off the processing fee on home loans.

While these offers are tempting, here are a few things you should keep in mind if you're considering taking a home loan.

- ❖ Compare interest rates to find the cheapest option: Check rates, terms, types of loan schemes available
- ❖ Go through the fine print to see terms and conditions attached with the loan to avoid any unwarranted surprises in future
- ❖ From documentation charges, processing fees, late payment fee, prepayment fee, legal charges, etc- make yourself aware of all such costs before you finalize on a home loan scheme
- ❖ Speak to your CA to find out what tax benefits you can avail on your home loans.

Here are the factors that will influence what rates banks finally offer you.

- ❖ The first is your credit score. Banks always check your credit score when you apply for loans. If you've had a good credit history with no defaults, you're more likely to get a better/lower rate from the bank versus another person with a bad track record of repayment.
- ❖ A stable, high income is rewarded with lower interest rates as the bank perceives a lower risk of default for this category of borrowers.
- ❖ Employment Type matters too
  Salaried applicants are likely to get a slightly lower rate compared to the self-employed.
- ❖ Interest rates do depend on the size of the loan you take.
- ❖ The more money you pay upfront as a down payment, the lower your EMI will be.
- ❖ You can opt for a "Fixed" or "Floating" rate. Floating rates tend to be lower than fixed rates on average.

It is clear the RBI wants to convey that the inflation situation is very serious, hence the choice of a mid-cycle hike. Heavens wouldn't have fallen if RBI had waited till the June 7 policy,

but the central bank wanted to make a point by announcing the hike mid-cycle — that it is dead serious about inflation.Reserve Bank of India Governor' Shaktikanta Das' unscheduled 15-minute statement today was nothing short of a (thunder)bolt from the blue. And like all thunder, it foretells stormy weather ahead.First, even at 10 am when the RBI announced that the governor would deliver a statement at 2 pm, the guess by a reluctant 50 percent of the economists polled was a 25 bps hike in repo rate at worst or a CRR (cash reserve ratio) hike. The actual package packed much more dynamite.It is clear the RBI wants to convey that the inflation situation is very serious, hence the choice of a mid-cycle hike. Heavens wouldn't have fallen if RBI had waited till the June 7 policy, but the central bank wanted to make a point by announcing the hike mid-cycle — that it is dead serious about inflation. RBI was bound by its own word. It had said several times that the turn in the rate cycle would be well-telegraphed. And hence it had to warn in April and then hike in May.RBI Governor Shaktikanta Das announces 40 bps repo rate and 50 bps CRR hike as inflation weighs. In fact, the central bank is conveying the urgency of the surging inflation in several ways:

- ❖ The timing — can't wait till June.
- ❖ The extent of the repo hike — 25 bps not enough, at least 40 bps was needed for a bang off the first ball; and
- ❖ A rate hike isn't enough, crunching the quantity of money was also needed — hence the 50 bps hike in CRR to 4.5 percent.

CRR is the percentage of a bank's deposits that it can't lend but has to keep idle as cash. CRR hikes, hence, have higher impact because a bank's cost of money immediately goes up as it has to keep more cash idle. Also it has a multiplier impact as banks have to keep an additional 0.5 percents of deposits idle on every new loan. So the net amount drained from the system is not just Rs 87,000 crore, but 2-3 times that number depending on loan growth.The other reason for this unscheduled action by RBI could be that it is effort by the central bank and the Monetary Policy Committee (MPC) to show the Parliament that they are doing their job. The inflation targeting Monetary Policy Framework, in vogue since 2016, requires the MPC and the RBI to keep CPI at 4 percent, give or take two percentage points. That is, CPI cannot go above 6 percent for three quarters in a row. By this measure, most definitely by September, the MPC would have failed this test and would have had to write to the Parliament explaining why it failed and what steps it has taken to remedy the failure. The RBI and the MPC will now be able to explain to the Parliament that they have, indeed, taken timely steps.RBI's move to hike CRR by 50 basis points to withdraw liquidity worth over Rs

83,000 CroreAnother reason for the outsized hikes could be to send a message to foreign investors — the RBI is serious about inflation targeting. Often the mere narrative of the central bank being behind the curve can trigger higher foreign exchange outflows than warranted.

So what's the impact of the RBI hike? Firstly, it won't bring down inflation anytime soon, since much of the price rise in fuel and edible oils and dairy products and wheat is supply-driven. What the RBI's dramatic hike can do is to push up the cost of money and bring down secondary price hikes caused by inflation expectations, though this will take a while to take effect.More immediately, it's clear that inflation is worse than we thought. RBI usually has a good idea of the CPI by the last day of the month. The RBI's emphatic action indicates that the April inflation is probably higher than the 7.3-7.5 percent that the street is expecting.What about growth? Economists worry that all rate hikes will dampen consumption and investment, albeit marginally. But this may not be the case in the initial stages of the rate hiking cycle. In fact senior bankers point out that salaries are all set to rise at least 10 percent on an average, and much more for IT jobs. As long as the rate of rise in EMI (equated monthly instalments) is less than rate of salary hikes, loan demand is not dampened. So chances are the growth in realty sales and home loan demand may continue.Why did RBI hike key interest rate to 4.40% and what does it meanLikewise, the export growth due to global diversification from China, or still lose money in major economies, may keep exports ticking. The IT sector may likewise continue its hiring spree given that the demand for digitalisation will be unaffected by the rate hikes.Any immediate hit to growth will come not from the latest rate hikes but from inflation, as it drives down company margins and consumption in the lower echelons.he interest rate hit to growth may come a year or two later, especially if the US Fed rate hikes push up the global cost of money and Indian corporates have to fall back on Indian banks. By then, domestic rates may also have been pushed higher by successive RBI rate hikes and higher government borrowing to meet higher food and fertiliser bills.For now, the upper part of India's K-shaped economic growth doesn't seem under threat. The RBI thunderbolt may cause some rain, but the economy.

2.4 HOME LOAN FEATURES

When choosing a home loan, the interest rate is not the only consideration; other features associated with your loan can also be important.

2.5 ALL-IN-ONE HOME LOANS

All-in-one home loans use your savings to reduce the interest charged on your home loan balance, which in turn reduces the overall cost of your home loan. Also known as a home equity loan, all-in-one loans are a combination home loan and daily transaction account in one. They work by depositing your salary and other income directly into your home loan account, and then as you need money, you withdraw it via ATM, EFTPOS or credit card. You can also set up direct debits from your All-In-One account just like a regular transaction account.Any leftover funds surplus to your repayment requirements at the end of the month are credited against your home loan balance, reducing the interest charged.An all-in-one home loan suits only disciplined borrowers able to stick to a budget or seasoned investors. The interest rate on all-in-one loans may be slightly higher than the standard variable rate and you may also be charged a monthly access or account fee.All-in-one loans are similar to line of credit loans and offset accounts. To assess your requirements and to negotiate a competitive deal, talk to your Loan Market mortgage adviser.

2.6 REDRAW FACILITY

A redraw facility allows you to access additional funds paid into your home loan if you need extra money, up to the amount of the additional repayments. This feature is generally not available with fixed-rate home loans.

2.7 ADDITIONAL REPAYMENTS

This facility allows you to make extra repayments on your home loan, effectively reducing the interest charged and the length of the loan term. Some lenders may limit the total additional amount you can repay within a given period, and additional repayments may not be available or may be capped with fixed-rate home loans.

2.8 REPAYMENT HOLIDAY

Many lenders offer either full or partial repayment holidays for specified periods of time. During this time, you don't have to make home loan repayments, however you will generally still accrue interest on your home loan balance. You may need to make additional payments in advance, a lump sum on return, on increase your home loan repayments to access this feature.

2.9 PARENTAL LEAVE

The parental leave feature allows you to reduce or defer repayments for an agreed period of time after the birth or adoption of your child. Interest is generally still charged on your home loan during this period, and there may be a fee charged to use this facility.

2.10 HOME LOAN OFFSET ACCOUNT/SALARY CREDIT

An offset account is a savings account which is attached to your home loan account.It works by either: Subtracting your account balance from your outstanding home loan principal when calculating the daily interest charges. For example, if you have a $300,000 mortgage and $20,000 in your offset savings account, you will only be charged interest on $280,000 even though your "loan balance" is $300,000; OR Applying the interest earned on your account to your home loan balance. From a taxation perspective, interest paid to your savings account is taxable, but the same interest used to offset home loan interest is not, so you effectively save tax and reduce your home loan at the same time. Look for lenders who offer 100% offset. Also note that some lenders require a minimum balance to be in your account before offset applies. Your Loan Market mortgage adviser will ensure you maximise your savings with the right account set-up. Salary credit works in a similar way to offset, by allowing you to pay your salary directly into your home loan account. You then redraw funds as you need them to pay day-to-day expenses. With interest calculated daily, this effectively reduces the principal amount owing for the time your salary is in the account, thereby reducing the amount of interest paid.

2.11 LOAN PORTABILITY

Loan portability allows you to transfer your existing home loan from your current property to a new property, without the need to refinance. This can save you money on application and legal fees.

2.12 BENEFITS OF A HOME LOAN

- **CAPITAL APPRECIATION**

  With increasing property rates your house may be double the mortgage amount once you pay it off.

- **GREATER CREDIT ELIGIBILITY**

  Your house is your biggest investment and it becomes your greatest asset in case of future loans. Loans against property normally have lower interest rates than other kinds of loans.

- **HELPS BUILD GOOD CREDIT HISTORY**

  A mortgage is a good kind of debt. Paying your EMIs diligently and having a mortgage improves your credit score.

- **PROPER DUE DILIGENCE OF YOUR PROPERTY**

  The bank conducts a through inspection of the property and an analysis of the builder that certifies that your investment is a safe one.

- **TAX BENEFITS**

  Tax benefits are the primary advantage of taking a home loan. Under section 24 (B), you can claim an income tax deduction on home loan interest up to Rs. 2,00,000 on the basis of interest payment. While under section 80C, you can claim up to Rs. 1,50,000 on principal repayment.

- **SENSE OF ACHIEVEMENT**

  Payment out your mortgage gives you a feeling of financial stability in the world, letting you dream bigger.

- **INVESTMENT OVER RENT EXPENSES**

  In the long run, buying a house is a wiser option over renting it. It is money invested and comes with a host of benefits listed above.

- **TAX BENEFITS**

  The foremost benefit of a home loan is the income tax deduction you can claim on the interest and principal repayments. You can claim up to Rs.1.5 lakh on principal repayments u/s 80C, up to Rs.2 lakh on interest repayments u/s 24B, up to Rs.2 lakh on interest repayment in special circumstances u/s 80EE and 80EEA, and up to Rs.1.5 lakh on stamp duty expenses u/s 80C.

- **LOWER INTEREST RATE**

  The home loan interest rate is much lower as compared to any other loan types available. If you come across a cash crunch, you may get a top-up on the existing home loan at a lower interest rate than a personalloan to solve the issue.

- **DUE DILIGENCE OF PROPERTY**

  When you go through a bank to purchase a house, the bank will conduct thorough checks on the property from the legal perspective and check if all the documents produced are valid.This due diligence check from the bank's end will reduce the risk of you being scammed. If the bank approves the property, that means you and your house are safe.

- **LONG REPAYMENT TENURE**

    Unlike any other loans, home loans come with longer repayment tenure, as much as 25-30 years. This is owing to the significant loan amount one will have to borrow to purchase a house. Spreading the loan amount and interest applicable over a longer tenure will reduce the monthly EMIs reducing the borrower's burden.

- **NO PREPAYMENT PENALTY**

    When you take a floating-rate home loan, you can make prepayments towards the loan whenever you have a lump sum at hand without having to pay any prepayment penalty. This will help you close the home loan much before the set loan tenure.

- **BALANCE TRANSFER FACILITY**

    You can transfer the home loan from one lender to another for several reasons, such as the interest rate, service charges, customer service experience, and others.

- **HOME LOAN INTEREST RATES**

    The average home loan interest rates are from 6.5% to 12.00% in India as of March 2021. The rates usually vary from lender to lender, RBI-prescribed repo rate, inflation, economic activities, and many other factors. Some banks also give a special privilege to women, bank staff, and senior citizens by providing a 0.05% concession on the home loan interest rate.

Further, a home loan interest rate can either be fixed or floating in nature. A fixed-rate home loan remains the same for a period specified by the bank. This type of home loan is immune to market fluctuations. In the case of floating-rate home loans, the interest rate applicable varies based on the market fluctuations. It may or may not be beneficial for the borrower.

2.13 TYPES OF HOME LOAN:

Lenders offer home loans, not only for buying a house but also for a variety of other purposes. Some of the popular types of home loans available in the financial market are described below.

- **LOANS FOR PURCHASE OF LAND**

Several banks offer loans for land purchase. Purchasing a land is a flexible option, the buyer can save funds and construct a house whenever his finances allow or just have the land as an investment. Up to 85% of the cost of the land is given as loan by lenders like Axis Bank.

- **LOANS FOR HOME PURCHASE**

The most popular type of home loan is the loan for purchase of a new or a pre-owned home. This loan is also commonly available and is offered by many banks in different variants. The interest rate is either floating or fixed and generally ranges anywhere between9.85% and 11.25%. Also, 85% of the total amount is offered as a loan by many banks.

- **LOANS FOR CONSTRUCTION OF A HOUSE**

    This loan is specially designed for people who want to construct a place according to their wishes rather than buying a pre-constructed house. The approval process for this type of loan is different for it takes into account the cost of plot also. The most important clause when applying for a home construction loan is that the plot must have been purchased within a year for the plot cost also to be included in the loan amount. The loan amount is decided based on a rough estimate of the construction cost. The amount may be disbursed at one go or in multiple installments. Popular home construction loans include the schemes offered by Bank of Baroda, UCO Bank and Canara Bank.

- **HOUSE EXPANSION OR EXTENSION LOANS**

    Want another balcony or an additional bedroom? No worries, some banks also offer loans for house expansion including alteration of current structure and construction of new rooms. HDFC Home Extension loan and house renovation loan offered by Bank of Baroda are popular in this category.

- **HOME CONVERSION LOANS**

    People who have already availed a home loan and have purchased a house with it but want to move to a new house can opt for home conversion loans. By transferring the current loan to new house, borrowers can fund the purchase of the new home and also need not repay the previous home loan. Though it offers convenience, this segment of home loan is also very expensive.

- **LOANS FOR HOME IMPROVEMENT**

    Renovation and repair works like external and internal repair, painting, construction of overhead water tank and electrical renovation certainly will make your house look better. But if you lack the finances for repair and renovation, banks like Union Bank of India,Vijaya Bank offer specialized home improvement loans.

- **BALANCE TRANSFER HOME LOANS**

    This option can be availed when an individual wants to transfer his home loan from one bank to another bank owing to reasons like lower interest rates or better services offered by the other bank. This is done to repay the remaining loan at a revised, lower interest rates offered by the other lender.

- **NRI HOME LOANS**

    Specially designed to support non-resident Indians in buying a residential property in India, the formalities and application procedure for this type of loan is different from the others. Generally, most of the private and public sector banks offer NRI loans as a product of their housing loan portfolio.

- **BRIDGED LOANS**

    Bridged Loans are short term loans that are designed for existing homeowners who are planning to purchase a new property. It aids borrowers to fund the purchase of new house until a buyer is identified for the existing property. This type of loan usually requires the mortgage of new house with the bank and is extended for less than two years. Several banks like Vijaya bank and HDFC Bank offer bridged loans.

- **STAMP DUTY LOANS**

    Not a widely known segment of home loans, stamp duty loans are offered to cover the stamp duty charges during the purchase of a property.With home loans becoming the norm of the day when it comes to purchasing a home, it also becomes equally important to identify your requirement and apply for the right type of home loan. Not only will it reduce the paperwork and simplify the loan approval process, it will also allow you to enjoy a loan at reduced interest rates. Also, make sure you use an home loan EMI calculator to know your amortization schedule and plan the finances better.

2.14 TYPES OF HOME LOAN

    Different types of Home Loans in IndiaAugust 27, 2020With the rising real estate prices in India, a Home Loan is the only way through which most people fulfil their dream of buying a home. To better meet the needs of the borrowers, lenders in India now offer different types of Home Loans.Purchasing a home has now become a benchmark for settling down in India. A home purchase is a dream shared by millions in the country. But the ever-increasing price of real estate has significantly increased the demand for Home Loans in the country. Below is a list of some of the most popular Home Loan options you can consider:

- **HOME LOAN**

\ This is the most common type of the home loan availed to purchase a house. There are many housing finance companies, public banks. And private banks that offer housing loans where you borrow money to purchase the house of your choice and repay the loan in monthly instalments.You can get up to 80% - 90% of the form of financing. The lender will hold the house until you completely repay the loan.

- **HOME CONSTRUCTION LOAN**

This is the right home loan type if youalready have a plot of land and you need financing to construct a house in that land.

- **HOME EXTENSION LOAN**

Say you already own a house and you would like to extend the house with another room or another floor to accommodate the growing family. Home extension loan provides financing for this purpose.

- **HOME IMPROVEMENT LOAN**

A home improvement loan provides financing for renovating or repairing the house if there's any fault in the existing system, such as painting the house's interior or exterior, plumbing, upgrading the electrical system, waterproofing the celling, and more.

- **HOME LOAN BALANCE TRANSFER**

The current home loan interest rate may be overwhelming, or you may not be happy with your current lender's service you can transfer the home loan's outstanding balance to a different lender who offers a lower interest rate and better service. Upon transfer, you can even check out the possibilities of a top-up loan on your existing one.

2.15 BASIC HOME LOAN

The standard Home Loan is the most popular type of loan people take for fulfilling their dream of purchasing a home. What is a Home Loan? It is a type of loan that enables you to borrow money from the lender for buying a property of your choice.

2.16 HOME CONSTRUCTION LOAN

If you already own a piece of land and would like to build your dream home on the same, you can consider a home construction loan. Unlike a basic Home Loan where the lender makes a lump sum payment of the loan amount, a home construction loan is generally disbursed in instalments based on the progress of the construction project.The amount approved for a home construction loan is generally based on the approximate construction cost.

2.17 HOME EXTENSION/IMPROVEMENT LOAN

One of the most popular types of Home Loan is a home extension or improvement loan. If you already have a home but want to add a room or maybe a floor to it, a home extension loan can help. Similarly, home improvement or renovation loan is used for renovating an existing home. A home extension or improvement could easily cost lakhs of rupees. These loans ensure that you can expand or renovate even if you currently do not have adequate savings.

2.18 HOME LOAN BALANCE TRANSFER

If you have already taken a Home Loan and are repaying it now, you have the option to switch to a different lender. Borrowers generally do this in cases where they can get a Home Loan from a different lender at a lower interest rate. But before transferring your Home Loan, do consider the actual savings as the new lender might have costs like processing fees and more.

2.19 PRADHAN MANTRI AWAS YOJANA (PMAY)

With the Credit-Linked Subsidy Scheme (CLSS) under PMAY, first-time homeowners can get Home Loans at subsidised interest rates. This can allow you to save as much as Rs 2.67 lakh on the Home Loan. There are additional benefits like extended loan tenure of up to 20 years available under this facility.

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1.30 UNION HOME

1. PURPOSE

Purchase of new/old residential unit (house/ flat/villa/apartment etc.)Construction of residential unit on exiting non agriculture plot.Purchase of non-agricultural plot and construction of residential unit (composite project) thereonRepairs/ improvements/ extension of the existing residential property.Take-over of housing loan availed from another bank / FICompletion of under construction residential unit.Purchase of solar power panel along with purchase / construction of house.

2. ELIGIBILITY

Indian citizens and NRIsMinimum entry age is 18 years and maximum exit age up to 75 years.Individuals may apply singly or jointly with other eligible individuals.

3. QUANTUM OF LOAN

No limit on the quantum of loan.Loan eligibility depending on repayment capacity of the borrower and value of property. Maximum loan amount for repairs/renovation is Rs.30 lakh.

4. MARGIN, I.E. YOUR SHARE

10% of the total cost of the purchase/ construction for loans up to Rs.30 Lakhs20% of the total cost of the purchase/ construction for loans above Rs.30 lakhs20% of total cost of the repairs/renovation.

5. HOME LOAN MORATORIUM PERIOD

Moratorium period of up to 36 months in case of purchase/ constructionMoratorium period of to 12 months in case of repair & renovation.Moratorium period of up to 48 months in case of CompositeHome Loans from the date of first disbursement OR upto the period allowed by Development Authority from the date of purchase of plot, whichever is earlier.

6. REPAYMENT

Repayment period of up to 30 years in case of purchase/ constructionRepayment period of 15 years in case of repair & renovation.

7. REPAYMENT METHODS

Equated Monthly Installments (EMI)for borrowers engaged in agriculture or allied activities, Equated Quarterly Instalment (EQI) instead of EMI may be permitted.Step-Up Repayment Method: EMI is set at a value lower than the normal EMI for initial months and for the remaining tenure it is set at a level higher than the normal EMI.Balloon Repayment Method: lower than normal EMI at the start of the repayment tenure followed by lump sum amount expected to be available at end of repayment tenure. Flexible Loan Installment Plan (FLIP) Method: After receipt some lump-sum amount midway the EMI for the remaining period can be at a lower value than normal EMI.Bullet payment: Deposit of lump sum payment during the repayment tenure and downward revision in EMIs for the remaining tenure.

2.32 A LOOK BACK

Three renowned banks are often credited with what has today emerged as a robust borrowing-lending market. When it started offering home loans four decades ago, HDFC Bank had almost no competitor as housing was seen as an unproductive sector and did not receive the focus as it does today. Soon after, it was the ICICI Bank in 1999 that revolutionised the entire system by introducing floating home loan rates. This was an instant hit among prospective homebuyers. The State Bank of India (SBI) took a long time to gain ground in terms of home loan, but, when it did, it became popular in no time. The bank

introduced fixed rate of eight per cent in the first year, nine per cent in the next two years and market rates for the rest of the term. The bank termed this as a teaser rate. Many other banks which did not have the capacity to lend at attractive rates began rolling out other offers such as home improvement rates which meant there was a higher loan-to-value. But, the Reserve Bank of India (RBI) soon capped such limits at 80 per cent and banks were not allowed to fund stamp duty and registration charges.

2.33 CURRENT SCENARIO

Today, borrowing over 80 per cent of the value of a property is quite common, and more and more homebuyers prefer home loans. It also gives the homebuyers an assurance about the property they are planning to invest in as banks perform due diligence of the property before lending. However, it was not the same earlier. The home loan segment has come a long way since its inception decades ago. Prop guide traces this eventful journey.

2.34 Here are certain characteristics of the current loan market:

- **DEFAULTS ON THE RISE**

    The number of home loan defaults by individuals have marginally increased, indicates a report by TransUnion Cibil (TUCIBIL). Deliquincies were higher among those borrowing from the public sector banks and housing finance companies although it is not yet established that defaults in repaying private banks is not uncommon given that these banks have voluminous disbursements, CEO of TUCIBIL, Harshala Chandorkar was reported saying.

- **MUCH YOUNGER TAKERS**

    If you look at those borrowing for two-wheelers, four-wheelers and homes, a study by the Boston Consulting Group (BCG) suggests that 40 per cent of borrowers are under the age of 35 years. In 2013, they formed only 24 per cent of the total borrowing population. The under-25 age group also forms nine per cent of the borrowing population.

- **NBFC'S SHINING**

    Unlike banks that have been directed by RBI not to give loan for stamp duty and registration charges, the non-banking finance companies or the NBFCs are not under any such restriction. The BGG report suggested that between 2014 and 2017, the share

of the NBFCs in total loans is estimated to have increased from 21 per cent to 44 per cent, while public sector banks took a beating as their share fell from 49 per cent to 28 per cent.

2.35 LACK OF FOCUS ON INFORMAL HOUSING

India is battling affordable housing crisis for which the Centre has launched the ambitious Housing for All by 2022 Mission. However, the experts point out that there can be no respite unless housing finance for those employed in informal sectors is announced. This sector makes up for 96 per cent of the housing shortage and there is every need to go beyond the traditional way of disbursing housing finance where documentation and technology are supreme. However, documents and technology does not come easy for the economically weaker sections. What Is Hampering Progress of Housing for All Mission? Cheap home loan at 8.25 per cent. As of mid-November 2017, Dena Bank was offering the cheapest home loan at 8.25 per cent replacing the leader, the SBI, which had cut down rates, was offering at 8.30 per cent. This is valid till December 31, 2017 as part of the bank's retail loan carnival. There would be no documentation and processing fee during this period.

Considering a house? Check out the home loan rates of various banks:

- ❖ Bank Name
- ❖ Floating Interest rate
- ❖ Per lac EMI
- ❖ MCLR Rates
- ❖ Processing Fee
- ❖

SBI - STATE BANK OF INDIA

8.30% - 8.60%

Rs.855 - Rs.874

7.95%

0.35% of Loan Amount or Rs 10000 plus service tax whichever is less, subject to minimum of Rs 2000 plus taxes Festival Bonanza : 0% Processing Fee, on Top up and Home Loan (New & Take Over) .Offer Valid till 31.12.17

ICICI BANK

8.35% - 8.80%

Rs.858 - Rs.886

8.20%

0.50% - 1.00% of the loan amount or Rs. 1500/- (Rs. 2000/- for Mumbai, Delhi & Bangalore) , whichever is higher + applicable Service Tax & Surcharge

HDFC LTD

8.35% - 8.55%

Rs.858 - Rs.871

16.15%

Up to 1.25% of the loan amount or ₹ 3,000 whichever is higher, plus applicable taxes

LIC HOUSING

8.35% - 8.80%

Rs.858 - Rs.886

8.15%

Upto 1 crore - 5000 + Service Tax1 crore & above - 10000 + Service Tax

BANK OF BARODA

8.35% - 8.55%

Rs.858 - Rs.871

8.35%

Upto Rs.50 lakhs 0.5 % of loan amount (min Rs.7500 & Rs.12500) + service tax Above Rs.50 lakhs 0.25% of loan amount(min Rs.7500 & Rs.20000) + service tax

AXIS BANK

8.35% - 8.75%

Rs.858 - Rs.884

8.15%

Up to 1% of the Loan amount subject to minimum of Rs.10,000/-

CORPORATION BANK

8.85%

Rs.890

8.75%

100% waiver under Festival Offer- 2016 (till 31-01-2017)

L&T Housing Finance

9.65% - 10.25% (for Salaried/ SEP) 9.65%-10.50%(SENP)

Rs.942 - Rs.982 (for Salaried/ SEP) Rs.942 - Rs.998(SENP)

0.25% -1%OR Rs.10000 whichever is higher +ST, subject to customer profile

2.36 ADVANTAGES OF HOUSE LOAN:

The most common and justified reason why people opt for house loans is that they dream about owning a house and wish to achieve it. Therefore, the most apparent advantage of a house loan is that it can help people achieve their dreams. But, there are so many advantages that can be enjoyed by taking a house loan.

- **THE DREAM HOUSE:**

Everyone wants to buy their dream house, but it is challenging to save for a house when there are numerous other problems that one has to cope with. Every time a person starts to save for a house, other problems come in the way. Even if a person can draw up that kind of money, the property's price rises by the time they can do so. With a house loan, the buying capacity of an individual increases, and they can buy their dream house.

- **LOW-INTEREST RATE:**

  Another advantage of a house loan is that it is subjected to a low interest rate. The biggest threat to a lender is that the borrower is unable to repay the loan. When it comes to a house loan, if a borrower fails to repay the loan, the lender can sell off the house to take the money back, which imposes a low-interest rate on the loan compared to others.Check out America's Best Bookkeepers

- **EASE IN REPAYMENT:**

  A house loan taken is not to be paid in one go. A borrower can pay off the debt in monthly installments. The monthly installment amount is lower than one's monthly income, which is easier to pay. The course of time over which a person has to repay the loan can be chosen based on the age and the years left for retirement.

- **BENEFITS IN TAX:**

  People who take out house loans are subjected to receive income tax benefits. The amount of tax that has to be paid to the government is reduced as the money that one pays as interest is deducted from the overall income tax value.

2.37 DISADVANTAGES OF HOUSE LOAN:

When an analysis is to be carried out and a decision has to be reached, it is wise to oversee the wrong side. Just listing down the advantages is not the right approach. There is a wrong side to everything. Even taking a house loan has its disadvantages. Here are the most significant disadvantages for anyone who is considering going for this loan.

- **INTEREST:**

  Even though the interest rate on a house loan is lower than other loans, in the end, a person is paying way more than borrowed. When a person decides to sell their property, they will have to face loss as the right selling price will be the principal amount plus the interest paid, which is too high. It is one of the most significant disadvantages of a house loan.Check out America's Best Bookkeepers

- **A LONG-TERM COMMITMENT:**

  Another disadvantage is that taking a house loan means that the repayment period will be very long. During these years, people cannot take any other loans as they will

have to spend their real income on the repayment of loans. Therefore, before opting for this loan, one has to prepare themselves for a long-term commitment.

2.38 6 STEPS OF HOME LOAN PROCESS

Home Loan Process is not that difficult as it is perceived. There is a famous proverb that "Well begun is half done". The same goes for Home Loan Process. Most of the potential borrowers stuck on how to initiate Home Loan Process. You can apply for Home Loan with or without finalizing the Property. To kick start Home Loan Process, follow these simple steps

STEP 1: SELF ASSESSMENT

Before starting Home Loan Process, visit the website of a Bank / HFC (Housing Finance Company) for the list of documents required. You may collect list of documents from Branch. For simplicity purpose, i will refer Bank or HFC as "Bank" in the post. If you have already finalized the property then arrange the property documents as per the list of Property Documents required by Bank. In this case, Home Loan Process will be fast.The objective of Self Assessment is to ensure that all documents are in place and to avoid any future shock during Home Loan Process.

STEP 2: APPLY FOR HOME LOAN

Visit the nearest branch of Bank or you may avail services of bank representative who would assist you to complete the Home Loan process. Easiest way is to place enquiry on bank's website and they would get in touch with you. Fill the Home Loan Application & Submit all the documents along with processing fees.

STEP 3: HOME LOAN ASSESSMENT BY BANK

Next step in Home Loan Process is Home Loan Assessment. Bank will evaluate your application and fix your Loan Eligibility. Some of the factors considered by bank are

- ❖ Income
- ❖ Age
- ❖ Nature of Job and Job Stability
- ❖ No of dependent
- ❖ Existing Liabilities
- ❖ Repayment Capacity

STEP 4: PROPERTY VALUATION AND LEGAL VERIFICATION

Bank will conduct independent Legal Verification of the property through lawyer. The lawyer will issue Title Certificate or Legal Verification Report to Bank. A borrower may request for the copy of this report by paying nominal fees.For technical assessment, Bank will appoint Valuer who will fix the Fair Market value of the property. The objective of this exercise is to ensure that appropriate loan amount is approved against the property.In case the property you have finalized is already approved by Bank, they may not carry the legal and technical verification again.

STEP 5: HOME LOAN SANCTION

After complete verification, Bank will sanction the Home Loan against Property. A sanction letter will be issued to Borrower. Now the borrower is ready to sign Home Loan Agreement. Home Loan agreement will contain all the terms and conditions related to Home Loan. Borrower is also supposed to submit original documents, ECS along with cheques and other undertakings as per the requirement of the Bank to complete Home Loan Process.

STEP 6: LOAN DISBURSEMENT

After the Home Loan Agreement is signed, Borrower may finalize the date of Property Registration in coordination with Seller. Simultaneously borrower may give written request to Bank for Disbursement or Demand Letter. Bank will issue DD/Banker's Cheque for property registration.

2.39 IMPORTANCE OF CHOOSING THE RIGHT HOME LOAN

There are various entry points that lenders take to approach you if you are a potential home loan customer. For instance, if you have already paid the booking amount for your house, banks acquire your data from the builder. If you have visited a property exhibition, banks approach you based on your information that you may have provided there. It takes caution and patience to choose the right lender for a home loan from the clutter.Here are a few aspects to be considered while applying for home loan

2.40 CREDIBILITY OF THE LENDER

A lender who approaches you with sugary words may not turn out to be so, once you are hooked. Before you commit to a lender, after calculating your home loan eligibility make sure that there is no likelihood of sudden decrease in approval amount from the lender. Credible lenders which include reputed banks maintain transparency at every stage.

2.41 TYPE OF INTEREST RATE

Experienced borrowers feel that one needs to rightly choose between the type of interest rate - Floating or Fixed. A 'Floating' rate is the one which can vary during the loan tenure while a 'Fixed' rate remains constant throughout. Choice of type of interest rate should be taken basis market conditions i.e. if the rates are expected to go up or down and loan amount being opted for.

2.42 PERCENTAGE OF INTEREST RATE

Do not hasten and settle for a lender who offers the lowest interest rate. Study all the terms and conditions along with reputation of lender. Arithmetic shouldn't rule entirely. Under the pretense of a fractional discount in the interest rate, there could be hidden charges waiting to be imposed or service could be bad from the lender.

2.43 DECIDE ON THE RIGHT LOAN AMOUNT

With loans come monthly installments or EMIs. You need to choose the loan amount not only by calculating your current repayment capacity but also by working out other possible expenditures going forward.

2.44 LISTEN TO YOUR BUILDER BUT CHOOSE WISELY

Reputed builders usually have a panel of home loan lenders. Take advice from your builder on the lender you should go for. However, never settle for the suggested lender. Evaluate different lenders in the market basis multiple parameters suggested above and choose a right lender suitable for youWith competition getting stiffer with time, Banks and other lenders leave no stone unturned to sell a home loan. Ensure that you settle only for a reputed lender to ensure peace of mind not only at the time of entering into a loan but also throughout the tenure.If you want to buy homes at a less price than the market rate, apply for affordable housing schemes

2.45 SCHEME OF HOME LOAN

Check out here the affordable housing schemes of the central government and various state Government Housing Schemes in India. The Government of India and the State government provide housing schemes to Indian citizens so that they can buy their homes easily. Irrespective of the class or group they belong to, these housing schemes allow the middle and lower income group to buy their own houses in India, which they are unable to do so due to their financial status. A housing scheme helps you avoid costly property purchases and provides you a house at a lower price than the market price. You can apply for the housing scheme from the selected banks in India or Housing Finance Companies (HFCs). Check out some of the government housing schemes from which you can buy a property in India at less cost than the market price.

2.46 PRADHAN MANTRI AWAS YOJANA (PMAY)

The government of India has a theme 'Housing for All by 2022. To achieve it, it has introduced the Pradhan Mantri Awas Yojana (PMAY) scheme. PMAY is a Central government affordable housing scheme for Lower Income Groups (LIG) and Economically Weaker Sections (EWS) and Middle Income Group (MIG) consumers. Take a look at the PMAY scheme both urban and rural.

Who is Eligible to Avail Benefits of Pradhan Mantri Awas Yojana (Urban)? Economically Weaker Section (EWS) with an annual income up to INR 3 lakh. Low Income Group (LIG) people whose annual household income is between INR 3 lakh to INR 6 lakh. As per Middle Income Group (MIG) 1, a person earning upto INR 12 lakh per year is entitled to avail a 4% subsidy on a loan of up to Rs 9 lakh. A maximum subsidy of INR 2.35 lakh is granted under a credit-linked subsidy scheme (CLSS) Middle Income Group (MIG) 2, a person earning upto INR 18 lakh can avail a 3% subsidy on a loan of up to INR 12 lakh. The maximum subsidy amounts to INR 2.30 lakh under CLSS Interest Subsidy

PMAY SCHEME	INTEREST SUBSIDY
Economically Weaker Section (EWS)	6.40%
Low Income Group (LIG)	6.40%
Middle Income Group 1 (MIG 1)	4.00%
Middle Income Group 2 (MIG 2)	3.00%

2.47 PRADHAN MANTRI AWAS YOJANA (RURAL)

The beneficiaries are chosen by the Gram Sabha, according to the data collected on the national level Socio-Economic and Caste Census. The aim is to draft the list of socially and economically backward masses of the country to categorize the list of beneficiaries under the plan PMAY Rural scheme. If the applicant's name is listed in the released list of the Gram Sabha, he/she is eligible to apply for a home loan under PMAY rural scheme.

2.48 HARYANA HOUSING BOARD HOUSING SCHEME

The Haryana Urban Development Authority (HUDA), which is known as Haryana Shahari Vikas Pradhikaran (HSVP) scheme, is a new housing scheme by the Haryana Housing Board. This scheme offers freehold residential and commercial plots for construction and allotment in the state, primarily for the socially and economically weaker sections of the society. People Also Look For Home Loan and Loan Against Property, Know the DifferenceYou will have to participate in a lottery as per the terms and deadlines to get the benefits of the housing scheme. You need to pay a participation fee and your family income should be up to INR 3 lakh. If you win the draw, you will get access to a freehold plot.

2.49 INNOVATIVE HOUSING SCHEME

Under the housing scheme, the residential flats will be constructed in the government land for the displaced labourers who belong to the economically weaker section and reside in the urban area. A total of 212 flats have been constructed in the government land available at Poojappura and Thrikkakara under the innovative housing scheme.

2.50 TSUNAMI REHABILITATION PROGRAMME

The coastal housing and resettlement programmes (CHRP) construct houses in districts like Trivandrum, Malappuram, Kozhikode, Kannur and Kasargod.

2.51 SURAKSHA HOUSING SCHEME

People coming from the Economically Weaker Section (EWS) in both urban and rural areas can get financial assistance to construct a house by themselves. They need to have at least 2 cents of land. The scheme has an option to associate voluntary agencies and NGOs to assist people in the construction.

2.52CATEGORY   MONTHLY INCOME

Lower Income Groups (LIG) INR 25,001 to INR 50,000

Middle Income Group (MIG) INR 50,001 to INR 75,000

High Income Groups (HIG)   > INR 75,000

How to Apply for MHADA?

Visit the official Maharashtra Housing and Area Development Authority

Fill up the application form and select your income group and the lottery scheme

Print your application acknowledgment form

And pay the registration fee for the lottery online

To enhance your affordability for a house you can apply for it through Pradhan Mantri Awas Yojana (PMAY) scheme. You need to submit the following documents.

- ❖ Aadhaar card
- ❖ Domicile certificate
- ❖ Voter's ID card
- ❖ Birth certificate
- ❖ Driving license
- ❖ School leaving certificate
- ❖ PAN card
- ❖ Passport

2.53 TAMIL NADU HOUSING BOARD SCHEME

The Tamil Nadu Housing Board (TNHB) provides affordable housing to all the Tamil Nadu residents. There are two categories in which the allotment is being made in the TNHB housing scheme – 'residential units' and 'commercial units'. Reservations are made for different categories as per the government order. People Also Look For Is Home Loan Available on Resale Flat?

2.54 OUTRIGHT PURCHASE

SC or ST including Adi Dravidars, Dhobi, Barbers and working Journalists are not eligible to apply for the scheme under the outright purchase system. In this, you need to pay the cost in full within 30 days plus a grace period of another 30 days.

HOW TO APPLY?

Once you identify a flat and the locality, submit the application form and pay the registration fee. Then, finance your home purchase in any of the two ways: outright purchase or hire purchase, which are mentioned above.

2.55 ELIGIBILITY

Banks have a list of eligibility criteria for home loans. The first thing banks look at is one's credit history to understand their repayment habits. Typically, a credit score of 750 and above is preferred. Some other important factors taken into account are as follows:

- ❖ Age
- ❖ Employment Type
- ❖ Minimum Annual Salary
- ❖ Collateral Security
- ❖ Margin Requirements
- ❖ Assets, liabilities, stability, and continuity of occupation

2.56 HISTORY OF HOME LOAN

Banking in India is very old. Nationalised banks are in existence since 1969. However, Home Loans are a comparatively new product. In the 1970s, there was the only orgainsed player in the home loan market.

2.57 THE FIRST HOME LOAN BORROWER

The credit for availing the first home loan goes to one D B Remedios took a Home Loan of 30,000 from HDFC in 1978 to construct his house in Malad, Mumbai. The total cost of the house was 70,000. Thus, you can see that **Home Loans** are just four decades old.

2.58 THE HOME LOAN SCENARIO

In the past, mentality of the people was to save and purpose. People used to dip into their Provident Fund savings and retirement benefits to raise money for constructing houses. HDFC started the trend of Home Loans in 1978. Banks were reluctant to finance home loans because there was no recovery mechanism in place. The litigation expenses were higher than the actual loan amount.It can surprise you that the home loan interest rates were around 11-14% up to 1994. The average age of the home loan borrower was about 42 years with the average amount of loan being 39,000 (Source HDFC)With the opening of the economy in 1991, banks started to enter the home loan market. ICICI Ltd (later on merged with ICICI Bank) ventured into the home loan market in 1999. The year 2000 saw the introduction of the floating rate concept by ICICI Bank. The rates started plummeting from around 2003-04 when floating rates for home loans were in the range of 7% to 7.25%. the fixed rates were around 7.5-8%. State Bank of India entered the market in a big way and introduced the teaser rate concept. They could afford to do so because of the high proportion of CASA (Current Account Savings Account) deposits. Other banks did not have this advantage. They resorted to measures like maintaining high loan to value (LTV) ratios to attract customers. During the early days of home loans, the LTV ratio used to be less than 50%. The increase in the competition saw the LTV ratios go up to even 120%. Subsequently, the Reserve Bank of India (RBI) capped it at 80%. Banks have the freedom to go up to 90% in case the loan is for less than 30 lakhs.

2.59 THE FREEING OF THE INTEREST RATE REGIME

With the opening of the economy, the RBI gave banks the freedom to fix their rates of interest on home loans depending on the cost of funds. It blew out into an interest rate war with banks competing against each other to offer the best rates to the customers. There was a spate of home loan offers from banks trying to entice customers.

Even today, the floating rate regime is prevalent in the industry. Some banks offer fixed rates but only for a specific period, after which they convert to the floating rate concept.

2.60 THE GROWTH OF THE HOME LOAN SECTOR

As banks started feeling comfortable giving home loans, customers began availing them. Hence, the average age of the home loan borrower began reducing. Today, the average age is around 32 years. Customers have realised that taking a home loan to buy a house is better than doing so with their savings. The Government of India has played the role of the catalyst in the growth of the home loan sector by introducing concessions in income tax for home loan borrowers.Today, these concessions are one of the principal reasons why people opt for home loans. Banks have also come up with various new products like home loan balance transfers, loans for purchases of plots, loans for home renovation and improvement, and so forth. Today, home loans constitute a significant portion of the bank's loan portfolio.

2.61 BENEFITS OF TAKING A HOME LOAN

- **TAX BENEFITS**

The foremost benefit of a home loan is the income tax deduction you can claim on the interest and principal repayments. You can claim up to Rs.1.5 lakh on principal repayments u/s 80C, up to Rs.2 lakh on interest repayments u/s 24B, up to Rs.2 lakh on interest repayment in special circumstances u/s 80EE and 80EEA, and up to Rs.1.5 lakh on stamp duty expenses u/s 80C.

- **LOWER INTEREST RATE**

The home loan interest rate is much lower as compared to any other loan types available. If you come across a cash crunch, you may get a top-up on the existing home loan at a lower interest rate than a personal loan to solve the issue.

- **DUE DILIGENCE OF PROPERTY**

When you go through a bank to purchase a house, the bank will conduct thorough checks on the property from the legal perspective and check if all the documents produced are valid. This due diligence check from the banks end will reduce the risk of you being scammed. If the bank means you and your house are safe.

- **LONG REPAYMENT TENURE**

    Unlike any other loans, home loans come with longer repayment tenure, as much as 25-30 years. This is owning to the significant loan amount one will have to borrow to purchase a house. Spreading the loan amount and interest applicable over a longer tenure will reduce the monthly EMIs reducing the borrower's burden.

- **NO PREPAYMENT PENALTY**

    When you take a floating-rate home loan, you can make prepayments towards the loan whenever you have a lump sum at hand without having to pay any prepayment penalty. This will help you close the home loan much before the set loan tenure.

- **BALANCE TRANSFER FACILITY**

    You can transfer the home loan from one lender to another for several reasons, such as the interest rate, service changes, customer service experience, and others.

2.62 HOME LOAN INTEREST RATES

    The average home loan interest rates are from 6.5% to 12.00% in India as of March 2021. The rates usually vary from lender to lender, RBI-prescribed repo rate, inflation, economic activities, and many other factors. Some banks also give a special privilege to women, bank staff, and senior citizens by providing a 0.05% concession on the home loan interest rate.Further, a home loan interest rate can either be fixed or floating in nature. A fixed-rate home loan remains the same for a period specified by the bank. This type of home loan is immune to market fluctuations.

CHAPTER – III

DATA ANALYSIS AND INTERPRETATION

3.1 INTRODUCTION:

Data analysis is a process that involves examining and molding collect soured 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 techniques 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 the respondents and the data analysis is done on the view of respondents by using statics and other method

3.2 AGE

Table No.: 3.1

Age wise classification of the Respondents

Age	Frequency	Percentage (%)
20-30 years	13	20
30-40 years	32	48
40-50 years	12	18
Above 50 years	09	14
Total	**66**	**100**

Source: Primary data
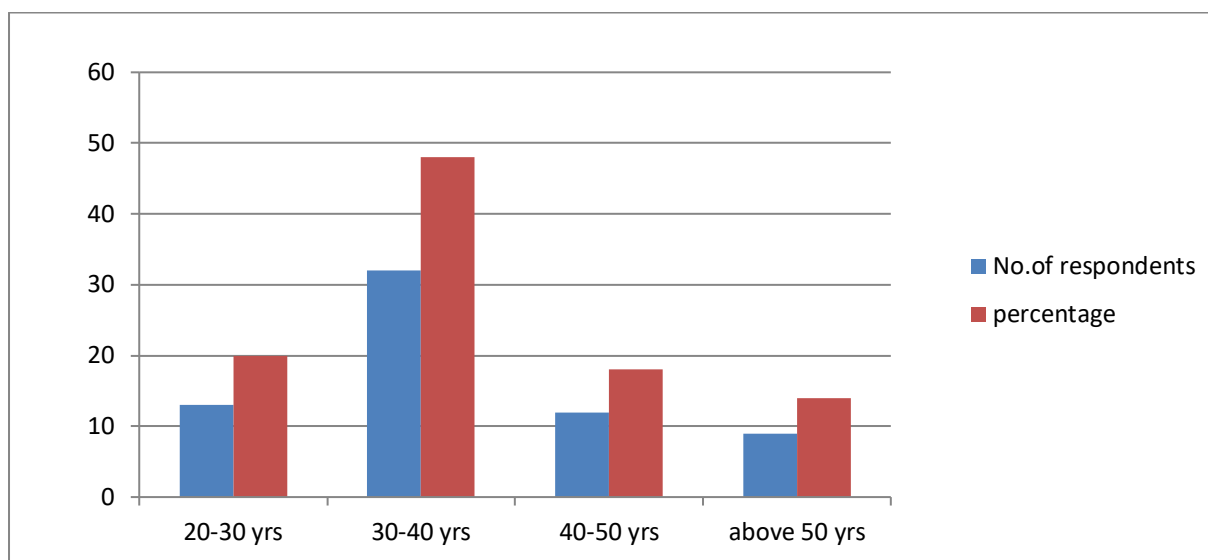
Inference:

From the above table , it is clear that out of the total respondents taken for study for study majority(20%) of the respondents are in the age group of 20 -30 years, (48%) of the respondents are in the age group of 30 – 40, (18%) of the respondents are in the age group of 40-50 years and the remaining (14%) of the respondents are in the age group of group 50 years

Majority (48%) of the respondents are in the age group of 30-40 years

3.3 ANNUAL INCOME:

TABLE NO.: 3.2

Family Annual income

Income	No .of respondents	Percentage (%)
1,00,000	34	52
1,00,000 – 5,00,000	12	18
5,00,000- 10,00,000	18	28
Above 10,00,000	02	3
Total	66	100

Source: Primary data
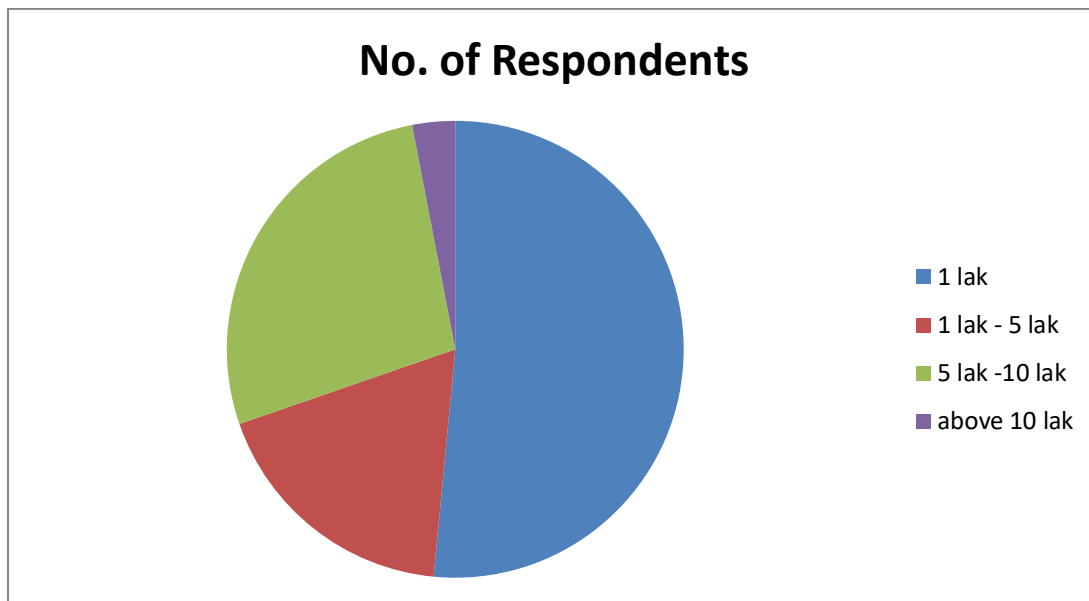
Inference:

From the above table, it is clear that out of total respondents taken for study (52%) of the respondents have earned family income up to RS. 100000, (18%) of the respondents have earned up to Rs. 100000-500000, (28%) of the respondents have earned up to Rs. 500000-1000000, and the remaining (3%) of the respondents have earned above Rs. 1000000.

Majority (52%) of the respondents have earned family income up to Rs.100000

3.4 EDUCATIONAL WISE CLASSIFICATION:

TABLE NO.: 3.3

Educational wise Classification

Education	No. of Respondents	Percentage (%)
Higher education	28	42
UG	4	6
PG	31	47
Diplomo	3	5
Total	**66**	**100**

Source: primary data
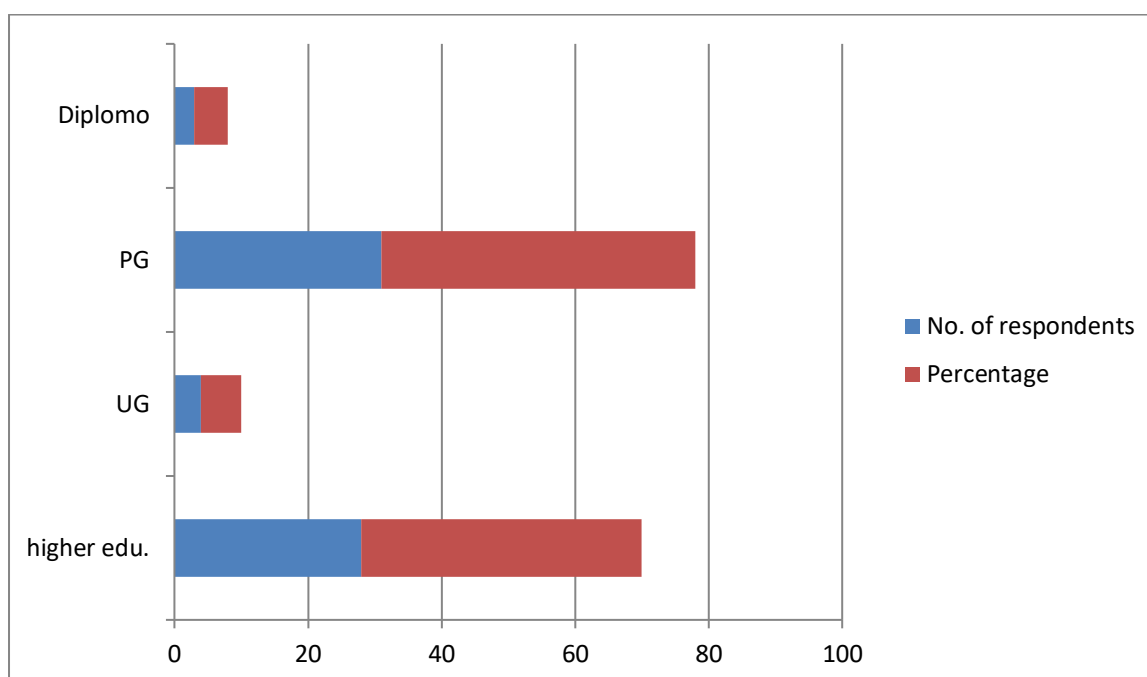
Inference:

From the above table, it is clear that out of the total respondents taken for study,(42%) of the respondents have completed up to higher education, (6%) of the respondents are degree holders (UG), (47%) of the respondents have completed PG, (5%) of the respondents are diploma

Majority (47%) of the respondents are degree holder (PG)

3.5 OCCUPATIONAL WISE CLASSIFICTION

TABLE – 3.4

Occupational wise Classification

Occupational	No. of respondents	Percentage (%)
Self employment	36	55
Private employed	14	21
Government employed	16	24
Others	-	-
Total	**66**	**100**

Source: Primary data
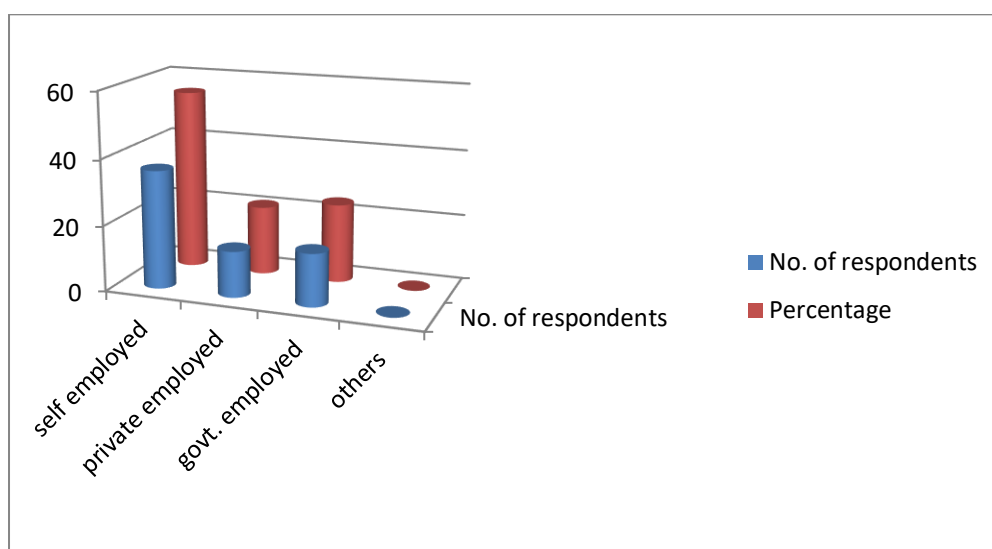
Inference:

From the above table, it is clear that out of the total respondents taken for study majority (55%)of the respondents are self employment, (21%) of the respondents are private employed, (24%) of the respondents are government employment,

Majority (55%) of the respondents are self employed

3.6 SIZE OF THE FAMILY

TABLE 3.5

Size of the Family

No. of the Family	No. of the respondents	Percentage (%)
3	31	47
4	8	12
5	23	35
Above 5	4	6
Total	**66**	**100**

Source: Primary data
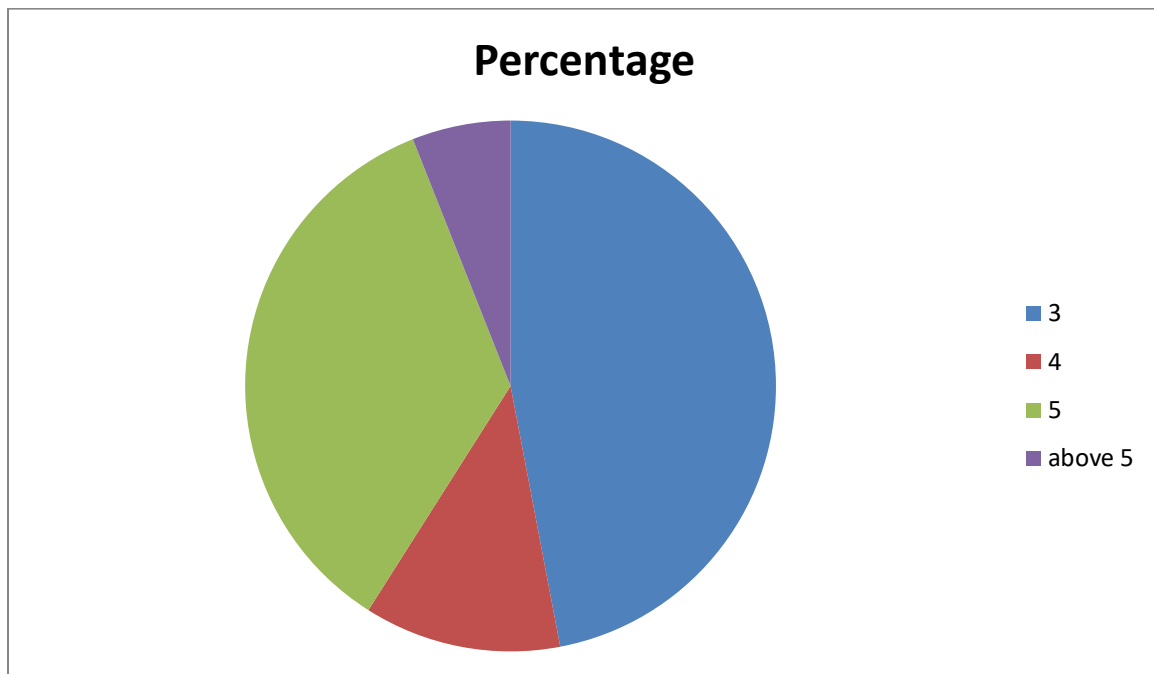
Inference:

From the above table, it is clear that out of the total respondents taken for study majority (47%) of the respondents have 3 member in their family, (12%) of the respondents have 4 members in the family , (35%)of the respondents have 5 members in the family, (6%) of the respondents have above 5 member in the family.

Majority (47%) of the respondents have 3 member in the family.

3.7 ACCOUNT IN BANK

TABLE – 3.6

Account in Bank

Opinion	No. of respondents	Percentage
Yes	60	91
No	6	9
Total	**66**	**100**
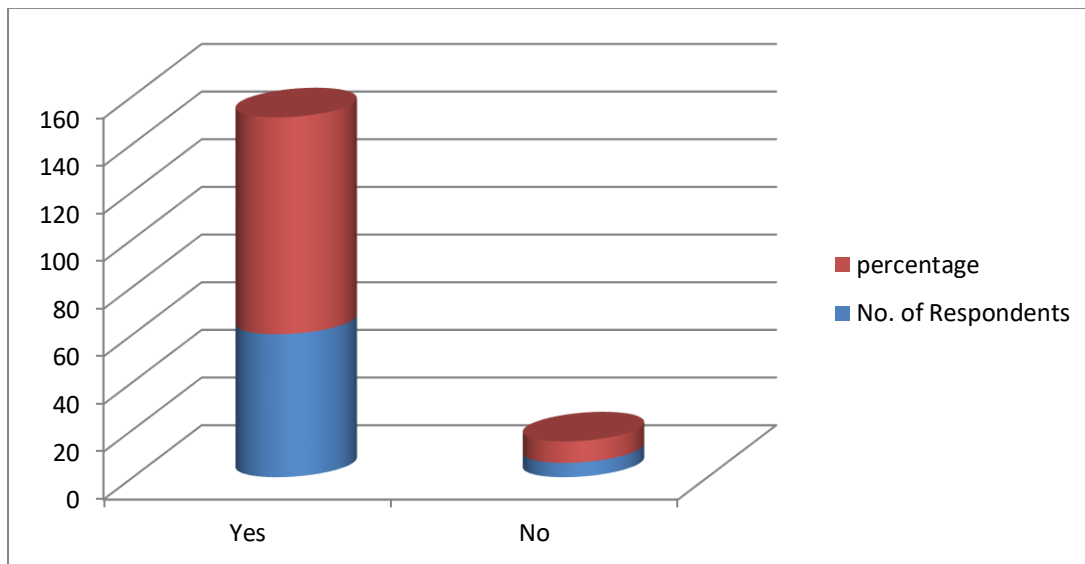
Source: Primary data

Inference:

From the above table, it is clear that out of the total respondents taken for study, majority (91%) of the respondents have an account in the Bank, (9%) of the respondents not have an account in the bank

Majority (91%) of the respondents have an account in the bank.

3.8 OPINION ABOUT SAVING HABIT

TABLE-3.7

Saving Habit of the respondents

Opinion	No. of Respondents	Percentage (%)
Yes	53	80
No	13	20
Total	**66**	**100**

Source: Primary data
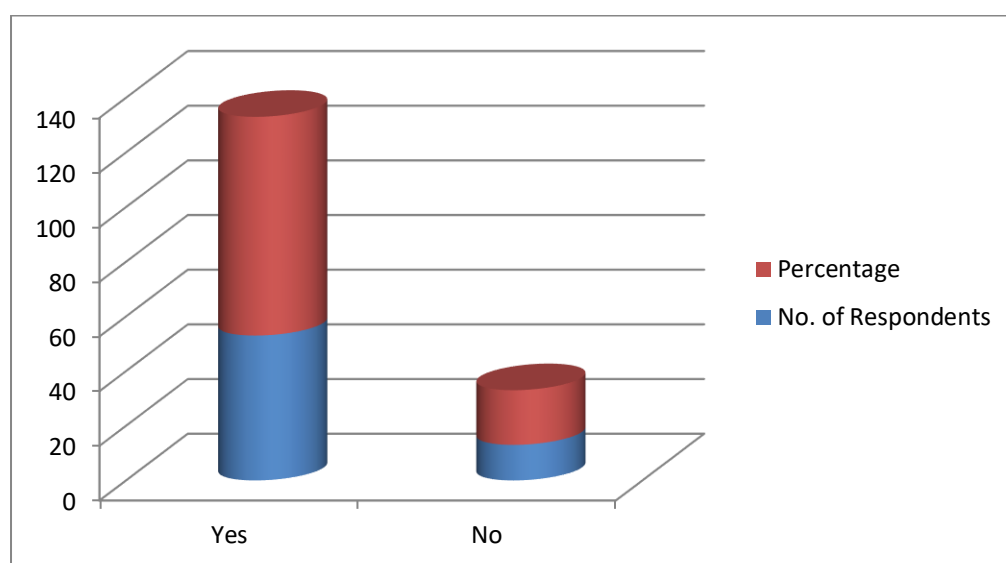
Inference:

From the above table, it is clear that out of the total respondents taken for study, majority (80%) of the respondents have a saving habit, (20%) of the respondents not have a saving habit

Majority (91%) of the respondents have saving habit

3.9 RANGE OF SAVING

TABLE- 3.8

Range of Saving

Saving	No. of Respondents	Percentage (%)
Below 10,000	27	41
10,000 – 30,000	19	29
Above 30,000	20	30
Total	**66**	**100**

Source: Primary data
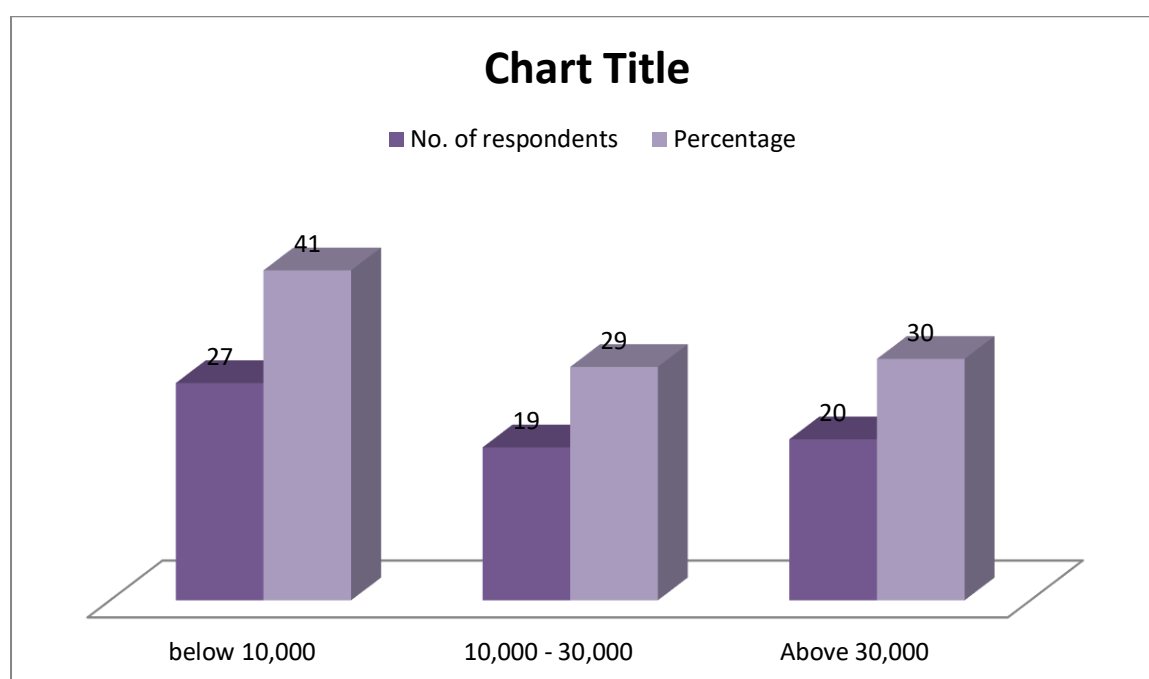
Inference:

From the above table, it is clear that out of the total respondents taken for study majority (41%)of the respondents have saving habit of Rs. 10,000 and below Rs. 10,000, (29%) of the respondents save Rs 10,000 – 30,000, (30%) of the respondents save above Rs 30,000

Majority (41%) of the respondents have saving habit of Rs.10,000

3.10 OPINION ABOUT LOAN FROM BANK

TABLE -3.9

Opinion about loan from bank

Opinion	No. of Respondents	Percentage (%)
Yes	65	98
No	1	2
Total	**66**	**100**

Source: Primary data
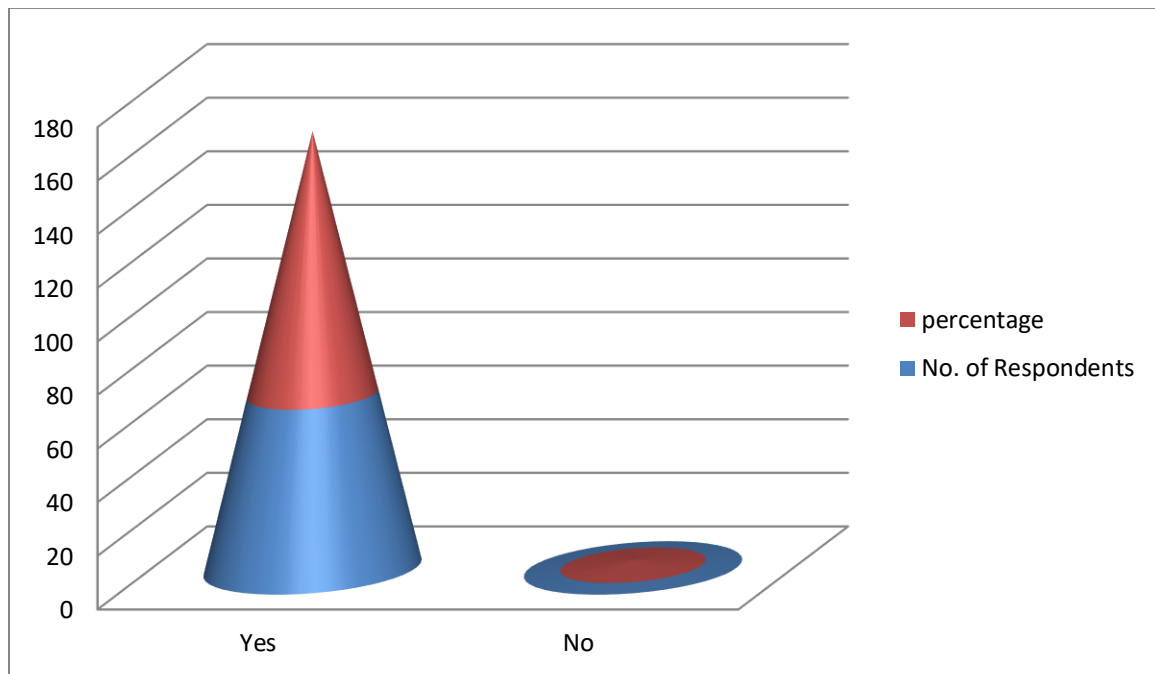
Inference:

From the above table, it is clear that out of the total respondents taken for study, majority (98%) of the respondents have a bank loan, (2%) of the respondents not have a bank loan

Majority (98%) of the respondents have a bank loan.

3.11 OPINION ABOUT THE HOUSING LOAN FROM BANK

TABLE NO.:3.10

Opinion about the housing loan from bank

Opinion	No. of Respondents	Percentage (%)
Yes	47	71
No	19	29
Total	**66**	**100**

Source: Primary data
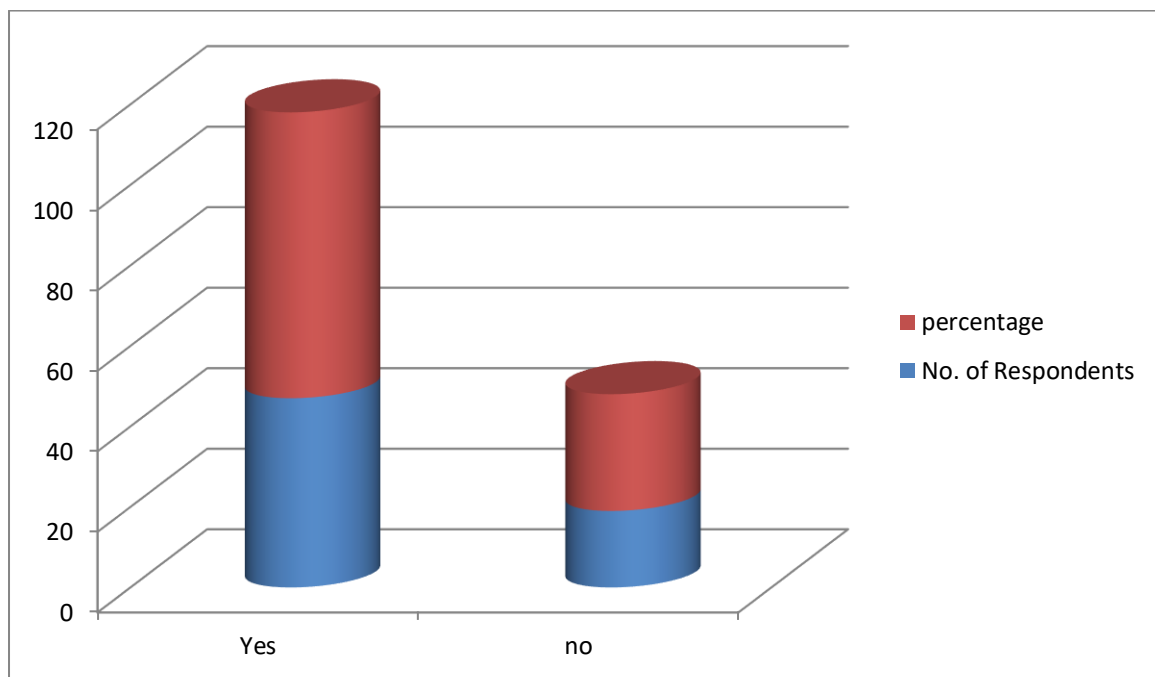
Inference:

From the above table, it is clear that out of the total respondents taken for study, majority (71%) of the respondents have a housing loan, (29%) of the respondents not have an housing loan

Majority (98%) of the respondents have a housing loan

3.12 TAKEN HOME LOAN

TABLE NO.: 3.11

Taken home loan

Opinion	No. of Respondents	Percentage (%)
Government bank	47	71
Private bank	19	29
Total	**66**	**100**

Source: Primary data
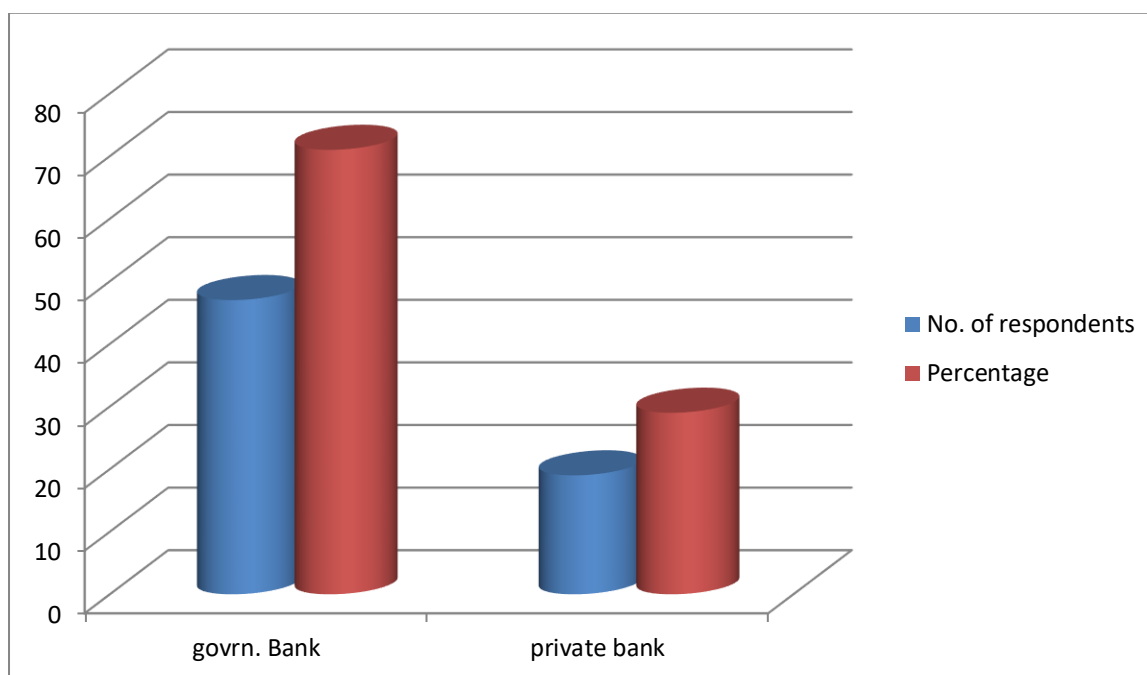
Inference:

From the above table, it is clear that out of the total respondents taken for study, majority (71%) of the respondents are taken loan from government bank, (29%) of the respondents are taken loan from private bank

Majority (98%) of the respondents of taking loan from government bank

3.13 HOUSING LOAN IN GOVERNMENT BANK

TABLE NO.: 3.12

Housing loan from government bank

Bank	No. of the Respondents	Percentage (%)
State bank of India	30	45
Indian Bank	7	11
Andhra bank	10	15
others	19	29
Total	**66**	**100**

Source: Primary data
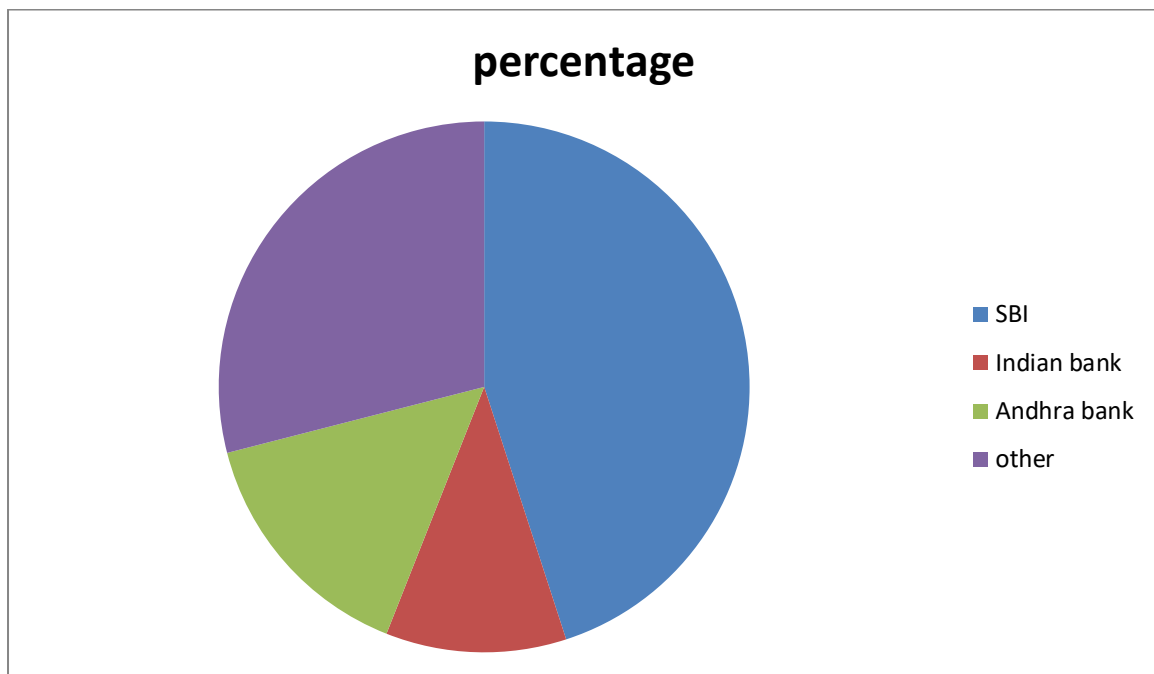
Inference:

From the above table, it is clear that out of the total respondents taken for study majority (45%)of the respondents are taken housing loan in state bank of India,(29%)of the respondents are taking housing loan from other bank, (11%) of the respondents are taken housing loan in Indian bank, (15%) of the respondents are taken housing loan in Andhra bank

Majority (54%) of the respondents are taken loan from state bank of India (SBI)

## 3.14 HOUSING LOAN IN PRIVATE BANK

TABLE NO.:3.13

Loan in private bank

Bank	No. of the Respondents	Percentage (%)
Tamil Nadu mercantile bank	10	15
ICIC bank	6	9
Cooperative bank	5	8
others	45	68
Total	**66**	**100**

Source: Primary data
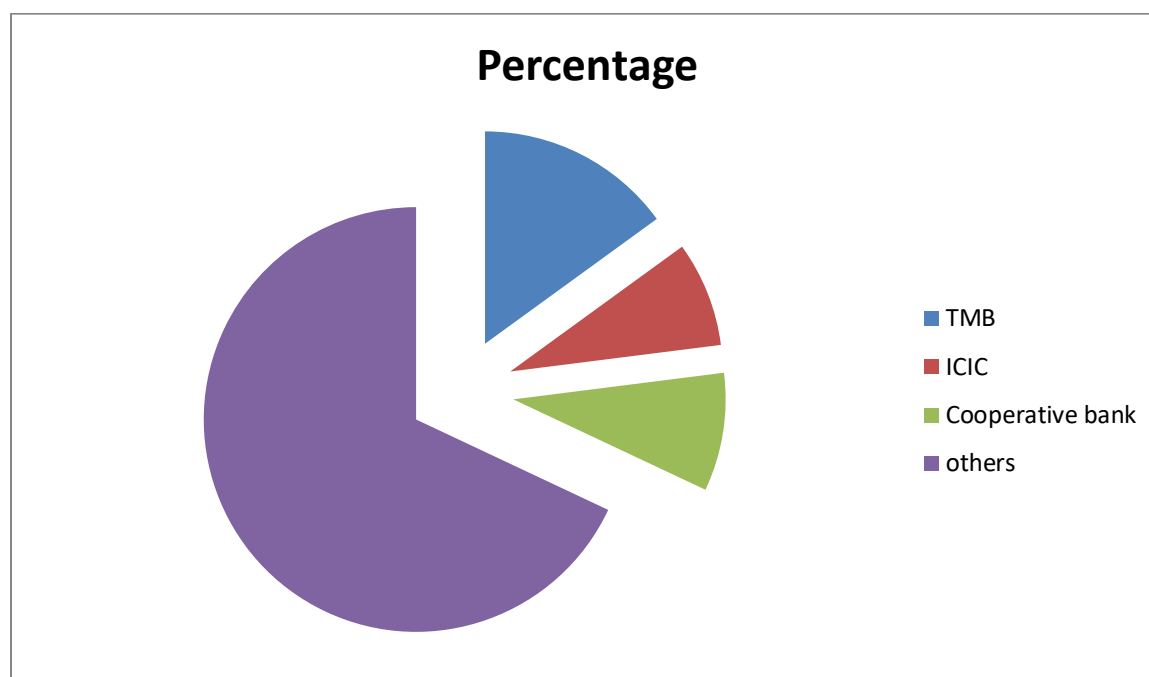
Inference:

From the above table, it is clear that out of the total respondents taken for study majority (68%) of the respondents are taken housing loan from other private bank , (15%)of the respondents are taken housing loan in Tamil Nadu mercantile Bank, (9%) of the respondents are taken housing loan in ICIC bank, (8%) of the respondents are taken housing loan in Cooperative bank

Majority (68%) of the respondents are taken housing loan from other private bank.

3.15 AVAILED OF LOAN AMOUNT

TABLE NO.:3.14

Availed Rate of loan amount

Amount	No. of respondents	Percentage (%)
6 lakhs-10 lakhs	16	24
10 lakhs-15 lakhs	18	27
15 lakhs- 20 lakhs	29	44
Above 20 lakhs	3	5
Total	**66**	**100**

Source: Primary data
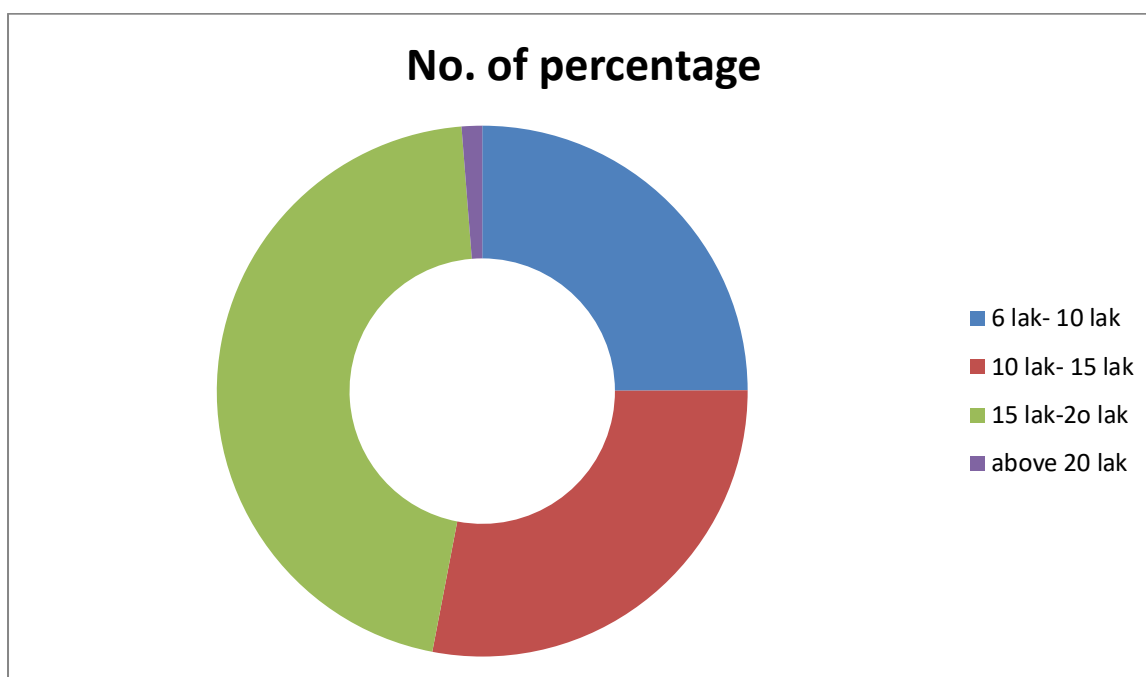
Inference:

From the above table, it is clear that out of the total respondents taken for study majority (44%)of the respondents have taken loan between 15 lakhs - 20 lakhs, (27%) of the respondents have taken loan between 10 lakhs- 15 lakhs, (24%) of the respondents have taken loan between 6 lakhs- 10 lakhs

Majority (44%) of the respondents have taken loan between 15 lakhs – 20 lakhs.

3.16 SOURCE OF THE INFORMATION FOR ASSISTING BANK LOAN

TABLE NO.: 3.15

Source of the information for assisting bank loan

Relationship	No. of Respondents	Percentage (%)
Self	18	27
Friend	6	9
Relatives	36	55
Advertisement	6	9
Total	**66**	**100**

Source: Primary data
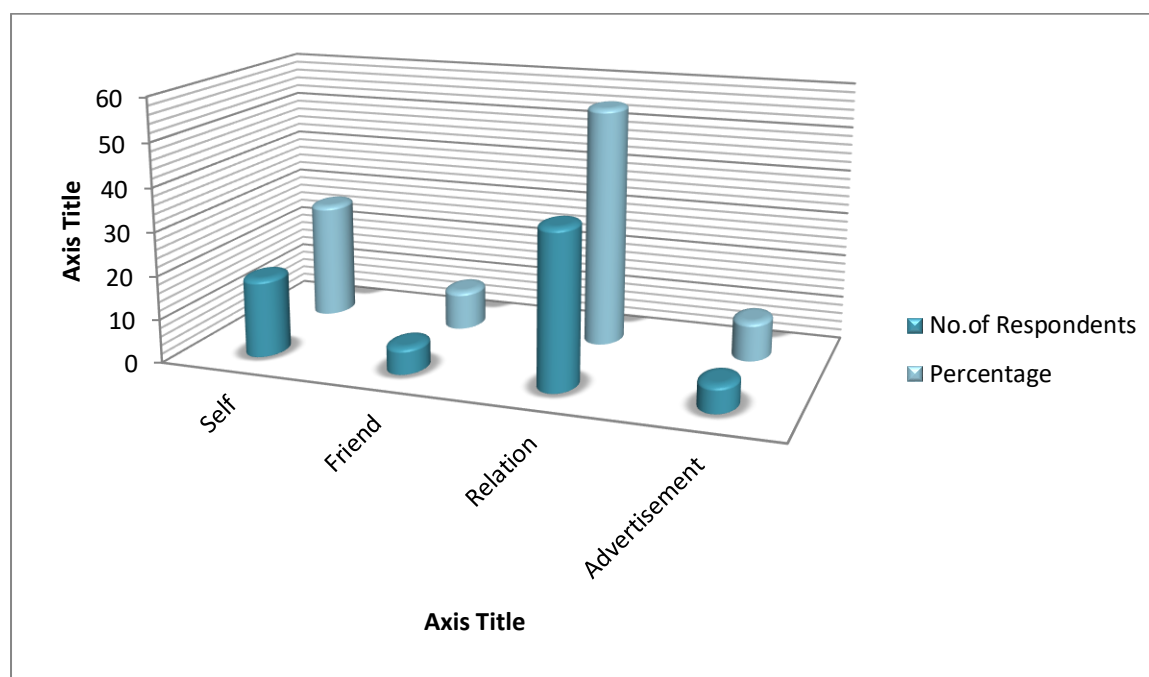
Inference:

From the above table, it is clear that out of the total respondents taken for study majority (55%)of the respondents assisted by relatives, (27%) of the respondents assisted self, (9%) of the respondents assisted by friends and advertisement

Majority (55%) of the respondents assisted by relatives.

3.17 APPLICATION FORM OF HOME LOAN IS EASY TO UNDERSTAND

TABLE NO.: 3.16

Understanding level of application form

Opinion	No. of Respondents	Percentage (%)
Yes	58	88
No	8	12
Total	**66**	**100**

Source: Primary data
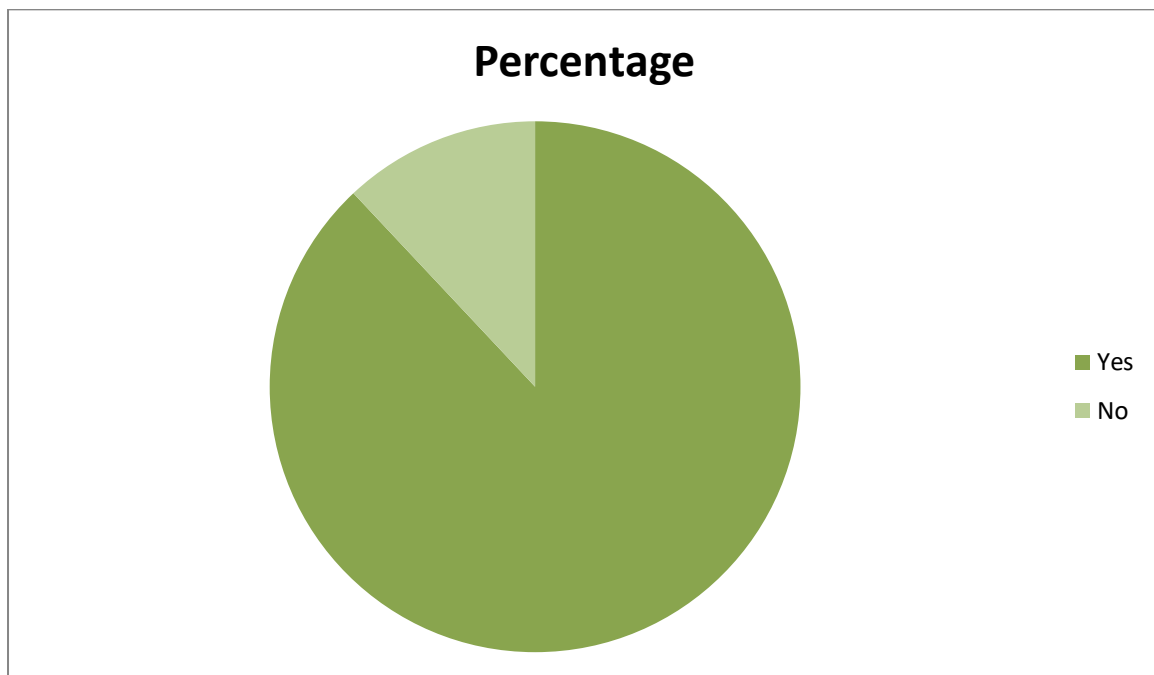
Percentage

Inference:

From the above table, it is clear that out of the total respondents taken for study, majority (88%) of the respondents felt easy to understand the form of home loan, (12%) of the respondents felt it is not easy to understand the form of home loan

Majority (88%) of the respondents felt easy to understand the form of home loan

3.18 AVAIL HOME LOAN @ BANK

TABLE NO.:3.17

Avail home loan @ bank

opinion	No. of respondents	Percentage (%)
Self	51	77
Agent	15	23
Total	**66**	**100**

Source: Primary data
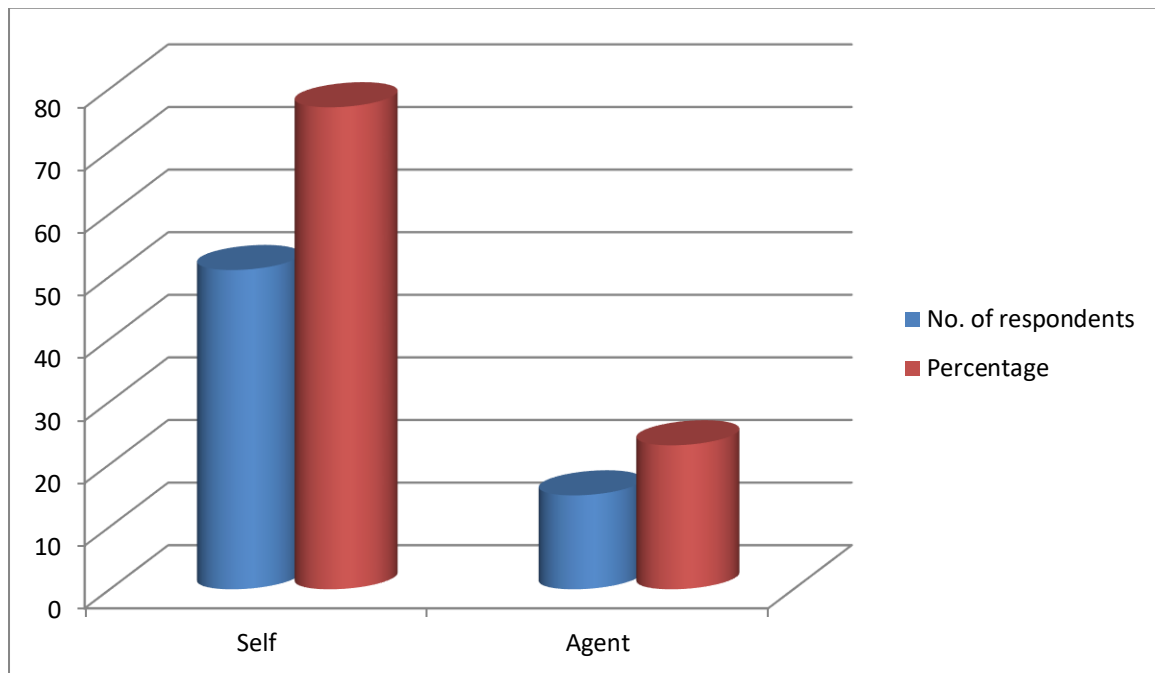
INFERENCE:

From the above table, it is clear that out of the total respondents taken for study, majority (77%) of the respondents are avail by self, (23%) of the respondents are avail by agent

Majority (88%) of the respondents are avail by self

3.19 AWARE OF THE INTEREST RATE FOR YOUR HOME LOAN

TABLE NO.:3.18

Interest rate for your home loan

Opinion	No. of Respondents	Percentage (%)
Yes	64	97
No	2	3
Total	**66**	**100**

Source: Primary data
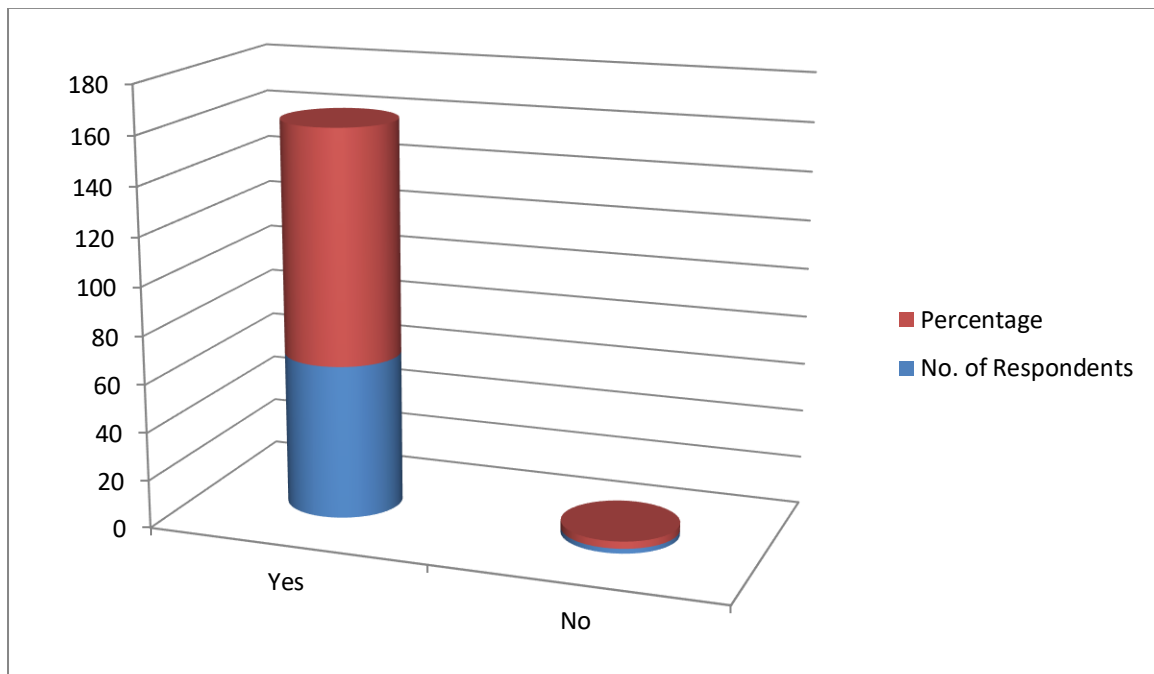
Inference:

From the above table, it is clear that out of the total respondents taken for study, majority (97%) of the respondents are aware of the interest rate for your home loan, (3%) of the respondents are not aware of the interest rate for your home loan

Majority (88%) of the respondents are aware of the interest rate for your home loan

66

3.20 RANGE OF INTEREST RATE AT YOUR BANK

TABLE NO.:3.19

Range of interest rate at your bank

Interest Rate	No. of Respondents	Percentage (%)
6 – 7%	25	38
7 – 8%	13	20
8 – 9%	20	29
Above 10%	8	14
Total	**66**	**100**

Source: Primary data
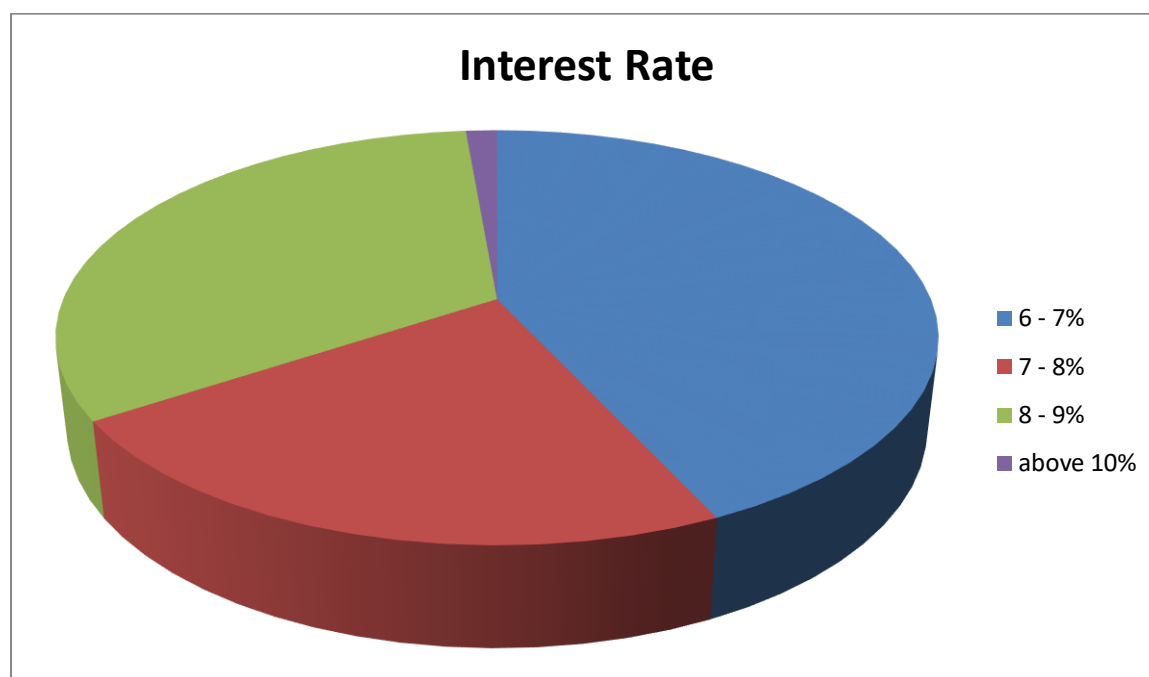
Inference:

From the above table, it is clear that out of the total respondents taken for study majority (38%)of the respondents are charged the range of interest between 6- 7%, (29%) of the respondents are charged the range of interest between 8 – 9%, (20%) of the respondents are charged the range of interest between 7 – 8%, (14%) of the respondents are charged the range of interest above 9%

Majority (44%) of the respondents are charged the range of interest between 6 – 7%

3.21 SATISFACTION LEVEL OF THE RESPONDENTS

TABLE NO.:3.20

Opinion	Highly satified	Satisfactory	Averagely satisfactory	Dissatisfactory	Highly dissatisfied	Total response	Rank
Interest rate charged by bank	45	4	5	11	1	66	I
	225	16	15	22	1	279	
Docume-nt Procedu-re of bank	8	42	10	4	2	66	
	40	168	30	8	2	248	VI
Fees of bank	22	13	29	2	0	66	IV
	110	52	87	4	0	253	
Sanctio-ning procedure of bank	30	19	5	12	0	66	III
	150	76	15	24	0	265	
Sanctio-ning time of bank	27	23	12	0	4	66	II
	135	92	36	0	4	267	
Loan sanctioning is going online	25	13	20	6	2	66	V
	125	52	60	12	2	251	

Inference :

The above ranking table 3.20 shows the majority of the respondents have given first rank to "Interest rate charged by bank" with the highest rank I. the respondents have given second rank to" Sanctioning time of bank". And third rank is given to" Sanctioning procedure of bank" The respondents have given fourth rank to" Fees of bank" . and the fifth rank given to "Loan sanctioning is going online" and the least importance has given to "Document Procedure of bank"

Majority of the respondents have given first rank to "Interest rate charged by bank". And the least importance has given to "Document Procedure of bank"

3.22 DURATIONOF COMPLETING OF LOAN PROCEDURE

TABLE NO.: 3.21

Procedure of the loan

Opinion	No. of respondents	Percentage (%)
Within 1 month	12	18
Within 2 months	34	52
Within 3 months	10	15
Above 3 months	10	15
Total	**66**	**100**

Source: Primary data
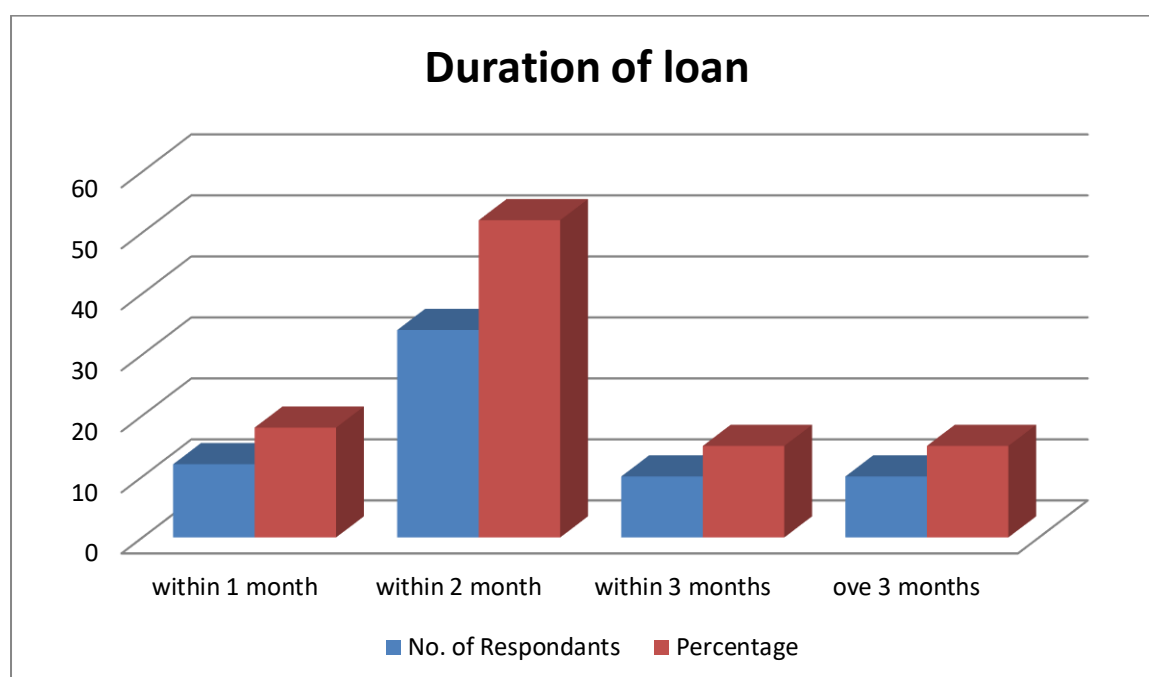
Inference:

From the above table, it is clear that out of the total respondents taken for study majority (52%) of the respondents took within 1 month duration to complete the loan procedure, (18%) of the respondents took within 2 month duration to complete the loan procedure, (15%) of the respondents took within 3 month duration to complete the loan procedure, (15%) of the respondents took above 3 month to complete the loan procedure

Majority (52%) of the respondents took within 1 month duration to complete the loan procedure.

3.23 THINGS ATTRACTED YOU FOR TAKING HOME LOAN

TABLE NO.:3.22

Things attracted you for taking home loan

Opinion	No. of Respondents	Percentage(%)
Interest rate	36	55
Bank	20	30
schemes	6	9
others	4	6
Total	**66**	**100**

Source : primary data
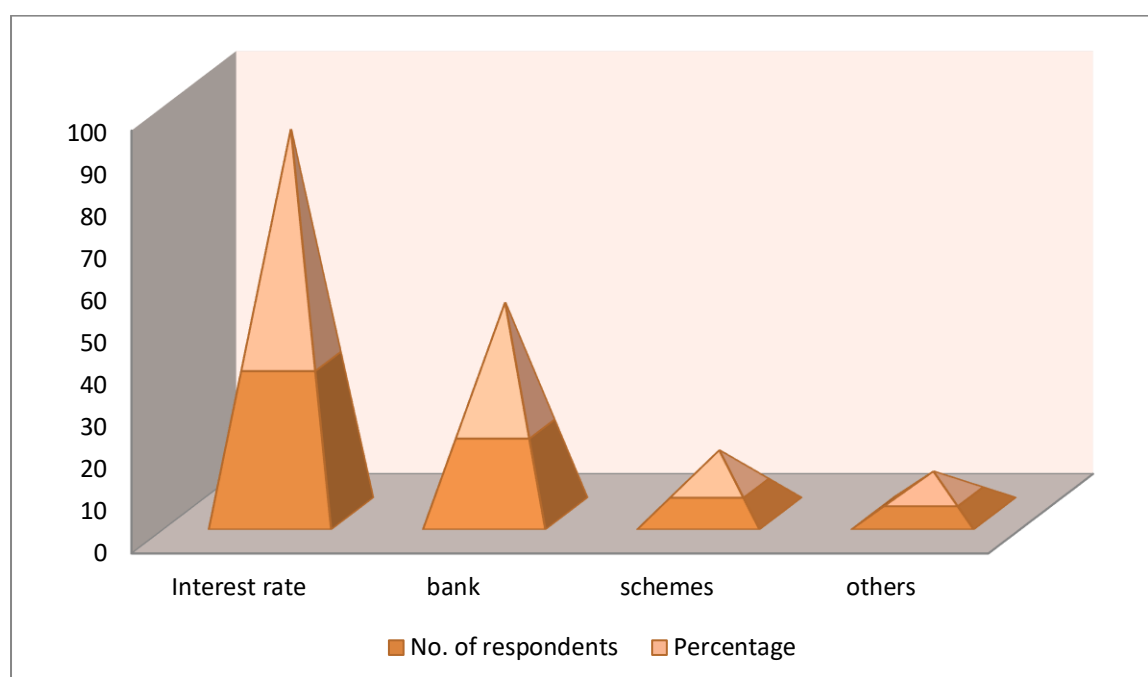
Inference:

From the above table, it is clear that out of the total respondents taken for study majority (55%) of the respondents are attracted by interest rate , (30%) of the respondents are attracted by bank, (9%) of the respondents are attracted by schemes, (6%) of the respondents are attracted by others

Majority (52%) of the respondents are attracted by interest rate

3.24 LOAN TENURE

TABLE NO.:3 .23

LOAN TENURE

Years	No. of Respondents	Percentage (%)
12 years	15	23
20 years	13	20
30 years	32	48
Above 30 years	6	9
Total	**66**	**100**

Source : primary data
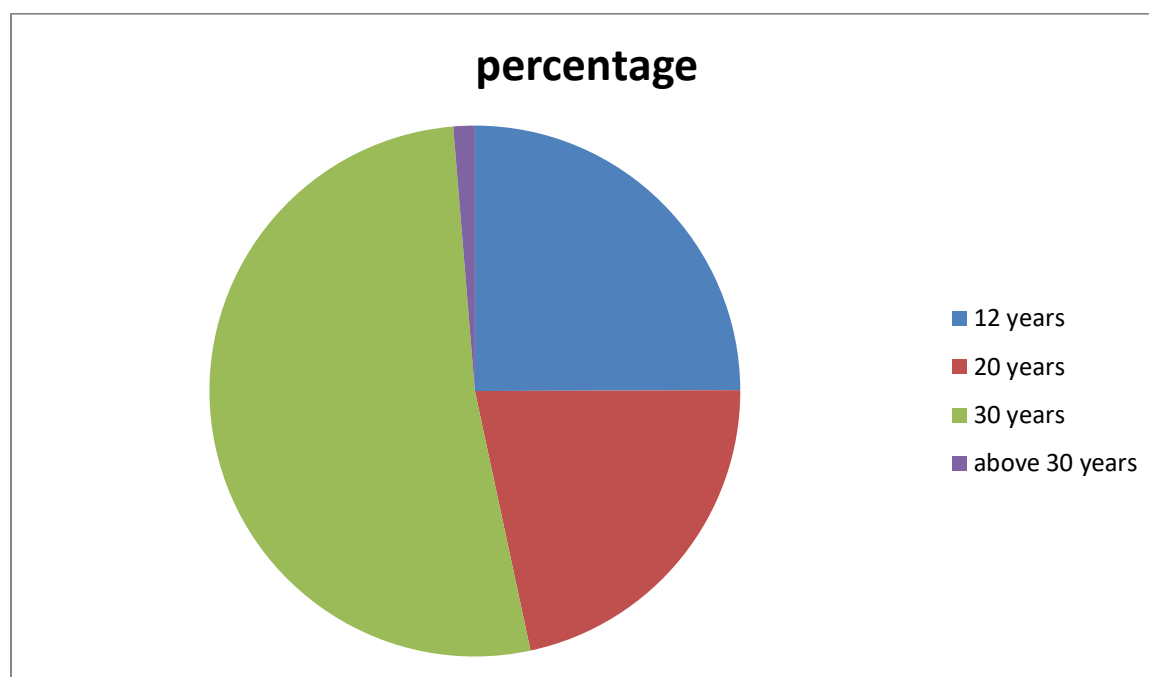
Inference:

From the above table, it is clear that out of the total respondents taken for study majority (48%) of the respondents are loan tenure by 30 years , (23%) of the respondents are loan tenure by 12 years, (20%) of the respondents are attracted by schemes, (6%) of the respondents are attracted by others

Majority (52%) of the respondents are attracted by interest rate

3.25 TAKEN HOME LOAN INSURANCE

TABLE NO.: 3.24

HOME LOAN INSURANCE

Opinion	No. of Respondents	Percentage (%)
Yes	60	91
No	6	9
Total	**66**	**100**
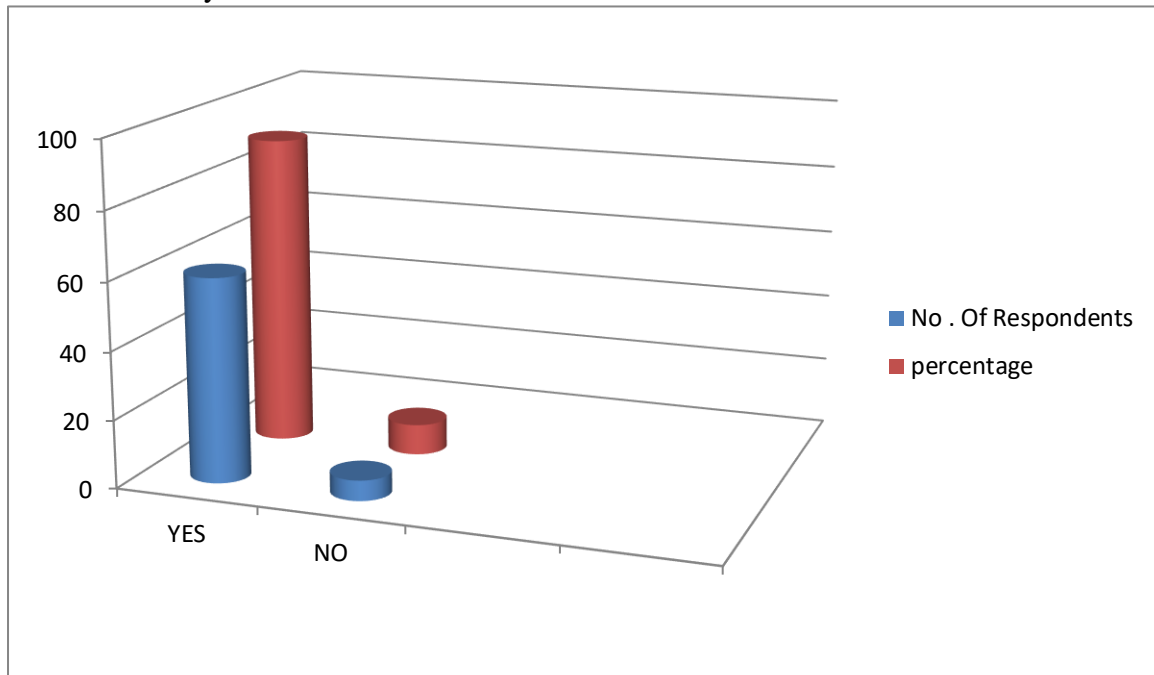
Source: Primary data

Inference:

From the above table, it is clear that out of the total respondents taken for study, majority (91%) of the respondents are taken housing loan insurance (9%) of the respondents are not taken housing loan insurance

Majority (91%) of the respondents are taken housing loan insurance

3.26 SATISFACTION OVERALL FACILITY PROVIDED DURING TAKING HOME LOAN

TABLE NO.:3.25

SATISFACTION OVERALL FACILITY

Opinion	No. of Respondents	Percentage (%)
Yes	54	82
No	12	18
Total	**66**	**100**

Source: Primary data
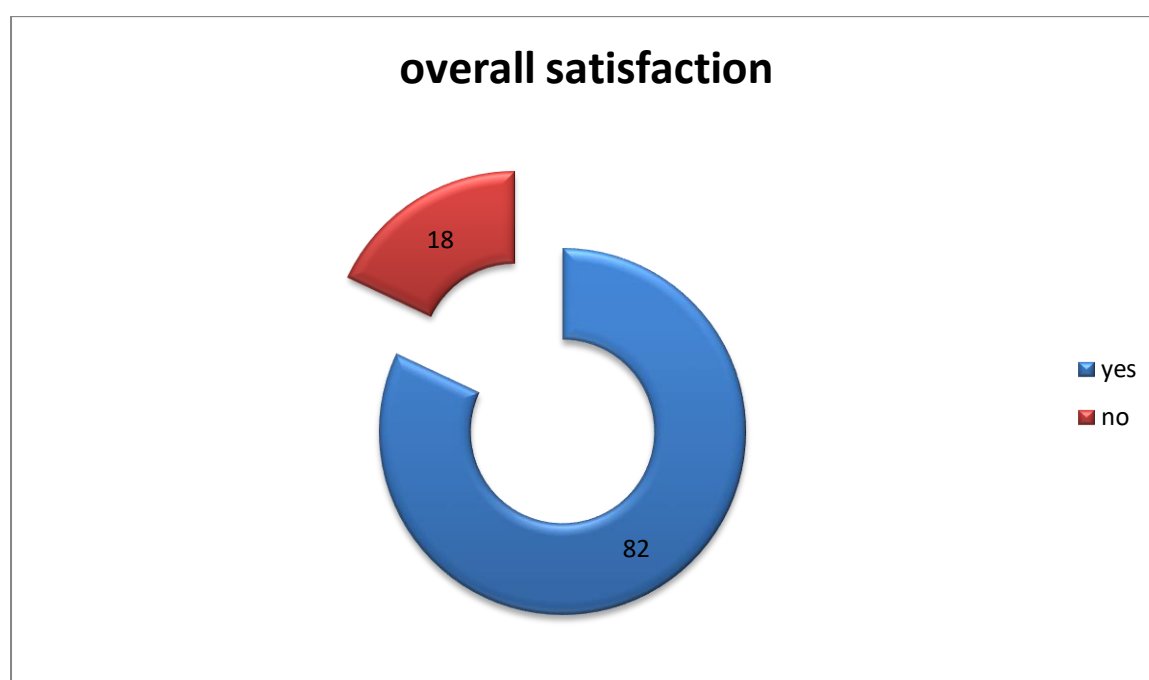
overall satisfaction

Inference:

From the above table, it is clear that out of the total respondents taken for study, majority (82%) of the respondents are satisfied with overall facilities provided during taking loan (18%) of the respondents are not satisfied with overall facilities provided during taking loan

Majority (82%) of the respondents are satisfied with overall facilities provided during taking loan

3.27 REASON OF TAKING HOME LOAN

TABLE.:3.26

Reason of taking home loan

Opinion	No.of respondents	Percentage (%)
For purchase of land	29	44
For purchase of house	21	32
For construction of house	15	22
Others	1	2
Total	66	100

Source: Primary data
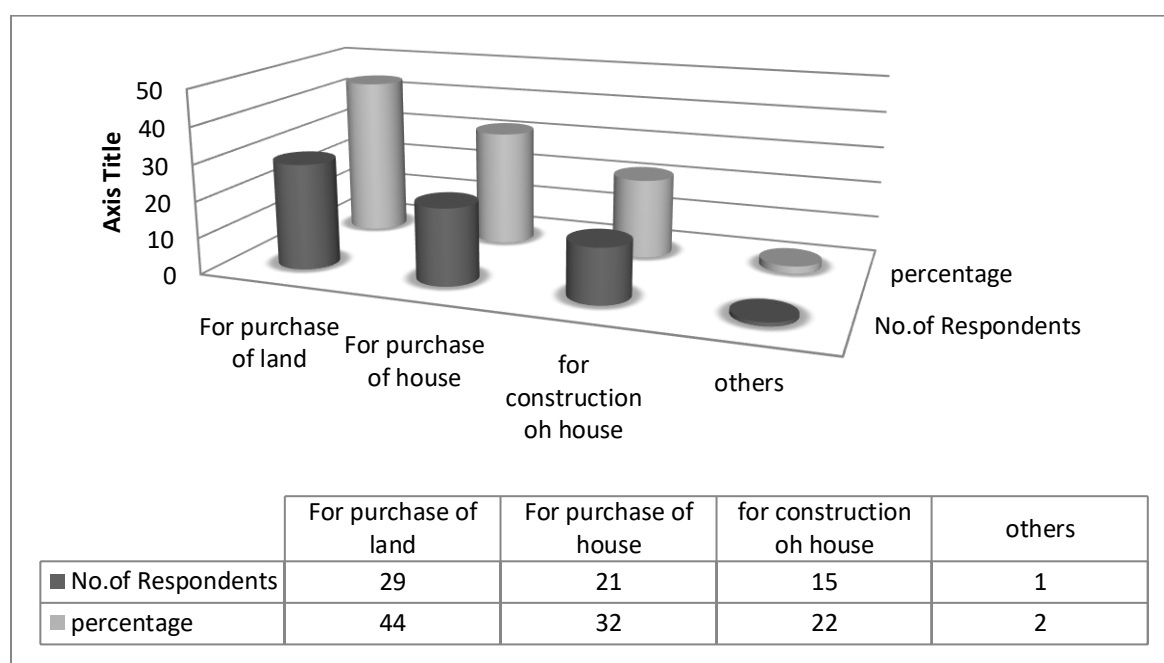
	For purchase of land	For purchase of house	for construction oh house	others
■ No.of Respondents	29	21	15	1
■ percentage	44	32	22	2

Inference:

From the above table, it is clear that out of the total respondents taken for study majority (44%) of the respondents have taken home loan for purchase of land , (22%) of the respondents have taken loan for purchase of house, (20%) of the respondents have taken loan for construction of house, (2%) of the respondents have taken loan for other purpose

Majority (44%) of the respondents have taken home loan for purchase of land.

3.28 AWARE OF YOUR MONTHLY HOME LOAN REPAYMENT

TABLE NO.: 3.27

Monthly repayment of home loan

Opinion	No. of Respondents	Percentage (%)
Yes	60	91
No	6	9
Total	**66**	**100**

Source: Primary data
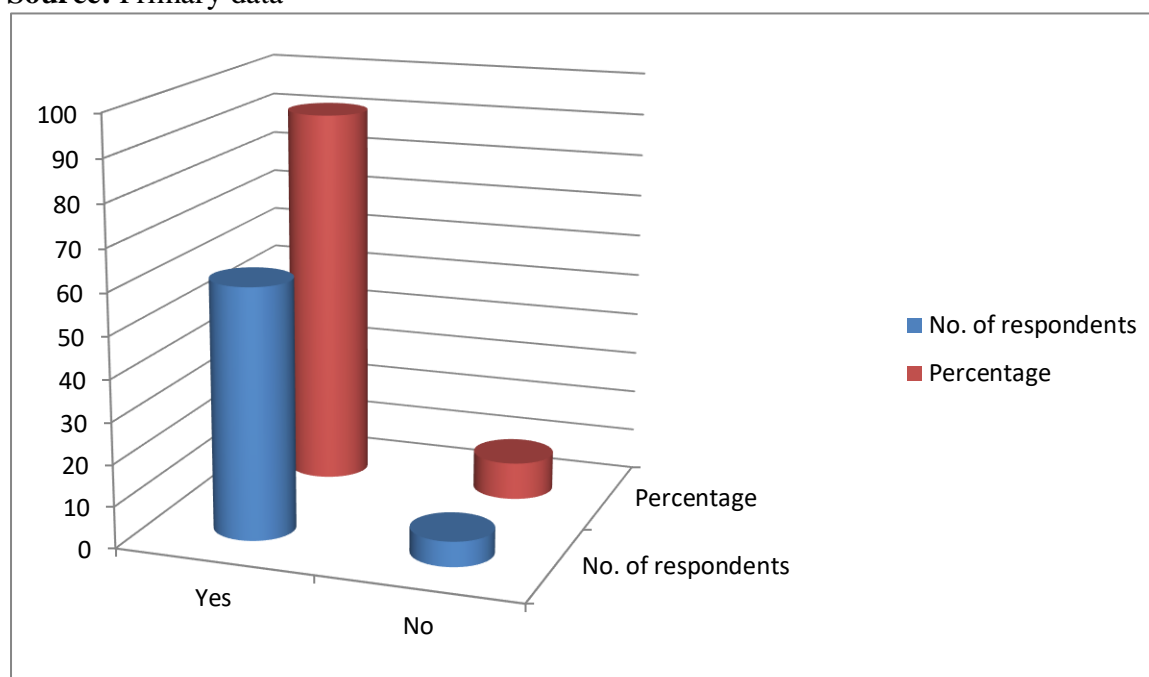
Inference:

From the above table, it is clear that out of the total respondents taken for study, majority (91%) of the respondents are satisfied with the monthly repayment of loan (9%) of the respondents are not satisfied with the monthly repayment of loan

Majority (91%) of the respondents are satisfied with the monthly repayment of loan

3.29 TRUE SCHEDULE OF PAYMENT FOR YOUR HOME LOAN

TABLE NO.:3.28

TRUE SCHEDULE OF PAYMENT FOR YOUR HOME LOAN

Opinion	No. of respondents	Percentagen(%)
Yes	66	100
No	0	0
Total	**66**	**100**
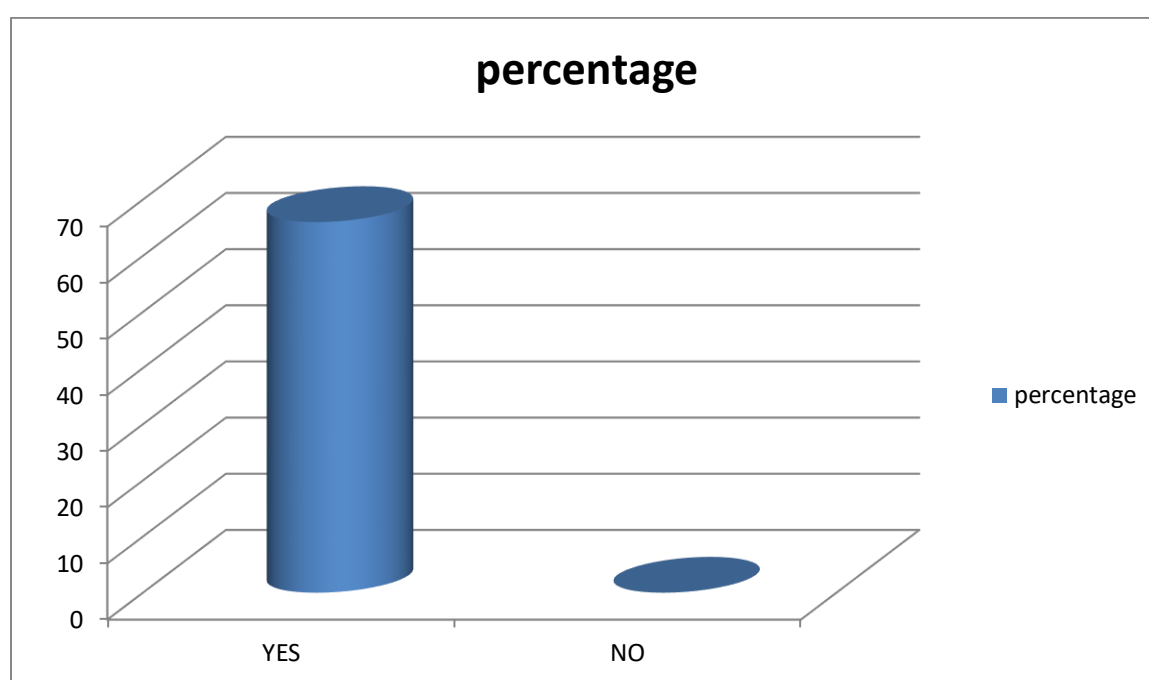
Source: Primary data

INFERENCE:

From the above table, it is clear that out of total respondents taken for study, majority (100%) of the respondents are provided true schedule of payment of home loan (0%) of the respondents are not provided true schedule of payment of home loan

Majority (100%) of the respondents are provided true schedule of payment of home loan

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3.30 VISIT THE BANK TO CHECK THE STATUS OF HOME LOAN

TABLE NO.:3.29

Visit the bank to check the status of home loan

Opinion	No. of respondents	Percentage (%)
Often	45	68
Rarely	8	12
sometimes	2	3
Never	11	17
TOTAL	**66**	**100**

Source: Primary data
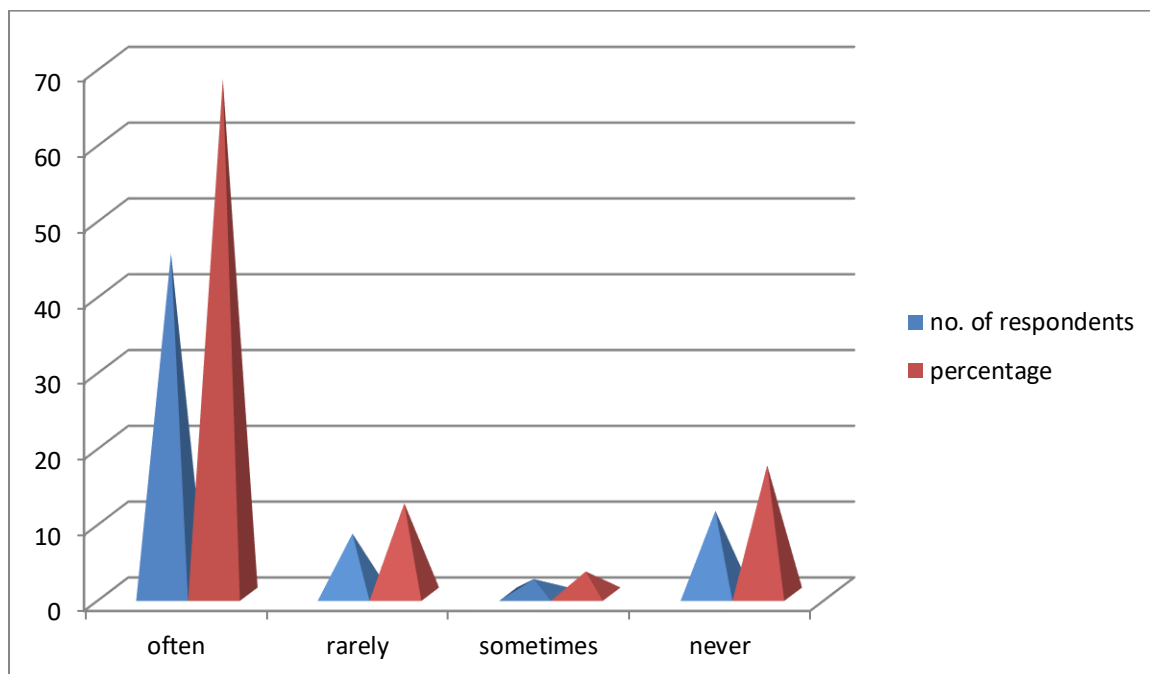
INFERENCE

From the above table, it is clear that out of total respondents taken for study, majority (45%) of the respondents are often checking the status of their home loan (8%) of the respondents are rarely checking the status of their home loan (2%) of the respondents are often sometimes checking the status of their home loan, (11%) of the respondents are never checking the status of their home loan

Majority (45%) of the respondents are often checking the status of their home loan

3.31 MAINTANENCE OF CLEAR RECORD OF INTEREST

TABLE NO.:3.30

Maintanence of clear record of interest

Opinion	No.of respondents	Percentage (%)
Yes	65	98
No	1	2
Total	**66**	**100**

Source: Primary data
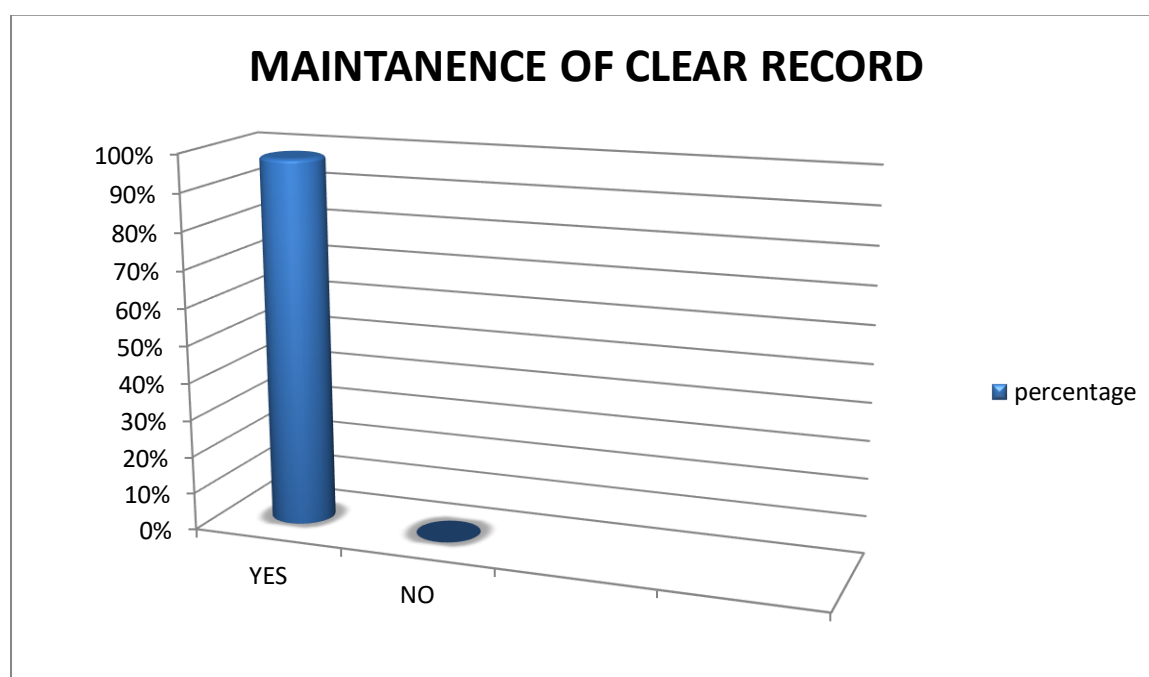
INFERENCE

From the above table, it is clear that out of total respondents taken for study, majority (98%) of the respondents are maintain a clear record of their interest (2%) of the respondents are not maintain a clear record of their interest

Majority (98%) of the respondents are maintaining clear record of interest

3.32 SATISFACTION OF CUSTOMERS WITH THE BANK RATE OF INTEREST

TABLE NO.:3.31

Satisfaction of customers with the bank rate of interest

Opinion	No. of respondents	Percentage (%)
Yes	60	91
No	6	9
Total	**66**	**100**

Source: Primary data
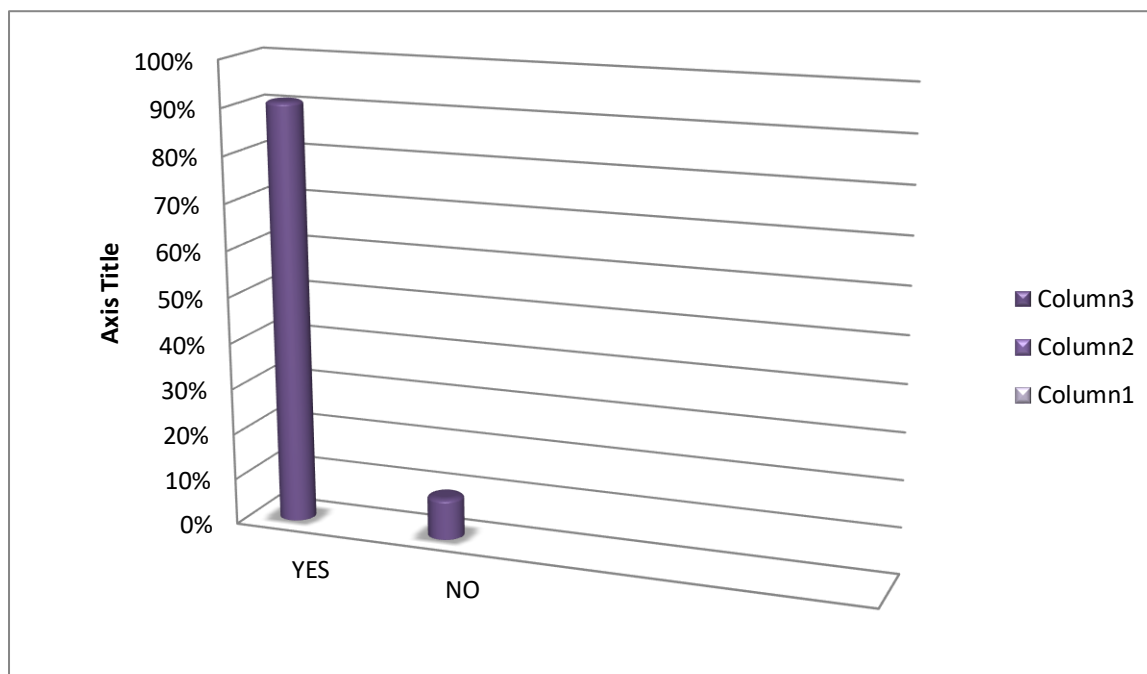
INFERENCE

From the above table, it is clear that out of total respondents taken for study, majority (91%) of the respondents are satisfied with the bank rate of interest (9%) of the respondents are not satisfied with the bank rate of interest

Majority (91%) of the respondents are satisfied with the bank rate of interest

3.33 IDEA OF TAKING LOAN FROM YOUR CURRENT BANK

TABLE NO.:3.32

Idea of taking loan from your current bank

Opinion	No. of respondents	Percentage (%)
Yes	35	53
No	31	47
Total	**66**	**100**

Source: Primary data
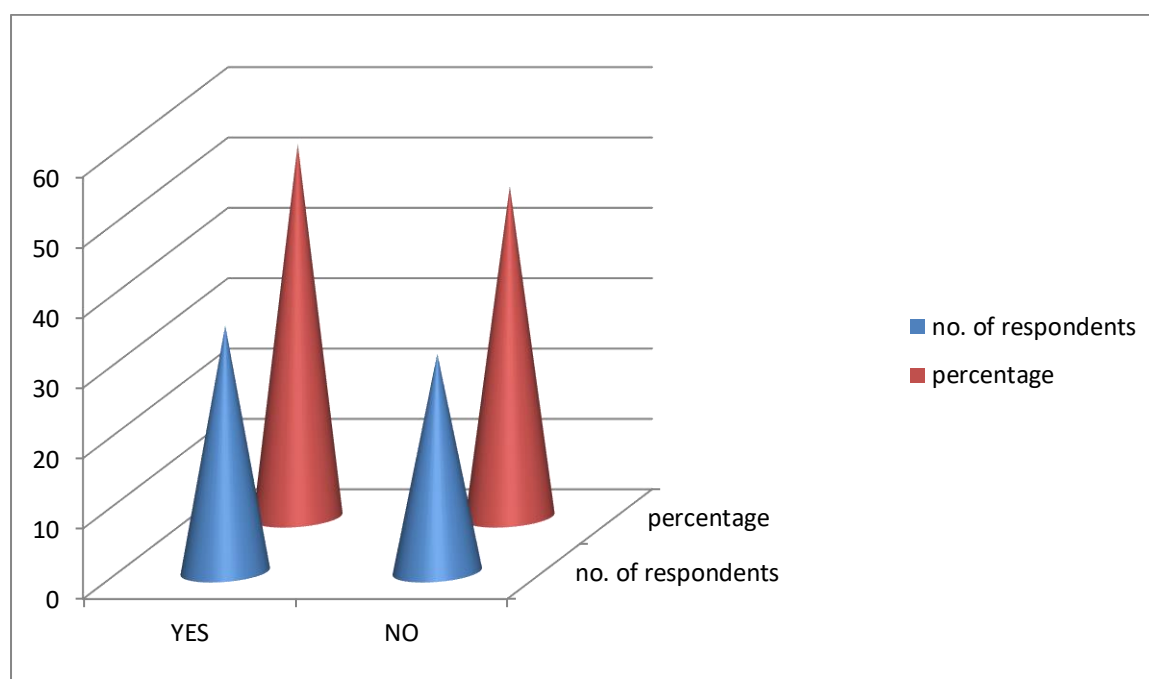
INFERENCE

From the above table, it is clear that out of total respondents taken for study, majority (53%) of the respondents having a idea of taking loan from current bank (47%) of the respondents are not having a idea of taking loan from current bank

Majority (53%) of the respondents having a idea of taking loan from current bank

3.34 REASON OF TAKING LOAN OVER CURRENT BANK

TABLE NO.:3.33

Reason of taking loan over current bank

Opinion	No. of respondents	Percentage (%)
Interest rate	40	60
Lengthy documents procedure	16	24
Not according to RBI guidelines	6	10
Other:	4	6
TOTAL	**66**	**100**

Source: Primary data
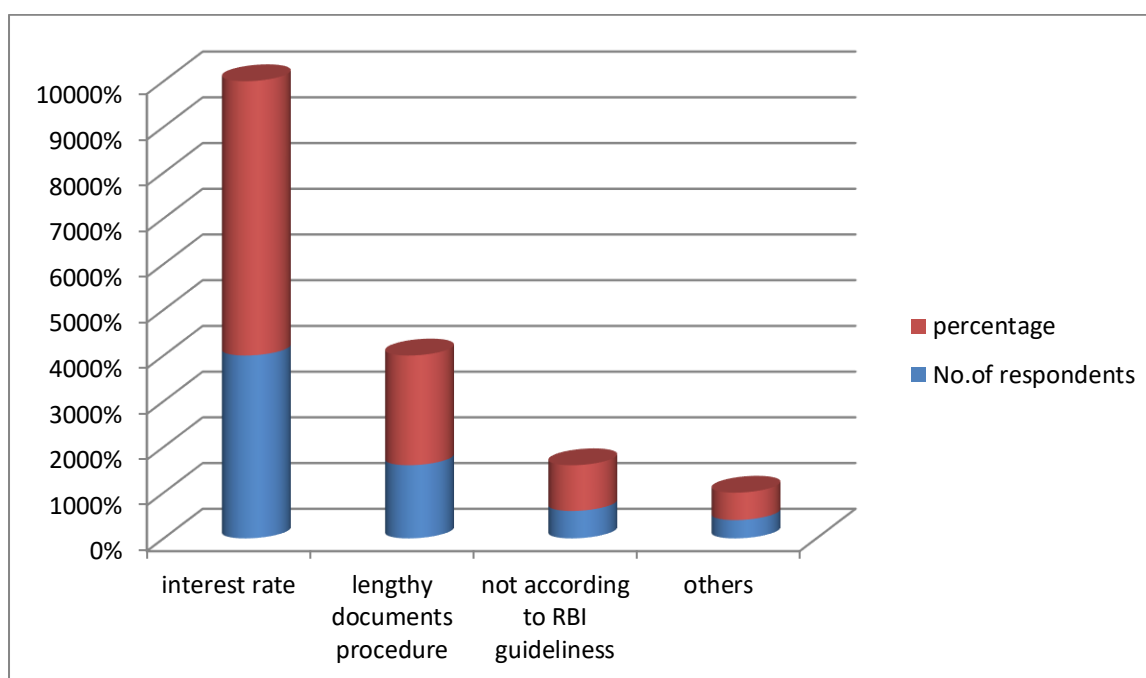
INFERENCE

From the above table, it is clear that out of total respondents taken for study, majority (40%) of the respondents having a idea of taking loan from current bank only for interest rate   (24%) of the respondents are Lengthy documents procedure,(10%) of the respondents are Not according to RBI guidelines(6%) of the respondents are with other reason

  Majority (40%) of the respondents having a idea of taking loan from current bank only for interest rate

3.35 CUSTOMERS THOUGHTS ON PAPER FORMALITIES OF THE LOAN

TABLE N0.:3.34

Customers thoughts on paper formalities of the loan

Opinion	No. of respondents	Percentage(%)
Satisfied	57	86
Highly satisfied	5	8
Dissatisfied	2	3
Highly dissatisfied	2	3
TOTAL	**66**	**100**

Source: Primary data
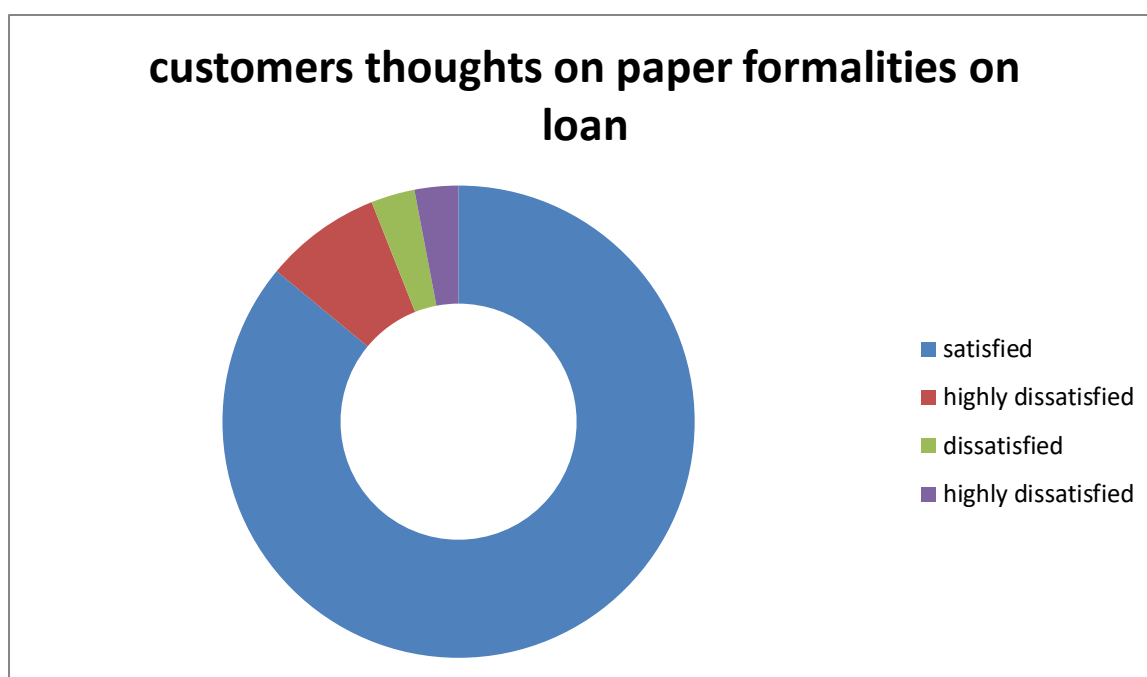
INFERENCE

From the above table, it is clear that out of total respondents taken for study, majority (86%) of the respondents are satisfied with the paper formalities on loan (5%) of the respondents are highly satisfied with the paper formalities on loan,(2%) of respondents are dissatisfied and highly dissatisfied with the paper formalities on loan.

Majority (86%) of the respondents are satisfied with the paper formalities on loan

3.36 CUSTOMERS SATISFACTION ON SERVICES RENDED BY THE BANK

TABLE NO.:3.35

Customers satisfaction on services rended by the bank

Opinion	No. of respondents	Percentage(%)
Satisfied	48	72
Highly satisfied	10	15
Dissatisfied	6	9
Highly dissatisfied	2	4
TOTAL	**66**	**100**

Source: Primary data
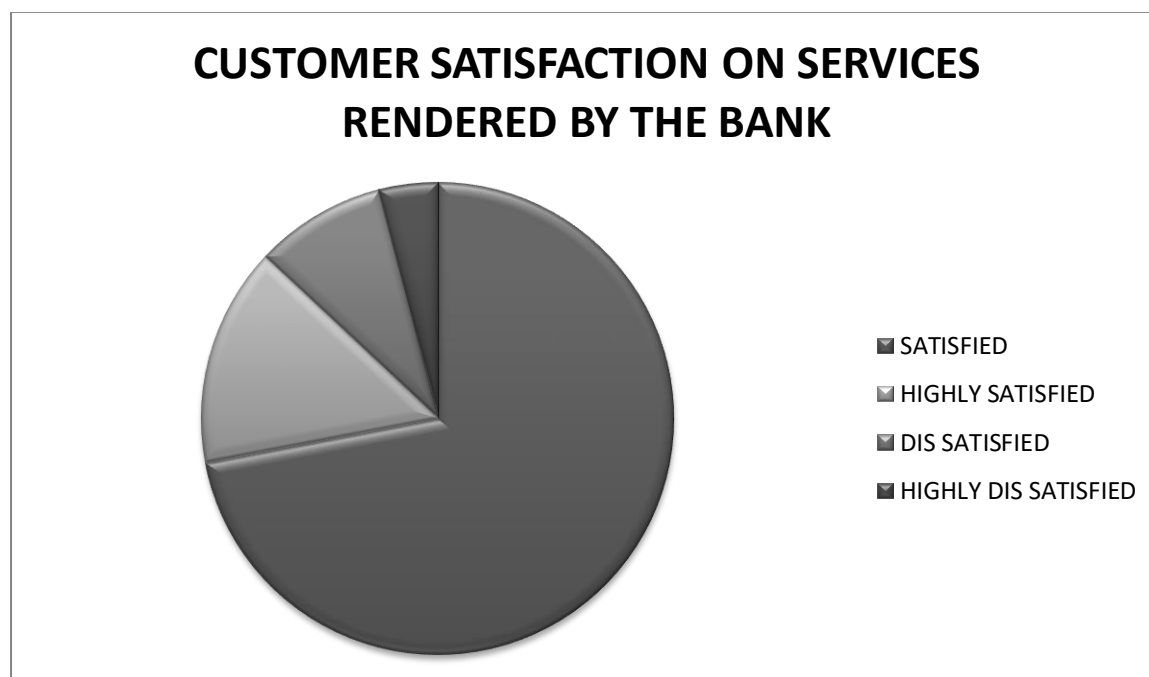
CUSTOMER SATISFACTION ON SERVICES RENDERED BY THE BANK

- SATISFIED
- HIGHLY SATISFIED
- DIS SATISFIED
- HIGHLY DIS SATISFIED

INFERENCE

From the above table, it is clear that out of total respondents taken for study, majority (72%) of the respondents are satisfied with services rendered by the bank (10%) of the respondents are highly satisfied with services rendered by the bank (9%)of the respondents are dissatisfied with services rendered by the bank, (4%) of the respondents are highly dissatisfied with services rendered by the bank

Majority (72%) of the respondents are satisfied with services rendered by the bank

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3.37 TRANSACTION TRACKING SYSTEM ON BANK

TABLE NO.:3.36

Transaction tracking system on bank

Opinion	No.of respondents	Percentage(%)
Yes	64	97
No	2	3
Total	**66**	**100**
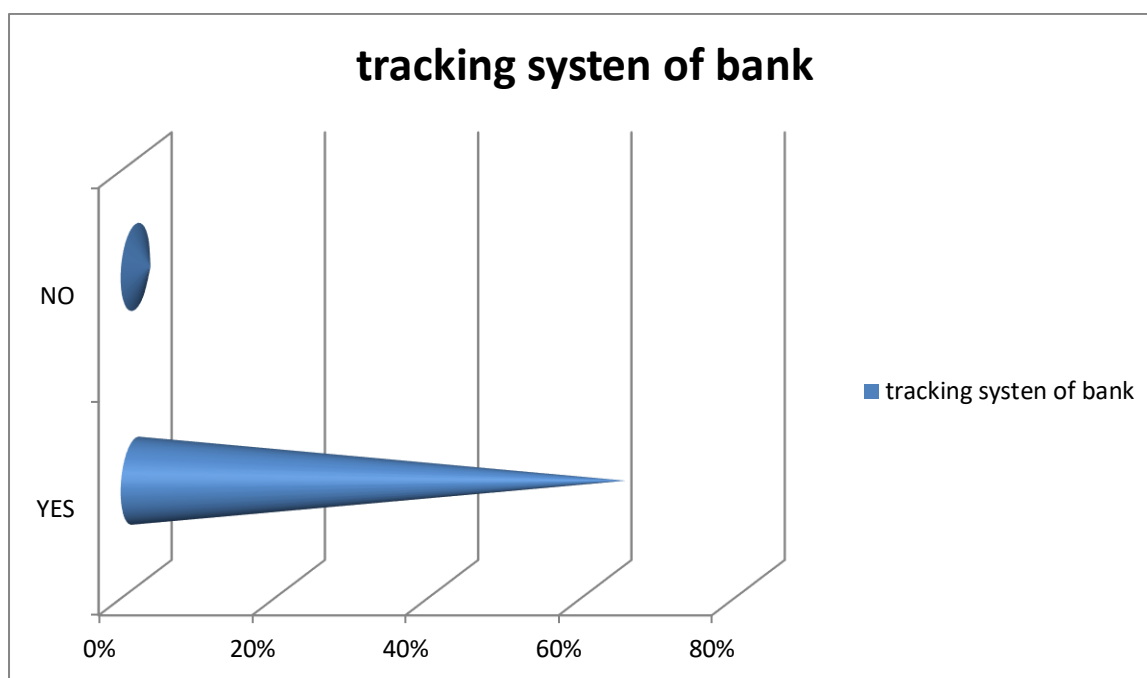
Source: Primary data

tracking systen of bank

INFERENCE

From the above table, it is clear that out of total respondents taken for study, majority (97%) of the respondents banks are available with transaction tracking system (3%) of the respondents bank don't have transaction tracking system

Majority (97%) of the respondents are available with transaction tracking system

3.38 USAGE OF SERVICES OF ALTERNATIVE BANK

TABLE NO.:3.37

Usage of services at alternative bank

Opinion	No.of respondents	Percentage(%)
Yes	65	98
No	1	2
Total	**66**	**100**
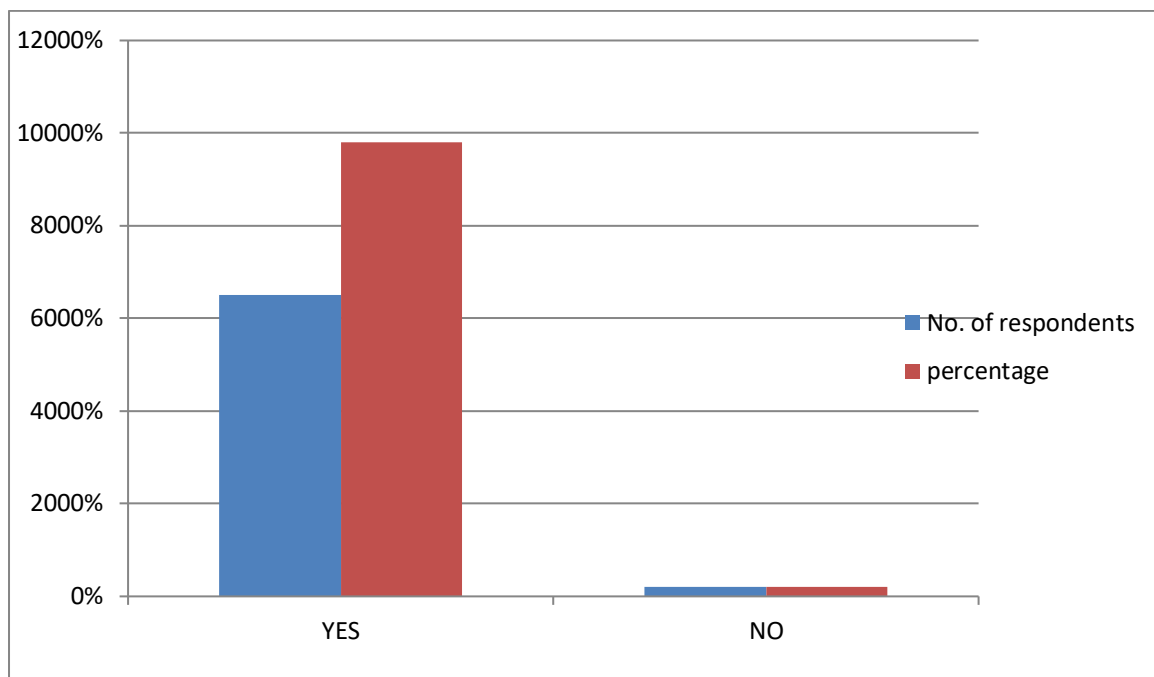
Source: Primary data

INFERENCE

From the above table, it is clear that out of total respondents taken for study, majority (98%) of the respondents uses the services of alternative banks, (2%) of the respondents uses the services of alternative banks

Majority (98%) of the respondents uses the services of alternative banks

3.39 UNNECESSARY CHARGES FOR MAINTANENCE OF YOUR ACCOUNT

TABLE NO.:3.38

Unnecesarycharges for maintence of your account

Opinion	No.of respondents	Percentage(%)
Yes	60	91%
No	6	9%
Total	**66**	**100**

Source: Primary data
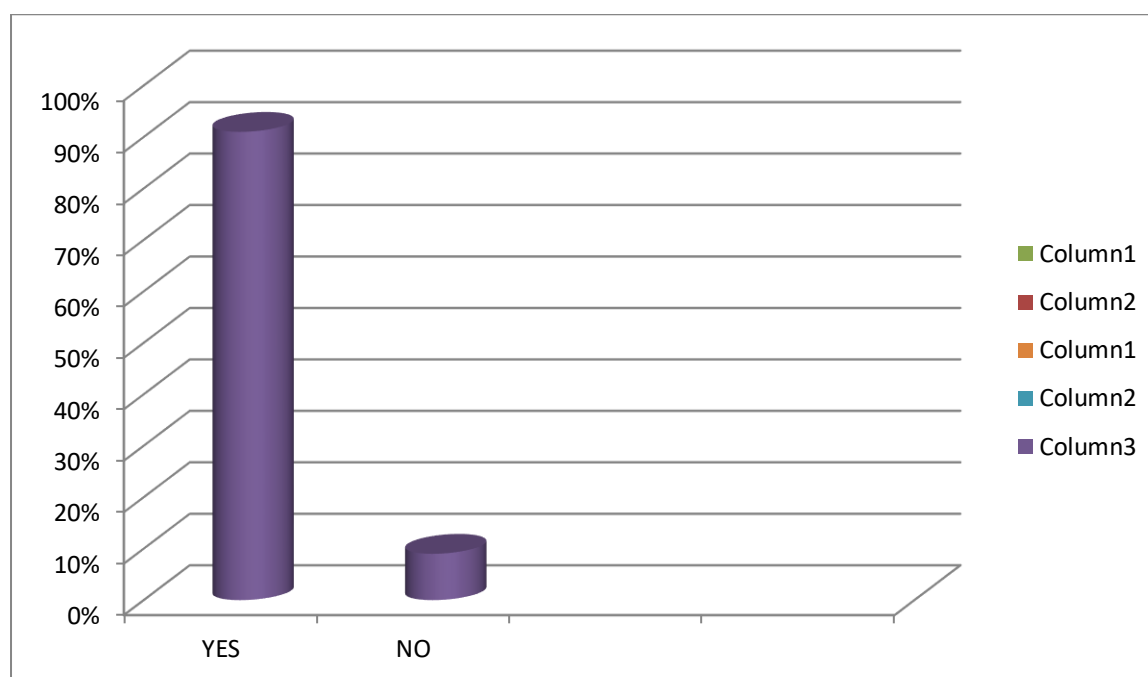
INFERENCE

From the above table, it is clear that out of total respondents taken for study, majority (91%) of the respondents accepts that banks follow unnecessary charges for the maintanence of their account. (9%) of the respondents not accepts that banks follow unnecessary charges for the maintanence of their account

Majority (91%) of the respondents accepts that banks follow unnecessary charges for the maintanence of their account

3.40 AMOUNT CHARGED BY THE BANK FOR THE MAINTAINENCE OF THEIR ACCOUNT

TABLE NO.:3.39

Amount charged by the Bank for the maintainence of their account

Opinion	No. of respondents	Percentage(%)
100-200	45	68
200-300	15	23
300-400	4	6
400 above	2	3
TOTAL	**66**	**100**

Source: Primary data
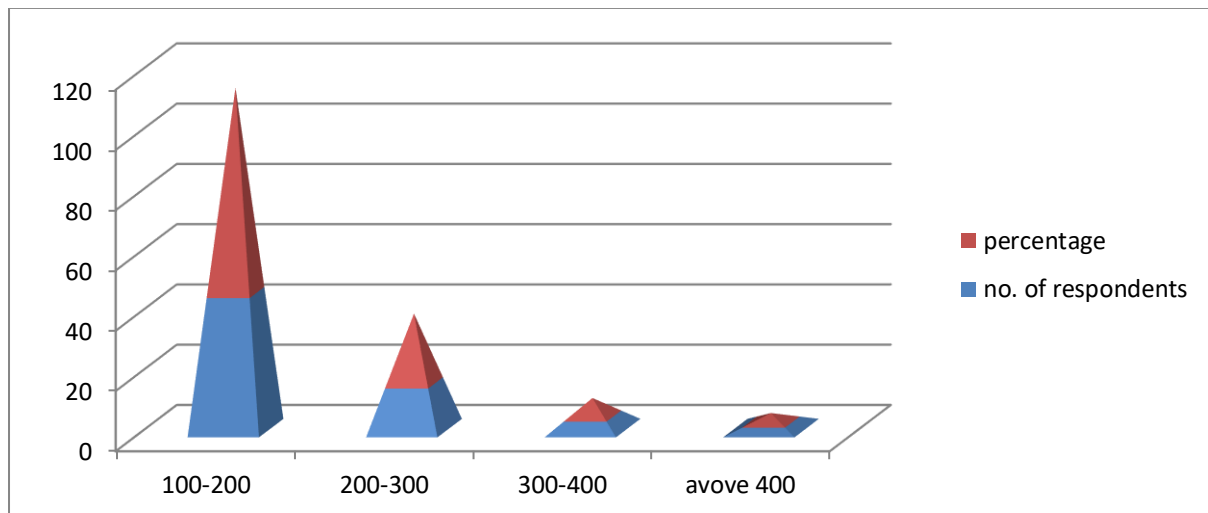
INFERENCE

From the above table, it is clear that out of total respondents taken for study, majority (68%) of the respondents says that bank charges upto 100-200 for maintenance of account(23%) of the respondents says that bank charges upto 200-300 for maintenance of account (6%) of the respondents says that bank charges upto 300-400 for maintenance of account, (3%) of the respondents says that bank charge above 400 for maintenance of account

Majority (68%) of the respondents accepts charges from 100-200 unnecessary charges for the maintainence of their account

3.41 OVERALL SERVICE QUALITY FOR YOUR BANK

TABLE NO.:3.40

Overall service quality for your bank

Opinion	No. of respondents	Percentage(%)
Excellent	58	88
Very good	5	7
Good	2	3
average	1	2
TOTAL	**66**	**100**

Source: Primary data
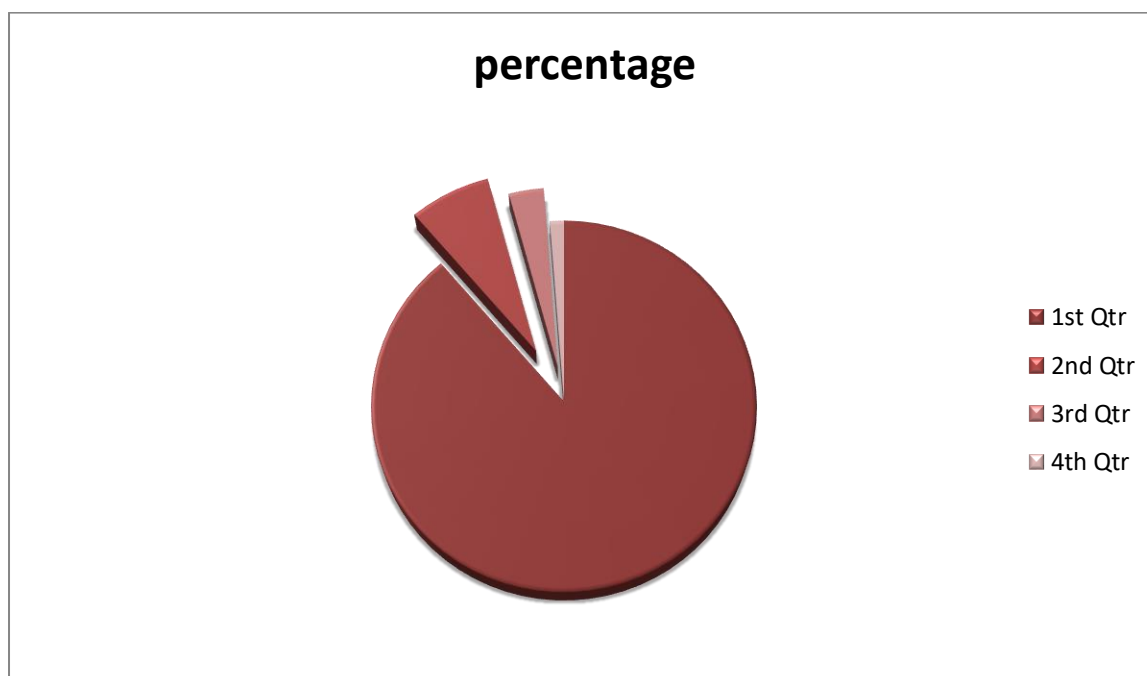
INFERENCE

From the above table, it is clear that out of total respondents taken for study, majority (88%) of the respondents says excellent for their overall service quality of their bank (7%) of the respondents says very good for their overall service quality of their bank, (3%) of the respondents says good   for their overall service quality of their bank,(2%) of the respondents says average for their overall service quality of their bank,

Majority (88%) of the respondents excellent for their overall service quality of their bank

CHAPTER – IV

FINDING IN SUGGUSTION

4.1 INTRODUCTION

Home is an integral part of a human being, who since his childhood, dreams to have living space of his own. Once in a lifetime investment requires loan to do it and that is how the home loan comes into scheme of things. Buying a home is dream for everyone. Due to the rising price of properties, it has almost become impossible for an average earning person to buy a home through lump sum payment. Therefore, the concept of home loan has come into existence. There are plethora of housing finance institutions and banks both in public and private sector which offer home loans. Choosing one institution and one offer for home loan amidst the thousands available options have become a very complex task in our country. Apart from this, there are intricate business jargons and technicalities that make this job more tough and difficult. Through this study, I propose to identify the critical factors impacting the growth and distinguishing the growth pattern in home loan portfolio particularly in public sector banks in Indi

4.2 FINDING OF THE STUDY:

1. Majority 48% Age of 30-40 Years.
2. Majority 52% Annual Income of 100000.
3. Majority 42% Educational Qualification of PG.
4. Majority 55% Occupation of self –employment.
5. Majority 47% Size of family of 3.
6. Majority 91% Account in bank of Yes.
7. Majority 80% saving habit of Yes.
8. Majority 41% Range of savings of below 10000.
9. Majority 48% any loan from bank of Yes.
10. Majority 100% housing loan from bank of Yes.
11. Majority 71% bank have you taken home loan government bank.
12. Majority 44% rate your loan amount 15 lakhs – 20 lakhs.
13. Majority 55% Source of information for assisting bank loan of relation.
14. Majority 88% Application from home loan is easy to understand yes.
15. Majority 77% avail home loan @ bank of self.
16. Majority 97% aware of the interest rate for your home loan of Yes.

17. Majority 38% range of interest rate at your bank of 6-7%.

18. Majority 68% interest rate charged by bank of highly satisfied.

19. Majority 64% documentation procedure of bank of satisfactory.

20. Majority 43% processing fees of bank of averagely satisfactory.

21. Majority 45% sanctioning procedure of bank of highly satisfied.

22. Majority 41% sanctioning time of bank of highly satisfied.

23. Majority 52% duration of completing of loan procedure of within 2 Months.

24. Majority 55% attracted you for took home loan of interest rate.

25. Majority 48% home loan tenure have you chosen of 30 years.

26. Majority 91% taken home loan insurance of yes.

27. Majority 82% satisfied with overall facility provided during taking home loan of yes.

28. Majority 44% have you taken home loan for purchase of land.

29. Majority 95% aware of your monthly home loan repayments of yes.

30. Majority 100% banks provide you the true schedule of payment for your home loan of yes.

31. Majority 68% visit the bank to check your status of home loan of often.

32. Majority 98% bank maintain a clear record of your interest rate as per RBI guidelines of yes.

33. Majority 91% satisfied with the bank rate of interest of yes.

34. Majority 53% idea of taking over from the current bank of yes.

35. Majority 60% possess the idea of take over from the current bank of interest rate.

36. Majority 86% think about paper formalities of the loan of satisfied.

37. Majority 72% the services rendered by the bank of satisfied.

38. Majority 97% bank have a transaction tracking system of yes.

39. Majority 98% use the services of alternative bank.

40. Majority 91% unnecessarily charges for maintenance of your account of yes.

41. Majority 68% of mention the charges amount between 100 - 200

42. Majority 88% feel excellent about overall services quality of your bank.

4.3 FINDING OF THE RANKING ANALYSIS:

1. Majority of the respondent have given first rank to aged with the highest Score 32 and the least Score 9.

2. Majority of the respondent have given first rank to Annual income with the highest score 34 and the least score 2.

3) Majority of the respondent have given first rank to account in bank with the highest score 60 and the least score 6.

4) Majority of the respondent have given first rank to saving habit with the highest score 53 and the least score 13.

5) Majority of the respondent have given first rank to rate your loan amount with the highest score 29 and the least score 3.

6) Majority of the respondent have given first rank to range of interest rate at your Bank with the highest score 25 and the least score 8.

7) Majority of the respondent have given first rank to home loan insurance with the highest score 60 and the least score 6.

8) Majority of the respondent have given first rank to feel about overall services quality of your bank with the highest score 23 and the least score 3.

9) Majority of the respondent have given first rank to charges amount of home loan with the highest score 23 and the least score 10.

10) Majority of the respondent have given first rank to satisfied with the bank rank to satisfied with the bank rank of interest with the highest score 60 and the least score 6.

4.5 SUGGESTIONS OF THE STUDY:

1) The government took number of steps of home loan Schemes.

2) Most of respondents are suggesting to interest leaves low.

3) Home loan source of information for assisting banks loan.

4) Most of the responded have taken home loan government bank.

5) Most of people paper Formalities of the loan satisfied.

CHAPTER – V

CONCLUSION

5.1 CONCLUISION

Our loan-level analysis suggests that loans with high loan-to-valuation ratios (above 90 per cent) are more likely to enter arrears, while loans that are repaid relatively quickly are less likely to enter arrears. Together, these results reinforce the importance of supervisors carefully monitoring changes in lending standards that affect the loan-to-valuation ratio of loans at origination and rates of principal repayment thereafter.

Although interest-only and fixed-rate loans appear less likely to enter arrears, the fact that these loans tend to be repaid relatively slowly (particularly interest-only loans) means that increases in these types of lending can represent an increase in risk. Additionally, low-doc loans appear more likely to enter arrears than other types of loans, even after controlling for whether the borrower was self-employed. This suggests that lenders should maintain sound income documentation and verification policies, and that supervisors should continue to monitor developments in the low-doc lending space.

Borrowers with relatively high mortgage interest rates have a higher probability of entering arrears, even after controlling for the estimated minimum mortgage repayment, which is consistent with riskier borrowers being charged higher interest rates to compensate for their higher risk. We caution, however, that the loan-level results are affected by data limitations, such as a lack of information on borrower income, wealth and labour force status, and a relatively small sample of banks.

Complementary analysis using household-level data suggests that having a high debt-servicing ratio (above 50 per cent) significantly increases the probability of missing a mortgage payment. This highlights the importance of borrowers not overextending themselves by taking out loans of a size that will be difficult to comfortably service. Additionally, it reinforces the importance of lenders maintaining sound debt-serviceability and income-verification policies.

Having previously missed a mortgage payment is also found to be a significant predictor of subsequently missing another mortgage payment. This highlights the heightened risk associated with lending to borrowers with a history of missing payments, and supports the practice of lenders using information on previous debt payment behaviour (such as credit scores) in their credit assessment processes.

ANNEXURE
1.QUESTIONNAIRE

ANNEXURE I

QUESTIONNAIRE

A STUDY ON CUSTOMER PREFERENCE TOWARDS HOME LOAN IN

THOOTHUKUDI DISTRICT

QUESTIONNAIRE

1. Name : _____

2. Age :

   a)20 - 30 years   b)30 – 40 years

   c)40 -50 years   d) above 50 years

3. Annual income :

   a)100000   b) 100000 – 500000

   c) 500000 – 1000000   d)Above 1000000

4. Educational qualification

   a) Higher education   b) UG

   c) PG   d) Diploma

5. Occupation :

   a)Self-employment   b)Private employed

   c) Government employed   d)Others

6. Size of the family :

   a) 3   b)4

   c) 5   c)Above 5

7. Do you have an account in bank?

   a) Yes   b)No

8. Do you have a saving habit?

   a) Yes   b) No

9. If yes, what is your range of saving?

   a) Below 10000   b) 10000 – 30000

   c)Above 30000

10. Do you ever took any loan from bank?

    a)Yes   b)No

11. Do you ever taken housing loan from bank?

   a)Yes   b)No

12. From which bank have you taken home loan?

   a)Government bank   b)Private bank

13. If government bank , what is your bank name _____

14. If private bank , what is your bank name _____

15.Can you rate your loan amount

   a) 6 lakhs – 10 lakhs   b) 10 lakhs – 15 lakhs

   c) 15 lakhs – 20 lakhs   d)above 20 lakhs

16. Source of information for assisting bank loan

   a)Self   b)Friend

   c)Relation   d)Advertisement

17. Is the application form of home loan is easy to understand

   a) Yes   b)No

18. How do you avail home loan @ bank

   a) Self   b)Agent

19. Are you aware of the interest rate for your home loan

   a) Yes   b)No

20. If yes , what is the range of interest rate at your bank

   a) 6 – 7 %   b) 7 – 8 %

   c) 8 - 9 %   c)Above 9 %

21.

Particular	Highly satisfied	Satisfactory	Averagely satisfactory	Dissatisfactory	Highly dissatisfied
a). interest rate charged by bank					
b).documentation procedure of bank					
c). processing fees of bank					
d). sanctioning procedure of bank					
e). sanctioning time of bank					

21. Duration of completing of loan procedure

    a)Within 1 month   b)Within 2 months

    c)Within 3 month   c)Above 3 months

22. Which things attracted you to take home loan?

  a) interest rate   b) Bank

  c) Schemesd) Others

23.Which home loan tenure have you chosen?

  a) 12 years   b) 20 years

  c) 30 years   d)above 30 years

24. Have you taken home loan insurance?

  a) Yes   b)No

25. Are you satisfied with overall facility provided during taking home loan

  a) Yes   b)No

26.Why have you taken home loan?

  a)For purchase of land   b)For purchase of house

  c) For construction of house   d)Others: _____

27. Are you aware of your monthly home loan repayment?

  a)Yes   b)No

28.Do the banks provide you the true schedule of payment for your home loan?

  a)Yes   b)No

29.Do you ever visit the bank to check your status of home loan?

  a)Often   b) Rarely

  c)Sometimes   d) Never

30.Have bank maintain a clear record of your interest rate as per RBI guidelines

  a)Yes   b)No

31.Are you satisfied with the bank rate of interest?

  a) yes   b)No

32.Do you have the idea of taking over your loan from the current bank?

  a)Yes   b)No

33.If yes , why do you possess the idea of take over from current bank

  a)Interest rate   b)Lengthy documents procedure

  c)Not according to RBI guidelines   d)Others: _____

34.What do you think about paper formalities of the loan?

  a)Satisfied   b) Highly satisfied

  c)Dissatisfied   c) Highly dissatisfied

35.How do you feel about the services rendered by the bank?

  a) Satisfied   b)Highly satisfied

  c)Dissatisfied   d)Highly dissatisfied

36.Is your bank have a transaction tracking system?

  a)Yes   b)No

37.Do you use the services of alternative bank?

  a) Yes   b)No

 39.Do they follow unnecessarily charges for maintenance of your account?

  a) yes   b)No

40.If yes, mention the charges amount?

  a)100-200   b) 200-300

  c) 300-400   d) 400-500

41.What do you feel about overall services quality of your bank?

  a) excellent   b) Very good

  c) good   d) Average

  e)poor

A STUDY ON CUSTOMER'S PERCEPTION TOWARDS GST IN THOOTHUKUDI DISTRICT

A project submitted in partial fulfilment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

ASHEERA. R	19SUCA07
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ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

(Reaccredited with A+ Grade by NAAC)

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

MAY 2022

DECLARATION

We have declared that the project entitled "A study on Customer's Perception towards GST in Thoothukudi district" submitted in partial fulfilment of the requirements for the award of the degree of Bachelor of Commerce is our original work done under the guidance and supervision of Ms. D. SARANYA M.Com., M.Phil., SET. This project has not previously formed the basis for the award of other degree or other similar titles, and it represents entirely as independent work.

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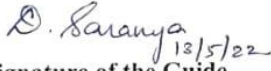
Date: 13.5.22
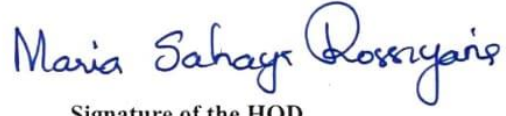
CERTIFICATE

It is certified that this short time project entitled "A study on Customer's Perception towards GST in Thoothukudi district" submitted to St. Mary's College (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University is done in partial fulfilment of the requirements for the award of the degree of Bachelor of Commerce and is a record soft work done in Department of Commerce (SSC), St Mary's College (Autonomous), Thoothukudi during the year 2021-2022 by the following students.

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ACKNOWLEDGEMENT

LIST OF TABLES

CHAPTER – I

INTRODUCTION AND DESIGN OF THE STUDY

CHAPTER – I
INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

An Indirect Tax is a tax that is levied upon goods and services before they reach the customer who ultimately pays the indirect tax as a part of market price of the good or service purchased. An indirect tax is collected by an intermediary such as a retail store from the consumer who pays the tax included in the price of a purchased goods. The intermediary later files a tax return and forwards the tax proceeds to government with the return.

Indirect taxes have several uses, the most prominent one same as for direct taxes is to raise government revenue. Sales tax and Value Added Tax (VAT) play the major role in this, with VAT being more commonly used around the world. The distinction between these two taxes is that sales tax is paid by the customer at the moment of purchase of the final good or service, whereas VAT is a multistage tax imposed on goods and services that is collected in parts at each stage of production and distribution of goods and services in proportion to the value added by each taxpaying entity. Indirect taxes constitute a significant proportion of total tax revenue raised by the government. Apart from the role in raising government revenue, indirect taxes, in the form of tariffs and import duties, are also used to regulate quantity of imports and exports flowing in and out of the country. In case of imports, by tariff imposition the government protects domestic producers from foreign producers that may have lower production costs, and thus are able to sell their goods and services at lower prices, driving domestic producers out of the market. After tariff imposition, imported goods become more expensive for domestic consumers, hence domestic producers are better-off than before tariff imposition.

1.1.1. MEANING OF INDIRECT TAX:

Indirect tax is the tax imposed by the government on a taxpayer for goods and services bought. Indirect tax is not levied on the income of the taxpayer and can be passed on from one individual to another. Examples of indirect taxes include sales tax, entertainment tax, excise duty, etc. These are levied on the sellers of goods or the providers of service, where it is passed on to the end consumer in the form of service tax, excise duty, entertainment tax, custom duty etc.

1.1.2. GOODS AND SERVICE TAX (GST):

GST is known as the Goods and Services Tax. It is an indirect tax which has replaced many indirect taxes in India such as the excise duty, VAT, services tax, etc. The Goods and Service Tax Act was passed in the Parliament on 29th March 2017 and came into effect on 1st July 2017.

The Goods and Services Tax (GST) is an indirect federal sales tax that is applied to the cost of certain goods and services. The business adds the GST to the price of the product, and a customer who buys the product pays the sales price inclusive of the GST. The GST portion is collected by the business or seller and forwarded to the government. It is also referred to as value added tax (VAT) in some countries.

India established a dual GST structure in 2017, which was the biggest reform in the country's tax structure in decades. The main objective of incorporating the GST was to eliminate tax on tax, or double taxation, which cascades from the manufacturing level to the consumption level.

1.1.3. TYPES OF GST

Types of GST	Authority which is benefitted	Priority of Tax Credit use	Who is it collected by?	Transactions which are applicable (Goods and Services)
CGST	Central Government	CGST IGST	Central Government	Within a single state, i.e. intrastate
SGST	State Government	SGST IGST	State Government	Within a single state, i.e. intrastate
IGST	Central Government and State Government	IGST CGST SGST	Central Government	Between two different states or a state and a Union Territory, i.e. interstate
UTGST/UGST	Union Territory (UT) Government	UTGST IGST	Union Territory (UT) Government	Within a single Union Territory (UT)

1. Integrated Goods and Services Tax or IGST

The Integrated Goods and Services Tax or IGST is a tax under the GST regime that is applied on the interstate (between 2 states) supply of goods and/or services as well as on imports and exports. The IGST is governed by the IGST Act. Under IGST, the body responsible for collecting the taxes is the Central Government. After the collection of taxes, it is further divided among the respective states by the Central Government.

2. State Goods and Services Tax or SGST

The State Goods and Services Tax or SGST is a tax under the GST regime that is applicable on intrastate (within the same state) transactions. In the case of an intrastate supply of goods and/or services, both State GST and Central GST are levied. However, the State GST or SGST is levied by the state on the goods and/or services that are purchased or sold within the state. It is governed by the SGST Act. The revenue earned through SGST is solely claimed by the respective State Government.

3. Central Goods and Services Tax or CGST

Just like State GST, the Central Goods and Services Tax of CGST is a tax under the GST regime that is applicable on intrastate (within the same state) transactions. The CGST is governed by the CGST Act. The revenue earned from CGST is collected by the Central Government.

4. Union Territory Goods and Services Tax or UTGST

The Union Territory Goods and Services Tax or UTGST is the counterpart of State Goods and Services Tax (SGST) which is levied on the supply of goods and/or services in the Union Territories (UTs) of India. The UTGST is applicable on the supply of goods and/or services in Andaman and Nicobar Islands, Chandigarh, Daman Diu, Dadra, and Nagar Haveli, and Lakshadweep. The UTGST is governed by the UTGST Act. The revenue earned from UTGST is collected by the Union Territory government. The UTGST is a replacement for the SGST in Union Territories. Thus, the UTGST will be levied in addition to the CGST in Union Territories.

1.2. OBJECTIVES OF THE STUDY:

1) To study the difference between GST and VAT
2) To understand the perception towards GST among the customers from Thoothukudi district
3) To analyse the level of satisfaction of customers towards GST rates
4) To study the concept of GST in India
5) To evaluate the advantages and challenges of GST

1.3. REVIEW OF LITERATURE:

- **Times of India dated 27th July 2017,** stated that the GST implication across different places for the same product has wider differences which the consumers are unaware, resulting them in surprise. Example: A Rasamalai sold in counter at a shop is taxed with 5% but if it is served in the hotel it is taxed with 18% this has resulted in difference of consumers shopping to purchase the similar

- **Shakwipee (2017) , '**A study on inquiring the level of awareness towards GST among the small business owners in Rajasthan State**'**, in his study he found that the main areas to be focused include training errors and computer software availability.

- **AgogoMawuli (2014) , '**A study on Goods and Services Tax-An Appraisal**'**, in his study he found that GST is not good for low-income countries and does not provide broad based growth to poor countries. If still these countries want to implement GST then the rate of GST should be less than 10% for growth.

1.4. STATEMENT OF THE PROBLEM:

The Government has introduced GST (Goods ad Service Tax) in India on 1st July 2017, to replace all indirect taxes levied on goods and services. About 5 years has passed after implementation of GST in the Country. Even though, we don't have a clear idea whether the awareness about GST has reached the customers to the fullest or not. It is a big question.

Hence the research team has made an attempt to find Customer's Perception towards GST on Thoothukudi District. This study helps to find the awareness level and perception of the customers towards GST.

1.5. METHODOLOGY:

Research is a logical and systematic search for new and useful information. It is a systematic way to solve a problem. The procedures by which researchers go about their work of describing, explaining and predicting phenomenon are called research methodology. The study is based on primary and secondary data.

1.5.1. PRIMARY DATA:

The primary data has been collected through questionnaire method.

1.5.2. SECONDARY DATA:

The secondary data has been collected through books, website, media & journals.

1.6. SCOPE OF THE STUDY:

The research study is useful to understand the Perception of Customers regarding GST. The sample under study were employed people in various public/private/ educational institutions, Business community, unemployed categories and students but limited in Thoothukudi district only.

1.7. PERIOD OF STUDY:

This study on Customers Perception towards GST in Thoothukudi District is studied in Feb 2022 to May 2022

1.8. SAMPLING DESIGN:

By adopting random sampling methods customer were selected from various parts of Thoothukudi district and the questionnaire were distributed to get the primary data from them.

1.9. FRAMEWORK OF ANALYSIS:

The following frame work has been used in the analysis to represent the different views of analysis

- Percentage Analysis
- Bar diagram
- Pie diagram
- Garrett Ranking
- Likert's Scale

1.10. LIMITATIONS OF A STUDY:

- The study was conducted with the basic assumption that the information Given by the respondent is factual and represents their true feelings and Behaviour.
- It is very difficult to check the accuracy of the information provided.
- So it has been difficult to get the sources of our project.
- The time allotted to finish the project is not enough for us to collect more details.
- Thus with the great hindrance & other problems we have completed the project in success.

1.11. CHAPTERIZATION:

Unit   I : Introduction & Design of the study

Unit II : Profile of the study

Unit III : Data Analysis and Interpretation

Unit IV : Findings & Suggestions

Unit V : Conclusion

CHAPTER – II

PROFILE OF THE STUDY

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CHAPTER – II

PROFILE OF THE STUDY

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2.1 INTRODUCTON TO GST:

Goods and Service Tax (GST) is an indirect tax or consumption tax used in India on the supply of goods and services. It is a comprehensive multistage, destination – based tax: comprehensive because it has subsumed almost all the indirect taxes except a few state taxes.

2.2 HISTORY OF GST IN INDIA:

2000: In India, the idea of adopting GST was first suggested by the Atal Bihari Vajpayee Government in 2000. The state finance ministers formed an Empowered Committee (EC) to create a structure for GST, based on their experience in designing State VAT. Representatives from the Centre and states were requested to examine various aspects of the GST proposal and create reports on the thresholds, exemptions, taxation of inter-state supplies, and taxation of services. The committee was headed by Asim Dasgupta, the finance minister of West Bengal. Dasgupta chaired the committee till 2011.

2004: A task force that was headed by Vijay L. Kelkar the advisor to the finance ministry, indicated that the existing tax structure had many issues that would be mitigated by the GST system.

February 2005: The finance minister, P. Chidambaram, said that the medium-to-long term goal of the government was to implement a uniform GST structure across the country, covering the whole production-distribution chain. This was discussed in the budget session for the financial year 2005-06.

February 2006: The finance minister set 1 April 2010 as the GST introduction date.

November 2006: Parthasarthy Shome, the advisor to P. Chidambaram, mentioned that states will have to prepare and make reforms for the upcoming GST regime.

February 2007: The 1 April 2010 deadline for GST implementation was retained in the union budget for 2007-08.

February 2008: At the union budget session for 2008-09, the finance minister confirmed that considerable progress was being made in the preparation of the roadmap for GST. The targeted timeline for the implementation was confirmed to be 1 April 2010.

July 2009: Pranab Mukherjee, the new finance minister of India, announced the basic skeleton of the GST system. The 1 April 2010 deadline was being followed then as well.

November 2009: The EC that was headed by Asim Dasgupta put forth the First Discussion Paper (FDP), describing the proposed GST regime. The paper was expected to start a debate that would generate further inputs from stakeholders.

February 2010: The government introduced the mission-mode project that laid the foundation for GST. This project, with a budgetary outlay of Rs.1,133 crore, computerised commercial taxes in states. Following this, the implementation of GST was pushed by one year.

March 2011: The government led by the Congress party puts forth the Constitution (115th Amendment) Bill for the introduction of GST. Following protest by the opposition party, the Bill was sent to a standing committee for a detailed examination.

June 2012: The standing committee starts discussion on the Bill. Opposition parties raise concerns over the 279B clause that offers additional powers to the Centre over the GST dispute authority.

November 2012: P. Chidambaram and the finance ministers of states hold meetings and set the deadline for resolution of issues as 31 December 2012.

February 2013: The finance minister, during the budget session, announces that the government will provide Rs.9,000 crore as compensation to states. He also appeals to the state finance ministers to work in association with the government for the implementation of the indirect tax reform

December 2014: India's new finance minister, Arun Jaitley, submits the Constitution (122nd Amendment) Bill, 2014 in the parliament. The opposition demanded that the Bill be sent for discussion to the standing committee.

February 2015: Jaitley, in his budget speech, indicated that the government is looking to implement the GST system by 1 April 2016.

May 2015: The Lok Sabha passes the Constitution Amendment Bill. Jaitley also announced that petroleum would be kept out of the ambit of GST for the time being.

August 2015: The Bill is not passed in the Rajya Sabha. Jaitley mentions that the disruption had no specific cause.

March 2016: Jaitley says that he is in agreement with the Congress's demand for the GST rate not to be set above 18%. But he is not inclined to fix the rate at 18%. In the future if the Government, in an unforeseen emergency, is required to raise the tax rate, it would have to take the permission of the parliament. So, a fixed rate of tax is ruled out.

June 2016: The Ministry of Finance releases the draft model law on GST to the public, expecting suggestions and views.

August 2016: The Congress-led opposition finally agrees to the Government's proposal on the four broad amendments to the Bill. The Bill was passed in the Rajya Sabha.

September 2016: The Honourable President of India gives his consent for the Constitution Amendment Bill to become an Act.

2017: Four Bills related to GST become Act, following approval in the parliament and the President's assent:

- Central GST Bill
- Integrated GST Bill
- Union Territory GST Bill
- GST (Compensation to States) Bill

Decisions taken by GST Council

Some of the major decisions taken by the GSTC so far are:

There would be four tax rates under the GST regime, i.e., 5%, 12%, 18%, and 28%. Some goods and services were also classified as exempt from tax. A cess above the peak rate of 28% would be levied on certain sin and luxury goods. The administrative control over 90% of taxpayers with turnover less than Rs.1.5 crore would be with the State tax administration. 10% of control would be with the Central tax administration. Administrative control over taxpayers having turnover above Rs.1.5 crore would be equally divided between the State and Centre tax administration.

GST Rates

- Rates: 0% (on essential items, rice/wheat)
- 5%: (on items of mass consumption)
- 12%/18%:(standard rates covering most manufactured items and Services)
- 28%: (on Consumer Durable Goods, Pan masala, tobacco and Aerated drinks etc)
- Basic philosophy behind these rates are that, to the extent possible, the current combined rate of tax levied on individual goods by the Central and the State Governments should be maintained in GST
- Uniform GST rate not possible at this stage as luxury goods and Goods consumed by poorer sections of society cannot be taxed at the same rate.
- Rates will be notified by Government on recommendations of GST Council.

2.3 SALIENT FEATURES OF GST:

The salient features of GST are as under:

(i) GST would be applicable on "supply" of goods or services as against the present concept of tax on manufacture of goods or on sale of goods or on provision of services.

(ii) GST would be based on the principle of destination-based consumption taxation as against the present principle of origin-based taxation.

(iii) It would be a dual GST with the Centre and the States simultaneously levying it on a common base. The GST to be levied by the Centre would be called Central GST (central tax-CGST) and that to be levied by the States [including Union territories with legislature] would be called State GST (state tax- SGST). Union territories without legislature would levy Union territory GST (union territory tax- UTGST).

(iv) An Integrated GST (integrated tax- IGST) would be levied on inter-State supply (including stock transfers) of goods or services. This would be collected by the Centre so that the credit chain is not disrupted.

(v) Import of goods would be treated as inter-State supplies and would be subject to IGST in addition to the applicable customs duties.

(vi) Import of services would be treated as inter-State supplies and would be subject to IGST.

(vii) CGST, SGST /UTGST & IGST would be levied at rates to be mutually agreed upon by the Centre and the States under the aegis of the GSTC.

(viii) GST would replace the following taxes currently levied and collected by the Centre:

a) Central Excise Duty;

b) Duties of Excise (Medicinal and Toilet Preparations);

c) Additional Duties of Excise (Goods of Special Importance);

d) Additional Duties of Excise (Textiles and Textile Products);

e) Additional Duties of Customs (commonly known as CVD);

f) Special Additional Duty of Customs (SAD);

g) Service Tax;

h) Cesses and surcharges insofar as they relate to supply of goods or services

(ix) State taxes that would be subsumed within the GST are:

a) State VAT;

b) Central Sales Tax;

c) Purchase Tax;

d) Luxury Tax;

e) Entry Tax (All forms);

f) Entertainment Tax (except those levied by the local bodies);

g) Taxes on advertisements;

h) Taxes on lotteries, betting and gambling.

(x) GST would apply to all goods and services except Alcohol for human consumption.

(xi) GST on five specified petroleum products (Crude, Petrol, Diesel, ATF & Natural gas) would be applicable from a date to be recommended by the GSTC.

(xii) Tobacco and tobacco products would be subject to GST. In addition, the Centre would continue to levy Central Excise duty.

(xiii) A common threshold exemption would apply to both CGST and SGST. Taxpayers with an annual turnover of Rs. 20 lakhs (Rs. 10 lakhs for special category States (except J&K) as specified in article 279A of the Constitution) would be exempt from GST. A composition scheme (i.e. to pay tax at a flat rate without credits) would be available to small taxpayers (including to manufacturers other than specified category of manufacturers and service providers) having an annual turnover of up to Rs. 1 crore (Rs. 75 lakhs for special category States (except J&K and Uttarakhand) enumerated in article 279A of the Constitution). As decided in the 23rd meeting of the GSTC, this limit shall be raised to Rs. 1.5 crore after necessary amendments in the Act. The threshold exemption and compounding scheme would be optional.

(xiv) The list of exempted goods and services would be kept to a minimum and it would be harmonized for the Centre and the States as well as across States as far as possible.

(xv) All Exports and supplies to SEZs and SEZ units would be zero-rated.

(xvi) Credit of CGST paid on inputs may be used only for paying CGST on the output and the credit of SGST/UTGST paid on inputs may be used only for paying SGST/UTGST. In other words, the two streams of input tax credit (ITC) cannot be cross utilized, except in specified circumstances of inter-State supplies for payment of IGST. The credit would be permitted to be utilized in the following manner:

a) ITC of CGST allowed for payment of CGST & IGST in that order;

b) ITC of SGST allowed for payment of SGST & IGST in that order;

c) ITC of UTGST allowed for payment of UTGST & IGST in that order;

d) ITC of IGST allowed for payment of IGST, CGST & SGST/UTGST in that order. ITC of CGST cannot be used for payment of SGST/UTGST and vice versa.

2.4 TYPES OF GST IN INDIA

There are 4 types of GST that exist in India.

1) CGST

CGST stands for Central goods and service tax. It replaced all the previous taxes under the central Government. Some examples of such taxes are central surcharges & cess and central excise duty. CGST is levied on the movement of goods within a state. To

understand the meaning of CGST, let us take an example, if a manufacturer produces a good in west Bengal and sells it intrastate (within the state), both SGST and CGST will be levied. The former will go to the West Bengal State Government, whereas the latter will reach the central government. In most cases, the tax is divided equally between the State and Central Governments as per the council mandate.

2) SGST

The GST collected by the State Government is known as SGST, which is applicable on transactions within its geographical boundaries. Under the new tax regime, previous state taxes like entertainment tax, VAT, and State Sales tax became non-functional. SGST stands for State Goods and Services tax, a single tax levied on intrastate supplies of goods and services, except for alcoholic liquor. It can be charged solely on a product's transactional value – an amount the buyer needs to pay. SGST features might vary state-wise since each State Government has individual acts. However, specific characteristics like taxable events, valuation, classification of goods and services, and measures are similar across the nation.

3) IGST

IGST stands for Integrated Goods and Services tax. It is generally applicable during interstate transactions, i.e., transactions between two different states. Among the types of GST, it's levied on supplies of products and services between two states and even on exports and imports (IGST + customs). The Central Government is responsible for its collection as per the IGST Act. Let's simplify this with the help of an example.

Suppose a manufacturer from West Bengal sells goods to a customer in Maharashtra. In this case, IGST will apply to the transaction value. The Central Government will collect this sum. Later, this amount will be divided between the consumer state – in this case, Maharashtra – and the Central Government.

4)UTGST

UTGST stands for Union Territory Goods and Services tax, applicable to the transaction of goods and services in the Union Territories. It is levied on the supply of products in Andaman and Nicobar Islands, Lakshadweep, Daman Diu, Chandigarh, and Dadra and Nagar Haveli. Note that UTGST is only applicable on Union Territories without a legislature.

Hence, Delhi, Puducherry, and even the newly formed UTs of Jammu & Kashmir are not liable for UTGST but SGST. Simply understanding the UTGST meaning is not sufficient. You must also know the applicable rates.

This tax is collected by the Central Government and is a substitute for the State Goods and Services tax in UTs. Thus, the UTGST percentage is similar to that of SGST, which are 2.5%, 6%, 9%, and 14%.

Furthermore, after understanding the types of GST and rates associated with them, it is vital to know that some products are taxed at 0%. Meat from mammals, birds and fish do not draw such a tax. Additionally, sanitary napkins, bananas, apples, and grapes are other tax-free products.

2.5 IMPORTANCE OF GST

(i) Will help to create a unified common national market for India, giving a boost to foreign investment and "Make in India" campaign.

(ii) Will prevent cascading of taxes as Input Tax Credit will be available across goods and services at every stage of supply;

(iii) Harmonization of laws, procedures and rates of tax;

(iv) It will boost export and manufacturing activity, generate more employment and thus increase GDP with gainful employment leading to substantive economic growth;

(v) Ultimately it will help in poverty eradication by generating more employment and more financial resources;

(vi) More efficient neutralization of taxes especially for exports thereby making our products more competitive in the international market and give boost to Indian Exports;

(vii) Improve the overall investment climate in the country which will naturally benefit the development in the states;

(viii) Uniform SGST and IGST rates will reduce the incentive for evasion by eliminating rate arbitrage between neighbouring States and that between intra and inter-state sales

(ix) Average tax burden on companies is likely to come down which is expected to reduce prices and lower prices mean more consumption, which in turn means more production thereby helping in the growth of the industries. This will create India as a" Manufacturing hub".

2.6 ADVANTAGES OF GST

- A good number of products and/or services are either exempt from tax or charged at 5% or less.

- The poor will receive their due.

- Small traders will find themselves on a level playing field.

- Simplified tax structure with fewer exemptions.

- Products and services will be allowed to move freely across the country.

- Increased competition between manufacturers and businesses will benefit consumers.

- Items such as movie-ticket prices, two-wheelers, televisions, stoves, washing machines, SUVs and luxury cars, two-wheelers, etc. will be cheaper.
  - ➢ Creation of a unified common market.
  - ➢ Increase in manufacturing processes.
  - ➢ Enhancement of exports and investments.
  - ➢ Generation of more jobs through enhanced economic activity.

- Uniform procedures for registration, filing of returns, payment of taxes, and tax refunds.

- Elimination of cascading of taxes thanks to the seamless flow of tax credit from the supplier or manufacturer to the retailer or user.

- Small scale suppliers can make the most of the composition scheme to make their goods less expensive.

- Higher efficiency with regards to the neutralisation of taxes so that exports are globally competitive.

2.7 DISADVANTAGES OF GST:

A few of the notable cons of GST are as follow:

1. **GST Scheme has increased the cost of operation:**

With the GST in place, businesses have to update their books and accounting with the latest GST-compliant software or Enterprise Resource Planning (ERP) software to keep their business afloat. ERP software is costly, and it takes proper training to manage and run this software, thereby increasing the cost to companies. Moreover, compliance with GST norms has drastically increased the operational cost of SMBs, and they have to hire professionals to help them out with the GST laws.

2. **Increased tax liability on SMBs:**

According to the earlier scheme, the excise duty was levied only on businesses with an annual turnover of more than Rs.1.5 crore. However, now businesses with an annual turnover of more than Rs.40 lakh have to pay taxes under the new GST Scheme.

3. **Enhance burden of compliance:**

With the GST scheme in place, every company must register on the GST portal in the state of their operation. The whole process of registering, maintaining documents, invoices, and filing returns is tiresome. It unnecessarily increased the burden on companies that had already been facing too many bureaucratic hurdles in India. On top of that, most states are not that savvy when it comes to technology, increasing the hurdles of compliances for the companies. All of these results in enhanced difficulties for the companies, especially new businesses.

4. **Penalties for non-GST-compliant firms:**

As mentioned above, every company has to register themselves with the GST portal, and if they don't do so, they will have to pay penalties. It is quite possible for MSMEs not to understand the nuances of the GST tax regime. And, in that case, they will either have to hire an expert or look out for online help. Nonetheless, many online platforms are offering free GST-compliant digital invoices for helping SMBs.

2.8 Filing GST Return

GST return is an official document that furnishes all the purchases, sales, tax paid on purchases, and tax collected on sales-related details. The GST returns is required to be filed, following which the taxpayer has to pay off the tax liability.

GST returns has to be filed by all the business entities who are registered under the GST system. The filing process has to be identified on the basis of the nature of the business.

The registered dealer who part of the following activities needs to file a GST return:

- Sales
- Purchase
- Output Goods and
- services tax (on Sales)

Input Tax Credit with GST paid on the purchase

How to File GST Returns Online?

From manufacturers and suppliers to dealers and consumers, all taxpayers have to file their tax returns with the GST department every year. Under the new GST regime, filing tax returns has become automated. GST returns can be filed online using the software or apps provided by Goods and Service Tax Network (GSTN) which will auto-populate the details on each GSTR forms. Listed below are the steps for filing GST return online:

Step:1 Visit the GST portal (www.gst.gov.in).

Step:2 A 15-digit GST identification number will be issued based on your state code and PAN number.

Step:3 Upload invoices on the GST portal or the software. An invoice reference number will be issued against each invoice.

Step:4 After uploading invoices, outward return, inward return, and cumulative monthly return have to be filed online. If there are any errors, you have the option to correct it and refile the returns.

Step:5 File the outward supply returns in GSTR-1 form through the information section at the GST Common Portal (GSTN) on or before 10th of the following month.

Step:6 Details of outward supplies furnished by the supplier will be made available in GSTR-2A to the recipient.

Step:7 Recipient has to verify, validate, and modify the details of outward supplies, and also file details of credit or debit notes.

Step:8 Recipient has to furnish the details of inward supplies of taxable goods and services in GSTR-2 form.

Step:9 The supplier can either accept or reject

CHAPTER – III

DATA ANALYSIS AND INTERPRETATION

ANALYSIS AND INTERPRETATION OF DATA

CHAPTER-III

ANALYSIS AND INTERPRETATION OF DATA

INTRODUCTION:

Though people have many common aspects there are some different in personal or demographic characteristics of individual. Hence in this chapter, and attempt is may to examine the Customer's Perception towards GST.

Analysis of data play a dominant role in the completion of project 60 respondents were met by research team and the data were collected through questionnaire. Data collected through questionnaire was analysed and interpreted. The interpretation of the data was made by using pie chart, bar diagram, Garrett Ranking, Likert's scale, etc., Graphical diagram will give an exact idea about the character of the data. This project gives us a brief view about Customer's Perception towards GST.

TABLE 3.1

CLASSIFICATION BASED ON GENDER

GENDER	NO.OF RESPONDENTS	PERCENTAGE(%)
1. Male	29	48.33
2. Female	31	51.67
TOTAL	60	100

SOURCE: PRIMARY DATA
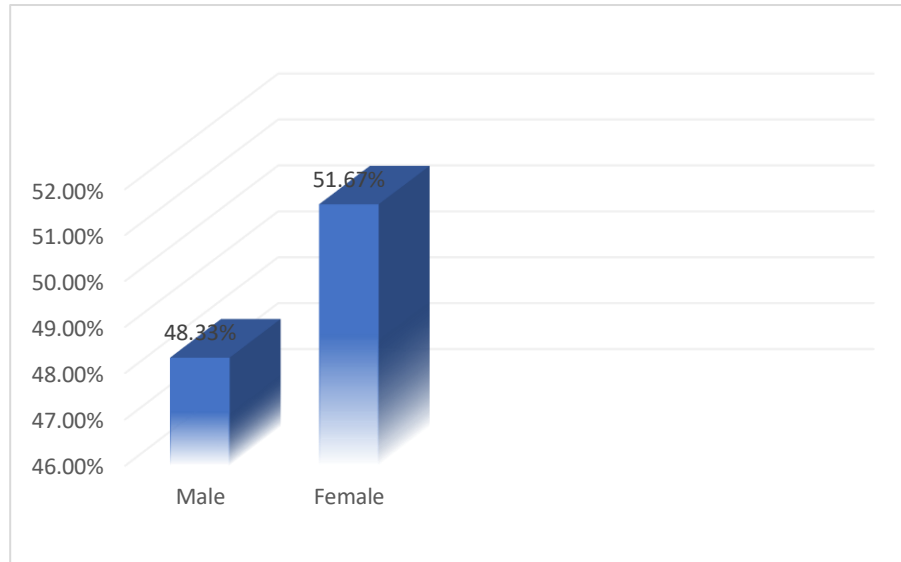
INFERENCE:

From the above table, it is founded that 51.67% of the respondents are Female and 48.33% of the respondents are Male. The majority of the respondents are Female.

TABLE 3.2

CLASSIFICATION BASED ON AGE

AGE GROUP	NO.OF RESPONDENTS	PERCENTAGE(%)
1. 18 to 25	33	61.66
2. 26 to 50	19	31.67
3. Above 50	4	6.67
TOTAL	60	100

SOURCE: PRIMARY DATA
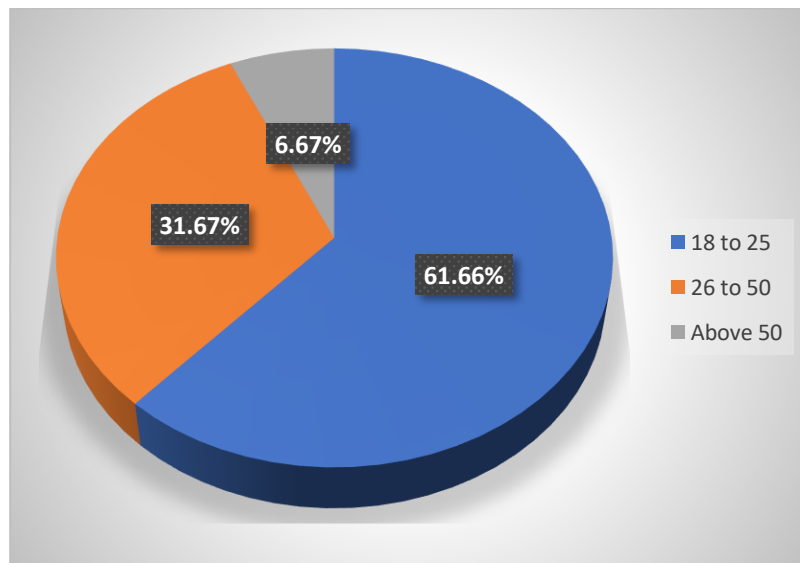
INFERENCE:

It revealed that 61.66% of the respondents belong to the age group 18 – 25, 31.67% of the respondents belong to the age group 26 – 50 and 6.67% of the respondents are above the age of 50. Majority of the respondents are of the age group 18 – 25.

TABLE 3.3

CLASSIFICATION BASED ON EDUCATIONAL QUALIFICATION

EDUCATION QUALIFICATION	NO.OF RESPONDENTS	PERCENTAGE(%)
1. SSLC	2	3.33
2. Higher secondary	5	8.33
3. Graduate	40	66.67
4. Post Graduate	13	21.67
TOTAL	60	100

SOURCE: PRIMARY DATA
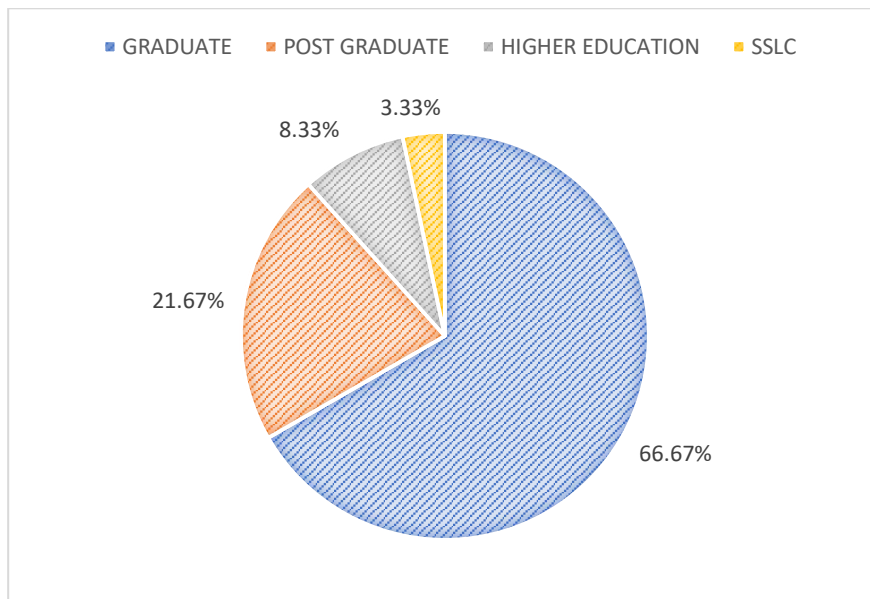
INFERENCE:

From the above pie chart, it is found that 66.67% of the respondents are graduates, 21.67% are post graduates, 8.33% of the respondents has Higher Secondary as their Educational Qualification and 3.33% has Educational Qualification of SSLC. Majority of the respondents are graduates.

TABLE 3.4

CLASSFICATION BASED ON OCCUPATION

OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE(%)
1. Business	14	23.33
2. Employee	8	13.33
3. Student	28	46.67
4. Professional	10	16.67
TOTAL	60	100

SOURCE: PRIMARY DATA
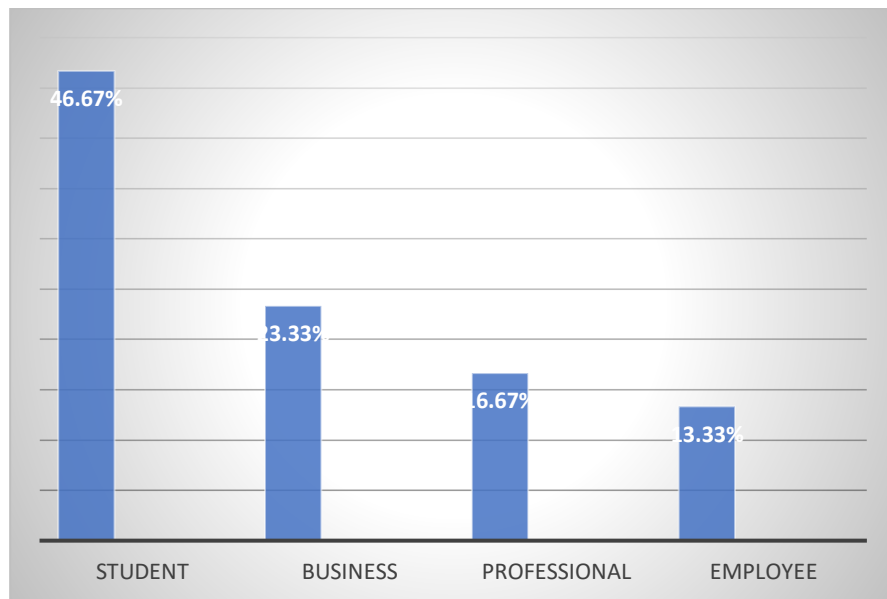
INFERENCE:

It shows that 46.67% of the respondents are students, 23.33% of the respondents are business people, 16.67% are professionals and 13.33% are employees. Majority of the respondents are students.

TABLE 3.5

CLASSFICATION BASED ON INCOME

MONTHLY INCOME	NO.OF RESPONDENTS	PERCENTAGE(%)
1. Less than 10,000	26	43.33
2. 10,000 to 30,000	18	30
3. Above 30,000	16	26.67
TOTAL	60	100

SOURCE: PRIMARY DATA
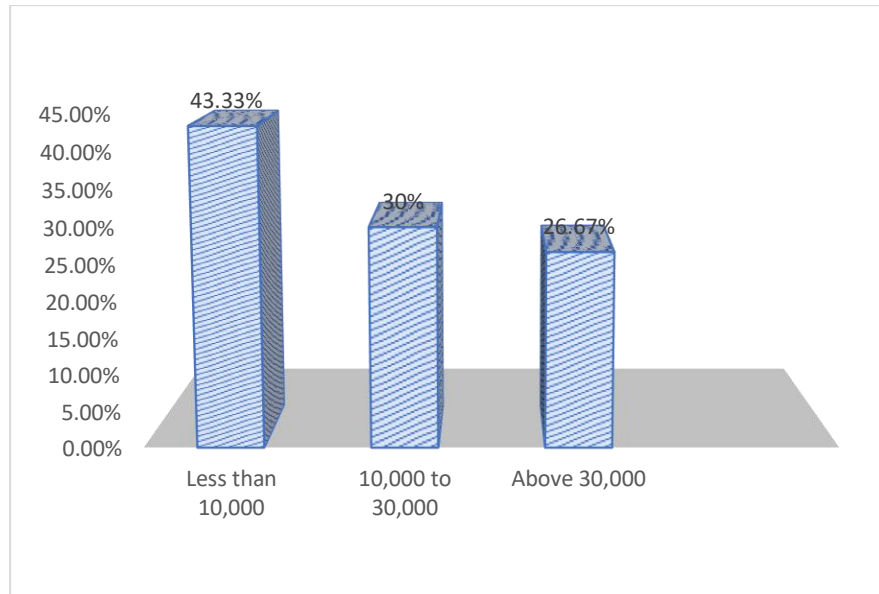
INFERENCE:

It reveals that 43.33% of the respondents has a monthly income less than Rs.10,000, 30% has a monthly income between Rs.10,000 to Rs.30,000 and 26.67% has a monthly income above Rs.30,000. Majority of the respondent's monthly income is less than Rs.10,000.

TABLE 3.6

AWARENESS ABOUT GST

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
1. Yes, I know about GST	51	85
2. No, I don't know	4	6.67
3. May be not sure	5	8.33
TOTAL	60	100

SOURCE: PRIMARY DATA
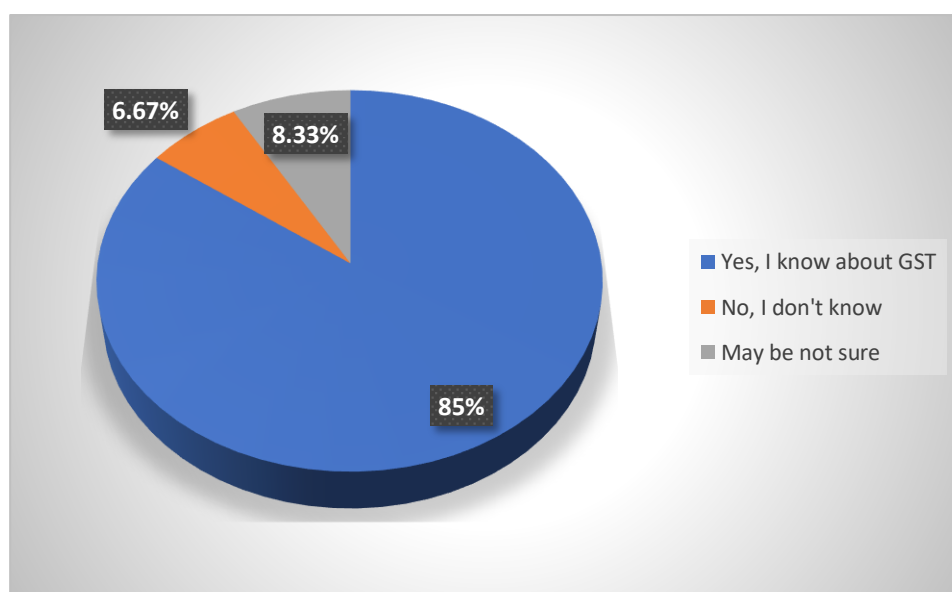
INFERENCE:

It is inferred that 85% of the respondents have awareness about GST, 8.33% of the respondents are not sure about their awareness towards GST and 6.67% of the respondents do not have any awareness about GST. Majority of the respondents have awareness about GST.

TABLE 3.7

SOURCE OF KNOWLEDGE ABOUT GST

SOURCE	NO. OF RESPONDENTS	PERCENTAGE (%)
1. Friends/family	18	30
2. Mass Media	25	41.67
3. Online Source	15	25
4. Others	2	3.33
TOTAL	60	100

SOURCE: PRIMARY DATA
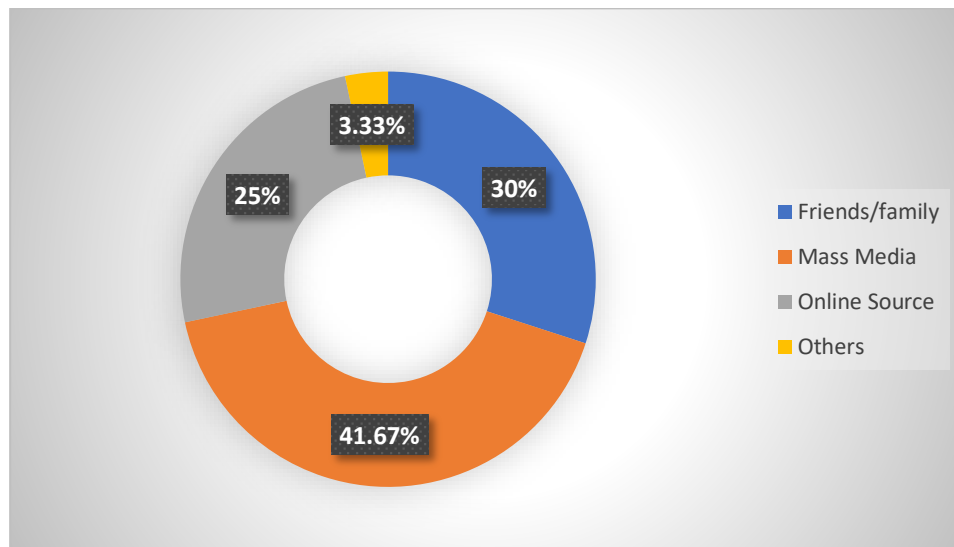
INFERENCE:

It revealed that 41.67% of the respondents get to know about GST through mass media, 30% of the respondents get to know from their friends and relatives, 25% of the respondents through online source, 3.33% of the respondents through other source. Majority of the respondents get to know about GST through mass media.

TABLE 3.8

GST AND ECONOMIC GROWTH

ECONOMIC GROWTH	NO. OF RESPONDENTS	PERCENTAGE (%)
1. GST increases economic growth	37	61.67
2. GST doesn't increase economic growth	8	13.33
3. Both	15	25
TOTAL	60	100

SOURCE: PRIMARY DATA
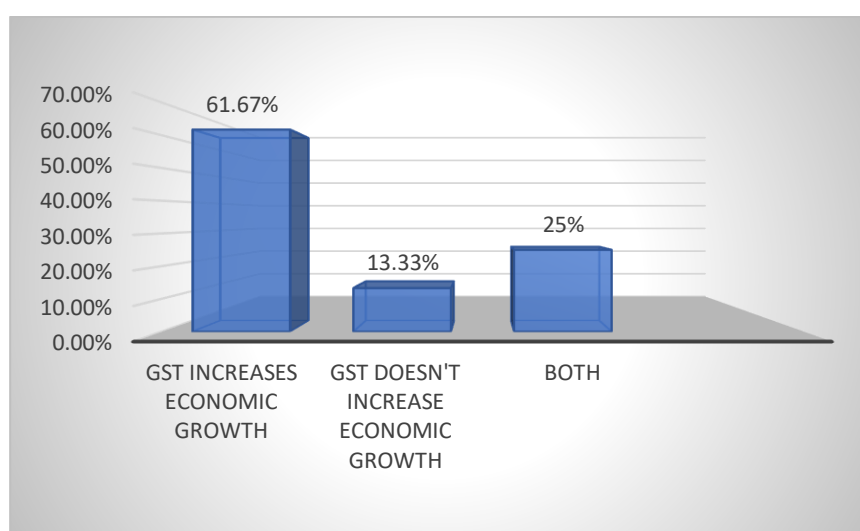
INFERENCE:

It is found that 61.67% of the respondent's opinion is that GST increases economic growth, 25% of the respondents have responded that about GST increases as well as decreases economic growth and 13.33% of the respondents have responded that GST doesn't increase economic growth. Majority of the respondents have an opinion that GST increases economic growth.

TABLE 3.9

RESPONDENTS OPINION ON THE MOTIVE OF GST

MOTIVE	NO.OF RESPONDENTS	PERCENTAGE(%)
1. To bring the tax uniformity in the country	23	38.33
2. To increases government revenue	15	25
3. To replace all indirect taxes	16	26.67
4. Black currency	6	10
TOTAL	60	100

SOURCE: PRIMARY DATA
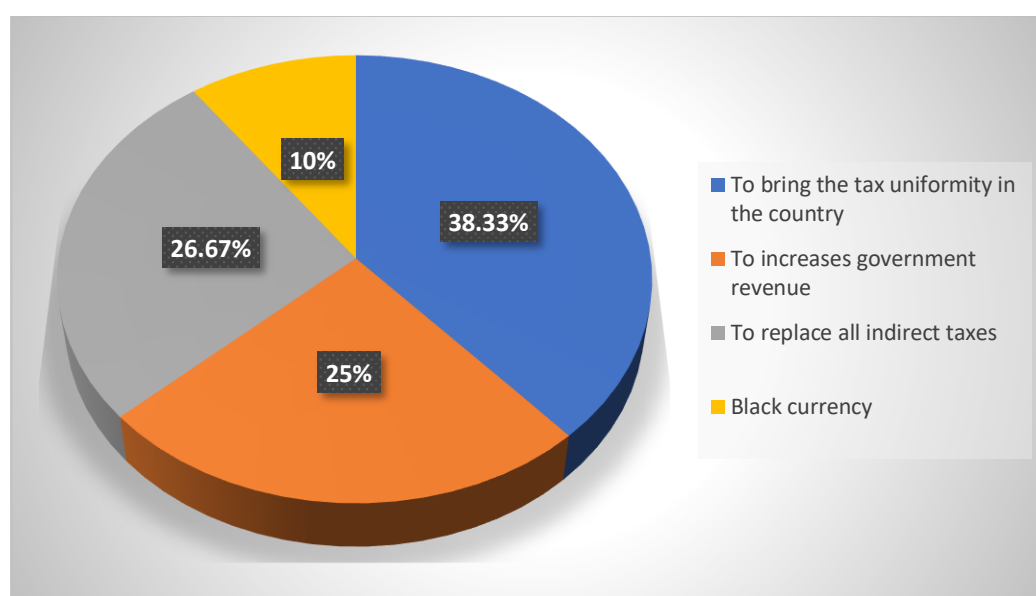
INFERENCE:

It is clear that 38.33% of the respondents think that to bring tax uniformity in the country is the main motive of introducing GST 26.67% of the respondents have responded that GST is introduced to replace all indirect taxes; 25% of the respondents have responded that GST is introduced as to increase government revenue and 10% of the respondents think that introduction of GST is to prevent black money. Majority of the respondents has a opinion that, the motive of the government to introduce GST is to bring tax uniformity in the country.

TABLE 3.10

OPINION WITH REGARD TO GST

S.NO	PARTICULARS	SA	A	N	DA	SDA	TOTAL	RANK
1.	GST is a fair substitute for all taxes.	70	124	33	2	3	232	II
2.	GST reduces tax evasion & frauds.	80	92	54	4	1	231	III
3.	GST has increased cost of living	70	80	63	8	1	222	V
4.	GST will increase inflation	75	88	57	0	6	226	IV
5.	GST increases the tax collection of the government	130	80	21	6	4	241	I
6.	GST helps for social development of the country	70	68	69	8	2	217	VI

SOURCE: PRIMARY DATA

INFERENCE:

From the analysis, the respondents opinion with regard to GST Likert's five point scale, the respondents have highly agreed that GST increases the tax collection of the government and is ranked first followed by, GST is a fair substitute for all tax , GST reduces tax evasion & frauds, GST will increase inflation, GST has increased cost of living and GST helps for social development of the country. It is inferred that the majority of the respondents have highly agreed that GST increases the tax collection of the government.

TABLE 3.11

GST RATE SUITS THE RESPECTIVE PRODUCTS

S.NO	PARTICULARS	SA	A	N	DA	SDA	TOTAL	RANK
1.	Electronic Gadgets like Mobile phones, laptop, head phones (18%)	125	100	24	2	1	252	I
2.	Daily usage products like shampoo, coffee (5%)	70	104	24	8	8	214	III
3.	Cosmetics (28%)	100	88	39	6	2	235	II
4.	Dates, cheese, edible items (12%)	70	36	72	14	6	198	IV

SOURCE: PRIMARY DATA

INFERENCE:

From analysis, the respondents opinion with regard to GST using Likert's five point scale, the respondents have highly satisfied with the GST rate for electronic gadgets, cosmetics, daily usage products like shampoo, coffee and dates, cheese, edible items. It is inferred that majority of the respondents are highly satisfied with the GST rate for electronic gadgets.

TABLE 3.12

GST HAS INCREASED THE PRICE OF GOODS AND SERVICES

OPINION	NO.OF RESPONDENTS	PERCENTAGE(%)
1. Yes	57	95
2. No	3	5
TOTAL	60	100

SOURCE: PRIMARY DATA
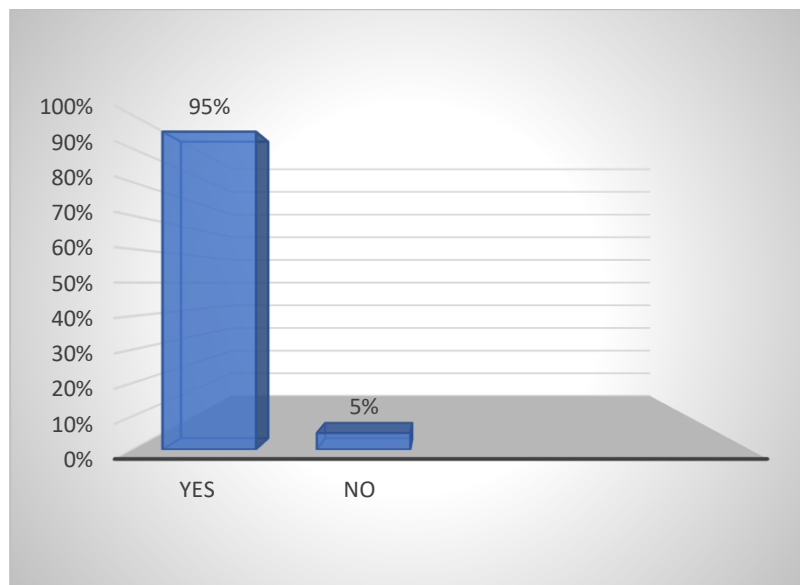
INFERENCE:

From the above bar diagram, it is founded that 95% of the respondents have an opinion that, GST has increased the price of goods and services and 5% of the respondents has an opinion that, GST doesn't increase the price of goods and services. Majority of the respondents feel, GST has increased the price of goods and services.

TABLE 3.13

GST RATES AS PER GOODS

OPINION	NO.OF RESPONDENTS	PERCENTAGE(%)
1. Yes	31	51.67
2. No	29	48.33
TOTAL	60	100

SOURCE: PRIMARY DATA
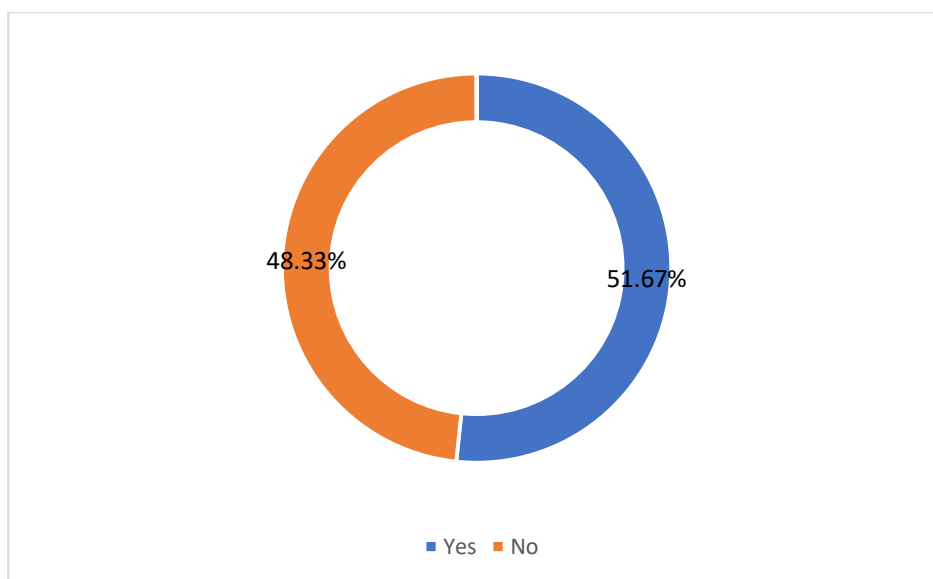
INFERENCE:

It is clear that 51.67% of the respondents think that GST rates are levied according to the respective goods and 48.33% of the respondents think that GST rates are not levied according to the respective goods. Majority of the respondent's opinion is GST rates are levied according to the respective goods

TABLE 3.14

GST ON CASCADING EFFECT

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
1. Decline in cascading effect	8	13.33
2. Minimize in cascading effect	40	66.67
3. No changes in cascading effect	12	20
TOTAL	60	100

SOURCE: PRIMARY DATA
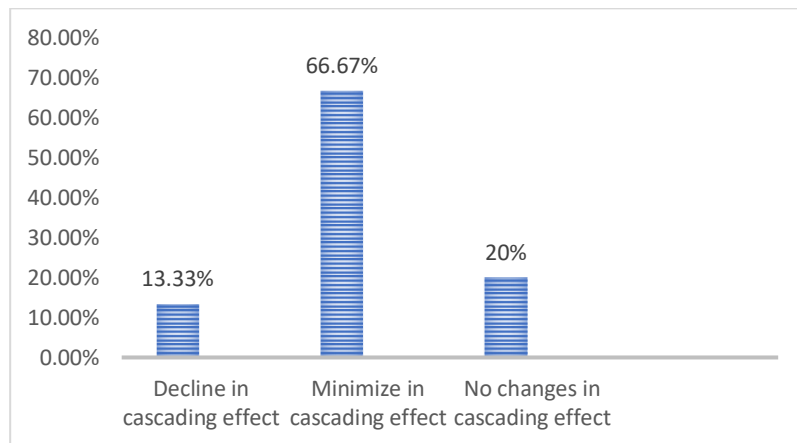
INFERENCE:

It is revealed that 66.67% of the respondents think GST has minimized the cascading effect, 20% of the respondents think there is no changes in cascading effect due to GST and 13.33% of the respondents think there is a decline in cascading effect due to GST. Majority of the respondents has an opinion that GST has minimized the cascading effect.

TABLE 3.15

AWARENESS OF CLAIM USING GST BILLS

AWARENESS	NO. OF RESPONDENTS	PERCENTAGE (%)
1. Yes	46	76.67
2. No	14	23.33
TOTAL	60	100

SOURCE: PRIMARY DATA
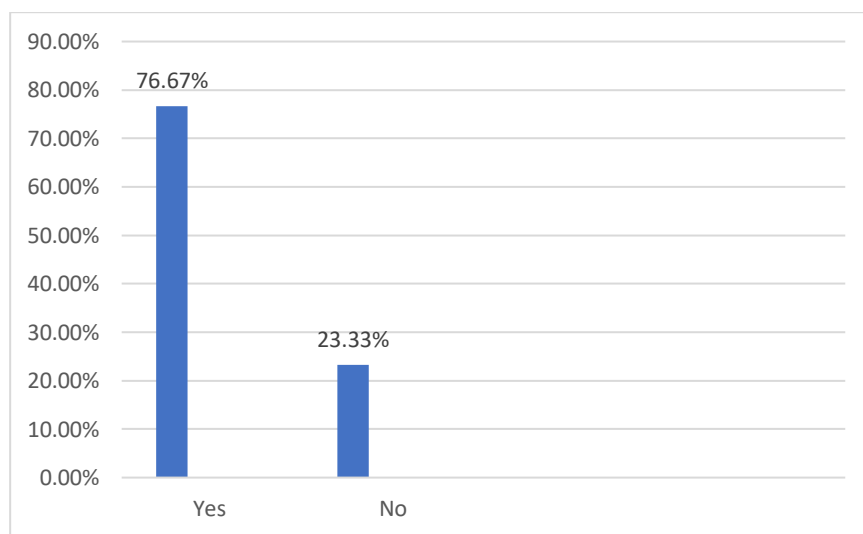
INFERENCE:

 It is inferred that 76.67% of the respondents have awareness that the tax amount can be claimed using GST bills and 23.33% of the respondents doesn't have awareness about it. Majority of the respondents have awareness that GST can be claimed using the payment bills.

TABLE 3.16

CUSTOMER'S SATISFACTION ABOUT GST RATES

SATISFACTION	NO. OF RESPONDENTS	PERCENTAGE (%)
1. Satisfied	29	48.33
2. Dissatisfied	11	18.34
3. Need some changes	20	33.33
TOTAL	60	100

SOURCE: PRIMARY DATA
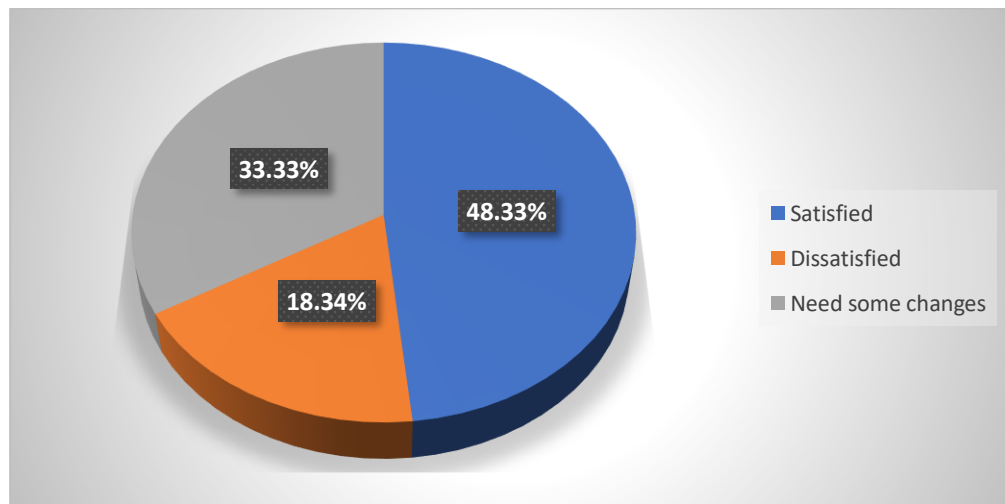
INFERENCE:

It is found that 48.33% of the respondents are satisfied with the GST slab rates, 33.33% of the respondents need some changes in GST slab rates and 18.34% of the respondents are dissatisfied with the GST slab rates. Majority of the respondents are satisfied with the GST slab rates.

TABLE 3.17

DRAWBACKS OF GST

PARTICULARS	GARRETT MEAN SCORE	RANK
1. GST scheme has increased the cost of Operation	52.7	I
2. Increase tax liability on SMBS	49.33	III
3. Enhance burden of compliance	47.5	IV
4. Penalties for Non-GST compliance firms	51.47	II

INFERENCE:

From the analysis, the respondent's opinion on the drawback of introduction using Garrett Ranking of a GST, it is clear that most of the respondents feel that, GST scheme has increased the cost of operation and is rank first followed by penalties for non – GST compliant firm, Increased Tax Liability on SMBS and Enhance burden of compliance.

TABLE 3.18

PROBLEMS WHILE FILING GST:

PROBLEMS	NO. OF RESPONDENTS	PERCENTAGE (%)
1. Technical issues	24	40
2. Security issues	25	41.67
3. Complicated procedure	11	18.33
TOTAL	60	100

SOURCE: PRIMARY DATA
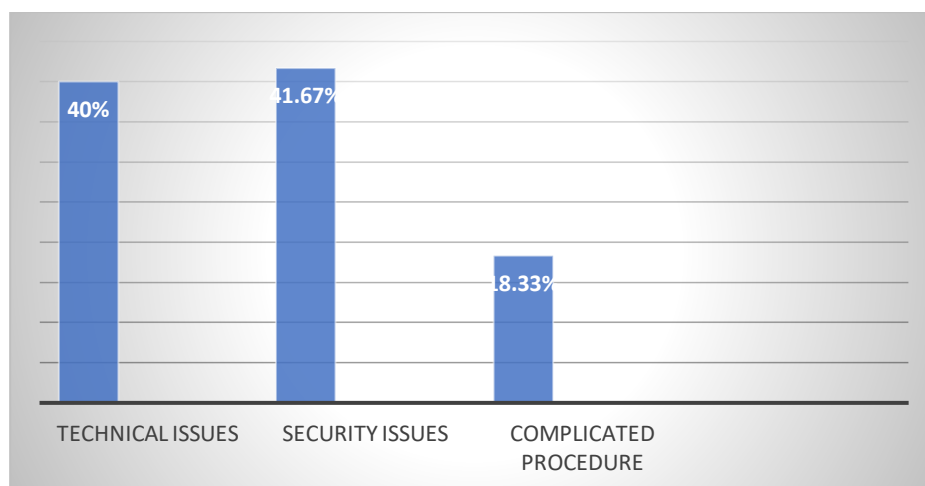
INFERENCE:

It is clear that 41.67% of the respondents are facing security issues, 40% of the respondents are facing technical issue and 18.33% of the respondents feel filing GST return is a complicated procedure. Majority of the respondents feel that filing GST return has security issues.

CHAPTER – IV

FINDINGS AND SUGGESTIONS

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CHAPTER-IV

FINDINGS AND SUGGESTIONS

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INTRODUCTION:

GST is a multi-stage tax system which comprehensive in nature and applied on the scale of goods and services. The main aim of this taxation is to curb the cascading effect of other indirect taxes and its applicable throughout India.

4.1 FINDINGS

- From the study, majority of the respondents (51.67%) are female.
- Majority of the respondents (61.67%) in the study belongs to the age group of 18-25.
- Majority of the respondents in the study are graduates and are well educated. Most of the respondents are students.
- As majority of the respondents are graduates and post graduate, so majority of the respondents have an awareness about GST.
- Nearly 41.67% of the respondents came to know about GST through the source of mass media.
- About 62% of the respondent's opinion is that GST would contribute additional revenue for the economy.
- Majority of the respondents think that the main motive of the government in introduction of GST is to bring tax uniformity in the country.
- Most of the respondents agreed that GST increases tax collection of the government.
- Majority of the respondents are satisfied with GST rate levied on electronic gadgets like Mobile phones, laptops, head phone etc.
- 95% of the total respondents think implementation of GST has increased the price of goods and services.
- Majority of the respondents feel almost GST rates are levied according to the respective goods.
- Majority (66.67%) of the respondents think that GST has minimized the cascading effect (tax on tax).
- Most of the respondents have an awareness that tax can be claimed using GST bills.
- Majority of the respondents (48.33%) are satisfied with GST slab rates.
- Most of the respondents feel that increase in cost of operation in GST scheme as a great drawback.

- Majority of the respondents are facing security issue while compiling GST file return.

- The respondents are feeling good about GST slab rates.

4.2 SUGGESSTIONS:

From the inferred findings, the following suggestions are given by the researchers:

1. The customers should know at least the slab rates of its respective goods which they used to buy.

2. The Government can take some steps to educate people about GST in their school days itself.

3. All the bills should promptly display the GST rates on it, from where people may get know about GST rate to some extent.

4. It is better to cancel tax on daily used essential products.

5. Government may make some alteration in the GST slab rates, in which the customer's feel inconvenient and consider it as a burden.

CHAPTER – V

CONCLUSION

CHAPTER-V
CONCLUSION

This study highlighted the overall perception of Customers towards GST in Thoothukudi District. The Government has put in more effort to ensure that Consumers have a clear understanding and develop a positive perception towards GST, leading to its acceptance. Good understanding between the Government and public is important as it can generate a positive perception towards the taxation policy.

Most probably all the customers have an awareness about GST, that GST is an indirect tax levied on all goods and services but all of them does not have a clear and thorough knowledge about GST slab rates levied on respective goods and filing of GST return. Only few of them, most probably peoples like auditors, accountants and businessmen who registered under GST and deals with GST return filing, have a clear and in-depth knowledge about GST slab rates and filing of GST return.

In general, everyone has a positive perception and acceptance towards GST and its slab rates even though they feel implementation of GST has increased the price of goods and services. Some customers are expecting slight changes in GST slab rates.

The researchers have concluded that, even though the tax rates are a burden to the customers, It is much less than the previous indirect taxation .GST is a positive aspect to the government as it evades black money and the government is also able to identify the tax payers as they can file a return and GST back their money.

ANNEXURE – I

QUESTIONNAIRE

A STUDY ON CUSTOMERS PERCEPTION TOWARDS GST IN

THOOTHUKUDI DISTRICT

1) Name _____

2) Gender _____

   a) Male   b) Female

3) Age _____

   a) 18 to 25   b) 26 to 50   c) Above 50

4) Educational Qualification _____

   a) SSLC   b) Higher secondary   c) Graduate   d) Post Graduate

5) Occupation _____

   a) Business   b) Employee   c) Student   d) Professional

6) Monthly Income _____

   a) Less than 10,000   b) 10,000 to 30,000   c) Above 30,000

7) Marital status _____

   a) Married   b) Unmarried

8) Type of Locality

   a) Rural   b) Urban

9) Type of family

   a) Joint   b) Nuclear

10) Do you have an awareness about GST ?

   a) Yes, I know about GST   b) No, I don't know   c) May be not sure

11) How did you get to know about GST ?

   a) Friends/family   b) Mass media   c) Online source d) Others

12) In your opinion, would GST contribute additional revenue for the economy ?

   a) GST increases economic growth

   b) Doesn't increases the economic growth

   c) May be both

13) In your opinion, what is the main motive of the government in introduction of GST in

   India ?

   a) To bring the tax uniformity in the country

   b) To increases government revenue

   c) To replace all indirect taxes

   d) Black currency

14) Rate the following statements in your opinion with regard to GST:

particulars	Strongly agree	Agree	Neutral	Strongly Disagree	Disagree
1) GST is a fair substitute for all taxes					
2) GST reduces tax evasion & frauds					

Particulars					
3) GST has increased of cost of living					
4) GST will increases inflation					
5) GST increases the tax collection of the government					
6) GST helps for social development of the country					

15) **In your opinion, does the GST rate suits the respective products ?**

Particulars	Strongly Agree	Agree	Neutral	Strongly Disagree	Disagree
1) Electronic Gadgets like Mobile phones, laptop, head phone (18%)					
2) Daily usage products like shampoo, coffee (5%)					
3) Cosmetics (28%)					
4) Dates, cheese, edible items(12%)					

16) Do you think implementation of GST has increased the price of goods and services ?

a) Yes   b) No

17) Whether GST is best replacement for VAT ?

    a) Yes   b) No

18) Whether GST rates are levied according to the respective goods ?

    a) Yes   b) No

19) Do you think that GST is likely to have a positive impact in India ?

    a) Yes   b) No

20) Are you satisfied with the deadline given for GST compliances ?

    a) Excellent   b) Satisfactory   c) Good   d) Poor

21) Do you think transition to GST regime was ?

    a) Smoother   b) Difficult   c) Average

22) In your perception, GST tax structure is

    a) Biased   b) Unbiased   c) Neutral

23) In your opinion, which tax is more beneficial to the government?

    a) GST   b) VAT

24) In your opinion, compared to VAT the procedures for GST has?

    a) Increased

    b) Decreased

    c) No changes at all

25) To which extent, cascading effect (tax on tax) is prevented by GST ?

    a) Decline in cascading effect

    b) Minimize in cascading effect

    c) No changes in cascading effect

26) Do you have an awareness that tax can be claim using GST bills?

    a) Yes   b) No

27) Are you facing any issues in claiming refund under the GST system?

    a) Yes   b) No

28) If Yes, What kind of difficulty do you face _____

29) Do you think GST will be easier to follow?

    a) Easier

    b) Difficult

    c) May be

30) Are you satisfied with GST slab (5%, 12%, 18%, 28%) rates?

    a) Satisfied

    b) Dissatisfied

    c) Need some changes

31) Do you know, Usually GST paid is shared between respective state and central as SGST and CGST?

    a) Yes   b) No

32) 28% GST has been charged on petrol, Due to this, whether you have minimized the usage of petrol?

    a) Minimized to the maximum

    b) Minimized little

    c) No changes in usage (as usual)

33) **Rank the drawbacks of GST**

1) GST scheme has increased the cost of operation	
2) Increased tax liability on SMBS	
3) Enhance burden of compliance	
4) Penalties for Non-GST compliant firms	

34) How long have you doing GST tax return?

   a) Below 1 year   b) 1 year – 2 years   c) 2 years – 3 years   d) Above 3 years

35) What are the disadvantages you face while doing online filing tax return?

   a) Technical issues

   b) Security issues

   c) Complicated procedure

36) What is your overall opinion about GST slab rates?

   a) Excellent   b) Good   c) Average   d) Poor

ANNEXURE – II

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BIBILOGRAPHY

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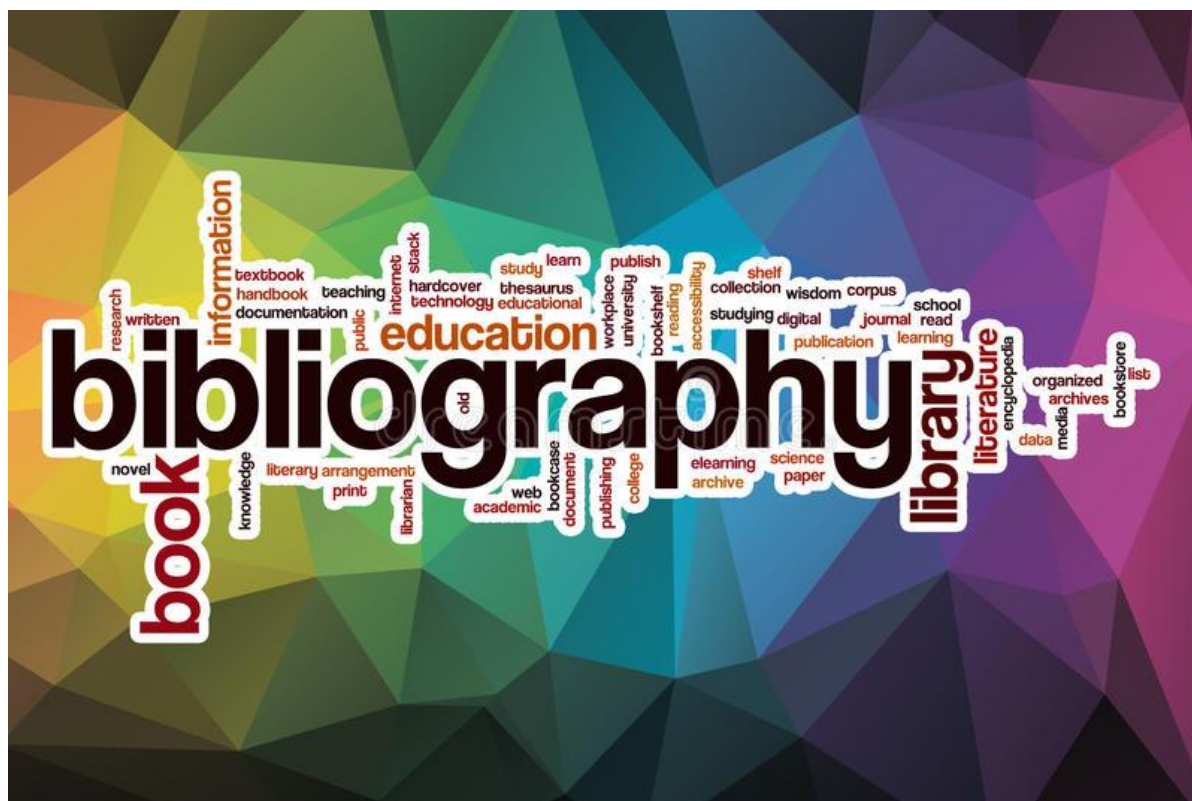
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A STUDY ON ECONOMIC STATUS AND SATISFACTORY OPINION OF WOMEN ENTREPRENEURS IN THOOTHUKUDI DISTRICT WITH SPECIAL REFERENCE TO SMALL SCALE TEXTILE INDUSTRY

A Project submitted in partial fulfilment of the

requirements for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

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DEPARTMENT OF COMMERCE (SSC)

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

(Reaccredited with 'A+' Grade by NAAC)

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

May 2022

DECLARATION

We hereby declared that the project entitled "A STUDY ON ECONOMIC STATUS AND SATISFACTORY OPINION OF WOMEN ENTREPRENEURS IN THOOTHUKUDI DISTRICT WITH SPECIAL REFERENCE TO SMALL SCALE TEXTILE INDUSTRY" submitted in partial fulfillment of the requirements for the award of the degree of Bachelor of Commerce is our original work done under the guidance and supervision of **Dr. B. Geetha Maheswari M.Com., M.Phil., MBA., NET., Ph.D.** This project has not previously formed the basis for the award of any other degree or other similar titles and it represents entirely an independent work.

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Place: Thoothukudi
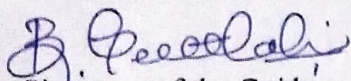
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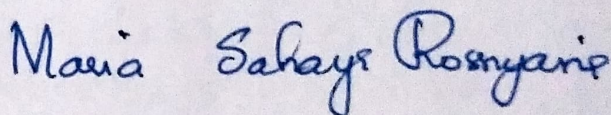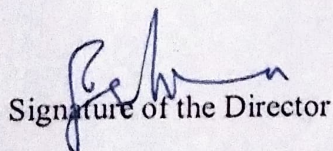
CERTIFICATE

It is to certified that this short term project work entitled "A STUDY ON ECONOMIC STATUS AND SATISFACTORY OPINION OF WOMEN ENTREPRENEURS IN THOOTHUKUDI DISTRICT WITH SPECIAL REFERENCE TO SMALL SCALE TEXTILE INDUSTRY" submitted to St.Mary's College (Autonomous) affiliated to Manonmaniam Sundaranar University is done in the partial fulfilment of the requirements for the award of the degree of Bachelor of Commerce and is a record of work done in the Department of commerce (SSC), St. Mary's college (Autonomous), Thoothukudi during the year 2021-2022 by the following students.

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ACKNOWLEDGEMENT

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CHAPTER I

INTRODUCTION

1.1 INTRODUCTION

Woman of this century is emerging as the bold and intelligent force in the society. She has fewer barriers to overcome, faceless lesser gender agenda in the work environment. She is a daughter who can take responsibility of her parents, a wife who wishes to create a home and a family, a mother who can take charge of her children, at the same time an entrepreneur who builds an enterprise and discovers the relevance and importance of being herself. The women entrepreneurs today are a blend of those who have carried the family legacy forward and those who have carved their own niche without any mentor or legacy.

Level of specialized education in fashion design is prominent in this group. They are focused about their future plans and their priorities in life. This is the generation who sees their profession as their first priority and aspires to be in the league of best designers nationally and internationally, even by sacrificing their life stages and having children. For them working in this profession is for self-achievement and financial independence more than making ends meet. Some of them started their profession before their marriage, and the major factor for selection of spouse was of the condition of continuing their profession post marriage.

1.2 STATEMENT OF THE PROBLEMS

Women constitute around half of the total world population. They are therefore regarded as the better half of the society. In traditional societies, they were confined to the four walls of houses performing household activities. In modern societies they have come out of the four walls to participate in all sorts of activities. The global evidences prove that women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on. Now they have started plunging into industry also and running their enterprises successfully.

Although small businesses owned by women have traditionally focused on fashion, food and other services sector, but recently women entrepreneurs have been moving rapidly into manufacturing, construction and other industrial filed. Women owned business are lightly increasing in the economics of almost all countries. The hidden entrepreneurial potential of women has gradually been changing with the growing sensitivity to the role and economic status in the society. It means women have the potentials, skill, knowledge and adaptability to run a business successfully.

Women entrepreneurs have to depend largely on intermediaries for the distribution of their products. These intermediaries take a major portion of their profits. It may be possible for the women entrepreneurs to eliminate the middlemen, but it requires additional investment of capital and a lot of travel. Women entrepreneurs find it difficult to capture market and popularise their products. Finance is the life blood of every business. Both long term and short term funds are required for business. For obtaining loans and advances from financial institutions, they have to provide collateral securities. But, usually women do not have property in their names and this hinders them from obtaining external sources of funds.

The banks also consider women as less credit worthy and discourage women borrowers on the belief that they can at any time leave their business and become housewives again. Under these circumstances, women entrepreneurs are bound to rely on their savings and loans from friends and relatives. The quantity of such funds is often negligible leading to the failure of women enterprises. Male chauvinism is still the order of the day in India. The constitution of India speaks of equality between sexes. But, in practice women are treated as 'abeles'. Women suffer from male reservations about their roles, abilities and capacities keeping all these in mind. Hence, the research team tries to study the key opportunities and threats of women entrepreneurs in the textile business and find out the obstacles faced by them towards the successful upliftment of the textile business

1.3 OBJECTIVES OF THE STUDY

- To analyse the demographic characteristics of the women entrepreneurs in the study area.
- To study the current position and situation of the Textile industry.
- To find out the strengths and weaknesses of women entrepreneurship in the study area.
- To identify the key opportunities and threats in the textile business of the study area.
- To analyse the problems faced by the various departments manager and labours.
- To refer the valuable suggestions based on the study.

1.4 RESEARCH METHODOLOGY

This section attempts to describe the methodology of the present study. Primary data was collected from the respondents through questionnaire. Secondary data was collected from website, newspapers, magazines, brouchers and the like.

1.4.1 Sampling design

By adopting convenience sampling method, the respondents were selected among all age groups and the questionnaires were distributed among them to elicit primary data.

1.4.2 Scope of the study

The study is scattered overall age group in Thoothukudi. This study consists of women entrepreneurism small scale textile industries with special reference to people residing in Thoothukudi and the study has taken into consideration only the present condition and status of the women entrepreneurs in small scale textile industry of the study area.

1.4.3 Period of study

The time taken for the study was three months from February 2022 to April 2022. Primary data was collected through questionnaire during the month of March 2022

1.4.4 Frame work analysis

The Data collected was analysed through questionnaire by using the following statistical tools namely,

- Percentage analysis
- Pie chart
- Bar diagram
- Simple ranking method
- Five point scaling method

In the research, the respondents were asked to rank about some special features of women entrepreneurs opinion in small scale textile industry on the basis of Five Point Scaling technique.

The parameters considered in Five point Scaling Table are rated according to the opinion of the respondents. For computing the total score, certain weights has been assigned to various degree of opinion like 1st rank – Highly Satisfied(HS), 2nd rank – Satisfied(S), 3rd rank – moderate(M), 4th rank -Dissatisfied (DS), 5th rank – Highly Dissatisfied (HDS)]. By multiplying these weights with corresponding number of respondents to get individual scores give a total for concerned factors. From the Total Score of Total Response, Average Score is computed by dividing the total no of respondents. Then, the ranks are assigned on basis of Average Weighted Score. This is the representative of different respondents' opinion.

1.5 LIMITATIONS OF STUDY

Each and every task has certain limitations and hurdles in the course of its performance.

- A sample size of 61 respondents is not enough to gauze their views and satisfaction of customers living in Thoothukudi but keeping in view social and cultural variations amongst the population, the result of the study cannot be generalized to each and every part of Thoothukudi.
- The data was collected using a questionnaire; the interviewer's inability to understand and record the responses correctly is possible.
- The sample selected may not represent the exact characteristics of the population. So the suggestion given will not be applicable for entire population.
- The first problem we faced is in getting co-operation of the customers. As many of the respondents we approached did not agree to the need and utility of the project and hence. There is a chance of respondent's bias.
- The behaviour of the customers is unpredictable which may result in the lacking of accuracy in the data collected.
- Many of the respondents were hesitating to give their personal details.

1.6 CHAPTER SCHEME

This project has been organized and presented in four chapters:

- Chapter 1: Introduction and design of study.
- Chapter 2: Profile of the study and Review of related studies
- Chapter 3: Data analysis and interpretation of the study
- Chapter 4: Findings, Suggestions and Conclusion

ANNEXURE

- Bibliography
- Questionnaire.

CHAPTER II

PROFILE OF THE STUDY AND REVIEW OF RELATED STUDIES

CHAPTER-2

2.1 Introduction:

Women entrepreneurs of developing countries working in the textiles and garments sectors are now better equipped to create and position their products to meet buyers' requirements and to compete in global markets, thanks to a training workshop organized by the International Trade Centre (ITC).Nine women entrepreneurs selected by ITC from Ethiopia, Mongolia, Papua New Guinea and Peru met buyers and designers, received mentoring from industry specialists and participated in a guided visit to retail outlets as part of a Buyer Mentor Group held from 5–6 December 2013 at the House of Commons in London. The women entrepreneurs were accompanied by representatives of trade support institutions from their countries.

The workshop, organized under the ITC-led Global Platform for Action on Sourcing from Women Vendors, comprised 12 training sessions on topics such as product development, buyers design requirements, market research, branding and its association to sales and marketing, and ethical values. The trainings were led by industry experts, members of academia and advocates of sustainable development in the textile and garment industries. Participants were also able to meet with potential buyers and receive feedback on their products.The session on product development, for example, demonstrated how to expand product lines by using mood boards, which are used in the industry to display product range and brand identity to buyers. The entrepreneurs created their own mood boards, using images of traditional fashion items and displaying them in a way that would appeal to buyers around the world.

The entrepreneurs learned about intellectual property and copyright, as well as brand creation, to increase the profitability of their businesses. The entrepreneurs were also encouraged to retain the use of vibrant colours and patterns in their designs, in addition to the use of muted and neutral colours typically associated with consumer preferences in the European and United States markets. A session on e-commerce marketing and promotion covered effective online sales techniques, from tips on photographing products and displaying them on the website, to strategies to attract customers using social media and blogs. As a result of the trainings, the vendors made plans for new designs, products and colours; adjusted the prices for some of their

products; discussed the creation of new fabrics and textiles by blending materials such as cashmere, silk and cotton; and discussed new business opportunities.

2.2 Definition:

According to Schumpeter, "Women who innovate, imitate or adopt a business activity are called women entrepreneurs." According to the Government of India, a woman entrepreneur is defined as "an enterprise owned and controlled by a woman and having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women."

But this definition is opposed by the women entrepreneurs because of the imposition of the condition of employing more than 50 percent women workers. They point out that this condition is discriminatory. They argue that the enterprises set up by women should be provided with incentives and support on the basis of their ownership and management characteristics and not on the basis of employment of women.

In a nutshell, we may state that women entrepreneurs are those women, who think of a business enterprise, initiate it, organise and combine the various factors of production, operate the enterprise and undertake risks and handle economic uncertainties involved in running a business enterprise.

2.3 History:

India has been well known for her textile goods since very ancient times. The traditional textile industry of India was virtually decayed during the colonial regime. However, the modern textile industry took birth in India in the early nineteenth century when the first textile mill in the country was established at fort gloster near Calcutta in 1818. The cotton textile industry, however, made its real beginning in Bombay, in 1850s. The first cotton textile mill of Bombay was established in 1854 by a Paris cotton merchant then engaged in overseas and internal trade. Indeed, the vast majority of the early mills were the handiwork of Paris merchants engaged in yarn and cloth trade at home and Chinese and African markets.

The first cotton mill in Ahmedabad, which was eventually to emerge as a rival centre to Bombay, was established in 1861. The spread of the textile industry to Ahmedabad was largely due to the Gujarati trading class. The cotton textile industry made rapid progress in the second half of the nineteenth century and by the end of the century there were 178 cotton textile mills; but during the year 1900 the cotton textile industry was in bad state due to the great famine and a number of mills of Bombay and Ahmedabad were to be closed down for long periods.

2.4 Textile Industry and its Dimension:

2.4.1 Fashion Design Profession:

Fashion design is the art of applying design, aesthetics, clothing construction and natural beauty to clothing and its accessories. It is influenced by culture and different trends, and has varied over time and place. A fashion designer creates clothing, including dresses, suits, pants, and skirts, and accessories like shoes and handbags, for consumers. The designer can specialize in clothing, accessory, or jewelry, or may work in more than one of these areas. Fashion is the emblem of status symbol and lifestyle. It determines what is in vogue and what's out. With the onset of globalization and exposure to media the fashion scenario in India has travelled the globe and today shares the same ramp as top designers of Milan and New York. Thus fashion designing is an important avenue at India.

The fashion design profession has graduated from a side activity done from home by most women to a fully-fledged business in the form of fashion Boutiques today. The paper attempts to study the social and professional life of women fashion designers at Ahmedabad who are from different backgrounds and from different generations starting from the early 70s till present. The study is done with a qualitative approach through personal interactions and focus group survey with 15 women entrepreneurs. Insights are shared into their changing personal vs. professional outlook, social and financial support received, business acumen and managerial abilities developed and their changing mind-set in particular with changing views of society towards them, as they become more able, ambitious and successful in their business ventures. Fashion is a term commonly used in relation to clothes, dresses, garments, textiles and so on. Fashion designing has come a long way from the mere designing of clothing. Fashion designing has evolved into a full-fledged industry today. It is well accepted as a career option all over the world. The fashion industry ranks among the high growth sectors of the economy.

2.4.2 Boutique

A boutique is a small financial firm that provides specialized services for a particular segment of the market. These boutique firms may specialize by industry, client asset size, banking transaction type, or other factors to address a market not well addressed by larger firms.

Bulge bracket is a slang term referring to large, multi-national investment banks that traditionally focus on the needs of big corporations. Boutique firms, on the other hand, tend to specialize in meeting the investment needs or banking needs of smaller companies, companies is specific industries or provide niche services.

2.4.3 Tailoring:

Anyone who has ever attempted to make a garment quickly understands that the most important element of the final product is how well a garment fits. Tailoring is the art of designing, fitting, fabricating and finishing garments. The word "tailor", which first appeared in the Oxford Dictionary in 1297, comes from a French word "tailler" meaning "to cut." The Latin word for tailor was sorter, meaning someone who patches or mends garments; the English word "sartorial", for something related to tailored garments, is derived from this word.

The art of tailoring dates to the early Middle Ages. Some of the earliest tailors were linen armourers by trade, meaning they created custom, padded linen garments that were worn under chain mail to protect the wearer from the chafing associated with heavy Armour. From this occupation, the earliest tailors' guilds were born in Europe. Tailoring began to diversify in Western Europe, between the 12th and 14th centuries. Before this time, garments were generally made from a single piece of cloth and were created for the sole purpose of covering or concealing the body; individual style was of no particular interest to a garment's maker or wearer.

2.4.4 Aari Work:

Aari work is a type of embroidery which is done on a stretched fabric and stitching the design with a long needle which has a hook in the end. The needle is named as Aari, from which the embroidery work derives its name as Aari work. This work consists of beads, stones, golden and silver

threads which gives a royal richness to the design. Aari work is known for its elegant thread work that enhances the gravity of hand embroidery. Aari work has marked its existence from 12th century i.e. from the time of Mughal ruling. With time the work has spread to places like Lucknow, Uttar Pradesh, Rajasthan, Gujarat and other places who added their touch of traditional design and recognized the specialty of the work. Sliding from the families of the ruling kings and the queens, today, the craft can be seen on any teenager's cap or top, with the traditional gear of various states, like sarees, chaniya cholis of a bride or on festive attire.

Like other States this work has made its mark even on south of India. Skilled workers use the Aari work to enhance the famous silk sarees of south. Srikalahasti a holy town in Andhra Pradesh also locates the richness of Aari work. Group of women who learned the traditional art teaches other house ladies and give them a chance to make their living better by earning some amount. They are involved in embroidery, Aari work and stitching of clothes. This small institute of artisans is recognized by the government and also being supported for marketing their products.

2.4.5 Colour Specialist:

Fashion colourists are responsible for mixing, developing, and creating colours and colour palettes for clothing, clothing lines, and textiles. In some cases the designer or other client will have a specific colour in mind, and it is up to the colourist to mix it to precise specifications. In others, the colourist might have complete creative freedom to create colours for a client based on the way he or she might interpret them. Fashion colourists are responsible for more than just colour creation. They approve final colour palettes, and they also check and receive swatches and fabrics from overseas dyers. They maintain colour libraries, manage labs, and develop new techniques for mixing and developing colour. They meet with vendors, agents, and mills, and they also develop colour standards.

2.4.6 Machine Embroidery:

Machine embroidery is an embroidery process whereby a sewing machine or embroidery machine is used to create patterns on textiles. It is used commercially in product branding, corporate advertising, and uniform adornment. It is also used in the fashion industry to decorate garments and apparel. Machine embroidery is used by hobbyists and crafters to decorate gifts, clothing, and home decor. Examples include designs on quilts, pillows, and wall hangings.

There are multiple types of machine embroidery. Free-motion sewing machine embroidery uses a basic zigzag sewing machine. Designs are done manually. Most commercial embroidery is done with link stitch embroidery. In link stitch embroidery, patterns may be manually or automatically controlled. Link Stitch embroidery is also known as chenille embroidery, and was patented by Pulse Microsystems in 1994. More modern computerized machine embroidery uses an embroidery machine or sewing/embroidery machine that is controlled with a computer that embroiders stored patterns. These machines may have multiple heads and threads.

2.4.7 Textile and manufacturing units:

Textile manufacturing is a major industry. It is largely based on the conversion of fibre into yarn then yarn into fabric. These are then dyed or printed, fabricated into cloth which is then converted into useful goods such as clothing, household items, upholstery and various industrial products. Overall, many things can be made with cotton, not just clothing.

Different types of fibres are used to produce yarn. Cotton remains the most widely used and common natural fibre making up 90 percentages of all-natural fibres used in the textile industry. People often use cotton clothing and accessories because of comfort, not limited to different weathers. There are many variable processes available at the spinning and fabric-forming stages coupled with the complexities of the finishing and colouration processes to the production of a wide range of products

2.5 Special provisions for category of entrepreneurs belonging to schedule caste, schedule tribe and women:

- Interest subsidy to SC/ST and Women Entrepreneurs would be provided at the rate of 5 percent for a period of 5 years without any maximum limit and irrespective of the category of the district.
- Small Scale Industries set up by SC/ST and Women Entrepreneurs in advanced districts would be given investment subsidy at the rate of 15% of Fixed Capital Investment to a maximum of Rs.5 lacks.
- Maximum limit of Investment subsidy on fixed capital investment for Small Scale industries set up by SC/ST and Women Entrepreneurs would be Rs.6 lakhs, Rs.12 lakhs and Rs.17.50 lakhs in backward 'A', 'B', and 'C' category of districts respectively.

2.6 Schemes for the development and promotion of Women Entrepreneurs:

According to the Third All India Census of Small Scale Industries conducted in2001-02 and subsequent estimates made, only 10.11% of the Micro and Small Enterprises in India are owned by women while 9.46 percent of the MSE enterprises are managed by women. Currently (2006-07) their estimated number is 12.99 lakhs women managed enterprise and 12.15 lakhs women managed enterprise. In order to encourage more and more women enterprises in the MSE sector, several schemes have been formulated by this Ministry and some more are in the process of being finalized, targeted only at the development of women enterprises in India.

2.7 Needs of the Women Entrepreneurship:

The following are the motivational needs for which modern women are motivated to become entrepreneurs:

2.7.1 Desire for High Achievement:

Another motive force compelling women to enter business world is their strong desire for high achievement in their life. In modern days, though women are educated, they are not able to find jobs in the market place or they may not be able to go out of their homes for working somewhere else because of family problems.

Therefore, a woman is tempted strongly by a desire to achieve something high and valuable and prove herself as an asset and not a liability to the family. This is the strongest motivating force for a woman to become entrepreneurs.

2.7.2 Independence:

Another strong motive force compelling a woman to become an entrepreneur is to lead an independent life with self-confidence and self-respect. The ownership and control of a successful business provides a woman entrepreneur a prestigious status, personal reputation and a sense of independence in the society.

2.7.3 Education:

Women have been taking up various kinds of technical, vocational, industrial, commercial and specialized education so as to qualify themselves to be self-employed in some kind of trade, occupation, vocation or business. Facilities are also being provided to women in areas where they can grow and blossom as persons in their own right. Women have proved in modern days that they are no less than men in efficiency, hard work or intelligence or even they can surpass men in several fields.

2.7.4 Employment Generation:

Another influencing factor that motivates women to become entrepreneurs is the creation of employment opportunities. Women entrepreneurs generally take up labor intensive small scale and village industries or handicrafts and they have high potential in employment generation.

2.7.5 Growing Awareness:

With the spread of education and the growing awareness among women, the women entrepreneurs have been increasing, not only in the kitchen extension activities i.e. the 3 Ps viz. pickles, powder (masala) and papad or the traditional cottage industries, such as toy-making, basket-making etc. as they require less technical know-how, but they are entering also into engineering, electronics and many other industries which require high level technical skill. Thus, women entrepreneurs are found in such technical industries as T.V. capacitor, electronic ancillaries, and small foundries.

Thus, in modern days, women do not want to stay within the four walls of a house but they want to become, like their male, counterparts, achievement-oriented, career-minded and economically independent so that they would be able to provide costly high level medical and technical education to their children and, lead a high standard of living in their life.

2.8 Factors affecting the women entrepreneurship:

2.8.1 Adequate Financial Facilities:

Finance is the life-blood of any business, whether it is run by men entrepreneurs or women entrepreneurs. The Government has set up industrial estates for women. It should therefore provide the required financial facilities to the women entrepreneurs so as to motivate them to start their business or industry in such estates.

Several financial schemes like Mahila Udyam Nidhi, Marketing Development Fund etc., have been set up only for women entrepreneurs. In addition, banks and development finance institutions also provide financial assistance to women entrepreneurs. Women will be tempted to start their own business ventures when such facilities are easily available to them.

2.8.2 Innovative Thinking:

Innovative thinking in women motivates them to become entrepreneurs. Women who have entrepreneurial talent and who have innovative thinking are naturally induced to take up small business or industry to convert their innovating and talent into a position of entrepreneurship instead of employment.

2.8.3 Support and Cooperation of the Family:

Another important factor that induces women to take up entrepreneurship is the full co-operation and encouragement of the family members, particularly, husband, father-in-law and mother-in-law, grown-up sons and daughters and other members, if any. In a modern educated family, women members generally enjoy more liberty and economic freedom. So naturally, they will be anxious to have their own source of income from their business.

2.8.4 Availability of Experienced and Skilled Women:

Women entrepreneurs would be able to provide experienced and skilled people to family occupations. Therefore, women will be motivated to become entrepreneurs.

2.8.5 Development Programmes:

The Central and State Governments have started several development and training programmes particularly for women so as to enable them to become entrepreneurs. Such training

and development programmes provide all types of facilities to women to start their business independently.

2.9 Factors Influencing Woman to become an Entrepreneur:

A study conducted by International Labour Organization (ILO) (2006) has found four personal and four external factors that influence women entrepreneurs' success.

Personal factors comprise –

    (1) Motivation and Commitment

    (2) Abilities and Skills

    (3) Ideas and Markets

    (4) Resources.

External factors consist of –

    (1) Business Development Organizations

    (2) Broader Enabling Environment

    (3) Economic/market environment

    (4) Socio-cultural context.

The business development organizations factor considers the roles of government, NGOs, private sector, membership organizations and donors. The economic/market environment factor ponders opportunities and threats. The socio-cultural context factor considers attitudes, aspirations, confidence etc.

The five factors include

    (1) Entrepreneurship Education and Training

    (2) Socio-cultural, Legitimacy and Acceptance

    (3) Access to finance

(4) Business Assistance and Support

(5) Administrative and Regulatory Framework.

2.10 Functions of Women Entrepreneurship:

As an entrepreneur, a woman entrepreneur is required to perform all the functions involved in establishing an enterprise. These functions include idea generation and screening, determination of objectives, project preparation, product analysis, determination of forms of business organization, completion of promotional formalities, rising of funds, procuring men, machine and materials and operation of business.

Fredrick Horbison has enumerated the following functions five functions of a woman entrepreneur:

1. Exploration of the prospects of starting a new business enterprise.

2. Undertaking of risks and handling of economic uncertainties involved in business.

3. Introduction of innovations or imitation of innovations.

4. Co-ordination, administration and control.

5. Supervision and leadership.

2.11 Qualities of Women Entrepreneurship:

Women entrepreneurs establish their businesses while exhibiting array of qualities.

Following is an indicative list of some of the qualities of women entrepreneurs:

1. Accept challenges

2. Ambitious

3. Hard working

4. Patience

5. Motivator

6. Adventurous

7. Conscious

8. Educated

9. Intelligent

2.12 Role and Importance:

In this dynamic world, women entrepreneurs are a significant part of the global expedition for sustained economic development and social progress. Due to the growing industrialization, urbanization, social legislation and along with the spread of higher education and awareness, the emergence of Women owned businesses are highly increasing in the economies of almost all countries. In former days, for Women there were 3 Ks- Kitchen, Kids, Knitting, then came three Ps- Powder, Pap pad, Pickles and now at present there are four Es- Electricity, Electronics, Energy, and Engineering. Indian women had undergone a long way and are becoming increasingly visible and successful in all spheres and have shifted from kitchen to higher level of professional activities.

Women entrepreneurs are fast becoming a force to reckon with in the business world and are not only involved in business for survival but to satisfy their inner urge of creativity and to prove their capabilities. Educated Women is contributing to a great extent to the social transformation and in the future, will be seen that more women venturing into areas traditionally dominated by men. Today's women are taking more and more professional and technical degrees to cope up with market need and are flourishing as de signers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. It is perhaps for these reasons that Government Bodies, NGO's, Social Scientists, Researchers and International Agencies have started showing interest in the issues related to entrepreneurship among women in India.

2.13 Women Entrepreneurs over the world:

Jeanne Lanvin

One of the earliest female entrepreneurs in fashion, Jeanne Lanvin, opened a millinery house in 1889. Later inspired by her daughter, Marguerite Marie-Blanche di Pietro, Lanvin began creating lavish dresses for little girls using delicate silks and gorgeous embroidery. Lanvin's matching children's wear and adult ensembles flew off the shelves, and her department store strategy was ahead of her time —by the 1920s, her line expanded into sportswear, furs, home décor, lingerie, menswear, swimwear and fragrance.

Coco Chanel

Gabrielle Bonheur "Coco" Chanel was a French fashion designer and businesswoman. The founder and namesake of the Chanel brand, she was credited in the post-World War I era with popularizing a sporty, casual chic as the feminine standard of style.

Madeleine Vionnet

Considered the "architect among dressmakers," Vionnet changed fashion forever when she launched her fashion house in 1912. She quickly became known for her sculptural approach to clothing design. Her gowns mimicked classic Greek statues, with excessively beautiful draping and pleating. Ladies fell in love with the comfort and fluidity of her pieces.

Sara Blakely

The inventor of Spanx undergarments for women and men, Blakely started with only $5,000 of her own money, an idea, and pure drive. Today, the brand is sold in more than 50 countries. Like Tory Burch, Blakely also has a foundation to help women worldwide. To support women entrepreneurs during the 2020 economic crisis, she teamed up with Global Giving to launch the Red Backpack Fund, which awarded more than a thousand $5,000 awards to women business owners

Tory Burch

Founder of her namesake company, Tory Burch launched the U.S.-based clothing and fashion line in 2004. The brand now brings in $1.5 billion in sales annually. She is included in Forbes' list of most powerful women in the world in 2020.

2.14 Women Entrepreneurs over the India:

The Ministry of Textiles has released Rs 9,000 crores to the textile industry under the Textile Up gradation Fund Scheme (TUFS). I hope more women entrepreneurs would avail of facilities under TUFS and other schemes like Scheme for Integrated Textile Park (SITP), said Mrs. Shashi Singh, joint textile commissioner, Ministry of Textiles, Government of India, while inaugurating the workshop for women entrepreneurs organised by FICCI with the support of the Office of the Textile Commissioner, Ministry of Textiles, Govt of India, in Mumbai. The Ministry of Textiles, Government of India, Maharashtra Government and SIDBI invited women

to avail of several supportive schemes to start their business and help existing entrepreneurs to expand their business.

Ms Ujwala Singhnia

Ms. Ujwala Singhnia, executive director, Raymonds Ltd, said, "If empower a man, it empowers only one person but if you empower a woman you empower the whole family''. Extending the analogy need not go too far to market their products as they have a very huge domestic market, which could be fully tapped. Mrs Anita Kulkarni, assistant general manager, SIDBI presented the various financing schemes of SIDBI which could be availed by the women.

They explore the prospects of starting new enterprise; undertake risks, introduce new innovations, coordinate administration and control business and provide effective leadership in all aspects of business.

In the early seventies, for many women starting their own venture had been about breaking tradition and overcoming long-held socio-cultural mindsets. With changing times, the young women entrepreneurs see having their own business as an important aspect of their life space and self-identity.

2.15 Women Entrepreneurs over the Tamil Nadu:

In our travels across rural Tamil Nadu, we met many women who had a great deal of experience in working in the large garments factories of the state – in Tirupur and Chennai. But, after getting married their family responsibilities forced them to leave their jobs and return to their villages.

Now these young women have put their years of experience to use and are setting up small enterprises in their home villages, sewing garments for India's huge domestic market. As we entered the small hut of rammed earth thatched with coconut leaves, the sounds we heard

belonged to a different world. Amidst the whir of industrial sewing machines, nine young women were busy stitching bolts of fabric into men's shirts, destined for India's vast domestic market for low-cost garments.

2.16 SWOT Analysis of Women Entrepreneurship:

- **Strength:**

Women entrepreneur can be defined as confident, innovative and creative women capable of achieving self-economic independence individually or in collaboration, generate employment opportunities for others through initiating. Establishing and running the enterprise by keeping pace with her personal, family and social life. Women prefer to work from their own residence, difficulty in getting suitable jobs and desire for social recognition motivates them self-employment.

- **Weaknesses:**

Absence of proper support, cooperation and back-up for women by their own family members and the outside world people force them to drop the idea of excelling in the enterprise field. Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. Achievement motivation of the women folk found less compared to male members. The greatest deterrent to women entrepreneurs is that they are women.

- **Opportunity:**

Women inculcate entrepreneurial values and involve greatly in business dealings. Business opportunities that are approaching for women entrepreneurs are eco-friendly technology, Bio-technology, IT enabled enterprises, event management, tourist industry, Telecommunication, Plastic materials, Mineral water, Herbal & health care, Food, fruits and vegetables processing. Women entrepreneurs avail new opportunities in the rural areas such as Ice cream, channel products, papads and pickles and readymade garments.

- **Threats:**

Fear of expansion and Lack of access to technology. Lack of self-confidence, will power, strong mental outlook and optimistic attitude amongst women creates a fear from committing

mistakes while doing their piece of work. Insecure and poor infrastructure and Dealing with male laborers. Indian women give emphasis to family ties and relationships.

Conclusion:

Women entrepreneurship is certainly a sturdy road to be travelled by women where they have to prove themselves. With lots of hurdles on the way, today's women are bold enough to stand out of the crowd setting an example for others. It's upon we, the citizens of country to pay respect an adore her in he was she balances her personal and professional life. If our country wants to be seen on global map as economy of rapid growth, blooming buds of women entrepreneurs need to be fostered first.

REVIEW OF LITERATURE

A literature review is a comprehensive summary of previous research on a topic. The literature review surveys scholarly articles, books, and other sources relevant to a particular area of research. The review should enumerate, describe, summarize, objectively evaluate and clarify this previous research. It should give a theoretical base for the research and help you (the author) determine the nature of your research. The literature review acknowledges the work of previous researchers, and in so doing, assures the reader that your work has been well conceived. It is assumed that by mentioning a previous work in the field of study that the author has read, evaluated and assimilated that work into the work at hand.

1. Goswami, A., & Dutta, S. (2017) stated in the article "E-Commerce Adoption by Women Entrepreneurs in India: An Application of the UTAUT Model". This study conducted by Using a structured questionnaire, responses was solicited via a field survey amongst 144 women entrepreneurs. The research analyzed that the women entrepreneurs have realized that e-commerce applications can enhance the productivity and profitability of their businesses and therefore, it is acting as a positive influence on their intention to use e-commerce. For an effective adoption of e-commerce applications by the women entrepreneurs, widespread and attractive awareness campaigns and training programmes should be conducted, targeting the potential users so that they can be informed about benefits that can be reaped by implementing the services.

2. Turan (2018) pointed their view in the article "Online social media usage behaviour of entrepreneurs in an emerging market: Reasons, expected benefits and intentions". The study aims to examine entrepreneurs' motivations, expected benefits and intentions to use online social media in an emerging market. This study used a quantitative approach to investigate the entrepreneurs' online social media use behaviours. Data are collected from 368 entrepreneurial organizations using structured questionnaires and personal interviews. The research has found that social media becomes an integral part of peoples' personal and business lives around the globe, entrepreneurs need to utilize various social networking sites to build relationships with their existing and new customers. By using social media, entrepreneurs can learn more about their customers' perceptions, behaviours and potentially offer real-time solutions to their problems based on feedback

provided by the customers. Such marketing and customer-oriented activities will enhance entrepreneurs' brand equity through visibility, immediate feedback and improved customer relationships.

3. Archana Vohra (2021) stated their view in the article "Women entrepreneurs, going online are the most promising road ahead". The study is based on secondary data the information was collected from the reports and books. The study concluded that Women business leaders were more likely to make over half of their sales through digital channels. Digital has the ability to break down social barriers, instantly giving any entrepreneur the potential to have her business reach not just across India but also the world. In fact, numerous women have turned their dreams into thriving businesses by using online platforms as their primary medium for consumer engagement and generation of sales.

4. Noor Aziah Abu Bakar &Ahmad Fauzi Ahmad Zaini (2022) stated their opinion in the article "Factors Influencing the Usage of Social Media among Entrepreneurs in Malaysia". This study employed a cross-sectional design and quantitative data was collected from 300 selected student entrepreneurs listed in the 'entrepreneurship centres' in all public universities in Peninsular Malaysia. It was analyzed that student entrepreneurs are more likely to adopt social media as a business platform provided they see it as a way to improve their performance and to increase their own enjoyment while doing so. Risk is not a de-motivating factor in this study, but more of a motivating factor and trust is the most important factor in deciding to adopt. Advancement in technology does not make student entrepreneurs wait to be facilitated with infrastructure and systems and does not motivate them to adopt. In order to increase student's participation in contributing to the economy, it is important for them to take up entrepreneurship. Social media is a good start for students as it is easy and low cost.

5. Alexandra Michota (2013)explained in the article "Digital security concerns and threats facing women entrepreneurs". This study applied quantitative method in order to analyze data and get important information such as demographic information of the respondents. It was found that with the rapid development of the ICTs, the computer systems contain more and more sensitive user data, and security requirements are growing explosively, it is necessary to develop techniques to safeguard privacy, particularly for space-time data.

CHPTER III

DATA ANALYSIS AND INTERPRETATION OF THE STUDY

CHAPTER III

DATA ANALYSIS AND INTERPRETATION OF THE STUDY

3.1 INTRODUCTION:

Though people have many common aspects, they differ in many respects. These different 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 job satisfaction and economic status of women entrepreneurs with special reference to Small Scale Textile Industry.

Analysis of data plays a dominant role in the completion of project. 61 respondents were met by the research team and the data were collected through Questionnaire. Data collected through questionnaire was analysed and interpreted. The interpretation of the data was made by using the Pie Chart, Percentage Analysis, Rank Analysis and the like. The data presented in tabulated form will not give meaning to layman. Graphical diagram will give an exact idea about the characteristics of the data. This project gives a brief description about job satisfaction and economic status of women entrepreneurs with special reference to Small Scale Textile Industry. Analysis is intended to provide the foundation upon which the survey is confidentially conducted.

3.2 Age Wise Classification

Table 3.1

| Age Group (in years)	No. of Respondents	Percentage (%)
18 – 30	27	44.26
30 – 40	15	24.59
40 – 50	15	24.59
50 & above	4	6.56
Total	**61**	**100.00**

Source**:** Primary Data

Inference:

From the above table, it is clear that out of the total respondents taken for study, majority 44.26 percent of the respondents are in the age group of 18-30 years, 24.59 percent of the respondents are in the age group of 30-40 years, 24.59 percent of the respondents are in the age group of 40-50 years and the remaining 6.56 percent of the respondents are in the age group of above 50 years.

Majority 44.26 percent of the respondents are in the age group of 18-30 years.

Chart 3.1
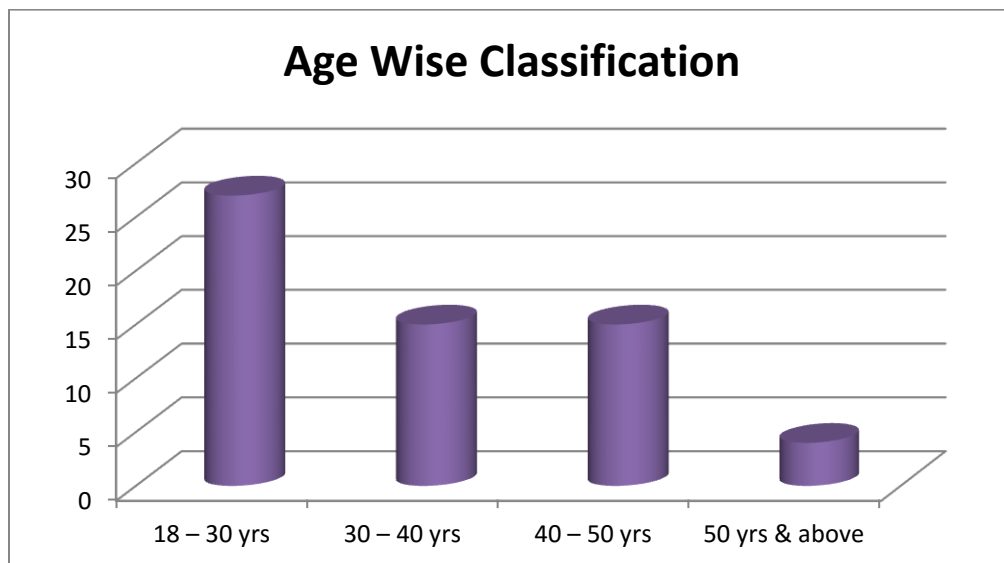
3.3 Education wise Classification

Table 3.2

| Highest Qualification	No. of Respondents	Percentage (%)
Illiterate	12	19.67
SSLC\HSC	14	22.95
UG\Diploma	22	36.07
PG	11	18.03
Professional	2	3.28
Total	**61**	**100.00**

Source**:** Primary Data

Inference:

From the above table 3.2, it is clear that out of the total respondents taken for study, majority 36.07 percent of the respondents are degree holders, 22.95 percent of the respondents have completed SSLC\HSC, 19.67 percent of the respondents are Illiterate, 18.03 percent of the respondents are PG degree holders, 3.28 percent of the respondents are professional degree holders.

Majority 36.07 percent of the respondents are UG/Diploma holder.

Chart 3.2
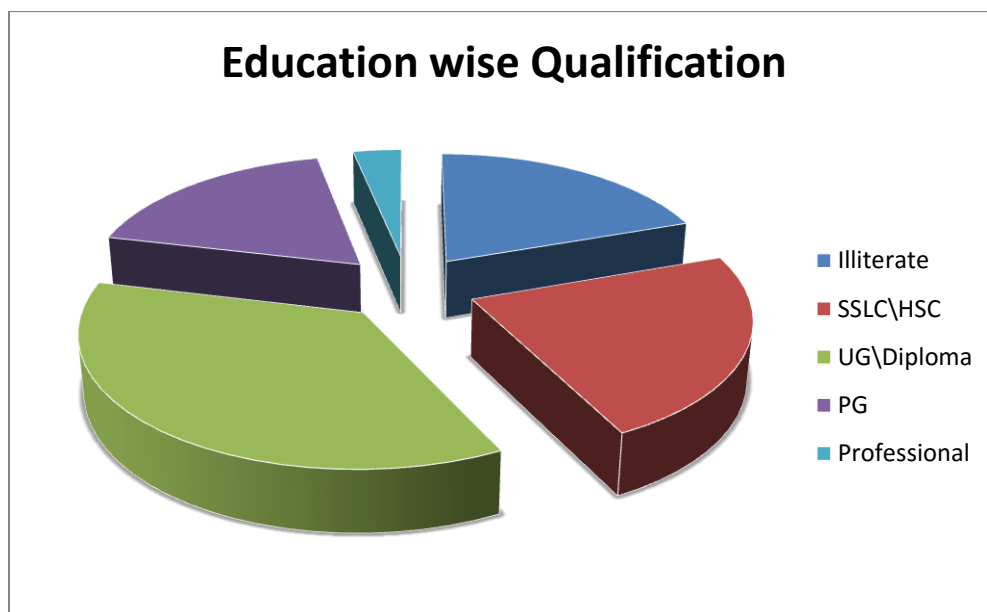
3.4 Medium of Instruction

Table 3.3

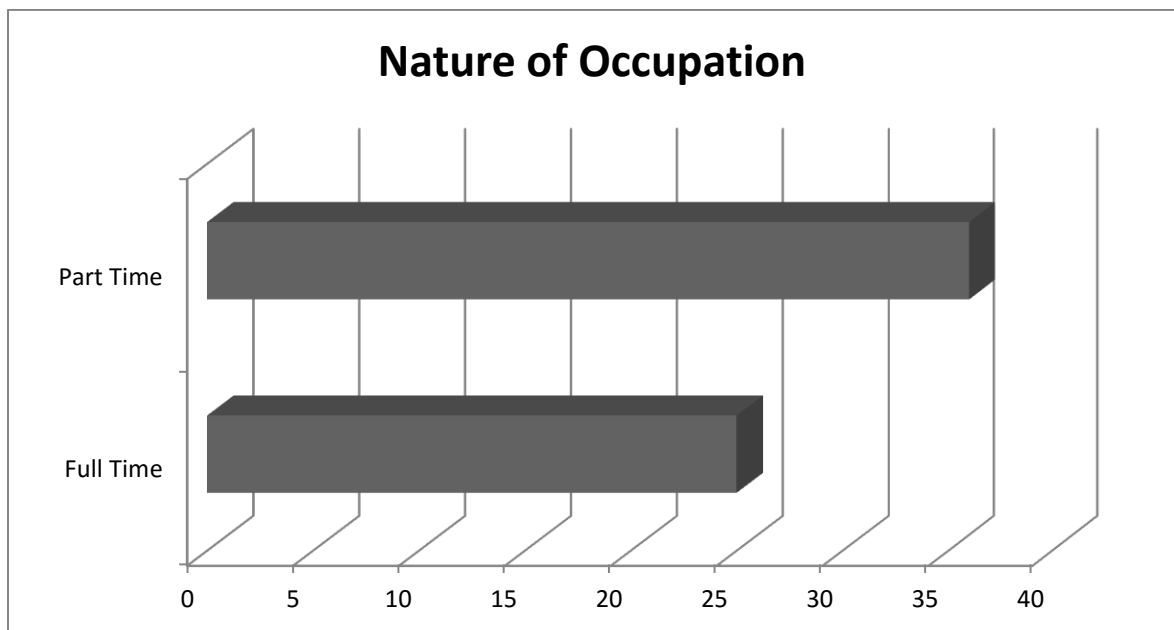| Medium	No. of Respondents	Percentage (%)
Tamil Medium	23	37.70
English Medium	38	62.30
Total	**61**	**100.00**

Source**:** Primary Data

Inference:

From the above table 3.3, it is clear that out of the total respondents taken for study majority 62.30 percent of the respondents have studied through English Medium and the remaining of the respondents through Tamil Medium.

Majority 62.30 percent of the respondents have studied through English Medium.

Chart 3.4

Medium of Instruction

- Tamil Medium
- English Medium
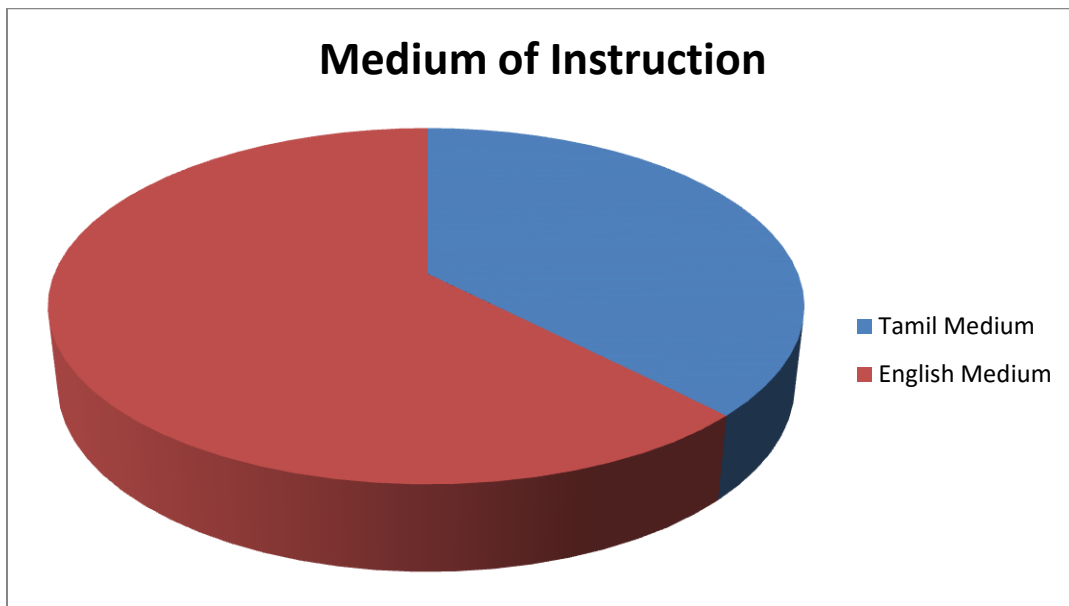
3.5 Marital Status

Table 3.4

Marital status	No. of Respondents	Percentage (%)
Single	21	34.43
Married	40	65.57
Total	**61**	**100.00**

Source: Primary Data

Inference:

From the above table, it is clear that out of the total respondents taken for study majority 65.57 percent of the respondents are married and the remaining 34.43 percent of the respondents are unmarried.

Majority 65.57 percent of the respondents are Married Women Entrepreneurs.

Chart 3.5
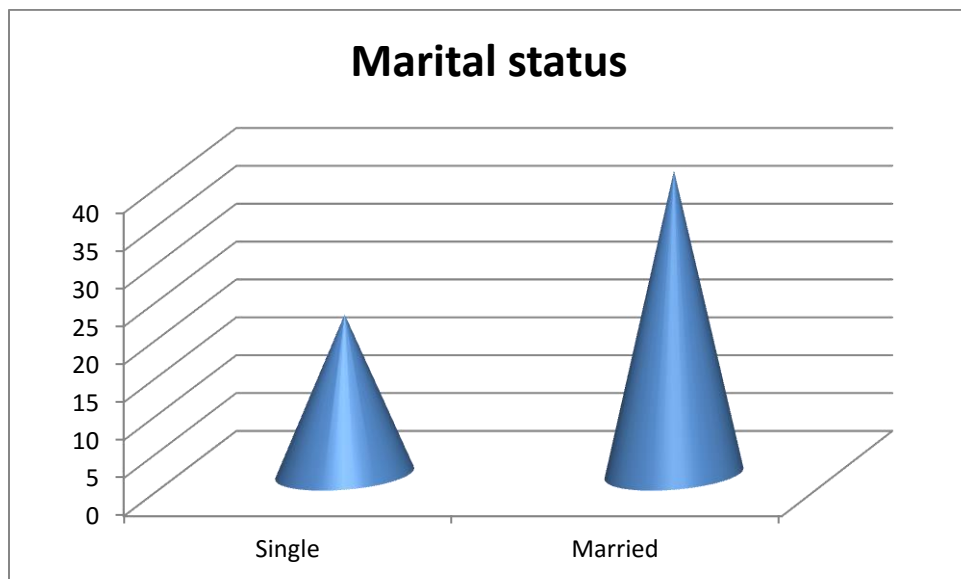
3.6 Nature of Occupation

Table 3.5

Nature of Occupation	No. of Respondents	Percentage (%)
Full Time	25	40.98
Part Time	36	59.02
Total	**61**	**100.00**

Source**:** Primary Data

Inference:

From the above table 3.5, it is clear that out of the total respondents taken for study, majority 59.02 percent of the respondents are doing the Small Scale Textile business as part time occupation and the remaining 40.98 percent of the respondents are doing the business as full time occupation.

Majority 59.02 percent of the respondents are doing the Small Scale Textile Business as occupation.

Chart 3.5

3.7 Employment Status

Table 3.6

| Employment Status	No. of Respondents	Percentage (%)
Government Employed	6	16.67
Private Employed	3	8.33
Self Employed	9	25
Dependent	18	50
Total	**36**	**100.00**

Source: Primary data

Inference:

From the above table 3.6, it is clear that out of the respondents doing their small scale textile business Majority 50 percent of the women entrepreneurs are dependents, those who depend on their family head even for their small expenses, 25 percent of the respondents are self-employed / entrepreneur, 16.67 percent of the respondents as part time of the respondents are private employed, 8.33 percent of the respondents are private employed.

Majority 50 percent of the women entrepreneurs are dependents, those who depend on their family head even for their small expenses.

Chart 3.6
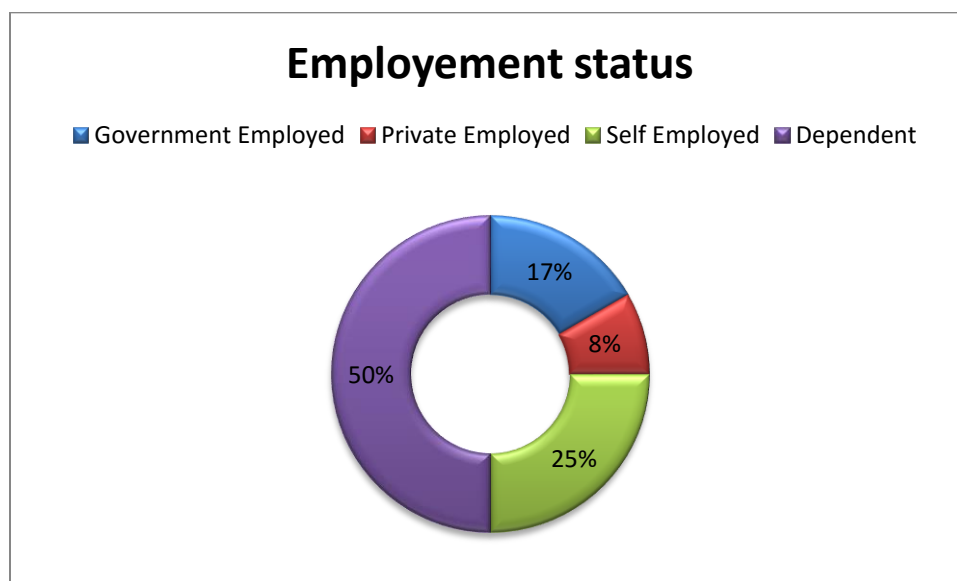
3.8 Role in Textile Industry

Table 3.7

| Role In Textile Industry	No. of Respondents	Percentage (%)
Boutique	10	16.39
Online Textile	9	14.75
Fashion Designing	9	14.75
Textile & Fabric	2	3.28
Aari Work	16	26.2
Machine Embroidery	2	3.27
Tailoring shop @ home	13	21.31
Total	**61**	**100.00**

Source**:** Primary Data

Inference:

From the above table 3.7, it is clear that out of the total respondents taken for study majority 26.2 percent of the Women Entrepreneurs are doing Aari Work as their business, 21.31 percent of the respondents are running Tailoring shop at home, 16.39 percent of the respondents are running Boutique shop, 14.75 percent of the respondents are doing Online Textile business and the same percent of the respondents are doing Fashion designing, 3.28 percent of the respondents are working in Textile & Fabric manufacturing units, 3.27 percent of the respondents are doing Machine embroidery.

Majority 26.2 percent of the Women Entrepreneurs are doing Aari Work as their textile business.

Chart 3.7

Role in Textile Industry
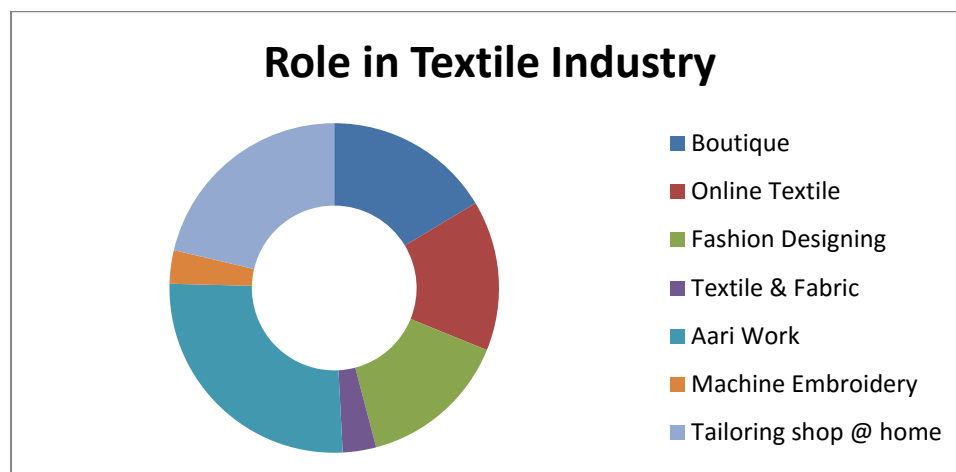
3.9 Experiences in Business

Table 3.8

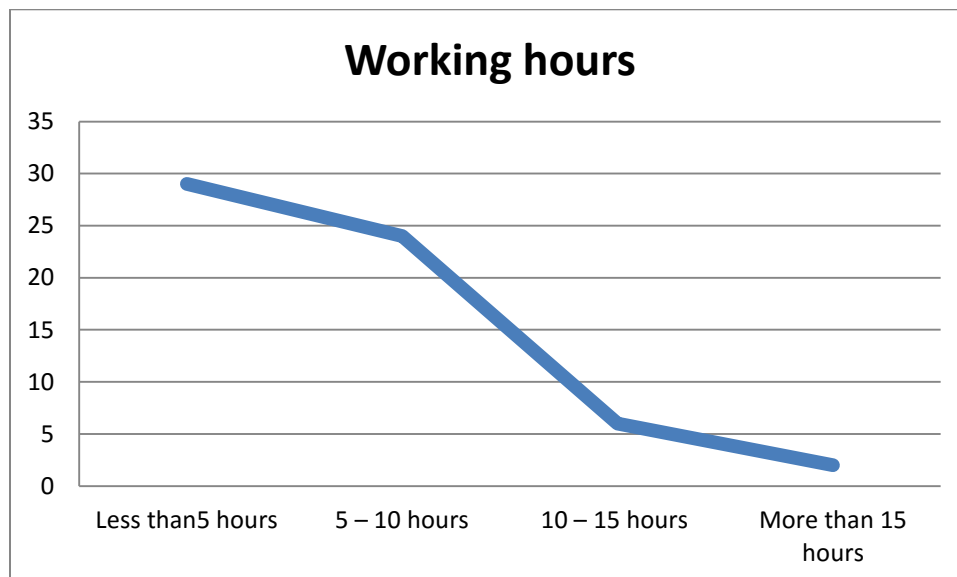| Experience	No. of Respondents	Percentage (%)
Below 5 years	40	65.57
5-10 years	13	21.31
11-15 years	7	11.48
15 + years	1	1.64
Total	**61**	**100.00**

Source: Primary Data

Inference:

From the above table 3.8, it is clear that out of the total respondents taken for study majority 65.57 percent of the respondents have less than 5 years of experience in their business, 21.31 percent of the respondents have the experience of business in 5-10 years, 11.48 percent of the respondents have the experience of business in 11-15 years, 1.64 percent of the respondents have the experience of business in 15+ years.

Majority 65.57 percent of the respondents have less than 5 years of experience in their textile business.

Chart 3.8
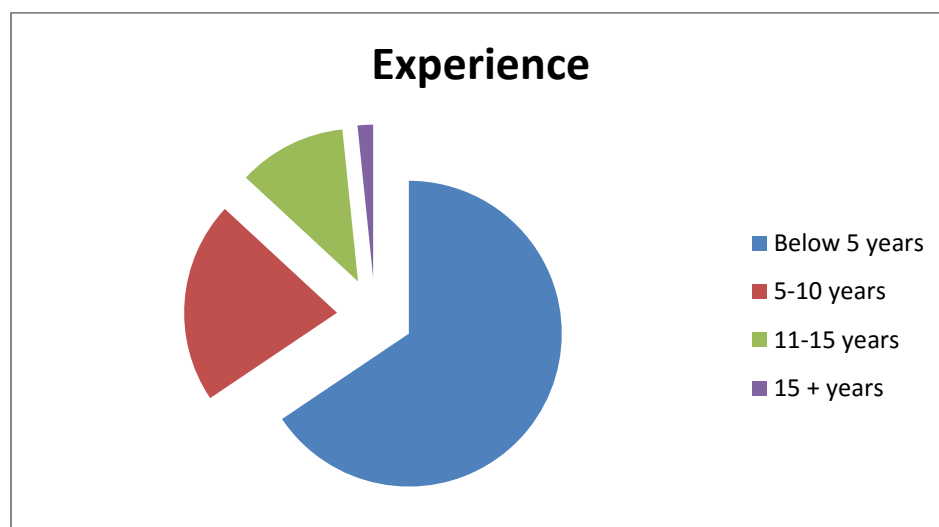
3.10 Working Hours

Table 3.9

Working Hours	No. of Respondents	Percentage (%)
Less than5 hours	29	47.54
5 – 10 hours	24	39.34
10 – 15 hours	6	9.84
More than 15 hours	2	3.28
Total	**61**	**100.00**

Source**:** Primary Data

Inference:

From the above table 3.9, it is clear that out of the total respondents taken for study, Majority 47.54 percent of the respondents are doing Small Scale Textile Business for less than 5 Hours, 39.34 percent of the respondent are doing for 5-10 hours, 9.84 percent of the respondents are doing for 10-15 hours, and the remaining 3.28 percent of the respondents are doing business for more than 15 hours.

Majority 47.54 percent of the respondents are doing small scale Textile Business for less than 5 hours.

Chart 3.9

3.11 Place of Residence

Table 3.10

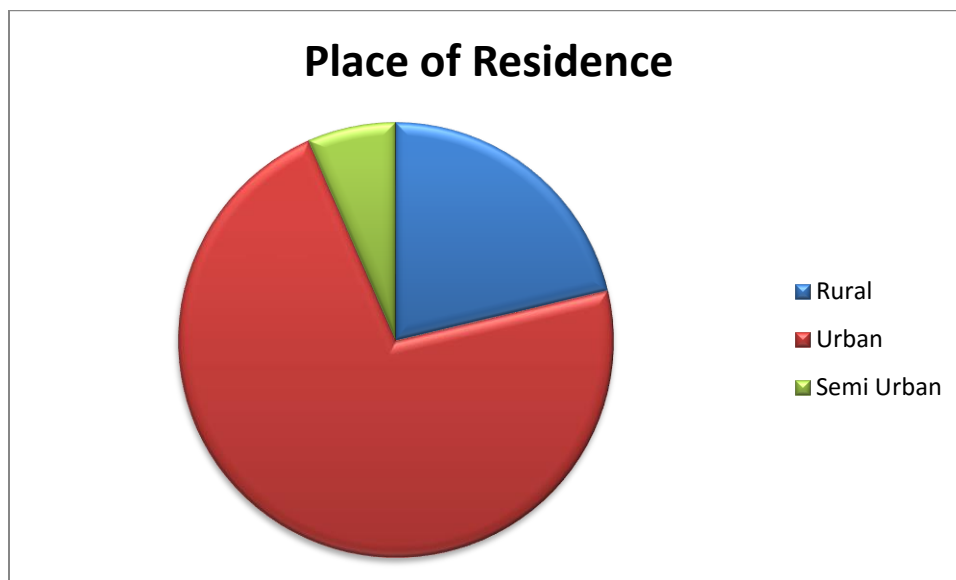| Residence	No. of Respondents	Percentage (%)
Rural	13	21.31
Urban	44	72.13
Semi Urban	4	6.56
Total	**61**	**100**

Source: Primary Data

Inference:

From the above table (3.10), it is clear that out of the total respondents taken for study, majority 72.13 percent of the respondents are from urban residence, 21.31 percent of the respondents are from rural residence and the remaining 6.56 percent of the respondents are from semi-urban residence.

Majority 72.13 percent of the respondents live in urban areas.

Chart 3.10

3.12 Area of Operation of Business

Table 3.11

| Area	No. of Respondents	Percentage (%)
Local	51	83.60
State	6	9.83
National	4	6.55
International	-	-
Total	**61**	**100.00**

Source**:** Primary Data

Inference:

From the above table 3.11, it is clear that out of the total respondents taken for study majority 83.60 percent of the women entrepreneurs are doing their Small Scale Textile Business in local viz., in Thoothukudi, the study area, 9.83 percent of the respondents are doing their business in state level, and the remaining 6.55 percent of the respondents are doing business in National level and no one in the respondents selected as per convenience sampling is doing business at International Level.

Majority 83.60 percent of the respondents are doing their Small Scale Textile Business in local viz., in Thoothukudi, the study area.

Chart 3.11
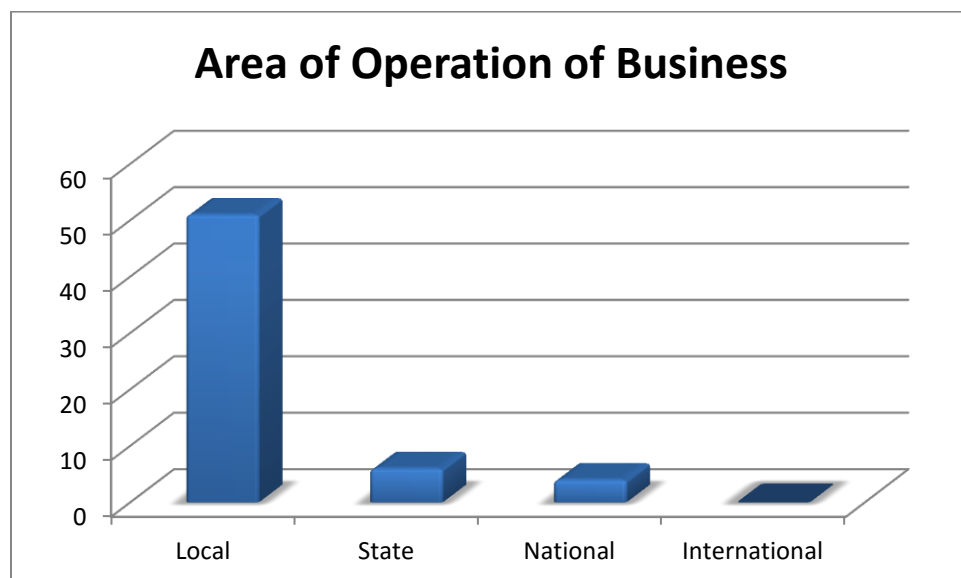
3.13 Reasons to start your business

Table 3.12

Reasons	1 (7)	2 (6)	3 (5)	4 (4)	5 (3)	6 (2)	7 (1)	Total Response	Total score	Average score	Rank
Childhood dream	17	17	9	5	4	5	4	61	312	5.11	I
	119	102	45	20	12	10	4				
Leisure purpose	7	6	7	13	9	10	9	61	228	3.74	V
	49	36	35	52	27	20	9				
To be role model	14	9	12	10	4	6	6	61	282	4.62	II
	98	54	60	40	12	12	6				
Independent status in society	10	5	8	7	14	12	5	61	239	3.92	IV
	70	30	40	28	42	24	5				
Make more money	7	10	8	10	11	7	8	61	244	4	III
	49	60	40	40	33	14	8				
Better social status	1	12	10	9	10	12	7	61	226	3.70	VI
	7	72	50	36	30	24	7				
Make people to shine with my products	5	2	7	7	9	9	22	61	177	2.90	VII
	35	12	35	28	27	18	22				

Source: Computed Primary Data

Inference:

The above Ranking table 3.12 shows the reasons of Women entrepreneurs to start their business. Majority of the respondents have given First Rank to "Childhood dream" with the highest average score of 5.11, Second rank to "being role mode", Third rank to "Make more money", fourth rank to "Independent status in Society", fifth rank to "Leisure purpose", Sixth rank to "Better Social status" and the least importance has been given to "Make people to Shine with my products" with the lowest average Score 2.90.

Majority of the respondents have given first Rank to "Childhood dream" with the highest average score of 5.11 and the least importance has been given to "Make people to shine with my products" with the lowest average Score of 2.90.

3.14 Challenges faced during the start-up of Business

Table 3.13

Reasons	1 (5)	2 (4)	3 (3)	4 (2)	5 (1)	No. of response	Total Score	Average Score	Rank
Doubt of self confidence	12	29	8	10	2				
	60	116	24	20	2	61	222	3.63	III
Financial issues	7	32	17	4	1				
	35	128	51	8	1	61	223	3.65	II
Lack of information about the raw materials at reasonable cost	12	28	16	3	2				
	16	112	48	6	2	61	228	3.73	I
Lack of family support	12	21	15	10	3				
	60	84	45	20	3	61	212	3.47	V
Struggled to balance domestic and professional life	7	18	26	7	3				
	35	72	78	14	3	61	202	3.31	VI
Gender Discrimination	5	20	25	8	3				
	25	80	75	16	3	61	199	3.26	VII
Lack of banking formalities in getting financial assistance	5	31	18	6	1				
	25	124	54	12	1	61	216	3.54	IV
Lack of experience infield	5	15	29	9	3				
	25	60	87	18	3	61	193	3.16	VIII

Source: Computed Primary Data

Inference:

The above ranking table 3.13 shows the challenges of Women entrepreneurs to start their business. Majority of the respondents have given first rank to "Lack of information about the raw materials at reasonable cost" with the highest average score of 5.73, Second rank to "Financial Issues", Third rank to "Doubt of Self-Confidence", Fourth rank to "Lack of Banking Formalities in Getting Financial Assistance", Fifth rank to "Lack of Support From Family", Sixth rank to "Struggle To Balance And Domestic Professional Life", Seventh rank to "Gender

Discrimination" and the least importance has been given to "Lack of Experience in Field" with the least score of 3.16.

Majority of the respondents have given first rank to "Lack of information about the raw materials at reasonable cost" with the highest average score of 5.73 and the least importance has been given to "Lack of Experience in Field" with the least score of 3.16.

3.15 Knowledge about the business before the commencement

Table 3.14

Opinion	No. of Respondents	Percentage (%)
Yes	31	50.82
No	30	49.18
Total	**61**	**100.00**

Source**:** Primary Data

Inference:

From the above table 3.14, it is clear that out of the total respondents taken for study, majority 50.82 percent of the respondents have enough knowledge about their business before commencement and the remaining 49.18 percent of the respondents did not know about their business.

Majority 50.82 percent of the respondents have enough knowledge about their business before commencement of their Textile business.

Chart 3.12

Knowledge about the business before the commencement
- Yes
- No
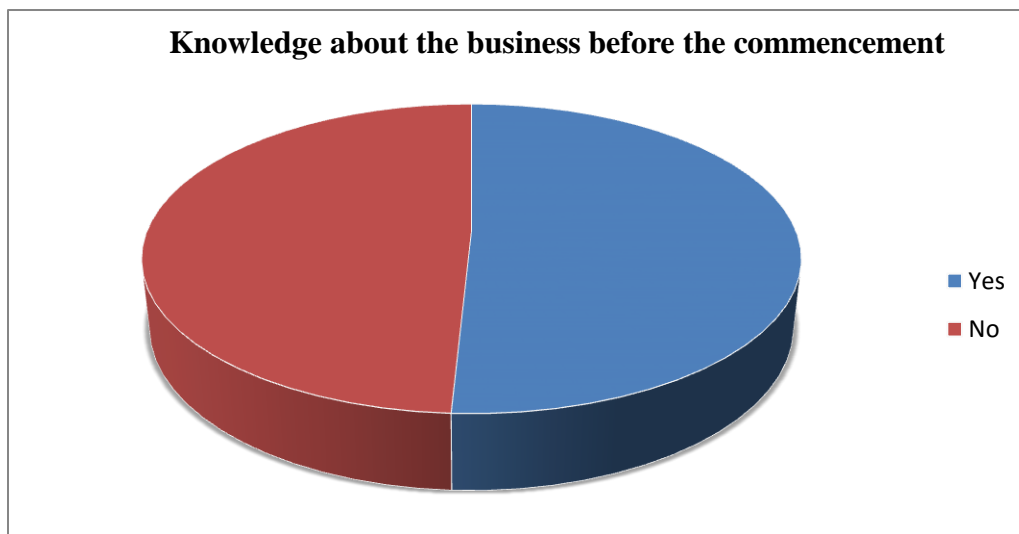
3.16 Source of knowledge about the business before its commencement

Table 3.15

Option	SA (5)	A (4)	N (3)	DA (2)	SDA (1)	Total Response	Total score	Average score	Rank
Research about my field	9	20	2	-	-	31	131	4.23	I
	45	80	6	0	0				
Worked as employee for several years in same field	5	15	7	2	2	31	112	3.61	III
	25	60	21	4	2				
Got expert's advice	5	18	6	2	0	31	119	3.83	II
	25	72	18	4	0				
Learn special course in institution relating to my business	9	6	10	5	1	31	109	3.57	IV
	45	24	30	10	0				
Attend Workshops	3	8	12	6	2	31	97	3.12	V
	15	32	36	12	2				

Source**:** Primary Data

Inference:

The above Ranking table 3.15 shows the source of knowledge of small scale Textile Business before its commencement. Out of the respondents those who have enough knowledge about their business before commencement of their Textile business, majority of the respondents have given First rank to "Research About My Field" with the highest average score of 4.23, Second rank to "Got Expert's Advice", Third rank to the reason "Worked as Employee for Several Years in Same Field" Fourth rank to "Learn Special Course in Institution Relating to My Business" and the respondents have given Last rank to "Attend Workshops" with the lowest average score of 3.12.

Majority of the respondents have given First rank to "Research About My Field" with the highest average score of 4.23 and the least importance have been given to "Attend Workshops" with the lowest average score of 3.12.

3.17 Opinion about giving up of Business

Table 3.16

| Opinion	No. of Respondents	Percentage (%)
Yes	25	40.98
No	36	59.02
Total	**61**	**100.00**

Source: Primary Data

Inference:

From the above table, it is clear that out of the total respondents taken for study majority 59.02 percent of the respondents do not want to give up their Textile business at any moment and the remaining 40.98 percent of the respondents thought about of giving up their business at some moment.

Majority 59.02 percent of the respondents do not want to give up their Textile business at any moment.

Chart 3.13

Opinion about giving up of Business
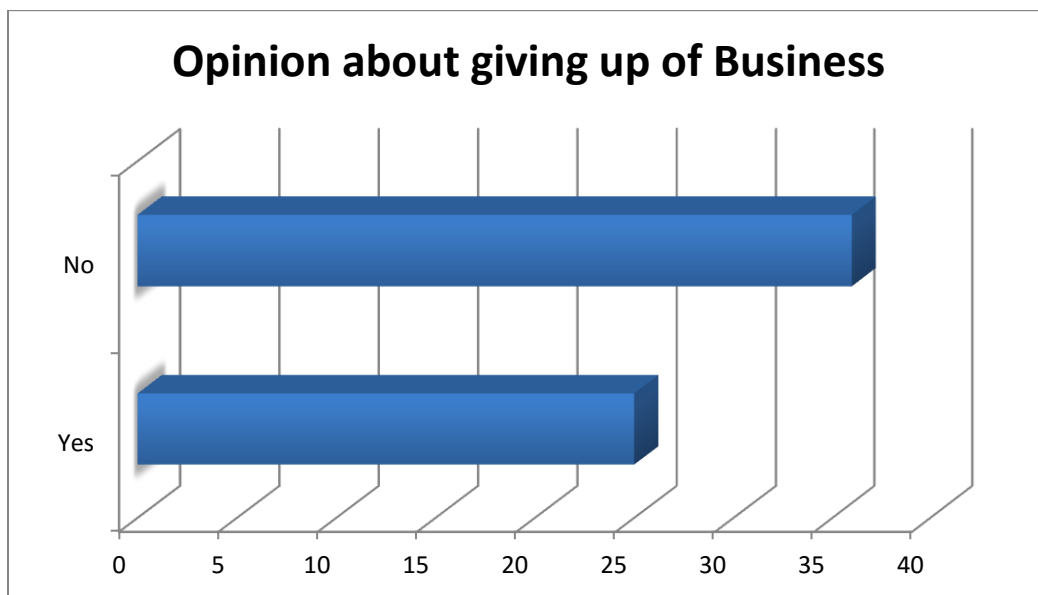
3.18 Ranking the Reasons towards Giving up of Business

Table 3.17

Reasons	1 (7)	2 (6)	3 (5)	4 (4)	5 (3)	6 (2)	7 (1)	Total Response	Total score	Average score	Rank
Undergoing business loss	5	7	4	1	1	3	4	25	114	4.56	II
	35	42	20	4	3	6	4				
Lack of training and development	3	5	6	5	5	1	-	25	118	4.72	I
	21	30	30	20	15	2	-				
Cannot reach out to many customers	5	3	3	5	2	6	1	25	107	4.28	III
	35	18	15	20	6	12	1				
Lack of family support	7	4	2	-	2	4	6	25	103	4.12	IV
	49	24	10	-	6	8	6				
Gender discrimination	4	3	5	4	3	-	6	25	102	4.08	V
	28	18	15	16	9	-	6				
Fear of failure	-	2	3	5	4	9	2	25	79	3.16	VI
	-	12	15	20	12	18	2				
Problems related to abusing	1	-	3	5	6	4	6	25	74	2.96	VII
	7	-	15	20	18	8	6				

Source**:** Computed Primary Data

Inference:

The above ranking table shows the rankings of reasons towards giving up of Textile business due to obstacles faced by them. Out of the respondents those who thought of giving up of their Textile business, majority of the respondents have given First rank to "Lack of Training and Development" with the highest average score of 4.72, Second rank to "Undergoing Business Loss", Third rank to "Cannot reach out to many customers", Fourth rank to "Lack of Family Support", Fifth rank to "Gender Discrimination", Sixth rank to "Fear of Failure" and the least rank has been given to "Problems Related to Abusing" with the least score of 2.96.

Majority of the respondents have given First rank to "Lack of Training and Development" with the highest average score of 4.72 and the least rank has been given to "Problems Related to Abusing" with the least score of 2.96.

3.19 Ranking the Reasons towards Not Giving up of Business

Table 3.18

Reasons	1 (6)	2 (5)	3 (4)	4 (3)	5 (2)	6 (1)	Total Response	Total score	Average score	Rank
Love to face challenges and crack it	4	11	7	3	7	4	36	134	3.72	III
	24	55	28	9	14	4				
Believe in myself (Positive mind set)	9	11	6	7	2	1	36	159	4.42	I
	54	55	24	21	4	1				
Enough financial support	5	2	7	6	7	9	36	109	3.03	V
	30	10	28	18	14	9				
Moral support from family and relatives	7	3	5	9	8	4	36	124	3.44	IV
	42	15	20	27	16	4				
Love to do my passion	11	6	6	5	5	3	36	148	4.11	II
	66	30	24	15	10	3				
Hard work to get my better job	-	2	5	7	7	15	36	80	2.22	VI
	-	10	20	21	14	15				

Source**:** Computed Primary Data

Inference:

The above ranking table shows the rankings of reasons towards not giving up of Textile business. Out of the respondents those who did not give up their Textile business even after lot of problems faced by them, majority of the respondents have given First rank to "Believe in Myself" with the highest average score of 4.42, Second rank to "Love to Do My Passion", Third rank to "Love to Face Challenges and Crack it", fourth rank to "Moral Support From Family

And Relatives", Fifth rank to "Enough Financial Support" and the least rank has been given to "Hard work to get my better job" with the least score of 2.22.

Majority of the respondents have given First rank to "Believe in Myself" with the highest average score of 4.42and the least rank has been given to "Hard work to get my better job" with the least score of 2.22.

3.20 Opinion about Gender Discrimination

Table 3.19

Opinion	No. of Respondents	Percentage (%)
Yes	28	45.90
No	18	29.51
Some extent only	15	24.59
Total	**61**	**100.00**

Source**:** Primary Data

Inference:

From the above table, it is clear that out of the total respondents taken for study majority 45.90 percent of the respondents said that women entrepreneurs are being fairly treated than male entrepreneurs, 29.51 percent of the respondents said that women entrepreneurs are not being fairly treated like male entrepreneurs and the remaining 24.59 percent of the respondents said that women entrepreneurs are being fairly treated than male entrepreneurs to some extent only.

Majority 45.90 percent of the respondents said that women entrepreneurs are being fairly treated than male entrepreneurs.

Chart 3.14
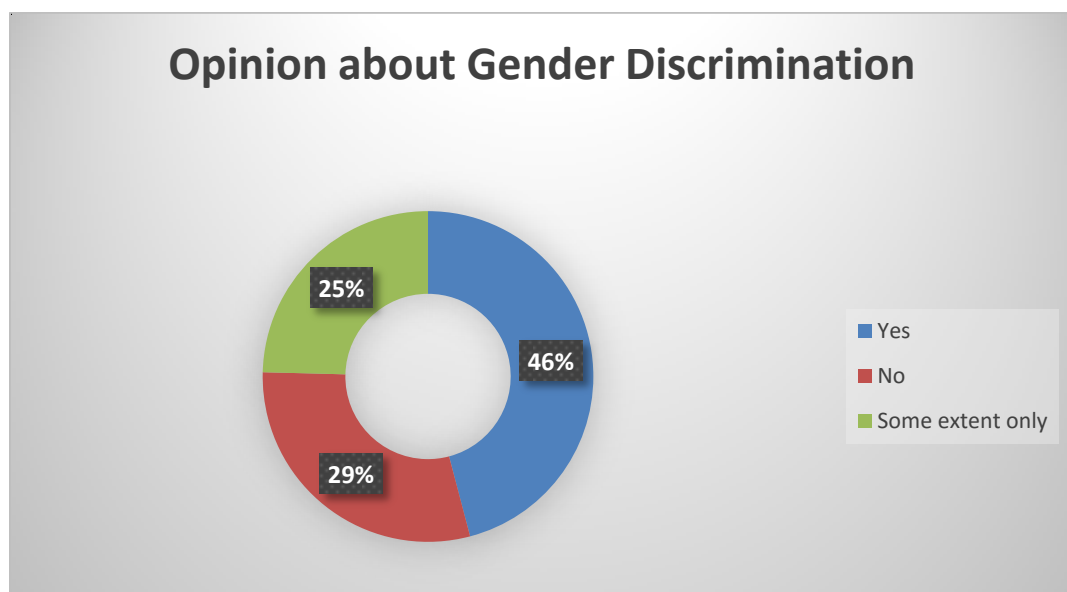
3.21 Employees Working in Present business

Table 3.20

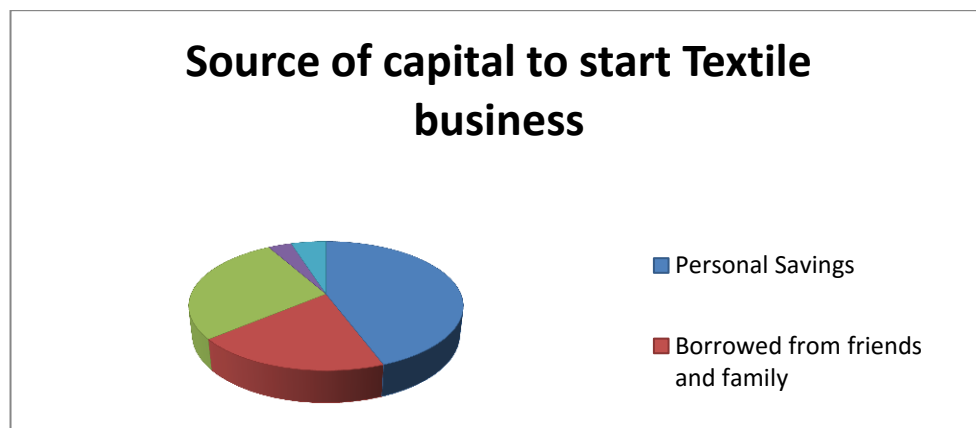| No. of Employees	No. of Respondents	Percentage (%)
Below 5	39	63.93
5 – 10	14	22.95
10 – 15	6	9.84
Above 15	2	3.28
Total	**61**	**100.00**

Source**:** Primary Data

Inference:

From the above table 3.20, it is clear that out of the total respondents taken for study, majority 63.93 percent of the respondents have engaged less than 5 employees in their Textile business, 22.95 percent of the respondents business have engaged 5-10 employees in their business, 9.84 percent of the respondents have engaged 10-15 employees and the remaining 3.28 percent of the respondents have employed more than 15 employees in their small scale textile business.

Majority 63.98 percent of the respondents have engaged less than 5 employees in their Small Scale Textile Business.

Chart 3.15
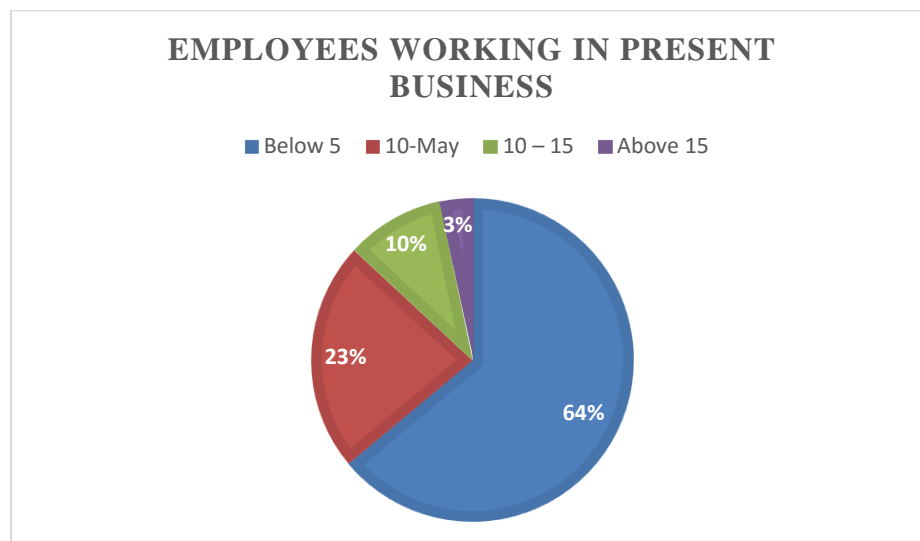
3.22 Targeted Customers

Table 3.21

Targeted Customers	No. of Respondents	Percentage (%)
Women	49	80.37
Men	2	3.28
Kids	10	16.39
Total	**61**	**100.00**

Source: Primary data

Inference:

From the above table 3.21, it is clear that out of the total respondents taken for the study, majority 80.37 percent of the respondents are targeting women customers, 16.39 percent of the respondents are targeting kids and the remaining 3.28 percent of the customers are targeting men customers.

Majority 80.37 percent of the respondents Small Scale Textile Business are targeting towards women customers.

Chart 3.16
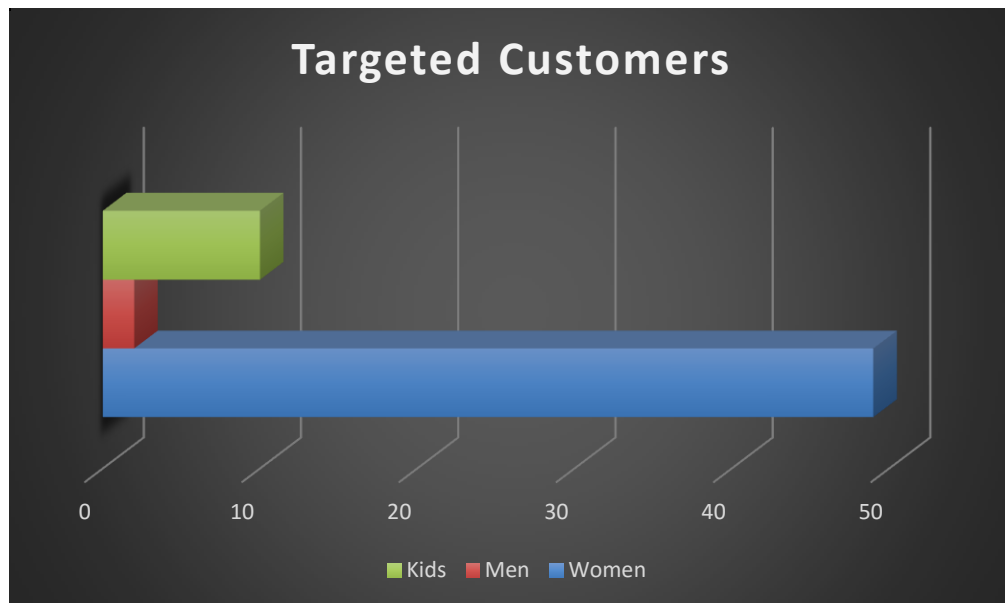
3.23 Strategic plans to face challenges in business

Table 3.22

Plans	No. of Respondents	Percentage (%)
Formulate new strategy	28	45.90
I will give up	20	32.78
Will ask expert's advice	8	13.11
Keep continuing to avoid getting things more badly	5	8.19
Total	**61**	**100.00**

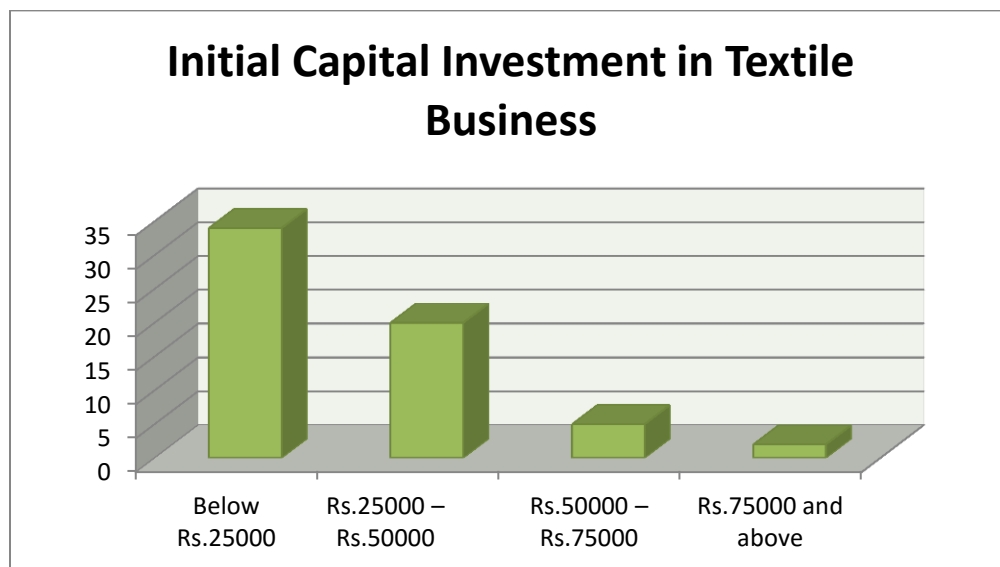Source**:** Primary Data

Inference:

From the above table 3.22, it is clear that out of the total respondents taken for study, majority 45.90 percent of the respondents formulate new strategy to tackle the challenges in their business, 32.78 percent of the respondents told that they will give up their business, 13.11 percent of the respondents will ask expert's advice to tackle their business problems 8.19 percent of the respondents are keep continuing to avoid getting things more badly.

Majority 45.90 percent of the respondents formulate new strategy to tackle the challenges in their business.

Chart 3.17

3.24 Source of Capital to Start Textile Business

Table 3.23

| Source	No. of Respondents	Percentage (%)
Personal Savings	27	44.26
Borrowed from friends and family	12	19.67
Bank loan	17	27.87
Loan/Assistance from financial institution	2	3.28
Source raised from selling of assets	3	4.92
Total	**61**	**100.00**

Source**:** Primary Data

Inference:

From the above table, it is clear that out of the total respondents taken for the study majority 44.26 percent of the respondents use their Personal Savings to start their business, 27.87 percent of the respondents use their Bank loan to start their business, 19.67 percent of the respondents use their Borrowed from friends and family to start their business, 4.92 percent of the respondents use their Source raised from selling of assets to start their business, 3.28 percent of the respondents use their Loan/Assistance from financial institution to start their business.

Majority 44.26 percent of the respondents use their Personal Savings to start their business.

Chart 3.18

3.25 Initial Capital Investment in Business to start Textile business

Table 3.24

Initial capital	No. of Respondents	Percentage (%)
Below Rs.25,000	34	55.74
Rs.25,000 – Rs.50,000	20	32.78
Rs.50,000 – Rs.75,000	5	8.20
Rs.75,000 and above	2	3.28
Total	**61**	**100.00**

Source**:** Primary Data

Inference:

From the above table 3.24, it is clear that out of the total respondents taken for study, majority 55.74 percent of the respondents invested less than Rs.25,000 as Initial capitals to start their business 32.78 percent of the respondents have invested Rs.25,000 – Rs.50,000 of the respondents have invested Rs.50,000 – Rs.75,000 and the remaining 3.28 percent of the respondents have invested Rs. 75,000 and above to start their Small Scale Textile business.

Majority 55.74 percent of the respondents invested less than Rs.25,000 as initial capital to start their Small Scale Textile business.

Chart 3.19

3.26 Monthly Income Wise Classification

Table 3.25

Monthly Income	No. of Respondents	Percentage (%)
Under Rs. 10,000	20	32.79
Rs. 10,000- Rs. 20,000	26	42.62
Rs.20,000-Rs.30,000	14	22.95
Above Rs. 30,000	1	1.64
Total	**61**	**100.00**

Source: Primary Data

Inference:

From the above table (3.25), it is clear that out of the total respondents taken for study, majority 42.62 percent of the respondents earn Rs.10,000- Rs.20,000 as their monthly income from their small scale textile business, 32.79 percent of the respondents earn below Rs.10,000,22.95 percent of the respondents earn from Rs.20,000 to Rs.30,000 and the remaining 1.64 percent of respondents earn monthly income of above Rs. 30,000

Majority 42.62 percent of the respondents earn Rs.10,000-20,000 as their monthly income from their Small Scale Textile Business.

Chart 3.20

3.27 Opinion about Lack of Opportunities

Table 3.26

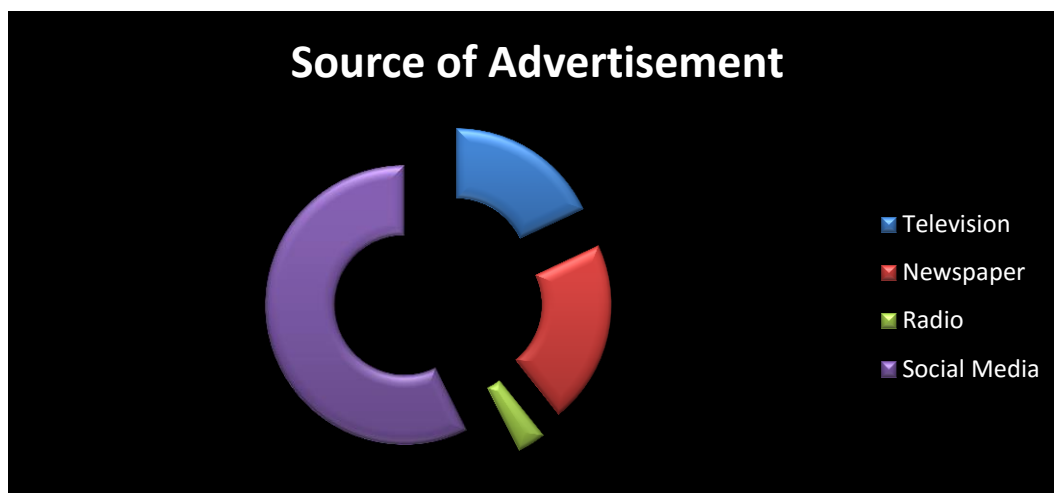| Opinion	No. of Respondents	Percentage (%)
Yes	28	45.90
No	33	54.10
Total	**61**	**100.00**

Source**:** Primary Data

Inference:

From the above table 3.26, it is clear that out of total respondents taken for study, majority 54.10 percent of the respondents felt that there is no such lack of opportunities for women entrepreneurs in getting funds and the remaining 45.90 percent of the respondents felt that there is lack of opportunities for them in getting funds.

Majority 54.10 percent of the respondents felt that there is no such lack of opportunities for women entrepreneurs in getting funds for their small scale textile business.

Chart 3.21

Opinion about Lack of Opportunities

Yes
No
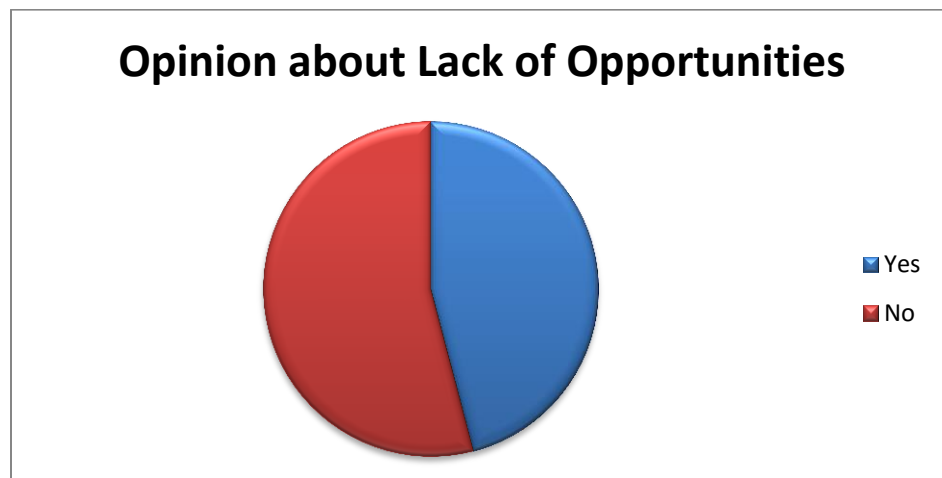
3.28 Reasons why the women lack the opportunity to get funds

Table 3.27

Reasons	1 (5)	2 (4)	3 (3)	4 (2)	5 (1)	Total Response	Total score	Average score	Rank
Gender discrimination	3	5	7	7	6	28	76	2.71	IV
	15	20	21	14	6				
Lack of asset in the name of women	3	4	7	6	6	28	74	2.64	V
	15	20	21	12	6				
Bank consider women less credit worthy	5	6	6	6	5	28	85	3.04	III
	25	24	18	12	5				
Lack of knowledge about schemes	12	4	1	5	6	28	95	3.39	I
	60	16	3	10	6				
Fear of taking risk to get funds	6	7	6	6	3	28	91	3.25	II
	30	28	18	12	3				

Source**:** Computed Primary Data

Inference:

The above ranking table 3.27 shows the reasons why the women entrepreneurs lack the opportunity to get funds. Out of the total respondents who felt that there is a lack of opportunity for women in getting funds for their business, majority of the respondents have given First rank to "Lack of knowledge about schemes" with the highest average score of 3.39, Second rank to "Fear of taking risk to get funds", Third rank to "Bank consider women less credit worthy", Fourth rank to " Gender discrimination", and the least importance has been given Fifth rank to "Lack of asset in the name of women" with the least average score of 2.67.

Majority of the respondents have given First rank to "Lack of knowledge about schemes" with the highest average score of 3.39, and the least importance has been given Fifth rank to "Lack of asset in the name of women" with the least average score of 2.67.

3.29 Source of Advertisement

Table 3.28

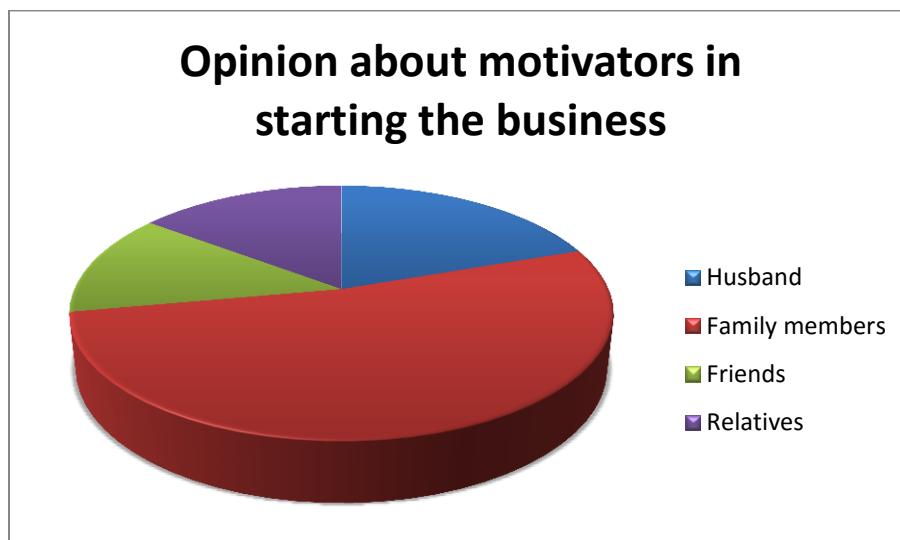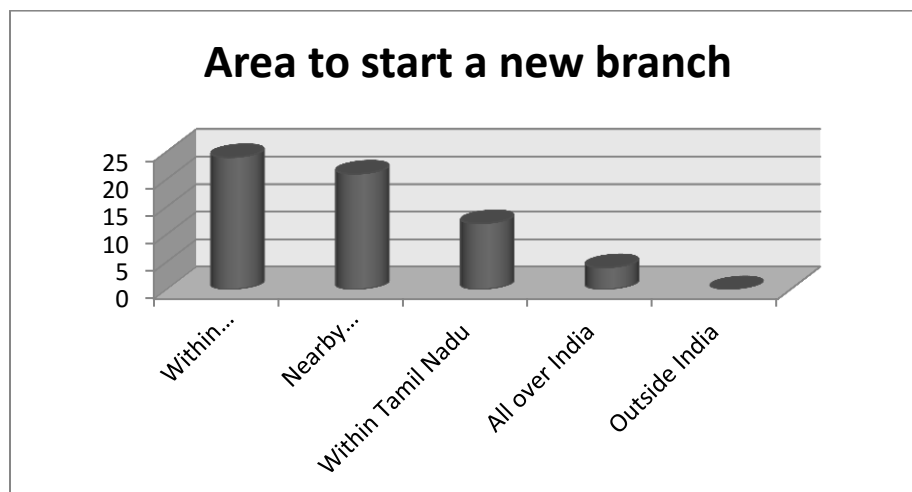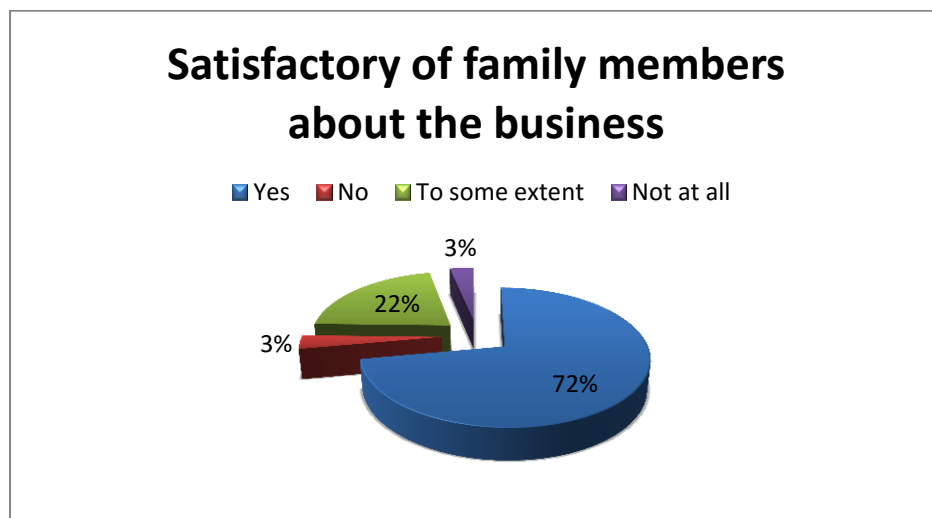| Source	No. of Respondents	Percentage (%)
Television	11	18.03
Newspaper	13	21.31
Radio	2	3.27
Social Media	35	57.37
Total	**61**	**100.00**

Source: Primary data

Inference:

From the above table 3.28, it is clear that out of the total respondents taken for study majority 57.37 percent of the respondents are advertising their business through Social media, 21.31 percent of the respondents are advertising through Newspaper, 18.03 percent of the respondents are advertising through Television, 3.27 percent of the respondents are advertising through Radio.

Majority 57.37 percent of the respondents are advertising their small scale Textile business through Social media.

Chart 3.22

3.30 Opinion about motivators to start Textile Business

Table 3.29

| Motivators	No. of Respondents	Percentage (%)
Husband	12	19.67
Family members	32	52.46
Friends	8	13.11
Relatives	9	14.76
Total	**61**	**100.00**

Source**:** Primary Data

Inference:

From the above table 3.29, it is clear that out of the total respondents taken for study, majority 52.46 percent of the respondents opined that Family members are their motivator to start business, 19.67 percent of the respondents opined that Husband is their motivator to start business, 14.76 percent of the respondents opined that Relatives are their motivator to start business, 13.11 percent of the respondents opined that Friends are their motivator to start business.

Majority 52.46 percent of the respondents opined that Family members are their motivator to start business.

Chart 3.23

3.31 Preference of area to start new branch of business

Table 3.30

Area to start a new branch	No. of Respondents	Percentage (%)
Within Thoothukudi	24	39.34
Nearby Thoothukudi	21	34.43
Within Tamil Nadu	12	19.67
All over India	4	6.56
Outside India	-	-
Total	**61**	**100.00**

Source**:** Primary Data

Inference:

From the above table 3.30, it is clear that out of the total respondents taken for study, Majority 39.34 percent of the respondents prefer to start a new branch within Thoothukudi, 34.43 percent of the respondents prefer to start to a new branch Nearby Thoothukudi, 19.67 percent of the respondents prefer to start within Tamil Nadu and the remaining 6.56 percent of the respondents prefer to start a new branch All over India, none of the respondents prefer to start a new branch outside India.

Majority 39.34 percent of the respondents prefer to start new branch of their textile business within Thoothukudi itself.

Chart 3.24

3.32 Satisfactory Opinion of family members about the business

Table 3.31

Opinion	No. of Respondents	Percentage (%)
Yes	44	72.13
No	2	3.28
To some extent	13	21.31
Not at all	2	3.28
Total	**61**	**100**

Source: Primary data

Reference:

From the above table (3.31), it is clear that out of the total respondents taken for study, majority 72.13 percent of the respondents' family felt happy with the business the respondents carrying on, 21.31 percent of the respondents' family felt happy to some extent, 3.28 percent of the respondents did not feel happy with the business, and the remaining 3.28 percent of respondents are not at all happy with the business.

Majority 72.13 percent of the respondents' family felt happy with the business of the respondents.

Chart 3.25

3.33 Opinion about Family Background related to Textile industry

Table 3.32

| Opinion	No. of Respondents	Percentage (%)
Yes	20	32.78
No	41	67.21
Total	**61**	**100.00**

Source**:** Primary Data

Inference:

From the above table 3.32, it is clear that out of the total respondents taken for study majority 67.21 percent of the respondents have opined that their background is not related to textile industry and the remaining 32.78 percent of the respondents, family is related to textile industry.

Majority 67.21 percent of the respondents have opined that their background is not related to textile industry.

Chart 3.26
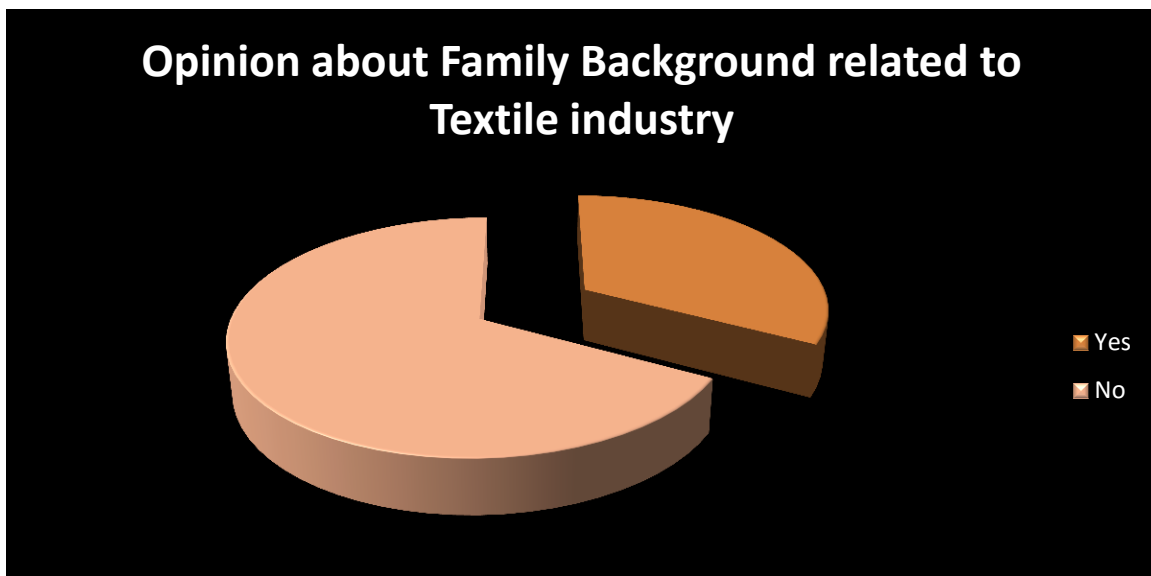
3.34 Satisfactory Opinion towards the Small Scale Textile Business

Table 3.33

Opinion	SA (5)	A (4)	N (3)	DA (2)	SDA (1)	Total Response	Total Score	Average Total	Rank
Current financial position of business	23	27	10	1	-				
	115	108	30	2	-	61	255	4.18	III
Job Satisfaction	27	28	6	-	-				
	135	112	18	-	-	61	265	4.34	II
Working Environment	11	27	20	2	1				
	55	108	60	4	1	61	228	3.73	V
Profit Earned	14	26	16	5	-				
	70	104	48	10	-	61	232	3.8	IV
Quality of product	25	24	19	1	2				
	125	96	57	2	2	61	282	4.62	I
Excess Sales	11	23	18	8	1				
	55	92	54	16	1	61	218	3.57	VI

Source: Computed primary data

Inference:

The above ranking table shows the satisfactory opinion of the respondents' towards their small scale textile business. Majority of the respondents have given First rank to the opinion to "Quality of product" with the highest average score of 4.62, Second rank to "Job Satisfaction", Third rank to "Current financial position of Business", Fourth rank to "Profit Earned", Fifth rank to "Working environment" and the least rank has been given to "Excess Sales" with the lowest average score of 3.57.

Majority of the respondents have given First rank to the opinion "Quality of product" with the highest average score of 4.62 and the least rank has been given to "Excess Sales" with the lowest average score of 3.57.

3.35 Opinion towards Profitability of Business

Table 3.34

Opinion	No. of Respondents	Percentage (%)
Excess of profit	21	34.43
Running normally	40	65.57
Total	**61**	**100.00**

Source**:** Primary Data

Inference:

From the above table, it is clear that out of the total respondents taken for study, majority 65.57 percent of the respondents opined that their business is running moderately and the remaining 34.43 percent of the respondents opined that their business is running on excess of profit.

Majority 65.57 percent of the respondents opined that their business is running moderately.

Chart 3.26
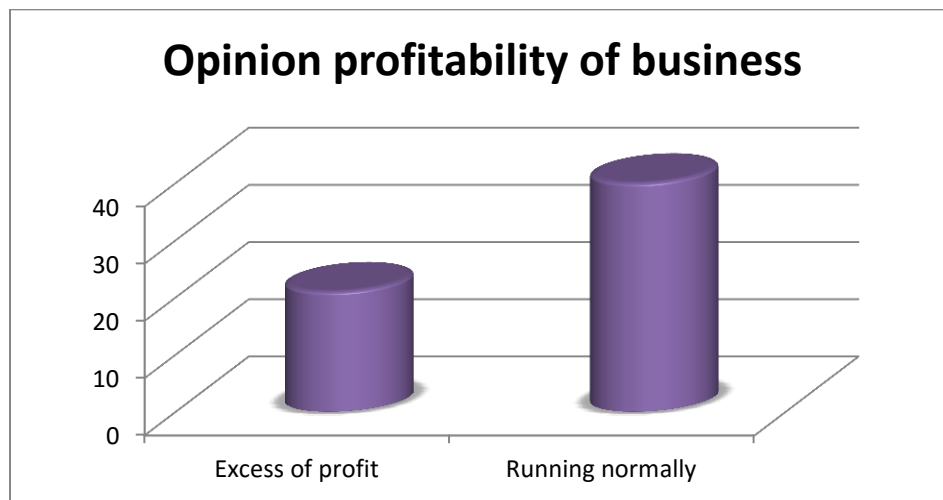
3.36 Suggestions for future Women entrepreneurs

Table 3.35

Reasons	1 (5)	2 (4)	3 (3)	4 (2)	5 (1)	Total Response	Total score	Average score	Rank
Keep learning and adapt technologies	6	8	23	9	15	61	164	2.69	III
	30	32	69	18	15				
Be confident	24	18	5	7	7	61	228	3.74	I
	120	72	15	14	7				
Believe in our self	22	16	27	12	8	61	221	3.62	II
	110	64	27	12	8				
Don't be afraid of failures	6	5	11	20	19	61	142	2.33	V
	30	20	33	40	19				
Learn from mistakes	3	14	13	19	12	61	160	2.62	IV
	15	56	39	38	12				

Source: Computed Primary Data

Inference:

The above Ranking table 3.35 shows the suggestions of the respondents for the future women entrepreneurs to run the business successfully. Majority of the respondents have given First Rank to the suggestion "Be Confident" with the highest average score of 3.74, the respondents have given Second Rank to "Believe in our self", Third Rank to "keep learning and adopt technologies", Fourth Rank to "Learn from mistakes" and the Least importance has been given as fifth rank to the suggestion "Don't be afraid of failures" with the least average Score 2.33.

Majority of the respondents have given First Rank to the suggestion "Be Confident" with the highest average score of 3.74 and the least importance has been given as fifth rank to the suggestion "Don't be afraid of failures" with the least average Score 2.33.

CJAPTER IV

FINDINGS AND SUGGESTIONS OF THE STUDY

CHAPTER-IV

4.1 INTRODUCTION:

The following are the findings of the satisfactory opinion of Women Entrepreneurs in Small Scale Textile Industry Thoothukudi, the study area. 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 discussion.

A survey was conducted to analyze the socio-economic conditions and satisfactory opinion of Women Entrepreneurs in Small Scale Textile Industry Thoothukudi, the study area. The population selected was from Thoothukudi. This chapter deals with the findings the researcher has received through the data collection. These findings are further discussed in detail. Hence, this chapter reveals the Findings, Suggestions and Conclusion of the project.

4.2 FINDINGS OF THE STUDY:

1. Majority (44.26%) of the respondents are in the age group of 18-30 years.
2. Majority (36.07%) of the respondents are UG/Diploma holder.
3. Majority (62.30%) of the respondents have studied through English Medium.
4. Majority (65.57%) of the respondents are Married Women Entrepreneurs.
5. Majority (59.02%) of the respondents are doing the Small Scale Textile Business as occupation.
6. Majority (50%) percent of the women entrepreneurs are dependents those who depend on their family head even for their small expenses.
7. Majority (26.2%) of the Women Entrepreneurs are doing Aari Work as their textile business.
8. Majority (65.57%) of the respondents have less than five years of experience in their business.
9. Majority (47.54%) of the respondents are doing small scale Textile Business for less than 5 hours.
10. Majority 72.13 percent of the respondents live in urban areas.
11. Majority (83.60%) of the respondents are doing their Small Scale Textile Business in local viz., in Thoothukudi, the study area.
12. Majority (50.82%) of the respondents have enough knowledge about their business before commencement of their Textile business.
13. Majority (59.02%) of the respondents do not want to give up their Textile business at any moment.
14. Majority (45.90%) of the respondents said that women entrepreneurs are being fairly treated than male entrepreneurs.
15. Majority (63.98%) of the respondents have engaged less than 5 employees in their Small Scale Textile Business.
16. Majority (80.37%) percent of the respondents Small Scale Textile Business are targeting towards women customers.
17. Majority (45.90%) of the respondents formulate new strategy to tackle the challenges in their business.
18. Majority (44.26%) of the respondents use their Personal Savings to start their business.

19. Majority (55.74%) of the respondents invested less than Rs.25,000 as initial capital to start their Small Scale Textile business.

20. Majority (42.62%) of the respondents earn Rs.10,000 - 20,000 as their monthly income from their Small Scale Textile Business.

21. Majority (54.10%) of the respondents felt that there is no such lack of opportunities for women entrepreneurs in getting funds for their small scale textile business.

22. Majority (57.37%) of the respondents are advertising their small scale Textile business through Social media.

23. Majority (52.46%) of the respondents opined that Family members are their motivator to start business.

24. Majority (39.34%) of the respondents prefer to start new branch of their textile business within Thoothukudi itself.

25. Majority (72.13%) of the respondents' family felt happy with the business of the respondents.

26. Majority (67.21%) of the respondents have opined that their family background is not related to textile industry.

27. Majority (65.57%) of the respondents opined that their small scale textile business is running moderately.

4.2.2 FINDINGS OF THE RANKING ANALYSIS:

1. Majority of the respondents have given first Rank to" Childhood dream" with the highest average score of 5.11 and the least importance has been given to "Make people to shine with my products" with the lowest average Score of 2.90.

2. Majority of the respondents have given First rank to "Research About My Field" with the highest average score of 4.23 and the least importance have been given to "Attend Workshops" with the lowest average score of 3.12.

3. Majority of the respondents have given First rank to "Lack of Training and Development" with the highest average score of 4.72 and the least rank has been given to "Problems Related to Abusing" with the least score of 2.96.

4. Majority of the respondents have given First rank to "Believe in Myself" with the highest average score of 4.42and the least rank has been given to "Hard work to get my better job" with the least score of 2.22.

5. Majority of the respondents have given First rank to "Lack of knowledge about schemes" with the highest average score of 3.39, and the least importance has been given Fifth rank to "Lack of asset in the name of women" with the least average score of 2.67.

6. Majority of the respondents have given First rank to the opinion to "quality of product" with the highest average score of 4.62 and the least rank has been given to "Excess Sales" with the lowest average score of 3.57

7. Majority of the respondents have with given First Rank to "Be Confident" with the highest average score of 3.74 and the least importance has been given as fifth rank to "Don't be afraid of failures" with the least average Score 2.33.

4.3 SUGGESTIONS OF THE STUDY

- Women Entrepreneurs should be given training about modern machinery and how to operate.

- Women Entrepreneurs should give due concentration in producing the best quality fabric and garment based on best usage of chemicals and dyes. The fabric quality should meet the GOTS requirements and various other specified certifications.

- Training on job should be given equally to the lowest and highest level of management and without any Gender discrimination. Then only organization can progress.

- With proper governmental and societal support, Women entrepreneurs can create sustainable, organized and growth-oriented enterprises with a vision.

- Special incentives, Tax rebates, Duty cuts and Subsidized land and Machinery can be provided to encourage Women Entrepreneurs in emerging sectors.

- Special Recognitions and Awards can be instituted for women participating in such targeted Industries.

- Government policies and regulations regarding business and industry can be formulated with the intent to encourage women entrepreneurs.

- Higher education incentives for women from rural regions, advanced training programs for development of management skills among women, and setting up of polytechnics and industrial institutes for women are the key thrust areas to strengthen the women's entrepreneurial talent through education and training.

- Counselling in entrepreneurship through women oriented NGO's, cheap micro financing and bank support for new business projects launched by women entrepreneurs, and privileged infrastructural support such as priority land allotment and administrative approvals can also promote the cause of women entrepreneurs substantially.

4.4 CONCLUSION

The main purpose of doing this project is to know the how the women entrepreneurs of textile industries are finances and what helps them to achieve sales targets. There may be some problems are raises by implementation of new policy but they are doing their work frequently. The need of textile industries of technologically advanced and efficient machineries is identified for dyeing process. Manual process of dyeing of yarn is laborious and involves errors in dyeing which affects the major quality parameter of textile product. Dyeing solutions/technology available in the market is a costly affair and may not be affordable to SME's and cottage industries. Next phase of this research is to model a conceptual design in order to carry out a motion synthesis in order to assess its functionality. The main reason for successful running of the industry is the support of state government.

A lot still remains to be done to improve the participation of Indian women entrepreneurs in the economy, with an aim to come at par with the women's participative role in the developed economies of the west. In the 21st century India where nuclear families are becoming popular, the dividing line between the roles of men and women is blurring. Women are equally keen to become active participants in the economy. Therefore, the role of women cannot remain confined to jobs, but they must also engage in employment generation and bring out their entrepreneurial talent. The women's family and the society have a key responsibility to support this shift in the women's economic profile.

ANNEXURE I
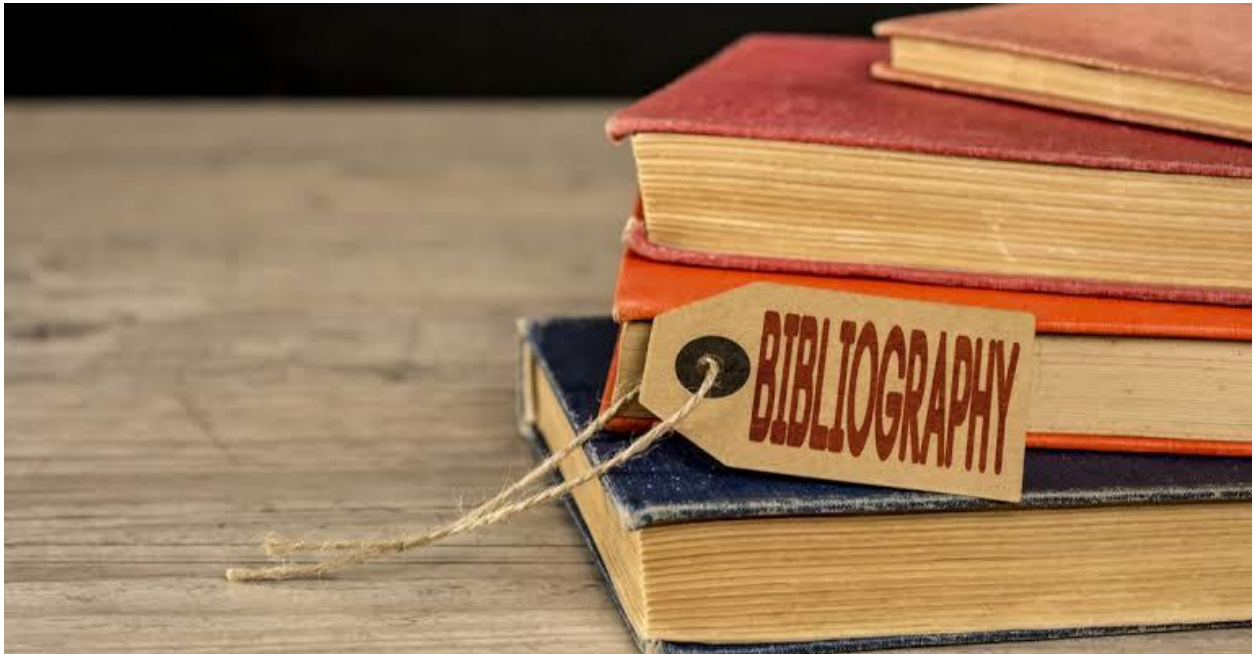
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ANNEXURE II

QUESTIONNAIRE

QUESTIONNAIRE

A STUDY ON ECONOMIC STATUS AND SATISFACTORY OPINION OF WOMEN ENTREPRENEURS IN THOOTHUKUDI DISTRICT WITH SPECIAL REFERENCE TO SMALL SCALE TEXTILE INDUSTRY

Name: _____

1) Age group (in years)

      a) 18-30   b) 30-40

      c) 40-50   d) 50 & Above

2) Highest qualification

      a) Illiterate   b) SSLC/HSC   c) UG/Diploma

      d) PG   e) Professional

3) The large part of your schooling was done in?

      a) Tamil Medium   b) English Medium

4) Marital Status

      a) Single   b) Married

5) Nature of Employment?

      a) Full time   b) Part time

6) If Part time, what is your current Employment Status?

      a) Govt. employed   b) Pvt. Employed

      c) Self-employed/entrepreneur   d) Dependant (Home maker, Student)

7) What is your role in textile industry?

      a) Boutique   b) Online Textile sales   c) Fashion designing

      d) Textile and Fabric manufacturing Units   e) Aari work and hand embroidery

      f) Machine embroidery   g) Tailoring shop/@home

8) How long have you been running your business?

      a) Below 5 years   b) 5-10years   c) 11-15 years   d) 15+years

9) Working Hours

      a) Less than 5 Hours   b) 5 - 10 Hours

      c) 10 - 15Hours   d) more than 15 Hours

10) Place of Residence

      a) Rural   b) Urban   c) Semi Urban

11) Which is the area of operations of your company?

        a) Local   b) State   c) National   d) International

12) Rank the reasons to start your business (rank as 1, 2, 3……)

1) Childhood dream	
2) Leisure purpose	
3) To be role model	
4) To stand independent in society	
5) Make more money	
6) Better Social status	
7) Make people to shine with my Product	

13) Challenges you faced during the start-up of your Business Please Tick (✓)

Reasons	SA	Agree	Neutral	Disagree	SDA
Doubt of self confidence					
Financial issues					
Lack of information about the raw materials at reasonable cost					
Lack of support from family					
Struggled to balance domestic and professional life					
Gender Discrimination					
Lack of Banking formalities in getting financial assistance					
Lack of experience in the field					

14) Did you have enough knowledge about your business before starting it?

        a) Yes   b) No

15) If yes how did you get your knowledge before starting your business? Please Tick (✓)

Reasons	S A	Agree	Neutral	Disagree	SDA
Research about my field					
Worked as employee for several years in same field					
Got experts' advice					
Learn Special course in institution relating to my Business					
Attend workshops					

16) Have you ever thought of giving up business at any point?

a) Yes   b) No

17) If yes, Rank the reasons (rank as 1, 2, 3 …......)?

1) Undergoing Business loss	
2) Lack of training and development	
3) Cannot reach out to many customers	
4) Lack of family support	
5) Gender Discrimination	
6) Fear of failure	
7) Problems related to Abusing	

18) If No, Rank the reasons (rank as 1, 2, 3 …......)

1) Love to face challenges and crack it	
2) Believe in myself (Positive mind set)	
3) Enough financial support	
4) Moral support from family and relatives	
5) Love to do my Passion	
6) Hard work to get my job better	

19) Do people treat the Women Entrepreneurs fairly than Male Entrepreneurs?

a) Yes   b) No   c) To some extent only

20) How many employees are working in your company at Present?

a) Below 5   b) 5-10   c) 10-15   d) Above 15

21) Who is your Targeted customer?

     a) Women   b) Men

     c) kids   d)_____(any   combination   of customers)

22) In your business if you face a lot of challenges what is your plan to do?

     a) Formulate a new strategy

     b) I will give up

     c) Will ask expert advice

     d) Keep continuing to avoid getting things more badly

23) What is your source of capital to start your business?

_____(You can mention combination of anything below)

     a) Personal Savings   b) Borrowed from Friends and Family

     c) Bank Loan   d) Loan / Assistance from Financial Institutions

     e) Source raised from Selling of Assets

24) How much did it cost to start your business?

     a) Below Rs.25000   b) Rs.25000-Rs.50000

     c) Rs.50000-Rs.75000   d) Rs.75000 and Above

25) What is your approximate Monthly income for the financial year?

     a) Under Rs.10000   b) Rs.10000- Rs.15000

     c) Rs.15000- Rs.20000   d) Above Rs.20000

26) Do you feel women lack the opportunity to get funds?

     a) Yes   b) No

27) If yes rank the reason why the women lack the opportunity to get funds? (rank as 1, 2, 3 …......)

1) Gender discrimination	
2) Lack of asset in their names	
3) Bank consider women less creditworthy	
4) Lack of knowledge about schemes	
5) Fear of take risk to get funds	

28) How do you advertise your business?

_____(You can mention combination of anything below)

      a) T.V Advertisement   b) Newspaper

      c) Radio   d) Social Media

29) Who is the motivator in starting the enterprises?

      a) Husband   b) Family Members

      c) Friends   d) Relatives   e) Government Agencies

30) If you want to start a new branch, where do you prefer to start?

      a) Within Thoothukudi   b) Nearby Thoothukudi

      c) Within Tamil Nadu   d) All over India

      e) Outside India

31) Are your family member's husband and/or children happy with the business you are running?

      a) Yes   b) No   c) To some extent   d) Not at all

32) Did your Family have a background related to textile industry?

      a) Yes   b) No

33) Satisfactory opinion of the respondents towards the business presently doing please (✓) tick

Opinion	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Current Financial position of business					
Job satisfaction					
Working environment					
Profit earned					
Quality of product					
Excess Sales					

34) How well is your business operating currently?

      a) Excess of profit   b) Running normally

35) Rank your suggestion to future Women entrepreneurs in your own experience? (Rank as 1, 2, 3…)

1) Keep learning and adapt technologies	
2) Be confident	
3) Believe in yourself	
4) Don't be afraid of failures	
5) Learn from mistakes	

CHALLENGES FACED BY HUMANITY IN PROMOTING THEIR WELL-BEING IN TODAY'S SCENARIO - A STUDY WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT

A project submitted in partial fulfilment of the requirements for the award of degree of

BACHELOR OF COMMERCE

Submitted by

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Lakshmi. M	**19SUCA24**
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ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

(Recredited with A+ Grade by NAAC)

THOOTHUKUDI

MAY 2022

DECLARATION

We have declared that the project entitled "**CHALLENGES FACED BY HUMANITY IN PROMOTING THEIR WELL-BEING IN TODAY'S SCENARIO - A STUDY WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT**" submitted in partial fulfilment of the requirements for the award of the degree of Bachelor of Commerce is our original work done under the guidance and supervision of **Dr.T.PRIYANKA M.COM., MBA., Ph.D, M.Sc(Psy)** . This project has not previously formed the basis for the award of other degree or other similar titles, and it represents entirely as independent work.

NAME OF THE CANDIDATES	REGISTER NUMBER	SIGNATURE
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LAKSHMI.M	19SUCA24	M.Lakshmi
MOHANA.S	19SUCA26	S. Mohana
SHAKCEY.B	19SUCA45	B. Shakcey
SOUNDARYA.J	19SUCA50	J.Soundarya.

PLACE: THOOTHUKUDI

DATE: 13/05/2022
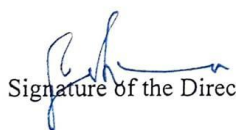
CERTIFICATE

It is certified that this short term project work entitled "**CHALLENGES FACED BY HUMANITY IN PROMOTING THEIR WELL-BEING IN TODAY'S SCENARIO - A STUDY WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT**" submitted to St.Mary's college (Autonomous) affiliated to Manonmaniam Sundaranar University is done in partial fulfillment of the requirements for the award of the degree of Bachelor of commerce and is a record soft work done in the Department of Commerce (SSC), St.Mary's college (Autonomous), Thoothukudi during the year 2021-2022 by the following students.

Students Name	Register no
Kiran Lydia. S	19SUCA23
Lakshmi. M	19SUCA24
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Signature of the Guide

Signature of the Director

Signature of HOD

Signature of the Principal
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ACKNOWLEDGEMENT

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INTRODUCTION

CHALLENGES FACED BY HUMANITY IN PROMOTING THEIR WELL-BEING IN TODAY'S SCENARIO. A STUDY WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT

1.1 INTRODUCTION:-

Standard of living generally refers to wealth, comfort, material goods, and necessities of certain classes in certain areas—or more objective characteristics—whereas quality of life is more subjective and intangible, such as personal liberty or environmental quality. Characteristics that make up a good quality of life for one person may not necessarily be the same for someone else.It focuses on basic material factors such as income, Gross Domestic Product (GDP), life expectancy, and economic opportunity. It is closely related to quality of life, which can also explore factors such as economic and political stability, political and religious freedom, environmental quality, climate, and safety. It is often used to compare geographic areas, and It can also be used to compare distinct points in time.

Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including food, clothing, housing and medical care and necessary social services, and the right to security in the event of unemployment, sickness, disability, widowhood, old age or other lack of livelihood in circumstances beyond his control. The standard of living varies between individuals depending on different aspects of life. The standard of living consists of the individuals having the basics such as food, shelter, social safety and interaction which all contribute to their wellbeing and what is considered to be a decent living standard.

1.2 STATEMENT OF PROBLEM:-

Thoothukudi has been a popular and vibrant southern district endowed with immense potentials in terms of natural and human resources. It has a number of historical, political and commercial credits also. The economic dynamism and cultural manifestations are found in abundance here. Thoothukudi has been the unique pearl fishing

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center with national significance. It has a busy port also. This district has been developing industrially. It has a commendable track in this regard. Thoothukudi district has a coast line of 163.5 km. long along the Gulf of Manner of the coastal stretch. It is officially estimated that about 18,4647 active fishermen in about 15,000families live and work in the study area in 2014-15. The fishermen live in mostly about 12 villages of eight fishing blocks. These men, women and even children work hard almost around the clock every day often nights to make out an income for their survival by venturing into deep sea waters, catching and processing and making the fish reaped both in local and distant markets. Despite their sincere and to a large extent skilled hard labour and risk-taking skills, they receive comparatively meager income which is frequently inadequate and disproportionate to strain and suffering. Other sources of income to them do not seem to be noteworthy. The pattern of distribution of even the low income in many cases and their spending habits are not always rational and useful. Naturally, the standards of living and working conditions do not appear to be comfortable and safe. Their incomes depend on the games of seasons and vagaries of nature. So, savings are not possible for many and debts are common. The present research aims at an economic study on standard of living of people in Thoothukudi District.

1.3 OBJECTIVES:-

1. To find the economic condition and standard of living of people in the selected area and to study the type of occupation they are engaged.

2. To study about the availability of basic amenities among the people in the selected area.

3. To find out the demographic profile of the people in selected area.

4. To find out the income and expenditure status of the people in the selected area.

5. To study the saving pattern and purpose of savings.

1.4 SCOPE OF THE STUDY:-

The study covers the challenges faced by Humanity in promoting their well being in today's scenario in Thoothukudi District by a sample size of 66 respondents.

1.5 RESEARCH METHODOLOGY:-

Education 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 kind of research because it's a determinant of reliability and validity which depends upon the adopted research method. It deals with the Challenges faced by Humanity in promoting their well being in today's scenario. The researches had informer interview with the respondents and information disclosed therein were recorded. A number of discussion were made besides the respondents with the study of Challenges faced by Humanity in promoting their well being in today's scenario and the data has been collected from both Primary and Secondary sources. The use

of both primary and secondary data to verify the suitability of objectives and to test

the hypothesis of the study with reality. Methods used for the collection and analysis of data are described with the help of statistical tools.

1.6 AREA AND PERIOD OF THE STUDY:-

The area of study is limited within the geographical area in Thoothukudi district. This research work was done during period of February 2022 to May 2022.

1.7 SAMPLING DESIGN:-

By adopting convenience sampling respondents were selected among common people and the questionnaire distributed among them to elicit primary data.

1.8.1 PRIMARY DATA:-

It can be defined as the data which is being collected for particular research. Self Administrated Surveys and it was distributed to the people in Thoothukudi district.

1.8.2 SECONDARY DATA:-

It can be defined as the data which is derived from the research and opinion of researchers. As the information that the actual is being processed by other researchers.

1.9 IMPORTANCE OF THE DATA:-

Importance is subjective indicator of value as a concept it is the recognized attribution of subjects significance or value as a defined by a perspective. In its most basic form important is used to define subject that are essential and relevant. Standard of living also makes a person to learn and maintain their economic condition. If one generation is maintaining their standard of living, it will be easier for their future to get a proper standard of living.

1.10 LIMITATIONS OF THE STUDY:-

This study covers the standard of living of people in Thoothukudiand include socio-demographic, income and expenditure pattern, standard of living index and poverty aspects.

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 suggestions are not constant because the mindset of the respondent may be changed.

The study was limited to Thoothukudi district.

CHAPTER SCHEDULE:-

The project report is classified into 4 chapters.

CHAPTER 1

❖ The first chapter deals with introduction and research design.

- Introduction

- Statement of the problem

- Objectives of the study

- Methodology

- Importance of the study

- Limitations of the study

- Chapterization

CHAPTER 2

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

CHAPTER 3

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

CHAPTER 4

❖ The fourth chapter summarizes the findings, suggestions and conclusion.

ANNEXURE

1. Questionnaire

2. Bibliography

PROFILE OF THE STUDY

PROFILE OF THE STUDY

2.1 INTRODUCTION:

Well-being is a positive outcome that is meaningful for people and for many sectors of society, because it tells us that people perceive that their lives are going well. Good living conditions (e.g., housing, employment) are fundamental to well-being. Tracking these conditions is important for public policy. However, many indicators that measure living conditions fail to measure what people think and feel about their lives, such as the quality of their relationships, their positive emotions and resilience, the realization of their potential, or their overall satisfaction with life—i.e., their "well-being." Well-being generally includes global judgments of life satisfaction and feelings ranging from depression to joy.

There is no consensus around a single definition of well-being, but there is general agreement that at minimum, well-being includes the presence of positive emotions and moods (e.g., contentment, happiness), the absence of negative emotions (e.g., depression, anxiety), and satisfaction with life, fulfilment and positive functioning. In simple terms, well-being can be described as judging life positively and feeling good. For public health purposes, physical well-being (e.g., feeling very healthy and full of energy) is also viewed as critical to overall well-being. Researchers from different disciplines have examined different aspects of well-being that include the following

- Physical well-being.
- Economic well-being.
- Social well-being.
- Development and activity.
- Emotional well-being.
- Psychological well-being.
- Life satisfaction.
- Domain specific satisfaction.
- Engaging activities and work.

Because well-being is subjective, it is typically measured with self-reports. The use of self-reported measures is fundamentally different from using objective measures (e.g., household income, unemployment levels) often used to assess well-being. The use of both objective and subjective measures, when available, are desirable for public policy purposes

2.2 HISTORY:-

India celebrates its 74<rtth Independence Day on 15th August 2021. Its development journey over the last 74 years has been marked by significant milestones and reforms that enabled it to achieve substantial progress in many areas including rise in income levels, growth, literacy, life expectancy and a wide variety of other economic indicators. As India commemorates 74 glorious years as an independent nation, let's look back at some of the significant achievements of our economy over the years

2.2.1 INCOME EXPANDS :-

Since 1947, India has achieved tremendous progress in raising growth, income levels and standards of living. The gross domestic product (GDP) increased from Rs 2,939 billion during 1950-51 to Rs 56,330 billion during 2011-12 (2004-05 constant prices).

The **standard of living in India** varies from state to state. In 2021, extreme poverty was fully eradicated to as low as 0.8% and India is no longer the nation with the largest population under poverty.

There is significant income inequality within India, as it is simultaneously home to some of the world's richest people. The average wages are estimated to quadruple between 2013 and 2030.

The standard of living in India shows large geographical disparity as well. For example, on one hand most metropolitan cities and other urban and suburban regions boast world-class medical establishments, luxurious hotels, sports facilities and leisure activities similar to that of first world developed nations, while there is significant poverty in rural areas of India, where medical care tends to be very basic or unavailable because of lack of doctors. Similarly, the very latest machinery may be used in most construction projects, but some construction workers work

without mechanization in some projects, mostly in very rural parts.[] However, a rural middle class is now emerging in India, with some rural areas seeing increasing prosperity.

As per the IMF's World Economic Outlook for 2020, the per capita PPP-adjusted GDP for India was estimated to be US$9,027.

2.2.2 POVERTY IN INDIA :-

24.3% of the population earned less than US$1 (PPP, around US$0.25 in nominal terms) a day in 2005, down from 42.1% in 1981. 41.6% of its population (540 million people approx.) is living below the new international poverty line of $1.25 (PPP) per day, down from 59.8% in 1981.

India, in 2019 has about 2.7% population under poverty level and is no longer holding the largest population under poverty level, considering Nigeria and Congo. On the other hand, the planning commission of India uses its own criteria and has estimated that 27.5% of the population was living below the poverty line in 2004–2005, down from 51.3% in 1977–1978, and 36% in 1993–1994. The source for this was the 61st round of the National Sample Survey (NSS) and the criterion used was monthly per capita consumption expenditure below ₹ 356.35 for rural areas and ₹ 538.60 for urban areas. 75% of the poor are in rural areas, most of them are daily wages, self-employed householders and landless labourers.

Although The Indian economy has grown steadily over the last two decades, its growth has been uneven when comparing different social groups, economic groups, geographic regions, and rural and urban areas. For the year 2015–16, the GSDP growth rates of Andhra Pradesh, Bihar and Madhya Pradesh was higher than Maharashtra, Odisha or Punjab.

Since the early 1950s, successive governments have implemented various schemes, under planning, to alleviate poverty that have met with partial success. Programmes like *Food for work* and *National Rural Employment Programme* have attempted to use the unemployed to generate productive assets and build rural infrastructure.

In August 2005, the Indian parliament passed the *Rural Employment Guarantee Bill*, the largest programme of this type, in terms of cost and coverage, which promises 100 days of minimum

wage employment to every rural household in 200 of India's 600 districts. The Indian government is planning to bring in more economic reforms which can help farmers and unskilled labourers' transition into industrialised sectors.
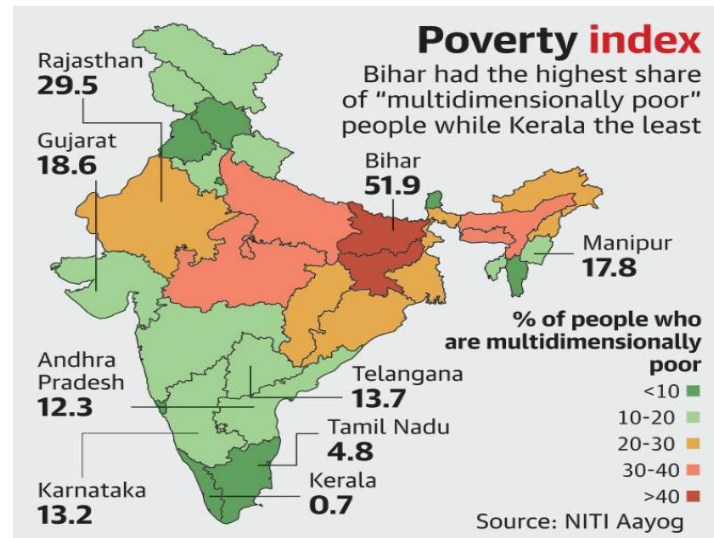
2.3 HISTORY OF THOOTHUKUDI:-

Traditionally known as "Pearl City" on account of the prevailing Pearl fish in the past in the area, Thoothukudi has a fascinating History. Forming part of the Pandian kingdom between 7th and 9th Century A.D., Thoothukudi remained in the hands of the Cholas during the period between 9th and 12th century.

Emergence of Thoothukudi as a maritime port attracted travellers, adventures, and eventually colonizers. The Portuguese were the first to arrive in Thoothukudi in 1532 A.D., followed by the Dutch in 1658 A.D. The English Captured Thoothukudi from the Dutch in 1782 and the East India Company established their control over Thoothukudi in the same year.

On the 20th, October 1986 a new district, carved out of the erstwhile Tirunelveli district was born in Tamil Nadu and named after V.O.Chidambaranar, a great national leader hailing from Ottapidaram who led the Swadeshi Movement in the south. Since 1997 as in the case of other districts of Tamilnadu, this district has also been named after its headquarters town, Thoothukudi.

Thoothukudi became the citadel of freedom struggle in the early of the 20th century. It was in Thoothukudi that the illustrious patriot ,V.O.Chidambaram established the first swadesi Stream Navigation Company, sailing the first steamer S.S.Gaelia to Thoothukudi on 1st June 1907.

The minor port of the Thoothukudi anchorage port with lighter age facilities has had flourished traffic for over a century. 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, palmyrahfibres, 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 hand the distinction of being intermediate port handling the highest traffic tonnage of over 1million per annum.

The salient features of the district include its lengthy,curvy and scenic sea coast which was an international cynosure in the days of yore for its pearl fishery; beautiful coastel villages with their sacred temples, churches and mosques like Tiruchendur, Manappadu and Kayalpattinam respectively. Adhichanallur, one of the cradles of the ancient civilizations, Korkai, an ancient port of the SangamPandyas,Kayal, the confluence of the river Tamiraparani with the Bay of Bengal,one of the five illustrious rivers of Tamilnadu, Panchalamkurichi, the capital of VeerapandiyaKattabomman, an early martyr, for the cause of freedom, Ettayapuram, the birth place of the great poet SubramanyaBharathi, Ottapidaram the home town of V.O.ChidambaramPillai,who dared to sail ships as a measure to combat British imperialism;Maniyachi, where Vanchinathan assassinated Ashe, the British Collector for this high –handedness against the leaders during Swadeshi Movement; Kulasekarapattinam and Kurumbur where patriots showed their anger against alien rule ,temple towns like Srivaikundam, Meignanapuram, one of the cradles of Christianity, Thoothukudi, besides being a major port, the earliest settlement of the Portuguese and the Dutch, the tall and dense palmyra groves and the bushy Odai trees, the Teris and the adjacent coral islands, Idayankudi and Manappadu and the adjacent places which became the headquarters of great missionaries like G.U.Pope, Veeramamunivar, Caldwell and others who, besides their missionary work, contributed a lot for the development of Tamil language and literature and above all the enterprising and hardworking people who now constitute a major trading community in the State.

2.4 POPULATION TRENDS :-

In 2011, Thoothukudi had a population of 1,750,176 of which male and female were 865,021 and 885,155 respectively. In the 2001 census, Thoothukudi had a population of 1,572,273 of which males were 766,823 and remaining 805,450 were females. The density of population per Sq.km is 376 as against the 555 for the State. The sex ratio is 1024 females for every 1000 males and become the ranking first in the Sex Ratio in Tamil Nadu. The percentage of literacy is 86.52. The district has 20% of SC population to the total population as per 2011 population census. The average literacy rate of Thoothukudi in 2011 was 86.16 compared to 81.52 of 2001. If things are looking out at gender wise, male and female literacy were 91.14 and 81.33 respectively. For the 2001 census, same figures stood at 88.32 and 75.13 in Thoothukudi district. Total literate in Thoothukudi district was 1,349,697 of which male and female were 703,106 and 646,591 respectively. In 2011 census, the child sex ratio is 963 girls per 1000 boys compared to figures of 953 girls per 1000 boys. According to the 2011 Census, the Thoothukudi district population is approximately 1.74 million as opposed to 1.57 million in 2001. The sex ratio works out to 1023 in 2011 as compared to 1050 in 2001. The decadal (2001-2011) growth rate is 10.56 per cent. The density of population in Tamil Nadu, a true indicator of population distribution, is 340 persons per sq. km in 2001, as against 369 in 2011. Thoothukudi district is today the most urbanized district in the State with 50.15 percent of its population living in urban areas.

2.5 ECONOMY:-

2.5.1 Agriculture:-

The majority of the population in the district derives their livelihood from activities related to agriculture and livestock rearing. Agriculture is the main occupation in which 70% of the people depend on it. The main food crop in this district is paddy. The important food crops in the district are paddy, Cholam, cumbu, ragi, varagu, samai and commercial crops like cotton, chilly, sugar cane and groundnut. There are strong links between agriculture and economic growth. Most of the area is covered with sandy soils since the district has a long coastal area of 163.5 kms. There are opportunities to develop cold storage units to increase agricultural exports via Thoothukudi

port. There are ample opportunities to promote new crop varieties and new technologies such as precision farming and system of rice intensification as the farmers are now educated on these aspects and is willing to adapt the new varieties and technologies.

2.5.2 INDUSTRIES:-

Thoothukudi has a host of industries including power, chemicals, and fisheries. The industries in Thoothukudi are SIPCOT Estate, SIDCO Industrial Area and Co-operative Industrial Estate; Tuticorin Thermal Power Station (TTPS) has five 210 megawatt Generation Plants. The first plant was commissioned in July 1979.Windmills at Mullakkadu, readymade garments, safety matches, textile, spinning mills, boat making (traditional), edible oil, rice mills, bakery products, fish processing industry and Thoothukudi Port trust are located in the district. Besides, there are several medium and small industries, including traditional ones, are situated in Thoothukudi and its neighbourhood. The city is also famous for the production of salt. Salt pans in and around the city contribute in a major manner to the economy of the city. The salt pans produce 1.2 million tonnes of salt every year, contributing to 90 % of the salt produced in the State and 50% needed by the chemical industries of the State. The district occupies the first place in salt production in the state. There is a good scope for development of salt based marine chemical industries, namely bromine from sea bittern, free flow iodized salt, sodium chloride (analytical and pharmaceutical), magnesium sulphate. Fishing industry is one of the largest contributors to the local economy. Tuticorin Fishing Harbour is one of the oldest and largest in Tamil Nadu. The coastal area is a focus of expansion and diversification of economic activity. The coastal zone has a high concentration of human settlements and is the preferred site for urban development.

Many of the earth's most productive economic systems are found in the coastal area. Over 95 % of all marine fisheries are derived from sea water.

2.6 INCOME:-

Income The all-round development of the district over the last five decades can be seen from the increased contribution from the agriculture (primary), industries (secondary) and services (tertiary) sectors of the real income of the district's economy. The Thoothukudi district

performance during the different plan periods compared to the performance of the State as a whole (at constant prices) shows that district per capita income is relatively high in all eight years than the State per capita income. It is understood that the district economy is progressively moving forward than the State's economy

2.7 SOCIAL SECTOR:-

2.7.1 HEALTH:-

The four basic objectives of a health care system are equity, access, quality, and efficiency. In order to evaluate the health care system in Thoothukudi district based on several health care facilities are provided by both public-private hospitals. Total fertility rate (TFR) is defined as the average number of children, a woman would bear during her lifetime. Total fertility rate and crude birth rate (CBR) will indicate the fertility. In Thoothukudi, the total fertility rate was 16 in 2013-14 and 15.7 in Tamil Nadu. The district average CBR is little higher than the State average.High birth rate is one of the causes for burgeoning population. There are many social and economic factors causing this high birth rate. The main social factors may be early marriage and marriage is a social compulsion. Over the years, the district has adopted progressive child and women policies advocated by the Government of Tamil Nadu by introducing path breaking social policy interventions. Perhaps the best known example is the noon meal scheme introduced in schools in the early 1960s. The scheme was a pioneering effort to protect children from hunger and increase enrolment and thereby stemming dropout in primary schools.

2.7.2 LITERACY AND EDUCATION:-

Literacy is also a foundation for individual and societal development and plays an important role in poverty reduction. In this regard, literacy promotion is not only at the heart of Education for All movement but also supports the achievement of all other related human wants in a sustainable manner. Taking into consideration, the initiatives taken by the Government of Tamil Nadu, the literacy rate in Thoothukudi district is comparatively moving forward and occupies the 3rd position in the districts of Tamil Nadu

2.8 WHAT IS ECONOMIC DEVELOPMENT?

2.8.1 MEANING:-

In general, **economic development** is usually the focus of federal, state, and local governments to improve our standard of living through the creation of jobs, the support of innovation and new ideas, the creation of higher wealth, and the creation of an overall better quality of life. Economic development is often defined by others based on what it is trying to accomplish. Many times these objectives include building or improving infrastructure such as roads, bridges, etc.; improving our education system through new schools; enhancing our public safety through fire and police service; or incentivizing new businesses to open a location in a community.

Economic development often is categorized into the following three major areas:

1. Governments working on big economic objectives such as creating jobs or growing an economy. These initiatives can be accomplished through written laws, industries' regulations, and tax incentives or collections.
2. Programs that provide infrastructure and services such as bigger highways, community parks, new school programs and facilities, public libraries or swimming pools, new hospitals, and crime prevention initiatives.
3. Job creation and business retention through workforce development programs to help people get the needed skills and education they need. This also includes small business development programs that are geared to help entrepreneurs get financing or network with other small businesses.
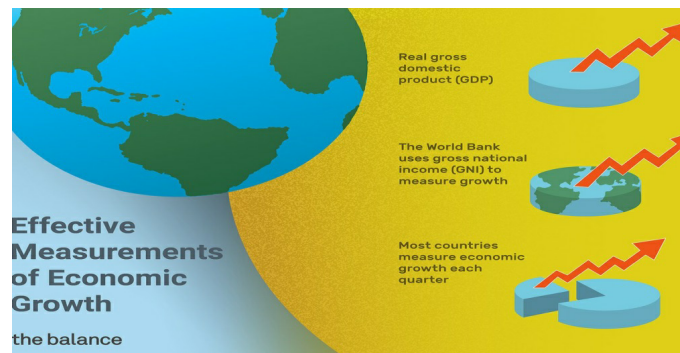
2.8.2 DEFINITION:-

IEDC defines the term as a program, group of policies, or activity that seeks to improve the economic well-being and quality of life for a community, by creating and/or retaining jobs that facilitate growth and provide a stable tax base.

2.8.3 OBJECTIVES:-

1. Increase in the level of national income: The main objective of economic development is the increase in the level of national income. The level of national income could be increased by increasing the quantity and quality of various goods and services. Besides economic development is initiated for promoting the level of real national income of the country.

2. Increase in the investment: Investment plays a significant role in the economic development of a country. So investment must be made in all important sectors. Investment in unimportant consumption sectors should be discouraged. More and more productive activities are carried on only when investment is made on large scale.

3. Provision of employment: Economic development aims at the elimination of unemployment problem. Qualified, talented, efficient and hardworking persons must be provided employment in different spheres of productive activity. But it is very difficult for the government to provide jobs for all the unemployed persons. So, various means like self-employment schemes, rural electrification, roads and communications, transport etc have to be adopted for overcoming the dangers of unemployment problem in underdeveloped countries.

4. Removal of Poverty: It is one of the important Objectives Of economic development. Economic development also aims at the removal of poverty and provision of social justice for all. Power could be removed when the poorest persons in underdeveloped countries are provided with minimum needs like food, shelter, clothing, medicine etc. Programmes like adoption of the progressive taxation, decentralization of economic power, nationalization of key industries, special help to weaker sections etc have to be implemented with sincerity and honesty.

5. Self-reliance: Every country wants to achieve self-reliance and self-sufficiency in all matters. This objective could be achieved with herculean efforts of the people, government and social institutions. As economic development takes place, production in all sectors will increase. Exports will increase and imports will be minimized. Thus, there are several objectives of economic development. These Objectives Of Economic Development would be realized only with the adoption of a long term perspective plan.

2.8.4 STRATEGIES:-

Though economic development priorities vary, economic development strategies often aim for common, positive results, such as:

- Creating more jobs and more job variety
- Keeping businesses and getting new ones
- A better quality of life
- More people and businesses paying taxes
- More productive use of property
- Promoting your community's assets
- Making and selling more local products
- Getting more skilled workers living in your community

2.8.5 CHALLENGES FACED IN ECONOMIC DEVELOPMENT IN INDIA:-

Low per capita income

Usually, developing economies have a low per-capita income. The per capita income in India in 2014 was $1,560. In the same year, the per-capita Gross National Income(GNI) of USA was 35 times that of India and that of China was 5 times higher than India.

Further, apart from the low per-capita income, India also has a problem of unequal distribution of income. This makes the problem of poverty a critical one and a big obstacle in the economic progress of the country. Therefore, low per-capita income is one of the primary economic issues in India.

Huge dependence of population on agriculture

Another aspect that reflects the backwardness of the Indian economyis the distribution of occupations in the country. The Indian agriculture sector has managed to live up to the demands of the fast-increasing population of the country.

According to the World Bank, in 2014, nearly 47 percent of the working population in India was engaged in agriculture. Unfortunately, it contributed merely 17 percent to the national income implying a low productivity per person in the sector. The expansion of industries failed to attract enough manpower either.

Heavy population pressure

Another factor which contributes to the economic issues in India is population. Today, India is the second most-populated country in the world, the first being China.

We have a high-level of birth rates and a falling level of death rates. In order to maintain a growing population, the administration needs to take care of the basic requirements of food, clothing, shelter, medicine, schooling, etc. Hence, there is an increased economic burden on the country.

The existence of chronic unemployment and under-employment

The huge unemployed working population is another aspect which contributes to the economic issues in India. There is an abundance of labor in our country which makes it difficult to provide gainful employment to the entire population.

Also, the deficiency of capital has led to the inadequate growth of the secondary and tertiary occupations. This has further contributed to chronic unemployment and under-employment in India.

With nearly half of the working population engaged in agriculture, the marginal product of an agricultural labourer has become negligible. The problem of the increasing number of educated-unemployed has added to the woes of the country too.

Slow improvement in Rate of Capital Formation

India always had a deficiency of capital. However, in recent years, India has experienced a slow but steady improvement in capital formation. We experienced a population growth of 1.6 %during 2000-05 and needed to invest around 6.4 %to offset the additional burden due to the increased population.

Therefore, India requires a gross capital formation of around 14 % to offset depreciation and maintain the same level of living. The only way to improve the standard of living is to increase the rate of gross capital formation.

Inequality in wealth distribution

According to Oxfam's 'An economy for the 99 % report, 2017, the gap between the rich and the poor in the world is huge. In the world, eight men own the same wealth as the 3.6 billion people who form the poorest half of humanity.

In India, merely 1% of the population has 58 % of the total Indian wealth. Also, 57 billionaires have the same amount of wealth as the bottom 70 % of India. Inequal distribution of wealth is certainly one of the major economic issues in India.

Poor Quality of Human Capital

In the broader sense of the term, capital formation includes the use of any resource that enhances the capacity of production.

Therefore, the knowledge and training of the population is a form of capital. Hence, the expenditure on education, skill-training, research, and improvement in health are a part of human capital.

To give you a perspective, the United Nations Development Program (UNDP), ranks countries based on the Human Development Index (HDI). This is based on the life expectancy, education, and per-capita income. In this index, India ranked 130 out of 188 countries in 2014.

Low level of technology

New technologies are being developed every day. However, they are expensive and require people with a considerable amount of skill to apply them in production.

Any new technology requires capital and trained and skilled personnel. Therefore, the deficiency of human capital and the absence of skilled labour are major hurdles in spreading technology in the economy.

Another aspect that adds to the economic issues in India is that poor farmers cannot even buy essential things like improved seeds, fertilizers, and machines like tractors, investors, etc. Further, most enterprises in India are micro or small. Hence, they cannot afford modern and more productive technologies.

Lack of access to basic amenities

In 2011, according to the Census of India, nearly 7% of India's population lives in rural and slum areas. Also, only 46.6% of households in India have access to drinking water within their premises. Also, only 46.9 % of households have toilet facilities within the household premises.

This leads to the low efficiency of Indian workers. Also, dedicated and skilled healthcare personnel are required for the efficient and effective delivery of health services. However, ensuring that such professionals are available in a country like India is a huge challenge.

Demographic characteristics

According to the 2011 Census, India had a population density of 382 per square kilometre as against the world population density of 41 per square kilometre.

Further, 29.5 percent was in the age group of 0-14 years, 62.5 percent in the working age group of 15-59 years, and around 8 percent in the age group of 60 years and above. This proves that the dependency burden of our population is very high.

Under-utilisation of natural resources

India is rich in natural resources like land, water, minerals, and power resources. However, due to problems like inaccessible regions, primitive technologies, and a shortage of capital, these resources are largely under-utilized. This contributes to the economic issues in India.

Lack of infrastructure

The lack of infrastructural facilities is a serious problem affecting the Indian economy. These include transportation, communication, electricity generation, and distribution, banking and credit facilities, health and educational institutions, etc. Therefore, the potential of different regions of the country remains under-utilize

2.9 SAVINGS:-

2.9.1 MEANING:-

Savings refers to the money that a person has left over after they subtract out their consumer spending from their disposable income over a given time period. Savings, therefore, represents a net surplus of funds for an individual or household after all expenses and obligations have been paid.

Savings are kept in the form of cash or cash equivalents (e.g. as bank deposits), which are exposed to no risk of loss but also come with correspondingly minimal returns. Savings can be grown through investing, which requires that the money be put at risk, however.

2.9.2 UNDERSTANDING SAVINGS:-

Savings comprise the amount of money left over after spending. People may save for various life goals or aspirations such as retirement, a child's college education, the down payment for a home or car, a vacation, or several other examples.

2.9.3 TYPES OF SAVINGS:-

Emergency Savings

The emergency fund is a savings account that once opened, you should not touch. It's called emergency savings because it is just that… only for emergencies. Unexpected costs can pop up in your life, and this fund is preparation for those such as the sudden need for a car repair, home repair, or a medical emergency. Adding to this account monthly or depositing a percentage into it from your weekly or bi-weekly pay check is helpful and easy to do.

Long-Term Savings

Your long-term fund is just as important as your emergency fund. However, this fund helps you with stability in the future. This could be for your child's college fund, a down payment on a new home, or your retirement. For future situations like the ones previously described, you might want to consider investing your money rather than maintaining a traditional savings account.

Spending Savings

The spending fund is more for short-term saving. You may want to put money aside for a concert, hair appointment, or a gift for a friend. This fund is for events that you know are coming up, and you need to save for. After you have analysed your monthly budget, you may find you can give yourself more room to do some additional things there are pleasurable for you. You do not have to have an account for this type of saving. Placing cash aside in an envelope would suffice

Goal Savings

This is for a specific purchase. Whether you're planning to take a cruise, purchase a new car, or see a pair of expensive shoes you'd like to have, this is where you add money over time to reward yourself.

2.9.4 PURPOSE OF SAVINGS:-

Freedom to Pursue Your Dream Career

One of the most important reasons to save is to provide yourself with the freedom to pursue a career you love. When you have ample cash sitting in your savings account, and a pile of investments earning interest, there's absolutely no reason to endure a situation you hate.

Long-Term Security

Saving money is important because it provides you with financial security. And the more you save, the more secure you will be.

Emergencies

It's inevitable that throughout life, there will be some emergencies. From a family emergency that requires you to fly across the country, to less emotional emergencies like a broken down car and during medical emergencies having a decent amount of money saved up keeps you from adding financial stress to the pile.

Minimizing Financial Risk

The more money you have, the less risky your financial situation will become. Participating in stock exchange activities or buying shares in any companies will result in more financial risk. When you bear loss during investing in stocks/ shares savings can able to compensate with those losses. Saving and investing your money minimizes your financial risk. Plain and simple.

Leaving a Financial Legacy

Financial legacy is important to the people around us. Whether in the age of 20 or 90 years old, the way you handle your money will leave lasting effects positive or negative on your dearest ones.

2.10 SAVINGS SCHEMES IN INDIA:-

Investing in savings schemes can also help fund the education and marriage of the individual's children. Apart from it being a disciplined way of saving money, investing in such schemes can also provide additional income. There are also various small savings schemes, where the contribution is less, but the total contribution that has been accumulated over the long-run will be large.

2.10.1 ADVANTAGES OF SAVINGS SCHEMES:-

The main advantages of investing in savings schemes are mentioned below:

Long-term benefits: Individuals can achieve their long-term goals such as retirement plans, children's education, and children's marriage by investing in savings schemes.

Various savings schemes: The number of savings scheme currently available is large. The benefits vary according to the scheme and the sector. For example, the PradhanMantri Jan DhanYojana is designed to help people who are below poverty line and the SukanyaSamriddhiYojana helps a girl child financially.

Hassle-free: The maintenance and investment towards the schemes are very simple and most of the contributions made towards the schemes can be done online.

Security and safety: The contributions that are made towards the schemes are minimal on risk as well as safe and secure since the schemes are launched by the Indian Government.

2.10.2 TYPES OF SAVINGS SCHEMES :-

Public Provident Fund (PPF)

The Public Provident Fund (PPF) scheme is one of the most popular and safest investment options that is available in the country. Under Section 80C of the Income Tax Act, contributions made towards the scheme as well as the interest that is generated from the contributions are also tax exempt.The scheme can be opened at post offices and banks, and the duration of the scheme is 15 years. Individuals are allowed to increase the duration of the scheme by a further 5 years.

Employees' Provident Fund (EPF)

The Employees' Provident Fund Organisation (EPFO)launched the EPF scheme with the main aim of helping employees save money for their retirement. It is mandatory for organisations with more than 20 employees to contribute towards the EPF scheme. The employee and employer each contribute 12% of the employee's Dearness Allowance (DA) and basic salary towards the scheme.

National Pension System (NPS)

The NPS was launched by the Central Government with the main aim of providing individuals a regular income after their retirement. Employees can avail the benefits of the scheme by paying a small amount of premium.

Employees will receive a lump sum amount at the time of their retirement as well as a certain percentage will be paid back as pension on a monthly basis after their retirement.

SukanyaSamriddhiYojana Account (SSY)

The sukanyasamriddhuyojana (SSY) scheme was launched by Prime Minister NarendraModi to help secure the future of a girl child. The current rate of interest offered by the scheme is 8.5% and an SSY account can be opened at post offices or banks.

The minimum and maximum deposit that can be made in a year towards the scheme is Rs.1,000 and Rs.1.5 lakh, respectively. The account holder must make contributions towards the scheme for a duration of 14 years and the maturity period of the scheme is 21 years. Individuals can transfer the SSY account from banks to post offices and vice versa.

Atal Pension Yojana (APY)

The main aim of the scheme is to help individuals who are below the poverty line. The scheme also benefits people who work in the unorganised sector and require financial support from the government.Citizens between the ages of 18 years and 40 years can apply for the Atal Pension Yojana scheme. Contributions towards the scheme must be made for a minimum duration of 20 years.

Voluntary Provident Fund (VPF)

Employees can opt for the VPF scheme on a voluntary basis. Under the VPF scheme, employees are allowed to contribute their entire basic salary towards the scheme, unlike the EPF scheme, where only 12% of the basic salary can be contributed.

KisanVikasPatra (KVP)

The KisanVikasPatra certificate scheme is offered by post offices in India. The rate of interest that is offered by the scheme at the moment is 7.7% and it is compounded on an annual basis. The minimum contribution that must be towards the scheme is Rs.1,000 and there is no maximum limit. Over the course of 112 months, the amount invested towards the scheme doubles.

National Savings Certificate (NSC)

The NSC scheme is one of the most popular schemes in India. Since the scheme is backed by the Indian Government, guaranteed returns and tax benefits are provided. The duration of the scheme is 5 years and individuals can invest in the scheme at post offices. The Indian Government decides the interest rates of the scheme on a quarterly basis.

Post Office Savings Scheme

The various savings schemes that are offered by India Post are very popular as the risks are very minimal and most of the schemes provide guaranteed returns. The process to open any saving schemes accounts at the post office is simple and quick. The many good features offered by the schemes also make them popular.

2.11 CONCLUSION:-

Standard of Living is regarded as important because it contributes to the quality of life of a person. Quality of life is all about how a person feels about their life, whereas the standard of living is all about comfort, material possessions, wealth and so on. Economic development can be achieved with the help of better quality of living for every individual. In thoothukudi district all basic conditions are satisfied by almost every sections of the society.

ANALYSIS AND INTERPRETATION OF THE STUDY

ANALYSIS AND INTERPRETATION OF THE STUDY

3.1 INTRODUCTION:-

This chapter aims at studying the challenges faced by people in Thoothukudi, the study area. It is based on the primary data which were collected by the research team members. Tough 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 standard of living of people in Thoothukudi.

Analysis of data plays a dominant role in the completion of project. Tables and diagrams assist the research team members to analyze the data. 66 respondents were met and data were collected through questionnaires. Each question in the questionnaire 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

Bar diagram

Pie-chart

Doughnut

Line

3.2 AGE WISE CLASSIFICATION:-

Table 3.1

Age wise classification:

Age	No. of Respondents	Percentage(%)
10-20	2	3.030
20-30	33	50
30-40	8	12.121
40-50	8	12.121
50 Above	15	22.727
Total	66	100

Source: Primary Data

Inference:

From the above table 3.1 it is clear that out of the total respondents taken for study 3.03% of the respondents belong to the age of 20 years and 50% of the respondents belong to the age between 20-30 years and 12.12% of the respondents belong to the age between 30-40 and 40-50 Years and 22.727% of the respondents belong to the age group 50 years.

Majority (50%) of the respondents are between 20-30 years of age.
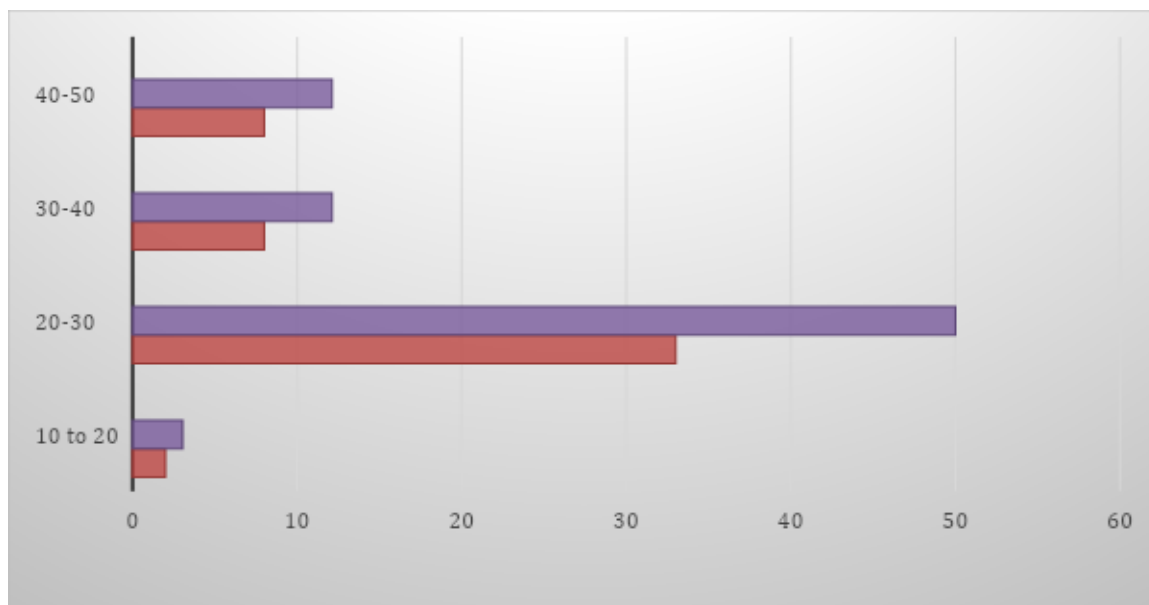
3.3 GENDER WISE CLASSIFICATION:-

Table 3.2

Gender wise classification

Gender	No. of Respondents	Percentage(%)
Male	28	42.424
Female	38	57.575
Total	66	100

Source: Primary Data

Inference:

From the above table 3.2, it is clear that out of the total respondents taken for study 57.575% of the respondents are female and 42.424% of the respondents are male.

Majority (57.575%) of the respondents are female.
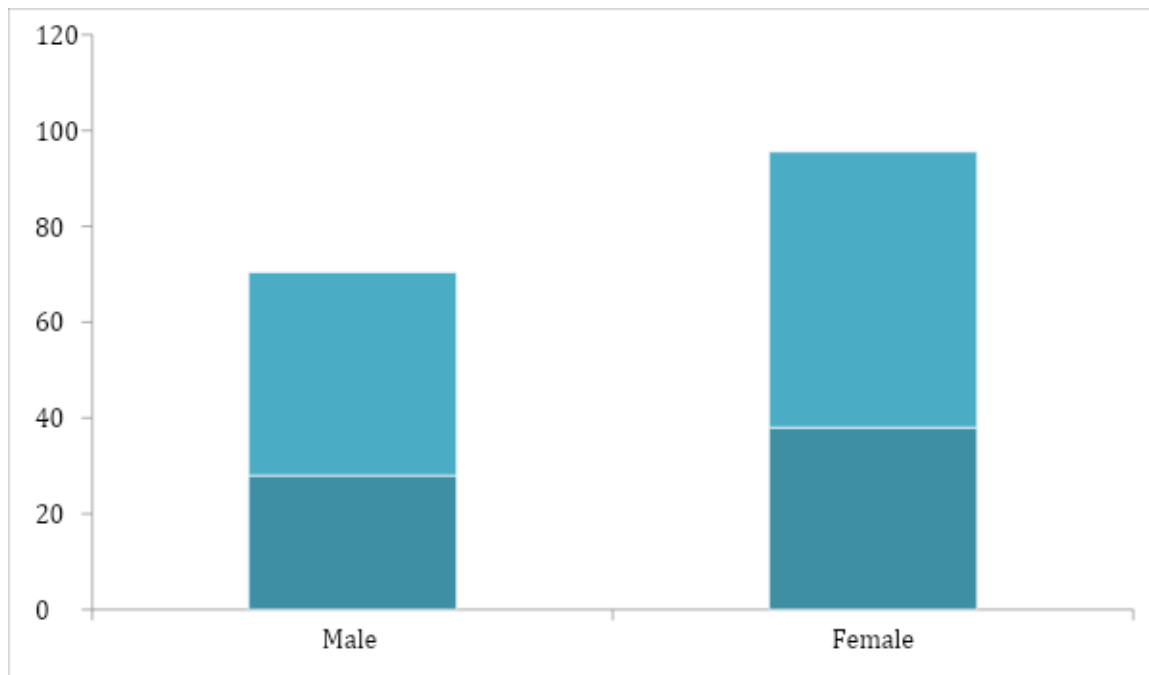
3.4 MARITAL STATUS WISE CLASSIFICATION:-

Table 3.3

Marital Status Wise Classification

Marital status	No. of Respondents	Percentage(%)
Married	37	56.06
Unmarried	29	43.93
Total	66	100

Source: Primary Data

Inference:

From the above table 3.3, it is clear that out of the total respondents taken for study 56.06% of the respondents are married and the remaining 43.93% of the respondents are married.

Majority (56.06%) of the respondents are married.
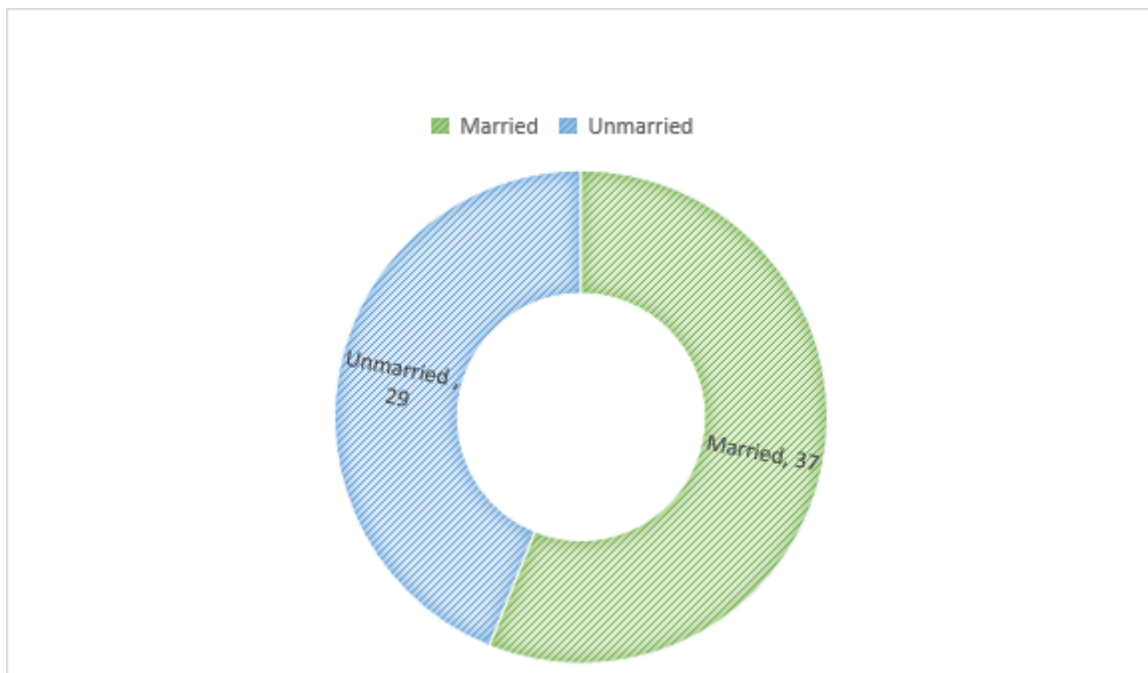
3.5 SIZE OF THE FAMILY:-

Table 3.4

Family Size

Family members	No. of Respondents	Percentage(%)
3	13	19.697
4	29	43.939
5	23	30.303
5+	4	6.060
Total	66	100

Source: Primary Data

Inference:

From the above table 3.4, it is clear that out of the total respondents taken for study 19.697% of the respondents have 3members in their family and 43.939% of the respondents have 4 members of the family and 30.303% of the respondents belongs to 5 members in their family and 6.060% of the respondents have 5+ members in their family.

Majority (43.939%) of the respondents have 4 members in theirfamily.
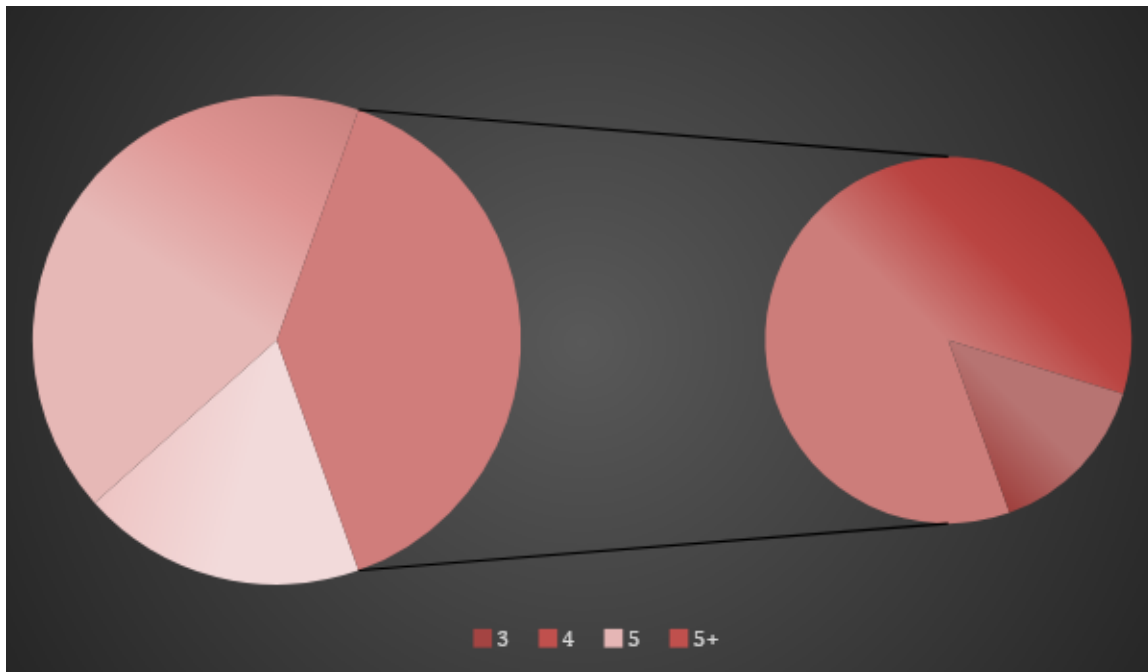
3.6 FAMILY TYPE:-

Table 3.5

Family Type

Family Type	No. of Respondents	Percentage(%)
Nuclear	56	84.848
Joint	10	15.151
Total	66	100

Source: Primary Data

Inference:

From the above table 3.5, it is clear that out of the total respondents taken for study 84.848% of the respondents belongs to nuclear family and 15.151% of the respondents belongs to joint family.

Majority (84.848%) of the respondents belongs to nuclear family.

3.7EDUCATIONAL WISE CLASSIFICATION:-

Table 3.6

Education wise classification

Qualification	No. of Respondents	Percentage(%)
UG	33	50
PG	14	21.212
HSC	12	18.181
Others	7	10.606
Total	66	100

Source: Primary Data

Inference:

From the above table 3.6, it is clear that out of the total respondents taken for study50% of the respondents have completed under graduate and 21.212% of the respondents have completed post graduate and 18.181% of the respondents have completed higher secondary and 10.606% of the respondent's qualification are SSLC, IIT, etc.

Majority (50%) of the respondent's qualification is UG.
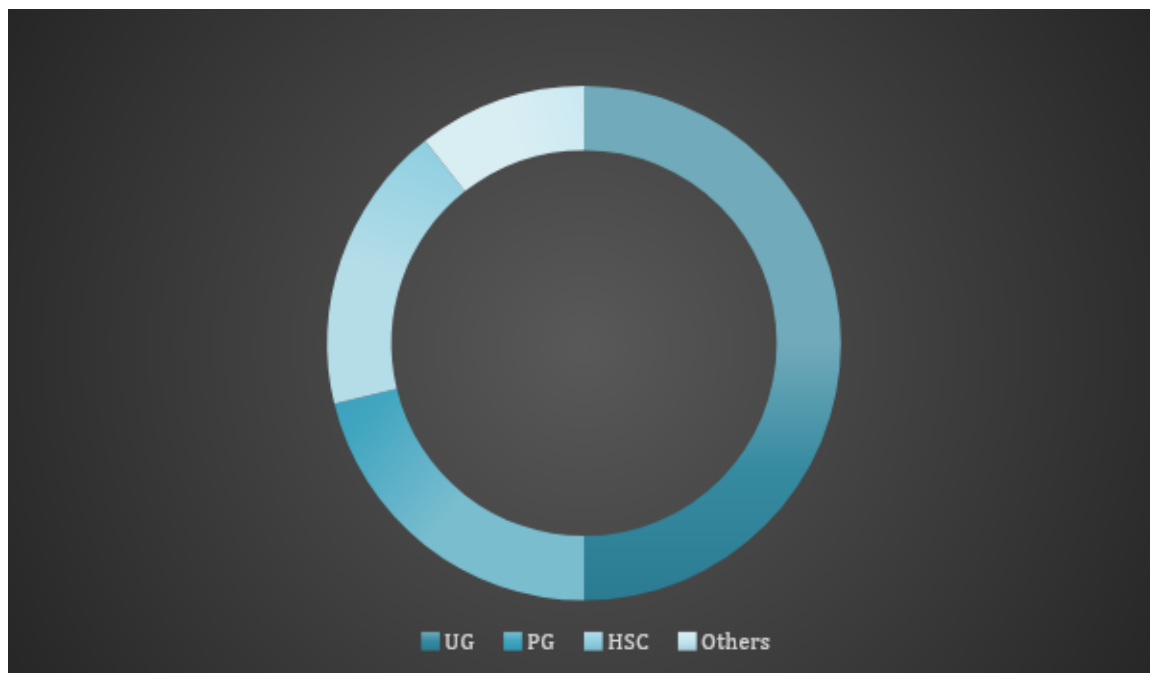
3.8 FIRST GRADUATE:-

Table 3.7

First Graduate

First graduate	No. of Respondents	Percentage(%)
Yes	23	34.848
No	43	65.151
Total	66	100

Source: Primary Data

Inference:

From the above table 3.7, it is clear that out of the total respondents taken for study 34.848% of the respondents are first graduate and 65.151% of the respondents are not first graduate.

Majority (65.151%) of the respondents are not first graduate in their family.
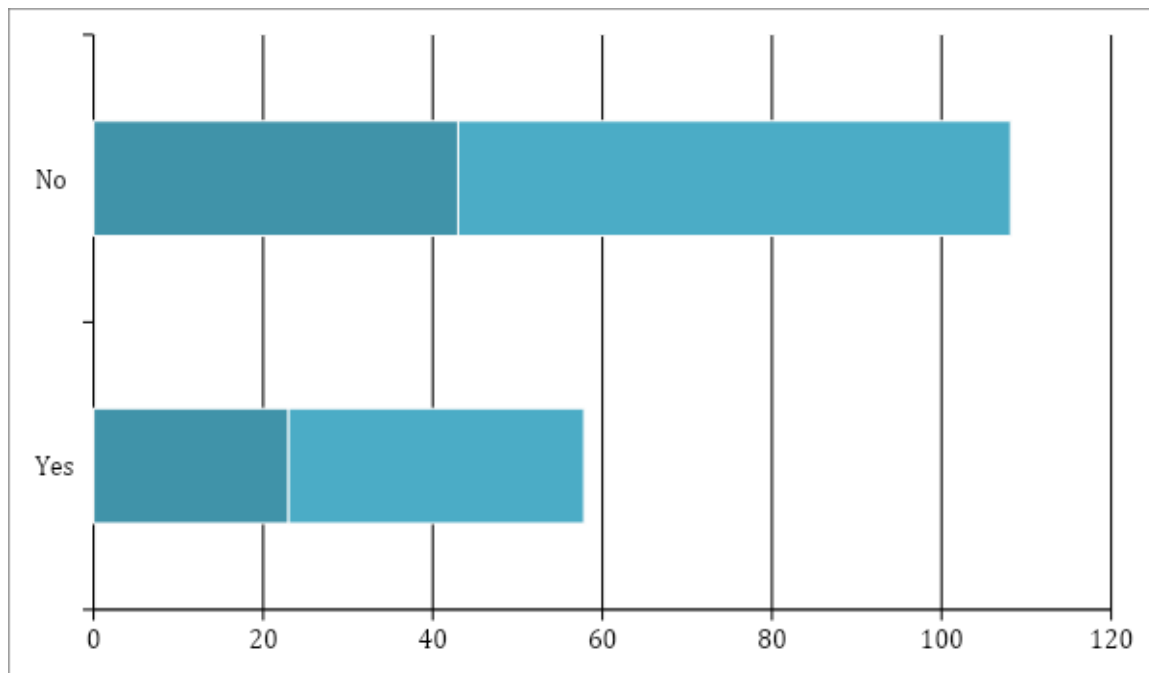
3.9 OCCUPATION TYPE:-

Table 3.8

Occupation Type

Occupation	No. of Respondents	Percentage(%)
Own business	13	19.697
Government employed	11	16.667
Private employed	24	36.364
Others	18	27.273
Total	66	100

Source: Primary Data

Inference:

From the above table 3.8,it is clear that out of the total respondents taken for study19.697% of the respondent's occupation is own business and 16.667% of the respondent's occupation is government employed and 36.364% of the respondent's occupation is private employed and 27.273% of the respondent's occupation are others.

Majority (36.364%) of the respondents are private employed.
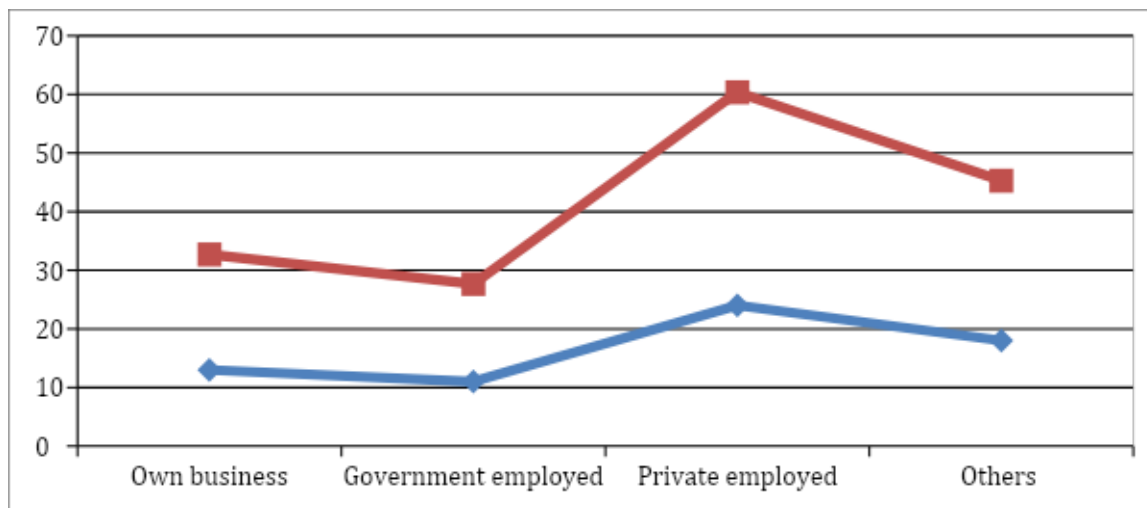
3.10 EMPLOYMENT STATUS:-

Table 3.9

Employment Status

Employment status	No. of Respondents	Percentage(%)
Full time	41	62.121
Part time	7	10.606
Student	16	24.242
Retired	2	3.030
Total	66	100

Source: Primary Data

Inference:

From the above table 3.9, it is clear that out of the total respondents taken for study 62.121% of the respondents are employed full time and 10.606% of the respondents are employed part time and 24.242% of the respondents are students and 3.030% of the respondents are retired.

Majority (62.121%) of the respondents are employed full time.
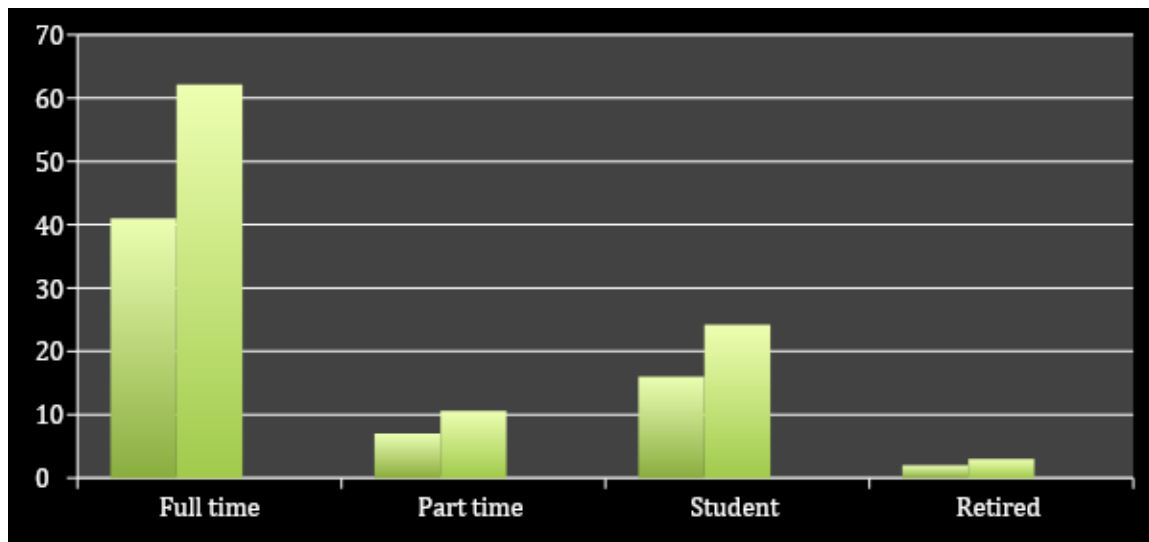
3.11 WORKING MEMBERS:-

Table 3.10

Working Members

Working members	No. of Respondents	Percentage(%)
1	23	34.848
2	30	45.455
3	10	15.152
4	3	4.545
Total	66	100

Source: Primary Data

Inference:

From the above table 3.10,it is clear that out of the total respondents taken for study34.848% of the respondent's family have 1 working members and 45.455% of the respondent's family have 2 working members and 15.152% of the respondent's family have 3 working members and 4.545% of the respondent's family have 4 working members.

Majority (45.455%) of the respondent's family have two working members.
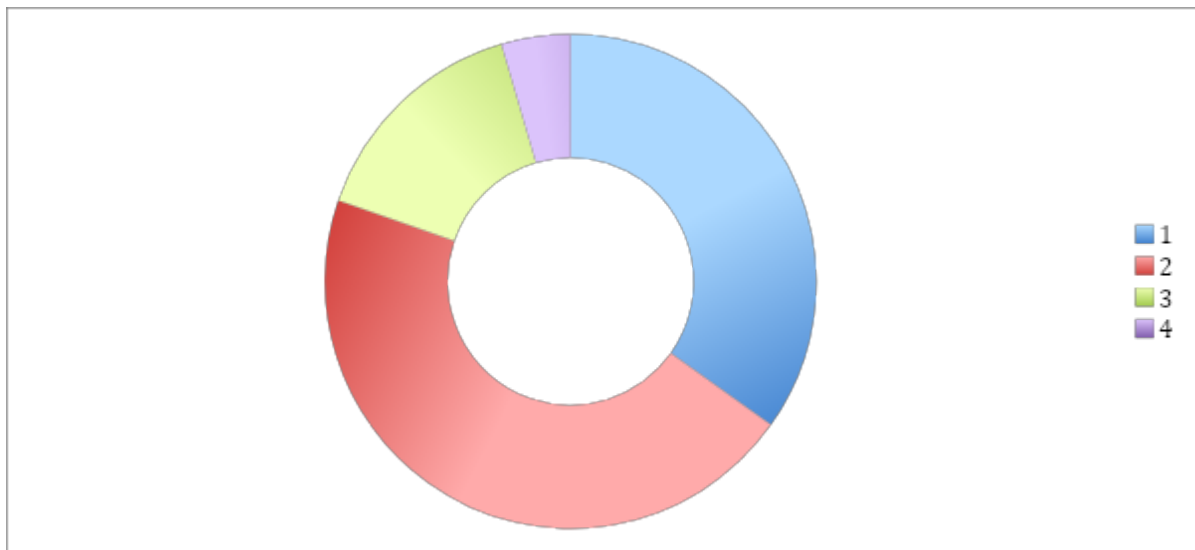
3.12 WORKING HOURS:-

Table 3.11

Working Hours

Working hours	No. of Respondents	Percentage(%)
6 hours	15	22.7
8 hours	28	42.4
9 hours	9	13.6
More than 9 hours	14	2.2
Total	66	100

Source: Primary Data

Inference:

From the above table 3.11, it is clear that out of the total respondents taken for study 22.7% of the respondents work 6hours per day and 42.4% of the respondents work 8 hours per day and 13.6% of the respondents work 9 hours per day and 2.2% of the respondents work more than 9 hours per day.

Majority (42.4%) of the respondents are working for 8 hours,
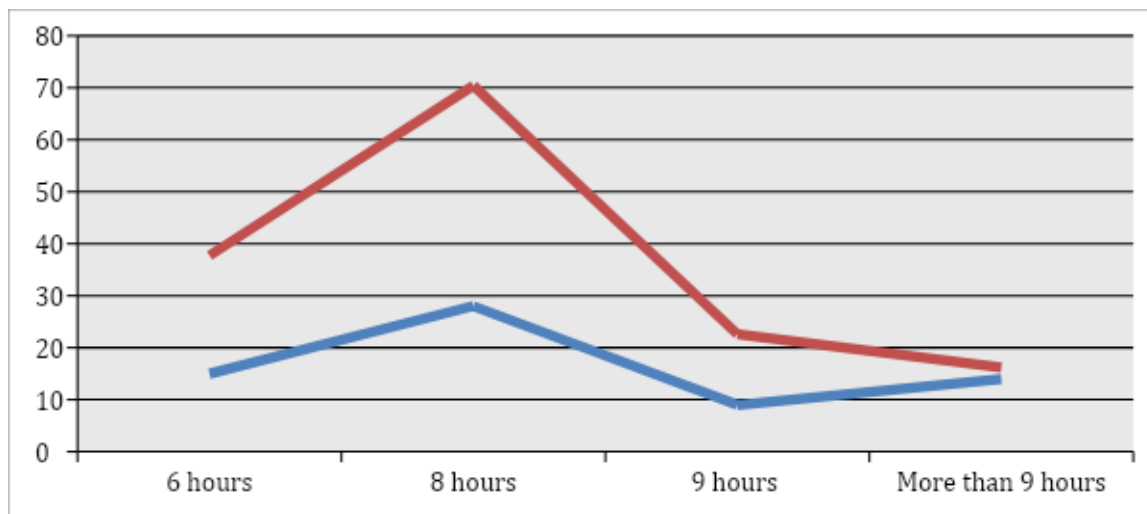
3.13 MONTHLY INCOME:-

Table 3.12

Monthly Income

Monthly income	No. of Respondents	Percentage(%)
10,000 - 20,000	31	47
20,000 - 40,000	12	18.2
40,000 - 60,000	16	24.2
60,000 & above	7	10.6
Total	66	100

Source: Primary Data

Inference:

From the above table 3.12, it is clear that out of the total respondents taken for study47% of the respondents monthly income is between 10000-20000 and 18.2% of the respondents monthly income is between 20000-40000 and 24.2% of the respondents monthly income is between 40000-60000 and 10.6% of the respondents monthly income is 60000 and above.

Majority (47%) of the respondents monthly income is between 10,000 – 20,000.
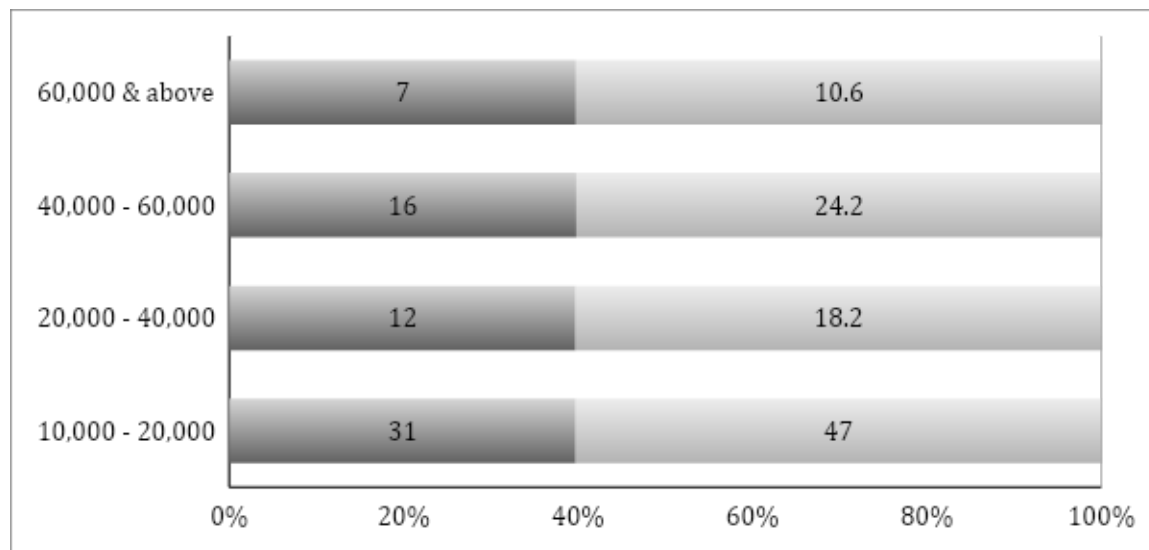
3.14 ECONOMIC STATUS:-

Table 3.13

Economic Status

Economic status	No. of Respondents	Percentage(%)
High income	1	1.5
Middle income	56	84.8
Low income	9	13.6
Total	66	100

Source: Primary Data

Inference:

From the above table 3.13, it is clear that out of the total respondents taken for study1.5% of the respondents economic status is high and 84.8% of the respondents belongs to the economic status middle income and 13.6% of the respondents belongs to the economic status low income.

Majority (84.8%) of the respondents belongs to the economic status middle income.
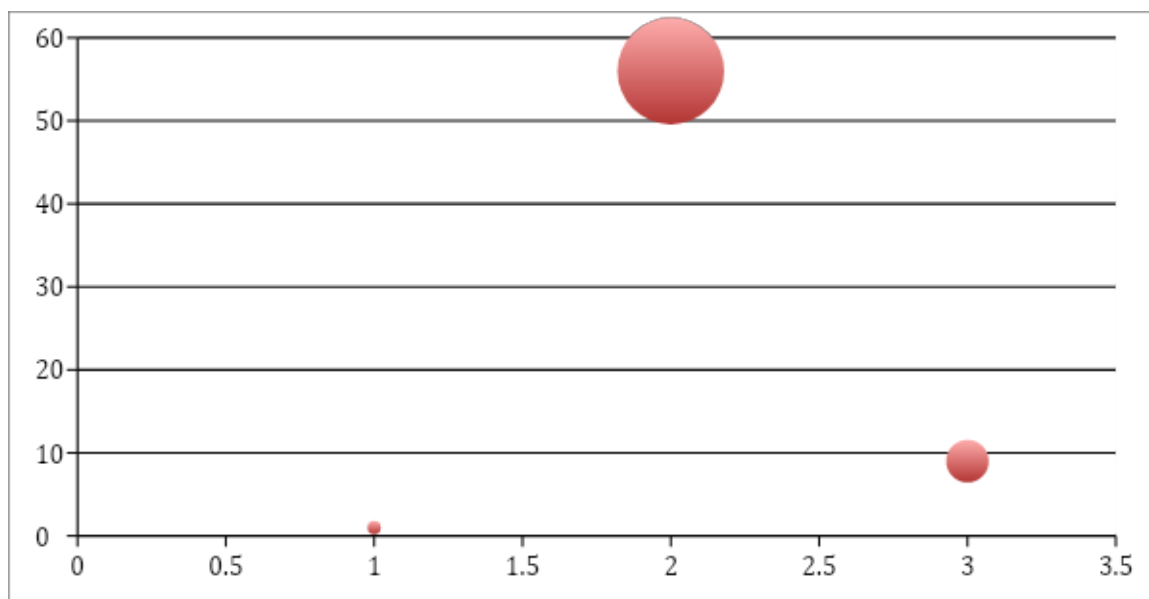
3.15 YEAR OF RESIDENCE:-

Table 3.14

Year of Residence

Residence in Thoothukudi	No. of Respondents	Percentage(%)
Less than 5 years	7	10.6
5 – 10 years	6	9.1
10 – 20 years	14	21.2
20 – 30 years	18	27.3
30 & above	21	31.8
Total	66	100

Source: Primary Data

Inference:

From the above table 3.14, it is clear that out of the total respondents taken for study10.6% of the respondents stay less than 5 years in Thoothukudi and 9.1% of the respondents stay between 5-10 Years in Thoothukudi and 21.2% of the respondents stay between 10-20 years in Thoothukudi and 27.3% of the respondents stay between 20-30 years in Thoothukudi and 31.8% of the respondents stay 30 and above years in Thoothukudi.

Majority (31.8%) of the respondents stay 30& above years in Thoothukudi.

3.16 PRIMARY HOUSEHOLD:-

Table 3.15

Primary Household

Primary household	No. of Respondents	Percentage(%)
Owned	41	62.1
Rented	24	36.3
Leased	1	1.5
Total	66	100

Source: Primary Data

Inference:

From the above table 3.15, it is clear that out of the total respondents taken for study62.1% of the respondents reside in own house and 36.3% of the respondents reside in rental house and 1.5% of the respondents reside in leased house.

Majority (62.1%) of the respondents have own houses.
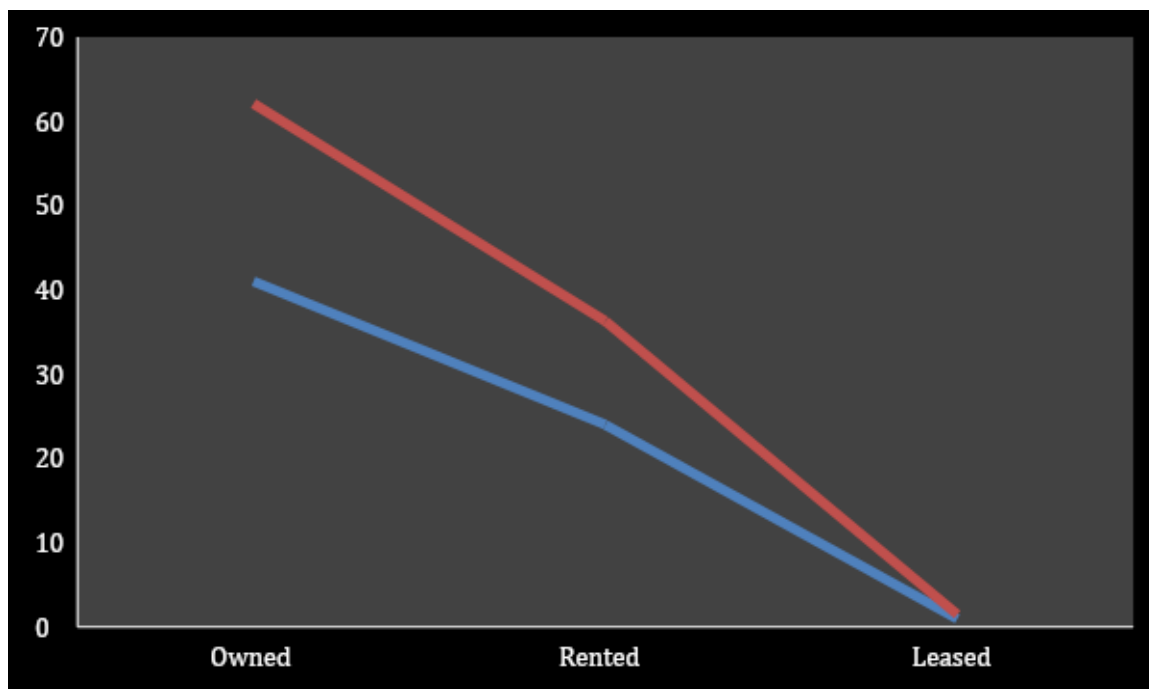
3.17 HOUSING TYPE :-

TABLE 3.16

Housing Type

Type of House	No. of respondents	Percentage(%)
Apartment	15	22.73
Terrace	14	21.21
Cottage	28	42.42
Bungalow	5	7.58
Mansion	4	6.06
Total	66	100.00

Source: Primary Data

Inference:

From the above table 3.16, it is clear that out of the total respondents taken for study 22.73% of the respondents live in apartments and 21.21% of the respondents live in terrace and 42.42% of the respondents live in cottage and 7.58% of the respondents live in bungalow and 6.06% of the respondents live in mansion. Majority (42.42%) of the respondents live in cottage.
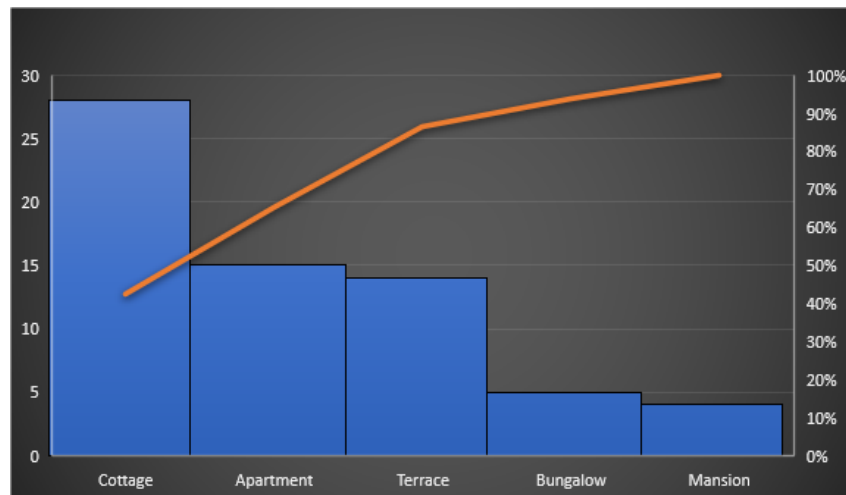
3.18 SATISFACTION OF HOUSEHOLD APPLIANCE:-

Table 3.17

Satisfaction of Household appliance

Opinion	No. of respondents	Percentage (%)
Yes	63	95.5
No	3	4.5
Total	66	100

Source: Primary Data

Inference:

From the above table 3.17, it is clear that out of the total respondents taken for study 95.5% of the respondents are satisfied with their household appliances and the remaining 4.5% of the respondents are not satisfied with their household appliances.

Majority (95.5%) of the respondents are satisfied with their household appliances.
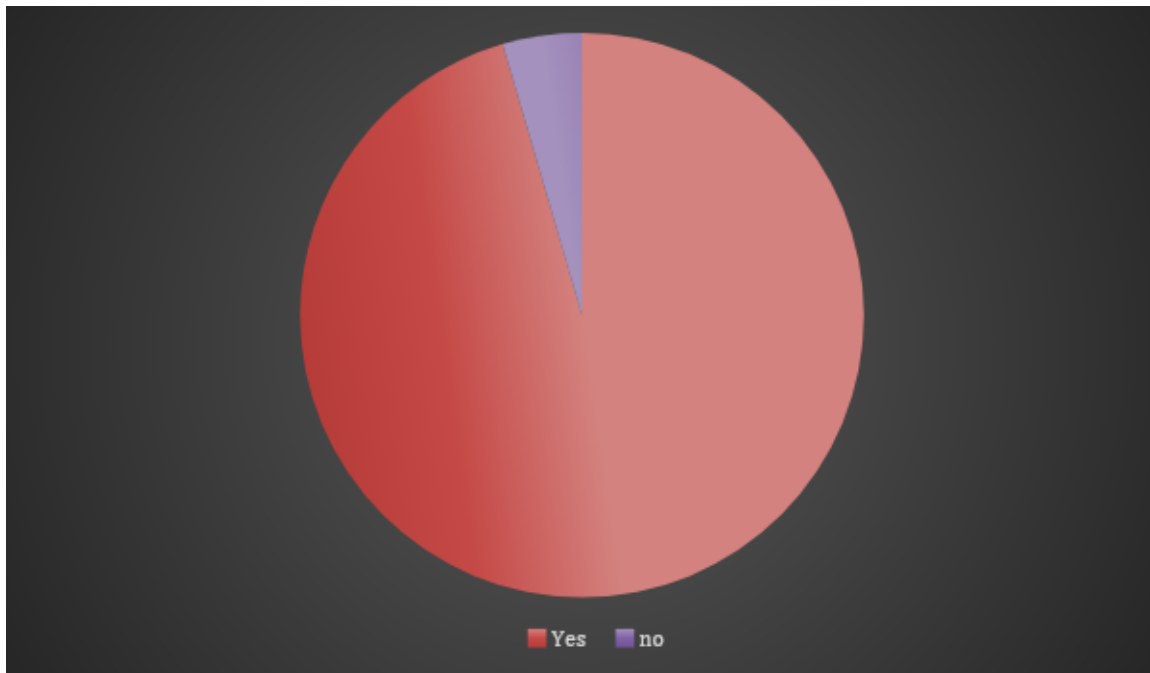
3.19 TYPE OF WATER:-

Table 3.18

Type of Water

Types	No. of respondents	Percentage (%)
Corporation Water	51	77.27
Filter Water	6	9.09
RO Water	9	13.64
Total	66	100

Source: Primary Data

Inference:

From the above table 3.18, it is clear that out of the total respondents taken for study 77.27% of the respondents use corporation water for their daily purpose and 13.64% of the respondents use RO water for their daily purpose and 9.09% of the respondents use filter water for their daily purpose.

Majority (77.27%) of the respondents use Corporation water for their daily purpose.
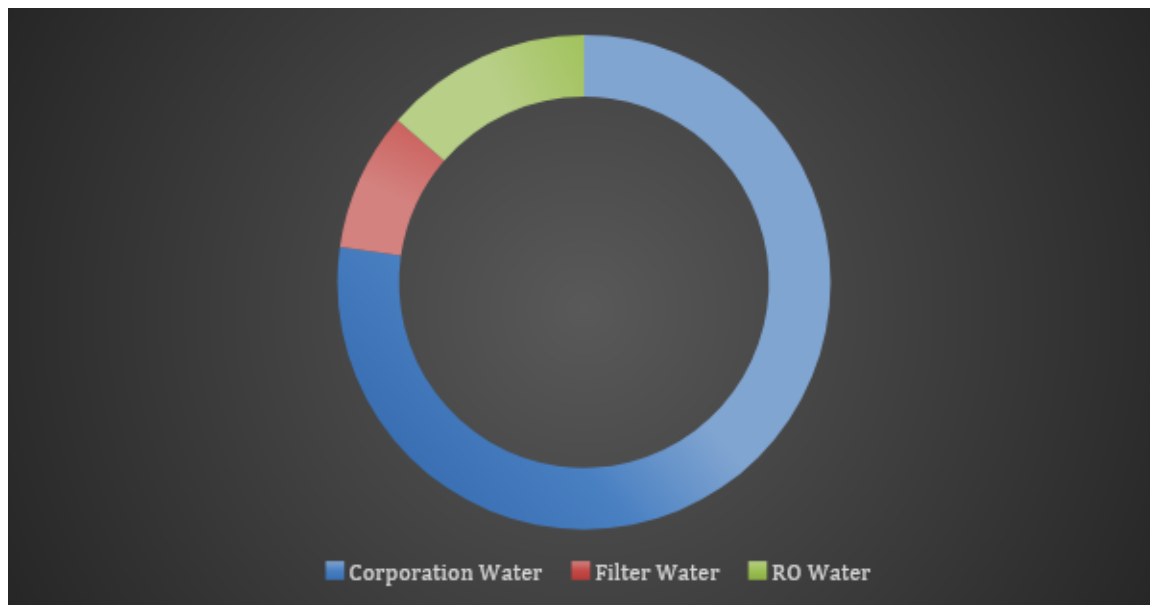
3.20 MODE OF TRANSPORT:-

Table 3.19

Mode of transport

Preference	No. of respondents	Percentage(%)
Two-Wheeler	53	80.30
Cars	7	10.61
Buses	3	4.55
Trains	1	1.52
Cycles	2	3.03
Total	66	100

Source: Primary Data

Inference:

From the above table 3.19, it is clear that out of the total respondents taken for study 80.30% of the respondents mostly possess Two-Wheelers and 10.61% of the respondents possess cars and 4.55% of the respondents choose buses and 3.03% of respondents possess cycles and 1.52% of respondents prefer trains for transport.

Majority (80.30%) of the respondents mostly prefer to use Two-Wheelers.
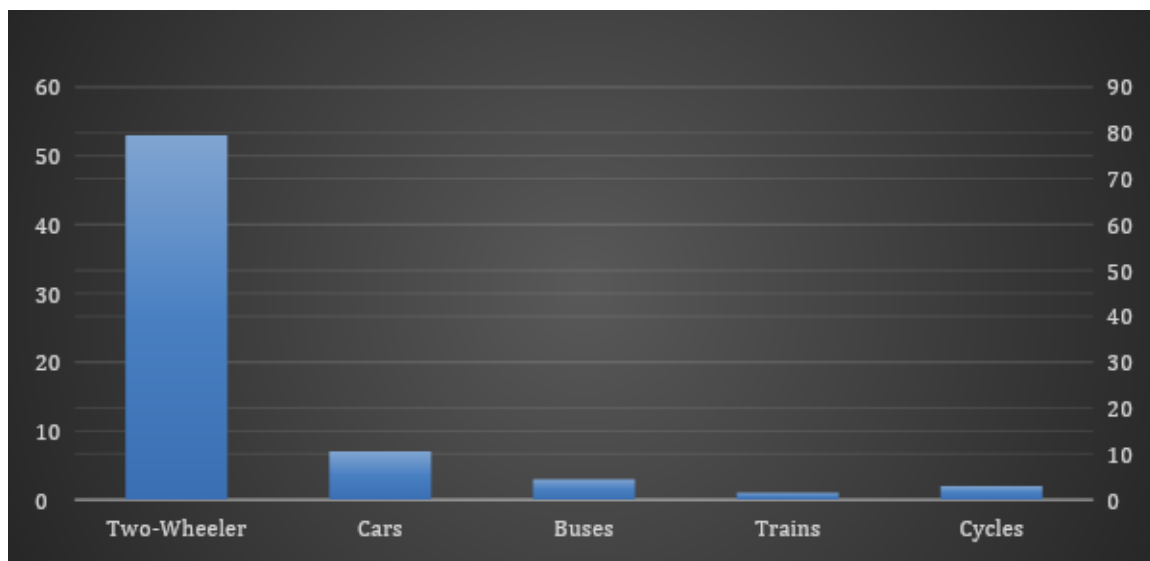
3.21 OWNING A VEHICLE:-

Table 3.20

Owning a vehicle

Opinion	No. of respondents	Percentage(%)
Yes	58	87.98
No	8	12.12
Total	66	100

Source: Primary Data

Inference:

From the above table 3.20, it is clear that out of the total respondents taken for study 87.98% of the respondents own a vehicle and the remaining 12.12% of the respondents does not own a vehicle.

Majority (87.98%) of the respondents own a vehicle.
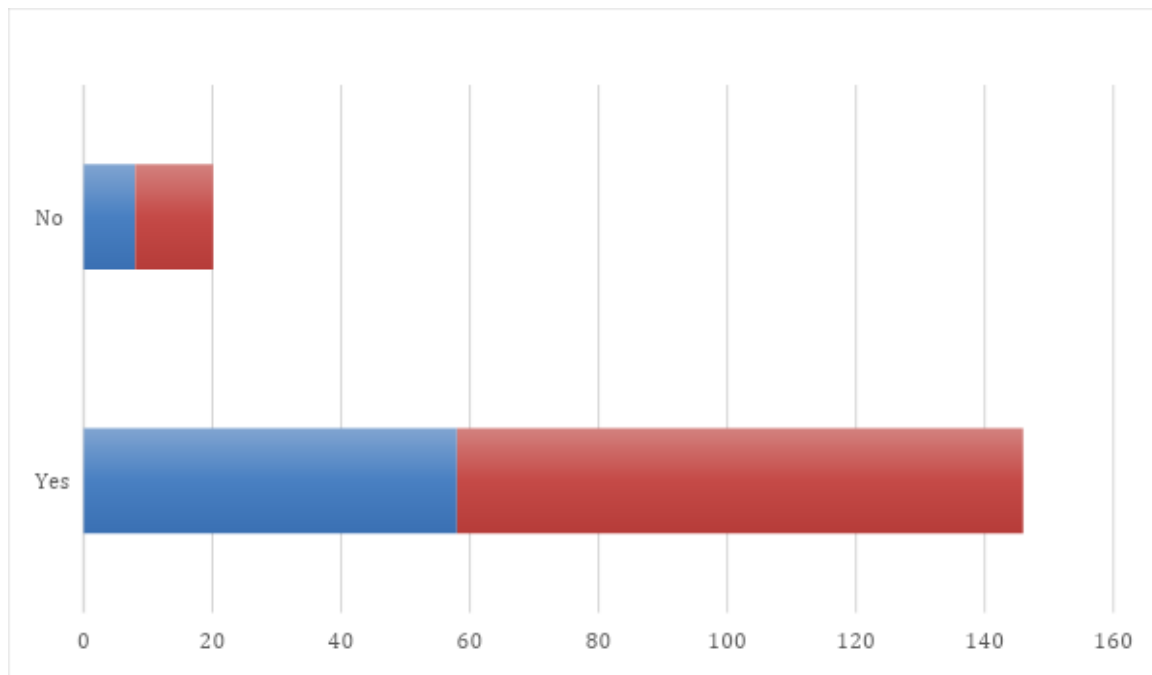
3.22 REGULAR HEALTH CHECK-UP:-

Table 3.21

Regular health check-up

Opinion	No. of respondents	Percentage(%)
Yes	27	40.9
No	39	59.09
Total	66	100

Source: Primary Data

Inference:

From the above table 3.21, it is clear that out of the total respondents taken for study 59.09% of the respondents do not do regular health check-up and the remaining 40.9% of the respondents do regular health check-up.

Majority (59.09%) of the respondents do not do regular health check-up.
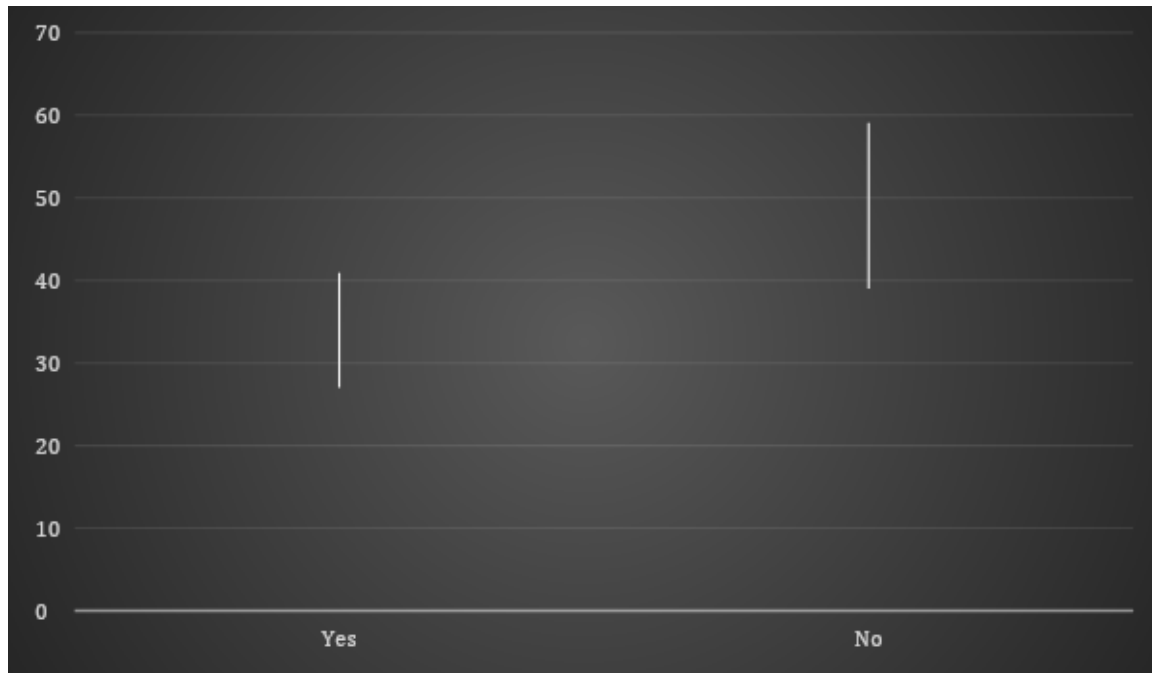
3.23OWN A BANK ACCOUNT:-

Table 3.22

Own a bank account

Opinion	No. of respondents	Percentage(%)
Yes	66	100
No	0	0
Total	66	100

Source: Primary Data

Inference:

From the above table 3.22, it is clear that out of the total respondents taken for study 100% of the respondents own a bank account.

Majority (100%) of the respondent own a bank account.
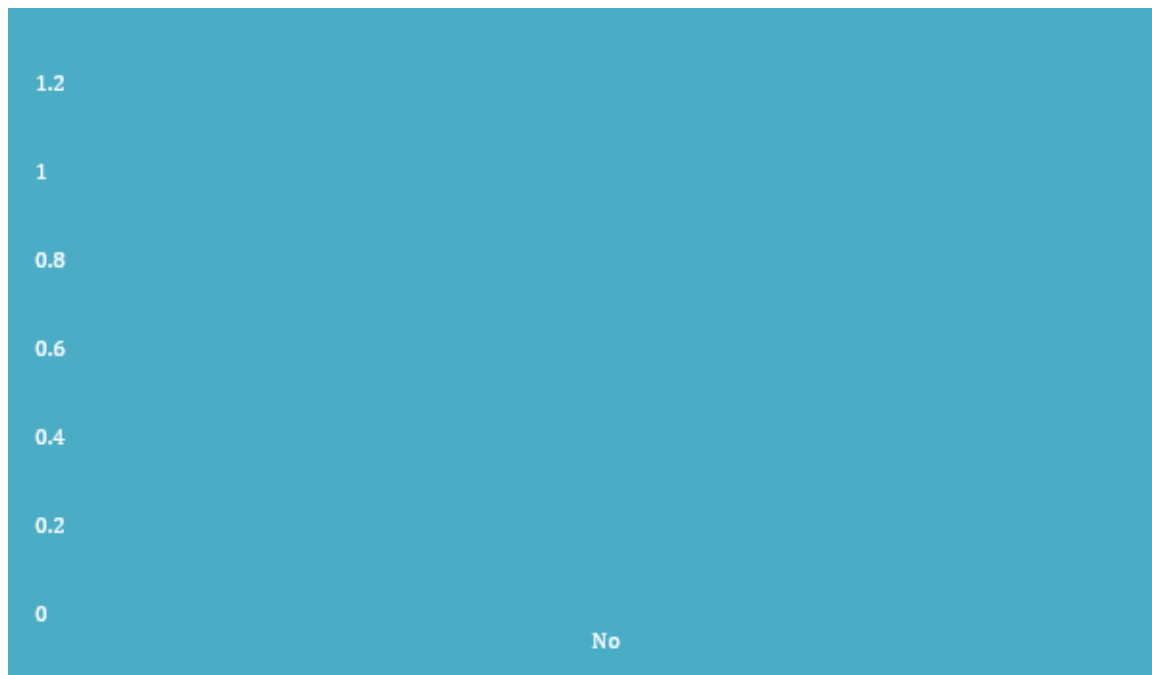
3.24 OWNING A CREDIT CARD:-

Table 3.23

Owning a credit card

Opinion	No. of respondents	Percentage(%)
Yes	24	36.4
No	42	63.6
Total	66	100.00

Source: Primary Data

Inference:

From the above table 3.23, it is clear that out of the total respondents taken for study 63.6% of the respondents do not own a credit card and the remaining 36.4% of the respondents own a credit card.

Majority (63.6%) of the respondents do not own a credit card.
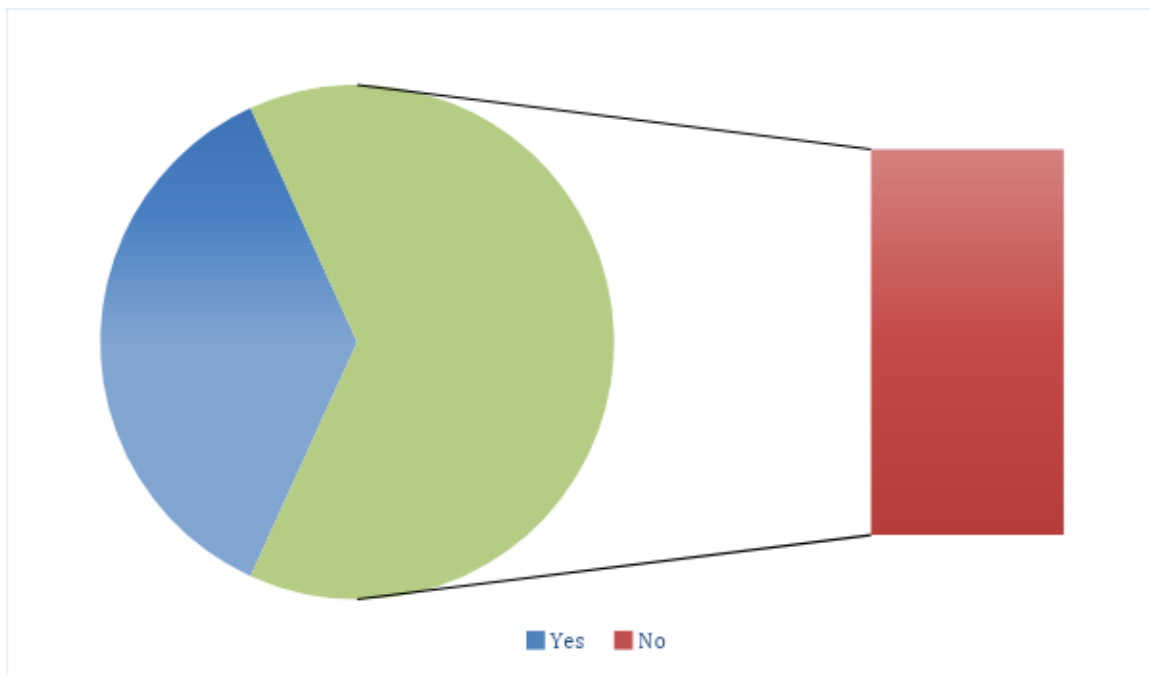
3.25 ONLINE PAYMENT METHOD:-

Table 3.24

Online payment method

Preference	No. of respondents	Percentage(%)
Net Banking	29	43.94
UPI	14	21.21
Cards	22	33.33
Others	1	1.52
Total	66	100.00

Source: Primary Data

Inference:

From the above table 3.24, it is clear that out of the total respondents taken for study 43.94% of the respondents prefer Net Banking method to make online payment and 33.33% of the respondents prefer cards to make online payment and 21.21% of the respondents prefer UPI method to make online payment and 1.52% of the respondents prefer other methods to make online payment.

Majority (43.94%) of the respondents prefer Net Banking method to make online payment.
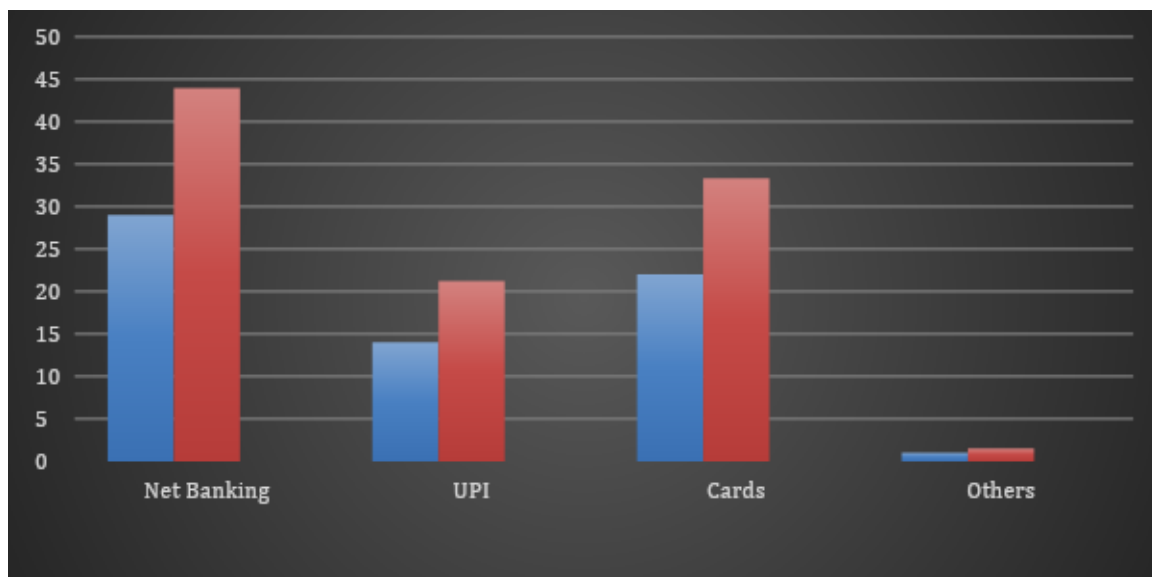
3.26 LOAN TAKEN:-

Table 3.25

Loan Taken

Opinion	No. of respondents	Percentage(%)
Yes	19	28.8
No	47	71.2
Total	66	100.00

Source: Primary Data

Inference:

   From the above table 3.25, it is clear that out of the total respondents taken for study 71.2% of the respondents have not taken any loan and the remaining 28.8% of the respondents have taken loan.

   Majority (71.2%) of the respondents have not taken any loan.
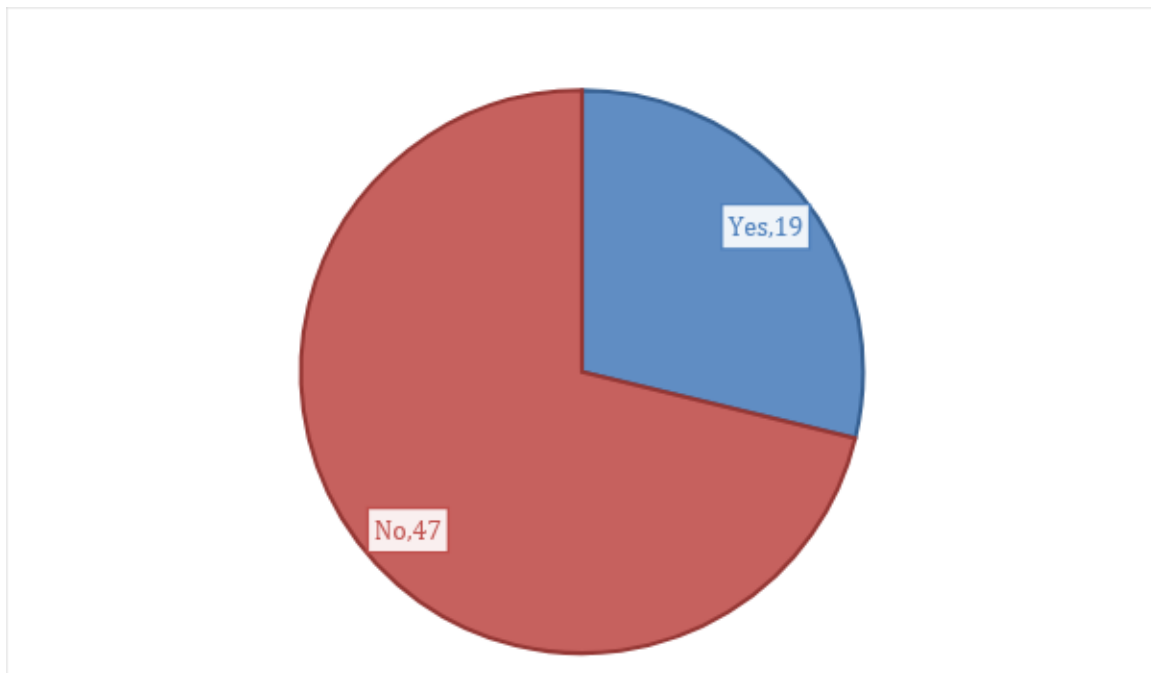
3.27 INSURANCE TAKEN:-

Table 3.26

Insurance taken

Opinion	No. of respondents	Percentage(%)
Yes	44	66.67
No	22	33.33
Total	66	100.00

Source: Primary Data

Inference:

From the above table 3.26, it is clear that out of the total respondents taken for study 66.67% of the respondents have taken the insurance policy and the remaining 33.33% of the respondents have not taken insurance policy.

Majority (66.67%) of the respondents have taken the insurance policy.
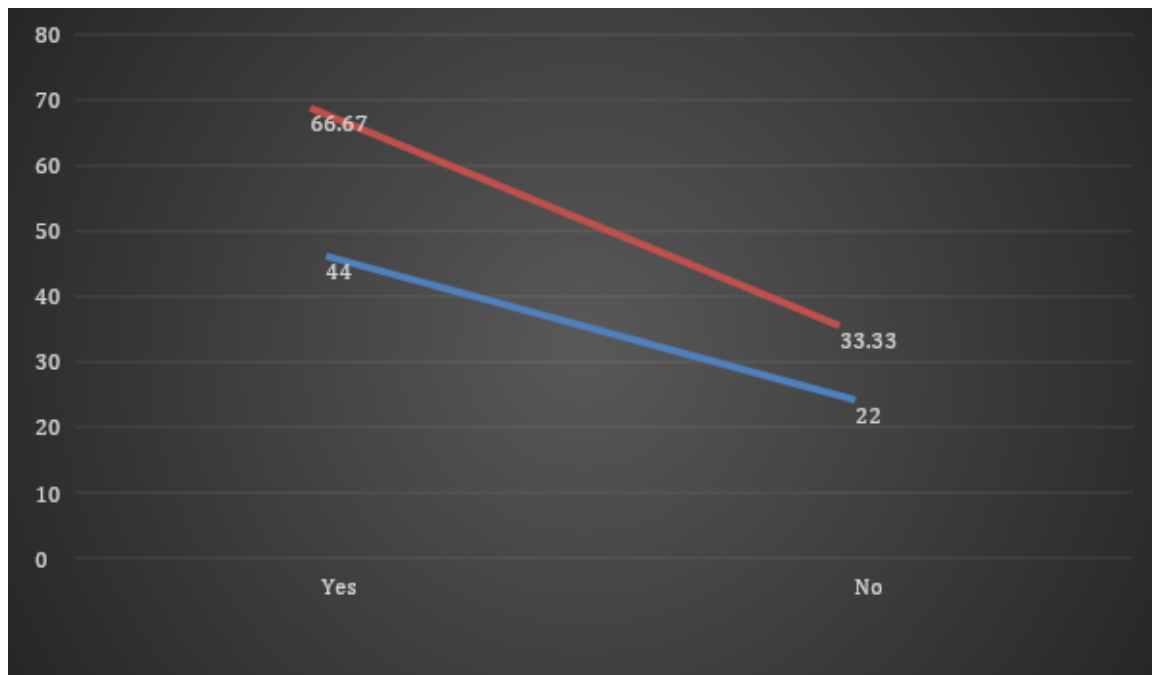
3.28 SAVING HABIT:-

Table 3.27

Saving Habit

Opinion	No. of respondents	Percentage(%)
Yes	62	93.9
No	4	6.06
Total	66	100.00

Source: Primary Data

Inference:

From the above table 3.27, it is clear that out of the total respondents taken for study 93.9% of the respondents have the habit of saving and 6.06% of the respondents do not have the habit of saving.

Majority (93.9%) of the respondents have the habit of saving.
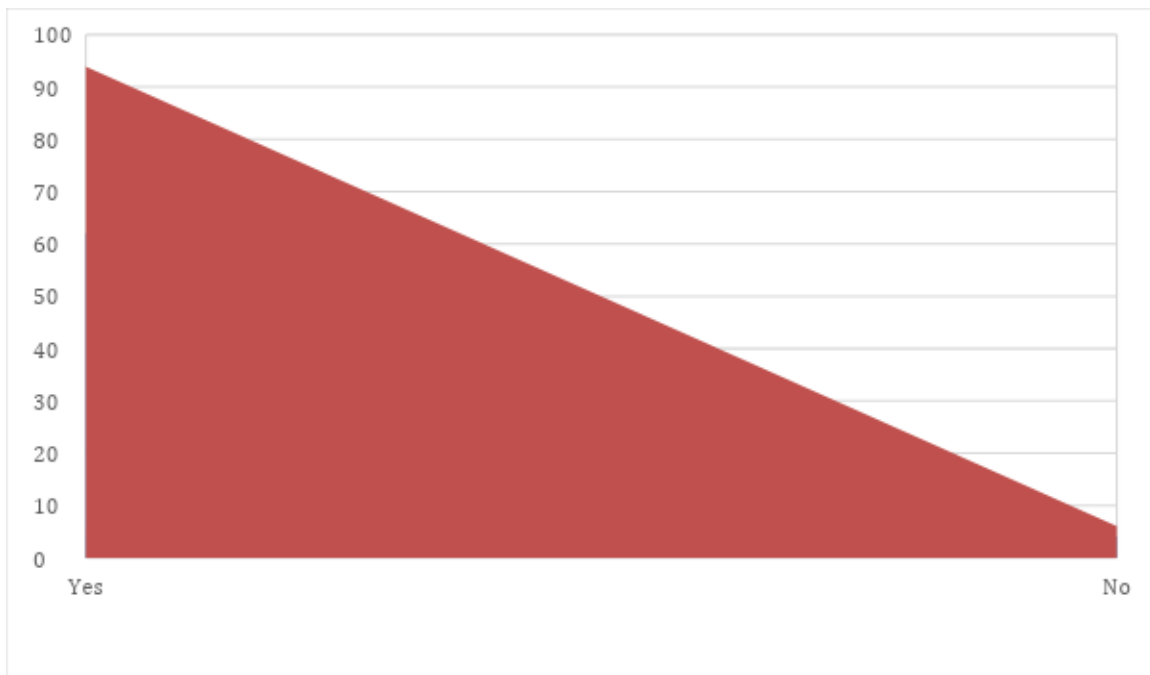
3.29 SAVING OBJECTIVE:-

Table 3.28

Saving Objective

Saving Objective	No. of respondents	Percentage(%)
Children's Education	28	42.42
Health Care	15	22.73
House Purchase	18	27.27
Retirement	5	7.58
Total	66	100.00

Source: Primary Data

Inference:

From the above table 3.28, it is clear that out of the total respondents taken for study 42.42% of the respondents save their money for children's education and 22.73% of the respondents save their money for health care and 27.27% of the respondents save their money for house purchase and 7.58% of the respondents save their money for retirement benefits.

Majority (42.42%) of the respondents save their money for the purpose of children's education.
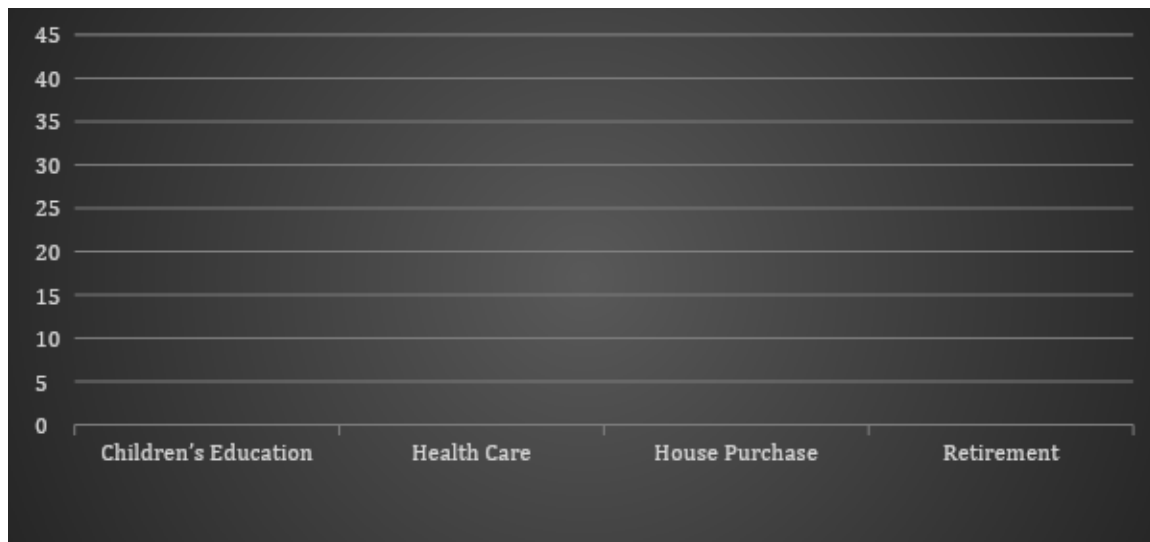
3.30 INVESTING IN SECTORS:-

Table 3.29

Investing in sectors

Type	No. of respondents	Percentage(%)
Private Sectors	19	28.79
Government Sectors	35	53.03
Others	12	18.18
Totals	66	100.00

Source: Primary Data

Inference:

From the above table 3.29, it is clear that out of the total respondents taken for study 28.79% of the respondents invest their money in private sectors and 53.03% of the respondents invest their money in government sectors and 18.18% of the respondents invest their money in other sectors.

Majority (53.03%) of the respondents invest in Government Sectors.
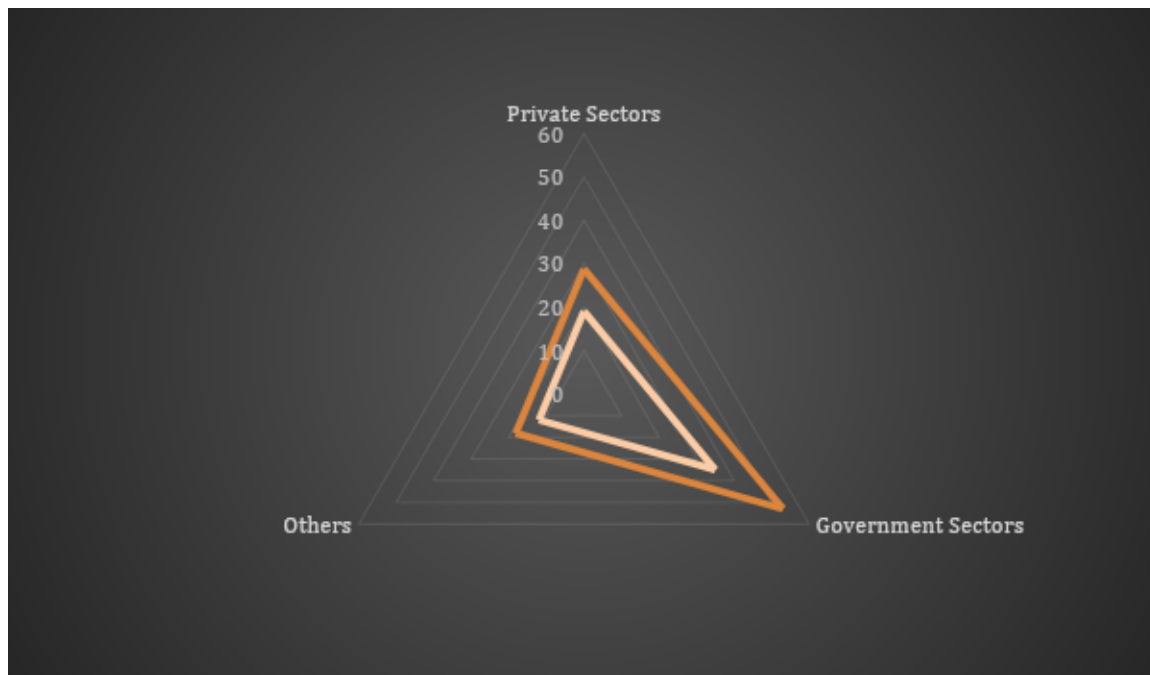
3.31 INVESTED HABIT:-

Table 3.30

Invested Habit

Opinion	No. of respondents	Percentage(%)
Yes	28	42.2
No	38	57.6
Total	66	100.00

Source: Primary Data

Inference:

From the above table 3.30, it is clear that out of the total respondents taken for study 42.2% of the respondents have invested their money and 57.6% of the respondents have not invested their money.

Majority (57.6%) of the respondents did not invest their money.
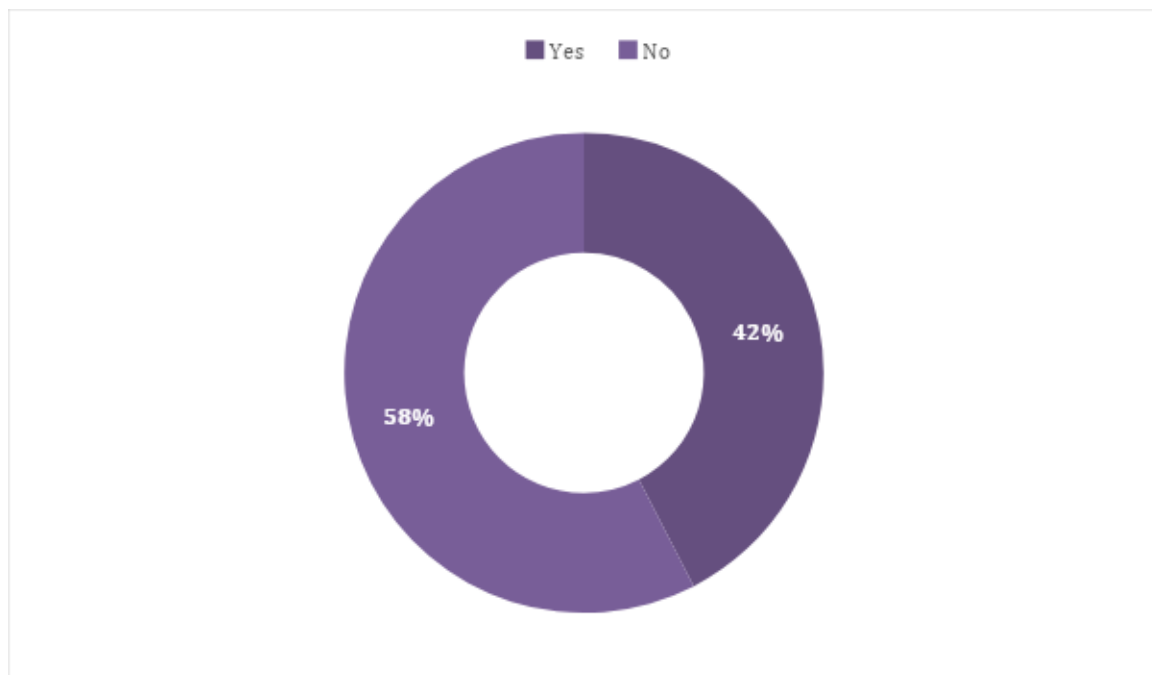
3.32MODE OF SAVING:-

Table 3.31

Mode of saving

Types	No. of respondents	Percentage(%)
Insurance	4	6.06
Fixed Deposit	21	31.82
Saving Scheme	39	59.09
Others	2	3.03
Total	66	100.00

Source: Primary Data

Inference:

From the above table 3.31, it is clear that out of the total respondents taken for study 6.06% of the respondents prefer to save by insurance and 31.82% of the respondents prefer to save by fixed deposit and 59.09% of the respondents prefer to save by saving scheme and 3.03% of the respondents prefer to save by other ways. Majority (59.09%) of the respondents save their money by mode of saving scheme.
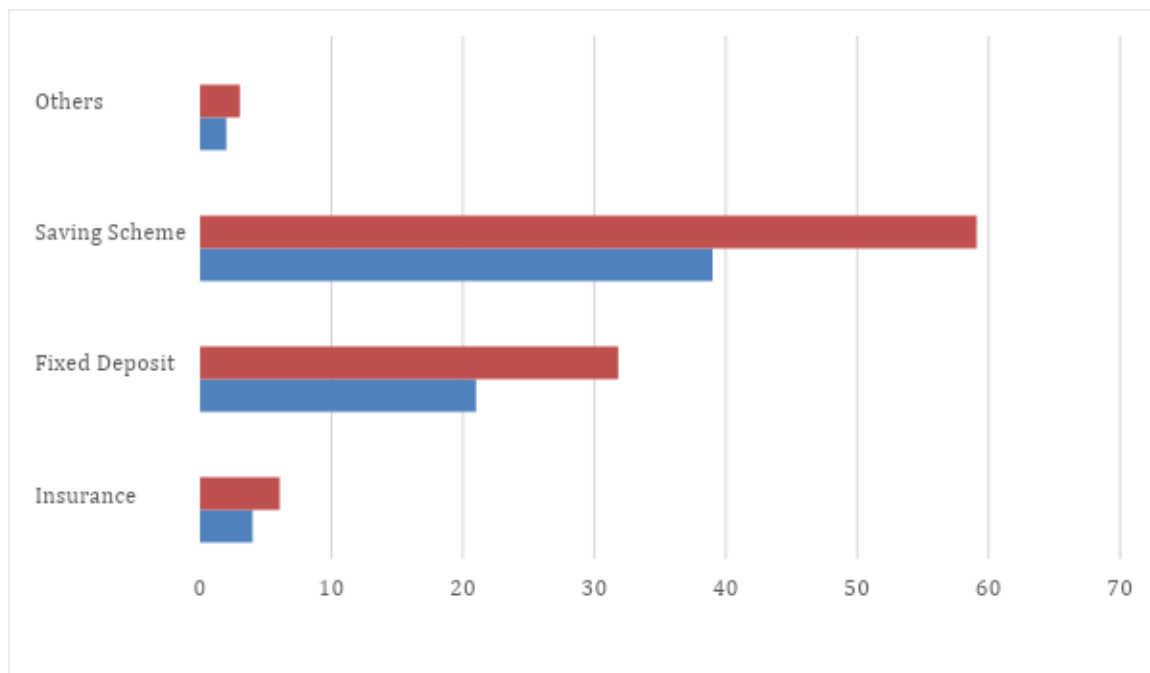
3.33 PERCENTAGE OF SAVING:-

Table 3.32

Percentage of saving

Saving Percentage	No. of respondents	Percentage(%)
0-10	22	33.33
10-20	36	54.55
20-30	4	6.06
30-40	4	6.06
Total	66	100.00

Source: Primary Data

Inference:

From the above table 3.32, it is clear that out of the total respondents taken for study 33.33% of the respondents save between 0-10% and 54.55% of the respondents save between 10-20% and 6.06% of the respondents save between 20-30% and 30-40%.

Majority (54.55%) of the respondents save 10-20% of the money.
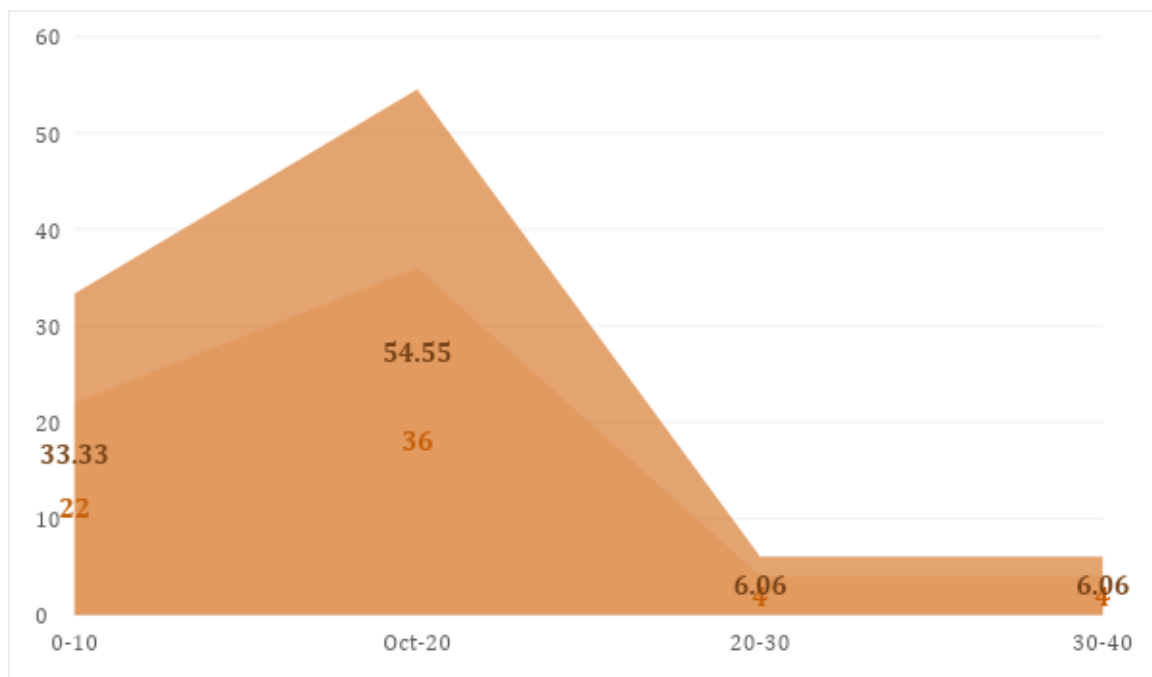
3.34 OWN A PASSPORT:-

Table 3.33

Own a passport

Opinion	No. of respondents	Percentage(%)
Yes	18	27.3
No	48	72.7
Total	66	100.00

Source: Primary Data

Inference:

From the above table 3.33, it is clear that out of the total respondents taken for study 27.3% of the respondents own a passport and 72.7% of the respondents did not own a passport.

Majority (72.7%) of the respondents does not own a passport.
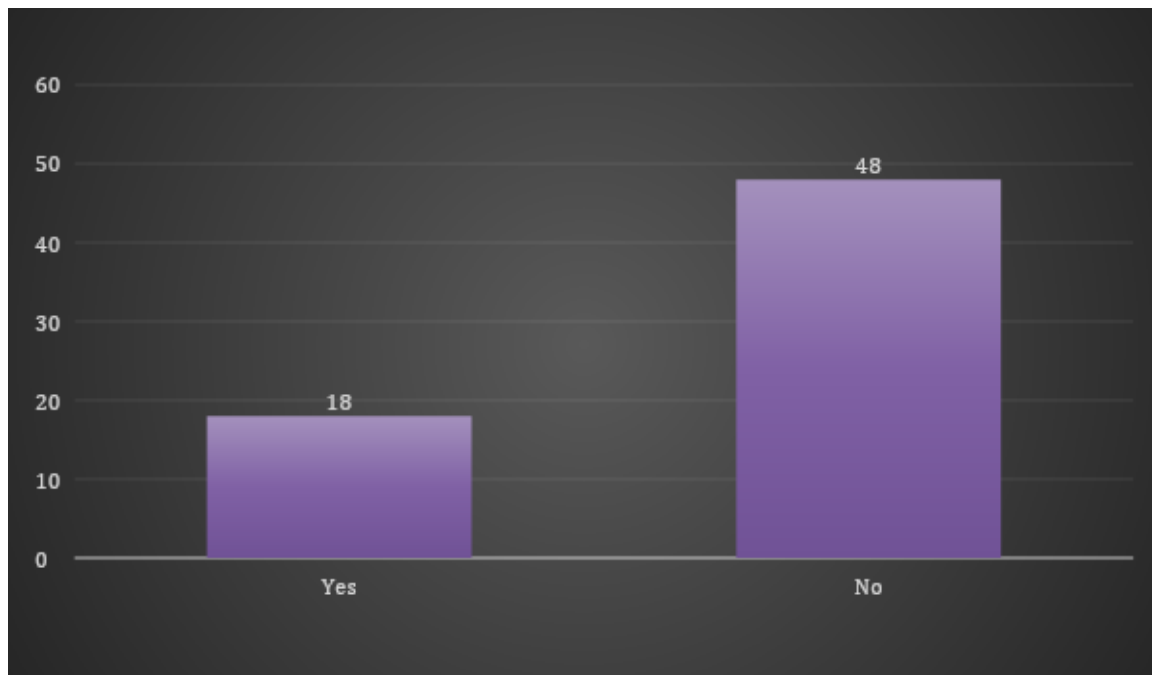
3.35 IMPACT OF LACK OF MONEY:-

Table 3.34

Impact of lack of money

Opinion	No. of respondents	Percentage(%)
Never	10	15.15
Sometimes	42	63.64
Quite Often	12	18.18
Always	2	3.03
Total	66	100.00

Source: Primary Data

Inference:

From the above table 3.34, it is clear that out of the total respondents taken for study 15.15% of the respondents never feel the impact of lack of money and 63.64% of the respondents sometimes feel the impact of lack of money and 18.18% of the respondents quite often feel the impact of lack of money and 3.03% of the respondents always feel the impact of lack of money.

Majority (63.64%) of the respondents sometimes have impact of lack of money.

Never   Sometimes   Quite Often   Always
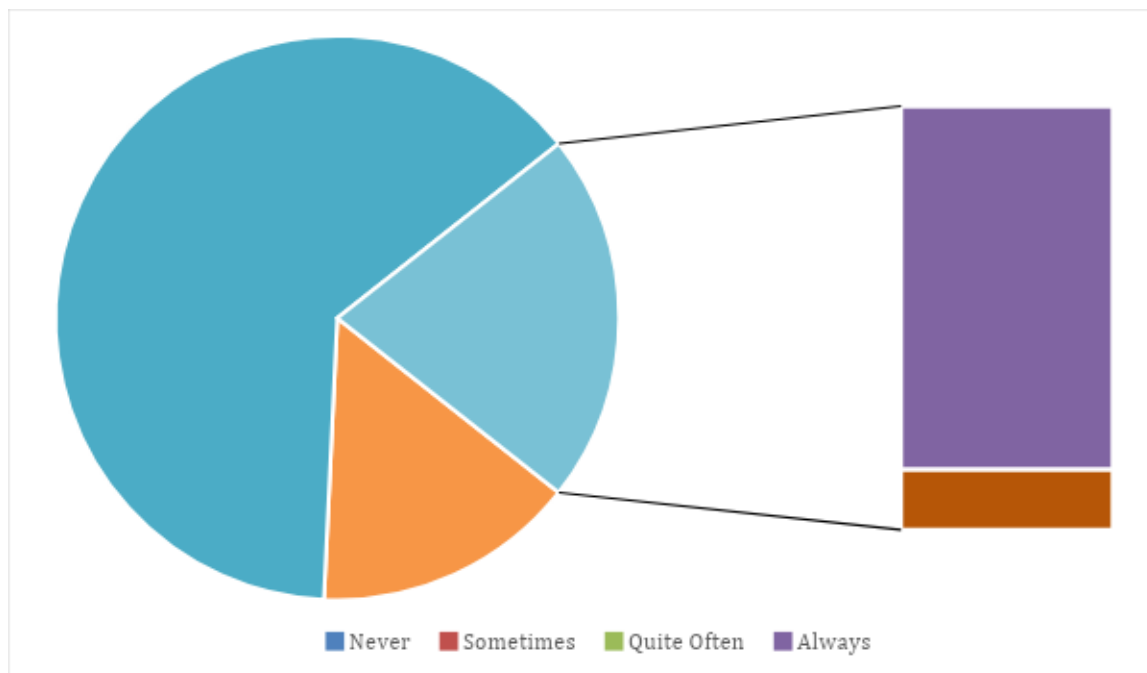
3.36 SATISFACTION OF LIVING CONDITION:-

Table 3.35

Satisfaction of Living Condition

Opinion	No. of respondents	Percentage(%)
Yes	60	90.90
No	6	9.09
Total	66	100.00

Source: Primary Data=

Inference:

From the above table 3.35, it is clear that out of the total respondents taken for study 90.90% of the respondents are satisfied with their living condition and 9.09% of the respondents are not satisfied with their living condition.

Majority (90.90%) of the respondents are satisfied with their living condition.
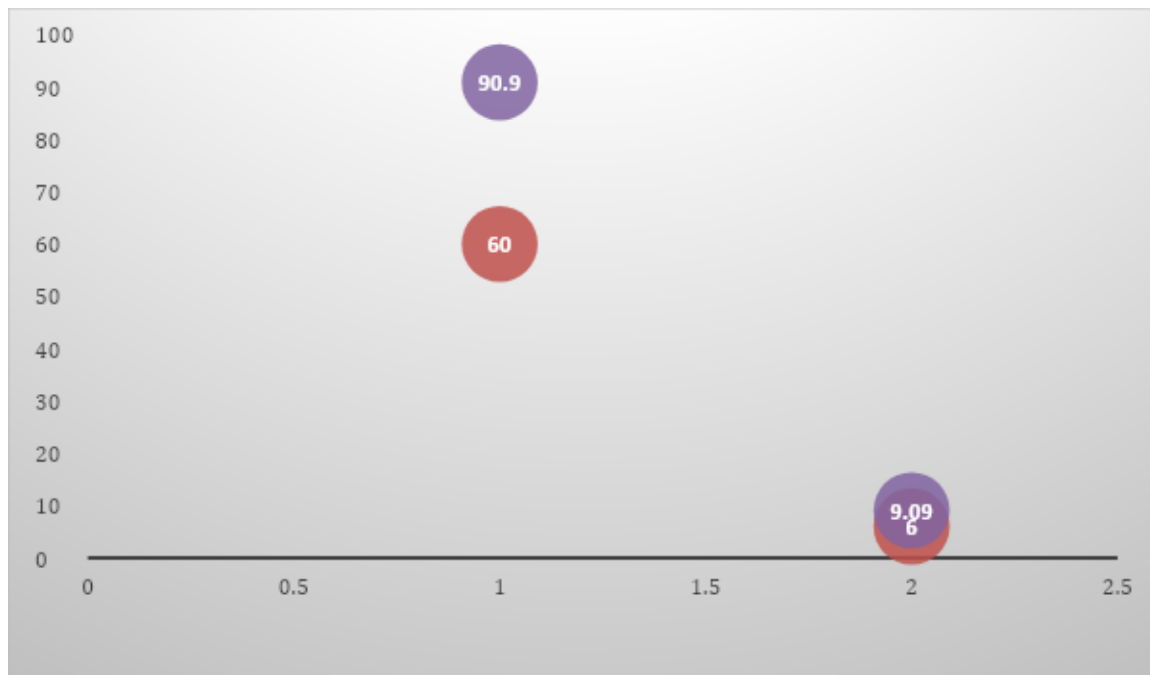
FINDINGS & SUGGESTIONS

FINDINGS, SUGGESTIONS AND CONCLUSION

4.1 INTRODUCTION:-

   The following are the findings on the challenges faced by humanity in promoting their wellbeing in today's scenario with reference to Thoothukudi district. The summary of the following findings is the natural and logical outcome of analysis and interpretations carried out in the previous chapter . These findings have become possible on the basis of formal discussions as well as interview with 66 respondents.

4.2 SUMMARY OF THE FINDINGS:-

✔ Majority (50%) of the respondents belongs to the 20 – 30 years age groups.

✔ Majority (57.575%) of the respondents are female.

✔ Majority (56.06%) of the respondents are married .

✔ Majority (43.939%) of the respondents belongs to 4members of the family.

✔ Majority (84.848%) of the respondents belongs to nuclear family type.

✔ Majority (50%) of the respondents have completed under graduate.

✔ Majority (65.151%) of the respondents are not first graduate .

✔ Majority (36.364%) of the respondents are private employees.

✔ Majority (62.121%) of the respondents belongs to full time employment.

✔ Majority (45.455%) of the respondents says that only2 members are working in the family.

✔ Majority (42.4%) of the respondents have been working in the family.

✔ Majority (47%) of the respondents belongs to the monthly income of 10000 – 20000.

✔ Majority (84.8%) of the respondents belongs to middle income.

✔ Majority (31.8%) of the respondents have been residing in tuticorin for more than 30 years.

✔ Majority (62.1%) of the respondents resides in their own house.

✔ Majority (48.42%) of the respondents resides in cottages.

✔ Majority (43.94%) of the respondents are from private school.

✔ Majority (95.5%) of the respondents are satisfied with their household appliances.

✔ Majority (77.27%) of the respondents uses corporation water.

✔ Majority (80.30%) of the respondents prefer using two wheelers.

✔ Majority (59.09%) of the respondents does not take regular health checkup.

✔ Majority (100%) of the respondents have their own bank a/c.

✔ Majority (63.6%) of the respondents does not own credit cards.

✔ Majority (43.94%) of the respondents prefer using net banking method.

✔ Majority (78.79%) of the respondents prefer paying the full amount for the purchase.

✔ Majority (71.2%) of the respondents does not taken any loan.

✔ Majority (66.67%) of the respondents have taken insurance policy.

✔ Majority (93.9%) of the respondents have the habit of savings.

✔ Majority (42.42%) of the respondents have their saving objective for children's education.

✔ Majority (53.03%) of the respondents prefer to invest in government sectors.

✔ Majority (57.6%) of the respondents are not invested so far.

✔ Majority (59.09%) of the respondents choose saving schemes to save their money.

✔ Majority (54.55%) of the respondents saves 10-20% of their total income.

✔ Majority (72.7%) of the respondents doesn't own their passport.

✔ Majority (63.64%) of the respondents sometimes feels lack of money as an obstacles for the things that they wish to do.

✔ Majority (90.90%) of the respondents are satisfied with their living condition.

4.3 SUGGESTIONS:-

● Due to crisis of economic imbalancement nuclear family has evolved. If in case of joint family they can't move entire family according to their job placement.
● Arises the unemployment most people's income has become 10000-20000
● We have evolved with scientific appliances to have a better life. So, many people are satisfied with their household appliances.
● Due to pandemic public transport has stopped. For personal transport uses, everyone started to buy their own vehicle.
● Safety plays prior role for self bank account.
● While purchasing, they already have necessity to buy it .Thus, they saved the money through bank and paying the full amount at the goods purchase.

CONCLUSION

5.1 CONCLUSION:-

This study examines the challenges faced by humanity in promoting their well-being. The study identifies the factors that leads to the promotion of standard of living in thoothukudi district. Most of the respondents are belongs to the nuclear living this can able to improve their standard of living and members can satisfy with their own income. In every family father & mother are working to increase their standard of living , because nowadays it's impossible to run with one person's income especially during those pandemic crisis every sectors of the people faced severe financial instability . This study has been found that full time employment is useful to create a better living conditions. Though every respondents belongs to the private employees , their working hours are also much high but their income is around 20000. Basic amenities such as water facilities, vehicle facilities, sanitation and electricity are are owned by the respondents. As india is moving towards digital india most of the people have their own bank accounts and uses net banking facilities for their needs. Respondents' income are around 20000 so they can able to save upto 20% of their monthly total income. Education is a most needed essential thing for better living so people saves their money for education purposes and this was their main saving objective. Government also introduced many saving schemes for improving people's saving habits. People are also interested to invest in government schemes which promotes huge social responsibility. Insurance is a way to manage their risk it gives protection to unexpected financial losses. So people are interested to invest in insurance policy. Lastly, respondents are all truly satisfied with their overall living conditions.

ANNEXURE

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BIBLIOGRAPHY

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- Standard of living. URL.

WEBSITES:-

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www.yahoo.com

www.wikipedia.com

www.standardofliving.com

QUESTIONNAIRE

QUESTIONNAIRE

1. Name:

2. Age:

3. Gender:

   a) Male   b) Female c) Transgender

4. What is your marital status?

   a) Married b) Unmarried c) Divorced

5. How many members are in your family?

   a) 3 b) 4 c) 5 d) 5+

6. Specify the type of family which are given below

   a) Nuclear b) Joint

7. What is your Qualification?

   a) Under Graduate b) Post Graduate c) HSC d) others, specify

8. Are you a first Graduate in your Family?

   a) Yes b) No

9. What is your occupation?

   a) Own business b) Government employed c) Private employed d) Others

10. What is your current employment status?

    a) Full – time b) part time c) student   d) retired

11. How many members in your family are working?

12. How many hours do you work in a day?

    a) 6 hours b) 8 hours c) 9 hours d) more than 9 hours

13. What is your monthly income?

   a) 10,000 – 20,000   b) 20000 – 40,000   c) 40,000 – 60,000   d) 60,000 & above

14. What is your economic status?

   a) High income   b) middle income   c) low income

15. How long have you been living in Thoothukudi?

   a) Less than 5 years b) 5-10 years c) 10 -20 years d) 20 -30 years e) 30 & above

16. Your primary household

   a) Owned   b) rented   c) leased

17. Select your housing type:

   a) Apartment b) Terrace c) cottage d) Bungalow e) Mansion

18. Where do your child study?

   a) Government schools b) Private schools c) Government colleges d) Private colleges

19. Do you possess the basic amenities in your house hold?

	YES	NO
Water facilities		
Sanitation		
Restroom facilities		
Electricity facilities		
Vehicle facilities		

20. Are you satisfied with your own household appliances?

   a) Yes   b) No

21. Which type of water do you use for daily purpose?

   a) Corporation water b) Filter water   c) RO water

22. What are the electronic equipment do you use in your house?

	Yes	No
Refrigerator		
Washing machine		
Computer		
Grinder		
Mixer grinder		
Air conditioner		
Invertor		

23. Which mode of transport you prefer most?

   a) Two wheelers b) cars c) Buses d) trains e) cycles

24. Do you own a vehicle?

   a) Yes b) No

25. If yes, what are the vehicle do you have?

    a) Two-wheeler b) Carc) Both

26. Will you do regular health check-up?

   a) Yes b) no

27. Do you own a bank account?

   a) Yes b) No

28. Do you own a credit card?

   a) Yes b) No

29. What online payment method do you prefer?

   a) Net Banking b) UPI c) Cards d) Others – Specify

 30. Type of purchase of product.

   a) Paying full amount b) EMI c) instalment d) hire purchase

 31. Have you taken any loan?

   a) Yes b) No

32. If yes, mention the type of loan?

33. Have you taken any insurance policy?

   a) Yes b) No

34. Which policy have you taken?

   a) General Insurance b) Life Insurance c) Medical Insurance d) Vehicle
      Insurance

35. Do you have saving habit?

   a) Yes b) No

36. What is your saving objective?

   a) Children's Education b) Health Care c) House purchase d) Retirement

37. In which sector do you prefer to invest your money?

   a) Private sector b) Government Sector c) Others

38. Have you invested so far?

   a) Yes b) No

39. How will you save your money?

   a) Insurance b) Fixed Deposit c) Saving Scheme d) Others – Specify

40. What percentage of your income do you save?

   a) 0-10% b)10-20% c) 20-30% d) 30-40%

41. Do you have passport?

   a) Yes b) No

42. How often does lack of money keep you from doing the thing you wish to do?

   a) Never b) sometimes c)quite often d) always

43. How important the following determine your quality of life

	Not at all Important	Slightly important	Moderately important	Very important	Extremely important
Work/school					
How did you feel about yourself					
Your physical state of being					
Your mental state of being					
Your family/friends					
Your bank balance					

44. Are you satisfied with your living condition?

   a) Yes b) No

A STUDY ON THE ADULTERATION OF AAVIN MILK PRODUCT IN CUSTOMER'S POINT OF VIEW IN THOOTHUKUDI DISTRICT

A project submitted in partial fulfilment of the requirements for the award of degree of

BACHELOR OF COMMERCE

Submitted by

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Department of Commerce (SSC)

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

(Reaccredited with A+ Grade by NAAC)

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

MAY 2022

DECLARATION

We have declared that the project entitled "**A STUDY ON THE ADULTERATION OF AAVIN MILK PRODUCTS IN CUSTOMER'S POINT OF VIEW IN THOOTHUKUDI DISTRICT**" is submitted in partial fulfilment of the requirements for the award of the degree of Bachelor of Commerce is our original work done under the guidance and supervision of **MS.J.AJITHA M.Com., M.Phil.** The project has not previously formed the basis for the award of other degree or other similar titles, and it represents entirely an independent work.

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Place: Thoothukudi

Date: 13·05·2022

CERTIFICATE

It is certified that this short term project work entitled "**A STUDY ON THE ADULTERATION OF AAVIN MILK PRODUCTS IN CUSTOMER'S POINT OF VIEW IN THOOTHUKUDI DISTRICT**" submitted to St. Mary's College (Autonomous) affiliated to Manonmaniam Sundaranar University is done in partial fulfilment of the requirements for the award of the degree of Bachelor of Commerce and is a record of work done in the Department of Commerce (SSC), St. Mary's College (Autonomous), Thoothukudi during the year 2021-2022 by the following students.

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26|5

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CHAPTERISATION

LIST OF TABLES

CHAPTER-I

INTRODUCTION

CHAPTER-1
INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION:

Milk is a widely consumed beverage that is essential to the diet of several millions of people worldwide because it provides important macro- and micro nutrients. Milk is recognized as being useful during childhood and adolescence because of its composition.

Many countries require pasteurization to protect against naturally occurring and artificially introduced microorganisms. Cooking further prevents spoilage (souring and curdling). Fat from whole milk (about 3.5% fat content) can be removed in a separator to produce cream and leave low fat milk (1-2% fat) or skim milk (0.5 % fat). Milk is usually homogenized, forced under high pressure through small openings to distribute the fat evenly. It may also be condensed, evaporated, or dehydrated for preservation and ease of transport. Other dairy products include butter, cheese and yogurt.

1.1.1 NOURISHMENT OF MILK:

The nutritional composition of milk is highly complex. It contains almost every single nutrients like Calories, Proteins, Carbohydrates, Fat, Saturated Fat, Cholesterol, Vitamin A, Vitamin C, Foliate, Magnesium, Zinc, Phosphorus, Iron.

1.1.2 FUNCTIONS OF COOPERATION MILK PRODUCER'S UNION:

- Establishment of chilling centers.
- Collection of milk from societies, process and pack in modern dairy.
- Supply of quality milk
- Fixation of procurement and selling price of milk.
- Supply of inputs to the members of the societies.

1.2 HISTORY OF AAVIN MILK:

The dairy development department was established in Tamil Nadu in the year 1958. In Tamil Nadu the major milk contributor is Aavin. On 1st February 1981 the commercial activities of the cooperative were handed over to Tamil Nadu cooperative milk producers federation limited which sold milk under the trademark "Aavin". Milk is an

essential item used by the peoples as vegetarian diet and also by practice of taking coffee, tea, etc. Now Aavin milk, has become a leading company for having most consumer in all over Tamil Nadu.

The Managing Director for Milk Production and Dairy Development exercises all the statutory powers with regard to the registration of societies, supervision, inspection, inquiry, disputes, liquidation of milk cooperatives including the District Cooperative Milk Producers Unions and Federation under the relevant provisions of the Tamil Nadu Cooperative Societies Act, 1983 and Tamil Nadu Cooperative Societies Rules, 1988. The Managing Director for Milk Production and Dairy Development has been designated as the State Registering Authority for the State of Tamil Nadu, under the provisions of Milk and Milk Products Order 92.

The Managing Director for Milk Production and Diary Development/State Registering Authority has been conferred with powers to register the dairy units having handling capacity from 10,000 Inpatient department to 2,00,000 Inpatient department. The Managing Director / State Registering Authority, Deputy Milk Managing Director (Co-operation) / District collectors and Deputy Registrars (Dairying) have been authorized to carry out supervision and periodic inspection of the dairies.

1.3 STATEMENT OF THE PROBLEM:

Milk products is the basic necessity in the basis of life but now-a-days packed milk is being adulterated through different forms. The adulterants are added such, that the milk looks thick for various purpose of adulterants such as soya powder, solvents such as water, low grade milk powder, starch, sodium hydroxide, sugar area, hydrated lime, sodium carbonate and formalin are used.

Milk adulterants have hazardous health effects on Alkaline contents can damage body tissues and destroy proteins other synthetic components that cause impairments, heart problems, cancer and prolonged illness.

Due to above reasons regarding adulteration we have opted for topic "A study on adulteration towards Aavin, milk product" to make a clear analysis and research.

1.4 REVIEW OF LITERATURE:

[P. Balakrishnan (2016)] ,In their study the factor considered by the customer before purchasing milk are freshness, taste, thickness and easy availability. Finally, I conclude that, majority of the customers are satisfied with Aavin milk and milk products because of its good quality, reputation, easy availabilities. Aavin has to take care of competitors and more importantly its customers before making any move.

[Joe Phelan (2017)],In their study observed that urbanization and economic development will increase the range and sophistication of products and it will also lead to an increase in the proportion of milk entering the formal channels in developing countries.

[Karthikeyan P (2018)],"Consumer satisfaction towards Aavin Milk products" It reveals that the majority of the respondent made their purchase, through the agent of the unions, reasonable price, good quality, adequate quality, convenient packing and correct weightiest are found to be the prominent in preferring the Aavin milk products. Proper education and training should be given to milk producers and seller were the main suggestions given by the respondents.

[Hanishkanthraja. G, Subburaj. B (2019)], "Consumer preference towards Aavin brand The consumers change their attitude frequently on the basis of new trend and fashion and availability of Good quality product. Milk producers must meet consumers demand for milk on the basis of Maintenance of good quality and purchase return policy, creation of awareness of Aavin's product should on timely basis be concentrated more in order to meet out the global competitive market.

[Jothi Marry.C (2020)], conducted a study on consumer behavior of Aavin. The study focused on consumer behavior is a subset of consumer behaviour's, which is concerned with decisions that lead up to the act of purchase. It could be the influence of the variable price. brand image, quality of the product and regularity of service. The study attempts bring out the factor leading to the purchase behaviour and perception of consumers in buying Aavin milk. The consumers are satisfied with quality of Aavin brand compared to other brands.

1.5 OBJECTIVES:

The following are the main objectives of the study:

- To evaluate the factors influencing their purchase.
- To study the various adulterants carried out Aavin products.
- To identify customer's expectation towards the milk products of Aavin.
- To find out the customer satisfaction level and buying behaviour towards Aavin product.
- To find out consumer awareness about Aavin brand.

1.6 SCOPE OF THE STUDY:

The study mainly has elicited views from consumers about price, quality, package, availability, sales, promotion and encourage of Aavin milk and enable to ascertain the respondents level regarding the product, the study has been conducted among consumers at different place of Thoothukudi District where Aavin milk is marketed. It may be analyzed in terms of adulteration process and functions. It also help us to know the changing needs of customers and to find out the factors which influence the level of satisfaction of customers. With the study we can give suggestions regarding adulteration in consumer's point of view in Thoothukudi District.

1.7 METHODOLOGY:

The data has been collected through primary and secondary source. The primary data has been collected through questionnaire methods. Secondary data has been collected by referring newspaper, articles, websites, journals, books etc.

1.8 AREA OF THE STUDY:

The area of the study was done in and around Thoothukudi. The consistent contribution from milk producers affiliated to cooperative societies in Thoothukudi District has played a major role in the growth of Aavin in the neighbouring district.

1.9 PERIOD OF THE STUDY:

This study on adulteration towards Aavin milk products is studied for the period from Feb 2022 to May 2022.This questionnaire was circulated on March 2022.

1.10 SAMPLE DESIGN:

By adopting convenient sampling method the Aavin milk consumers selected from various parts of Thoothukudi and the questionnaire was distributed to get the primary data from them.

1.11 SATISTICAL TOOLS AND TECHNIQUES:

The collected data analyzed by using the statistical tool like:

1. Percentage analysis
2. Likert's scaling technique
3. Garrett score technique

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 path.

1.11.2 LIKERT'S SCALING TECHNIQUES:

Likert's scaling techniques is used to analyze the influencing factors on purchase decision of consumer's expectations and perceptions. The customer's 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

The total score for each statement is calculated as follows:

Total score= (SAx5)+(A x4) + (Nx 3) + (DA x2)+(SDA x I)

Mean sore is calculated by dividing the total score by the frequency of responses and then the factors are ranked in the order of merit

.

1.11.3 GARRETT SCORE ANALYSIS:

Ranking techniques is used to rank the influencing factors and factor affecting their purchase considered by the customer's while consuming the Aavin milk product.

1.12 LIMITATIONS:

In 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 effective data collection.
- ❖ The number of respondents is limited to 60.
- ❖ 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 SCHEME:

Chapter-1 Introduction & design of the study.

Chapter-2 Profile of the study.

Chapter-3 Analysis & Interpretation.

Chapter-4 Finding & suggestion.

Chapter-5 Conclusion

ANNEXURE:

i) Questionnaire

ii) Bibliography

CHAPTER-II

PROFILE OF THE STUDY

PROFILE & DESIGN OF THE STUDY

2.1 THE INTRODUCTION OF AAVIN MILK:

Aavin was established in 1972. In 1972, the company set up first dairy plant in Chennai. In 1981, the company developed 'Anand' pattern by Dr. Kurien. In 2017, the per capita availability of milk in Tamil Nadu has increased in Milk production, the rise in per capita income, changing life style, food habits and export opportunities contributed to the rise in the demand for milk and milk products. The company expand the organization in all over the world and providing best quality of milk products with customer satisfaction.

The company formed as an apex body of three tire cooperatives set up in Tamil Nadu and the district level milk producer unions. The Foundation of the Milk Co operative Movement lies in the conviction that country's socio economic development is intertwined with the development of rural India. The company has taken various measures such as payment of attractive procurement price to milk producers, huge investment in dairy infrastructure at all levels starting from Primary Dairy Co operative Societies, to State level Federation.

2.2 COMPANY PROFILE:

Type	State Government Cooperative
Industry	• Food processing • FMCG
Predecessor	Tamil Nadu Dairy DevelopmentCorporation Limited
Founded	1958; 64 years ago in Tamil Nadu, India
Headquarters	Chennai , Tamil Nadu
Area served	Worldwide
Products	Milk, butter, yogurt, ice cream, ghee, milk shake, khoa, tea, coffee, chocolate
Revenue	₹5,994 crore(US$790 million) (2018-19)
Owner	Tamil Nadu Cooperative Milk Producers Federation Limited, Ministry of Cooperation, Government of Tamil Nadu

2.2.1 SKIMMED MILK POWDER:

Skim milk powder is defined as the product obtained by removing all of the water from pasteurized skim milk .Simply put, skimmed milk powder is a lower-calorie, lower-fat version of whole or 'ful-fat'milk that's been made into a powder.

2.2.2 AAVIN GHEE:

Aavin Ghee is made using cow milk and helps add a rich taste and a delicious aroma to food. Ghee is a nutritious medium for cooking various dishes and desserts. The purity of ghee depends on the percentage of fat content where the quality is better when the fat content goes up.

2.3 DAIRY DEVELOPMENT PROGRAMME:

The head of the department is the Director of Milk Production and Dairy Development (DMPDD). The DMPDD is also functioning as the ex-officier Managing Director of Tamil Nadu Cooperative Milk Producers Federation (TCMPF) and as the Registrar of all the 3 tier milk co-operatives. The Director is vested with the powers of Registrar in discharging the statutory functions under the provisions of the Tamil Nadu Co-operative Societies Act, 1983 (TNCS Act) and Tamil Nadu Co operative Societies Rules, 1988 (TNCS Rules). The Deputy Milk Commissioner at Head Office is assisting the Director of Milk Production and Dairy Development both in carrying out the administrative and statutory functions.

There are 29 circle Deputy Registrars (Dairying) functioning in the State who are carrying out the administrative and statutory functions at the district level as per the powers delegated by the TNCS Act, 1983 and TNCS Rules, 1988. The Department has strength of 805 employees including field staff.

The scheme envisages developing infrastructure at the grass road level related to production, procurement, processing and marketing of milk by district unions/Federation and also extension activities.

2.4 MILK CO-OPERATIVES:

The management of the dairy cooperatives is vested with the Board of Directors, democratically elected from among the members of the society. The elections are conducted according to the provisions of Tamil Nadu Cooperative Societies Act, 1983 and Rules 1988, as and when the 5 year term of Board expires.

As the 5 year term of the existing Board expired during April 2018, election process initiated in 4 stages to constitute the new Board. The 1st stage of election was completed and new elected Board in 1.663 societies assumed charge on 09.04.2018 and further process was stopped based on court orders. The further process will be completed once the legal issues are resolved.

However, to manage the day to day affairs of the societies especially formaking milk cost payment to the milk producers without any difficulty, the departmental officerswere authorized to operate the bank accounts of the society jointly with the staff of the society. Basic requirement to form a Milk Producers Cooperative Society is at least 25   independent milk procedure residing in the area of operation of the society

FOLLOWING ARE THE THREE LEVELS OF MILK PRODUCERS COOPERATIVESOCIETIES IN THE STATE:

1. Milk Producers Society at the village level(MPCS)
2. Milk unions at the district level (DCMPU)
3. Federation at State level (TCMPF)

## 2.5 THREE TIER STRUCTURE OF DAIRY COOPERATIVES:

TIER-1 VILLAGE LEVEL:

25 members from a village can form a Primary Milk Producers Cooperative Society (MPCS). This is the base level of the 3 tier system which procures milk from the milk producing members and supply the milk to District Unions with which they are affiliated as members.

TIER -2 DISTRICT LEVEL:

The District Cooperative Milk Producers Unions (DCMPU) are the intermediary Societies at District level and the village level MPCS functioning in the jurisdiction of the respective unions. The Unions procure surplus milk from the MPCS, process and market it to the consumers and send the surplus milk to Chennai Metro Dairies /Feeder Balancing Dairies for sale/conversion.

TIER -3 STATE LEVEL:

Tamil Nadu Cooperative apex Milk Producers Federation is the State level society wherein all the District Cooperative Milk Producers Unions are members. The Federation is marketing the milk and milk products in the brand name of "Aavin".

Federation
Apex Level (1)

District Co-operative Milk Producers Unions/District Level (17)

Primary Milk Producers Co-operative Societies/Village Level (12,585)
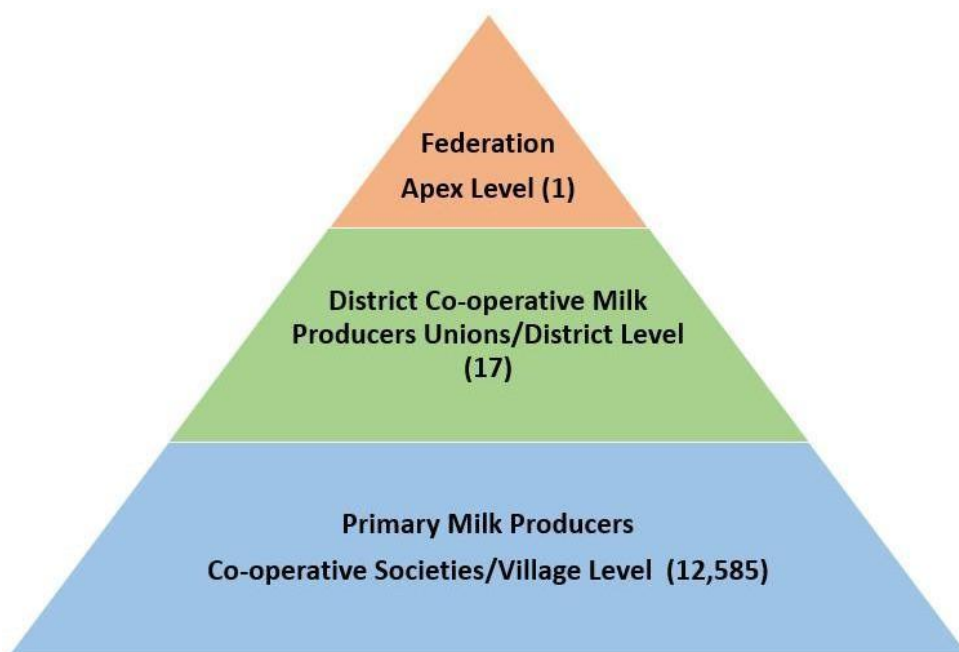
2.6 PRODUCT ADULTERANTS IN MILK:

Adulteration of milk reduces the quality of milk and can even make it hazardous. Adulterants like soap, acid, starch, table sugar and chemicals like formalin may be added to the milk. Most of the chemicals used as adulterants are poisonous and cause health hazards.

Adulterants are mainly added to increase the shelf life of milk. Some of the preservatives like acid and formalin is added to the milk as adulterants, thereby increasing the storage period of milk. Generally, water is added to the milk to increase the volume content of the milk. Milk could be found adulterated by adding water or by removing the cream or by adding artificial coloring agents like Annatto, ceramal, coal tar colors and preservatives like formaldehyde, boric & other acids, etc..

2.6.1 SOME OF THE COMMON ADULTERANTS FOUND IN MILK AND THEIRDETECTION ARE DISCUSSED:

1) MICROORGANISM:

   Milk may contain some harmful microorganism like bacteria along with some potentially beneficial microbes. Microbiological analysis of milk is carried out to determine the degree of bacterial contamination in milk and to understand the chemical changes brought in milk as a result of microbial action is done to destroy such harmful bacteria. If pasteurization of milk is not carried out properly there will be presence of larger count of bacteria in the milk

   Methylene blue Reduction test is used to detect the presence of bacteria in milk. This test works on the principle that the Methylene blue indicator is present in an oxidized form ,but in the presence of bacteria ,leads to the reduction of this indicator in a comparatively short span of time. The blue color developed on addition of the Indicator to the milk will change to white color within a short period indicates the presence of bacteria in the milk and thus denotes improper pasteurization.

2) TABLE SUGAR:

The common sugar present in milk is lactose. The Fat content of the milk is more compared to the protein content. Table sugar like sucrose is added to the increase the carbohydrate content of the milk and thus the density of milk will and thus the will be increased. So the milk can now be adulterated with water and it will not be detected during the lactometer test. Ketose sugar will react with the resorcinol to give a red colored Precipitate ,indicating the presence of Table sugar in milk.

3) STARCH:

Milk contains relatively large amount of Fat. Addition of carbohydrate to milk increases its solid content. There by reducing the amount of fat present in the milk. Starch is one such component that is added to adulterate milk The test to detect starch in milk uses iodine solution, addition of which turns the milk solution to blue black colour.

4) ACIDS:

Generally acids like Benzoic acid and salicylic acid is used in food industry. It is added to milk to preserve and thus increase the shelf life of milk. Presence of these acids can be detected by adding sulfuric acid and Ferric chloride, when reacts with benzoic acid and salicylic acid to give buff colored and violet colored reaction products.

5) SOAP:

Soap is added to milk to increase the foaming of milk. Addition of such chemicals will cause health problems especially related to stomach and kidneys. Soap can be detected by adding Phenolphthalein indicator to the adulterated milk. The alkali will be neutralized by the acidity of the milk when phenolphthalein indicator is added and observed

6) FORMALIN:

Formalin is a preservative and can preserve milk for long period of time. Due to its high toxicity, it is considered to cause liver and kidney damage. Formalin reacts with sulfuric acid and ferric chloride to give a purple colored ring at the junction of the milk layers, thereby indicating the presence of formalin adulterated in milk.

7) AMMONIUM SULPHATE:

Ammonium Sulphate is added to the milk as it increases the lactometer reading by maintaining the density of milk. Ammonium Sulphate adulterated milk can be detected by adding sodium hydroxide, sodium hypochlorite and phenol, the reaction of the three reagents with ammonium sulphate results information of deep blue colour. The deep blue color is generated when the amine reacts with phenol in the presence of hypochlorite in an alkaline environment, result in the formation of a complex which is blue in color.

2.6.2 TEST TO DEDUCT ADULTERATION IN MILK:

National Dairy Development Board has undertaken measures to ensure that quality of milk is maintained at thedairy and household levels. National Dairy Development Board has developed and commercialized ready-to-use kit for detection ofcommonly used adulterants in milk. Simple and rapid test procedures used in the kit can detect the presence of Urea, Ammonia Fertilizers, Nitrate Fertilizers/pond water, starch and cereal flours, sucrose, Glucose, salt Neutralizers and Hydrogen Peroxide by comparing the colors developed after addition of test reagents to milk.

2.6.3 MAJOR RISK CAUSED DUE TO ADULTERATION:

1) SYNTHETIC MILK:

From the natural milk received from cows and buffaloes, cream, butter and fat are separated from the cream separator machine. To make this milk(left over milk after so separated from all its nutrients) again creamy and foggy, urea, detergent, caustic soda, starch oil, glucose, shampoo, white paint, hydrogen peroxide etc are mixed to prepare synthetic milk. Using this milk is highly poisonous. Even skimmed milk powder is not spared which also is mixed with all the above injurious materials. Chalk and calcium soil is used to increase the quantity of milk.

2) HARMFUL EFFECTS CAUSED BY THE USE OF SYNTHETIC MILK:

According to physicians, use of synthetics milk inflicts very serious harms on human body causing swelling in the eyes and complications in lever and kidney. Apart from this, synthetic milk proves deadly for pregnant women and patients suffering from conditions of heart ailment and high blood pressure. This synthetic milk is extremely poisonous for small children.

3) SIDE EFFECTS OF DRINKING RAW MILK:

Raw milk is taken from a variety of animals, including cows, sheep and goats and has not gone through the pasteurization process. Twenty-three states prohibit raw milk sales for human consumption, according to Time Magazine, while some other states allow it for sale in one manner or another. Raw milk can contain potentially deadly pathogens. The benefits of drinking raw milk may be similar to drinking pasteurized milk.

4) POPULATIONAL RISKS:

Contaminated or adulterated milk can result in several negative side effects. The Food and Drug Administration reports that contaminated milk can contain numerous known pathogens that negatively impact human health. These pathogens, such as E. coli and salmonella, are typically most dangerous to those with weak immune system, the elderly and children. Some E. coli infections, for example, can result in uremic syndrome, a medical condition that leads to kidney failure, often in the elderly or in children.

5) ADULTERATED MILK IS WHAT INDIANS ARE DRINKING:

70 per cent milk samples collected across the country by food safety authority did not conform to standards The results of a first-of-its-kind survey on milk by the Food Safety and Standards Authority of India (FSSAI) reveal something startling-most Indians are consuming detergents and other contaminants through milk.

2.7 MONTHLY CARD:

COLOUR OF THE PACKET

Toned Milk	Blue
Standardized Milk	Green
Full Cream Milk	Red
Double Toned Milk	Magenta

TUTICORIN DIST. CO-OP MILK PRODUCERS UNION LTD:

MARKETING:

At present this union is marketing 60,000LPD approximately in the Tiruvelveli and Thoothukudi districts through its Agents, booths and parlours.

No. of Agents	86
Association	17
Private institutions	15
Govt. Institutions	16
Societies	8
Milk booths	12
Milk parlours	14
No.of milk distribution routes	14

THIS UNION IS SELLING TWO TYPES OF MILK AS FOLLOWS.

High protein milk	Fat 3.0.% SNF 9.0%
For card holders	Rs.11.30/ ltr
For cash	Rs.12.20 /ltr
High fat milk	Fat 5.0% SNF 8.5%
Only for cash sales	Rs.14.50/ ltr

Pasteurized Toned Milk	FAT 3.0% SNF 8.5%	
Standardized milk	FAT 4.5% SNF 8.5%	
Full cream milk	FAT 6 % SNF 9.0%	
Double toned Milk	FAT 1.5 % SNF 9.0 %	
Ghee varieties	GHEE (TIN)	15KG
	GHEE (JAR)	5LTR
	GHEE (TIN)	1LTR
	GHEE (JAR)	1LTR
	GHEE (CARTON)	1LTR
	GHEE (TIN)	500ML
	GHEE (JAR)	500ML
	GHEE (CARTON)	500ML
	GHEE (JAR)	200ML
	GHEE (SACHET)	25ML
	GHEE (JAR)	5KG
	GHEE (JAR)	1KG
	GHEE (JAR)	500GM
	GHEE (JAR)	200GM
Skimmed Milk Powder	• Carton – 500gms • Poly Bag – 1 kg • Bulk Bag – 25 kg	
Cheese	• 200gms/400gms	
Flavoured Milk	• Tetra Pak & bottles 200ml • -strawberry -cardamom -chocolate -Pineapple	

This union is marketing agmark ghee and SMP to whole sale dealers based on the guidance given by the federation at the prevailing rate. This union is also selling ghee and milk beda to retailers at the rate fixed by federation.

According to the Fat and FAT content the type of milk explained in the above table are packed in the blue,green and red color pocket respectively.

2.8 VISION OF AAVIN COMPANY:

To march forward with a missionary zeal this will make Aavin a trailblazer of exemplary performance and achievements beckoning other Milk Federations in the country in pursuit of total emulation of its good deeds. To ensure prosperity of the rural milk producers who are ultimate owners of the Federation.

2.9 SWOT ANALYSIS:

2.9.1 STRENGTHS:

•Demand Profile: Absolutely optimistic. Milk being a necessity product, the demand willstay and the sales at GCMMF are bound to increase over a period of time.

•Margins: Quite responsible, even on packed liquid milk. The margins are enough to limitthe entry of potential entrants.

•Flexibility of product mix: Tremendous. With balancing equipment, GCMMF has keptadding a wide array of products to its product line.

•Availability of raw material: Abundant. Presently, more than 80 percent of milk produced is flowing into the unorganized sector, which requires proper channelization.

2.9.2 WEAKNESSES:

Pasteurization has overcome this weakness partially. UHT gives milk long life. Still perishability is there at the milk vendors end. This does result in loss of some production. But Aavin Dairy is taking steps to store milk at the vendors end.

2.9.3 OPPORTUNITIES:

"Failure is never final, and success never ending". Dr .Kurcin bears out this statement perfectly. He entered this industry when there were only threats. He met failure head- on, and now he clearly is an example of 'never ending process. If dairy entrepreneurs are looking for opportunities in India, the following areas must be tapped.

2.9.4 THREATS:

The complex interdependency between the internal (strengths/ weeknesses) and external(opportunities/ threads) environmental factors make the analysis more difficult.

CHAPTER-III

DATA ANALYSIS AND INTERPRETATION

CHAPTER III

DATA ANALYSIS AND INTERPRETATION

Data analysis is the process of looking at and summarizing data with the internet to extend useful information and develop conclusion analysis of data plays a dominant role in the complete of project. Data collected and tabulated for easy understanding and good presentation.

Tables and diagram assist the researcher to analysis data sixty respondent are met and data are collected through schedule questionnaire is analyzed individually using percentage analysis, likerts scale and ranking. The diagram and charts give a bird's eye view of the entire data and help in summarizing and presentation of collected data in a systematic manner.

3.1 AGE WISE CLASSIFICATION:

Age is the most important factor in attitude of consumers. An opinion may differ from one age group to other. The age wise classification of the respondents is shown in the following table.

TABLE 3.1

AGE WISE CLASSIFICATION

Age Group	No. of Respondents	Percentage
15 - 20	3	5
21 - 30	35	58
31 - 40	17	29
Above 40	5	8
Total	**60**	**100**
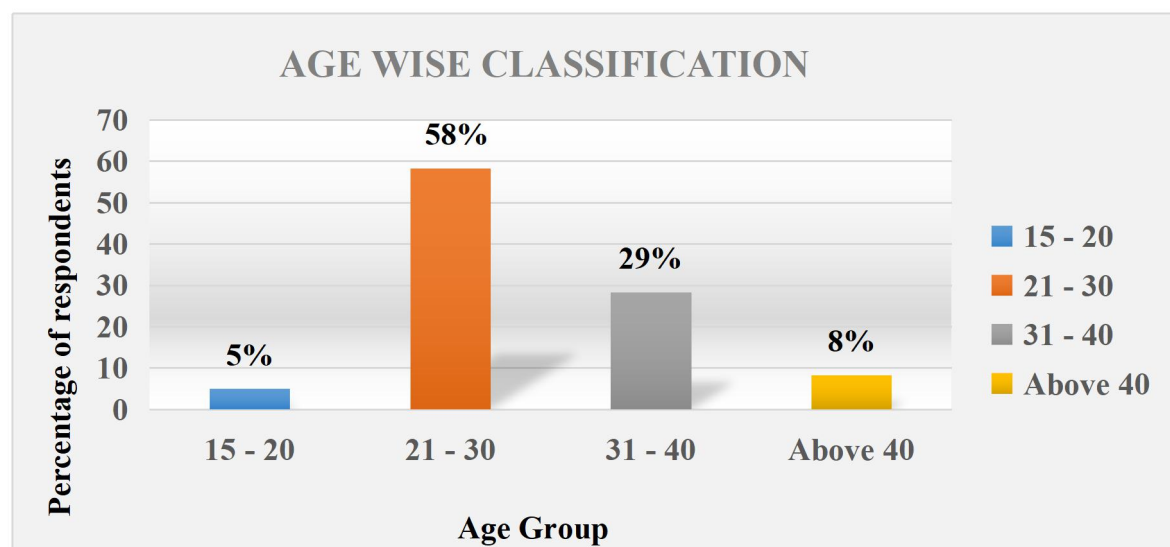
Source: Primary data

Inference:

From the above table it is clear that out of the 60 respondents taken for study majority 58% of the respondents are in the age group between 21-30 years, 28% of the respondents are in the age group between 31-40 years, 8% of the respondents are in the age group of above 40 years and the remaining 5% of the respondents are in the age group between 15-20 years.

3.2 GENDER WISE CLASSIFICATION:

The term gender refers to sociocultural construct assigned to male and female. The gender wise classification of the respondents were classified and presented in the following table.

TABLE 3.2

GENDER WISE CLASSIFICATION

Gender	No. of Respondents	Percentage
Male	25	42
Female	35	58
Total	**60**	**100**
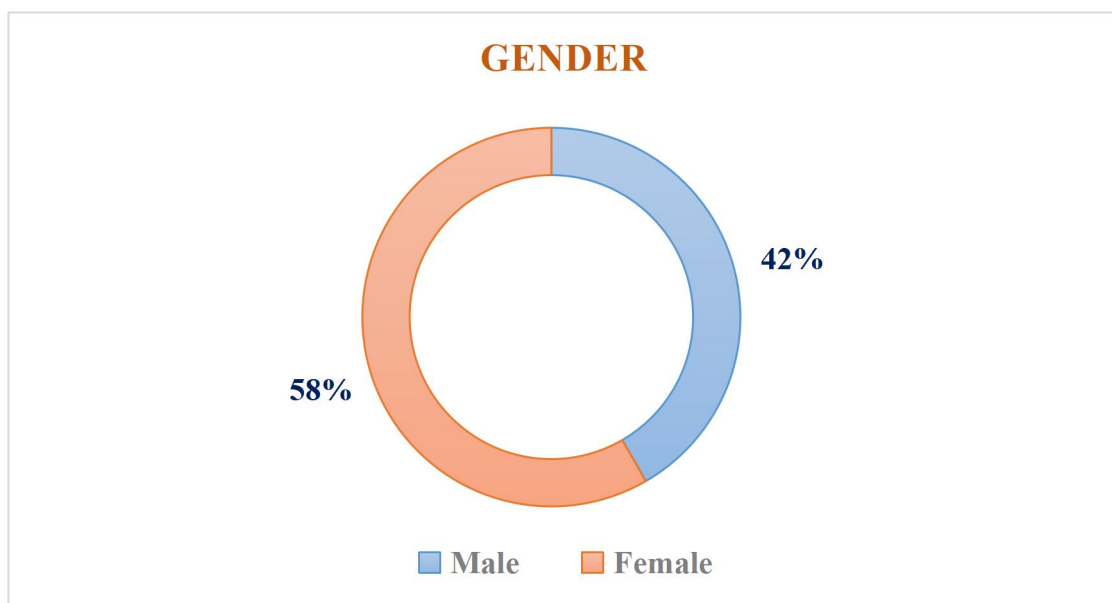
Source: Primary data

Inference:

From the above table it is clear that out of the 60 respondents taken for study 58% of the respondents are female and 42% of the respondents are male.

3.3 MARITAL STATUS:

Marital status is the legally defined marital state. The following table shows the marital status of the respondents.

TABLE 3.3

MARITAL STATUS

Marital Status	No. of Respondents	Percentage
Married	26	57
Unmarried	34	43
Total	**60**	**100**
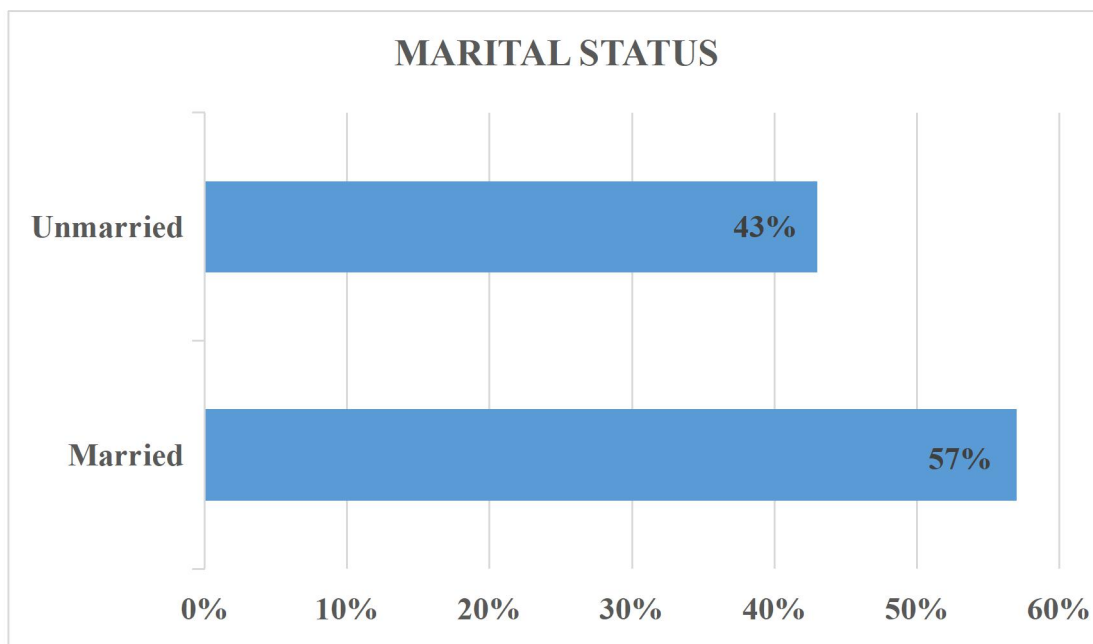
Source: Primary data

Inference:

Table 3.3 clearly indicates the marital status of the respondents. It is observed that 57% of the respondents are married and remaining 43% of the respondents are unmarried.

3.4 EDUCATIONAL QUALIFICATION:

For the purpose of using many services educational qualification is needed. The following table shows the educational qualification of the respondents.

TABLE 3.4

EDUCATIONAL QUALIFICATION

Educational Qualification	No. of Respondents	Percentage
School Level	3	5
Graduate	4	7
Post Graduate	28	47
Professionals	23	38
Illiterate	2	3
Total	**60**	**100**

EDUCATIONAL QUALIFICATION

School Level 5%, Graduate 7%, Post Graduate 47%, Professionals 38%, Illiterate 3%
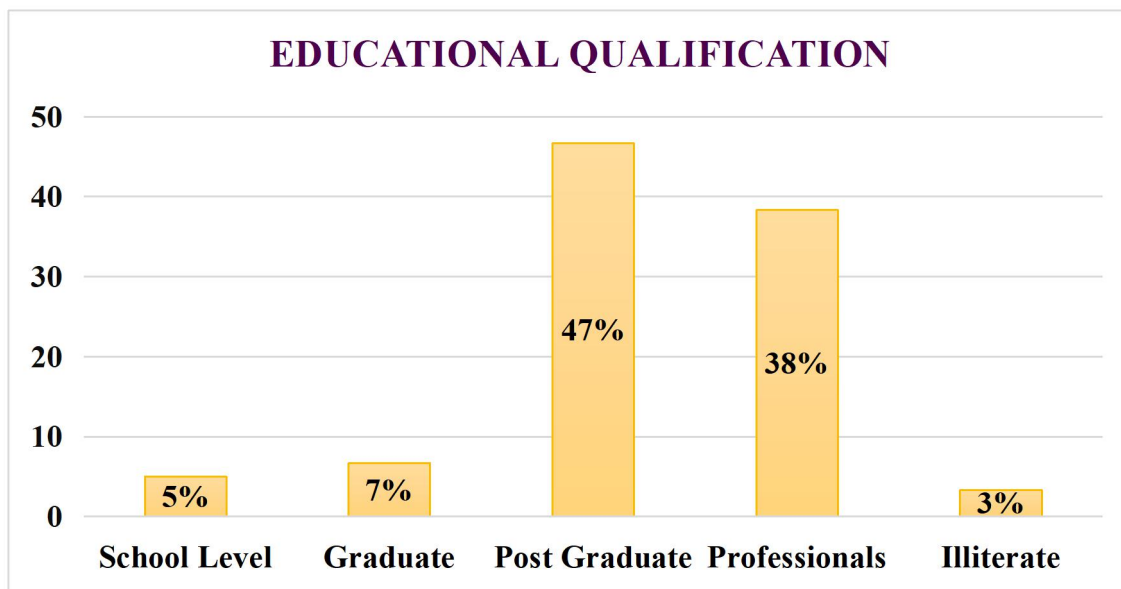
Source: Primary data

Inference:

From the above table 3.4 it is observed that 47% of the respondents are post graduate, 38% of the respondents are professionals, 7% of the respondents are graduate, 5% of the respondents are school level, and the remaining 3% of the respondents are illiterate.

3.5 OCCUPATION:

Occupation is typically associated with specific set of tasks and responsibilities.
The succeeding table shows occupation wise classification of the respondents.

TABLE 3.5

OCCUPATION

Occupation	No. of Respondents	Percentage
Government employee	8	13
Private employee	10	17
House wife	12	20
Professionals	6	10
Students	24	40
Total	**60**	**100**
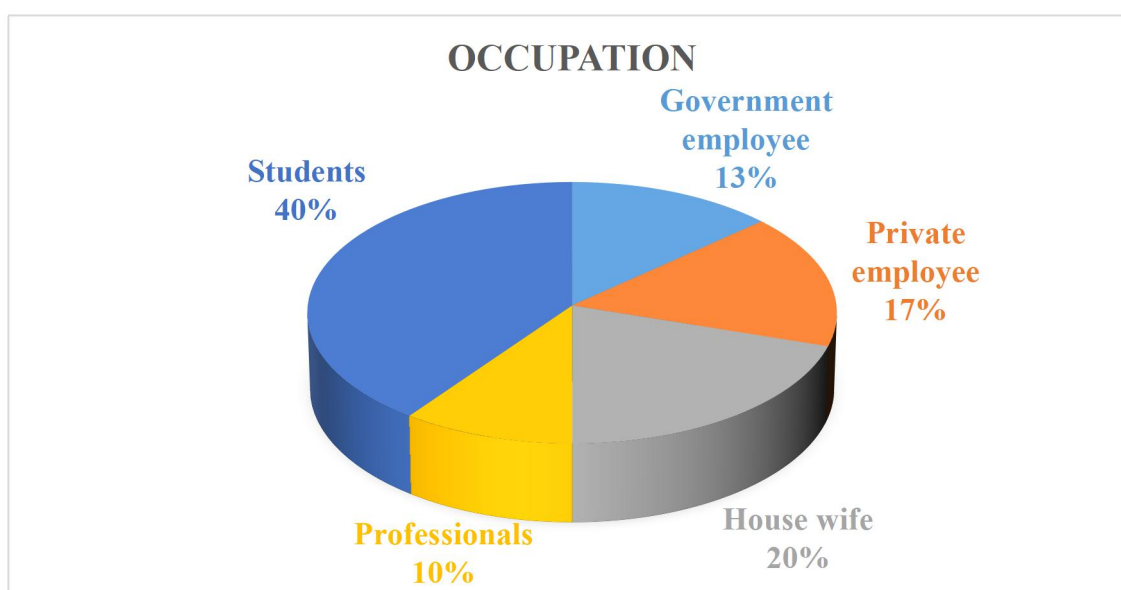
Source: Primary data

Inference:

The above table 3.5 shows that 40% of the respondents are students, 20% of the respondents are house wife, 17% of the respondents are private employee, 13% of the respondents are government employee and the remaining 10% of the respondents are professionals.

3.6 CLASSIFICATION BASED ON REGION:

Region refers to the specific area situated such as urban, rural, semi-urban, semi-rural. The succeeding table shows the regional classification of the respondents.

TABLE 3.6
REGION

Region	No. of Respondents	Percentage
Urban	27	45
Rural	10	17
Semi-Urban	14	23
Semi-Rural	9	15
Total	**60**	**100**
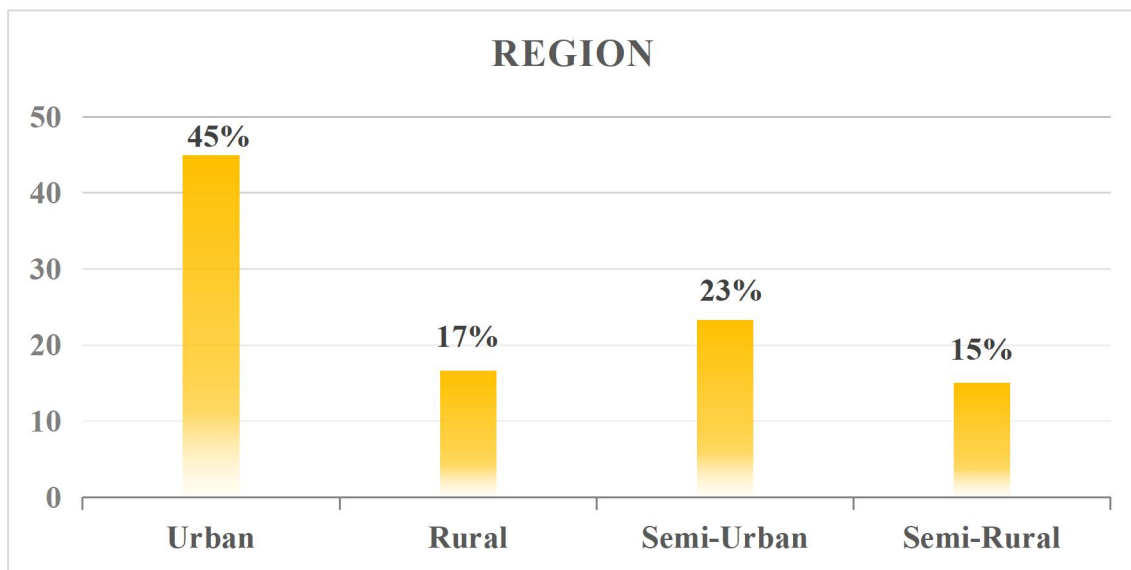
Source: Primary data

Inference:

From the above table 3.6 it is inferred that 45% of the respondents belong to urban region, 23% of the respondents belong to semi-urban region, 17% of the respondents belong to rural region, and the remaining 15% of the respondents belong to semi-rural region.

3.7 MONTHLY INCOME:

Income is important for using various services. It is one of the factor that influences in deciding the services from various services providers. Income is differing from one person to another person. The following table shows the monthly income wise classification.

TABLE 3.7

MONTHLY INCOME

Monthly Income	No. of Respondents	Percentage
Below Rs.10,000	8	13
Rs.10,000 - 25,000	3	5
Rs.25,000 - 50,000	27	45
Above 50,000	22	37
Total	**60**	**100**
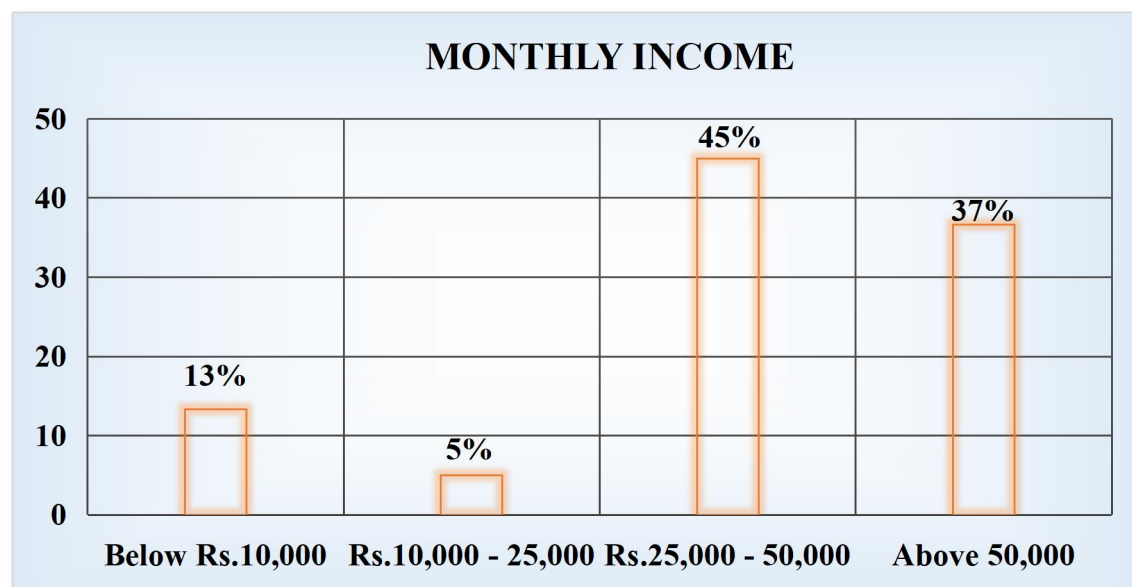
Source: Primary data

Inference:

The above table 3.7 shows that 45% of the respondents are earning between Rs.25,000-50,000 per month, 37% of the respondents are earning above 50,000 per month, 13% of the respondents earns below Rs.10,000 per month, and the remaining 5% of the respondents are earning between Rs.10,000-25,000 per month.

3.8 SIZE OF THE FAMILY:

The family size represents the level of consumption. The following table shows the size of the family.

TABLE 3.8

SIZE OF THE FAMILY

Members	No. of Respondents	Percentage
2	12	20
3-5	45	75
6 - 8	2	3
Above 8	1	2
Total	**60**	**100**
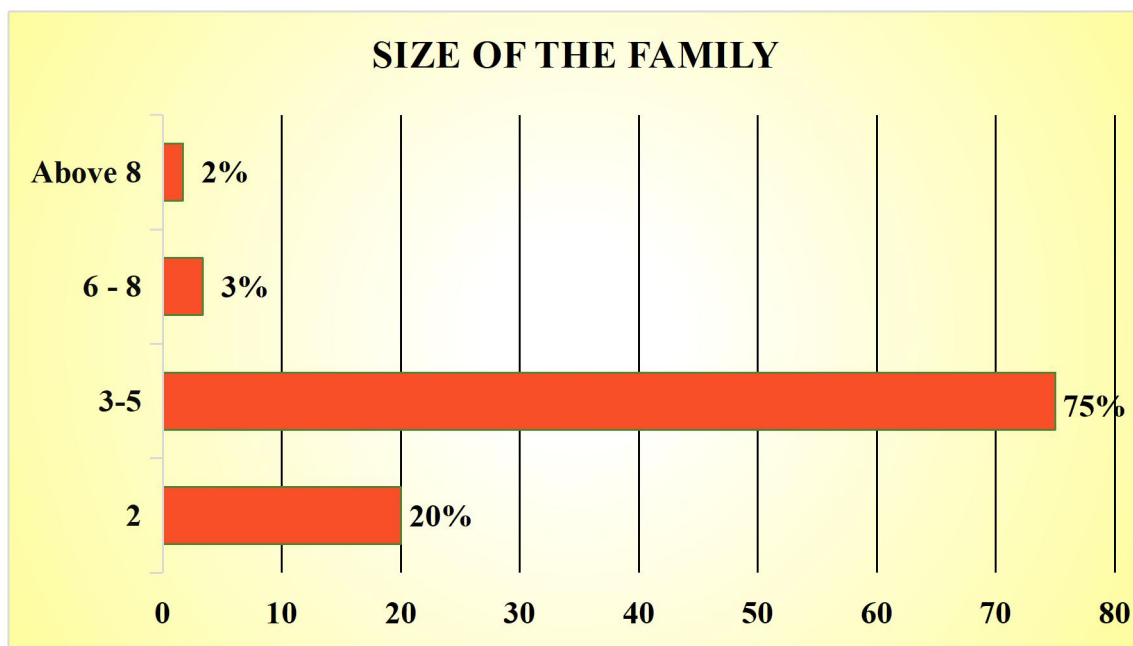
Source: Primary data

Inference:

Table 3.8 inferred that 75% of the respondents family size is 3-5 members, 20% of the respondent's family there are only 2 members, 3% of the respondents having 6-8 members in their family and the remaining 2% of the respondent's family size is with above 8 members.

3.9 PERIOD OF CONSUMPTION:

Milk products are recommended by many nutritional guidelines for meeting daily requirements.The following table shows the period of consumption of Aavin products.

TABLE 3.9

PERIOD OF CONSUMPTION

Period of consumption	No. of Respondents	Percentage
Less than 1 year	5	8
1-2 years	10	17
2-3 years	6	10
Above 3 years	39	65
Total	**60**	**100**
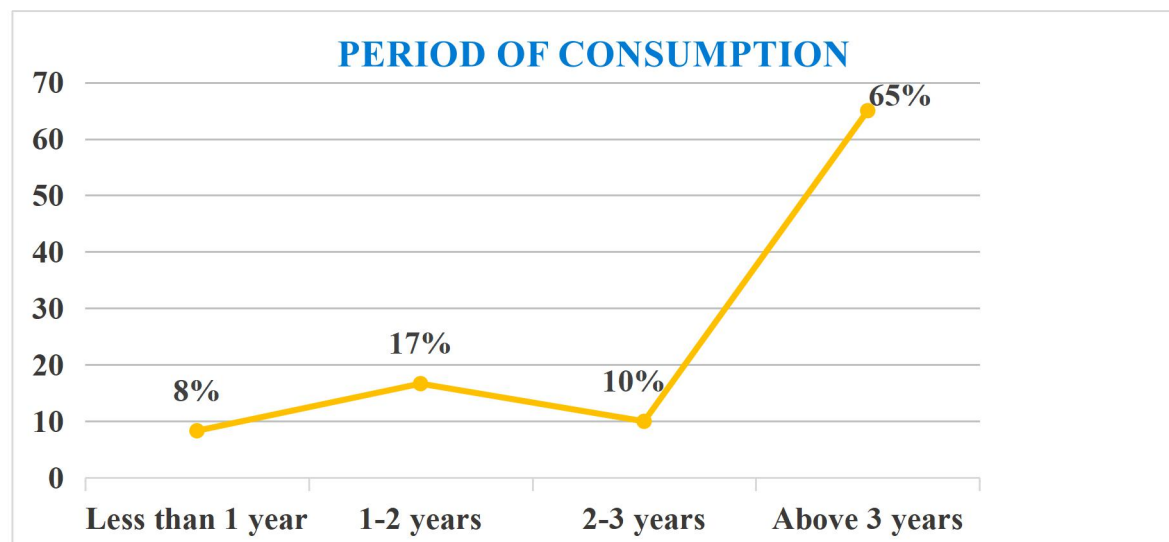
Source: Primary data

Inference:

The above table 3.9 shows that 65% of the respondents are consuming above 3 years, 17% of the respondents are consuming between 1-2 years, 10% of the respondents are consuming between 2-3 years and the remaining 8% of the respondents are consuming less than 1 year.

3.10 CLASSIFICATION BASED ON VARIETIES USED:

There are 5 varieties in Aavin milk product. The following table shows the varieties used by respondents.

TABLE 3.10

VARIETIES USED IN AAVIN MILK PRODUCT

Varieties used	No. of Respondents	Percentage
Pasteurized toned	11	18
Standardized	24	40
Full cream	13	22
Double toned	7	12
Skimmed	5	8
Total	**60**	**100**
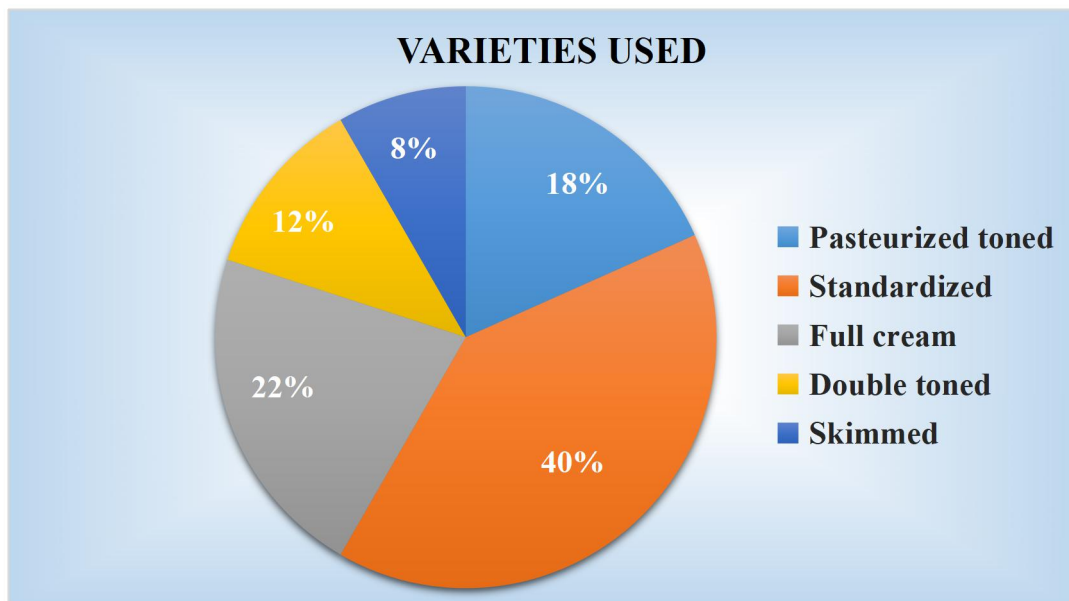
Source: Primary data

Inference:

The above table 3.10 shows the milk varieties used by respondents. It is observed that 40% of the respondents used standardized milk, 22% of the respondents used full cream milk, 18% of the respondents used pasteurized toned milk, 12% of the respondents used double toned milk and the remaining 8% of the respondents used skimmed milk.

3.11 CLASSIFICATION BASED ON COLOUR PREFERRED:

Each colour in the milk packet represents the amount of fat it contains. The following table shows the classification of respondents based on colour preference.

TABLE 3.11

COLOUR PREFERENCE

Colour Preference	No. of Respondents	Percentage
Green	25	42
Red	17	28
Blue	12	20
Magenta	6	10
Total	**60**	**100**
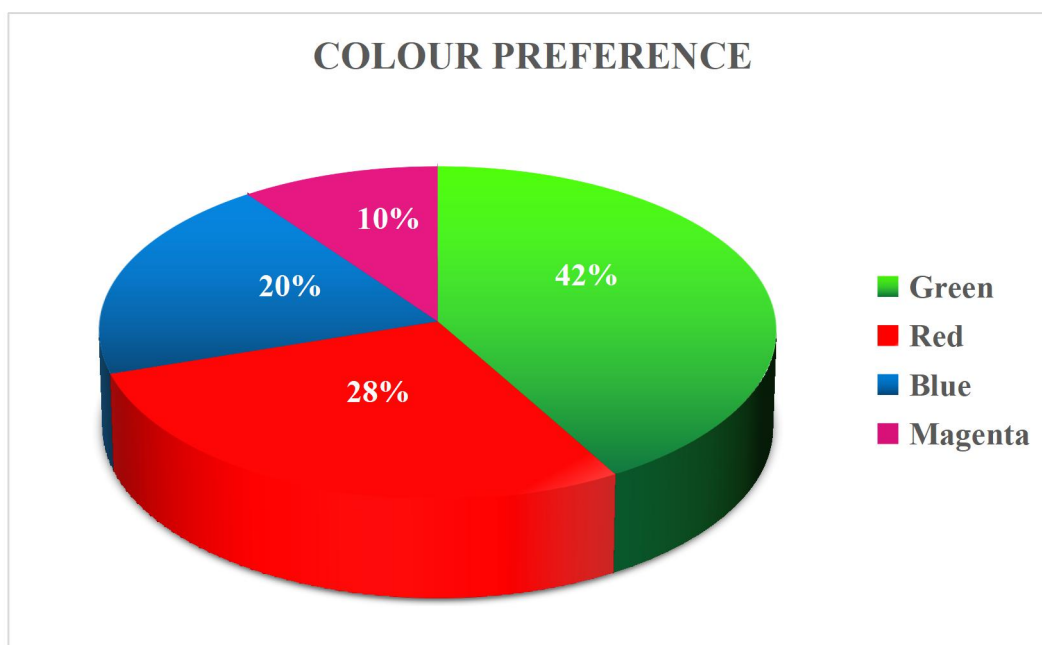
Source: Primary data

Inference:

Table 3.11 clearly indicates that 42% of the respondents prefer green colour, 28% of the respondents prefer red colour, 20% of the respondents prefer blue colour and the remaining 10% of the respondents prefer magenta colour.

3.12 CLASSIFICATION BASED ON QUANTITY PREFERRED:

Milk is widely consumed in daily life and they are packed in various quantity. The consumers can purchase according to their consumption. The quantity of milk preferred by respondents is classified and presented in the following table.

TABLE 3.12

QUANTITY PREFERRED

Quantity Preferred	No. of Respondents	Percentage
250ml	33	55
500ml	25	42
1 litre	2	3
Total	**60**	**100**
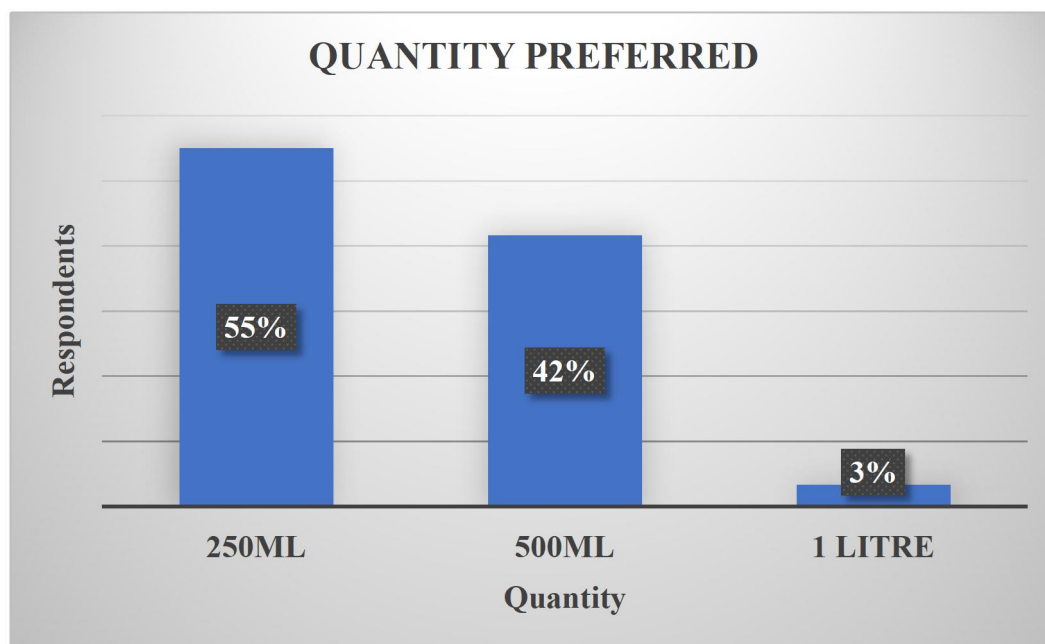
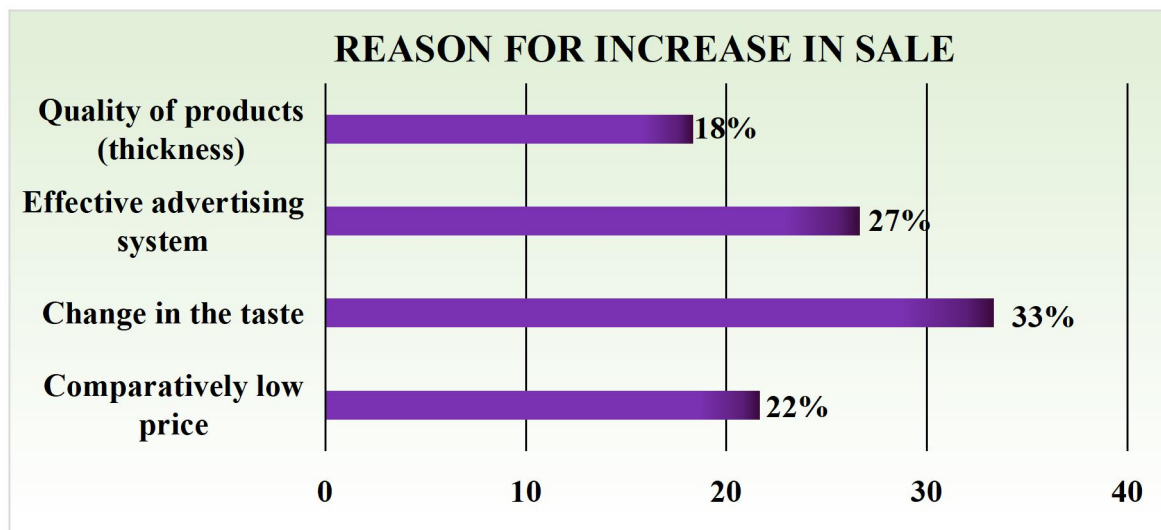

Source: Primary data

Inference:

The above table 3.12 shows the quantity of milk preferred by respondents offered by Aavin. It is observed that 55% of the respondents prefer 250ml, 42% of the respondents prefer 500ml, and the remaining 3% of the respondents prefer 1litre of Aavin milk.

3.13 REASON FOR INCREASE IN THE SALE OF PRODUCT:

Aavin is the only milk Co-operative that sells monthly milk card to the consumers. Their main objective is to increase their sale. The following table contains the reasons for increase in the sale of Aavin product.

TABLE 3.13

REASON FOR INCREASE IN SALE

Reason	No. of Respondents	Percentage
Comparatively low price	13	22
Change in the taste	20	33
Effective advertising system	16	27
Quality of products (thickness)	11	18
Total	**60**	**100**

Source: Primary data

Inference:

Table 3.13 indicates that 33% of the respondents says that change in the taste comparing the other brands as the reason, 27% of the respondents attracted by advertisement, 22% of the respondents purchase as it is a low cost and the remaining 18% of the respondents purchase for the quality of products (thickness).
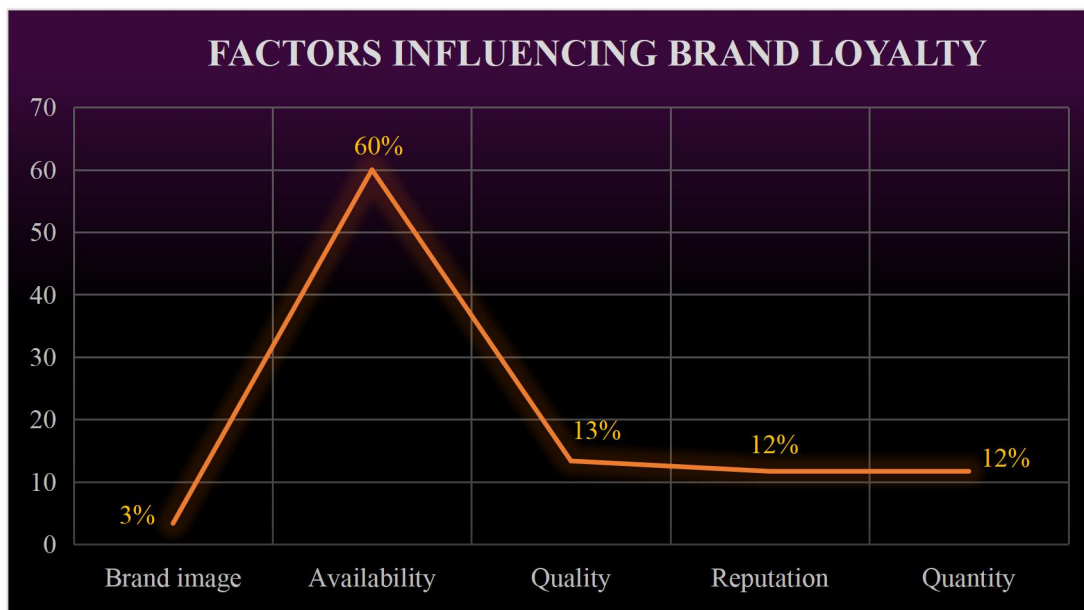
3.14 FACTORS INFLUENCING THE BRAND LOYALTY:

Brand loyalty is the loyalty which a customer develops for a brand. The succeeding table shows the factors influencing the brand loyalty.

TABLE 3.14

FACTORS INFLUENCING THE BRAND LOYALTY

Factors	No. of Respondents	Percentage
Brand image	2	3
Availability	36	60
Quality	8	13
Reputation	7	12
Quantity	7	12
Total	**60**	**100**

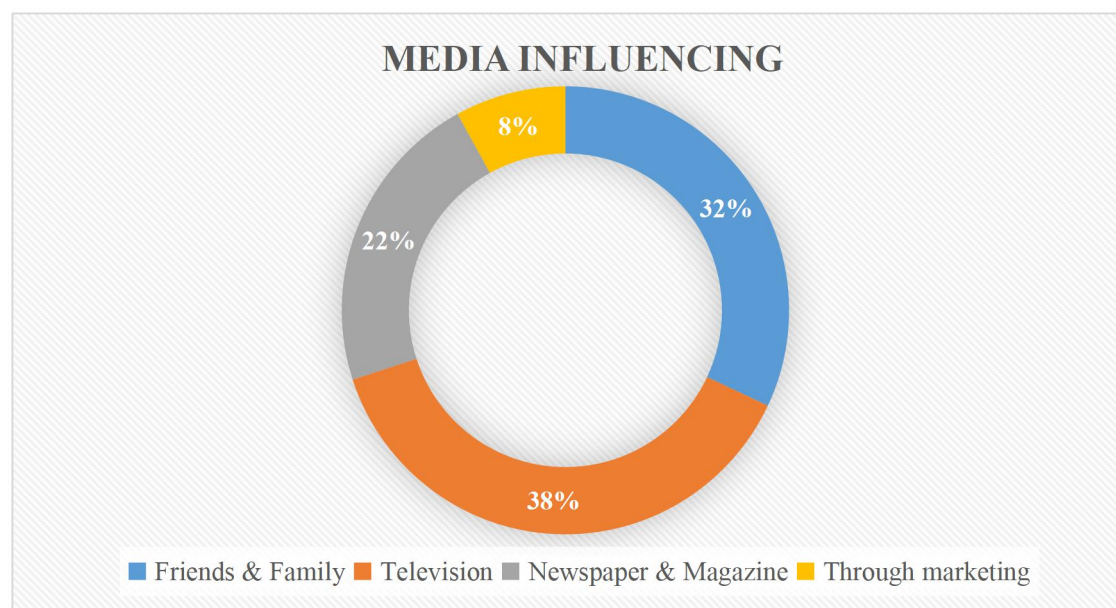**Source:** Primary data

Inference:

Table 3.14 clearly indicates that 60% of the respondents says availability as the factor, 13% of the respondents state quality as the factor, 12% of the respondents state reputation and quality as the factor and the remaining 3% of the respondents state brand image as the influencing factor brand loyalty.

3.15 MEDIA INFLUENCING TO KNOW ABOUT THE PRODUCT:

Media can play a huge role in influencing consumers in their purchases. The following table shows which media influence the consumers to know more about Aavin product.

TABLE 3.15

MEDIA INFLUENCING

| Media	No. of Respondents	Percentage
Friends & Family	19	32
Television	23	38
Newspaper & Magazine	13	22
Through marketing	5	8
Total	**60**	**100**

Source: Primary data

Inference:

Table 3.15 indicates that 38% of the respondents know more about the product through television, 32% of the respondents through friends & family, 22% of the respondents through newspaper & magazine and the remaining 8% of the respondents through marketing.

3.16 AWARENESS LEVEL & NO. OF COUNTS AFFECTED BY ADULTERATION:

Adulteration of food cheats the consumer and can cause serious risk to health in some cases. The following are the respondents based on awareness level and affected by adulteration.

TABLE 3.16
AWARENESS /AFFECTED BY ADULTERATION

| Awareness / Affected by Adulteration	Yes		No	
	No. of respondents	Percentage	No. of respondents	Percentage
Yes	31	52	25	42
No	29	48	35	58
Total	60	100	60	100
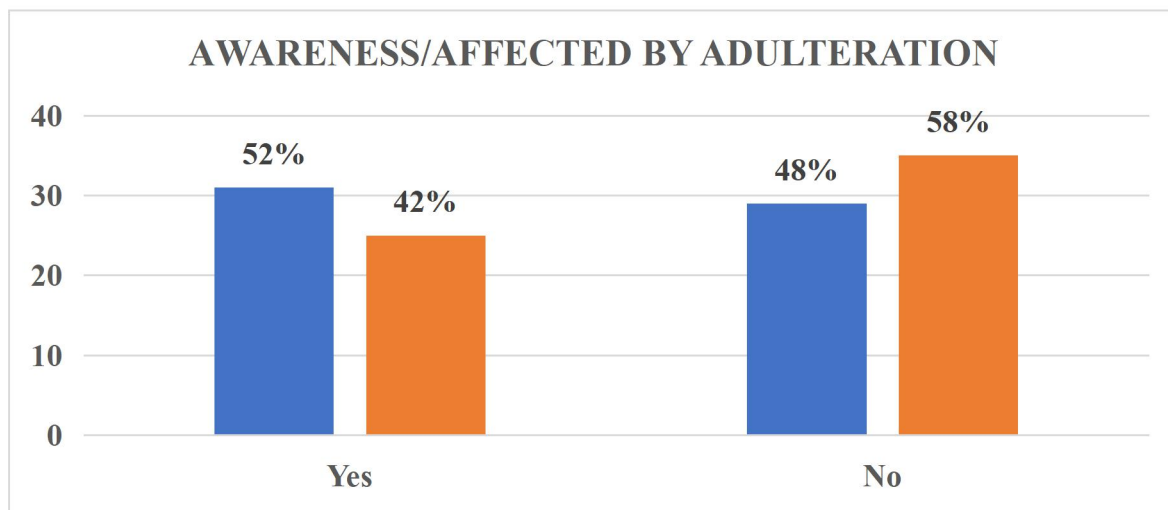
Source: Primary Data

Inference:

From the above table 3.16 it is inferred that 52% respondents are well aware about adulteration but have been affected whereas 48% respondents are aware and are not affected by adulteration. Likewise, 48% respondents have no awareness but affected by adulteration whereas 58% respondents have no awareness and are not affected by adulteration.

3.17 QUALITY ADVERTISEMENT PERCEPTION ABOUT THE PRODUCT:

Advertisement quality is an estimate of the experience that users have when they see the Aavin milk products ads. The following table analyses quality perception about the Aavin product advertisement.

TABLE 3.17

QUALITY OF THE ADVERTISEMENT

Advertisement	No.of Respondents	Percentage
Yes	40	66
No	10	17
Maybe	10	17
Total	**60**	**100**
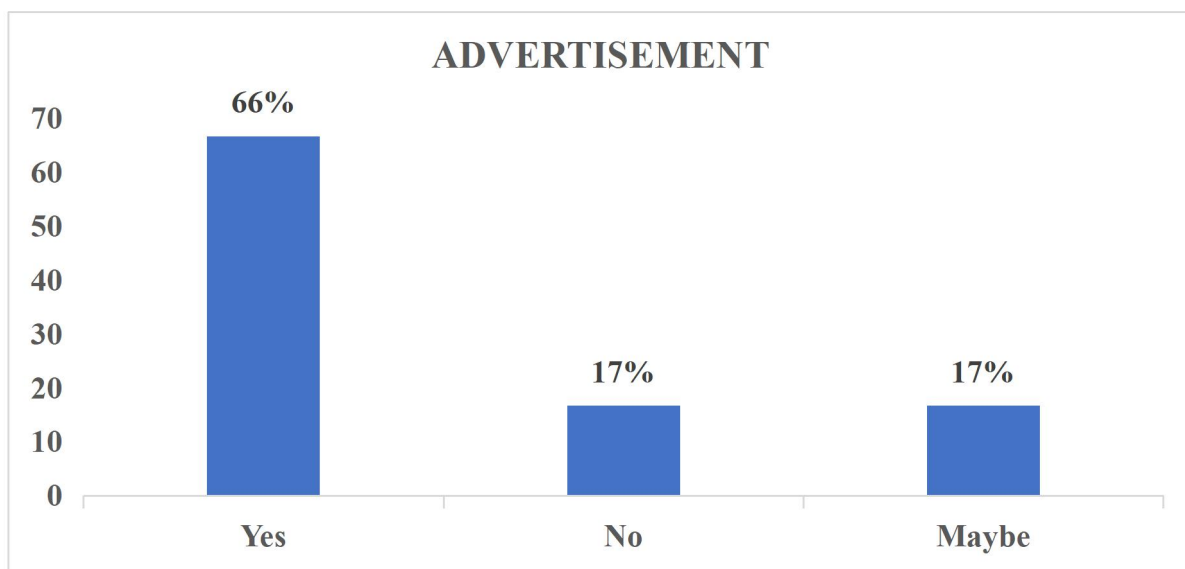
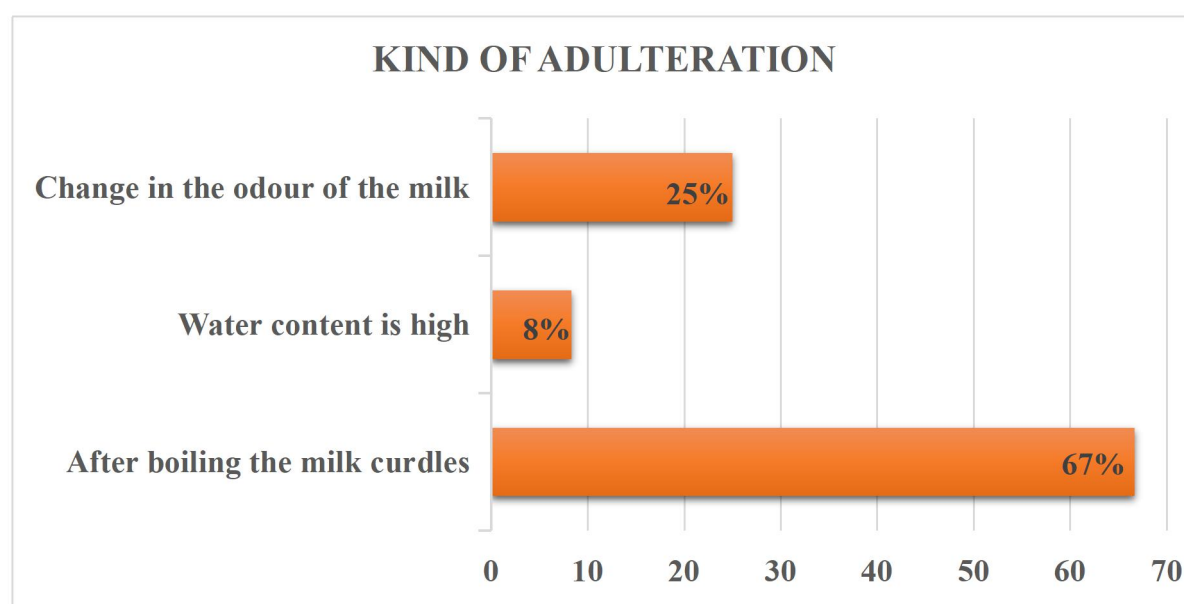

Source: Primary Data

Inference:

Table 3.17 clearly indicates that 66% of the respondents will change their perception about the product according to the quality of the Advertisement, 17% of the respondents will not change their perception and remaining 17% of the respondents may or may not change their perception.

3.18 THE KIND OF ADULTERATION GONE THROUGH WHILE CONSUMING AAVIN MILK PRODUCT:

Adulteration of food means, "the addition or subtraction of any substance to or from food, so that the natural composition and quality of food substance is affected". The following are the kind of adulteration people are affected.

TABLE 3.18

KIND OF ADULTERATION

Kind of Adulteration	No.of Respondents	Percentage
After boiling the milk curdles	40	67
Water content is high	5	8
Change in the odour of the milk	15	25
Total	**60**	**100**

KIND OF ADULTERATION

Change in the odour of the milk	25%
Water content is high	8%
After boiling the milk curdles	67%

0   10   20   30   40   50   60   70
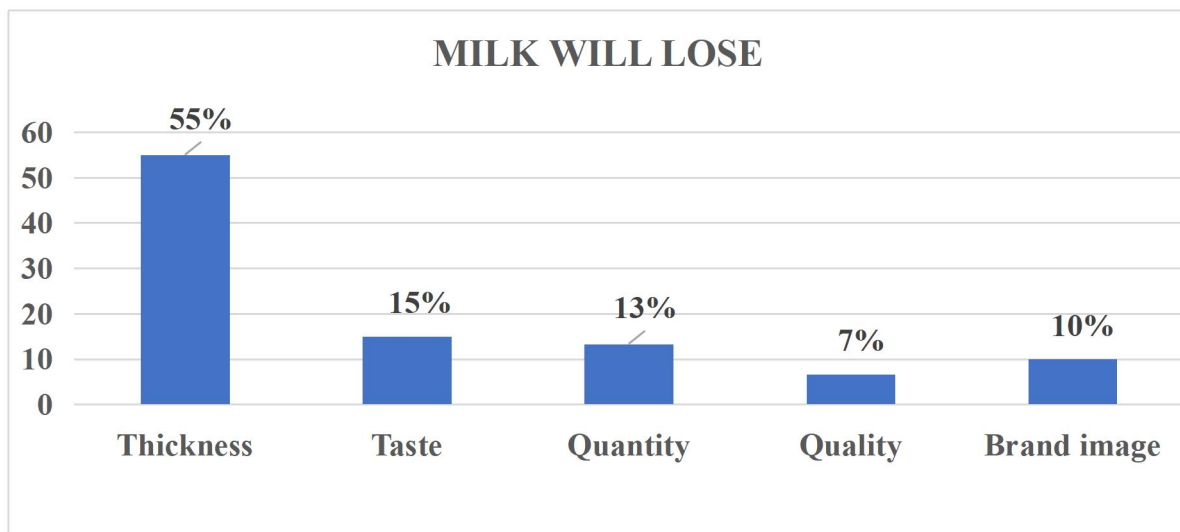
Source: Primary Data

Inference:

Table 3.18 observes the kind of adulteration people have been affected.The majority of the respondents 67% finds adulteration after boiling the milk the curdles, 8% of the respondents finds water content in milk is high and 25% of the respondents finds there is change in odour of the milk.

3.19 AFTER ADULTERTION MILK WILL LOSE:

Adulterants are used to increase the thickness and viscosity of the milk as well as to preserve it for a longer period. The following are the qualities that milk lost after adulteration.

TABLE 3.19

AFTER ADULTERATION MILK WILL LOSE

Milk will lose	No. of Respondents	Percentage
Thickness	33	55
Taste	9	15
Quantity	8	13
Quality	4	7
Brand image	6	10
Total	**60**	**100**

Source: Primary Data

Inference:

Table 3.19 it is inferred that 55% of the respondents says that the milk will lose its Thickness, 15% of the respondents says that it loses its taste, 13% of the respondents says it loses its Quantity, 7% of the respondents says it loses its Quality and remaining 10% of the respondents says the brand image of the milk is lost.
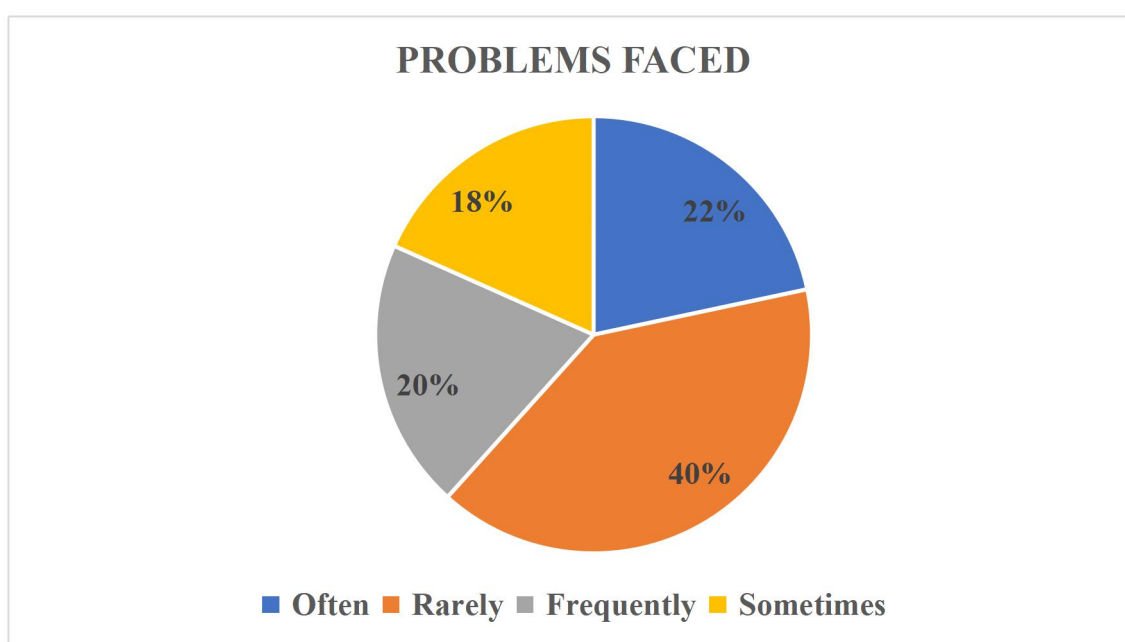
3.20 PROBLEMS FACED BY THE RESPONDENTS:

Many people faced problems while purchasing Aavin product. The following are the problems faced by customer while consuming the Aavin milk product.

TABLE 3.20

PROBLEMS FACED WHILE CONSUMING AAVIN MILK PRODUCTS

Problems	No. of Respondents	Percentage
Often	13	22
Rarely	24	40
Frequently	12	20
Sometimes	11	18
Total	**60**	**100**

Source: Primary Data

Inference:

Table 3.20 indicates that 40% of the respondents rarely face problem while consuming, 22% of the respondents often face problems, 20% of the respondents frequently face problems and 18% of the respondents sometimes face problems.
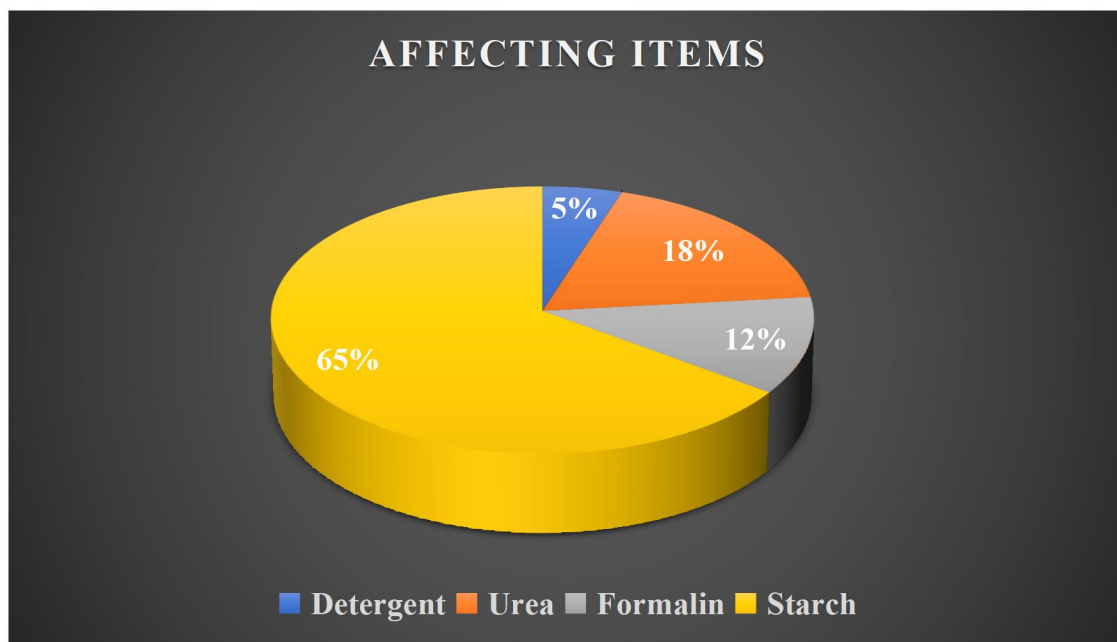
3.21 ITEMS THAT AFFECT TO GET ADULTERATED:

The milk product gets adulterated due to the items such as Detergent, Urea, Formalin and Starch. The following table shows the adulteration.

TABLE 3.21

AFFECTING THE AAVIN MILK PRODUCT TO GET ADULTERATED

Affecting items	No.of Respondents	Percentage
Detergent	3	5
Urea	11	18
Formalin	7	12
Starch	39	65
Total	**60**	**100**

Source: Primary Data

Inference:

Table 3.21 indicates that 65% of the respondents states Starch as the affecting item, 1 8% of the respondents state Urea, 12% of the respondents state Formalin and 5% of the respondents state Detergent as the affecting item.
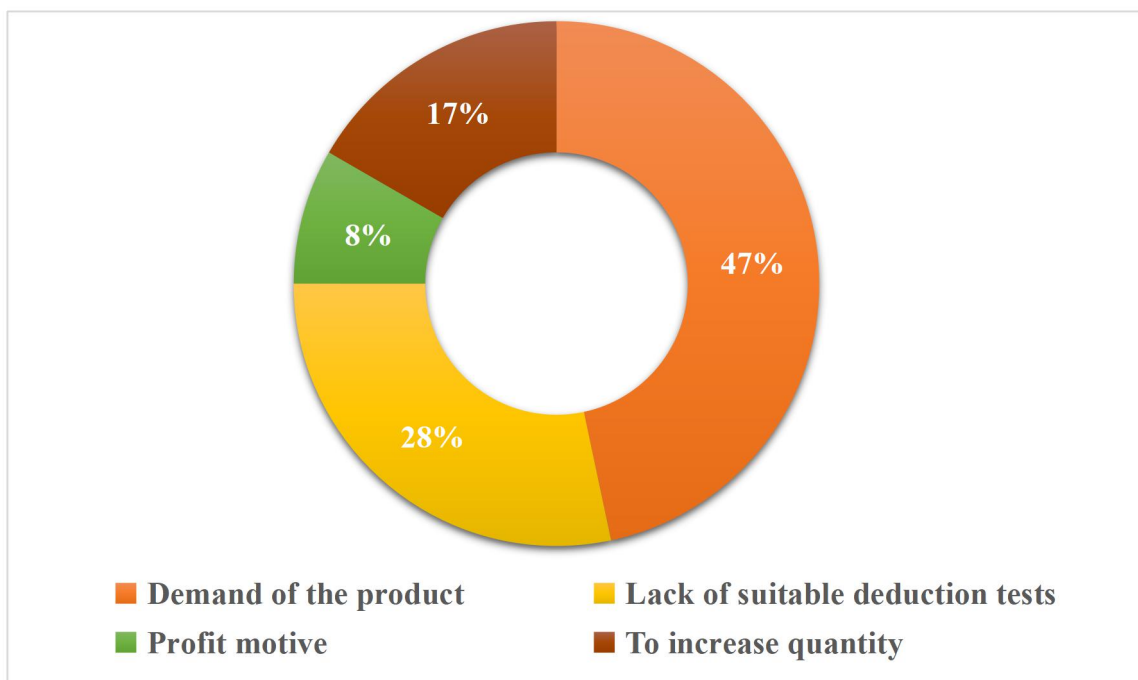
3.22 REASONS FOR ADULTERATION:

The reason for adulteration process is to increase the quantity of food production and sales. The following are the collected data regarding the reasons for adulteration.

TABLE 3.22

REASON FOR ADULTERATION

Reasons	No.of Respondents	Percentage
Demand of the product	28	47
Lack of suitable deduction tests	17	28
Profit motive	5	8
To increase quantity	10	17
Total	**60**	**100**

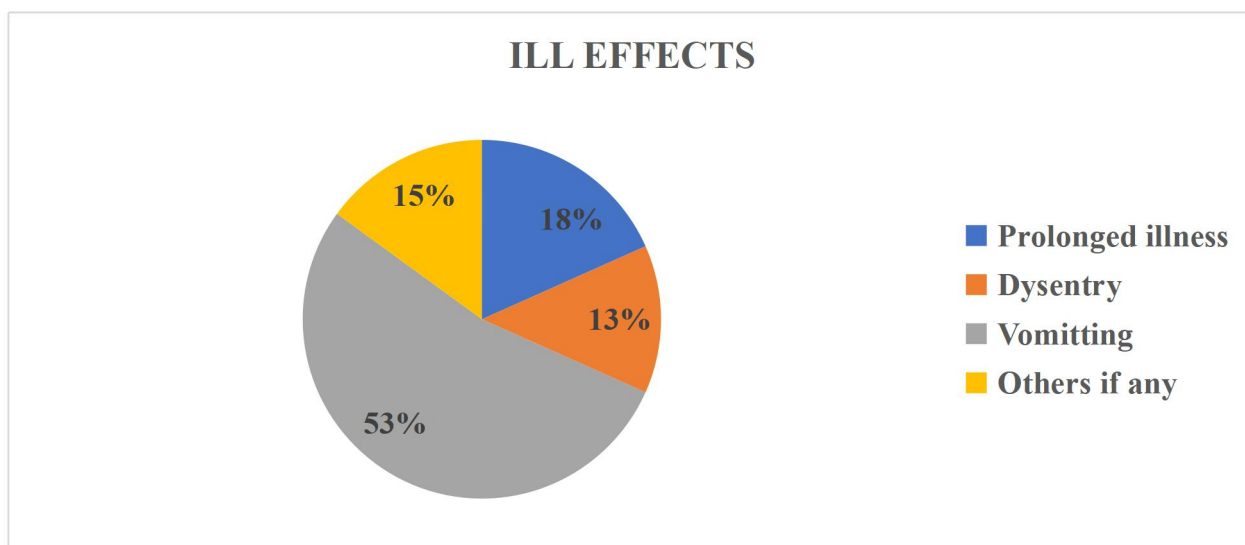**Source:** Primary Data

Inference:

Table 3.22 analysis that 47% of the respondents says demand of the product is the reason for adulteration, 28% of the respondents says lack of suitable deductions tests, 8% of the respondents says profit motive and 17% of the respondents says adulteration is done to increase the quantity.

3.23 ILL EFFECTS CAUSED BY ADULTERATION:

Adulterated food has been linked to various chronic diseases like prolonged illness, dysentery, vomiting etc. The following are the ill effects affected by the respondents.

TABLE 3.23

ILL EFFECTS CAUSED BY ADULTERATION

| Ill effects	No.of Respondents	Percentage
Prolonged illness	11	18
Dysentery	8	13
Vomiting	32	53
Others if any	9	15
Total	**60**	**100**

Source: Primary Data

Inference:

Table 3.23 indicates that 53% of the respondents finds Vomiting as the affecting factor due to adulteration, 18% of the respondents finds prolonged illness, 15% of the respondents finds others if any and 13% of the respondents finds Dysentery.

3.24 SWITCHING OVER TO OTHER BRANDS DUE TO ADULTERATION:

Due to adulteration people tends to switch over to other brands like Amul, Arokya etc. The following are the analysis from the respondents.

TABLE 3.24

SWITCH OVER TO OTHER BRANDS

| Switch over	No.of Respondents	Percentage
Yes	30	50
No	30	50
Total	**60**	**100**
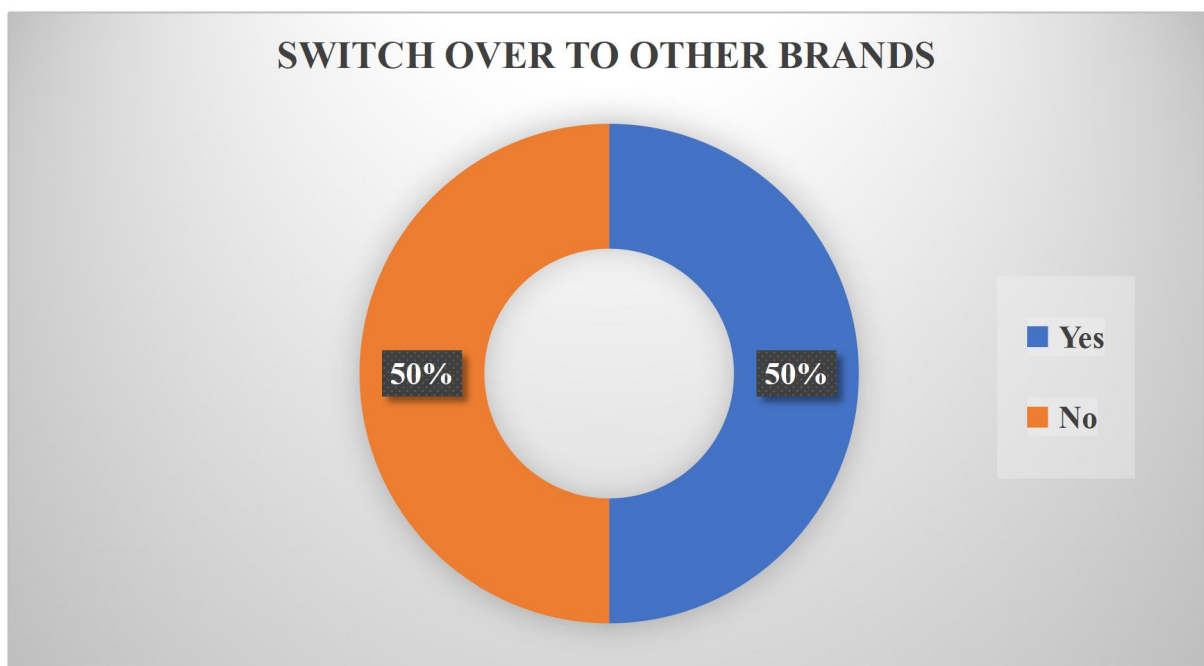
Source: Primary Data

Inference:

Table 3.24 observes that 50% of the respondents like to switch over to other brands due to adulteration and 50% of the respondents does not like to switch over to other brands.

3.25 STEPS TAKEN AGAINST ADULTERATION:

To prevent adulteration any steps can be taken towards the Aavin milk product. The following are the steps taken by the respondents.

TABLE 3.25

STEPS TAKEN AGAINST ADULTERATION

Steps	No.of Respondents	Percentage
Booking complaints to distributors	12	20
File a case	11	18
Enquire with distributors	11	18
Stop purchase	25	42
Others if any	1	2
Total	**60**	**100**
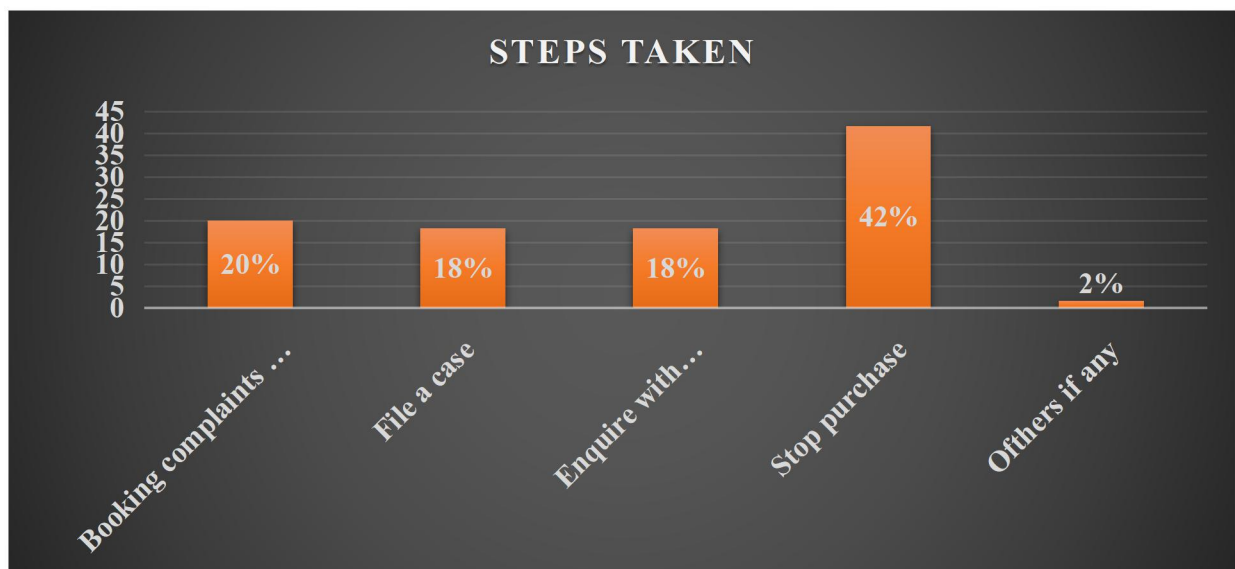
Source: Primary Data

Inference:

Table 3.25 shows 42% of the respondents swill stop the purchase, 20% of the respondents book complaints against distributors, 18% of the respondents will file a case against adulteration and remaining 18% of the respondents will enquire with the distributors.

3.26 LEVEL OF SATISFACTION TOWARDS AAVIN MILK PRODUCT:

   A customer satisfaction is very essential for the businesses to understand what their customers think about their products or services, their brand and their support. The following are the level of satisfaction by the respondents.

<center>TABLE 3.26</center>

<center>LEVEL OF SATISFACTION</center>

Level of satisfaction	No.of Respondents	Percentage
Highly satisfied	9	15
Satisfied	21	35
Neutral	14	23
Dissatisfied	10	17
Highly dissatisfied	6	10
Total	**60**	**100**

Source: Primary Data
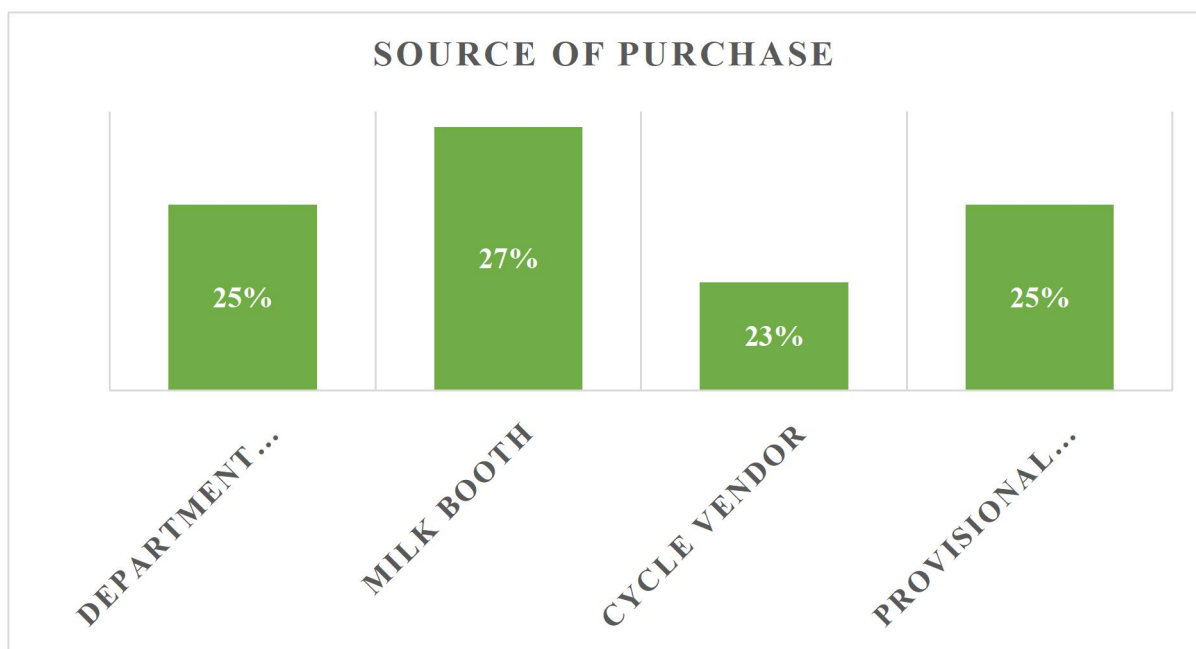
Inference:

   Table 3.26 explains that 35% of the respondents are satisfied with the product, 23% of the respondents are neutral, 17% of the respondents are dissatisfied, 15% of the respondents are highly satisfied and 10% of the respondents are highly dissatisfied with the Aavin milk product.

3.27 SOURCE OF PURCHASE:

There are various source of purchase where the customers can buy the Aavin milk product such as Department Store, Milk Booth, Cycle Vendor and Provisional Store. The following are the sources of purchase where the respondents buy the products.

TABLE 3.27

SOURCE OF PURCHASE

Sources	No.of Respondents	Percentage
Department Store	15	25
Milk Booth	16	27
Cycle Vendor	14	23
Provisional Store	15	25
Total	**60**	**100**

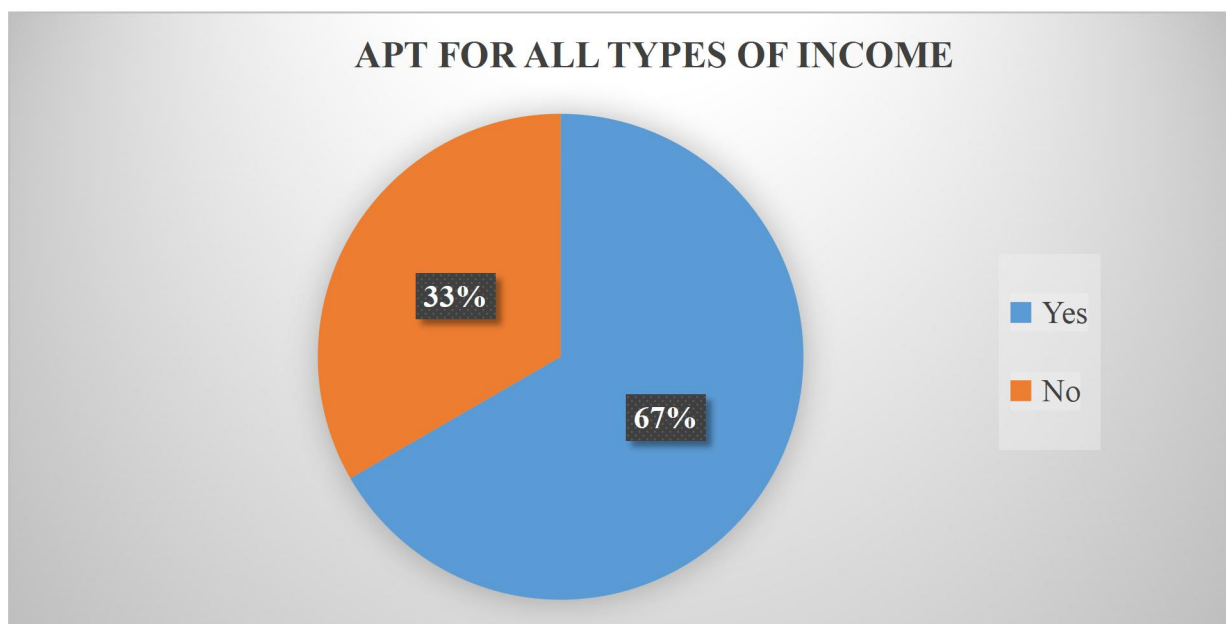**Source:** Primary Data

Inference:

From table 3.27 it is observed that 27% of the respondents purchase Aavin milk products from Milk Booth, 25% of the respondents purchase from Provisional store &Department Sore and 23% of the respondents purchase from Cycle Vendor.

3.28 SUIT FOR ALL TYPES OF INCOME:

   The price of Aavin milk product is not high as people cannot be afford for the milk product. The price is fair. The following are the collected information from the respondents.

<div align="center">

TABLE 3.28

APT FOR ALL TYPES OF INCOME

</div>

Apt for all types of income	No.of Respondents	Percentage
Yes	40	67
No	20	33
Total	**60**	**100**

Source: Primary Data
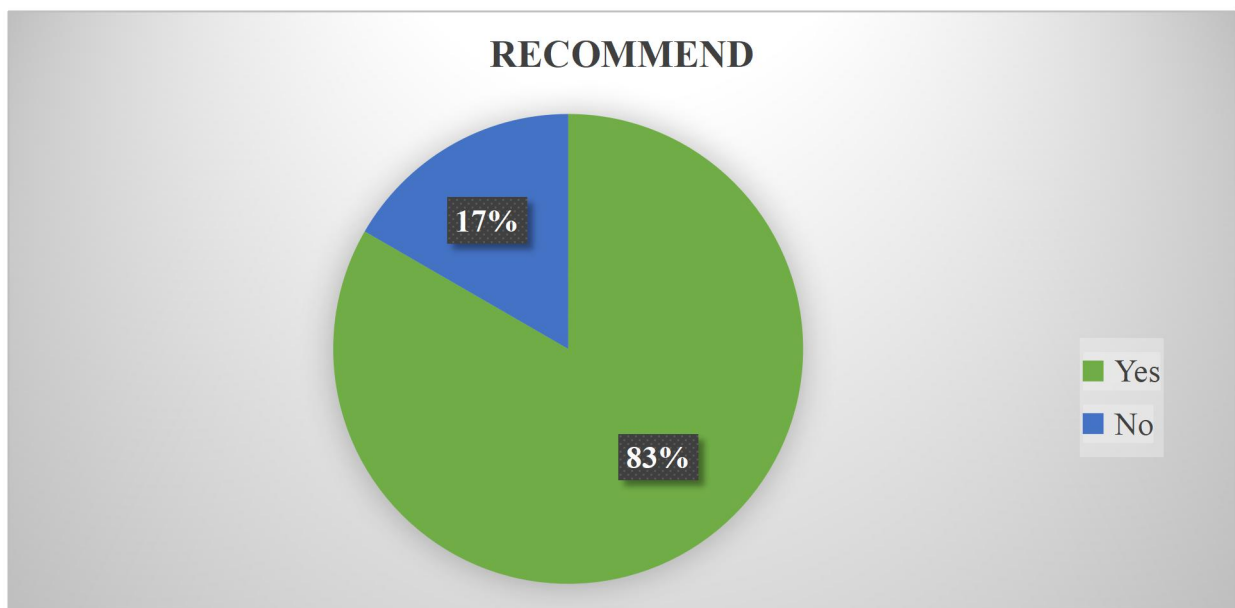
Inference:

   Table 3.28 clearly state that 67% of the respondents are affordable with price and apt for all types of income and 33% of the respondents are not affordable with price and it does not suit all types of income.

3.29 RECOMMEND OTHERS TO PURCHASE AAVIN MILK PRODUCTS:

If there is a good reputation in the brand customers can recommend their family & relatives,friends & neighbour to purchase the milk product.The following are the data collected from the respondents.

TABLE 3.29

RECOMMEND OTHERS TO PURCHASE

Recommend	No.of Respondents	Percentage
Yes	50	83
No	10	17
Total	**60**	**100**

Source:Primary Data

Inference:

Table 3.29 explains that 83% of the respondents will recommend Aavin milk product to others whereas 17% of the respondents does not recommend others to purchase the Aavin product.

3.30 CONSUMERS EXPECTATION FROM AAVIN PRODUCT:

The expecting factors form consumer's are enrich taste, falling off prices, make available offer, quantity and good quality to be included for improving the purchase of Aavin milk product. The factors are ranked as in the following table.

TABLE 3.30

RATING THE CONSUMERS EXPECTATION

Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Average	Percentage	Rank
Enrich taste	60	64	24	22	12	182	3.03	18.71	IV
Falling off prices	120	32	51	12	5	220	3.67	22.67	I
Make available offer	20	36	51	52	4	163	2.72	16.80	V
Quantity	50	120	27	10	6	213	3.55	21.93	II
Good Quality	60	24	87	18	4	193	3.22	19.89	III

Source: Primary data

For finding the customers expectation towards enhancement of Aavin milk product 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 from the above table 3.30 that customers expect falling off prices as the most important factor for enhancing the purchase of Aavin milk product and ranked first, followed by quantity, good quality, enrich taste and most available offer.

3.31 CONSUMERS LOOKING FACTOR WHILE PURCHASING:

While the customers purchase the products they will look behind the following information such As Use by date, Storage instruction, Pasteurization mentioned, Batch/Code number, Content And Price. The following are ranked based on the information.

Table 3.31
RATING THE INFORMATION GIVEN BEHIND THE PACKAGE

Information	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Average	Percentage	Rank
Use by date	85	96	18	16	5	220	3.66	19.06	I
Storage instruction	75	36	27	26	14	178	2.96	15.42	V
Pasteurization mentioned	30	44	75	26	5	180	3	15.59	IV
Batch/Code number	15	8	69	56	4	152	2.53	13.17	VI
Content	35	144	21	16	2	218	3.63	18.89	II
Price	105	40	27	28	6	206	3.43	17.85	III

Source: Primary Data

For finding the information given behind the package based on its factors LIKERTS FIVE POINT SCALE was used for computing total score and certain weight based on various degree of opinion.

STRONGLY AGREE - 5

AGREE - 4

NEUTRAL – 3

STRONGLY DISAGREE – 2

DISAGREE – 1

Inference:

It is inferred from the above table that majority of the respondents look towards use by date information first, followed by content, price, pasteurization mentioned, storage, batch /code number.

3.32 FACTORS AFFECTING PURCHASE OF THE PRODUCT:

The following are factors that affect the purchase of the product are high price, lack of quality, use of adulterants, availability, health issues and are ranked on the basis.

TABLE 3.32

FACTORS AFFECTING PURCHASE

Factors	Average score	Rank
High Price	70	I
Lack of quality	45.66	III
Use of Adulterants	34.66	V
Availability	60	II
Health issues	39.66	IV

Source: Primary data

Inference:

Table 3.33 shows that 70% of the respondents finds high price as affecting factor and ranked first, followed by availability, lack of quality, health issues and use of adulterants.

3.33 FACTORS INFLUENCING TO CHOOSE AAVIN MILK:

The following factors such as availability, packing, taste, proper service, price influences the consumers to choose Aavin milk. The factors are ranked in the following table.

TABLE 3.33

FACTORS INFLUENCING THE CHOICE

Factors	Average scores	Rank
Availability	54.33	II
Packing	51.33	III
Taste	49.33	IV
Proper service	56.67	I
Price	38.33	V

Source: Primary data

Inference:

The above table 3.33 shows that 75% of the respondents considered proper service as the major factor influencing to choose Aavin milk and ranked first, followed by availability, packing, taste and price.

CHAPTER-IV

FINDINGS & SUGGESTIONS

CHAPTER-IV

FINDINGS & SUGGESTIONS

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

FINDINGS:

 The following are the findings in regard to various responses from the respondents regarding the study on Aavin milk.

- ➢ The study reveals that majority of the respondents from the age group of 21-30 years uses Aavin milk widely.
- ➢ Majority of the respondents who use Aavin milk (58%) are female in the study.
- ➢ The study reveals that majority of the respondents are (57%) are married.
- ➢ The study reveals that majority of the Aavin milk consumers education qualification   (47%)are Post Graduate.
- ➢ Majority of the respondents in occupational wise classification (20%) are house wife.
- ➢ Majority of the respondents (45%) belong to urban region.
- ➢ The study reveals that most of the respondents earn between 25,000-50,000 per month
- ➢ Majority of the respondents (75%) are 3-5 members in the family.
- ➢ It is found that most of the respondents are consuming Aavin milk above 3 years.
- ➢ It is observed that majority of the respondents used standardized milk.
- ➢ It is observed that majority of the respondents (42%) preferred Green colour Aavin milk packets.
- ➢ The study reveals that most of the respondents preferred 250ml quantity for their daily consumption.
- ➢ It is analyzed that (33%) of the respondents feel change in the taste as the reason for the increase in the sale of Aavin milk product.
- ➢ The study exposes that most of the respondents says availability as the factor influencing brand loyalty.
- ➢ The study reveals that most of the respondents know more about the product through television.

- It is analyzed that majority of the respondents found adulteration after boiling the milk curdles.
- The consumers have observed that after adulteration milk will lose it's thickness.
- It is found that majority of the respondents rarely faced problems while consuming Aavin milk product.
- The majority of the respondents (65%) states that starch affects the milk to get adulterated.
- It is observed that most of the respondents feel demand of the product is the reason for adulteration.
- It is renowned from the analysis that majority of the respondents face vomiting problems due to adulteration.
- Respondents overall opinion is to stop purchase as the steps taken against adulteration.
- It is found that majority of the respondents (35%) are satisfied with Aavin milk product.
- The study reveals that (27%) of the respondents purchase Aavin milk product from Milk booth.
- The study implies that the respondents will recommend Aavin milk product to others.
- It is found from the study that falling of price will enhance the purchase of product.
- It is found that majority of the respondents look towards use by date information while purchasing Aavin milk products.
- The study analysis is rating high price affecting the purchase of the product.
- Majority of the respondents considered that availability influences to choose Aavin milk products.

SUGGESTIONS:

From the experience gained through the analysis of data gathered, during the phase of data collection we like to make the following suggestions:

➢ The government can reduce the price of Aavin milk as it is the basic necessity of human life.

➢ Aavin booths can be increased for the convenience of the customers.

➢ The crises arising due to Aavin milk product should be given due importance by the government and effective measures are to be taken.

➢ Campaigns and awareness programs can be conducted at rural areas to nourish them with knowledge about the positive aspects of using Aavin milk products.

➢ Measures to be taken to avoid the intermediaries, interpretation in manipulating and adulterating Aavin products.

➢ Keeping in mind the health of the consumers the company can produce more hygienic and healthy products.

➢ The government should take adequate measures to check whether the Aavin milk products are provided to the customers at the rate prescribed by the government.

➢ If the above suggestion are over looked simultaneously the government can achieve an increase in the sales target of Aavin milk products.

CHAPTER-V

Conclusion

CHAPTER-V

CONCLUSION

Milk and Milk stuff appraised as one of the most encouraging divisions in food preparing industry through conventional dairy items. The milk is utilized for the planning of different milk items including milk desserts. In today focused business condition brands assume a fundamental job. Key components for the achievement of Branded Milk is predominantly worried about High Quality also, Product Safety. This will contact the individuals just through great promotions. In this cutting edge aggressive world, client for the most part bends over toward taste and new style of packet. Accessible information proposes that the portion of buyer consumption on milk furthermore, milk items in expanding both in urban and local regions of India and this expansion in utilization would again further energy in year to come. On the off chance that recommendations given above are pursued by the Tamilnadu Co-employable Milk Producers' Association Limited and avoidance of adulteration helps in supply still better quality milk with other brands and milk items to the buyers around Tamilnadu.

ANNEXURE

TABLE 3.32

FACTORS AFFECTING PURCHASE

Factors	1	2	3	4	5	Total
High Price	3	6	6	18	27	60
Lack of quality	15	12	13	11	9	60
Use of Adulterants	20	17	15	5	3	60
Availability	5	10	12	16	17	60
Health issues	17	15	14	10	4	60

$$\textbf{Present Position} = \frac{\textbf{100 (Rij – 0.5)}}{\textbf{Nj}}$$

Rij = Individual Rank

Nj = Total Rank

I Factor $= \dfrac{100\,(1 - 0.5)}{5} = 10$

II Factor $= \dfrac{100\,(2 - 0.5)}{5} = 30$

III Factor $= \dfrac{100\,(3 - 0.5)}{5} = 50$

IV Factor $= \dfrac{100\,(4 - 0.5)}{5} = 70$

V Factor $= \dfrac{100\,(5 - 0.5)}{5} = 9$

Present Position	Score (X)
10	75
30	60
50	50
70	39
90	24

I Factor :

X	F	FX
10	3	30
30	6	180
50	6	300
70	18	1260
90	27	2430
	$\sum$F=60	$\sum$FX=4200

Garrett Mean Score (X) = $\dfrac{\sum FX}{\sum F}$

$$= \dfrac{4200}{60} \quad = \quad 70$$

II Factor :

X	F	FX
10	15	150
30	12	360
50	13	650
70	11	770
90	9	810
	$\sum$F=60	$\sum$FX=2740

Garrett Mean Score (X) = $\dfrac{\sum FX}{\sum F}$

$= \dfrac{2740}{60}$ = 45.66

III Factor :

X	F	FX
10	20	200
30	17	510
50	15	750
70	5	350
90	3	270
	∑F=60	∑FX=2080

Garrett Mean Score (X) = $\dfrac{\sum FX}{\sum F}$

$= \dfrac{2080}{60}$ = 34.66

IV Factor :

X	F	FX
10	5	50
30	10	300
50	12	600
70	16	1120
90	17	1530
	∑F=60	∑FX=3600

Garrett Mean Score (X) = $\dfrac{\sum FX}{\sum F}$

$$= \dfrac{3600}{60} = 60$$

V Factor :

X	F	FX
10	17	170
30	15	450
50	14	700
70	10	700
90	4	360
	∑F=60	**∑FX=2380**

Garrett Mean Score (X) = $\dfrac{\sum FX}{\sum F}$

$$= \dfrac{2380}{60} = 39.66$$

TABLE 3.33

FACTORS INFLUENCING TO CHOOSE THE AAVIN MILK

Factors	1	2	3	4	5	Total
Availability	5	10	25	7	13	60
Packing	16	8	12	4	20	60
Taste	20	5	10	7	18	60
Proper service	9	7	4	35	5	60
Price	10	30	9	7	4	60

Present position $= \dfrac{\textbf{100(Rij}-\textbf{0.5)}}{\textbf{Nj}}$

Rij = Individual Rank

Nj = Total Rank

I factor $= \dfrac{100\,(1-0.5)}{5} = 10$

II factor $= \dfrac{100\,(2-0.5)}{5} = 30$

III factor $= \dfrac{100\,(3-0.5)}{5} = 50$

IV factor $= \dfrac{100(4-0.5)}{5} = 70$

V factor $= \dfrac{100(5-0.5)}{5} = 90$

Present position	Score (X)
10	75
30	60
50	50
70	39
90	24

Factor I

X	F	FX
10	5	50
30	10	300
50	25	1250
70	7	490
90	13	1170
	ΣF = 60	**ΣFx = 3260**

Garrett mean score (X) = $\dfrac{\Sigma Fx}{\Sigma F}$

= 3260/60   = 54.33

Factor II

X	F	FX
10	16	160
30	8	240
50	12	600
70	4	280
90	20	1800
	ΣF = 60	**ΣFx = 3080**

Garrett mean score (X) = $\dfrac{\Sigma Fx}{\Sigma F}$

= 3080/60 = 51.33

Factor III

X	F	FX
10	20	200
30	5	150
50	10	500
70	7	490
90	18	1620
	ΣF = 60	**ΣFx = 2960**

Garrett mean score (X) = $\dfrac{\Sigma Fx}{\Sigma F}$

= 2960/60 = 49.33

Factor IV

X	F	FX
10	9	90
30	7	210
50	4	200
70	35	2450
90	5	450
	ΣF = 60	**ΣFx = 3400**

Garrett mean score (X) $\quad = \quad \dfrac{\Sigma Fx}{\Sigma F}$

$$= \quad 3400/60 \quad = 56.67$$

Factor V

X	F	FX
10	10	100
30	30	900
50	9	450
70	7	490
90	4	360
	ΣF = 60	**ΣFx = 2300**

Garrett mean score (X) $\quad = \quad \dfrac{\Sigma Fx}{\Sigma F}$

$$= \quad 2300/60 \quad = 38.33$$

QUESTIONNAIRE

A STUDY ON THE ADULTERATION OF AAVIN MILK PRODUCT IN CUSTOMERS POINT OF VIEW IN THOOTHUKUDI

QUESTIONNAIRES:

1. Name :

2. Age :

    (a) 15 – 20 years   (b) 21 – 30 years   (c) 31 – 40 years   (d) Above 40 years

3. Gender :

     (a) Male   (b) Female

4. Marital Status :

    (a) Married   (b) Unmarried

5. Educational Qualification :

    (a) School level   (b) Graduate (c) Post Graduate (d) Professionals (e) Illiterate

6. Occupation :

    (a) Government employee   (b) Private employee   (c) House wife

    (d) Professionals   (e)Students   (f)Others if any_____

7. Region :

     (a)Urban   (b) Rural   (c) Semi-urban   (d) Semi-rural

8. Monthly Income:

    (a) Below Rs10,000   (b) Rs.10,000 - 25,000   (c) Rs.25,000 - 50,000   (d) Above - 50,000

9. What type of family?

     (a) Nuclear   (b) Joint family

10. How many members are there in your family?

     (a) 2   (b) 3-5   (c) 6 - 8   (d) Above 8

11. How long you have been consuming the Aavin product?

     (a) Less than 1year   (b) 1-2 years   (c) 2-3 years   (d) above 3years

12. Which variety do you use in Aavin milk?

     (a) Pasteurized toned   (b) Standardized   (c) Full cream (d) Double toned (e) Skimmed

13. What colour do you prefer?

     (a) Green   (b) Red   (c) Blue   (d) Magenta

14. How is the taste of Aavin milk?

     (a) Good   (b) Better   (c) Best

15. How many litre packet you prefer the most?

     (a) 250ml   (b) 500ml   (c) 1 litre

16. Are you familiar with the logo of Aavin milk product?

   (a) Yes   (b) No   (c) May be

17. Which would be the main reason for increase the sale of the Aavin products?

   (a) Comparatively low price   (b) Change in the taste

   (c) Effective advertising system (d) Quality of products (thickness)

18. What do consumers expect from Aavin milk products for the enhancement of the purchase?

FACTORS	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Enrich taste					
Falling off prices					
Make available Offer					
Quantity					
Good Quality					

19. Which factor influencing the brand loyalty?

   (a) Brand image   (b) Availability (c) Quality   (d) Reputation   (e) Quantity

20. Which media influence you to know more about the Aavin milk product?

   (a) Friends & Family   (b) Television

   (c) News paper & Magazine   (d) Through marketing

21. Do quality advertisement change your perception about the product?

   (a) Yes   (b) No   (c) May be

22. Are you affected by adulteration of Aavin milk?

   (a)Yes   (b) No

23. What kind of adulteration you have gone through while consuming Aavin milk product?

   (a) After boiling the milk curdles   (b) Water content is high

   (c) Change in the odour of the milk

24. After adulteration what has the milk lost?

   (a) Thickness (b) Taste (c) Quantity (d) Quality (e) Brand image

25. Rank the factors affecting your purchase?

FACTORS	RANKING
High price	
Lack of quality	
Use of Adulterants	
Availability	
Health issues	

26. How many times you have been facing problems while consuming Aavin milk product?

(a) Often (b) Rarely (c) Frequently (d) Sometimes

27. Which item mostly affect the Aavin milk products to get adulterated?

(a) Detergent (b) Urea (c) Formalin (d) Starch

28. What is the main reason for adulteration of Aavin milk products?

(a) Demand of the product   (b) Lack of suitable deduction tests

(c)Profit motive   (d) To increase quantity

29. What are the ill effects caused due to adulteration?

(a) Prolonged illness (b) Dysentery (c) Vomiting (d) Others if any

30. Do you like to switch over to other brands due to adulteration?

(a) Yes   (b) No

31. Rate the factors that influence you to choose the Aavin milk?

FACTORS	RANKING
Availability	
Packing	
Taste	
Proper service	
Price	

32. Due to adulteration who gets more benefits?

(a) Government   (b) Distributors   (c) Retailers   (d) Agents

33. From the following, what kind of steps will you take against adulteration?

(a) Booking complaints to distributors   (b) File a case   (c) Enquire with distributors

(d) Stop purchase   (e) Others if any_____

34. What is the level of satisfaction towards the Aavin milk product?

(a) Highly Satisfied   (b) Satisfied   (c) Neutral

(d) Dissatisfied   (e) Highly Dissatisfied

35. Through which source you wish to purchase Aavin products?

(a) Departmental store   (b) Milk booth   (c) Cycle vendor   (d) Provisional store

36. Are you aware about adulteration of milk product?

(a) Yes   (b) No

37. Is the rate of Aavin milk apt for all income level of people?

(a) Yes   (b) No

38. Rate the information you look ahead to be given behind the package of Aavin milk product?

INFORMATION	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Use by date					
Storage instruction					
Pasteurization mentioned					
Batch/code number					
Content					
Price					

39. Would you recommend the other persons to purchase the Aavin milk product?

(a) Yes   (b) No

40. Give your suggestions about Aavin milk product

_____

_____

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WEBSITE:

- ❖ **www.google.com**
- ❖ **www.aavin.com**
- ❖ **www.aavinmilk.com**

"A STUDY OF CONSUMERS SATISFACTION TOWARDS YARDLEY IN THOOTHUKUDI"

A project submitted in partial fulfilment of the requirements for the award of degree of

BACHELOR OF COMMERCE

Submitted by

Students Name	Register No.
Sorna Mangai.V	19SUCA49
Syedali Fathima.M	19SUCA55
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Vinisha.R	19SUCA57

Under the guidance of

Mrs.P.MARIA SAHAYA ROSSIYANA, M.Com., M.Phil., NET

Head of The Department

Department of Commerce (SSC)
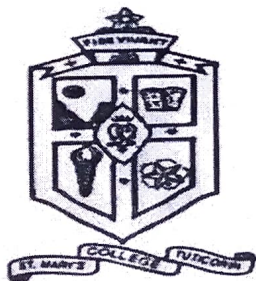
St. Mary's College (Autonomous), Thoothukudi

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

(Reaccredited with A+ Grade by NAAC)

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

MAY 2022

DECLARATION

We have declared that the project entitled **"A STUDY OF CONSUMERS SATISFACTION TOWARDS YARDLEY IN THOOTHUKUDI "** submitted in partial fulfilment of the requirements for the award of the degree of Bachelor of Commerce is our original work done under the guidance and supervision of **Mrs.P.MARIA SAHAYA ROSSIYANA, M.Com., M. Phil., NET**. This project has not previously formed the basis for the award of other degree or other similar titles, and it represents entirely as independent work.

Name of students	Register no	Signature
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Place: Thoothukudi

Date: 13.05.2022

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We wish to express our deepest sense of gratitude to our guide and our Head of the Department **Mrs.P.MARIA SAHAYA ROSSIYANA, M.Com.,M.Phil.,NET**, Department of Commerce (SSC), St Mary's College (Autonomous), Thoothukudi for her relentless effort and encouragement throughout the research work.

We wish to extend our heartfelt thanks to our beloved parents for their blessings, encouragement and advice that helped us to make our efforts a success. We gratefully acknowledge our entire friends and classmates for their valuable help and suggestions during the conduct of this study. We thank all the respondents who gave their valuable information and suggestions to make this project a grand success.

CERTIFICATE

It is certified that this short time project entitled **"A STUDY OF CONSUMERS SATISFACTION TOWARDS YARDLEY IN THOOTHUKUDI"** submitted to St Mary's College (Autonomous) affiliated to Manonmaniam Sundaranar University is done in partial fulfilment of the requirements for the award of the degree of Bachelor of Commerce and is a record soft work done in Department of Commerce (SSC), St Mary's College (Autonomous) Thoothukudi during the year 2021-2022 by the following students.

Students Name	Register No.
Sorna Mangai.V	19SUCA49
Syedali Fathima.M	19SUCA55
Veronic Zidonia.R	19SUCA56
Vinisha.R	19SUCA57

Signature of the Guide

Signature of the HOD

Signature of the Director

Signature of the Principal

Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

Signature of External examiner

LIST OF TABLE

Chapter 1

INTRODUCTION ABOUT THE STUDY

1.1 INTRODUCTION TO COSMETICS

In 21st century, the winds of changes in the society are blowing forcefully in all parts of world for application of cosmetic. Cosmetic word is originated from Greek word "Kosmeticos" means adorn and preparation, which is used for this purpose, is known as cosmetic. We can define the cosmetic as "Cosmetic are external preparation meant for to apply on external part of the body i.e., nails, skin, hair for coloring, covering, softening, cleaning, nourishing, waving, setting, mollification, preservation, removal and protection" etc. We can also define it as "A cosmetic is an item intended to be rubbed, poured, sprinkled or sprayed on, introduced in to or otherwise applied to the human body or any part thereof for cleansing, beautifying, promoting attractiveness or altering the appearance".

All cosmetic preparation has their application for long or short periods to beautify the body as well as to keep the body healthy up to some extent and has psychological impact to other. The "active life" of any cosmetic preparation begins the moment it is brought in contact with the skin/hair/teeth or nails and ends when it is removed or has evaporated. During it is active life; it has intimate reciprocal relationship, which results, cosmetic changes on the body. The cosmetic product prevents its outmost layer from drying out, penetrate below the external layer and introduce active substances in to deep lying strata or adhere only superficially to change color or luster of areas. The cosmetic which are used for decorative purposes, i.e., eye lines, rouges, mascara, face masking preparations etc and also carries the inherent risk of desirable side effects. It may inhibit important physiological process, chemically modify certain skin constituents (e.g., in case of bleaching and coloring preparations), and contribute towards their removal or even give rise to certain allergic reactions.

1.2 A PRACTICAL MANUAL

In modern cosmetology, the all products of cosmetic preparations manufactured under strict quality control conditions to achieve an absence of claims on both appearance and packing.

2

There is varieties of cosmetic preparations are used which can be classifying by various ways

(a) According to region, where it is use :

(i) Skin : Powder, Lipstick, Rouge, Creams, Lotions and Solutions etc.

(ii) Hairs: Shampoo, Conditioners, Creams, Bleach, Coloring preparation etc.

(iii) Nails: Nail lacquers, Lacquers removers etc.

(iv) Teeth: Powder, Paste, Gel and Dentifrices etc.

(v) Eye: Eyeliner, Mascara, Eye shadow and Eyebrow pencil etc.

(b) According to function of cosmetic preparation:

(I) Emollient Preparation: Cold creams, Vanishing creams, Foundation creams, Lotions and Solutions etc.

(ii) Cleansing Preparation: Creams, Shampoo and Rinses etc.

(iii) Decorative Preparations: Lipsticks, Rouges, Eyeliner, lacquers and Dressing preparations.

(iv) Deodorant / Antiperspirant : Spray, Sticks and Mouthwashes.

(v) Protective Preparations : Creams and Powders.

(vi) Preparation for Enjoyment : Salts, Powders, Oils and Milks.

(c) According to composition of cosmetics :

(i) Powder

(ii) Lotions

(iii) Emulsions

(iv) Solutions

(v) Suspensions

(vi) Creams

(vii) Paste

(viii) Gels

(ix) Aerosol

(x) Sticks

(xi) Pencils

A wide variety of cosmetics are available in the market. So, therefore, the knowledge of various cosmetics and their relative applications are given

protective and also as sun screen creams. Cold creams become harder and more lustrous, the more oil it contains; with more water, it becomes softer. If it contains more than 60% of mineral oil it tends to bleed vegetable oils, occasionally make the creams granular. A smooth consistency of cold creams can be achieved by reducing warm component or adding lanolin or absorption base. It contains 10 – 20% of wax and above it, cream become ductile and salve like; spermaceti, kerosene and paraffin wax make it gloss where as lanolin provides softness. High melting waxes may provide bleeding of water during cooling process. During the manufacturing of cold cream, temperature should be controlled to prevent discoloration, granule formation and bleeding of oil or water. Most commonly used perfume in cold cream is 'Rose', because it masks the fatty odor and no irritation effect. Cold cream frequently is referred to as a mixed emulsion, since oil in water as well as water in oil globules are present. Officially the cold cream is listed in United State Pharmacopoeia e.g., Rose water in USP and in NF XII.

1.2.3 VANISHING CREAMS

Vanishing creams are so termed because upon application and rubbing in to the skin, there is little or no visible evidence of their former presence. It forms a thin invisible film on skin followed by evaporation of water resulting non- glossy appearance. The basic nature of vanishing cream is oil in water emulsions, which are water removable because it contains o/w emulsifier. There two types of vanishing creams are available in markets; one is light vanishing cream, which has low binding capacity to powders and other heavy vanishing creams, which have strong capacity to bind with powders. Heavy vanishing creams are known as foundation creams, which are used as skin care product.

1.2.4 CLEANSING CREAMS

Keeping the body clean is the first and most primitive demand on personal hygiene. The healthy body participates in the cleansing process just as it does in protecting itself against external disturbances. The cleansing creams remove visible soil from skin, hair and nails and dried perspiration's or removals of cosmetic preparations that makes the hair and skin sticky. The surface impurities of skin penetrate the corneal layer to some extent, that is removed by the skin in constant strengthening of the uppermost horney cells and rubbed off by normal activities of the body. The skin resident flora also assists in the degradation and removal of organic impurities. But such type of cleaning is not enough as cosmetic point of views, so we use the cleansing preparations like creams and lotions. The

cleansing preparation contains mainly soap with other adjustments like SAA, solubilizing agents, swelling agents, absorbents. There are two types of cleaning preparations are available in markets. One is water based skincleansing and another is oil-based skin cleansing preparation. The mechanism of skin cleansing is mainly by dispersing the surface foreign materials in oil and water emulsion and then rinse off by several washings without water. Oily creams solubilize the foreign particles and some of the cleansing creams absorb the surface soil then rinse off with water.

1.2.5 AFTER SHAVE LOTIONS

After-shave lotions relieve the feeling of tautness and discomfort caused by shaving. It is use to refresh, cool the skin, smooth miner irritations and impart the feeling of well being. There are varieties of after-shave lotions available in market, i.e., clear lotions, stick lotions and gels, creams and emulsified lotions. Some other types of after-shave preparations also available like powders, pencils, alum blocks and aerosols etc. Such formulations have one or more special characteristics, which dictate the physical form of the product and relative efficiency when used after different types of shaves. Fragrance feels continue to be primary considerations in the formulation of after-shave. Its formulation also consider mild astringency, neutralization of soap left on skin to help restore normal acid mantle and anti bacterial action. Most of the after-shave lotions contain 40 to 60% by volume of alcohol for cooling mild astringency and refreshing. Emolliency is imparted readily by use of humectants (up to 3% of polyols). The antiseptics are usually employed at concentration below 0.1% of active ingredients such as quaternary compounds and phenols. After-shave creams and emulsified lotions are also utilized by men, who find an alcoholic after-shave lotion dis-comfortable i.e., irritation in wind, sun and inclement weather. These emulsified lotions are simply emollient vanishing cream or hard lotions to furnish off the shave. "Witch hazelifiam" or "Snow" is examples of after-shave emulsified lotions.

1.2.6 FACE POWDER

A face powder is basically a cosmetic product, which has as its prime functions the ability to complement skin color by imparting velvet like finish. It enhances the appearance of the skin by masking the shine due to the secretion of sebaceous and sweats glands. Powder achieve its effect by being opaque enough to mask minor blemishes, but not import a mask like effect, It posses reasonably lasting properties. So that re-powdering frequently is unnecessary. It consists of various constituents, which imparts essential characteristics of a good product: -

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1. Covering Powder: The ability to mask skin defects such as skin shine, enlarge pores and minor blemishes, e.g., zinc oxide, titanium dioxide etc.

2. Slip: The degree of spreading over the skin without dragging, and giving the characteristic smooth feeling, e.g., talc, aluminum hydrosillicate, zinc and magnesium soaps of higher fatty acids etc.

3. Adhesiveness: The ability to cleaning to the face e.g., zinc and magnesium stearates etc.

4. Absorbency: The capacity of absorbing skin secretions (perspiration and oiliness) without showing evidence of such absorption, e.g., colloidal kaolin, magnesium and calcium carbonate etc.

5. Bloom: The ability to impart a velvety, peach like finish to the skin, e.g., starches, guanine and bismuth chloride.

1.2.7 Compact Powder

Compact powder is a type of face powder compressed in to a cake and applied with a powder puff. It is more popular because of its ease in application, storage and convenience. Its formulation is same as face powder except .It contains more concentration of binders. It has larger particle size than normal face powder and more adherences to the skin. It contains basic face powder.

1.3 INGREDIENTS

Ingredients that are like covering power agents, slipping agents, bloom and peach finish agent, absorbent, adherent, coloring agent and binding agent with preservatives. There are varieties of binding agents like dry binder, oil binder, water- soluble or water repellant and emulsion binders are mostly used in compact. Because of the presence of binder, which are mostly susceptible to microbial attack, so most useful preservatives like p-hydroxyl benzoate is used in formulation. Compacts are manufactured by various methods, such as wet method, dry method and damp method. Most commercially useful method is damp method.

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1.4 PACKING OF COSMETICS

The container should be selected carefully for cosmetic packaging to ensure that there is no interaction between cosmetic ingredient and packaging material. It must be ascertain that neither odor development due to glues nor any incompatibility between material of container and product being employed. The packaging operation plays an important role in stated parameters on the container. The packaging materials, which are commonly used, are plastic (PVC and PE) bottles and tubes for toiletries. Shampoos rinsed and liquid cosmetics are packed in containers having good barrier properties for water vapor, essential oils and air through container pores. Paste and solid cosmetics are package in metal like tin, aluminum, lead and most preferably plastic containers. Metal containers if used then they are coated internally by polyethylene or wax lining or dentifrices to protect corrosion. Dentifrice contains collapsible tubes, which is laminated structure comprising aluminum foil, layers of paper and polyethylene with plastic nozzle. Aluminum tube should not be used for fluoride containing paste. Fluoride containing paste is package in lead tube, which is internally coated with wax. Powders are mostly pack in tin plated or chemically treated steel or internally coated with suitable lacquer.

1.5 INTRODUCTION TO YARDLEY PRODUCTS

Yardley of London (usually referred to simply as Yardley or Yardleys) is a British personal care brand and one of the oldest firms in the world to specialise in cosmetics, fragrances and related toiletry products. Established in 1770, Yardley became a major producer of soap and perfumery by the beginning of the 20th century. By 1910, the company had moved to London's upmarket Bond Street and, in 1921, they received their first Royal Warrant. Today, Yardley holds two Royal Warrants. Since 2009, it has been owned by Indian multinational conglomerate, Wipro.

The company was established by the Cleaver family in 1770, which is the official date displayed on its product labels. According to the company's website, an earlier incarnation existed prior to this, but most records of the earlier company were lost in the Great Fire of London of 1666.The company is named after William Yardley, who purchased the firm in 1823 from the sons of founder, Samuel Cleaver, who had gone into bankruptcy. The company became Yardley & Statham in 1841 when Charles Yardley, son of William,

took on William Statham as a partner in the business. At the time, the business sold perfumes, soaps, powders, hair pomades and other toiletries.

In 1851, the company, which was still known as Yardley & Statham, exhibited at The Great Exhibition in The Crystal Palace. The same year, they changed their name to Yardley & Co. Yardley & Statham exhibited soap and perfume, including a soap called Old Brown Windsor, which was embossed with a picture of Windsor Castle and was one of their first production soaps.

In 1913, Yardley adopted Francis Wheatley's Flowersellers painting, from his Cries of London series, as their new corporate logo. The yellow primroses being sold in baskets in the painting, were replaced, in the logo, with sheaths of lavender.

Yardley's signature scent is English Lavender, which was launched in 1873. English Lavender was popular during the Victorian Era in England, and was exported to the USA in the 1880s, where it became popular in American households.

The variety of lavender that Yardley uses in their products is Lavandula angustifolia, which is specially grown for Yardley in the South of England. Lavandula angustifolia was selected by the company in the 1930s, after a several year search for the finest variety.

Due to the growing popularity of Yardley soaps and cosmetics at the turn of the 20th century, the company opened a shop in 1910 on Bond Street in London. The original Yardley shop on Bond Street was at 8 New Bond Street, but it later moved to 33 Old Bond Street.

Yardley was acquired in 1967 by British American Tobacco (BAT). In 1970, BAT organized its cosmetic businesses, which included Yardley, into British American Cosmetics. The cosmetics division was sold to Beecham Group in 1984. The following year, Yardley was sold to Wasserstein Perella & Co.

That same year, British model Twiggy became the face of Yardley. The company sold "Twiggy Eyelashes," "Twiggy Paint," and other cosmetics with her as the spokesmodel.

Yardley became a symbol of Swinging London and was associated with the 1960s British youth culture of miniskirts, Carnaby Street and mod fashions.

In 1991, Yardley introduced English Blazer, a range of men's grooming products.

In 1998, Yardley was placed into receivership after a year of marketing attempts to update its old-fashioned image. That same year, Yardley was acquired by Wella.

In 2005, Lornamead acquired Yardley for £60 million. In 2013, Li % Fung Group (now Fung Group) acquired Lornamead.

In 2009, Wipro Consumer Care and Lighting acquired Yardley from Lornamead for certain markets (Asia, Middle East, Australasia, as well as North and West Africa) for $45.5 million. In 2012, Wipro purchased the UK-European division from Lornamead, with the exception of Germany and Austria, where Lornamead remains the owner/rights holder.

In 2010, Bollywood actress Katrina Kaif was made the brand ambassador for Yardleys in India.

1.6 ROYAL WARRANT

Yardley has had a long association with the British Royal Family and has been awarded the Royal Warrant of Appointment six times. The company has supplied several British monarchs with toiletries.

- 1921 – Edward, Prince of Wales; Perfumers and fine soap makers
- 1932 – Queen Mary; Perfumer
- 1949 – George VI; Purveyors of soap
- 1955 – Elizabeth II; Manufacturers of soap
- 1960 – Queen Elizabeth, The Queen Mother; Perfumers and manufacturers
- 1995 – Charles, Prince of Wales; Manufacturers of toilet preparations

1.7 IS Yardley A Luxury Brand?

Yardley of London (usually referred to simply as Yardley or Yardleys) is a British personal care brand and one of the oldest firms in the world to specialise in cosmetics, fragrances and related toiletry products.

1.8 IS YARDLEY A GOOD BRAND?

Yardley London is one of England's oldest and most established purveyors of quality perfumes and soaps. Steeped over 240 years of heritage, Yardley London is a quintessentially English fragrance brand and prides itself on offering authentic and excellent quality floral fragrances and ancillary body products.

1.9 WHERE IS YARDLEY MANUFACTURED?

In UK Yardley English Lavender Soap is the classic and beautiful and elegant fragrance with up to 97% naturally derived ingredients.

1.10 IS YARDLEY AN INDIAN BRAND?

Yardley of London (usually referred to simply as Yardley or Yardleys) is a British personal care brand and one of the oldest firms in the world to specialise in cosmetics, fragrances and related toiletry products.

1.11 REVIEW OF LITERATURE

Seyad rabiya -Yardley soaps

He said that he have been using this yardley soap for around 2 years. It comes in 5 different fragrances. He loved the fragrance. It was extremely awesome. The colour of the soaps was too good. He don't have dryness of skin after bathing. It lathers nicely. It was the best soap which can be used in winter season. And it was worth for the price

Usman azmi -Excellent fragrance

This soap has existed in the market for 275 years. And this soap has existed in our home for 30 years. The price of this soap is very high but the soap is fabulous.
The fragrance of this soap lasts a full day and makes the skin smoother. This soap comes in many flavour roses, lavender, and so on. This company gives a gorgeous product

Babulal darji - Yardley

The yardley is well trusted by the people and very good for skin to use. The soap is very creamy and smooth which gives a soothing effect to the skin and works as a moisturizer. It has a lovely scent and a long lasting fragrance. It gives a good feeling and total freshness.
Normally we use Lux soap regularly at home but during my outdoor days I used this soap and came to know that it is one of the best bathing bars which is very effective and gives you the feeling of freshness. So it is good to use

G.N.karuna - Yardley

This was with a separate continuity of fresh fragrance . This international base company every time may prepare a special type of attractive features of soap he purchased this soap in a mall . he purchased this soap just because of its ever lasting fragrance. in shop he found another soap when he used it fragrance will be about only one hour . when I used this fragrance on his body it remains about 6hrs or more . according to me people who wants freshness in their body and more fragrance should use this

Sue frang

He love this soap.Reviewed on August 24, 2019This soap gently exfoliates the skin, smells good and doesn't irritate my sensitive skin. It is his favorite face soap.

Ratankant

Fruity smell great.Reviewed in India on 26 June 2019.Those who like simplicity and fruity essence. Prefer directly on skin like pulse point and neck hot area, after 2 to 3 hours it will enhance but you can't get it so ask someone. It's true

Jim

Reviewed in the United States on October 6, 2021. A little more expensive than most but well worth it. The little bit of oatmeal in it provides a mild exfoliating factor. The scent is very minimal and is pleasant. The big factor for me is that it washes off cleanly, leaving no oily residue, just clean skin. BTW I lather it up an use it instead of shaving cream, have been doing this for years and works like a charm. He hate having to use another soap when traveling so he take it with he. Ironic that he feel so strongly about a cheap, everyday use item but it does what it's supposed to and does it very well

Stuart Chas Lokich

A fine soap at a good price. Reviewed in the United States on June 16, 2021
I've been using this soap in particular for years. It smells like almonds and is very mild on the skin with the oatmeal providing just enough of a feel of cleaning. The soap was quite fresh and well packaged. It's definitely the original and He very satisfied with the purchase.

Karyn

Good moisturize soap Reviewed in the United States on October 17, 2020
This soap is great for sensitive skin. It also helps get the bumps off my arms and legs. He don't have dry skin after using this like He do with other soaps. People complain that all they smell is the milk or almond. He smell the oatmeal with a sweeter smell and He love it.

Mrs. Purohit

Good for normal skin Reviewed on 20 December 2021.Smell like lavender yardley deodorant. You can feel glycerin in it on your skin. Not for very dry skin at least in winter Absorbs quickly and non greasy

Kahea's Korner

He go to soap. Reviewed in the United States on March 12, 2021.He love Yardley's oatmeal almond soap bars. The aroma it gives off and the way it leaves my skin feeling is the best. He had problems with tinea in the past but my skin never gets affected with this particular soap. There are only a few places in the area that sell this so we are so grateful that He can get it through amazon and even at a cheaper price.

F. Scott Wood

It works for him. Reviewed in the United States on December 10, 2020
Thanks to my body having a few neurological, endocrine, and autoimmune, problems there is a limit on what soaps and shampoos he can use. He buy this because it works for me.He used to get it at our county seat farm burg's WM but when they 'improved' the store they ceased carrying this and the 1 other soap he can use without hassle.
So he guess now he buy it via Amazon here and in the process give Jeff Bezos a few more cents to put toward his spaceflight projects with Blue Origin & via Amazon Smile donate a little bit to selected charity.

Fazal

Reviewed in India on 9 October 2018 Masculine! Like after shave lotion. And not long lasting, so depressed. He saw many good reviews that why he purchased this product but great foolish decision.

Hamilton

Good for sensitive skin. Reviewed on December 31, 2020.This soap is hard to find in my area so he ordered it here on Amazon. Doesn't dry my skin or make him itch and it doesn't have an overpowering scent. Good for sensitive types.

YARDLEY
LONDON

1.12 OBJECTIVES OF THE STUDY

- To Study the Demographic Profile of the respondents
- To Know the new products available in Yardley product
- To Analyze the Satisfaction of customer in Yardley product
- To Examine the sales level of Yardley product
- To Know about the usage level of cost among the customer using Yardley product
- To find out suggestion for the future growth of Yardley products

1.13 STATEMENT OF THE PROBLEM

Hair and Skin are the most precious treasure of any individual. Almost All people especially the women folk are very much concerned about losing their fascination possession. The quality of hair and skin of the present generation is gradually declined and the chief reason behind the curse imparted by the polluted impartment. The study of Yardley products is chosen because this study helps us to understand the customer satisfaction towards Yardley products. This study aims to find out the needs, preference, usage of the respondents towards Yardley products.

1.14 METHODOLOGY

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

1.15 PRIMARY DATA

Primary data was collected from 50 customers who are using Yardley products. For the collection of primary data on interview schedule was developed before its application among respondents pretesting was carried out. After altering the structured questionnaire on the result of pretesting. It was make a sample to customer survey.

1.16 SECONDARY DATA

The secondary data has been collected through books, other published articles in reputed journals, and websites.

1.17 CONSTRUCTION OF TOOLS

The primary data have been collected with the help of questionnaire. The questionnaire used in the study has been structured by the researchers group.

1.18 SAMPLING DESIGN

By adopting a random sampling method to both women and men selected from various parts of thoothukudi and the questionnaire was distributed to get the primary data from them.

1.19 LIMITATION OF THE STUDY

Some of the limitations in our study were as follow: Only limited tools are used in the study due to time concurrent The research group were not able to cover certain areas for the study

1.20 SCOPE OF THE STUDY

The research study is useful to understand the expectations and satisfaction of customers regarding Yardley products.

1.21 PERIOD OF THE STUDY

The study on the consumer's behavior and satisfaction towards purchase of Yardley product so studied for a period of 4 months from February 2022 to May 2022.

1.22 FRAMEWORK OF ANALYSIS

The following frame work has been used in the analysis to represent the different view of the analysis

- Percentage Analysis
- Ranking Analysis
- Bar diagram
- Pie chart
- Area graph
- Line graph

CHAPTERIZATION:

Chapter 1 - Introduction.

Chapter 2 - Profile of the study.

Chapter 3 - Analysis and interpretation.

Chapter 4 - Finding and suggestions.

Chapter 5 - Conclusion.

ANNEXURE:

- Bibliography
- Questionnaire

CHAPTER 2
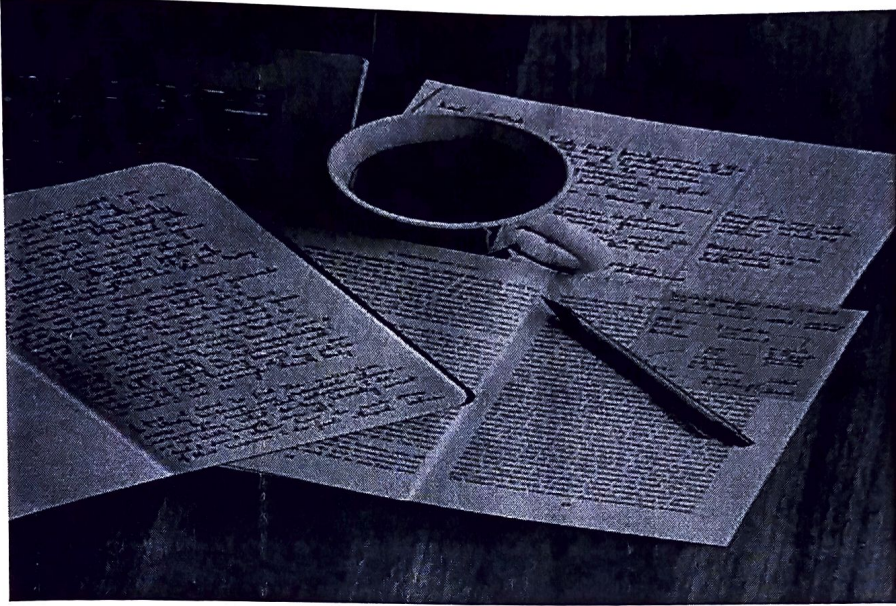
PROFILE OF THE STUDY

2.1 WHY DO WE CONCERN ABOUT THE BEAUTY OF OUR SKIN?

Taking good care of your skin is important for more than just your appearance. As the largest organ you have, your skin is essential to your general health. If you take care of it, it can help take care of you. This is why it is so important to have a well-thought-out skin care routine. It is absolutely worth the time and energy to take care of your skin on a daily basis.

2.1.1 Skin Care is Part of a Healthy Lifestyle

Those who take the time to wash their face in the morning and at night are more likely to be making healthy choices throughout their day. Skin care can be combined with a thorough oral care and hair care routine. Doing all of these things may help motivate you to eat better and exercise as well. It all adds up to a happier, healthier you. It is a pretty well-known fact that you will feel better when you look better. Having a daily skin care routine helps you to look your best and put your best foot forward when you go out into the world.

2.1.2 Prevention is Easier

When it comes to skin care, there is no question that prevention is easier than fixing a problem. Doing things like wearing sunscreen, washing your face daily, and using a good moisturizer can prevent invasive treatments down the road. Neglect can result in many preventable problems.

Having beautiful skin as you get older means making smart choices throughout your life. Just as doing the right things now can help you down the road, bad skin care choices can have lifelong impacts.

2.1.3 Skin Sheds Daily

Even if your skin is glowing and beautiful today, there is no guarantee that will be the case tomorrow. This is because your skin cells are shedding on a daily basis. The skin that is revealed in the future can be dull and full of imperfections unless you are utilizing a proper skin care routine.

2.1.4 Everyone's Skin is Different

You may know people that splash some water on their face and call it good. This may work well for them. The fact is that everyone is different, and most people are going to need to do more than that to keep their skin looking healthy. You probably have a good idea of what it takes to keep your skin at its best. If you do not know exactly what type of skin you have, it is important to find out.

If you would like to learn more about why skin care is so important in your life, set up a consultation at Atomic Dermatology in Pasco. We would be happy to answer any questions you may have and help you find the best routine and products for you. Contact us today to book an appointment.
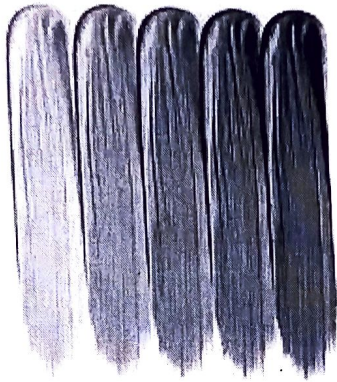
2.1.5 Facials and Skin Care

A good skin care routine is only as good as the products you use. While good quality products can help your skin look better now as well as in the future, poor quality products can be ineffective and even cause harm.

2.2 WHY DO WE GIVE IMPORTANCE FOR GOOD HEALTH?

2.2.1 Good skin care is important for the following reasons:

It helps your skin stay in good condition: You're shedding skin cells throughout the day, so it's important to keep your skin glowing and in good condition. An effective routine can help prevent acne, treat wrinkles, and help keep your skin looking its best.
Your skin will look more youthful: As you age, your skin's cells turn over more slowly, make it look duller and less radiant. Using a quality skin care line can help remove dead skin cells so your body will replace them with newer, more youthful cells.
Prevention is easier than correction: Preventing skin problems is easier — and less costly — than trying to fix them in the future. Your self-confidence will get a boost: When your skin looks better, you'll feel better about yourself and have more self-confidence.

2.2.2 The following components can create a good, effective skin care routine:

Cleanser: Wash your face gently with a product designed for your face. If you have dry skin, you'll want to choose a cleanser that doesn't have alcohol, and if you have oily skin, look for an oil-free cleanser. Afterward, rinse with warm water.

Toner: Toner is used after washing your face, and it helps smooth and calm skin while restoring nutrients.

Moisturizer: Moisturizers should be used every time you wash your face, even if you have oily skin. If you have this type of skin, choose an oil-free or gel product.

Sunscreen: Even if your moisturizer has a sunscreen, it can still help to use a separate sunscreen every day, even if it's cloudy. Choose one that provides broad-spectrum protection and has an SPF of at least 30.

Exfoliator: Exfoliators are optional and can be used after a cleanser but before a moisturizer. They should only be used a maximum of once or twice a week.

Serum: A serum can help address specific issues, such as redness.
What benefits do quality skin care products provide?

Quality ingredients: Similar to the benefits that healthy food provides for your body, quality skin-care ingredients can improve your skin.
Protection from environmental damage: such as pollution
Help fighting the effects of aging: such as wrinkles and sunspots
Results for the money: Even if quality products cost more in some cases, they're worth the money. If you use ineffective products, you're wasting money.
Exceeding standards: Quality skin care products are more refined, with fewer bacteria and impurities.

Poor quality skin care products are more likely to cause the following negative effects:
Ineffective results

- Infections
- Allergic reactions such as rashes
- Worsening problems by clogging pores, causing breakouts, etc.
- To learn more about the importance of a good quality skin care line as well as what products would benefit you, make an appointment today for a consultation with Skin Center of South Miami.

2.3 WHY GROOMING OURSELVES IS IMPORTANT ?

Presenting your best self increases productivity. Everyone knows that happiness and satisfaction are crucial factors in an individual's performance. So it's a no brainer that presenting your best self means better performance. If you're confused, it's because: pride in appearances equals confidence equals happiness which then leads to efficiency. So you see, personal grooming and smart dressing really do matter. Take that extra 15 minutes every day and make an effort!

2.4 THE PRODUCT THAT WE USE TO ENRICH OUR LOOK

2.4.1 Golden Glow Booster

Mixed in with your daily moisturizer, this self-tanning bronzer guarantees a subtle, sun-kissed glow. Add three drops of the all-natural booster to your cream day or night (or both) and get ready for a complexion overhaul. Formulated with aloe vera extract and DHA (an omega-3 fatty acid), the bronzer also ensures your skin stays supple.

2.4.2 Youthful Glow Sugar Mask

Klairs' Youthful Glow Sugar product works in two ways: as an exfoliating scrub (apply to damp, cleansed skin; massage; rinse) or as a moisturizing mask (apply to dry, cleansed skin; wait 10 minutes; rinse). Whichever way you try it, you'll be left with skin that's smooth and glowing thanks to nourishing shea butter and jojoba seed oil, antioxidant-heavy grapefruit extract and raspberry seed oil, and detoxifying kaolin clay

2.4.3 Glow Stick Glistening Illuminator

"Glow" is literally in the name of this Marc Jacobs product, and it'll give you just that. Swiped on with a brush or gently dabbed onto skin right after you apply your foundation, the illuminator gives you a subtle, sunny sheen. When applying, aim to target areas like the tops of your cheekbones, bridge of your nose, and temples

2.4.4 Antioxidant Glow Serum

Skin Design London is a cult-worshipped brand for a reason—its award-winning creams and serums make a visible difference on the skin. Antioxidant Glow uses 30% vitamin C to fight wrinkles and brighten skin, creating a glowy complexion while treating pigmentation and sun damage

2.4.5 Natural Moisturizing Face Sunscreen SPF 30

The best way to ensure you'll glow for decades to come? Protect your skin from sun damage every. single. day. In addition to SPF 30 mineral filters, Suntegrity Skincare's 5-in-1 facial sunscreen includes green tea, red algae, and pomegranate extracts, and it's lightly tinted, so you can get by without foundation if you choose.

2.4.6 Bronzer

For days when you want to give your skin some instant color but aren't in the mood to fake-tan your whole body, give Benefit's Hoola a go. The iconic matte bronzer is one of the best on the market, giving you natural-looking color with just a few swipes across your cheeks, chin, and forehead.

2.4.7 Golden Elixir Body Serum

Given the cost of some beauty products on the market today, we often ask ourselves something along the lines of "what is it made of gold?" But, in This Works' Skin Deep Golden Elixir's case, yes—the body serum is quite literally made of gold. The indulgent, age-defying elixir transforms your skin with 24-carat gold, vitamin A, clary sage, rose, and patchouli, which—combined—protect from environmental aggressors, stimulate collagen production, and nourish skin. Massage the serum in from head to toe for a 24-hour natural glow.

2.4.8 Glycolic Renewal Facial

For a dramatic facial makeover, try out Biossance's glycolic and multi-alpha hydroxy acid peel mask, which supports natural cell turnover while shedding dead skin cells. The results? Visibly brighter skin with less noticeable pores and fine lines.

2.4.9 Multi-Use Radiant

We're all about multi-tasking makeup—like this Vapour Organic Beauty blendable stick that adds radiance to lips, cheekbones, lids, collarbones, or all of the above. It's infused with an "Herbal Enlightenment Complex" of frankincense, tulsi, and lotus for extra soothing, and it comes in seven different shimmery shades.

2.4.10 Vegan Gummy

If you're looking for a glow that comes not from a spray bottle, but from within, HUM's hydrating vegan gummies are a great place to start. With hyaluronic acid and vitamins E and C, the antioxidant-rich vitamins promote collagen production and lock in moisture. It also doesn't hurt that they're tangerine-flavored and as tasty as candy.

2.4.11 Anti-Pollution Sunshine Drops

If you're looking for a safe way to achieve a bronzy summer glow, this serum delivers results without the damage. Great for fine lines, uneven skin tones, and general dullness, Drunk Elephant's sunshine drops replenish skin and promote a healthier barrier function. According to the hundreds of five-star reviews, this is the must-have product of the summer.

2.4.12 Express Glow Mask for Face

Aloe vera, jojoba seed oil, and hyaluronic acid are the foundation of this long-lasting, serum-like self-tanner from James Read. Apply to your face and wait just 30 minutes for your golden glow to appear. If you're looking to go a bit darker, you can leave the odorless formula on for 60 minutes to reveal deeper color. Even after you wash off, your

tan will continue to develop, and the mask will go to work firming your skin and preventing acne, dry spots, and wrinkles.

2.4.13 Instant Glow Powder

For a more affordable highlight, check out Milani's Strobelight powder, whose light-reflecting pearls add instant glow in seven different shades. At only $9.99, this radiant, pigmented, shimmery-but-not-glittery product is beyond worth it.

2.5 BENEFITS OF COSMETICS

While some people believe that cosmetic and personal care products are a recent invention, discoveries of their use and widespread benefits go back thousands of years. Today, Europe's 500 million consumers use them to protect their health, enhance wellbeing and boos
their self-esteem.
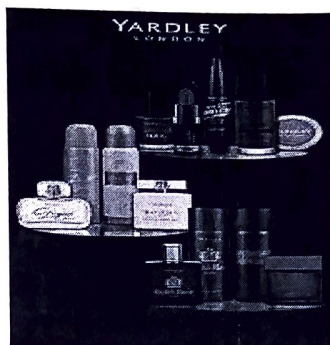
2.5.1 Functional benefits

Contribute to wellbeing and healthy lifestyles. Our hands carry pathogens from contaminated sources; so simple tasks such as washing hands with soap can help prevent serious illness. Indeed, multiple studies have shown that the leading causes of child mortality in developing countries, diarrhoea and respiratory infections, can be prevented by hand washing with soap. The use of toothpaste, particularly when containing fluoride, reduces the prevalence of dental caries. Toothpaste reduces plaque and tartar, which can lead to tooth damage and gum disease. Beyond health, there are economic advantages to dental care: there is strong evidence that the benefits of preventing tooth decay far exceed the costs of treatment. Indeed, if we assume that, without toothpaste, total expenditure on oral health would be 5% higher, the total benefits of using toothpaste (in terms of avoided costs) would be approximately €26.5 billion by 2020.

Exposure to ultraviolet radiation is the only established exogenous causal factor for melanoma, a type of skin cancer that can spread to other organs of the body. Consistent and optimal use of sunscreen may prevent the incidence of melanoma. A study carried out between 1992 and 2006 and reported in 'Reduced melanoma after regular sunscreen use: randomised trial follow up' in the Journal of Clinical Oncology (2011) examined the cancer rates of two groups of adults aged between 25 and 75 years old. One used sunscreen daily

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and the other did so at their discretional frequency. It was found that invasive melanoma was reduced by 75% for approximately 15 years after trial cessation in the group that applied sunscreen daily.
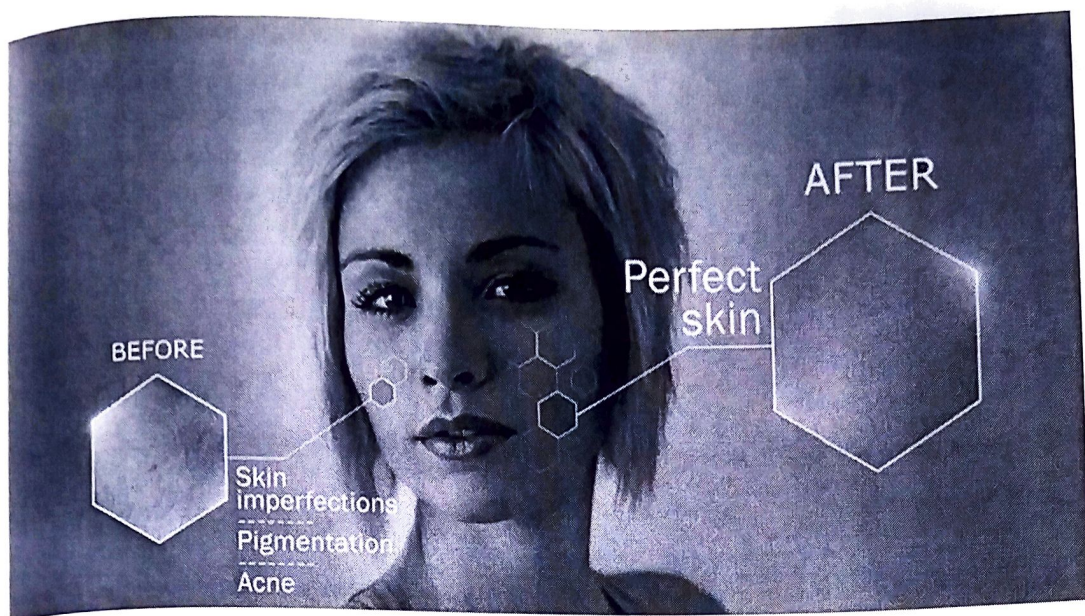
2.5.2 Emotional benefits

Beyond physical health, cosmetics can help to improve our mood, enhance our appearance and boost our self-esteem. They can also help to exhibit personal style and, as such, are an important means of social expression. In a study by FEBEA, over 60% of respondents claimed that cosmetics have a positive impact on well-being, image, self-confidence and mood, with a large proportion (+40%) also identifying benefits in terms of social life, love life, family life, professional life and health.

2.5.3 Maintaining and extending benefits of cosmetics

All cosmetic products and their ingredients are governed by the comprehensive and stringent Cosmetics Regulation to ensure they are safe for use. The Regulation dictates the colours, UV filters and preservatives that are allowed for use in cosmetics, which ingredients are restricted for certain types of use or by percentage, and which may not be used at all. Every cosmetic product must also be assessed for safety by a qualified professional safety assessor and this takes into account how the product is made, how it will be used and by whom.

Furthermore, all cosmetics are must display a complete list of ingredients and have the same name in all countries: this helps consumers identify products with ingredients to which they know they are sensitive. The ingredients must comply with European requirements and use the International Nomenclature of Cosmetic Ingredients, known as INCI. Read about understanding the label for further detail.Innovation in our industry is never static. Constantly evolving consumer expectations with regards to product attributes

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and safety means new products or iterations are always in development, increasingly geared towards personalised solutions for individual skin and hair types, for instance

.2.5.4 Is Wearing Makeup Everyday Bad For Your Skin?

Many of your daily makeup products contain harsh chemicals that can disrupt functions of the protective barrier of your skin, making it easier for pathogens to enter your skin. Using makeup regularly can cause various side effects, impacting the health and natural glow of your skin. However, this doesn't mean that you cannot use makeup at all. If you follow a few healthy makeup habits and choose skin-friendly products, you can continue to wear makeup everyday.

2.5.5 Side Effects of Wearing Makeup Regularly

It's important to understand how the makeup you use right now is affecting your skin. If you are experiencing one or more of the side effects listed below, it's time to do something about it.

1. Clogged Pores

If you are applying makeup on a regular basis and leaving it on your skin for a long time, there are chances that your skin pores get clogged. This does not let your skin breathe, making it prone to acne, bumps and other facial skin problems. You may notice bumps around your eyes as well.

2. Untimely Aging

One of the important things that you do maintain your skin's health is protecting it from sun damage. When you forget to apply sunscreen before applying makeup, you expose your skin to sun damage. Leaving makeup on for a longer period along with sun damage can result in premature ageing signs like wrinkles, fine lines and age spots. Also, when you don't remove your makeup before you sleep, it can get into your pores, break the elastin and cause wrinkles

3. Dry or Oily Skin

Makeup products that do not suit your skin type, can make your skin drier or oilier. People with dry skin may experience extreme dryness if they use makeup that's not meant for their skin type. Similarly, those with oily skin may experience too much of oil production than usual after using the wrong products.

4. Breakouts

Breakouts may occur due to hormonal imbalance, certain medications, improper diet etc. But regular usage of makeup can add to your woes and trigger more frequent breakouts. Skin experts agree that those with acne-prone skin should limit their makeup usage. Applying less makeup can improve your skin's health and reduce blackheads too.

5. Allergic Reaction

While some makeup products look similar, ingredients vary from one brand to another. Products formulated with mild ingredients do not harm your skin. However

products with harmful chemicals like paraben and SLES can cause allergic reactions. If you are allergic to certain ingredients, such products can make it worse. They can make your skin itchy and uncomfortable.

6. Colour Changes

Wearing makeup everyday has side effects but sleeping with makeup through the night can damage your skin to a great extent. Created due to the pollution and sun, free radicals can affect the collagen weakening your skin and lead to changes in your skin colour. For example, when long lasting lipsticks are worn for more than 10 hours, it darkens the colour of your lips as it contains ingredients that block oxygen supply to your lips.

7. Eye Infections

The area around your eyes and your eyelid is thin and delicate. This is also where you use makeup like foundation, concealer, eyeshadow, eyeliner and mascara. Any kind of irritant in your eye makeup can cause severe harm to your eyes. It can even lead to an eye infection.
The Food and Drug Administration advises checking ingredients before using any eye makeup. Avoid using harmful chemical-based products. Eye make up products can also trigger dark circles, if they are not removed before bed or if worn for a long period of time

8. Cancer

Skin cancer is one of the most common cancers in the world. As per the Skin Cancer Foundation, one among 5 Americans goes through the disease. However, the American Cancer Society has also established that there is very little evidence to conclude the relationship of makeup products with skin cancer. While there isn't enough ingredients like formaldehyde, coal tar, arsenic, silica and chromium are known to be carcinogenic.

2.6 CONSUMER BEHAVIOR

It is the study of individuals, groups, or organizations and the processes they use to select, secure and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups. It studies characteristics or individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Consumer behavior is based on consumer buying, with the consumer playing e chree distinct roles of user, payer and buyer.Research has shown that consumer behaviour is difficult to predict, even for experts in the field.Relationship marketing n influential asset for customer behavior analysis as it has a keen interest in the re- discovery of the true meaning of marketing through the re-affirmation of the importance is also placed on consumer retention, consumer relationship management, nersonalisation, customization and

one-to-one marketing. Social functions can be categorized into social choice and welfare functions

2.7 PRICE ELASTICITY

Price can sometimes alternatively refer to the quantity of payment requested by a seller of goods or services rather than the eventual payment amount. The requested amount is often called asking price or selling price, while actual payment can be called the transaction price or trade price like the bid price or buying price is the quantity of payment offered by a buyer of goods or services although this meaning is more common is asset or financial markets.

2.8 PRICE COMPETITION

Price competition can be said as differentiating the product or service from compete tiny products on the basis of their prices. Price competition can also be said as war where the competition brands lower their price to gain more consumers and also to match the various competition products in the market. Price competition mostly benefits the consumer as they are able to buy the products at cheaper prices and also the services related to the consumer. Price competition is caused due to various differences in the products and services present in the market, that is due same set of products and in the market are present but with different prices to remain the best market.

2.9 PRODUCT DIFFERENTIATION

As due to little brands present in the market to choose and also big players present so as to capture the market due to the price change and service. Penetration pricing. If a new player enters the market, it offers a lesser price than other products of the same category in the market to grab the consumer and attention.

2.10 OLIGOPOLY

If the industry structure has few competitive players in the market. The other the market or new upcoming products.

2.11 PRODUCT OPTIMIZATION

Incline to lower prices rather than shut down or reduce the output if they wish to maintain the scale of economy.

2.12 HISTORY OF YARDLEY PRODUCT

Yardley London is famous throughout the world as purveyors of quality fragrances and soaps. The first intimations of the great House of Yardley actually occurred 150 years prior to 1770, during the reign of King Charles 1, when a young man bearing the Yardley name paid the monarch a large and no doubt welcome sum to gain the concession for providing all the soap for the City of London. Sadly, the particulars of the enterprise were lost in the Great Fire of London in 1666. Only one details remained; lavender was used to perfume the soap. Almost 390 years later, to the current day, English lavender is still synonymous with Yardley London.

- 1770 The soap and perfumery business now known as Yardley London, was established by William Cleaver's father in the City of London
- 1801 William Yardley, wealthy and ambitious, with sound business sense, gave his daughter Hermia in marriage to William Cleaver, the heir to the soap and perfumery business
- William Cleaver persuaded Coutts Banking House to advance him the huge sum (for times) of £20,000 on the security of the soap and perfumery business, but he could never repay the loan. Father in-law William Yardley, who stood as guarantor, had to pay. He then became the first 'Yardley' to own the finest soap and perfumery business in London
- 1824 William Yardley died. He left his second business (supplying lavender, cosmetics and soap) to his younger son, Charles. Charles took little interest and handed the management of the company over to his younger cousin Frederick Cleaver
- 1841 Frederick Cleaver resigned from the business. Charles appointed a partner and established his own son in the business. It was known as Yardley & Statham
- 1851 Yardley & Statham exhibited at the Great Exhibition in Hyde Park.
- One mould exhibited there is still preserved at Yardley London's head office and was exhibited again at the 1951 Festival of Britain
- Yardley was under management after Statham and Charles Yardley died and Charles's son was too young to take over. The company was run by Thomas Exton Gardner and called Yardley & Company
- 1879 Yardley soaps were exported to the United States in no less then 22 varieties
- 1884 Business was booming and the company acquired new premises in Ridgmount Street. It was then named Yardley & Co. Ltd
- 1891 Thomas Exton Gardner died
- 1899 The business was at its lowest ebb, with the continuance of the business seriously in doubt
- In 1900 Robert Gardner's sons took over the business. Thorton was managing director and Richard secretary

- 1905 Yardley & Co Ltd became known as one of the world's leading soap and perfumery houses after Thorton took the bold decision of trading under their own name
- Yardley & Co Ltd took residence at Carpenters Road, Stratford
- The first overseas selling organisation was established in Sydney
- 1910 Yardley shop on 8 NewBond Street opened for display and retail sales. It became a London landmark
- 1913 Yardley used advertising and publicity techniques way ahead of its time, by adopting
- Francis Wheatley's Flower-Sellers Group painting to use as the firm's trademark. This painting is one of 14 known as the 'Cries of London'. It became so well known and synonymous with Yardley, that people almost forgot that in the original painting the models sell yellow primroses – not sheaves of lavender, as in the Yardley version
- 1920 Yardley is converted into a PLC
- 1921 Prince Edward, eldest son ofEdward V11, fashion leader and the man who became the king who gave up the throne for the woman he loved, appointed Yardley Perfumes and fine soap makers to H.R.H. The Prince of Wales.
- Our very own Prince of Wales appointed Yardley as his manufacturers of toilet preparations in 1995
- 1921 Yardley launched in the US
- 1932 John H.Seager (an employee who retired as a member of the board of directors) was sent to travel the world to study and develop the species of lavender. The very best were brought home to England to help develop Yardley's own species. The results were the great fields of purple lavender stretching across the fields of southern England.
- This species is exclusive to Yardleyand has never been improved upon anywhere in the world. Even today, Yardley sources all of its lavender fromEngland, retaining and protecting the essential character that has made it so popular across hundreds of years
- Royal Appointment – Perfumer to H.M Queen Mary
- A tax known as 'spirit' duty which had been charged on lavender was removed. Turnover the Yardley factory doubled. Advertising spend increased and with it more demand for the products
- 1933 The current Yardley poster was voted 'Poster of the Year'. The company's advertising expertise were recognised and rewarded, both outside the company and within
- 1949 Royal Appointment – Purveyors of soap to H.M King George VI
- 1951 The first British depot outside London was opened at Liverpoolfor the purposes of Northern distribution. Overseas expansion continued, whereby the African girl valued a
- Yardley lipstick as much as her British counterpart
- Yardley 'Y' launched – a range of men's toiletries, directed at the increasingly fashion conscious male

- 1955 Royal Appointment – Manufacturers of soap to H.M. Queen Elizabeth II
- 1960 Royal Appointment – Perfumers and manufacturers to H.M. Queen Elizabeth, The Queen mother
- 1960s In a time when company grouping was essential for further expansion, Yardley came under the wing of one of the top five British companies – British-American Tobacco
- Twiggy – the model of the moment, fronted Yardley's advertising campaign
- 1966 Yardley's new manufacturing company was established at a 19 acre site in Basil don, Essex
- 1970 British-American Tobacco co-ordinate all their cosmetic interests under the name of British American Cosmetics, but still retained their separate names. Yardley had 1,000 cosmetic lines exported to 130 countries
- 1971 The House of Yardley sponsored B.Y.Mteam Of Formula 1 Grand Prix, covering the cars in white with black, brown and gold 'Y's Reflecting the motto of Yardley's range of men's toiletries
- 1985 Yardley was acquired by Beeches
- 1989 Yardley was acquired by Wasserstein Perella
- 1990s Linda Evangelista, one of the first supermodels, fronted Yardley's advertising campaign
- 1998 Yardley was acquired by Wella
- 2000 Yardley Gentlemen was introduced
- 2001 Wella acquired Yardley US
- 2002 Magnolia was introduced
- 2003 Yardley Skin Care and Yardley Equity were introduced
- 2004 Pressed Powder and Fruit Sensation lines were introduced
- 2005 Yardley was acquired by The Lornamead Group, manufacturer and marketer of personal care products
- 2009 Lornamead sold Yardley Asian and Middle Eastern rights to Wipro
- 2010 Lornamead created a dedicated business unit for its luxury toiletries business, predominantly focusing on Yardley London and appointed Quentin Hingham's Managing Director
- Lornamead relaunches Yardley London in Europe and Americas with new designs, products, packaging and formulations
- Yardley London launches new 75ml Body Sprays
- 2011 Yardley London introducesitsRoyal English Daisylimited edition fragrance, inspired by Miss Catherine Middleton
- Citrus & Wood, Yardley London's first men's fragrance for 6 years, launches
- An extensive Christmas Gift Collection, including the new Soap in a Tin range, launches

2.13 YARDELY SHOWROOM

Interior of the New Bond Street retail store.

The company's manufacturing base was expanded to meet the increasing demand. A three-story factory had been situated in Vine Street, London from before 1855 and the company had moved to a new and larger factory in Ridgmount Street, Bloomsbury in 1883. This was now inadequate so the company took out a 100-year lease from the Carpenters Company and built a larger factory at Carpenters Road, Stratford in 1904.

- 1904-carpenters-road
- 1904 Engraving of the Yardley factory in Carpenters Road, Stratford bordering on a canal giving the factory access to a transportation system. Electricity for lighting and power was generated on the premises. A horse van can be seen in the drawing.
- In 1918, additional land next to the factory was acquired and a building was leased in High Street, Bow for a bonded warehouse used to manufacture and store perfumes for export.
- 1920 Yardley soap factory at Carpenters Road
- 1920 Yardley soap factory at Carpenters Road.
- Yardley factory on Carpenters Road
- 1925 Yardley factory at Carpenters Road (Historic England). Motorised vans were used for the first time in 1924 and in the use of horse vans was discontinued the following year.
- Making powder compacts at Carpenters Road
- 1920 Making powder compacts at Carpenters Road (Historic England).

2.14 Packing Department at Carpenters Road

1920 Packing Department at Carpenters Road (Historic England). In 1926, a three-story block was completed and, in 1931, a second three-story block was added. A new box-making factory was established in High Street, Stratford in 1937, commencing production in 1938. Yardley box factory. 1937 The newly built Yardley box factory, Warton House, High Street, Stratford designed by Higgins & Thomerson.

Warton House, High Street, Stratford. A recent photo of the Yardley box factory taken from the other end with the flower-sellers emblem visible. By this time it was no longer used by Yardley and the box factory sign has been removed. Both properties were damaged during the war but the company had moved much of its stock and reserves to a site at Boreham Wood where it was stored until the building was requisitioned.

2.15 Stockist details:

Yardley London is available at Boots, Lloyds, Morrisons, Independent Chemists and online at www.yardleylondon.co.uk
Stockist Enquiries: 01753 753 420

2.16 FRANGRANCE VARITIES IN YARDLEY PRODUCTS

English Lavender, Yardley London International signature fragrance is beautiful, elegant scent that combines lavender leaves, enroll and clary sage with a heart of lavender oil and geranium, enhanced with deeper notes of tonka bean and sandalwood. Lavender is well renowned for its relaxing effects, symbolising healing and rejuvenation. Yardley London's English Lavender fragrance evokes these same soothing properties by combining citrusy bergamot and warming clary sage with calming English Lavender, containing the highest quality Lavandula Angustifolia, harvested from the fields of Southern England.

Lily of the Valley is a light and elegant scent with citrus top notes, combined with a heart of fresh, spring flowers, including lily of the valley, jasmine, geranium and magnolia; drying down with an amber and woody base. Lily of the Valley only blooms for one month in May in England, and whilst the oil cannot be extracted from the flower, our perfumers have created a fragrance blend in our Lily of the Valley range inspired by this most beautiful, delicate floral.

English Rose is an evocative light, fresh floral fragrance, combining rose absolute, enroll and chamomile, with a heart of rosebud and jasmine petals with warm base notes of amber and sandalwood, which makes it an alluring choice of scent for both daytime and evening. The pink rose is a flower and fragrance that is loved by women the world over, with Rose Oil being one of the most widely-used oils used in perfumery. Yardley London's modern rose fragrance is also a firm favorite, with its refreshingly light citrus and rose top notes and warming base notes. Truly a scent to delight all, try our English Rose fragrance and bath & body products, which make an ideal treat or the perfect gift for any occasion.

Peony Isa modern, fruity floral with top notes of fresh green leaves, complemented at its heart by a combination of peony flower, red currant, geranium and heliotrope and undertones of warm amber.

Iris is a fresh, clean, spicy; floral that has an intriguing combination of fresh green leaves and citrus notes, a heart of iris, maguey, violet and rose with a warm vanilla base.

April Violets is a unique, fresh and sensual floral that opens with fresh, green violet leaves, citrus and geranium top notes combined with a heart of sweetly scented Parma violets, iris, jasmine, yang and tuberose with warm base notes of vanilla and sweet powdery accords. Yardley London wanted to develop a fragrance as pretty, sweet and everlasting as the violet flower. With its clean green and sensual top notes, warming into a heart of ores, mimosa rose and white peach, our April Violets Eau de Toilette and Bath & Body range is spring in a bottle

Orange Blossom contain stop notes of petit grain and orange, a heart of orange blossom combined with clay sage, caraway seed, violet and jasmine, softened with a base of vanilla.

Poppy & Violet The Poppy seed has a warming, earthy and sometimes spicy scent. The new Yardley London Poppy & Violet fragrance is softened with the sweet notes of violet flowers for a truly sensual experience

Royal English Daisy is an elegant dewy fresh, green floral fragrance, reminiscent of flower-filled meadows in the spring sunshine. It opens with a burst of energetic top notes in the form of fresh green leaves and apple, combined with a heart of hyacinth and white rose, enhanced with warm base notes of sandalwood and musk.

Blossom & Peach Symbolic of new beginnings, when the blossom trees bloom in the spring, the air is transformed with its soft, sweet, musky floral scent. Yardley London has tried to encapsulate this very moment with cherry blossom flower notes blending with refreshing sweet peach flower to reveal a spicy, fruity floral scent in our new Blossom & Peach fragrance.

Bluebell & Sweet pea Spring has become synonymous with English woodlands scattered with the violet-blue buds of bluebells, now a protected species in the UK. When combined with Sweet Pea, otherwise known as the 'Queen of Annuals', the combination is a beautifully light, sweet fragrance, as precious as the Bluebell itself, and ideal for day-wear or as a spring and summer scent.

2.17 TOP 10 YARDLEY PERFUME FOR WOMEN

1. Morning Dew by Yardley London Perfumed Cologne

Morning Dew by Yardley London Perfumed Cologne is a celebration of the modern woman and her individuality. Its fragrance has several layers of rich notes that unfold in succession to give you a sublime and delicate experience. The perfume comes across as a perfect balance between strength and softness. The top notes of this refreshing scent open with mandarin and freesia, followed by a voluptuous heart of rose. The sensual base notes of musk and sandalwood leave a seductive trail that lingers for hours.

2. April Violets by Yardley London Eau De Toilette

April Violets by Yardley London Eau De Toilette is a classic, old-fashioned fragrance that was first released in 1913. Its floral scent possesses a timeless appeal that captivates women of all ages. The top notes of violet leaves and citrus fruits strike an assertive and fresh chord without feeling overwhelming. A gorgeous heart of mimosa, ores, white peach, and rose follows next. The earthy base of this perfume with vanilla, sandalwood, and powdery notes offers a beautiful contrast to the otherwise light and delicate theme.

3. Poise by Yardley London Eau De Partum

Poise by Yardley London Eau De Partum is dedicated to the unique and confident boss-woman who is a go-getter. This rich oriental floral fragrance is a bouquet of sparkling and spicy notes that blend to create an alluring perfume that elicits compliments all day long. The top notes of mandarin and pink pepper evolve into floral heart notes of peach, rose, and lilac. The woody dry down in the base notes comes from amber, patchouli, and sandalwood. This perfume has a glamorous yet understated elegance with just a hint of mystery to keep others hooked.

4. Autumn Bloom by Yardley London Perfumed Cologne

Autumn Bloom by Yardley London Perfumed Cologne is a luxurious oriental fragrance infused with vibrant fresh flowers. Rejoice in your individuality with the many layers of rich notes in this perfume. It is the invigorating scent of fresh flowers in the English countryside. The scent opens with top notes of apple and bergamot that energize you instantly, right from the first whiff. Rose and apple blossom highlight the delicate heart notes, making this an unforgettable fragrance. Sandalwood and amber in the base notes linger and continue to seduce the senses throughout the day.

5. English Rose by Yardley London Eau De Toilette

English Rose by Yardley London Eau De Toilette is a refreshing floral fragrance that evokes the royalty, elegance, beauty, and passion of the rose. Reminiscent of the classic scent of an English garden, it has long been adored by generations of women. This perfume delights your senses with sparkling citrus and rose top notes blended with tea accord. The heart notes include rosebud, magnolia, violet, and cassis with warm woody notes. The velvety tones of the base are enhanced with patchouli and musk. This lightweight rose perfume is suited for everyday wear and is office-friendly.

6. Country Breeze by Yardley London Perfumed Cologne

Country Breeze by Yardley London Perfumed Cologne is a bewitching journey through the refreshing fragrance that pervades English meadows. Every spray will energize and rejuvenate you with its unique fusion of softness and strength. Celebrate your individuality with Country Breeze. This scent opens with top notes of mandarin and bergamot, followed by sublime heart notes of jasmine and freesia continuing the floral theme of the fragrance. The delicate fragrance has a mesmerizing dry down with base notes of seductive musk. It is suitable for a casual brunch with friends as well as a regular day at the office.

7. English Bluebell by Yardley London Eau De Toilette

English Bluebell by Yardley London Eau De Toilette is an attempt to capture the essence of taking a stroll through an English garden in full bloom. This fragrance was created by the house of Yardley with perfumer Pierre Karenna and released in 2015. This floral perfume is infused with delightful fruit notes for an addictive freshness. It opens with top notes of cassis, peach, and bergamot. The heart notes are a flirty blend of bluebell, peony, jasmine, and lily of the valley. The base notes are smooth and woody with vanilla, musk, amber, cedar wood, and sandalwood.

8. London Mist by Yardley London Perfumed Cologne

London Mist by Yardley London Perfumed Cologne is an ode to the contemporary woman. There are luxurious layers of several notes in this perfume, each revealing a delicate yet sublime experience. Its fragrance envelops you in a dreamy haze similar to a romantic bouquet of flowers. The top notes are melon and peach, followed by cyclamen and orchid in the floral heart. The base notes of cinnamon and cedar wood add a captivating trail to the scent, which lingers as you go about your day or evening.

9. Royal Diamond by Yardley London Eau De Toilette

Royal Diamond by Yardley London Eau De Toilette is evocative of all things regal and classy. It is a sophisticated sparkling fragrance that reminds you of an old-world royal gala: a grand ballroom bathed in the light of a thousand chandeliers and guests decked in

diamonds and surrounded by brilliant dialogue and elegant dancing. Pink pepper, bergamot, and peony open this majestic fragrance. The alluring floral heart notes consist of wild rose, lily-of-the-valley, and honey. The woody base notes of cashmere, cedar wood, amber, sandalwood, and vanilla make this fragrance a fresh bouquet of elegance and charm.

10. Lily Of The Valley by Yardley London Eau De Toilette

Lily Of The Valley by Yardley London Eau De Toilette was first launched by the design house of Yardley London in the year 1920. This vintage fragrance is filled with fiery spicy notes. The scent is named after the tiny white flowers that grow in the English countryside. The top notes of bergamot, lemon, and lavender leave revitalize your senses with the first whiff. The heart notes that follow are a medley of floral fragrances evocative of a bountiful garden, including the delicate lily of the valley. The warm woody base notes are aromatic with musk and amber, creating a lingering trail.

2.18 TALCUM POWER

Arsenic in talcum powder may cause harmful health effects. As per Indian Standard, arsenic shall not be more than 2 paps in talcum powder. As for lead, it shall not be more than 20 paps. All tested brands of talcum powder were found within the limits specified for arsenic and lead.

There are multiple benefits of using Yardley talcum powder, such as:

- keeps the skin cool
- prevents skin rashes
- absorbs moisture
- relieves skin itches
- softens the skin
- absorbs excessive sweat
- keeps the skin dry
- absorbs oil
- sets your makeup
- thickens the eyelashes

2.19 PERFUME

Yardley of London was founded in 1770 and produced mainly soaps and perfumes and was one of the major global players in that sector. It stays easily up to 4-5 hours. It makes you feel confident, sent and feels very good about one. Yardley Doe body spray has become loved for its beautiful floral fragrances. The fragrance of this Doe stays for long time.

RANGE OF
FLORAL EAU DE TOILETTE
FOR WOMEN

Features of Yardley perfumes:
- Attractive packaging.
- Loveable mild fragrance.
- Uplifts my mood.
- Not an overpowering fragrance.
- Suitable for summers.
- Doesn't spill.
- Decent staying power. Cons of Yardley London Feather Eau de Parfum:
- Wish it had better staying power.
- Slightly expensive.
- Availability

2.20 SOAP

From the United States. Simple, gentle soap and it smells great, too. If you have sensitive skin or you just want uncomplicated cleansing, this is a wonderful soap. Oatmeal and almond are often recommended for so-called problem skin (acne-prone, psoriasis, etc.), and this is a good one for a variety of conditions

All Yardley naturally moisturizing bath bars are paraben free & sodium lauryl sulfate free. Sweet overtones of almond mix with natural oatmeal to complete this extra gentle exfoliating bar. Soothe and defend against dry skin and irritation with tried and true ingredients that have made this our most popular soap.
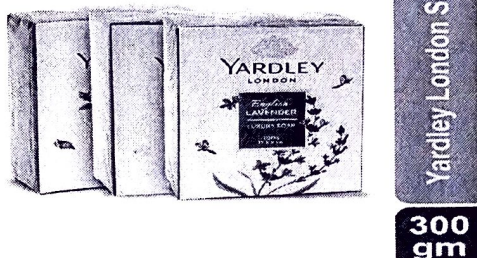
The soap glides on easily onto the body, lathering nicely and cleansing the body. The fragrance is really soothing and you will truly enjoy your shower while using this soap. It does dry out the skin but not too much. You need a good moisturizer after using this. It leaves no slippery feeling behind and my body skin feels fresh and looks glowing. One con is that the fragrance does not linger In even for a second after washing it off. I wish the fragrance lingered on for some time.But even then, this soap is a great one and I will definitely repurchase it for sure. Looks like Yardley will appoint me as their brand ambassador for praising their brand so much.

40

Features of Yardley soap

1) Feminine and Royal packaging
2) Very affordable
3) The fragrance is mild, feminine and natural!
4) Color of the bar is very soothing to the eyes
5) Cleans the body nicely removing dirt effectively
6) Does not dry out the skin too much
7) Lathers perfectly
8) Did not cause any irritation on my skin
9) I can't see parabens or SLS in the ingredients list
10) Leaves no slippery feeling behind and skin feels fresh

2.21 LOTION

Yardley London English Rose Moisturising Body Lotion is a deeply moisturizing formula that is blended with firming essence, nourishing shea butter and hyaluronic acid. This combination locks the moisture in and keeps your skin nourished and fragranced all day. It doesn't irritate skin, but feels very soothing on the skin. It is a perfect body lotion for summer. It keeps skin hydrated for long time. The formula is best suited for dry, normal and oily skin. It is formulated with Moisture Lock properties containing Bio-Hyaluronic Acid, & it contains a blend Vitamin B3 & C that lightens & evens skin tone by inhibiting skin pigmentation that causes blemishes it's very nice cream. And for winters it's so nice can apply night time on face too.

YARDLEY
LONDON

DEODORANT ROLL-ON
FOR WOMEN
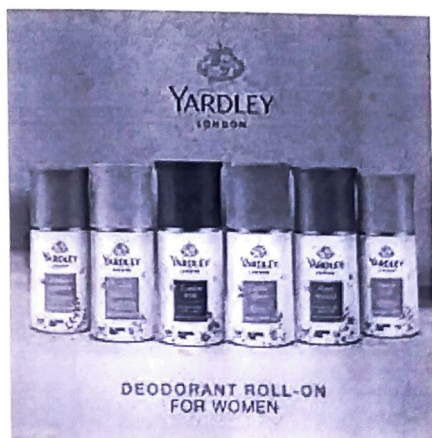
English Lavender is a beautifully fresh, clean elegant fragrance combining bergamot and clary sage with a heart combining English Lavender, eucalyptus, geranium, jasmine, chamomile and violet, enhanced with deeper, warm notes of wood, vanilla and patchouli. This luxurious smoothing body lotion is infused with Yardley London's English Lavender fragrance. Containing soothing Lavender extract, moisturising sustainable shea butter, borage oil and sustainable rosehip oil,

...h in vitamins A, C and E, the cream absorbs quickly into the skin to help combat the signs of ageing, leaving it feeling soft, smooth, nourished and delicately fragranced. Contains 90% naturally derived ingredients and paraben free. Cruelty free and suitable for vegans.
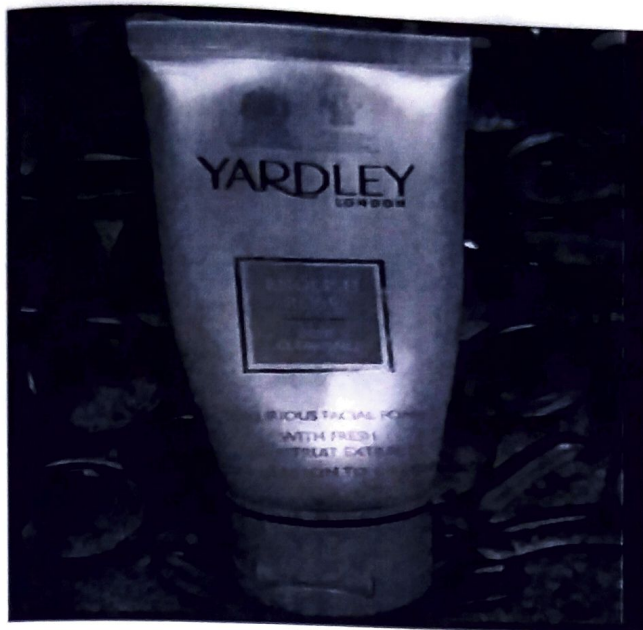
Good about Yardley London English Rose Moisturising Body Lotion

- Travel friendly packaging
- Beautiful rose fragrance
- Lightweight
- Gets absorbed fast
- Non sticky, non oily formula
- Skin feels fresh
- Soothing
- Provides good hydration
- Makes skin soft and silky
- Perfect for summer

shampoo and hair cream

Your crowning glory deserves the best. Yardley Hair Cream keeps hair
moisturized and well groomed all day. Lavender calms and soothes the mind and
Honey moisturizes and protects hair. Almond, coconut and olive oil nourish and
condition hair. Ace hydrolyzed soy protein helps strengthen hair. Yardley's hair care
range includes Hair Pomade – Brilliantine and English Lavender, Almond & Aloe
Vera, and Honey Hair Creams.

HAIR CREAMS

HAIR POMADE

Yardley Hair Cream keeps hair moisturized and well groomed all day. Lavender
calms and soothes the mind and Honey moisturizes and protects hair. Almond, coconut and
olive oil nourish and condition hair. Ace hydrolyzed soy protein helps strengthen hair.
Yardley's hair care range includes Hair Pomade – Brilliantine and English Lavender,
Almond & Aloe Vera, and Honey Hair

2.23 Shaving cream

Yardley London Elegance Super Smooth Lather Shaving Cream gives you a smooth shave as it helps you shave your full-grown or stubble beard and without any cuts. It is enriched with the goodness of Aloe Vera that soothes the skin. Despite our attempts to provide you with the most accurate information possible, the actual packaging, ingredients and colour of the product may sometimes vary. Please read the label, directions and warnings carefully before use.
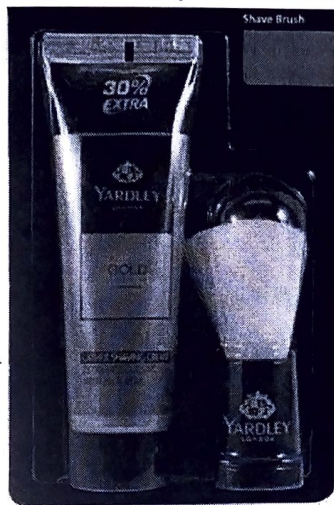
Features:

- Shaving cream to give you a clean and irritation-free shave.
- Enriched with aloe and glycerine that yield extra smoothness.
- Lathers into a thick foam instantly.
- Makes shaving quick and easy.
- Comes with the distinctly sophisticated fragrance of Yardley Gold.

2.24 Skin care products

Now, soft, moisturised fragranced skin will not be a rare occurrence, all thanks to the Yardley Skin Care range – Body Lotions, Deodorant Roll-ons, Anti-Perspirant Deodorant sticks and Deodorant Sticks. With Yardley, get ready to add an exhilarating touch to your skin.

Our fragrant body lotions are infused with "Flower Power" of natural floral extracts and the goodness of 10,000 active floral cells in every 100ml for beautifully soft and glowing skin to tackle various skin needs. We combine innovative skin care ingredients like Soy Proteins, Shea Butter and Bio-Hyaluronic Acid that has Moisture Lock properties to help lock moisture into the skin for 24 hours and natural extracts to care for your delicate skin.

Yardley's Deodorant Roll-ons, Anti-Perspirant Deodorant sticks and Deodorant Sticks are dermatologically tested, clinically proven to provide effective underarm protection, all day long and upto 48hours sweat protection. The deodorant roll on for men are revitalising and cooling providing the promise of sweat-free confidence while Yardley's anti-perspirant deodorant roll-on for women are delicately perfumed with floral fresh fragrances that promise to fill your day with freshness.

Yardley London commissioned scientists to scour the globe for the most sought after varieties, which lead to the discovery of Lavandula Angustifolia. This unique species is still grown in England today and forms the basis of this best-selling range.

46

CHAPTER 3
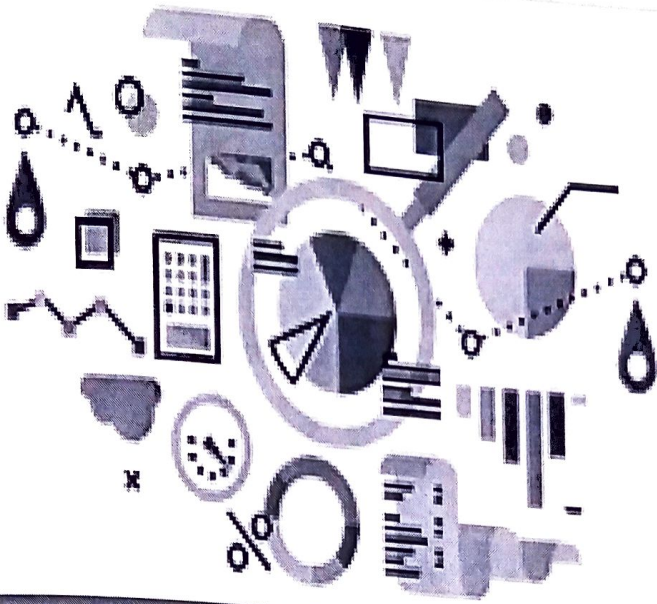
DATA ANALYSIS AND INTERPRETATIONS

Data Analysis And Interpretations

1 INTODUCTION:

analysis of data is a process of inspecting, transforming and modelling data with the goal of discovering useful information, providing suggestions, arriving at conclusion and supporting decision making. Data analysis has multiple facts and approaches, encompassing diverse techniques under variety of names in different t science and social science domains.

This chapter deals with the analysis and interpretation of data regarding the customers satisfaction of Yardley products in Thoothukudi district. Data are collected from 50 respondents and tabulated for easy understanding and good presentation which assists the researcher to analysis the data efficiently.

The data collected are have been analyzed by using the following statical tools

- Percentage analysis
- Ranking method
- Bar diagram
- Pie chart
- Area graph
- Line graph

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

TABLE 3.1

AGE WISE CLASSIFICATION

AGE	NO.OF RESPONENTS	% OF RESPONDENTS
Below 18	2	4
19 – 25	43	86
26 – 45	4	8
Above 45	1	2
Total	50	100

Source: Primary data

AGE WISE CLASSIFICATION
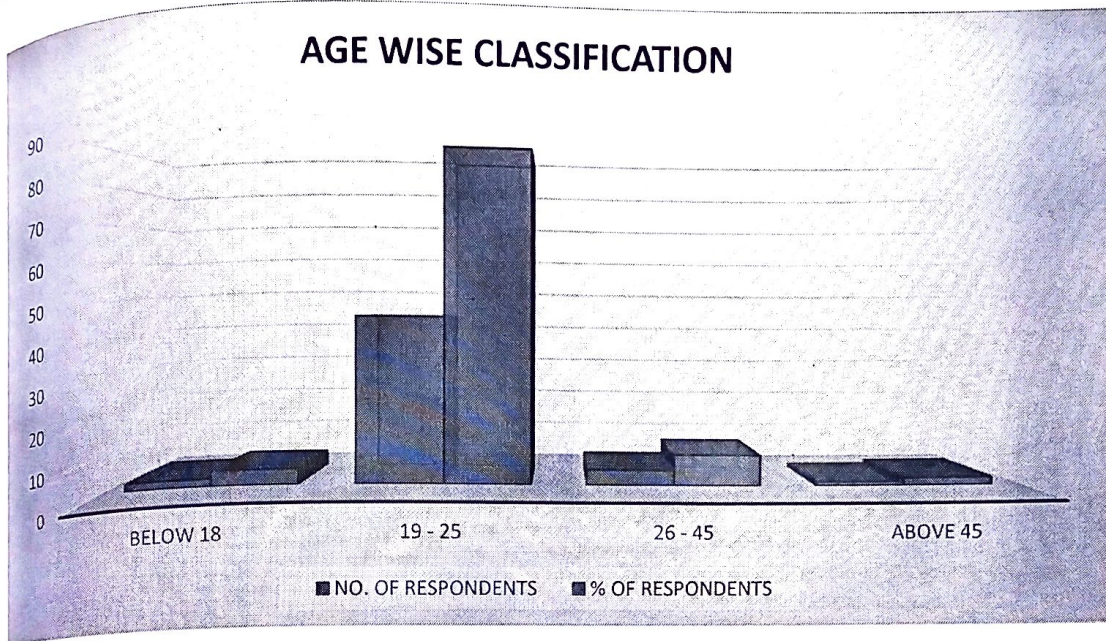
INFERENCE :

From the above chart it is clear that out of the total respondents taken for study, (86%) of the respondents are between 19 - 25 age group, (8%) of the respondents are between 26-45 age group, (4%) of the respondents are were below 18 age group ,(2%) of the above 45 age group.

Majority (86%) of the respondents are between 19- 25 age group.

49

TABLE 3.2

GENDER WISE CLASSIFICATION

GENDER	NO.OF RESPONDENTS	% OF RESPONDENTS
Female	36	72
Male	14	28
Total	50	100

Source: Primary data

GENDER WISE CLASSIFICATION
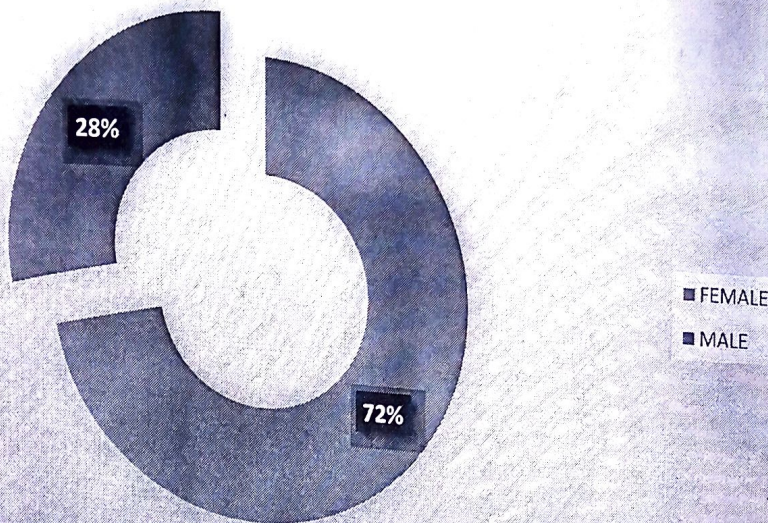
INFERENCE :

From the above table, it is clear that out of the total respondents taken for study, (72%) of the respondents are female and (28%) of the respondents are male.

Majority (72%) of the respondents are female.

TABLE 3.3

EDUCATIONAL QUALIFICATION

EDUCATIONAL QUALIFICATION	NO.OF RESPONDENTS	PERCENTAGE (%)
Higher education	4	8
UG	35	70
PG	10	20
Diploma	1	2
Total	50	100

Source: Primary data

EDUCATIONAL QUALIFICATION
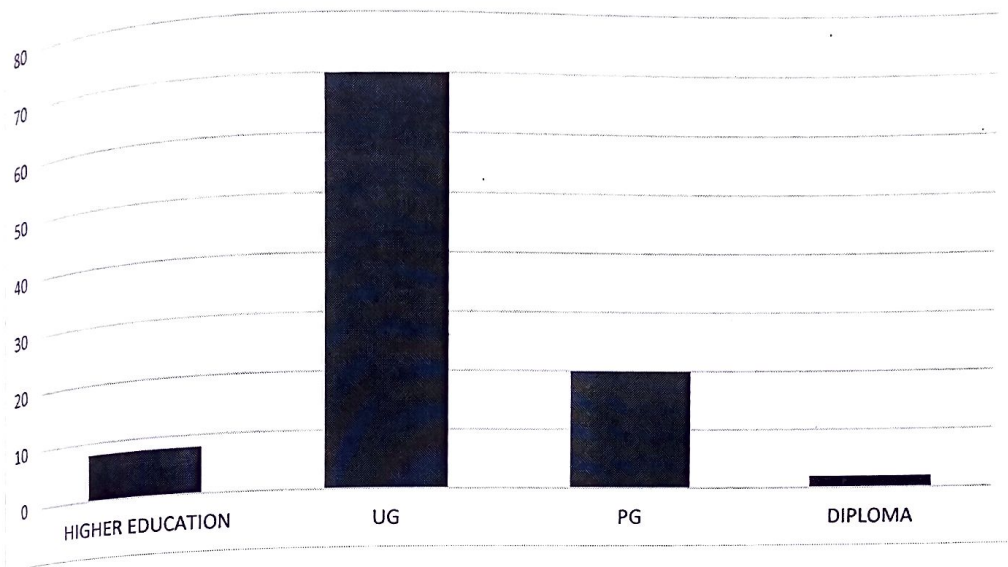
INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (70%) of the respondents are UG qualified , (20%) of the respondents are PG qualified, (8%) of the respondents are Higher education qualified, and (2%) of the respondents are Diploma qualified.

Majority (70%) of the respondents are UG qualified.

51

TABLE 3.4

MARITAL STATUS

MARITAL STATUS	NO.OF RESPONDENTS	Percentage (%)
Married	5	10
Unmarried	45	90
Total	50	100

Source: Primary data

MARRITAL STATUS
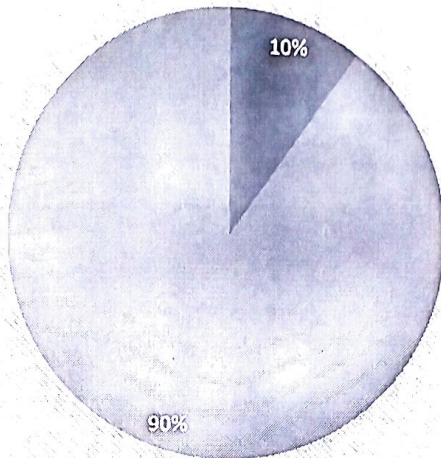
■ Married ■ Unmarried

INFERENCE:

From the above table it is clear that out of the total respondents taken for study (90%) of the respondents are unmarried and (10%) of the respondents are married and (0%) of the respondents are widow.

Majority (90%) of the respondents are unmarried.

52

TABLE 3.5

OCCUPATION OF THE RESPONDENTS

OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE (%)
Student	34	68
Self employed	5	10
Private company	10	20
Public company	1	2
Total	50	100

Source: Primary data
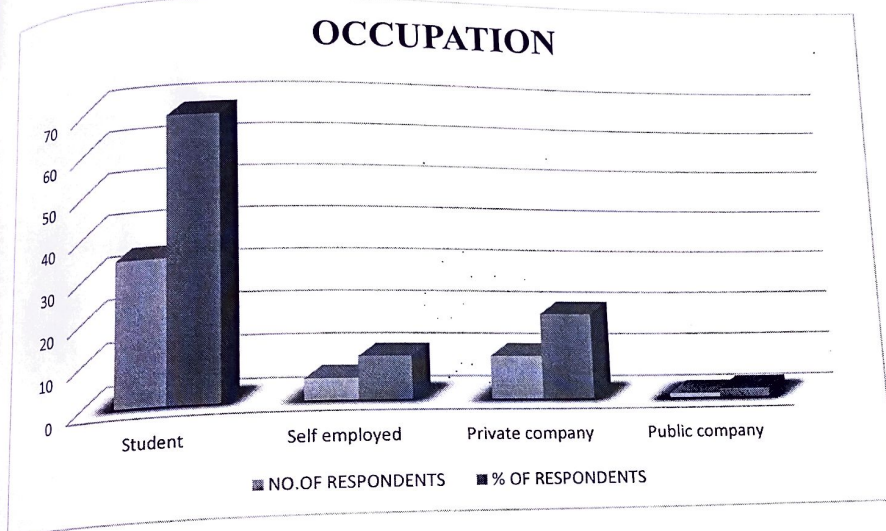
OCCUPATION

INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (68%) of the respondents are Student , (20%) of the respondents are Private company (10%) of the respondents are Self employed and (2%) of the respondents are public company .

Majority (68%) of the respondents are students.

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TABLE 3.6

MONTHLY INCOME WISE CLASSIFICATION

MONTHLY INCOME	NO.OF RESPONDENTS	PERCENTAGE (%)
Nil	28	56
Below 10000	8	16
10000 – 30000	10	20
Above 60000	4	8
TOTAL	50	100

Source: Primary data

MONTHLY INCOME WISE CLASSIFICATION
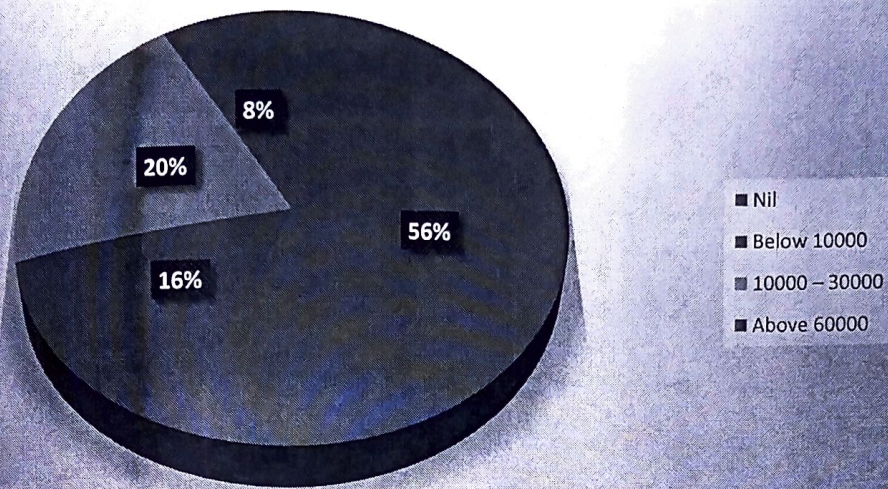
INFERENCE:

From the above table it is clear that out of the total respondents taken for study. (56%) of the respondents have no monthly income , (20%) of the respondents have monthly income of 10000 – 30000 , (16%) of the respondents have monthly income of Below 10000 and(8%) of the respondents have monthly income of above 60000.

Majority (56%) of the respondents have no monthly income.

TABLE 3.7

FAMILY NATURE OF THE RESPONDENTS

NATURE OF THE FAMILY	NO.OF RESPONDENTS	PERCENTAGE (%)
Nuclear	44	88
Joint family	6	12
TOTAL	50	100

Source: Primary data

FAMILY NATURE OF THE RESPONDENTS
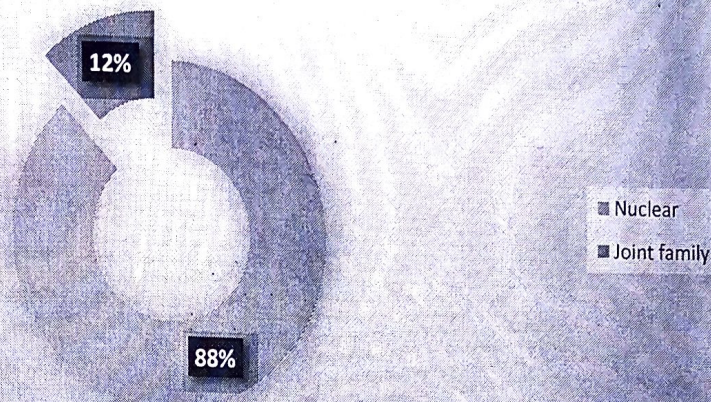
12%

88%

- Nuclear
- Joint family

INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (88%) of the respondents are from nuclear family and (12%) of the respondents are from joint family.

Majority (88%) of the respondents are from nuclear family

TABLE 3.8

SIZE OF THE FAMILY

SIZE OF THE FAMILY	NO.OF RESPONDENTS	PERCENTAGE (%)
2	2	4
3	3	6
4	28	56
Above 4	17	34
TOTAL	50	100

Source: Primary data

SIZE OF THE FAMILY
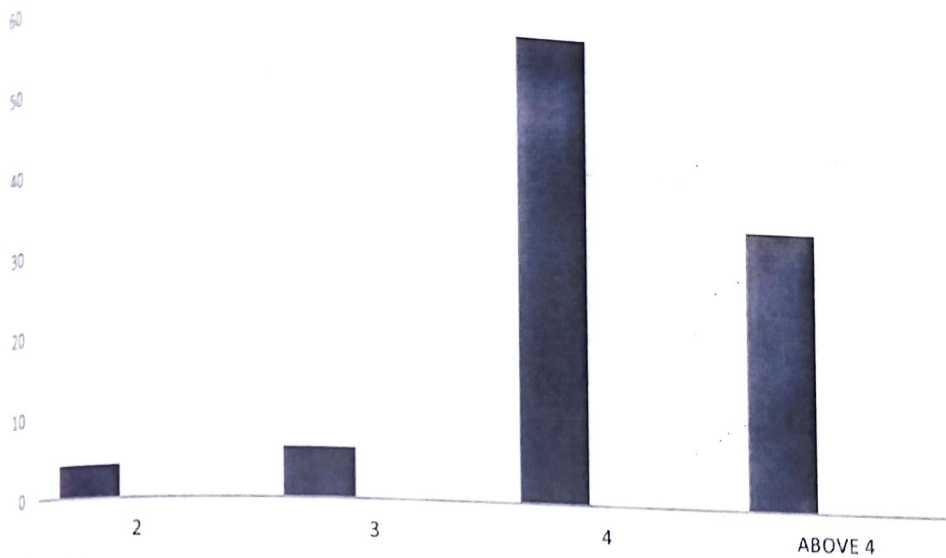
INFERENCE:

From the above table, it is clear that out of the total respondents taken for study, (56%) of the respondents are from the family with 4 members ,(34%) of the respondents are from the family with above 4 members, (6%) of the respondents are from the family with 3 members, (4%) of respondents are from the family with only 2 members.

Majority (56%) of the respondents are family with 4 members.

TABLE 3.9

PLACE OF RESIDENCE

PLACE OF RESIDENCE	NO.OF RESPONDENTS	PERCENTAGE (%)
Urban	41	82
Rural	9	18
TOTAL	50	100

Source: Primary data

PLACE OF RESIDENCE
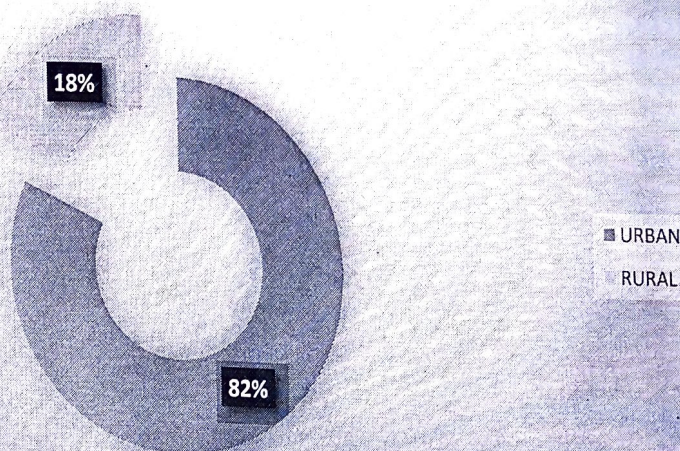
INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (82%) of the respondents are from urban areas and (18%) of the respondents are from rural areas.

Majority (82%) of the respondents are from urban area.

TABLE 1.10

FACTOR INFLUENCING THE UTILIZATION OF YARDLEY PRODUCTS

FACTOR INFLUENCED	NO.OF RESPONDENTS	PERCENTAGE (%)
Price	4	8
Fragrance	27	54
Advertisement	18	36
Experience	1	2
TOTAL	50	100

Source: Primary data

FACTOR INFLUENCING THE UTILIZATION OF YARDLEY PRODUCTS
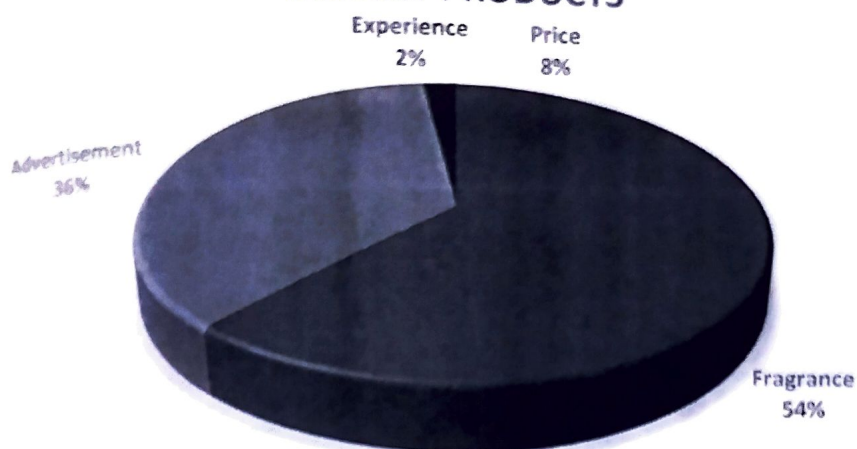
Experience 2%
Price 8%
Advertisement 36%
Fragrance 54%

INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (54%) of the respondents are influenced by fragrance, (36%) of respondents are influenced by advertisement, (8%) of respondents are influenced by price, (2%) of respondents are influenced by their own experience.

Majority (54%) of respondents are influenced by price.

TABLE 3.11

FREQUENCY IN USAGE OF YARDLEY PRODUCTS

FREQUENCY IN USAGE	NO.OF RESPONDENTS	PERCENTAGE (%)
Seldom	8	16
Often	29	58
Always	13	26
TOTAL	50	100

Source: Primary data

FREQUENCY IN USAGE OF YARDLEY PRODUCTS
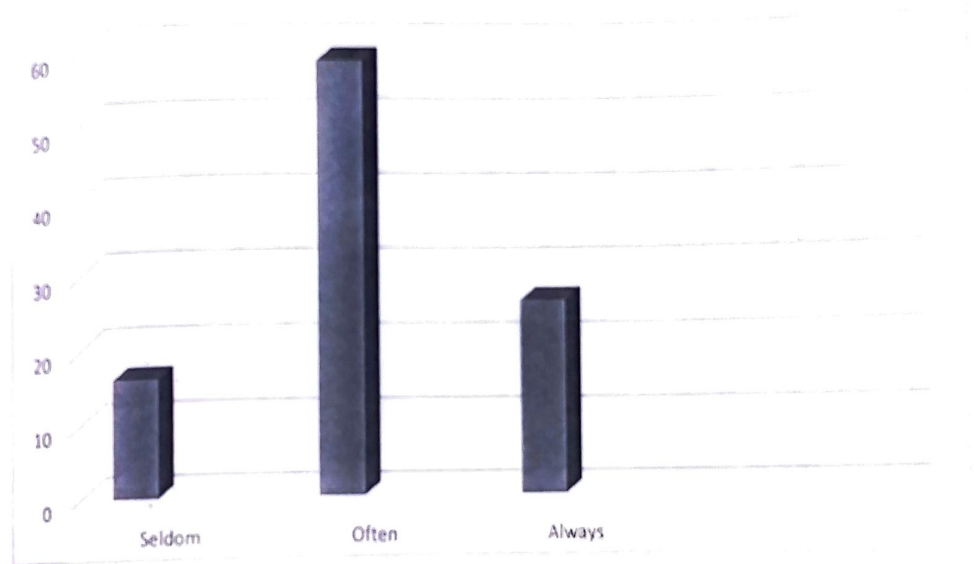
INFERENCE:

From the above table it is clear that, out of the total respondents taken for study, (58%) of the respondents are often use Yardley product, (26%) of the respondents are always use Yardley product and (16%) of the respondents are seldom use Yardley product.

Majority (58%) of the respondents are often using Yardley product.

TABLE 3.12

SATISFACTION WITH YARDLEY PRODUCTS

SATISFACTION LEVEL	NO.OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	14	28
Agree	31	62
Neutral	4	8
Disagree	1	2
Strongly disagree	0	0
TOTAL	50	100

Source: Primary data

SATISFACTION WITH YARDLEY PRODUCTS
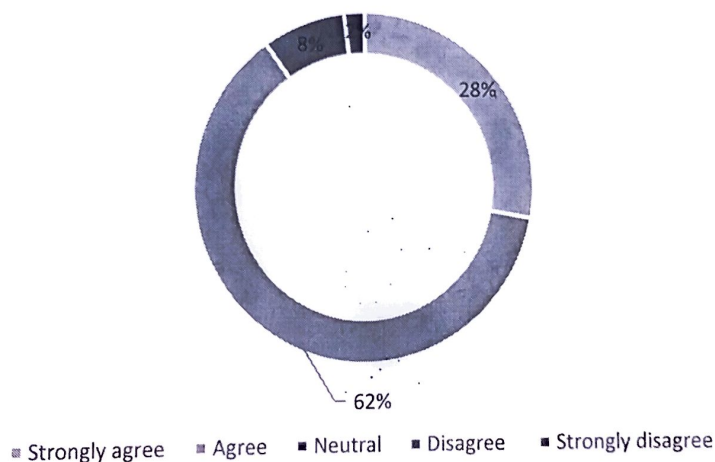
■ Strongly agree   ■ Agree   ■ Neutral   ■ Disagree   ■ Strongly disagree

INFERENCE:

From the above table it is clear that, out of the total respondents taken for study, (62%) of the respondents are agree with Yardley products,(28%) of the respondents are strongly agree with Yardley products, (8%) of the respondents are neutral with Yardley products and (2%) of the respondents disagree with Yardley products.

Majority (62%) of the respondents are agreeing with Yardley products.

TABLE 3.13

MOST BENEFITED PRODUCT FOR THE RESPONDENTS

PRODUCTS	NO.OF RESPONDENTS	PERCENTAGE (%)
Actual skin products	7	14
Beauty products	13	26
Soaps	4	8
perfumes	26	52
TOTAL	50	100

Source: Primary data

MOST BENEFITED PRODUCT FOR THE RESPONDENTS
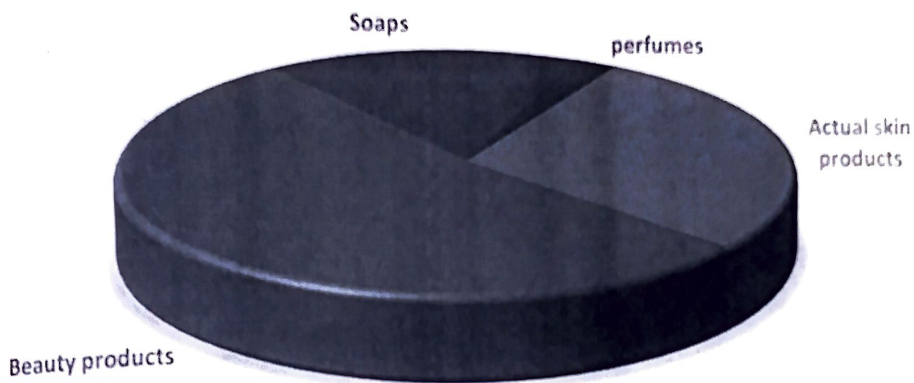
INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (52%) of the respondents prefer perfumes products and (26%) of the respondents prefer beauty products and (14%) of the respondents prefer actual skin product and (8%) of the respondents prefer soap.

Majority (52%) of the respondents prefer perfumes.

TABLE 3.14

RESPONDENTS SUPPORT FOR LAUNCHING AN APP

LAUNCHING AN APP	NO.OF RESPONDENTS	PERCENTAGE (%)
Yes	40	80
No	10	20
TOTAL	50	100

Source: Primary data

RESPONDENTS SUPPORT FOR LAUNCHING AN APP
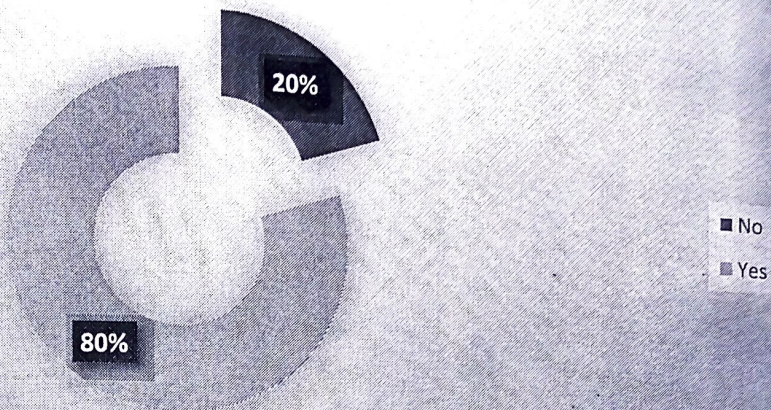
INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (80%) of the respondents support an app launch by Yardley and 20% of the respondents does not support any app launch by Yardley.

Majority (80%) of the respondents supports an app launch.

TABLE 3.15

NEED OF IMMEDIATE NOTIFICATION OF NEW PRODUCT LAUNCH

NEW PRODUCT NOTIFICATION	NO.OF RESPONDENTS	PERCENTAGE (%)
Yes	37	74
No	13	26
TOTAL	50	100

source: Primary data

NEED OF IMMEDIATE NOTIFICATION OF NEW PRODUCT LAUNCH
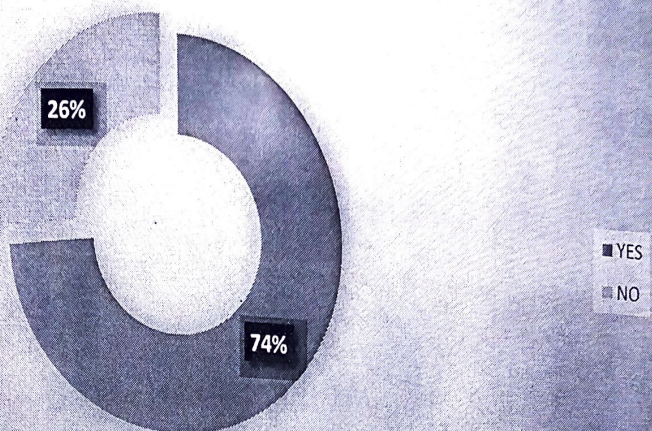
INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (74%) of the respondents are in need of immediate notification for the new product launch of Yardley product and (26%) of the respondents are not in need of immediate notification for the new product launch of Yardley product.

Majority (74%) of the respondents are in need of immediate notification for the new product launch.

TABLE 3.16

MEANS OF COMMUNICATION AND NOTIFICATION

MEANS OF COMMUNICATION	NO.OF RESPONDENTS	PERCENTAGE (%)
Whats App	18	
SMS	15	36
Call	4	30
TOTAL	37	8
		74
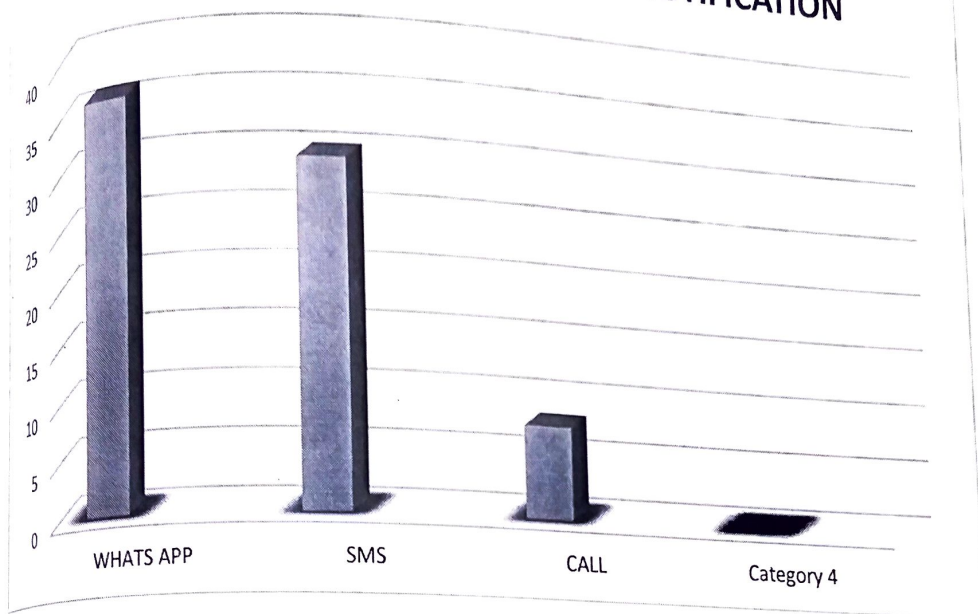
Source: Primary data

MEANS OF COMMUNICATION AND NOTIFICATION

INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (36%) of the respondents want notification through whatsapp, (30%) of the respondents want notification through SMS and (8%) of the respondents want notification through call.

Majority (36%) of the respondents want whatsapp as mean of communication.

TABLE 3.17

DETERMINATION OF COST

COST DETERMINATION	NO.OF RESPONDENTS	PERCENTAGE (%)
Costly	10	20
Cheaper	9	18
Reasonable	31	62
TOTAL	50	100

Source: Primary data

DETERMINATION OF COST
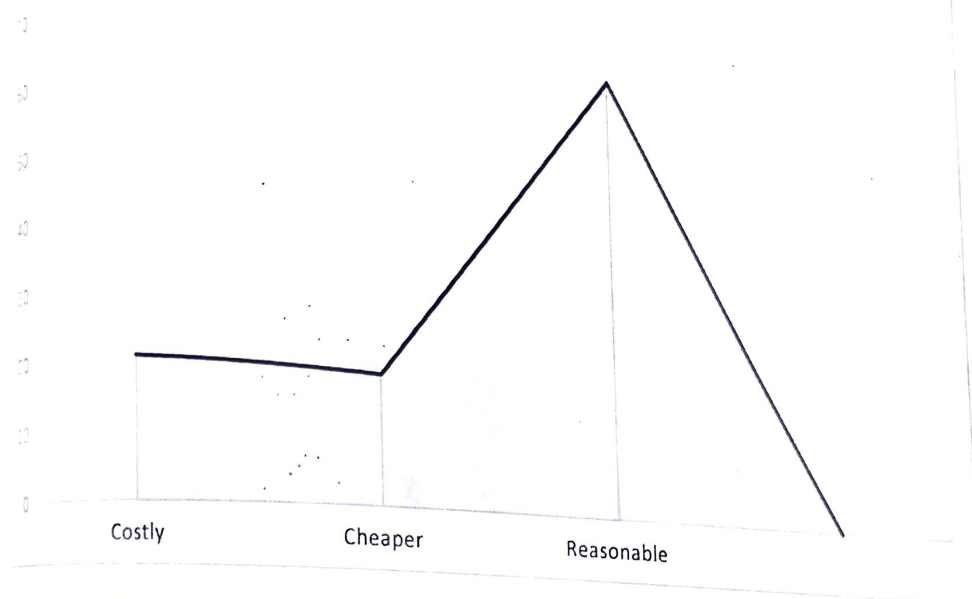
INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (62%) of the respondents think that the price of Yardley product is reasonable, 20%)of the respondents think that price of Yardley product is costly and (18%) of the respondents think that the price of Yardley product is cheap.

Majority (62%) of the respondents think that the price of Yardley product is reasonable.

TABLE 3.18

PRICE OF YARDLY PRODUCT IS AFFORDABLE

OPINION	NO.OF RESPONDENTS	PERCENTAGE (%)
Yes	46	92
No	4	8
TOTAL	50	100

Source: Primary data

PRICE OF YARDLY PRODUCT IS AFFORDABLE
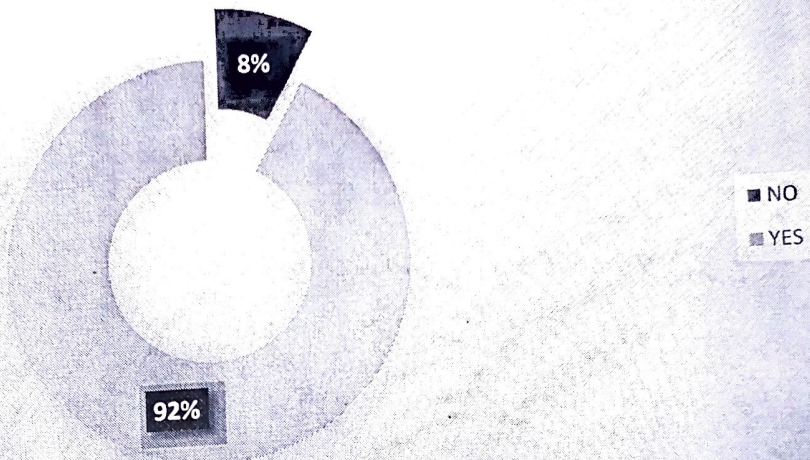
INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (92%) of the respondents think that the price of Yardley product is affordable and (8%) of the respondents think that the price of Yardley product is not affordable for them..

Majority (92%) of the respondents think that the price of the yardley products is affordable.

TABLE 3.19

IN REQUEST OF SEPARATE SHOWROOM FOR YARDLEY PRODUCTS

OPINION	NO.OF RESPONDENTS	PERCENTAGE (%)
Yes	34	68
No	16	32
Total	50	100

Source: Primary data

IN REQUEST OF SEPARATE SHOWROOM FOR YARDLEY PRODUCTS
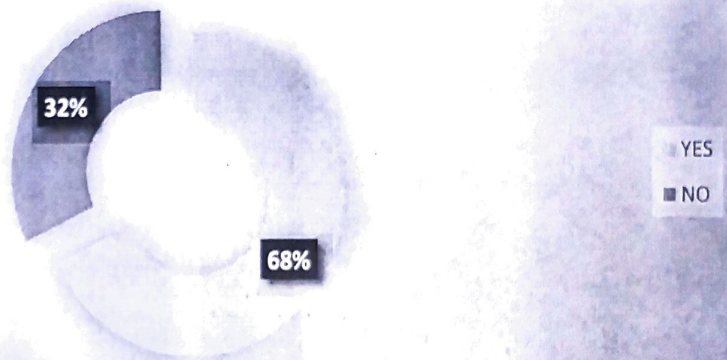
32%
68%
YES
NO

INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (68%) of the respondents are in need of separate showroom for Yardley product and (32%) of the respondents are not in need of separate showroom for Yardley product.

Majority (68%) of the respondents are not in request of separate showroom for yardley product

TABLE 3.20
YEARS OF USING YARDLEY PRODUCTS

YEARS OF USAGE	NO.OF RESPONDENTS	PERCENTAGE (%)
More than 1 year	26	52
Just 1 year	19	38
1 year only	5	10
Total	50	100

Source: Primary data
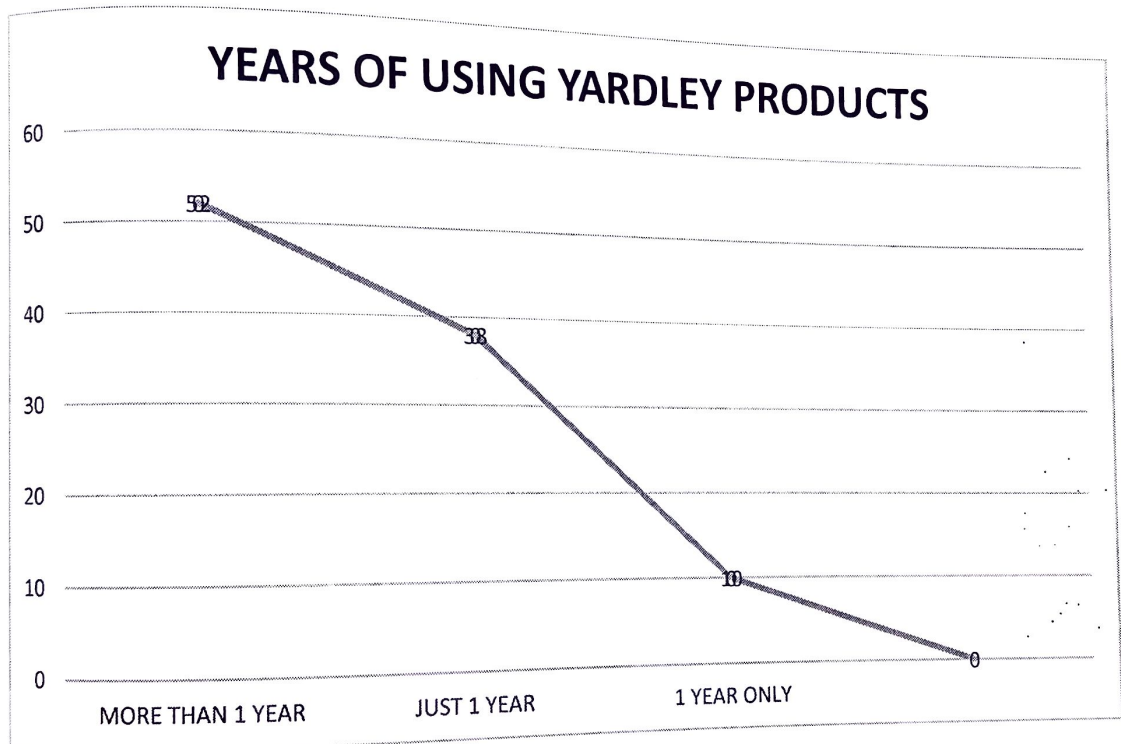
YEARS OF USING YARDLEY PRODUCTS

INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (52%) of the respondents are using Yardley product for more than 1 year, (38%) of respondents are using Yardley product for just 1 year and (10%) of respondents are using Yardley product for 1 year only.

Majority (52%) of the respondents using yardley products for more than 1year.

TABLE 3.21

IS YARDLEY PRODUCT IS ECO FRIENDLY

OPINION	No of respondents	PERCENTAGE (%)
Yes	41	82
No	9	18
Total	50	100

Source: Primary data

IS YARDLEY PRODUCT ECO FRIENDLY
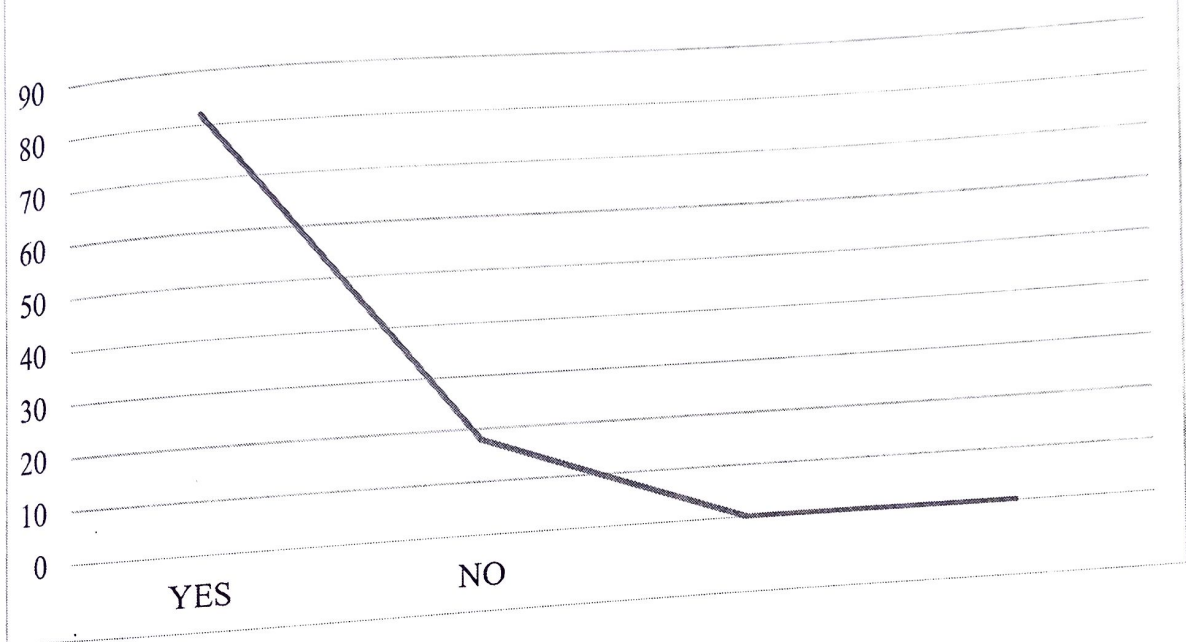
INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (82%) of the respondents says Yardley product is eco friendly and (18%) of respondents says Yardley product is not eco friendly.

Majority (82%) of the respondents says yardley product is a eco friendly.

TABLE 3.22

FAMILARITY OF YARDLEY PRODUCT

FAMILARITY	NO.OF RESPONDENTS	PERCENTAGE (%)
Soap	15	30
Body spray	16	32
Powder	19	38
Total	50	100

Source: Primary data

FAMILARITY OF YARDLEY PRODUCT
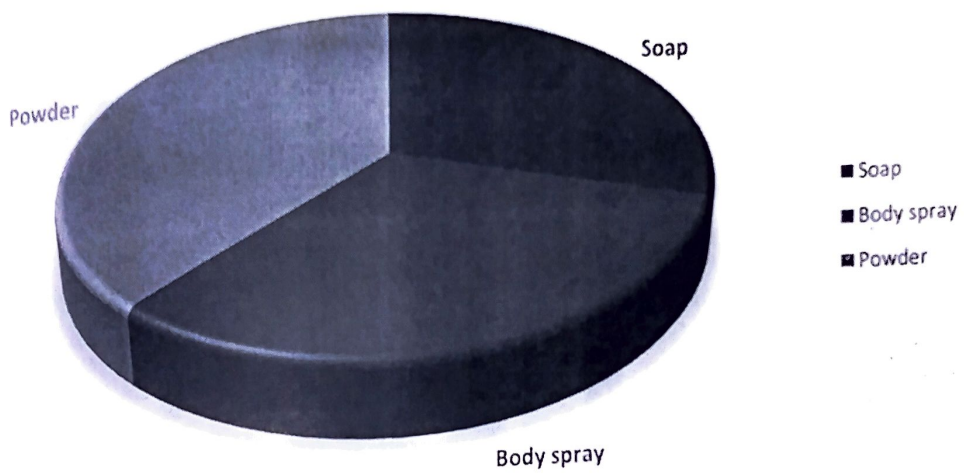
INFERENCE:

From the above table it is clear that (38%) of respondents are saying Yardley product is familiar for powder, (32%) of the respondents are saying Yardley product is familiar for body spray and (30%) of respondents are saying Yardley product is familiar for soap.

Majority (38%) of the respondents says that yardley product is familiar for powder.

TABLE 3.21

CUSTOMERS PROMOTION ON YARDLEY PRODUCT

OPINION	NO OF RESPONDENTS	PERCENTAGE (%)
Yes	44	12
No	6	
Total	50	100

Source: Primary data

CUSTOMERS PROMOTION ON YARDLEY PRODUCT

INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (88%) of the respondents does not promote Yardley product and (12%) of respondents agrees to promote Yardley product.

Majority (88%) of the respondents don't promote yardley product

71

TABLE 3.24

FAVOURITE SOAP FLAVOR IN YARDLEY PRODUCT

FLAVORS	NO.OF RESPONDENTS	PERCENTAGE (%)
English lavender	19	38
Royal diamond	10	20
English rose	14	28
Jasmine	7	14
Total	50	100

Source: Primary data

FAVOURITE SOAP FLAVOR IN YARDLEY PRODUCT
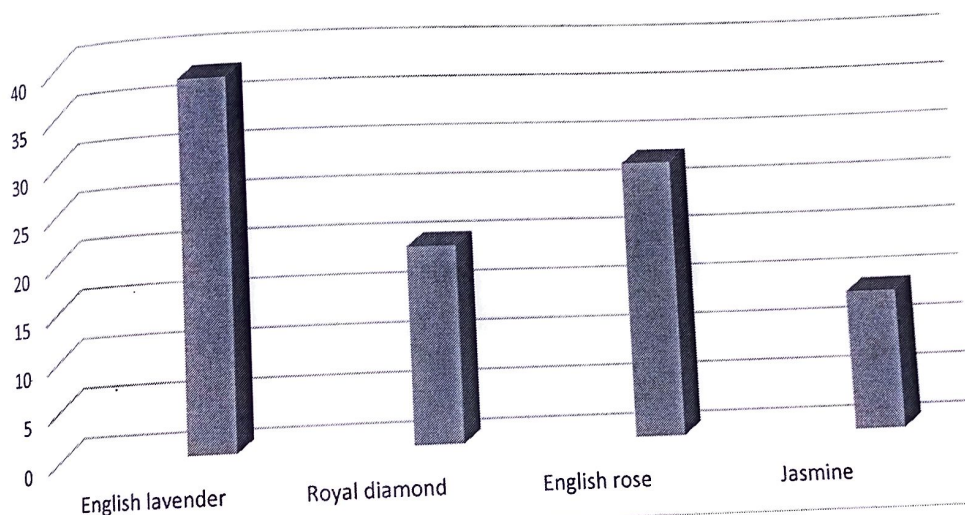
INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (38%) of the respondents favourite soap flavor in Yardley product is English lavender, (28%) of the respondents favourite soap flavor in Yardley product is English rose, (20%) of the respondents favourite soap flavor in Yardley product is Royal diamond and (14%) of the respondents favourite soap flavor in Yardley product is Jasmine.

Majority (38%) of the respondents favorite soap flavor is English Lavender.

TABLE 3.25

BEST OF YARDLEY PRODUCT

FACTORS	NO.OF RESPONDENTS	PERCENTAGE (%)
Fragrance	25	50
Package	8	16
Varieties	17	34
Total	50	100

Source: Primary data

BEST OF YARDLEY PRODUCT
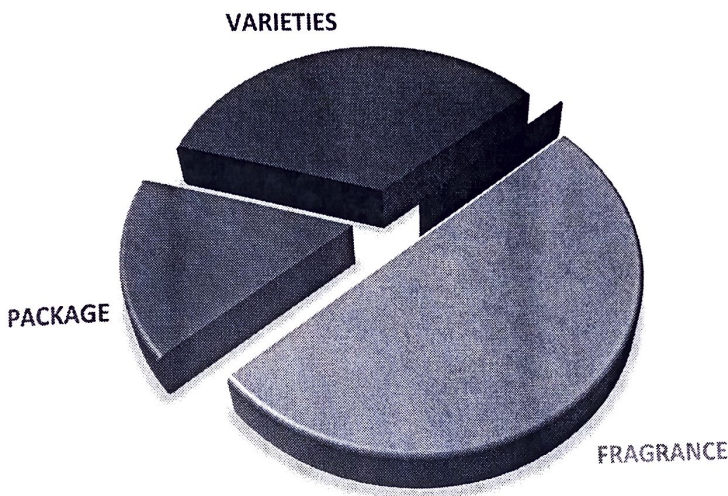
VARIETIES

PACKAGE

FRAGRANCE

INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (50%) of the respondents says Yardley product is best for Fragrance, (34%) of the respondents says Yardley product is best for Varieties and(16%) of the respondents are says Yardley product is best for package.

Majority (50%) of the respondents says Yardley product is best for Fragrance.

73

TABLE 3.26

FAMOUS FRAGRANCE

VARITIES	NO.OF RESPONDENTS	PERCENTAGE (%)
Pleasant	16	32
Classic	7	14
Aromatic	9	18
Fresh	16	32
Warm	2	4
Total	50	100

Source: Primary data

FAMOUS FRAGRANCE
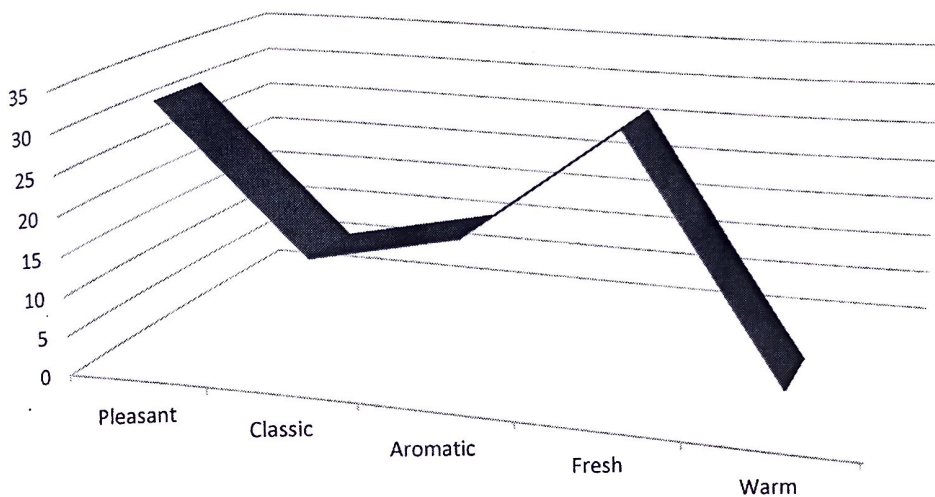
INFERENCE:

From the above table it is clear tha out of the total respondents taken for study, (32%) of the respondents says famous fragrance of Yardley product is pleasant, (32%) of the respondents says famous fragrance of Yardley product is fresh, (18%) of the respondents says famous fragrance of Yardley product is aromatic,(14%) of the respondents says famous fragrance of Yardley product is classic and (4 %) of the respondents says famous fragrance of Yardley product is warm.

Majority (32%) of the respondents says famous fragrance of Yardley product is pleasant and fresh.

74

TABLE 3.27

RATING FOR YARDLEY PRODUCT

FACTORS	NO.OF RESPONDENTS	PERCENTAGE (%)
Purchase experience	11	22
Price	8	16
Quality	27	54
Quantity	4	8
Total	50	100

Source: Primary data

RATING FOR YARDLEY PRODUCT
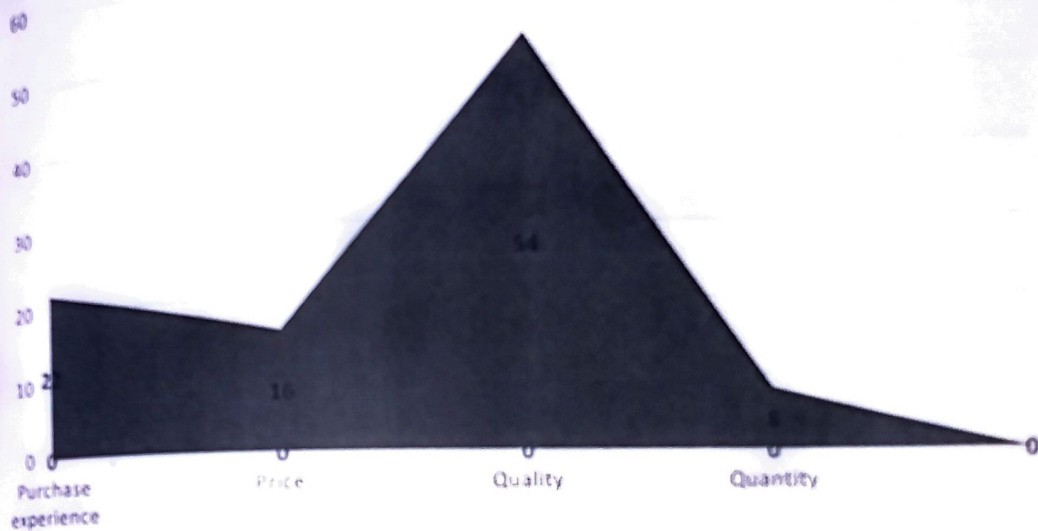
INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (54%) of the respondents rated Yardley product for quality, (22%) of the respondents rated Yardley product for purchase experience, (16%) of the respondents rated Yardley product for price and 8% of respondents rated Yardley product for quantity.

Majority (54%) of the respondents rate Yardley product for quality.

TABLE 3.28

PREFERED VENUE TO PURCHASE YARDLEY PRODUCT

VENUE	NO.OF RESPONDENTS	PERCENTAGE (%)
Online	11	22
Mall	29	58
Retailer	7	14
Showroom	3	6
Total	50	100

Source: Primary data

PREFERED VENUE TO PURCHASE
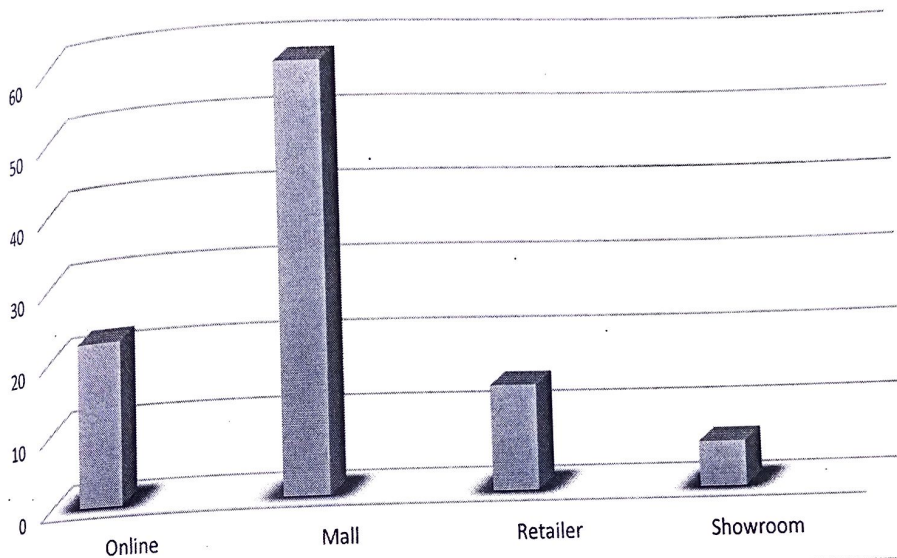
INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (58%) of the respondents purchase Yardley product from Mall, (22%)of the respondents purchase Yardley product from online, (14%) of the respondents purchase Yardley product from Retailer and (6%) of the respondents purchase Yardley product from showroom.

Majority (58%) of the respondents purchase Yardley product from Mall.

TABLE 3.29

FAMOUS PRODUCT

PRODUCT TYPE	NO.OF RESPONDENTS	PERCENTAGE (%)
Soap	3	6
Powder	18	36
Perfume	25	50
Lotion	4	8
Total	50	100

Source: Primary data
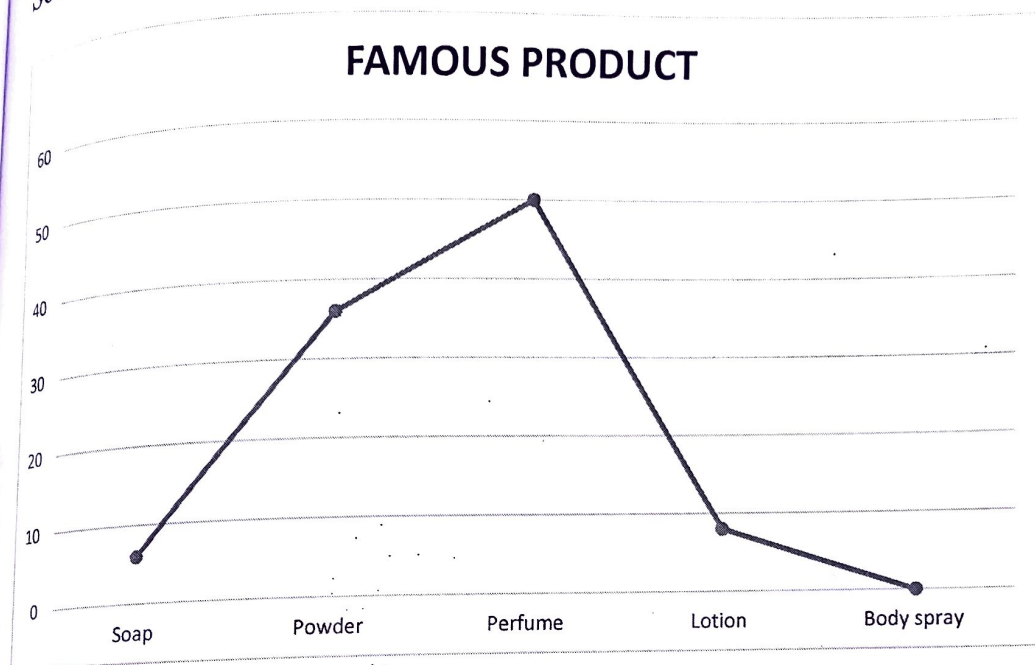
FAMOUS PRODUCT

INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (50%) of the respondents says Perfume as Yardley's famous product, (36%) of respondents says Powder as Yardley's famous product, (8%) of the respondents says lotion as yardley's famous product (6%) of respondents says Soap as Yardley's famous product and (4%) of respondents says Body spray as Yardley's famous product.

Majority (50%) of the respondents says perfume as Yardley's famous product.

TABLE 3.30

SOURCE FROM WHICH KNOWLEDGE GAINED ABOUT YARDLEY PRODUCT

SOURCE	NO.OF RESPONDENTS	PERCENTAGE (%)
Friends	12	24
Family	11	22
Advertisement	22	44
Super market	5	10
Total	50	100

Source: Primary data

SOURCE OF KNOWLEDGE ABOUT YARDLEY PRODUCT
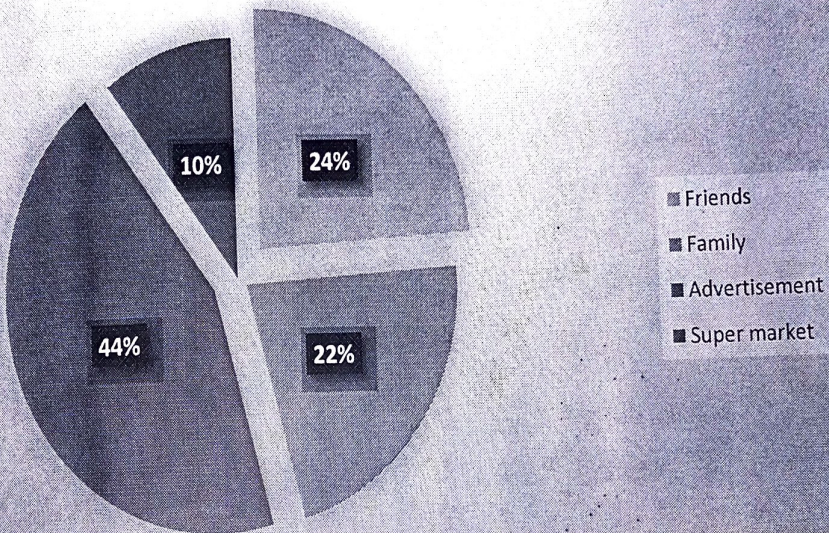
INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (44%) of the respondents are aware about Yardley product by advertisement, (24%)of the respondents are aware about Yardley product by friends, (22%) of the respondents are aware about Yardley product by family and (10%) of the respondents are aware about Yardley product by supermarket.

Majority (44%) of the respondents are aware about Yardley product by advertisement.

TABLE 3.31

RESPONSES OF SALESMAN

RESPONSE	NO.OF RESPONDENTS	PERCENTAGE (%)
Excellent	15	30
Good	26	52
Better	11	22
Bad	0	0
Total	50	100

Source: Primary data
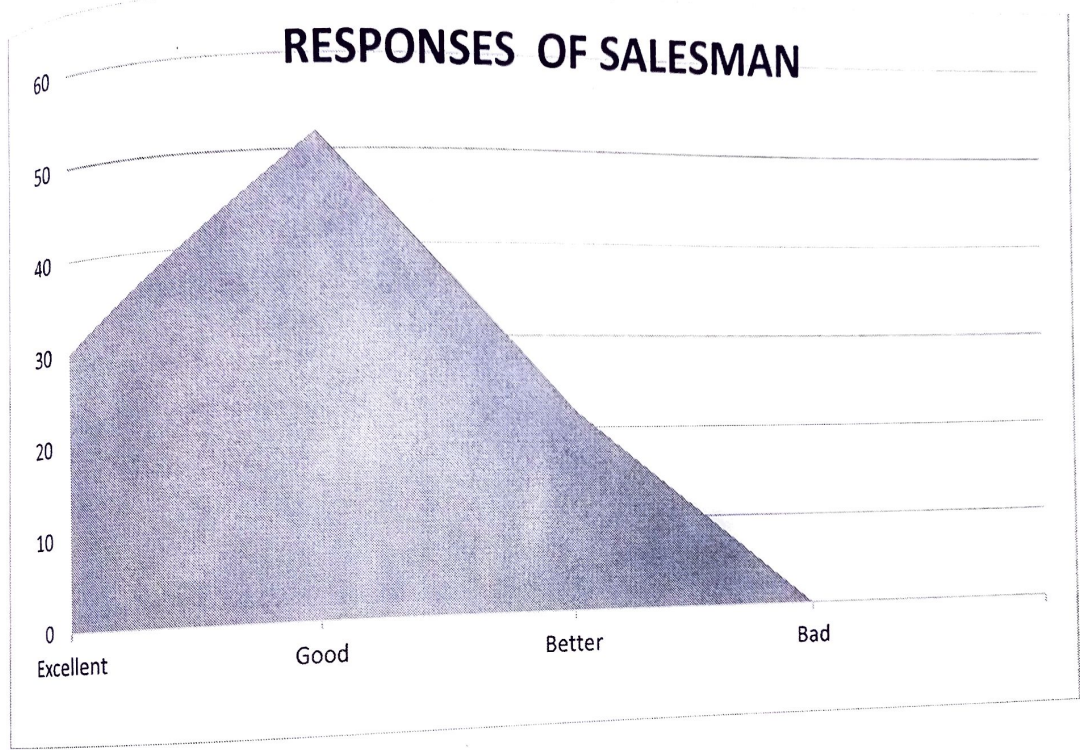
RESPONSES OF SALESMAN

INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (52%) of respondents says response of salesman is good, (30%) of respondents says response of salesman is excellent and (22%) of respondents says response of salesman is better.

Majority (52%) of the respondents says response of salesman is good.

TABLE 3.32

FLEXIBLITY ON USING YARDLEY PRODUCT

FLEXIBLITY	NO.OF RESPONDENTS	PERCENTAGE (%)
Comfortable	32	64
Uncomfortable	7	14
Not bad	1	2
Total	50	100

Source: Primary data

FLEXIBILITY ON USING YARDLEY PRODUCT
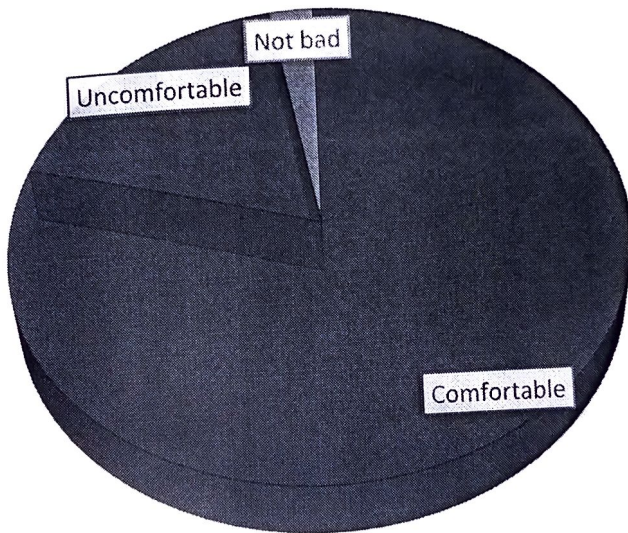
INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (64%) of respondents are comfortable in using Yardley product, (14%) of the respondents are uncomfortable in using Yardley product and ((2%) of the respondents are not bad in using Yardley product.

Majority (64%) of the respondents are comfortable in using Yardley product.

TABLE 3.34

CONTINUITY OF YARDLEY PRODUCT IN FUTURE

OPINION	NO.OF RESPONDENTS	PERCENTAGE (%)
Surely	30	60
May be	20	40
Total	50	100

Source: Primary data

CONTINUITY OF YARDLEY PRODUCT IN FUTURE
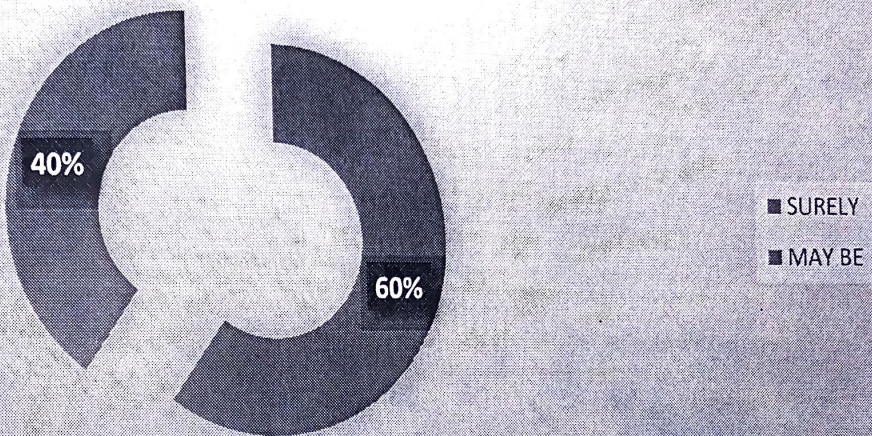
INFERENCE:

From the above table it is clear that out of the total respondents taken for study, (60%) of respondents surely continue Yardley product in future and (40%) of respondents may continue Yardley product in future.

Majority (60%) of the respondents surely continue Yardley product in future.

TABLE 3.35

AWARNESS ABOUT YARDLY PRODUCT

OPINION	NO.OF RESPONDENTS	PERCENTAGE (%)
Yes	30	60
No	7	14
Not at all	13	26
Total	50	100

Source: Primary data

AWARNESS ABOUT YARDLY PRODUCT
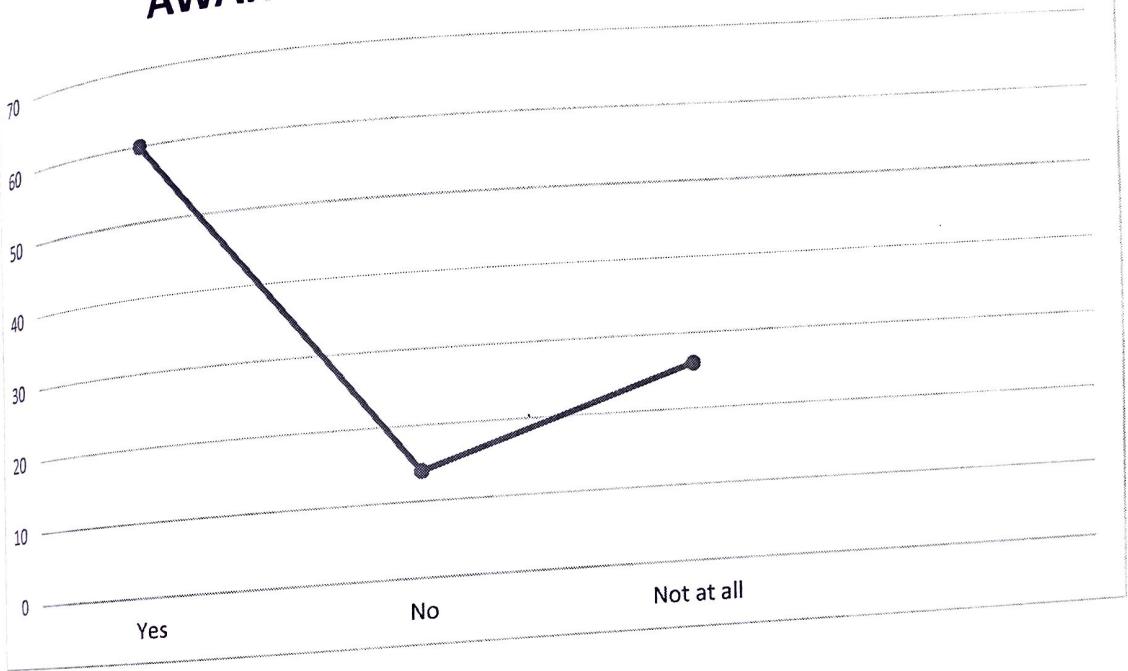
INFERENCE :

From the table it is clear that out of the total respondents taken for study, (60%) of respondents are aware about Yardley product, 26% of respondents are not at all aware of Yardley product and (14%)of the respondents were not aware of Yardley product.

Majority (60%) of the respondents are aware about Yardley product.

TABLE 3.36.1

BEST PEEK OF YARDLEY PRODUCT

FACRORS	HIGHLY SATISFIED	SATISFIED	NEUTRAL	NOT SATISFIED	HIGHLY NOT SATISFIED
Talcum powder	22	20	6	1	0
Perfume	26	19	4	0	0
Soap	7	16	19	7	0
Body lotion	8	16	14	7	3
Body spray	20	17	7	2	3

TABLE 3.36.2

FACRORS	HIGHLY SATISFIED	SATISFIED	NEUTRAL	NOT SATISFIED	HIGHLY NOT SATISFIED	TOTAL	AVERAGE	RANK
Talcum powder	115	80	18	2	0	215	4.38	II
Perfume	135	76	12	0	0	223	4.5	I
Soap	40	64	57	14	0	175	3.5	IV
Body lotion	40	68	42	14	3	167	3.4	V
Body spray	100	68	24	4	3	199	4.0	III

INFERENCE :

The above ranking table shows that the majority of the respondents have given first rank to "Perfume". The respondents have given second rank to "Talcum Powder". The respondents have given third rank to "Body Spray". And the respondents have given fourth rank to "Soap". And the least rank given to "Body lotion" by the respondents.

Majority of the respondents have given first rank to "Perfume" and the least rank have given to " Body Lotion".

TABLE 3.37.1

RANKING ON INFLUENCE TO BUY YARDLEY PRODUCT

FACTORS	I	II	III	IV	V	VI	VII	VIII	IX
Brand popularity	11	8	8	6	6	4	2		
Quality	6	10	8	5	9	2	4	5	
Fragrance	9	6	10	4	4	4	6	4	3
Availability	4	3	4	8	4	10	5	9	3
Quantity	0	5	5	8	14	5	6	5	2
Review	2	2	4	7	2	8	8	9	8
Price	0	7	6	3	4	4	10	6	10
Unique	3	6	3	6	4	7	6	7	8
Advertisement	13	2	2	3	6	6	4	5	9

TABLE 3.37.2

FACTORS	I	II	III	IV	V	VI	VII	VIII	IX	TOTAL	AVERAGE	RANK
Brand popularity	99	64	56	36	30	16	6	4	3	314	6.4	I
Quality	54	80	56	30	45	8	12	10	1	296	6.04	II
Fragrance	81	48	70	24	20	16	18	8	3	288	5.87	III
Availability	36	24	28	48	20	40	15	18	3	232	4.73	VI
Quantity	0	40	35	48	70	20	18	10	2	243	4.95	V
Review	18	16	28	42	10	32	24	18	8	196	4.0	XI
Price	0	56	42	18	20	16	30	12	10	204	4.16	VIII
Unique	27	48	21	36	20	28	18	14	8	220	4.48	VII
Advertisement	117	16	14	18	30	24	12	10	9	250	5.10	IV

RENCE :

The above ranking table shows that the majority of the respondents have given rank to "Brand Popularity". The respondents have given second rank to "Quality". The respondents have given third rank to "Fragrances". And the respondents have given fourth rank to "Advertisement". And the respondents have given fifth rank to "Quantity". And the respondents have given sixth rank to "Quantity". And the respondents have given seventh rank to "Unique". And the respondents have given eighth rank to "price". And the least rank given to "Review" by the respondents.

Majority of the respondents have given first rank to "Brand Popularity" and the least rank have given to "Review".

CHAPTER 4
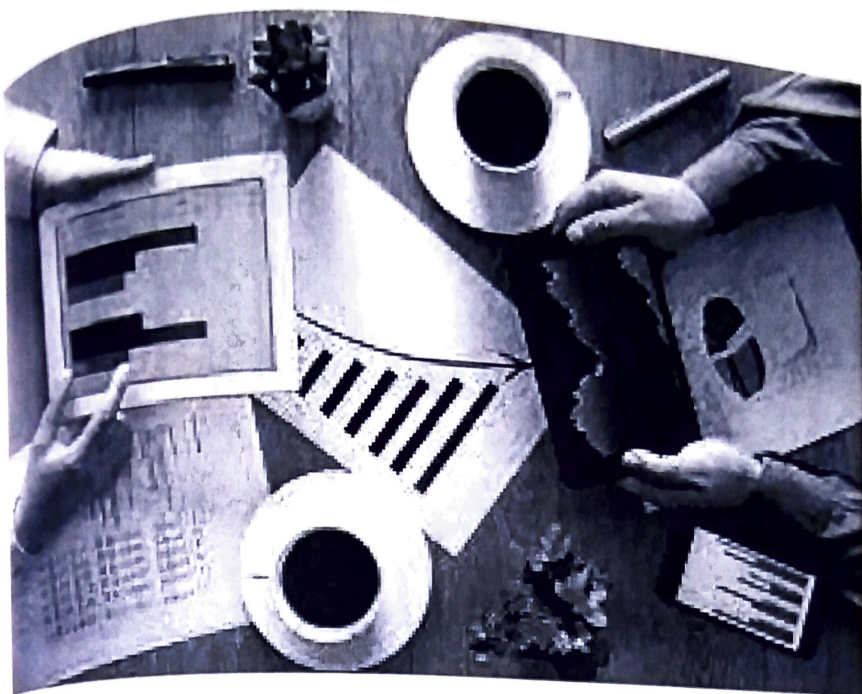
FINDINGS AND

SUGGESTION

FINDINGS AND SUGGESTION

This chapter discusses the major findings of the study besides having put down by the researches. Based on the findings and suggestions was drawn. This chapter is discussed in a concise and summary format rather than descriptive.

4.1 FINDINGS:

The following are the findings found through the analysis of the data interpretation they are as follows:

- Majority 72% of the respondents are female.
- Majority 86% of the respondents that fall into the age group of 19-25.
- Majority 70% of the respondents said that are UG degree holders.
- It is found that 68% of the respondents are students.
- It can be seen that 90% of the respondents that are unmarried.
- The majority 56% of respondents that have no monthly income.
- The majority 80% the respondents that reside in urban locality.
- The study reveals that the majority 60% of the respondents that purchase Yardley products in every 2 months
- It is observed that 64% of the respondents that have been using Yardley products for more than 2 years.
- Majority 86% of the respondents that agree that Yardley product is eco friendly
- Majority 52% of the respondents that prefer perfume
- It was clear that 54% of the respondents are influenced by fragrance of Yardley products
- Majority 92% of the respondents that said that price of Yardley is affordable
- Majority 80% of the respondents say that support any mobile app launched by Yardley.
- Majority 96% of the respondents have not faced any problem while using Yardley.
- The analysis reveals that the majority 64% of the respondents that agree that Yardley products are comfortable to them.
- Majority 67% of the respondents that suggesting offers attractive discounts on Yardley product

- Majority 58% of the respondents that buy Yardley products in mall
- It is found that 58% of the respondents that are not expecting any changes in Yardley products.
- Majority 60% of the respondents that are got awareness about Yardley product
- Majority 60% of the respondents will surely continue the Yardley product in future
- Majority 52% of the respondents are agreed that response from sales man of Yardley is good
- Majority 50% of the respondents have agreed that perfume of Yardley product is very popular
- Majority 54% of the respondents have rated Yardley product in the basis of its quality
- Majority 33% of the respondents said that classic fragrance is very famous among other fragrance of Yardley product
- 38% of the respondents that chosen English lavender flavor among other flavor in Yardley soap
- Majority 88% of the respondents are got awareness through advertisement
- Majority 52% of the respondents are using Yardley products more than 1 year
- Majority 68% of the respondents need separate showrooms for Yardley product near their residential area
- Majority 62% of the respondents agreed that cost of Yardley is reasonable
- 36% of the respondents that are chosen WhatsApp as the mean of communication
- Majority 74% of the respondents need immediate notification about new launch on Yardley product
- Majority 62% of the respondents agree that they are satisfied with Yardley product.

> Company should take necessary steps to stimulate customers in repurchasing on a frequent basis.

> Yardley should focus more on promotional activities such as television advertisements.

> The company should focus on giving better quality product as most customers were very brand loyal and were generally satisfied with the product.

> The company should try to be competitive than other companies and try to establish a strong position in the market.

> The company should make more discount on Yardley products which is expected by the consumer

> The prices of the Yardley product can be lowered to a considerable extend.

> A lot of awareness to be created to promote the usage of Yardley product.

> The negative impacts and other side effects can be rectified.

> The customer satisfaction over the usage of the Yardley product should be vividly analyzed.

> The intention to sale promotion of the Yardley products should benefit the consumers.

> The Yardley products need more popularity among the consumers.

> Proper clarifications and indications of usage of the Yardley products should be provided by the manufacturers.

> Different varieties of each products in yardley product newly introduced should be clearly conveyed to the customer.

...people of other age groups.

CHAPTER 5
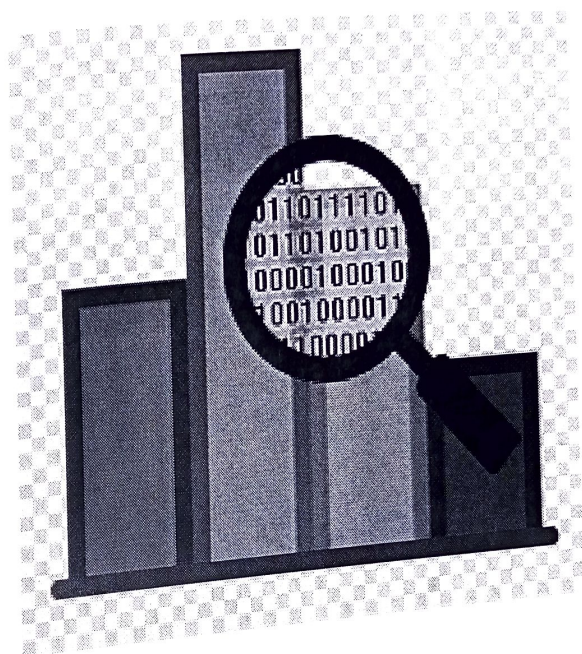
CONCLUSION

CONCLUSION:

In the changing lifestyle of the consumers they prefer Yardley products for the periodic consumption to suit their needs. This has given rise to various Yardley products like cosmetics, soap, powders, body spray, etc .These products are consumed by all age groups of people for its remedial factor, benefits, quality, easy availability, trend etc .The consumers life has been enriched and made efficient by the contribution made by Yardley products.

Customer's buying habits is the most important aspect for any product. Customers are the king," without them there can be no sale or demand for the product. The buying behavior of the customer is affected due to various reasons like price, quantity, time, sources of availability etc. In this study, the consumers consuming behavior towards the Yardley product have shown that Yardley products are preferred by all range of people and age categories. In Yardley products cosmetic products are preferred to the maximum extent. The price factors can be reduced to capture large scale of consumers .consumers must also make them aware of the reduced to capture large scale of consumers. Consumers must also make them aware of the disclaimers and other warnings notified by the manufacturers. The manufacturers must also clearly indicate the 'Directions to use ' and other 'warnings 'in their notice and advertisements.

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ANNEXURE II

QUESTIONNAIRE

QUESTIONNAIRE

"A STUDY OF CONSUMERS SATISFACTION TOWARDS YARDLEY IN THOOTHUKUDI"

Demography profile:

1. Name:
2. Age:
(A) Below 18 (B) 19-25 (C) 26-45 (D) above 45
3. Gender:
(A)Female   (B) Male
4. Educational Qualification:
(A) Higher Secondary (B) UG (C) PG (D) Diploma
5. Marital Status:
(A) Married (B) Unmarried
6. Occupation:
(A)Student (B) Self employment (C) Private Company (D) Public Company
7. Monthly Income:
(A) Nil   (B) Below 10000   (C) 10000-30000 (D) Above 60000
8. Nature of the Family:
(A) Nuclear (B) Joint Family
9 .Size Of Family:
(A) 2   (B) 3   (C) 4 (D) Above 4
10. Place of Residence:
(A)Urban   (B) Rural
11. What is the factor influence you to use YARDLEY Products
(A) Price   (B) Fragrance   (C) Advertisement (D) Experience
12. Do you agree Yardley products offers large variety of products?
(A)Strongly agree   (B) Agree (C) Neutral (D) Disagree (E) Strongly Disagree
13. How frequently do you purchase Yardley product
(A)Seldom   (B) Often   (C) Always
14. When you use this product did you get any problems?
(A)Yes (B) No
15. Do you agree Yardley products are of high quality?
(A)Strongly agree (B) Agree (C) Neutral (D) Disagree (E) Strongly Disagree
16. Which product of Yardley do you use?
(A) Actual skin products (B) Beauty products (C) Soaps   (D) Perfumes
17. Do you agree that you are satisfied with the Yardley Products?
(A)Strongly agree (B) Agree (C) Neutral (D) Disagree (E) Strongly Disagree
18. Do you support any app launched by Yardley product
(A) Yes (B) No
19. If you want immediate notification when new product launched
(A) Yes (B) No

20. If yes how can we contact you?

(A) WhatsApp (B) SMS (C) Call

21. Opinion about price of Yardley products

(A) Costly (B) Cheaper (C) Reasonable

22. Do you think price of Yardley product is affordable?

(A)Yes (B) No

23. Did you need a separate showroom for Yardley Products?

(A)Yes (B) No

24. from when you started using Yardley products

(A) More than 2 years (B) Just 1 year (C) 1 Year only

25. Have you ever used Yardley Products?

(A)Yes (B) No (C) Mostly (D) Not at all

26. Do you use Yardley products regularly?

(A)Yes (B) No

27. What is your opinion about fragrance of Yardley Products?

(A)Pleasant (B) Classic (C) Aromatic (D) Fresh (E) Warm

28. What is Yardley famous for?

(A).Soap (B).Powder (C).Perfume (D) Lotion

29. Are you aware of all Yardley Products?

(A)Yes (B) No (C) May be (D) Not at all

30. Do you think Yardley product is eco friendly

(A)Yes (B) No

31. What are the other products you use other than Yardley

(A)Ponds (B) Lox   (C) L'Oreal Paris (D) Himalaya herbals

32. What do you think Yardley product is best at?

(A)Fragrances (B) package (C) varieties

33. Which Yardley product you like the least

(A)Soap (B) Body sprays (C) Powder.

34. Do you suggest Yardley product to your friends and family

(A)Yes (B) No

35. Which is your favorite soap flavor in Yardley?

(A)English lavender (B) Royal Diamond (C) English rose (D) Jasmine

36. How do you get aware of Yardley Product?

(A)Friends (B) Family (C) Advertisement (D) Super market

37. From where do you buy Yardley product

(A)Online (B) Mall (C) Retailer (D) Showroom

38. Which age group people mostly prefer Yardley product

(A)Below 15 (B) 15 -25 (C) 25-45 (D) Above 45

39. Have you ever used cosmetics from Yardley Product?

(A)Yes (B) No

40. Do you like to have any changes towards Yardley Product?

(A)Yes (B) No

41. If yes, in what basis you like to have changes

(A)Price (B) Varieties (C) Fragrances (D) Quantity

42. Will you continue Yardley product in future
(A)Surely (B) May be
43. How the salesman responding to your queries
(A) Excellent (B) Good (C) Better (D) Bad
44. Is Yardley skin product suits for all skin types?
(A)Yes (B) No
45. Are you depending on the product by your past experience?
(A)Yes (B) No
46. How do you feel when using Yardley product
(A)Comfortable (B) Uncomfortable (C) Not bad
47. In which basis would you like to rate Yardley products
(A)Purchase experience (B) Price (C) Quality (D) Quantity
48. Do you think people have clear knowledge about Yardley Product?
(A) Yes (B) No (C) Not at all
49. How frequently you purchase Yardley product
(A) Monthly (B) 1-3 Months (C) 3-6 Months

50. What is your satisfaction level on Yardley Product?

Yardley Products	Highly Satisfied	Satisfied	Neutral	Not Satisfied	Highly Not Satisfied
Talcum Powder					
Perfume					
Soap					
Body lotion					
Body Spray					

51. Rank the factors which influenced you to buy Yardley products

FACTOR	RANKING
Brand Popularity	
Quality	
Fragrance	
Availability	
Quantity	
Review	
Price	
Unique	
Advertisement	

52. Suggestions if any _____

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A STUDY ON THE PURCHASING BEHAVIOR OF SKINCARE PRODUCTS DURING COVID-19 AMONG COLLEGE STUDENTS

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

BACHELOR OF COMMERCE

Submitted by

Chitra. N	19SUCA11
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(Reaccredited with A+ Grade by NAAC)

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

MAY 2022

DECLARATION

We have declared that the project entitled "A study on the purchasing behavior of skincare products during covid-19 among college students" submitted in partial fulfillment of the requirements for the award of the degree of Bachelor of Commerce is our original work done under the guidance and supervision of Mrs.A.PRATHIBA, M.Com,M.Phil.Theprojecthasnot previously formed the basis for the award of other degree or other similar titles and it represents entirely as independent work.

Name of students	Register no.	Signature
Chitra. N	19SUCA11	N.Chitra
Denila. J	19SUCA12	J.Denila
Dhanushiya. A. K	19SUCA13	A.K.Dhanushiya .
Divya. J	19SUCA14	Divya.J
Kavya. S	19SUCA21	S.Kavya .
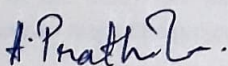
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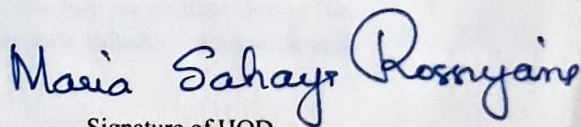
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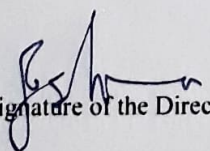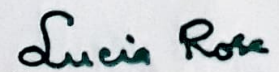
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CERTIFICATE

It is certified that this short term project work entitled **"A study on the purchasing behavior of skincare products during covid-19 among college students"** submitted to St.Mary's college (Autonomous) affiliated to Manonmaniam Sundaranar University is done in partial fulfillment of the requirements for the award of the degree of Bachelor Of Commerce and is a record soft work done in the Department of Commerce (SSC), St.Mary's college (Autonomous), Thoothukudi during the year 2021-2022 by the following students.

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Signature of the Director

Signature of the Principal

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Thoothukudi - 628 001.

Signature of the External Examiner

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ACKNOWLEDGEMENT

CONTEXT

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LIST OF FIGURE

INTRODUCTION & DESIGN OF THE STUDY

A STUDY ON THE PURCHASING BEHAVIOR OF SKINCARE PRODUCTS DURING COVID-19 AMONG COLLEGE STUDENTS

1.1 INTRODUCTION:

Skincare is an essential technique used for maintaining the health condition of the skin available on your face and body. A good skincare routine will allow you to maintain a healthy and bright appearance. From washing your face regularly to applying moisturizer, various proteins need to be included in your regular skincare routine. Understanding these will allow you to maintain glowing skin. The current generation of people is more conscious about their health, including having a regular skincare routine. A proper skincare routine will ensure that your face looks clear and fresh regardless of the pollutants and other damages that might come your way. It regularly removes the excess oil and dirt content present within your pores, prevents the occurrence of acne, reduces sunspots and makes your skin look bright and plump. Before the pandemic struck, skin care was booming. Then came a year of isolation that forced many people into working and socializing primarily online. Lockdown inadvertently created the perfect environment for staring at your own pixelated pores, whether on social media or on apps like Zoom. Many workers in places such as salons, restaurants, retail stores and in health care wear masks throughout their shifts during the COVID-19 pandemic. The CDC recommends wearing cloth masks in public to help reduce the spread of the coronavirus by people who have COVID-19 but don't realize it. But as helpful as it is, mask use can lead to chafing of the skin on the bridge of your nose, chin, cheeks and even behind the ears. Some people develop itchiness or a rash. Sweaty or damp conditions under the mask can lead to acne breakouts.

1.2 STATEMENT OF THE PROBLEM:

The COVID-19 pandemic has affected the lifestyles and motivations of college students, such that their purchasing behaviors also changed. The present study seeks to assess these changes. In achieving this goal, the study determined the impact of the pandemic on purchasing behavior across industries to identify the priorities of college students. It aims to identify the most important factors influencing college students' shopping behavior based on the pandemic spread. The basic purchasing criteria remained the price, availability, and convenience, and a new criterion has emerged—hygiene. The percentage of spontaneous purchases decreased, and the percentage of planned purchases increased. Hence the researcher aims to test the proposed approach to assessing the purchasing behavior of college students, through "A STUDY ON THE PURCHASING BEHAVIOR OF SKINCARE PRODUCTS DURING COVID-19 AMONG COLLEGE STUDENTS IN TUTICORIN DISTRICT" which can contribute to the identification of trends and patterns of purchasing skincare products. Therefore, it can be a component of a comprehensive toolkit in the design of purchasing strategy, used to buy skincare products.

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1.3 OBJECTIVES:

- To know the types of skincare products college students use.
- To analyze the factors affecting purchasing behavior of skincare products by college students during COVID-19.
- To grasp the satisfaction level of college students on purchasing skincare products during COVID-19.

1.4 SCOPE OF THE STUDY:

The study covers the study on the purchasing behavior of skincare products during COVID-19 among college students in tuticorin district by sample size of 64 respondents.

1.5 RESEARCH 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 the purchasing behavior of the college student. The researchers had an informer interview with the respondents and information disclosed therein were recorded. A number of discussion work was made besides the respondent with the study on the purchasing behavior of skincare products during covid-19 among college students and data has been collected from both primary and secondary sources.

1.6 AREA AND PERIOD OF STUDY:

The area of a study is limited with the geographical area in tuticorin district. The research work was done during the period of March. The respondents were interviewed in the college premises during the leisure hours. Since this very limited period researchers did a comprehensive study.

1.7 SAMPLING DESIGN:

By adopting convenience sampling respondents were selected among college students and the questionnaire distributed among them to elicit primary data.

1.8 COLLECTION OF DATA:

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 Survey and it was distributed and sent to college students of tuticorin 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 IMPORTANCE OF DATA:

Importance is a subjective indicator of value as a concept it is the recognized attribution of subjects significance or value as defined by a perspective. In its most basic form important is used to define subjects that are essential and relevant.

1.10 LIMITATIONS OF THE STUDY:

- 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.
- Due to time and economic constraints the research number of respondents has been limited to so.
- The suggestions are not constant because the mindset of the respondents may be changed.
- The study mainly covered the purchasing behavior of skincare products of college students in tuticorin district.

CHAPTER SCHEDULE:

The project report is classified into 4 chapters.

CHAPTER 1

The first chapter deals with introduction and research design.
- Introduction
- Statement of the problem
- Objective of the study
- Methodology
- Importance of the study
- Limitation of the study
- Chapterization

CHAPTER 2

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

CHAPTER 3

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

CHAPTER 4

The fourth chapter summarizes the Findings, Suggestions and Conclusion.

ANNEXURE

1. Questionnaire
2. Bibliography

PROFILE OF THE STUDY

2.1 Introduction

Great skin is not simply a matter of DNA — your daily habits, in fact, have a big impact on what you see in the mirror. But depending on which product reviews you read or doctors you consult, there is a dizzying number of opinions on everything from how to moisturize to how to protect yourself from UV rays. Ultimately, caring for your skin is simply personal.

2.2 Types of skin

NORMAL   DRY   COMBINATION

OILY   SENSITIVE   ACNE
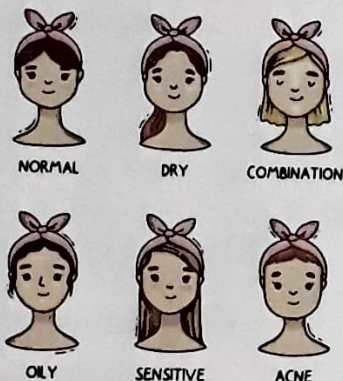
2.2.1 Normal skin

'Normal' is a term widely used to refer to well-balanced skin. The scientific term for well-balanced skin is eudermic. The T-zone (forehead, chin and nose) may be a bit oily, but overall sebum and moisture is balanced and the skin is neither too oily nor too dry.

Identification of normal skin:

Normal skin has:

- fine pores
- good blood circulation
- a velvety, soft and smooth texture
- a fresh, rosy colour uniform transparency
- no blemishes and is not prone to sensitivity.

2.2.2 Dry skin

'Dry' is used to describe a skin type that produces less sebum than normal skin. As a result of the lack of sebum, dry skin lacks the lipids that it needs to retain moisture and build a protective shield against external influences. This leads to an impaired barrier function. Dry skin (Xerosis) exists in varying degrees of severity and in different forms that are not always clearly distinguishable. Significantly more women suffer from dry skin than men and all skin gets drier as it ages. Problems related to dry skin are a common complaint and account for 40% of visits to dermatologists.

2.2.3 Oily skin

'Oily' is used to describe a skin type with heightened sebum production. An over production is known as seborrhea. A number of issues trigger the overproduction of sebum:

- genetics
- hormonal changes and imbalances
- medication
- stress
- comedogenic cosmetics (make-up products that cause irritation)

2.2.4 Combination skin

In combination skin the skin types vary in the T-zone and the cheeks. The so-called T-zone can differ substantially – from a very slim zone to an extended area.
Combination skin is characterized by:

- an oily T-zone (forehead, chin and nose)
- enlarged pores in this area perhaps with some impurities
- normal to dry cheeks

2.3 Skincare Ingredients

2.3.1 Retinol

Retinol is a type of retinoid, which is made from vitamin A. It does not remove dead skin cells, as many other products for mature skin do. Instead, the small molecules that make up retinol go deep beneath the epidermis (outer layer of skin) to your dermis. Once in this middle layer of skin, retinol helps neutralize free radicals. This helps boost the production of elastin and collagen, which creates a "plumping" effect that can reduce the appearance of:

- fine lines
- wrinkles
- enlarged pores

2.3.2 Argan Oil

Argan oil is made from the kernels that grow on the argan trees native to Morocco. It's most frequently sold as pure oil, which can be applied topically (directly to the skin) or ingested

in order to provide several health benefits. It comes in supplement capsule form to be taken by mouth. It's also commonly mixed into a number of cosmetic products like shampoos, soaps, and conditioners. Argan oil has traditionally been used both topically and orally to improve the health of skin, hair, and nails. It contains a number of different beneficial properties and vitamins that form a powerful combination to boost skin health.

2.3.3 Vitamin C

Needless to say, vitamin C is an absolute gem in skincare! It is generously loaded with amazing benefits from preventing the signs of early aging, making the skin even tone to work as a quick shot of antioxidants into the skin cells. Interestingly, it is much more effective when applied topically. Vitamin C is widely available in the market as it is one of the most well researched ingredients. You can easily get your hands on face cleansers, toners, serums, and moisturizers infused with the goodness of vitamin C. What makes this vitamin a legend is that it upworks every (oily acne-prone skin/ sensitive) skin type to lift its overall appearance and elasticity.

2.3.4 Vitamin E

Vitamin E is a fat-soluble, essential nutrient with anti-inflammatory properties. Vitamin E helps support the immune system, cell function, and skin health. It's an antioxidant, making it effective at combating the effects of free radicals produced by the metabolism of food and toxins in the environment. Vitamin E may be beneficial at reducing UV damage to skin. It may also be effective at reducing the symptoms of atopic dermatitis and fatty liver disease, and for slowing the progression of mild to moderate Alzheimer's disease. Vitamin E is even used to widen blood vessels, reducing the risk of blood clots. UV light and sun exposure reduce vitamin E levels in skin. Vitamin E levels also decrease with age. However, vitamin E is available in many foods, in supplement form, and as an ingredient in products applied topically.

2.3.5 Vitamin B3

Niacinamide, also called nicotinamide, is a form of vitamin B-3, an essential nutrient. A B-3 deficiency can lead to disorders of the skin, kidneys, and brain. Taking niacinamide can help prevent B-3 deficiency. And there's much more to this nutrient, especially when it comes to general skin health. Although more research is needed, topical niacinamide may help treat certain skin conditions, including acne and eczema. Many topical niacinamide products come in the form of serums. Think of serums as extra treatments that address individual skin concerns outside of regular cleansing, toning, and moisturizing. Your niacinamide serum should be applied after toning but before moisturizing. Some cleansers and creams also contain niacinamide. This ingredient is also found in some face masks, which are rinsed off after each use.

2.3.6 Green tea

Rich with antioxidants and nutrients, green tea is considered by many to have benefits for a variety of health issues. A 2018 study showed the major polyphenolic compound present in

green tea, EGCG (epigallocatechin-3-gallate), was found to exhibit a wide range of therapeutic properties, including:

- anti-oxidant
- anti-inflammatory
- anti-atherosclerosis
- anti-myocardial infarction
- anti-diabetes

2.3.7 Algae extracts

The slimy vegetation usually found on ocean floors is actually a versatile ingredient that is used in many skincare products. Algae extracts in skincare have been used primarily for two reasons — hydration and collagen care. A kind of algae called astaxanthin is known as one of the most potent antioxidants in the world. It, thus, provides anti-ageing benefits by reducing enzymes that break down collagen in the skin. The result is skin that has high elasticity and reduced appearance of fine lines and wrinkles. Even though algae is one of the frontrunners in terms of being a hydrating agent, its claim to fame is treating hyperpigmentation issues like acne scars and dark circles. Popular algae varieties like seaweed and red algae are known to calm inflammation in the skin and contribute to overall health. We know how difficult it can be to find the right products to deal with chronic skin conditions like dermatitis and eczema. The right ingredient is needed to minimize breakouts and keep irritation at bay. Microalgae and chlorella are known to treat acne flare-ups gently.

2.4 Skincare product BRANDS
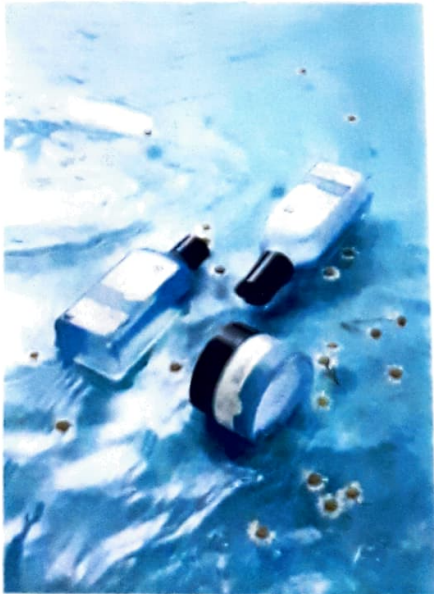
2.4.1 Enchanteur

Enchanteur, the flagship brand of Wipro-Unza, is available in over 50 countries, including India. They created a range of perfumes using classic French techniques. They infused them with timeless floral aromas like Bulgarian Roses, Passionfruit blossoms, White Jasmine, Lilies, Tuberoses, to name a few. Thus, their signature fragrances were born.

Products of Enchanteur

- Talcum Powder
- Body lotion
- Hand care
- Bath care
- Perfumes & Body spray
- Perfumed deo roll on

2.4.2 Garnier

Garnier is a mass market cosmetics brand of French cosmetics company L'Oréal. It produces hair care and skin care products. Garnier is at the forefront of formulating natural & naturally inspired products, a legacy which began when Garnier patented the first ever plant-based hair lotion back in 1904. More recently, Garnier has made major steps towards becoming a more natural and sustainable brand. Garnier has transformed many of its products, with formulas of more than 90% natural origin ingredients, certified organic product ranges, and vegan formulas. Garnier has also reduced the weight of some packaging, as well as ensuring it is made from recycled plastic and is more recyclable. Garnier commits to Green Beauty, an end-to-end approach to sustainability. Green Beauty is set to transform Garnier, helping to reduce the brand's environmental impact at every stage of its value chain. All Garnier products, globally, are now officially approved by Cruelty Free International under the Leaping Bunny programme.

Products of Garnier

- Men's face wash & Women's face wash
- Anti aging cream
- Skin perfector
- Pimple clearing whitening cream
- Fairness serum cream

2.4.3 Good vibes

Launched in 2018, Good Vibes along with Purplle's other private brands such as NY Bae contribute close to 40 per cent of the marketplace's revenue. Since the biggest chunk of Good Vibes sales comes from the East, the company intends to first roll out offline distribution in West Bengal. While Good Vibes was initially sold only on Purplle, last year, it was rolled out on Amazon and Flipkart. Manish Taneja, Co-Founder and CEO, Purplle.com claims that the brand

is among the highest selling personal care brands on Amazon and Flipkart. "Good Vibes has clearly transcended Purplle," he says.

Products of Good vibes

- Face wash
- Face gel
- Face serum
- Skin toner
- Perfumed serum
- Flavored toner
- Orange gel

2.4.4 Lakme

Lakmé is an Indian cosmetics brand, as it is owned by Hindustan Unilever. Having Shraddha Kapoor, Kajol Devgn, Kareena Kapoor, and Ananya Pandey as brand ambassadors, it ranked at number 1 among the cosmetics brands in India. Lakme started as a 100% subsidiary of Tata Oil Mills (Tomco). It was named after the French opera Lakmé, which itself is the French form of devi Lakshmi (the Hindu goddess of wealth) who is renowned for her beauty. It was started in 1952 famously, because Prime Minister Jawaharlal Nehru was concerned that Indian women were spending precious foreign exchange on beauty products and personally requested JRD Tata to manufacture them in India. Simone Tata joined the company as director and went on to become the chairperson. In 1996, Tata sold off their stakes in Lakmé Lever to HUL, for Rs 200 Crore (45 million US$)

Products of Lakme

- Lipstick
- Eye makeup kit
- Bridal kit
- CC cream
- Day and night cream
- Foundation
- Sun expert lotion
- Cleansing milk
- Face magic

2.4.5 Loreal Paris

L'Oréal S.A. is a French personal care company headquartered in Clichy, Hauts-de-Seine with a registered office in Paris. It is the world's largest cosmetics company and has developed activities in the field concentrating on hair colour, skin care, sun protection, make-up, perfume, and hair care. L'Oréal got its start in the hair-color business, but the company soon branched out into other cleansing and beauty products. L'Oréal currently markets over 500 brands and

thousands of individual products in all sectors of the beauty business: hair color, permanents, hair styling, body and skincare, cleansers, makeup, and fragrance. The company's products are found in a wide variety of distribution channels, from hair salons and perfumeries to supermarkets, health/beauty outlets, pharmacies and direct mail.

Products of Loreal Paris

- Bath cream
- Vitamin colour
- Smoothing cream cleanser
- Sensi balance
- Invisi fix 8 clear and clean gel
- Face wash
- White perfect scrub
- Shower gel for men
- Magique smoothing primer
- Roll-on deodorant

2.4.6 Lotus

Lotus Herbals is a well-known Indian brand producing over 250 skin care, hair care and make-up products. They are a natural cosmetics company which believes in integrating the ancient science of Ayurveda with modern innovations in beauty. When the brand first started out in 1993, they were exclusively exporting their products, but soon built a strong market in India as well. Lotus Herbals' sunscreen products are hugely popular and their 3-in-1 Matte Look Daily Sunblock and Daily Multi–Function Sunblock are considered to be the best among them.

Products of Lotus

- Whitening cream
- Deep cleaning skin cream
- Tea Tree face wash
- Radiant diamond facial kit
- Radiant gold facial kit
- Anti aging cream
- Instant glow facial kit
- Neem face wash
- Deep pore cleansing face wash
- Body scrubs

2.4.7 Mama Earth

Mamaearth is an Indian company of Health, Wellness & Fitness. The company headquarter is in Gurgaon, Haryana. It is one of the leading companies or a brand which intends to make lives of mums & expectant mums better and beautiful. A brand which welcomes all babies to a healthy and a safe world. Mamaearth products will take care of every parents &

baby's well-being from head to toe with safe, toxin-free, international standard products which you can choose without having to think twice.

Products of Mama Earth

- Charcoal face wash
- Tea Tree face wash
- Face cream
- Face mask
- Face scrub
- Face serum
- Toner
- Face gel
- Sheet mask

2.4.8 Neutriderm

Neutriderm Moisturising Lotion is water based moisturizer which when applied gets easily absorbed into the skin and also contains special Vitamin E that moisturizes deeply into the skin leaving the skin soft and bright. It soothes the skin and is non greasy and non sticky in nature. Its Vitamin E is different from others as it keeps releasing its benefits longer than any other Vitamin E creams or lotions. It contains the anti- oxidant properties which reduces the effects of erythema, redness, wrinkles, age spots and fine lines. These things take lots of time to show good results, so one needs to be consistent and dedicated to using it to show good results. It can be used even before makeup as it's light weight, non greasy and non sticky. Neutriderm Moisturising Lotion is also said to be effective in the prevention of stretch marks due to pregnancy resulting in softer and smoother skin. It gives best results for the dry skin as it nourishes and moisturizes the skin. It replenishes the dead cells, soothes skin and makes it soft and glowing. Being water based it's not just best for dry skin it's best for oily and sensitive skin too.

Products of Neutriderm

- Skin whitening cream
- Vitamin E lotion
- Pre-makeup skincare combo
- Sunblock combo kit

2.4.9 Nivea

The development of NIVEA Creme over 100 years ago marked the beginning of a unique success story and the birth of the World's No.1 Skin Care Brand*. NIVEA is the product of brilliant research, outstanding creativity, and sound business acumen.They developed the world's first stable oil-and-water-based cream that was suitable for mass production in 1911 and called it NIVEA. The "mother of all creams" was named for its white colour, and the word NIVEA is derived from the Latin word "nix, nivis" meaning snow. So NIVEA means "snow white." In

addition to Eucerit, which was used to bind the oils with water, the original Creme also contained glycerin and a little citric acid, fragranced with rose and lily-of-the-valley oils. Despite regular refinements to adapt NIVEA Creme's formula to the latest scientific findings, in essence it has changed very little over the last 100 years.

Products of Nivea
- Face cream
- Face wash
- Face gel
- Face scrub
- Fragrances
- Dark spots reduction cream
- Body lotions
- Deo-roll on

2.4.10 Olay

Olay, previously Oil of Olay, Oil of Olaz, Oil of Ulan or Oil of Ulay, is an American skin care brand owned by Procter & Gamble. For the 2009 fiscal year, which ended on June 30, Olay accounted for an estimated $2.8 billion of P&G's revenue. It was unique in the early days because it was a pink fluid rather than a cream, packaged in a heavy glass bottle. Wulff and his marketing partner, Jack Lowe, a former copywriter, had tested the product on their wives and friends and were confident in its uniqueness and quality. Olay's marketing was also unique, since it was never described as a moisturizer, nor even as a beauty fluid. Nowhere on the packaging did it say what the product actually did. Print advertisements used copy such as "Share the secret of a younger looking you" and talked about the "beauty secret" of Oil of Olay. Other advertisements were written as personal messages to the reader from a fictitious advice columnist named Margaret Merril. They ran in Reader's Digest and newspapers and often looked like editorials.

Products of Olay
- Night cream & Day cream
- BB and CC cream
- Serum and essence
- Cleanser
- Face wash & Sheet mask

2.4.11 Vaseline

Vaseline is an American brand of petroleum jelly-based products owned by transnational company Unilever. Products include plain petroleum jelly and a selection of skin creams, soaps, lotions, cleansers, and deodorants. In 1859, Robert Chesebrough, a chemist who formerly clarified kerosene from the oil of sperm whales, traveled to the oil fields in Titusville, Pennsylvania to research what new materials might be created from this new fuel. There he

learned of a residue called rod wax that had to be periodically removed from oil rig pumps. The oil workers had been using the substance to heal cuts and burns. Chesebrough took samples of the rod wax back to Brooklyn, extracted the usable petroleum jelly, and began manufacturing a medicinal product he called Vaseline.

Products of Vaseline

- Lip moisturizer
- Coco glow skincare
- Body ice cream gel
- Body lotions
- Deep Restore
- Intensive Body Care
- Sensitive Skin
- Almond Smooth

ANALYSIS & INTERPRETATION OF THE STUDY

INTRODUCTION:

The process of data analysis involves processing the gathered information related to the topic of the thesis by using statistical tools to explore the thesis into a great depth and draw conclusions from it. In this chapter,the researcher attempts to discuss the purchase behavior of skincare products, types of skincare products, factors affecting purchasing behavior during COVID-19 and the satisfaction level on purchasing skincare products during COVID-19.

Analysis of data plays a dominant role in the completion of a project. Tables and diagrams assist the research team members to analyze the data. 64 respondents were met and data were collected through questionnaires. Each question in the questionnaire is analyzed individually, sufficiently tabulated and represented graphically

This chapter is devoted to presenting the analyzed data in an appropriate manner. For the purpose of analysis, the statistical tools like

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

Table 3.1

Age of the respondents

Particulars	No.of respondents	Percentage
17-19	3	4.7
19-21	56	87.5
Above 21 yrs	5	7.8

Source: Primary data

Table 3.1 shows the age of respondents, who have purchased skincare products during COVID-19. Out of 64 respondents, 87.5% belong to the age group 19-21 years, 7.8% belong to the age group above 21 years and only 4.7% belong to the age group 17-19 years. Therefore, the majority (87.5%) of the respondents belong to the age group 19-21 years.

Figure 3.1

Age of the respondents
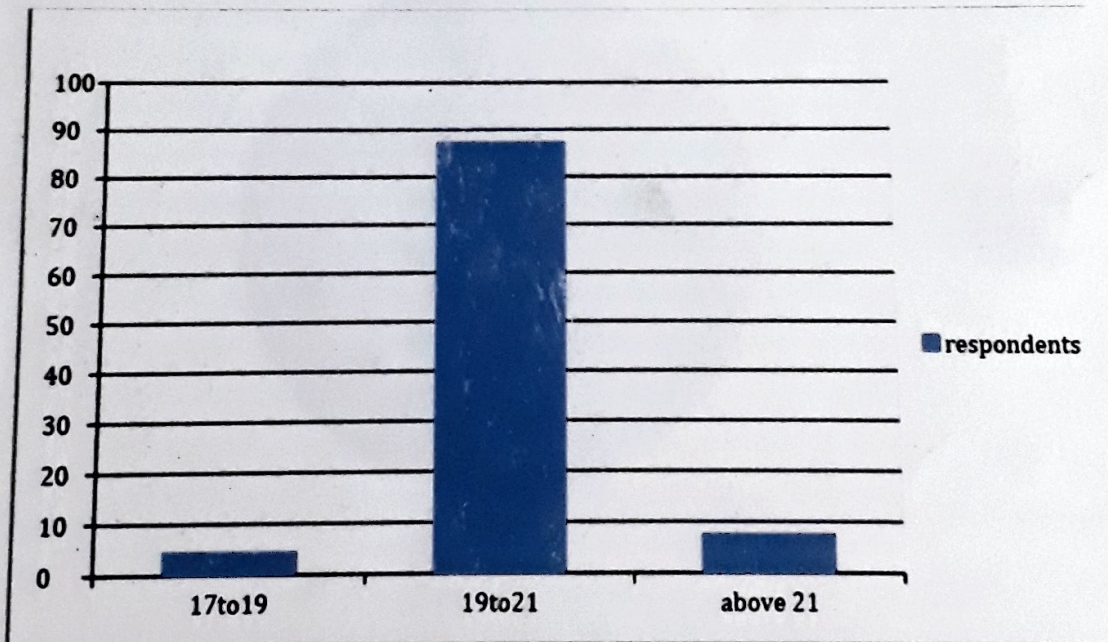
Table 3.2
Gender of the respondents

Particulars	No. of respondents	Percentage
Male	14	14
Female	50	86

Source: Primary data

Table 3.2 shows the gender of respondents, who have purchased skincare products during COVID-19. Out of 64 respondents, 86% were female respondents and only 14% were male respondents. Therefore, the majority (86%) of the respondents were female.
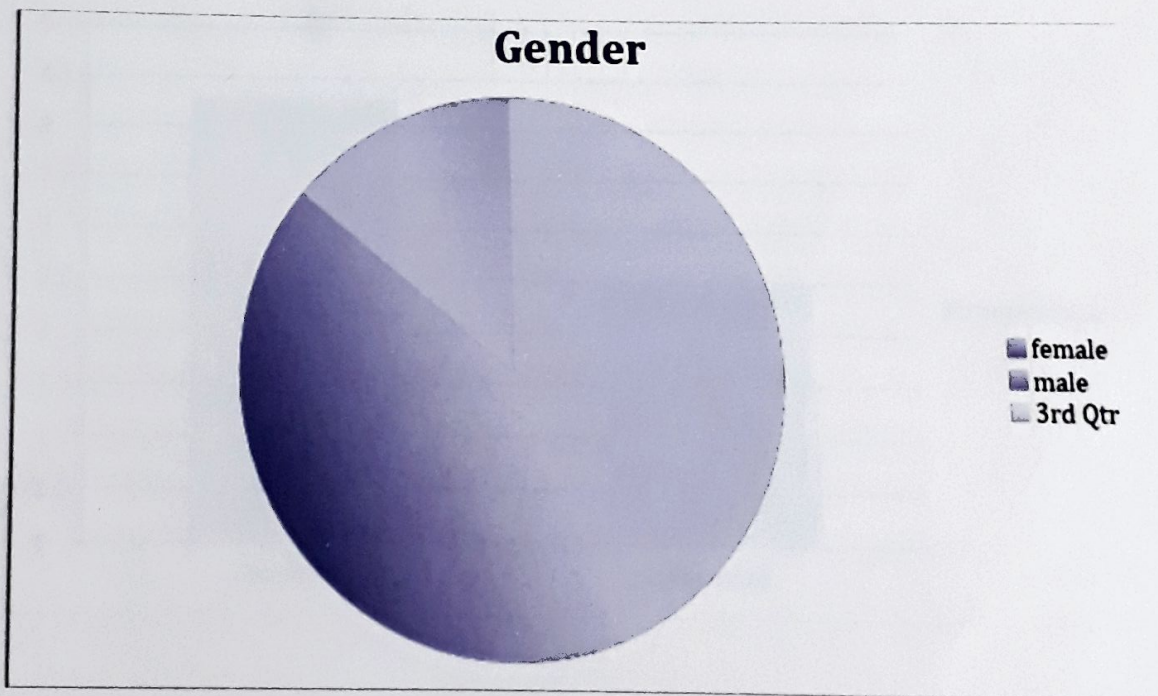
Figure 3.2
Gender of the respondents

Gender

- female
- male
- 3rd Qtr

Table 3.3
Marital status of the respondents

Particulars	No.of respondents	Percentage
Married	4	6.2
Unmarried	60	93.8

Source: Primary data

Table 3.3 shows the marital status of the respondents. Out of 64 respondents, 93.8% were unmarried and 6.2% were married. Therefore, the majority(93.8%) of the respondents were unmarried.

Figure 3.3

Marital status of the respondents

Table 3.4

Skin type of the respondents

Particulars	No.of respondents	Percentage
Dry skin	7	11
Oily skin	21	32.8
Combination skin	28	43.7
Sensitive skin	8	12.5

Source: Primary data

Table 3.4 shows the skin type of the respondents. Out of 64 respondents, 43.7% belong to combination skin type, 32.8% belong to oily skin type, 12.5% belong to sensitive skin type and only 11% belong to dry skin type. Therefore, the majority(43.7%) of the respondents belong to combination skin type.

Figure 3.4

Skin type of the respondents
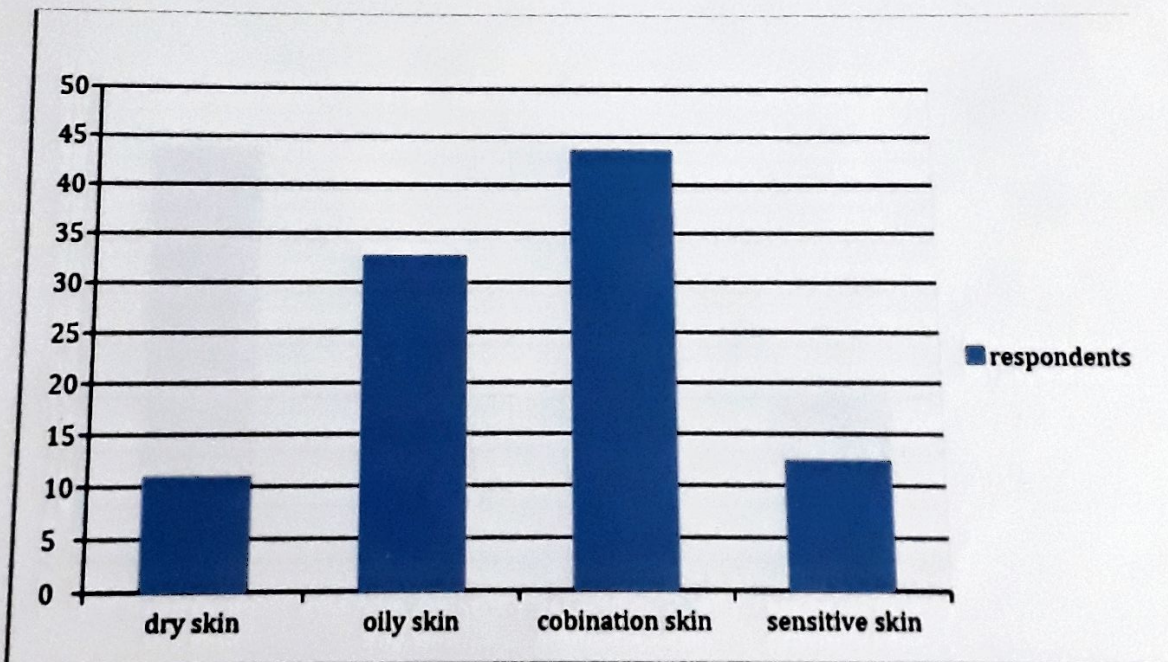
Table 3.5
Purpose of using skincare products

Particulars	No. of respondents	Percentage
Facial care	25	39.1
Young look	8	12.5
Improving self-image	21	32.8
Being fashionable	10	15.6

Source: Primary data

Table 3.5 shows the purpose of using skincare products. Out of 64 respondents, 39.1% chose skincare for facial care, 32.8% chose skincare for improving self-image, 15.6% chose skincare for being fashionable and only 12.5% chose skincare for a young look. Therefore, the majority (39.1) of the respondents chose skincare for facial care.

Figure 3.5
Purpose of using skincare products
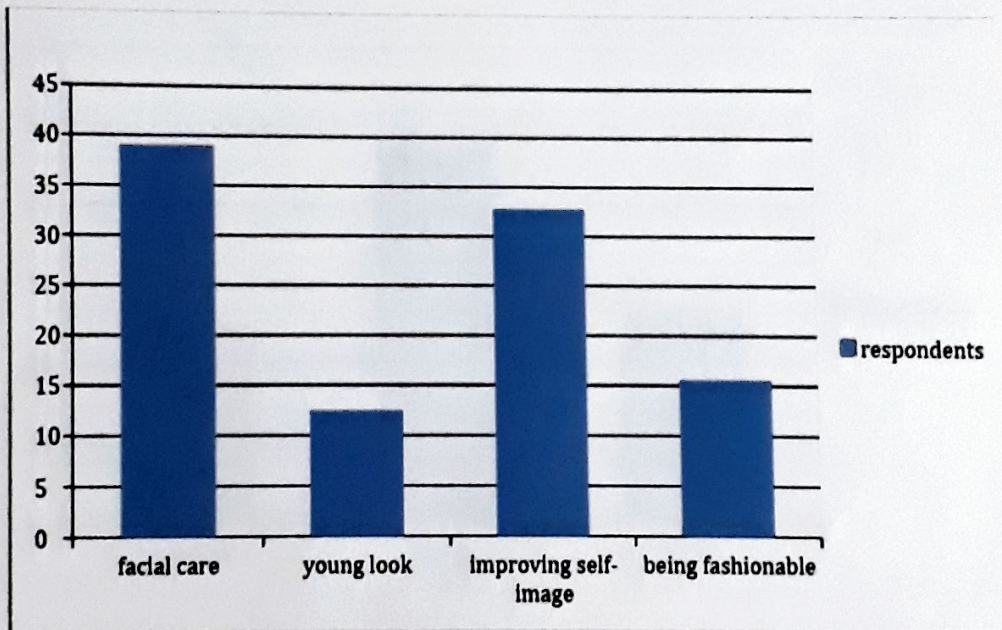
Table 3.6
Consistency comfortable for skincare

Particulars	No.of respondents	Percentage
Powder	16	25
Cream	31	48.4
Serum	17	26.6

Source: Primary data

Table 3.6 shows the comfortable consistency for skincare. Out of 64 respondents, 48.4% felt comfortable with cream type products, 26.6% felt comfortable with serum type products and 25% felt comfortable with powder type products. Therefore, the majority (48.4%) of the respondents felt comfortable with cream type products.

Figure 3.6
Consistency comfortable for skincare
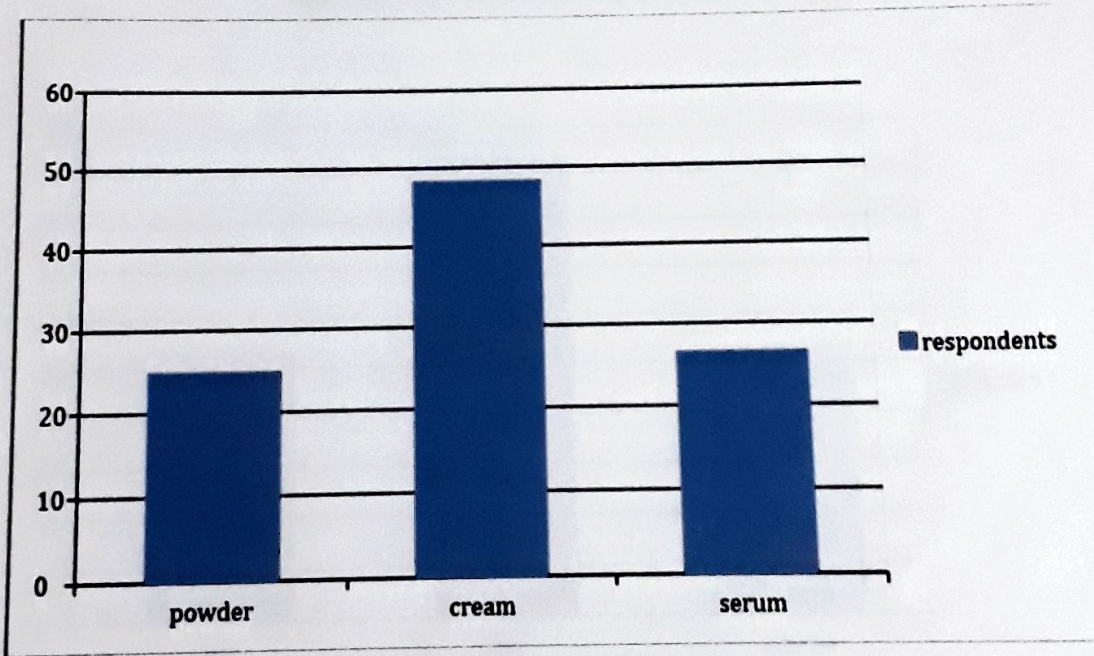
Table 3.7
Skincare preference according to climate condition

Particulars	No.of respondents	Percentage
Yes	17	26.6
No	30	46.9
May be	17	26.6

Source: Primary data

Table 3.7 shows the skincare preference according to climate condition. Out of 64 respondents, 46.9% don't change their preference according to climate condition, 26.6% change their preference according to climate condition and 26.6% may change their preference according to climate condition. Therefore, the majority(46.9%) of the respondents don't change their preference according to climate conditions.

Figure 3.7
Skincare preference according to climate condition
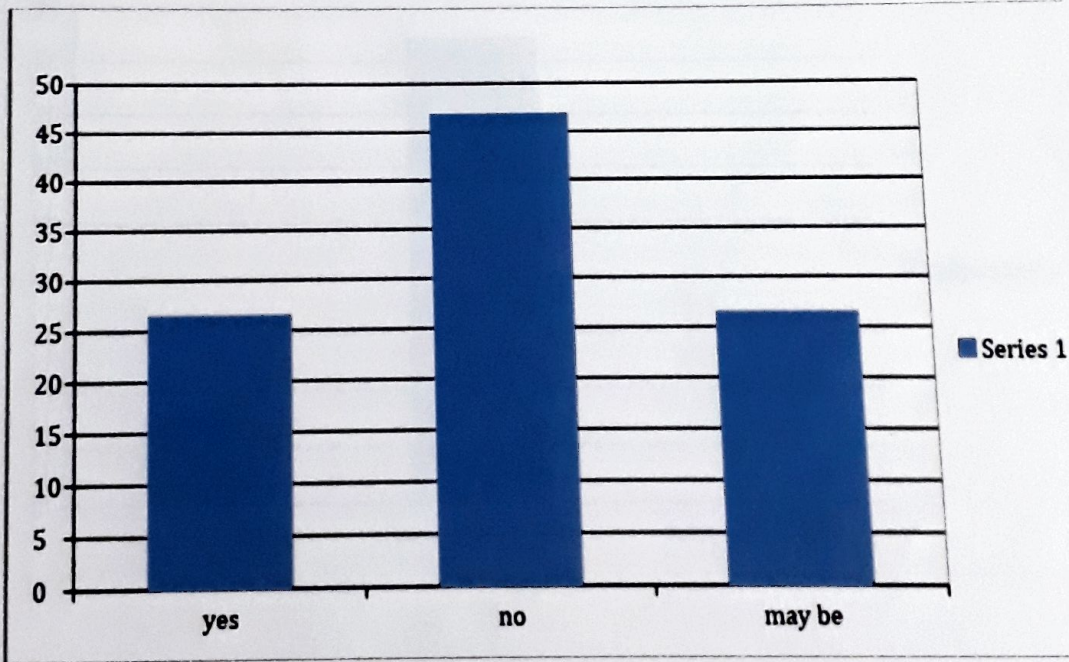
Table 3.8

Types of sunscreen suggestion

Particulars	No.of respondents	Percentage
Sunscreen spray	10	15.6
Sunscreen lotion	54	84.4
Sunscreen sticks	0	0

Source: Primary data

Table 3.8 shows the types of sunscreen suggestion. Out of 64 respondents, 84.4% prefer sunscreen lotion, 15.6% prefer sunscreen spray and 0% prefer sunscreen sticks. Therefore, the majority(84.4%) of the respondents prefer sunscreen lotion.
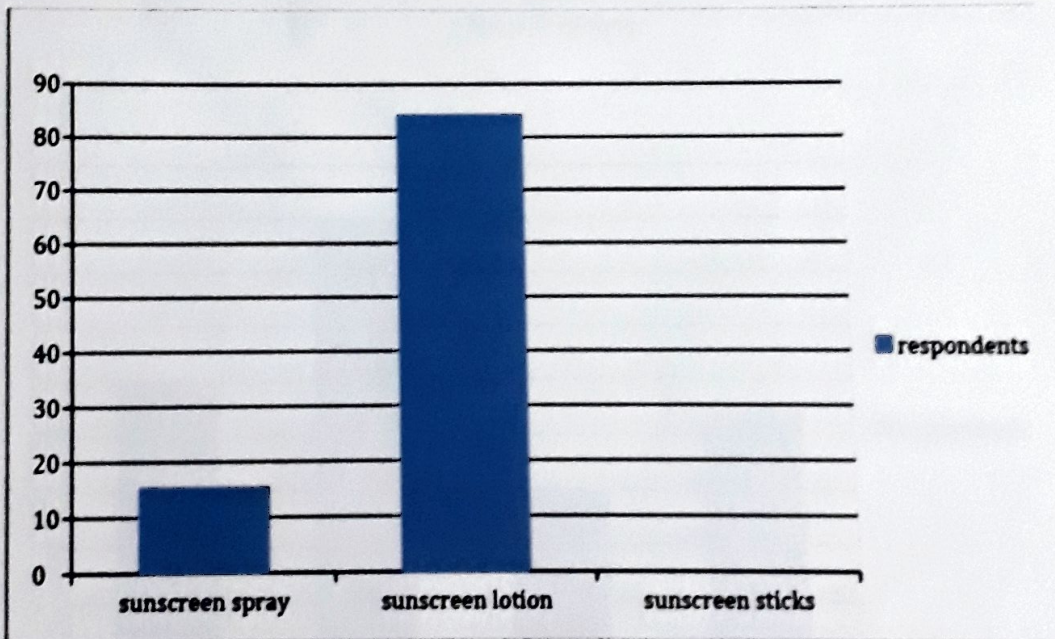
Figure 3.8

Types of sunscreen suggestion

Table 3.9
Benefit of toner

Particulars	No.of respondents	Percentage
Hydration	16	25
Moisturize	25	39.7
Skin damage	9	14.7
Smooth texture	14	22

Source: Primary data

Table 3.9 shows the benefit of toner. Out of 64 respondents, 39.7% prioritize moisturization, 25% prioritize hydration, 22% prioritize smooth texture and only 14.7% prioritize skin damage control. Therefore, the majority(39.7%) of the respondents prioritize toner for moisturization.
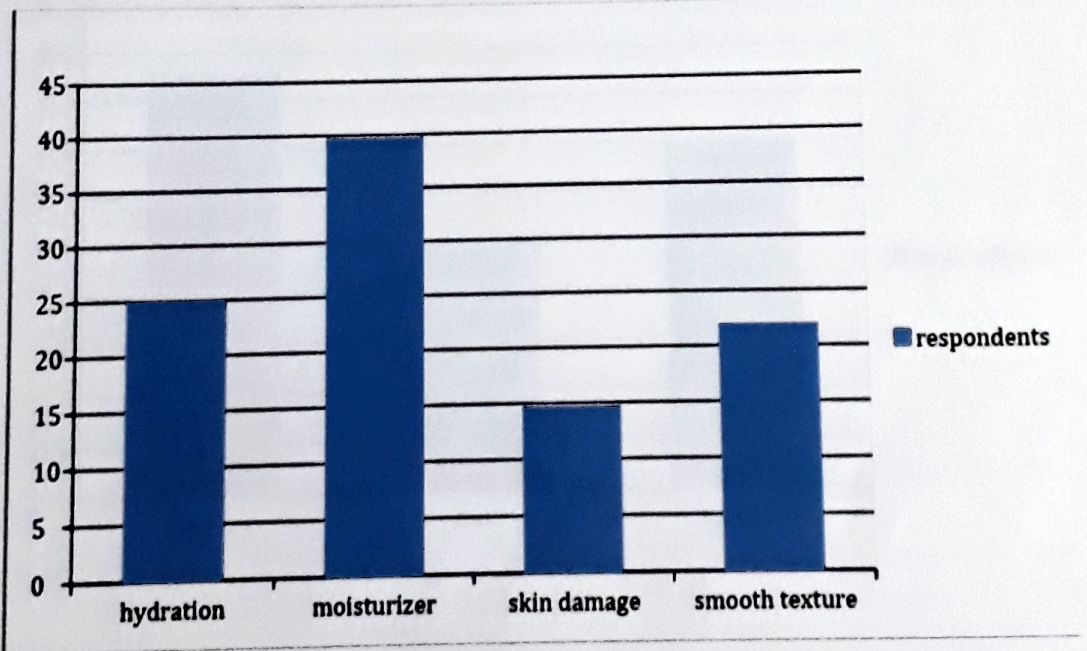
Figure 3.9
Benefit of toner

34

Table 3.10
Preference of Flavor

Particulars	No.of respondents	Percentage
Flowers	12	18.7
Fruits	25	39
Herbals	27	42.3

Source: Primary data

Table 3.10 shows the preference of flavor of skincare products. Out of 64 respondents, 42% prefered herbal flavor, 39% prefered fruit flavor and only 19% prefered flower flavor. Therefore, the majority(42%) of the respondents prefered herbal flavor.
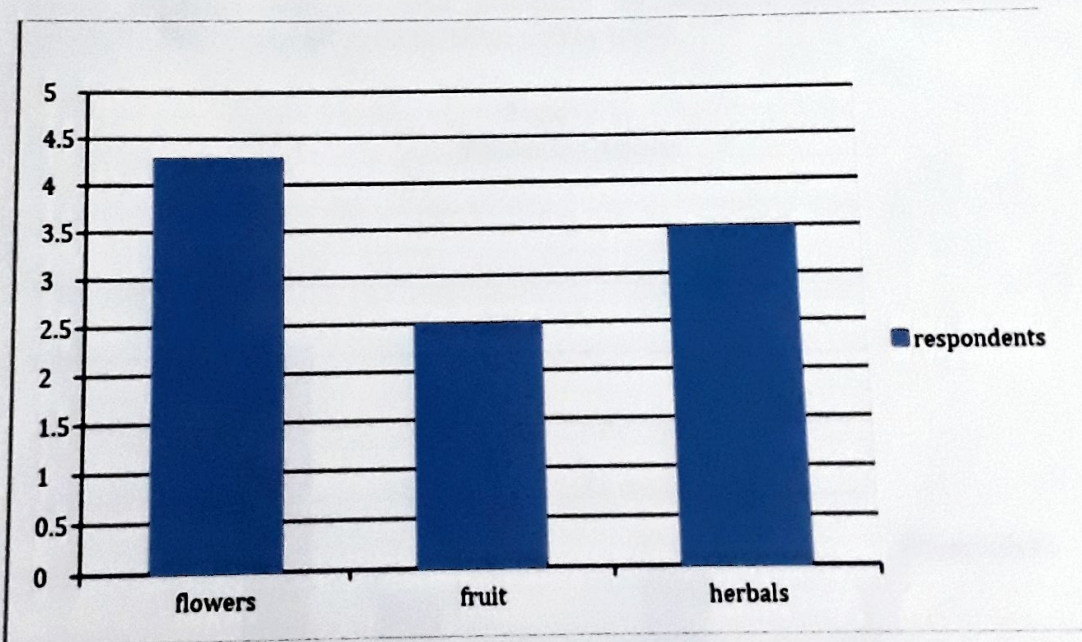
Figure 3.10
Preference of Flavor

35

Table 3.11

Purchasing Aspects

Particulars	No.of respondents	Percentage
Price	7	11
Brand	33	51.7
Eco-Friendly material	11	17
Packing Aesthetics	0	0
Skincare product itself	13	20.3
Recycling Program	0	0

Source: Primary data

Table 3.11 shows the purchasing aspects of skincare products. Out of 64 respondents, 51.7% were influenced by brand, 20.3% were influenced by the skincare product itself, 17% were influenced by eco-friendly materials, 11% were influenced by price, 0% were influenced by packing aesthetics and 0% were influenced by recycling programs. Therefore, the majority(51.7%) of respondents were influenced by brands.

Figure 3.11

Purchasing Aspects
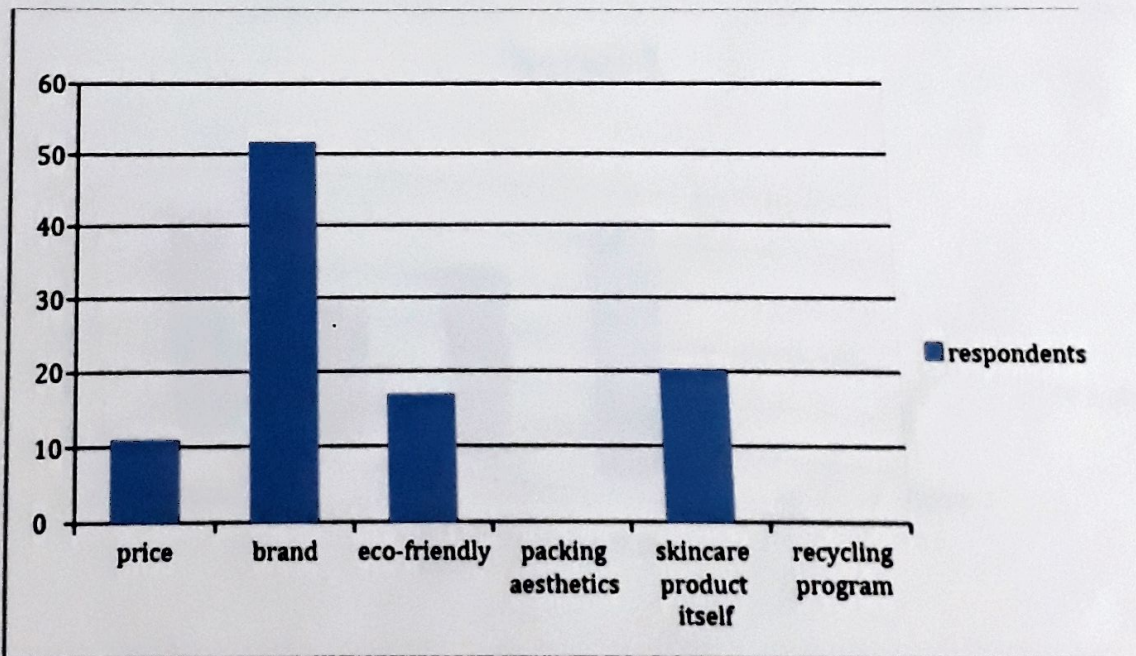
Table 3.12
Promised effects of Skincare products

Particulars	No.of respondents	Percentage
Very Much	21	32.8
Fairly Much	27	42.2
Up to some extent	12	18.7
Very little	4	6.3
Not at all	0	0

Source: Primary data

Table 3.12 shows the belief in promised effects of skincare products. Out of 64 respondents, 42.2% fairly much believed in promised effects of skincare products, 32.8% very much believed in promised effects of skincare products, 18.7% upto some extent believed in promised effects of skincare products, 6.3% very little believed in promised effects of skincare products and 0% not at all believed in promised effects of skincare products. Therefore, the majority(42.2%) of respondents fairly much believed in the promised effects of skincare products.
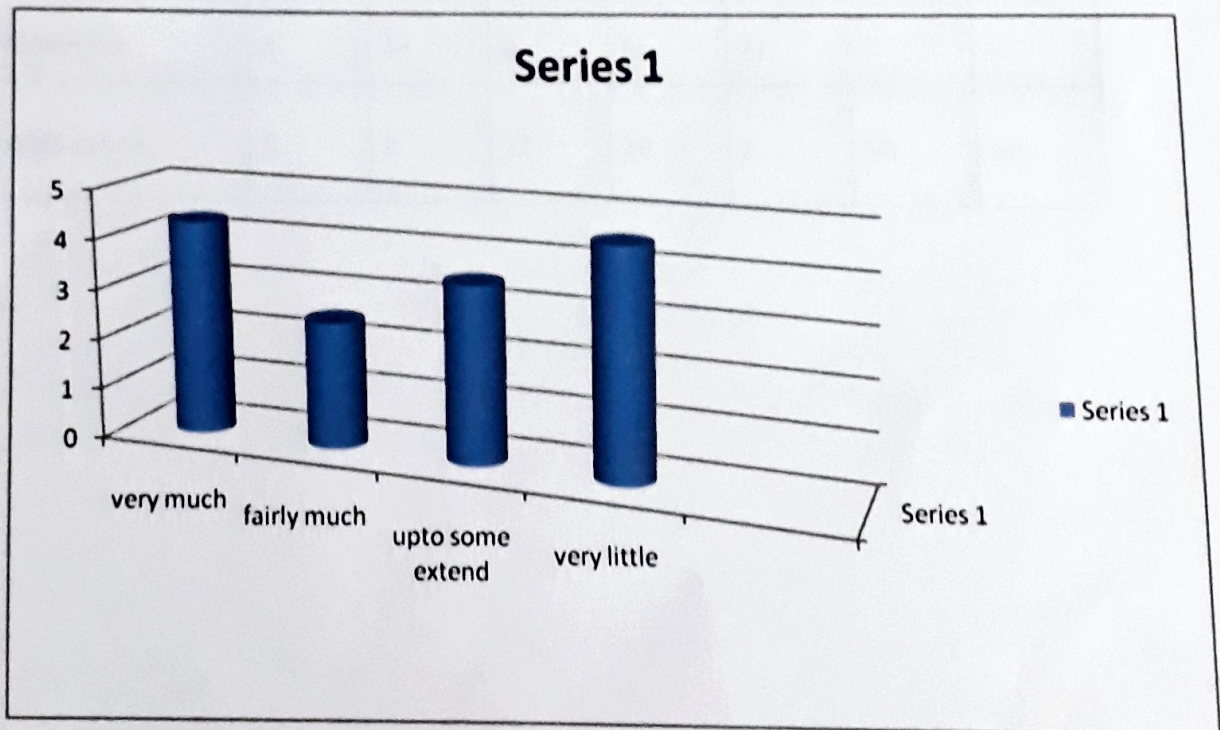
Figure 3.12
Promised effects of Skincare products

Table 3.13

Ranking of ingredients

Ingredients	1	2	3	4	5	6	7
Retinol	6	10	14	8	8	9	9
Argan oil ·	5	14	5	9	8	8	15
Vitamin C	13	10	12	7	12	3	7
Vitamin E	20	10	5	8	12	6	3
Vitamin B3	5	6	12	13	16	6	6
Green tea	8	14	9	9	11	7	6
Algae extract	6	8	12	10	8	10	10

Particular	1	2	3	4	5	6	7	Total	Percent	Rank
Retinol	42	60	70	32	24	18	9	255	13.7	4
Argan oil	35	84	25	36	24	16	15	265	12.6	7
Vitamin C	91	60	60	28	36	6	7	288	15.5	2
Vitamin E	140	60	25	32	36	12	3	308	16.6	1
Vitamin B3	35	36	60	52	48	12	6	249	13.4	6
Green tea	56	84	45	36	33	14	6	274	14.7	3
Algae extracts	42	48	60	40	24	26	10	250	13.5	5
								1859		

Source: Primary data

Table 3.13 shows the ranking of ingredients. The respondents were asked to rank the table on their preference of skincare ingredients. It is inferred from the above table that "Vitamin-E" is the most prefered ingredient of skincare products which took the first place followed by vitamin-C on the second place, green tea on the third place, retinol on the fourth place, algae extracts on the fifth place, vitamin-B3 on the sixth place and argan oil on the seventh place.

Table 3.14

Purchase of Skincare product

Particulars	No.of respondents	Percentage
0-2	48	75
3-5	12	18.7
5 above	4	6.3

Source: Primary data

Table 3.14 shows purchase of skincare products. Out of 64 respondents, 75% purchase 0-2 no. of products, 18.7% purchase 3-5 no. of products and 6.3% purchase 5 above no. of products. Therefore, the majority(75%) of respondents purchase 0-2 no. of products.
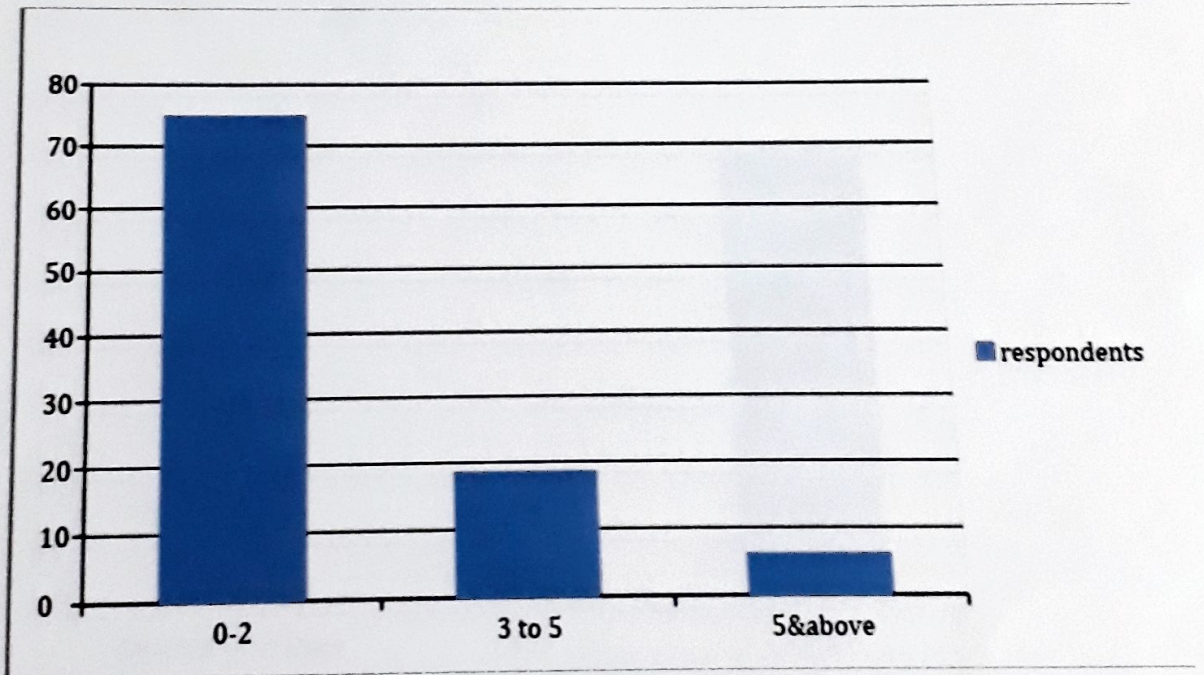
Figure 3.14

Purchase of Skincare product

Table 3.15

Mode of availability

Particulars	No.of respondents	Percentage
Departmental store	14	21.8
Mall	4	6.4
Online	46	71.8

Source:Primary data

Table 3.15 shows the mode of availability of skincare products during covid-19 . Out of 64 respondents, 71.8% found the availability of skincare products online, 21.8% made available through departmental stores and 6.4% through malls during covid-19. Therefore, the majority(71.8%) of respondents made available their skincare product online.
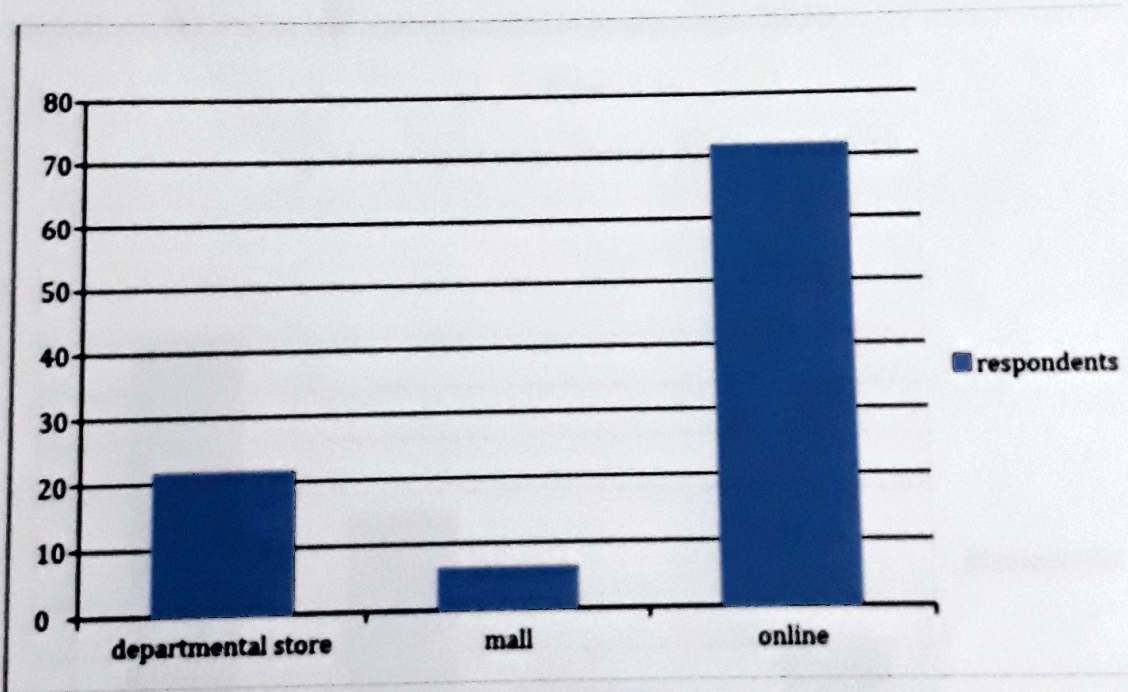
Figure 3.15

Mode of availability

Table 3.16

Money spent on purchasing during COVID-19

Particulars	No.of respondents	Percentage
Upto 500	29	45.4
501-800	18	28.1
801-1000	7	10.9
Above 1000	10	15.6

Source: Primary data

Table 3.16 shows the Money spent on purchasing skincare products during covid-19. Out of 64 respondents, 45.4% of respondents purchased skincare products upto Rs.500, 28.1% of respondents purchased product between Rs.501-800, 15.6% of respondents purchased products above Rs.1000 and 10.9% of respondents purchased product between Rs.801-1000. Therefore, the majority(45.4%) of respondents purchased products upto Rs.500.
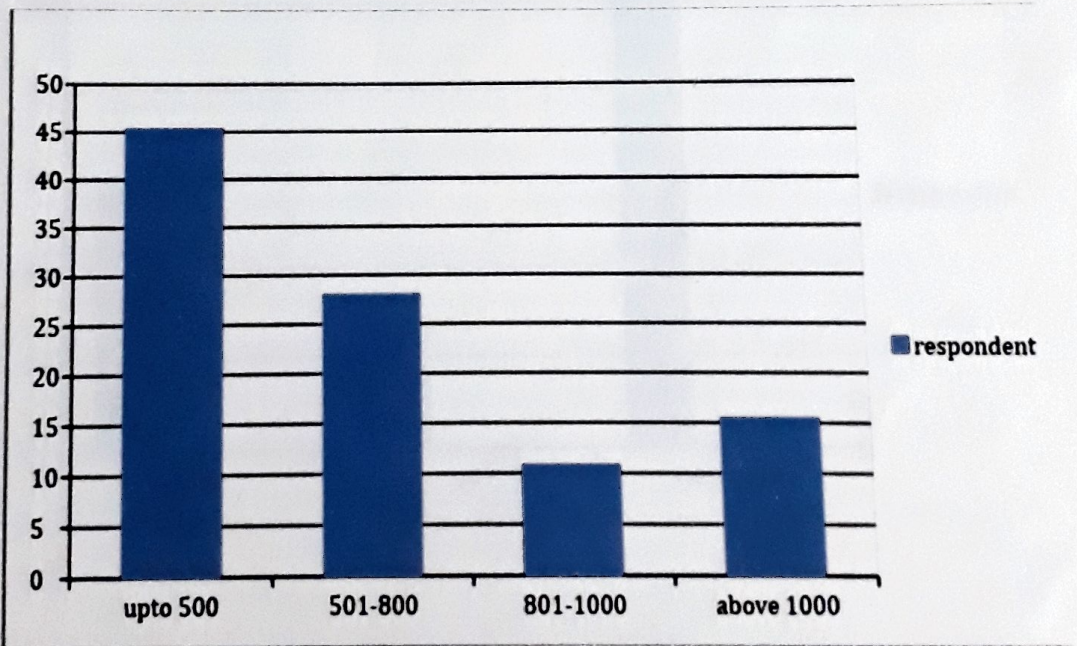
Figure 3.16

Money spent on purchasing during COVID-19

Table 3.17

Change in price rates during COVID-19.

Particulars	No. of respondents	Percentage
Yes	15	29.2
no	24	13.7
reasonable	25	57.1

Source: Primary data

Table 3.17 shows whether there was change in price rates during covid-19. Out of 64 respondents, 57.1% felt the price rate was reasonable, 29.2% felt there was an increase in price rate and 13.7% felt there is no change in price rate. Therefore, the majority(57.1%) of respondents felt the price rate was reasonable.

Figure 3.17
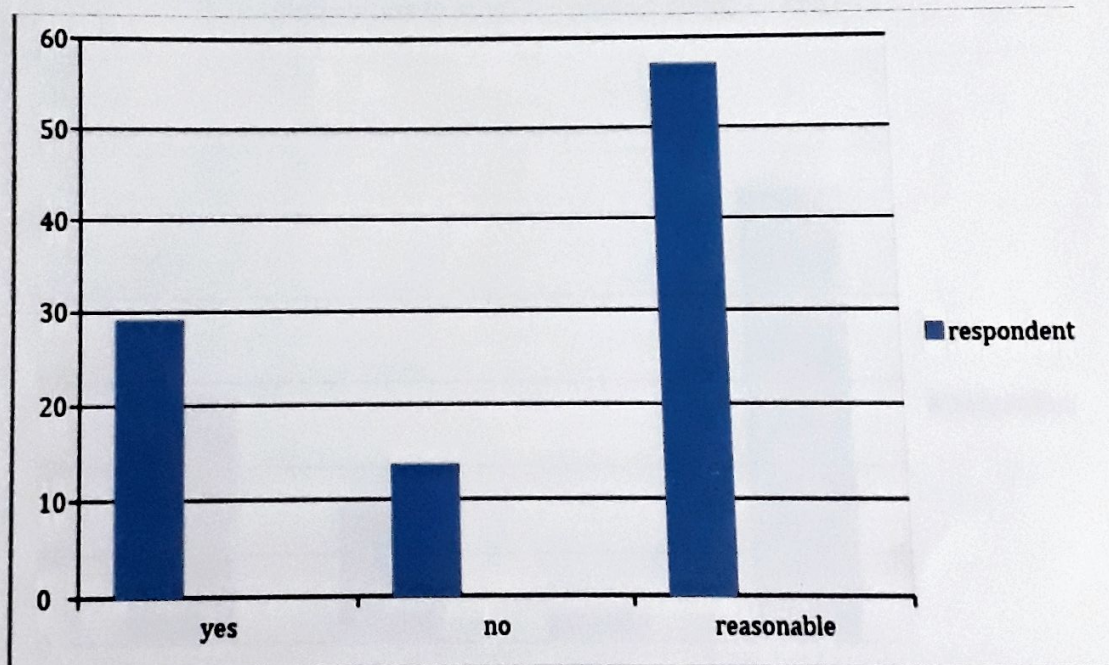
Change in price rates during COVID-19.

Table 3.18

Influencers to select the product during COVID-19.

Particulars	No. of respondents	Percentage
Advertisement	18	28.6
Friends	10	16
Family	2	3.1
Personal analysis	34	53.1

Source:Primary data

Table 3.18 shows the influencers to select the product during covid. Out of 64 respondents, 53.1% made personal analysis, 28.6% were influenced by advertisement, 16% were influenced by friends and 3.1% were influenced by family. Therefore, the majority(53.1%) of respondents are influenced by personal analysis.

Figure 3.18

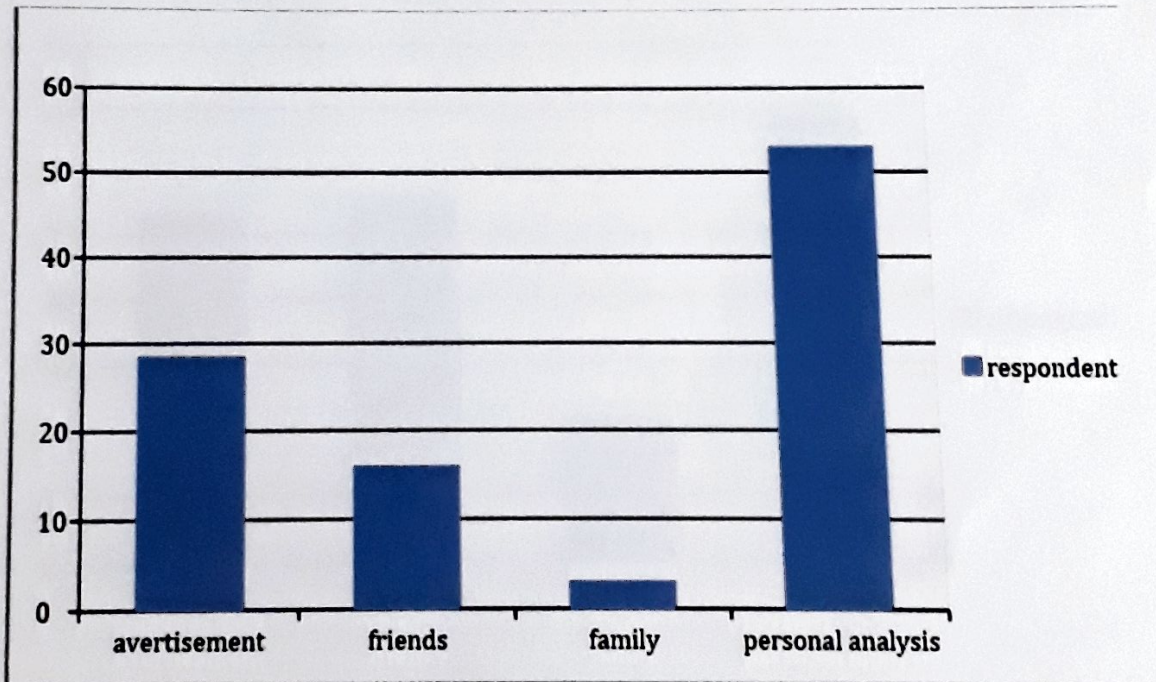Influencers to select the product during COVID-19.

Table 3.19

Types of skincare products used during COVID-19.

Particulars	No. of respondents	Percentage
Day cream	17	26.7
Facial cream	18	28
Toner	7	10.9
Cleanser	22	34.4

Source:Primary data

Table 3.19 shows the product used during covid. Out of 64 respondents, 34.4% used cleanser, 28% used facial cream, 26.7% used day cream and 10.9% used toner. Therefore, the majority(34.4%) of respondents used cleanser.

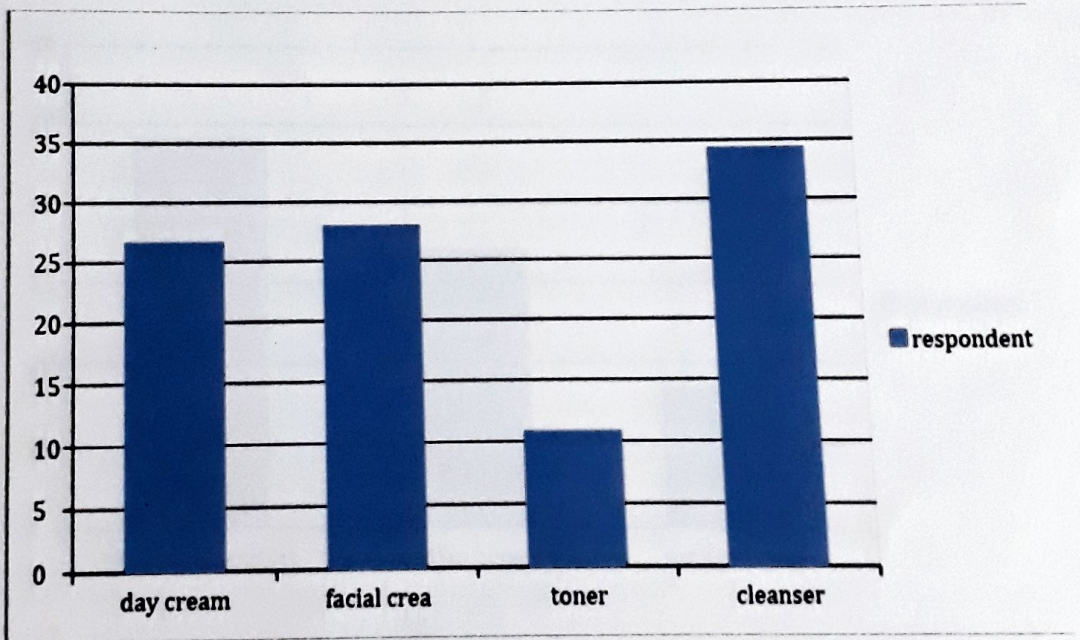Figure 3.19

Types of skincare products used during COVID-19.

Table 3.20

Preference of product

Particulars	No. of respondents	Percentage
Ayurvedic product	31	48.4
Indian brand	22	34.3
Foreign brand	11	17.1

Source:Primary data

Table 3.20 shows the preference of product. Out of 64 respondents,48.4% prefered ayurvedic products, 34.3% preferred Indian brands and 17.1% preferred foreign brands. Therefore, the majority(48.4%) of respondents prefered ayurvedic products.
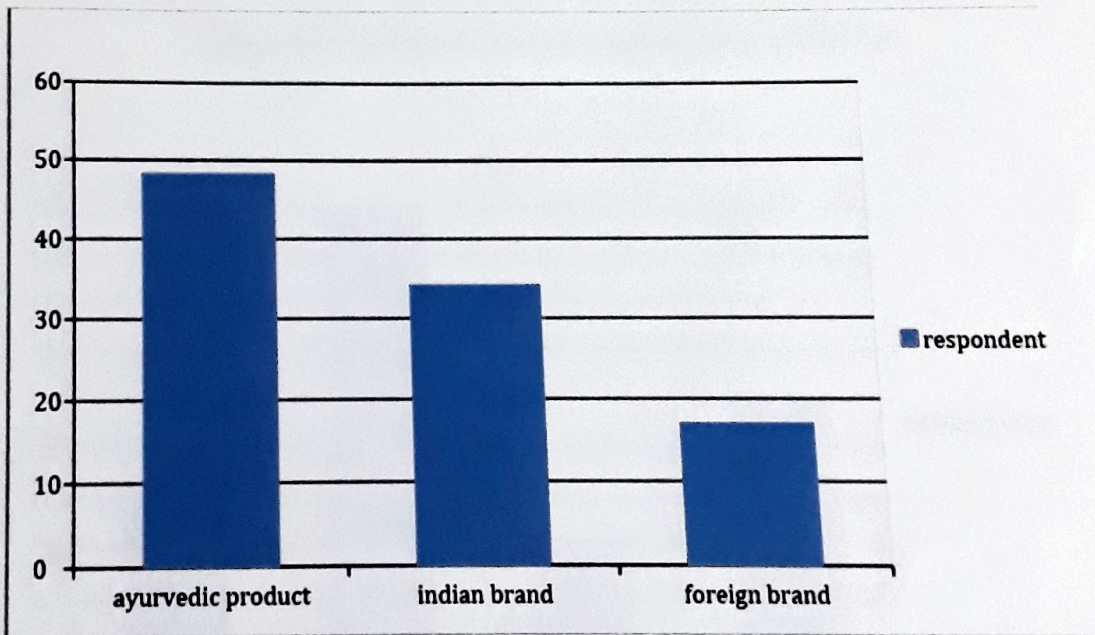
Figure 3.20

Preference of product

Table 3.21

Regularity of usage of skincare products during COVID-19.

Particulars	No. of respondents	Percentage
Twice a week	11	17
Once in a week	21	33
Often	7	11
Daily	25	39

Source:Primary data

Table 3.21 shows the regularity of usage of products during COVID-19. Out of 64 respondents, 39% used the skincare product daily, 33% used the skincare product once in a week, 17% used the skincare product twice a week and 11% used the skincare product often. Therefore, the majority(39%) of respondents used the skincare product daily.

Figure 3.21

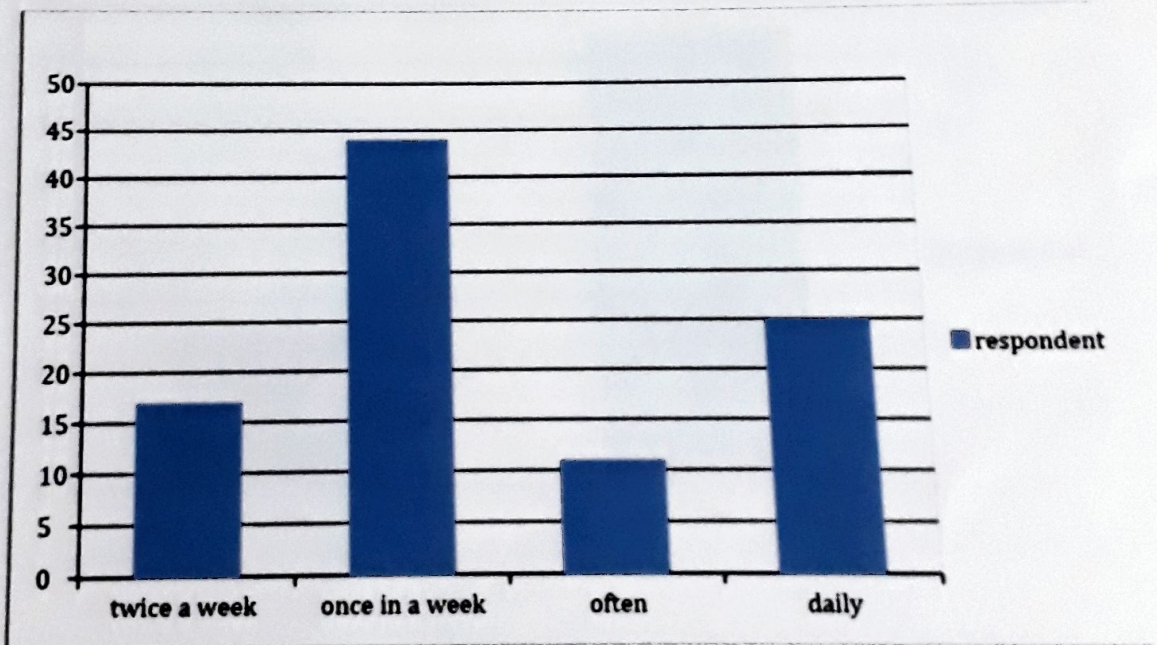### Regularity of usage of skincare products during COVID-19.

Table 3.22

Necessity of new skincare routine during COVID-19

Particulars	No. of respondents	Percentage
Yes	16	25
No	48	75

Source:Primary data

Table 3.22 shows the necessity of a new skincare routine during covid. Out of 64 respondents, 75% did not need a new skincare routine during covid and 25% needed a new skincare routine during covid. Therefore, the majority(75%) of respondents do not need a new skincare routine during covid.

Figure 3.22

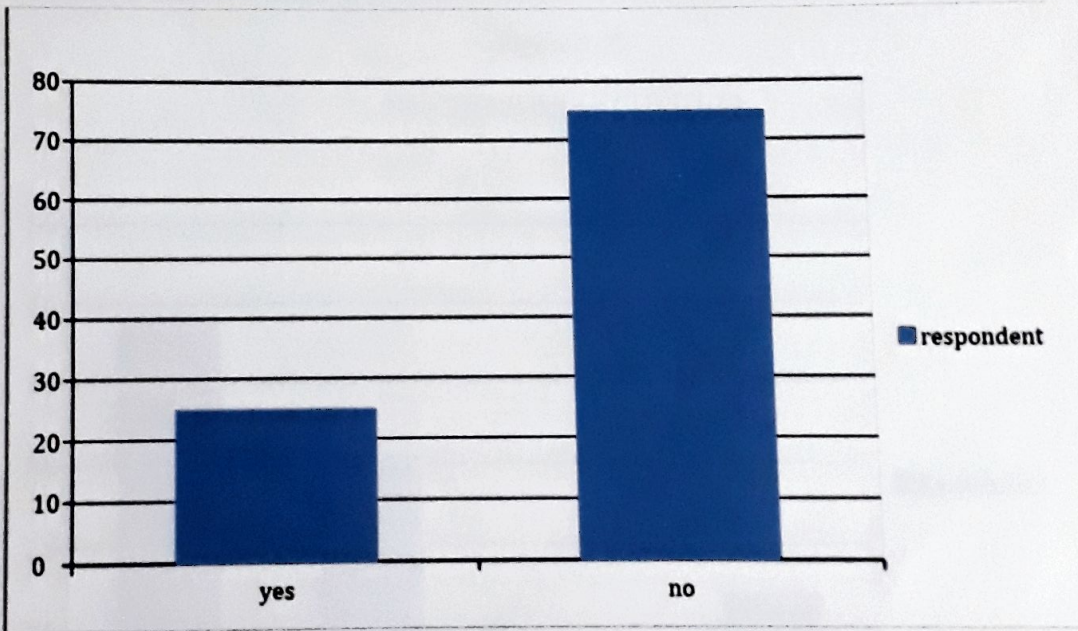Necessity of new skincare routine during COVID-19

Table 3.23

New Trends during COVID-19

C-Cleanser, T-Toner, M-Moisturizer, S-Serum

Particulars	No. of respondents	Percentage
C-T-M	31	48.4
C-M-S	20	31.2
C-T-S	4	6.2
C-T-M-S	9	14.2

Source: Primary data

Table 3.23 shows the new skincare routine during covid. Out of 64 respondents, 48.4% selected c-t-m as the new skincare routine, 31.2% selected c-m-s as the new skincare routine, 14.2% selected c-t-m-s as new skincare routine and 6.2% selected c-t-s as the new skincare routine. Therefore, the majority(48.4%) of respondents selected c-t-m as a new skincare routine.

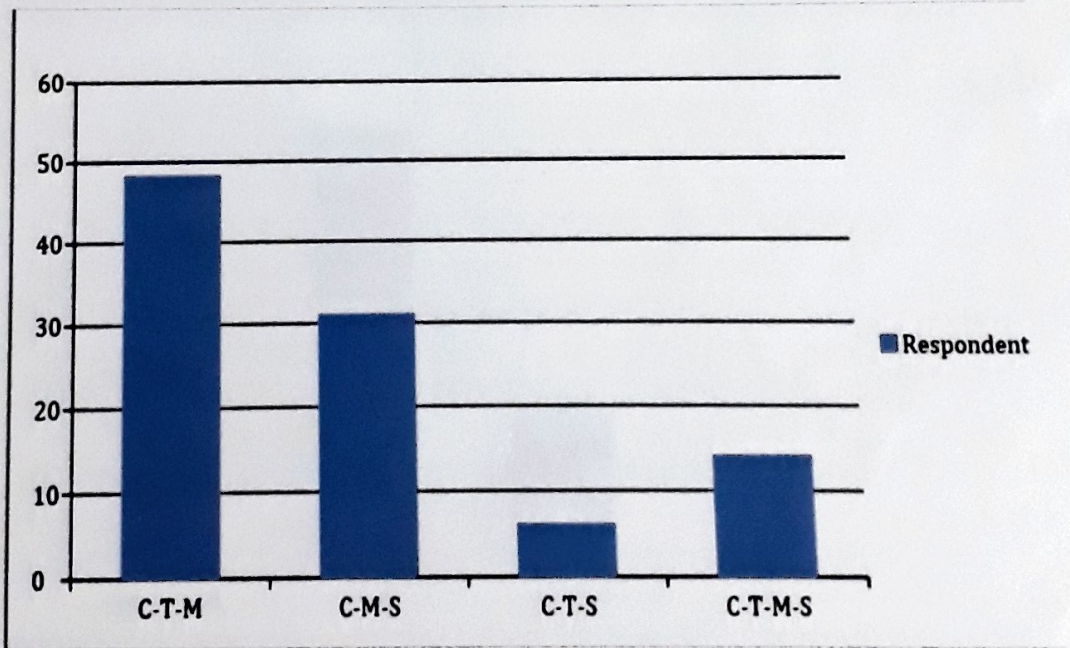Figure 3.23

New Trends during COVID-19

Table 3.24

Impacts of New Trends during COVID-19.

Particulars	No. of respondents	Percentage
Very good	17	26.6
Good	34	53.1
Average	12	18.8
poor	1	1.5

Source: Primary data

Table 3.24 shows the new trends after covid. Out of 64 respondents, 53.1% considered new trends of skincare to be good, 26.6% considered new trends of skincare to be very good, 18.8% considered new trends of skincare to be average and 1.5% considered new trends of skincare to be poor. Therefore, the majority(53.1%) 0f respondents considered new trends of skincare to be good.

Figure 3.24

Impacts of New Trends during COVID-19.

50

Table 3.25

Conditions of skin after pandemic

Particulars	No. of respondents	Percentage
Improved	26	40.6
Slightly improved	30	46.9
No change	8	12.5

Source:Primary data

Table 3.25 shows the conditions of skin after pandemic. Out of 64 respondents, 46.9% agreed that their condition of skin has slightly improved, 40.6% agreed that their condition of skin has improved and 12.5% agreed that their condition of skin has not changed. Therefore, the majority(46.9%) of respondents agreed that their condition of skin has slightly improved.

Figure 3.25
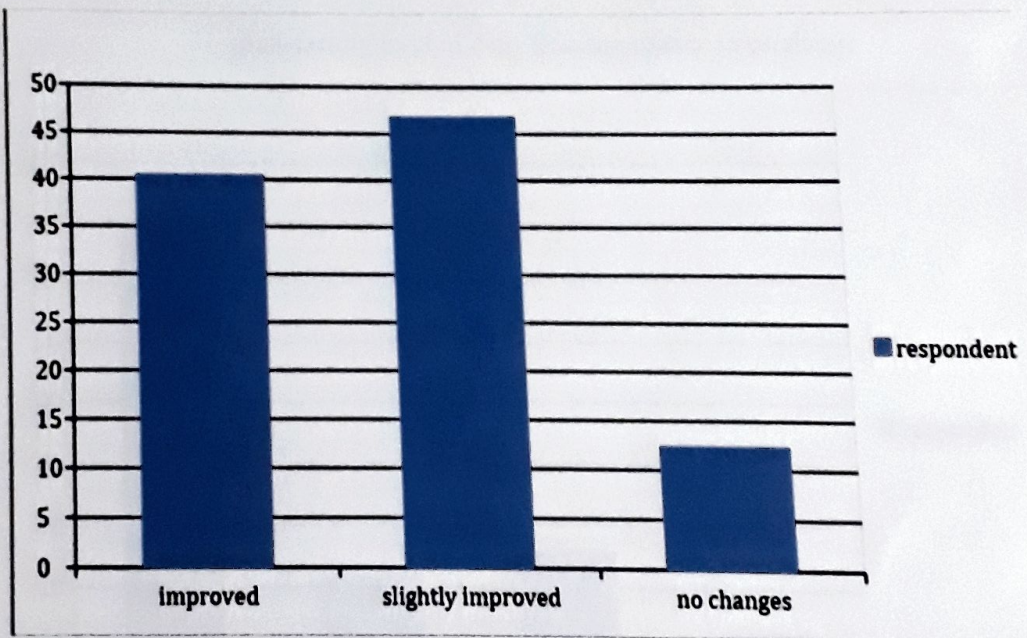
Conditions of skin after pandemic

Satisfactory level of daily skincare routine in pandemic

Particulars	No. of respondents	Percentage
satisfied	44	69
Dis-satisfied	8	12
Highly satisfied	10	16
highly dis-satisfied	2	3

Source:Primary data

Table 3.26 shows the satisfactory level of daily skincare routine in pandemic. Out of 64 respondents, 69% are satisfied with their daily skincare routine, 16% are highly satisfied with their daily skincare routine, 12% are dis-satisfied with their daily skincare routine and 3% are highly dis-satisfied with their daily skincare routine. Therefore, the majority(69%) of respondents are satisfied with their daily skincare routine.

Table 3.26
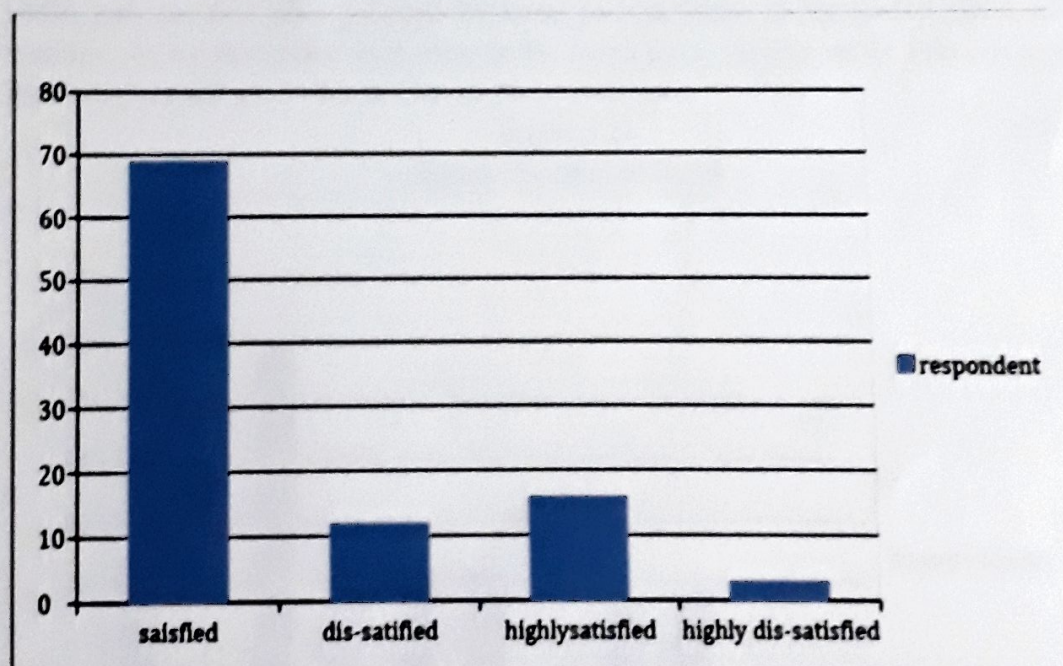
Satisfactory level of daily skincare routine in pandemic

Table 3.27
Skincare moisturizer brands

Particulars	No. of respondents	Rank
Loreal paris	8	2
Olay	2	6
Mama earth	19	1
Lakme	8	2
Nivea	7	3
Neutriderm	7	3
Garnier	0	-
Vaseline	5	5
Enchanteur	6	4
Good vibes	1	7
Lotus	1	7

Source: Primary data

Table 3.27 shows the skin moisturizer brands which suits the best. It is inferred that from the above table "Mama Earth" is the most satisfied skin moisturizer brand of all other brands which took the first place followed by loreal paris & lakme on the second place, nivea & nutriderm on the third place, enchanteur on the fourth place, vaseline on the fifth place, olay on the sixth place and good vibes & lotus on the seventh place.

Figure 3.27
Skincare moisturizer brands
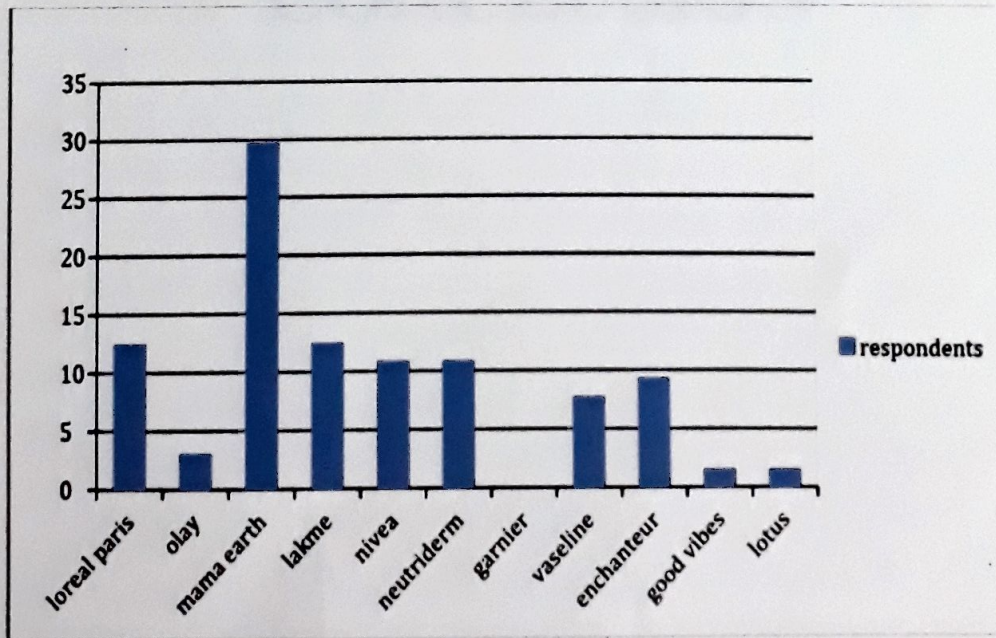
FINDINGS
SUGGESTIONS &
CONCLUSION

4.1 Introduction:

The following are the findings on the purchasing behavior of skincare products among college students. The summary of the following findings is the natural and logical outcome of analysis and interpretations carried out in the previous chapter. These findings have become possible on the basis of formal discussions as well as interviews with 64 respondents.

4.2 Summary of findings:

- Majority (87.5%) of the respondents belong to the age group 19-21 years.
- Majority (86%) of the respondents were female.
- Majority(93.8%) of the respondents were unmarried.
- Majority(43.7%) of the respondents belong to combination skin type.
- Majority (39.1) of the respondents chose skincare for facial care.
- Majority (48.4%) of the respondents felt comfortable with cream type products.
- Majority(46.9%) of the respondents don't change their preference according to climate conditions.
- Majority(84.4%) of the respondents prefer sunscreen lotion.
- Majority(29.7%) of the respondents use mama earth moisturizer.
- Majority(29.7%) of the respondents use mama earth moisturizer.
- Majority(39.7%) of the respondents prioritize toner for moisturization.
- Majority(42%) of the respondents prefered herbal flavor.
- Majority(51.7%) of respondents were influenced by brands.
- Majority(42.2%) of respondents fairly much believed in the promised effects of skincare products.
- Majority(75%) of respondents purchase 0-2 no. of products.
- Majority(71.8%) of respondents made available their skincare product online.
- Majority(45.4%) of respondents purchased products upto Rs.500.
- Majority(57.1%) of respondents felt the price rate was reasonable.
- Majority(53.1%) of respondents are influenced by personal analysis.
- Majority(34.4%) of respondents used cleanser.
- Majority(48.4%) of respondents prefered ayurvedic products.
- Majority(39%) of respondents used the skincare product daily.
- Majority(75%) of respondents do not need a new skincare routine during covid.
- Majority(48.4%) of respondents selected c-t-m as a new skincare routine.
- Majority(53.1%) 0f respondents considered new trends of skincare to be good.

- Majority(46.9%) of respondents agreed that their condition of skin has slightly improved.

- Majority(69%) of respondents are satisfied with their daily skincare routine.

4.3 Suggestions:

- Prompted by the virus, retailers should address their sanitation protocols and change the way they allow consumers to sample products in their stores.
- Surge in online demand has created challenges and pressures for E-commerce. Hence online stores have to function efficiently, considering safety of manpower, vendor management and delivery delays.
- Even as salons have started to re-open, lingering concerns over safety, consumers should learn how to self-master the services they previously went to a professional for.

4.4 Conclusion:

Convenience became more important mid-COVID and will continue to be important post-COVID. This study examines the purchasing behavior of skincare products by college students. The buying behavior towards cosmetics during COVID-19 is not dependent on the following independent factors like income, independent buying decision, attention towards personal care during COVID-19, reduced purchase of cosmetics during COVID-19, reduced expenditure on cosmetics during COVID-19, sanitization factor, price of the cosmetic product, sustainability of the cosmetic products, accessibility and availability of the cosmetic product, offers and discounts, brand loyalty and social media reviews about the product. Many consumers are not as concerned with luxury brand names when on a budget or have far more important things to prioritize. Considering many store closures during the height of COVID breakouts, finding easy ways to purchase cosmetics became a higher priority. Additionally, making the overall experience of purchasing cosmetics without the help of a consultant became a priority. It is concluded that most of the respondents were satisfied with mama earth moisturizer.

ANNEXURE

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BIBLIOGRAPHY

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- www.businesstoday.in
- www.beautiful.in
- www.pinterest.com

QUESTIONNAIRE

Name:

1. Age
a. 17to19   b. 19to21   c. above21

2. Gender
a. Male   b. female

3. Marital status
a. Married   b. Unmarried

4. What is your skin type?
a. dry skin   b. oily skin   c. combination skin   d. sensitive skin

5. What is the purpose of using skincare products?
a. facial care   b. young look   c. improving self-image   d. being fashionable

6. Which consistency do you feel comfortable for your skincare?
a. powder   b. cream   c. serum

7. Do you change your skin care preference according to the climate condition?
a. Yes   b. no   c. maybe

8. Which type of sunscreen would you suggest?
a. Sunscreen sprays   b. sunscreen lotions   c. Sunscreen Sticks

9. Which benefit of toner do you prioritize?
a. hydration   b. moisturizer   c. skin damage   d. smooth texture

10. Which flavor do you prefer the most?
a. flowers   b. fruits   c. herbals

11. What aspect tends you to buy a particular company's skin care product?
a. price   b. brand   c. eco friendly material   d. packing aesthetics   e. skincare product itself
f. recycling program

12. How much do you believe in the promised effects on skin care products?
a. very much   b. fairly much   c. up to some extent   d. very little   e. not at all

13. Rank your preference of skincare ingredients?

Ingredient	Rank
Retinol	
Argan oil	
Vitamin C	
Vitamin E	
Vitamin B3	
Green tea	
Algae Extracts	

14. How many skincare products do you buy a month?
a. 0-2   b. 3-5   c. 5 above

15. How did you make available the skincare product during COVID?
a. Departmental Store   b. Mall   c. Online

16. How much did you spend while purchasing skincare products during COVID?
a. upto 500   b. 501-800   c. 801-1000   d. above 1000

17. Was the price rate increased during COVID?
a. yes   b. no change   c. reasonable

18. During COVID, who influenced you to select skin care products?
a. advertisement   b. friends   c. family   d. personal analysis

19. Which skin care product did you use during COVID?
a. day cream   b. facial mask   c. toner   d. cleanser

20. What type of skincare product did you prefer to purchase during COVID?
a. ayurvedic product   b. Indian brand   c. foreign brand

21. How regularly do you use skincare products during COVID?
a. twice a week   b. once a week   c. often   d. daily

22. Was a new skincare routine necessary during COVID?
a. yes   b. no
If yes, why? _____

23. What was the new skincare routine you followed during COVID?
a. cleanser-toner-moisturizer b. cleanser-moisturizer-sunscreen c. cleanser-toner-serum
d. cleanser-toner-moisturizer-serum

24. What do you think about the skincare new trends after COVID?
a. very good   b. good   c. average   d. poor

25. Did your skin condition improve during the pandemic?
a. improved   b. slightly improved   c. no changes

26. How much does the pandemic affect the satisfaction of your daily skincare routine?
a. satisfied   b. dis-satisfied   c. highly satisfied   d. highly dis-satisfied

27. Which brand of skin moisturizer suits you the best?
a. l'oreal paris b. olay c. mama earth   d. lakme   e. nivea   f. neutriderm   g. garnier
h. vaseline   i. enchanteur   j. good vibes   k. lotus

A STUDY ON CUSTOMER SATISFACTION TOWARDS DIFFERENT BRANDS OF PERFUMES IN THOOTHUKUDI DISTRICT

PROJECT SUBMITTED TO DEPARTMENT OF COMMERCE

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

in partial fulfillment of the requirements of

BACHELOR OF COMMERCE

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ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

(Reaccredited with A+ Grade by NAAC)

THOOTHUKUDI

MAY 2022

DECLARATION

We have declared that the project entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS DIFFERENT BRANDS OF PERFUMES IN THOOTHUKUDI DISTRICT" is submitted in partial fulfillment of the requirements for the degree is our original work done under the guidance and supervision of Mrs. A. INDRA REFLINE MISSIER, M.Com., M.Phil., HDCA. This project has not previously formed for the bases of award of any similar titles and it represents entirely an independent work.

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CERTIFICATE

It is certified that this short-term project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS DIFFERENT BRAND OF PERFUMES IN THOOTHUKUDI DISTRICT" is submitted to ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI, in partial fulfillment for the award of the DEGREE OF BACHELOR OF COMMERCE (GENERAL A) and is the work done during the year 2021 – 2022 by the following students:

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ACKNOWLEDGEMENT

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

We would like to express our sincere thanks to our principal **Rev. Dr. Sr. A. S. J. Lucia Rose, M.Sc., M.Phil., PGDCA., Ph.D.,** and our self-supporting course Director **Sr. Josephine Jeyarani, M.Sc, B.Ed,.** and our department staffs who helped us in this project work.

We wish to express our deepest sense of gratitude to **Mrs. P. Maria Sahaya Rossiyana, M.Com., M.Phil., NET,** Head of the Department of Commerce (SSC) and to our guide **Mrs. A. Indra Refline Missier, M.Com., M.Phil., HDCA** for her relentless effort and encouragement.

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

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

-The Group

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CHAPTER I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION:

A compound mixture of fragrant essential oils or aroma compounds, fixatives and solvents are used to give the human body an agreeable scent called as Perfume. It is always and usually in liquid form and used to give a pleasant scent to a human body. Ancient texts and archaeological excavations reveal the use of perfumes in some of the earliest human civilizations. In 19th century, Perfumery began with the commercial synthesis of aroma compounds like vanillin or coumarin, which paved the way for the composition of perfumes with smells previously unattainable solely only from natural aromatics. There are numerous reasons why people wear perfumes, but ultimately it boils down to the fact that they make us feel happy. Natural ingredients such as flowers, grasses, spices, fruit, wood, roots, resins, balsams, leaves, gums, animal secretions as well as resources like alcohol, petrochemicals, coal and coal tars are used in the manufacture of perfumes. For example, castor comes from beavers, musk from male deer and ambergris from the sperm whale. Perfume oils are often diluted with a solvent, though this is not always the case and its necessity is disputed. The most common solvent for perfume-oil dilution is alcohol, typically a mixture of ethanol and water or a rectified spirit. Perfume oil can also be diluted by means of neutral-smelling oils such as fractionated coconut oil, or liquid waxes such as jojoba oil. The precise formulae of commercial perfumes are kept secret. The conventional application of pure perfume in Western cultures is behind the ears, at the nape of the neck, under the armpits and at the insides of wrists, elbows and knees, so that the pulse point will warm the perfume and release fragrance continuously. According to perfumer Sophia Grojsman, it isrevealed that behind the knees is the ideal point to apply perfume in order that the scent may rise. The modern perfume industry encourages the practice of layering fragrance so that it is released in different intensities depending upon the time of the day. Lightly scented

products such as bath oil, shower gel and body lotion are recommended for the morning, eau de toilette is suggested for the afternoon and perfume applied to the pulse points are for evening. Cologne fragrance is released rapidly, lasting around 2 hours. Eau de toilette lasts from 2 to 4 hours, while perfume may last up to six hours. Perfumes are these days essentially required in almost all parts of the world. Hence, this study is undertaken to analyse the satisfaction of customers using different brands of perfumes in Thoothukudi district.

1.1.1 IMPORTANCE OF PERFUMES:

- The main purpose of perfumes is to keep unpleasant body odours at bay and make sure that smells fresh throughout the day.

- The next fact is perfume boosts confidence. Not by being a mythical magic portion, but rather by reassuring our mind that we have nothing to worry about it when it comes to the body odour department. A scent that suits us to work wonders on our personality, boosting our morale and like a perfect partner, bring out the best in us in all occasions.

- Our perfume makes us attractive. The sense of smell is one of the most important element of the five senses. Our fragrance will be the first impression of us as we enter a place and the lasting impression when we leave. Perfumes have a vast number of pheromones and can make us attractive to people, ensuring the above mentioned first impression and lasting impression to be a pleasant and memorable one.

- Another more psychology-oriented importance of wearing perfume is aromatherapy. Perfume types such as floral, citrus fruit and winter spice help calm the mind and soothe our body, ensure whether our stress levels are in control. The essential oils contained in perfumes have therapeutic

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effects which can help us relax and sleep better at night, thus helping avert insomnia.

1.2 STATEMENT OF THE PROBLEM:

The perfume market is highly competitive and has many brands.In the modern world, due to development of science and technology, many new perfumes have been introduced in the market every year. The purchasing decision largely depends upon odour, quality, price, availability. In this context of the study,it has been made to know the consumer's satisfaction towards different brands of perfumes in Thoothukudi district. It is hoped that such a study will help us to gain knowledge on issues of consumers while using perfumes in Thoothukudi district. There are more than 21,000 kinds of perfumes worldwide, brand perfume over 1,900, limited editions over 2,800. There are also many factors affecting the purchase of consumer perfumes. Therefore, perfume companies must understand consumer purchasing criterian in order to survive in the perfume industry. This paper will provide reference materials for this problem through analysis of relevant influencing factors such as brands, scents, packaging, perfume colour, price, advertising, friends' recommendation, social influence and lifestyle influence.

1.3 REVIEW OF LITERATURE:

1.DanielYankelovich stated that the perfume market is segmented at micro level with respect to the purpose of buying and preferences of users. Jim Blythe argues that understanding the purchasing behaviour of consumers is somewhat complicated wherein consumer's attachment and involvement with a product or brand are determined by number of reasons and therefore it is almost impossible to nail a definite reason behind consumer's purchasing behaviour. Hoyer and MacInnis support the

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argument that consumers are prone to be attracted to a product or brand on account of how much appealing, eye-catching and attractive models are available. Spokesperson or celebrities reflect the essence of the products or brands.

2.Dhar et al. suggests that fragrance carries a strong weight among all factors considered by research respondents, hence the consumers would prefer foreign brand over local product. Exploring Indians as fashionable people, Borgave and Chaudhari suggest that the preference and usage of perfumes will have to be placed in accordance with demography, situation, mood and buying motives of the consumers. The new multinational entrants from France, Spain, Italy and China have also developed the strategies and cached the buying motives of Indian market. Perfumes are an element of cosmetics and the cosmetic market is flourishing at a fast pace. The perfumes and attars are traditionally manufactured using raw materials like herbs, flowers, barks of the tree etc especially nagarmotha, sandal wood, jasmine and other essential oils of fragrances. While perfumes are made with alcohol bases, the Indian attars are made in sandal wood base. In advanced techniques even synthetic chemicals are used and the blending plays a vital role in making perfumes and attar. The constraint of making attars in India include inadequate supply of sandal wood and the manufacturing process involves collection, extraction, blending and aging of scent which takes too much time.

3. Kunes et al. (2011) look at the purchasing behaviour of perfume users from a gender perspective as to what really influences them to either choose to purchase or otherwise. Above all, the most important factors among the large spectrum of factors affecting consumer purchase of perfume are Fragrance of Perfume and Quality (Longevity and Durability etc.)-perfume is fragrance after all and that fragrances should last for a longer time. Fah et al. investigate the relationship between advertising appeals,

spending tendency, perceived social status and materialism on perfume purchasing behaviour.

1.4 OBJECTIVES OF THE STUDY:

The objectives of the study are,

1. To know the demographic profile of the perfume users in Thoothukudi district.

2. To identify the factors, needs, wants, demand which contribute to user's satisfaction of perfumes in Thoothukudi district.

3. To study the brand loyalty on different brands of perfumes among the people in Thoothukudi district.

4. To know the proportion of male and female customers of perfumes in market industry in Thoothukudi district.

5. To examine the relationship between availability of perfumes, consumer buying habits, fragrance, quality of customers, usage towards perfumes in Thoothukudi district.

6. To offer valuable suggestions and recommendations on usage of perfumes in Thoothukudi district.

1.5 SCOPE OF THE STUDY:

The scope of the study is to focus on perfumes' purchase criteria comparing between irregular and regular users of customers using perfumes in Thoothukudi district and analyse different brands of perfumes used by the customers. To know various aspects of perfumes, improvements are needed in case of features, process and effect of factors on buying behaviour of customers who use different brands of perfumes in Thoothukudi district.

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1.5.1 AREA OF THE STUDY:

A study on consumer's satisfaction towards perfumes 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 coromandel coast of Bay of Bengal. Thoothukudi is known as "Pearl City" due to the pearl fishing carried out in the town. It is a commercial seaport which serves the inland cities of Southern India and is one of the seagateways of Tamil Nadu. This study is conducted for various classes of people who are scattered in different areas of Thoothukudi district.

1.5.2 PERIOD OF THE STUDY

The study was carried out from February 2022 to May 2022.The questionnaire was circulated from March 2022.The data were collected during the month of March to April from the consumers in the study area of Thoothukudi district.

1.6 COLLECTION OF DATA:

To know the customer preference towards perfumes ,the study was done on the consumer variables towards buying decision process.The data for the study was collected through survey.Data is of two types.

           1.Primary Data   2.Secondary Data

1.Primary Data :

        The primary data was collected by framing a questionnaire .A questionnaire was prepared and were given to selected public to know their views.

2.Secondary Data :

The secondary data was collected from magazines and web data has also been collected.Daily newspaper was a competent tool in collecting secondary data.

1.7 SAMPLING DESIGN:

A sample of some respondents residing in various parts of Thoothukudi district was selected on a random basis.The questionnaire was useful for collecting a great source of information.The data collected were original in nature.It is first hand information.For collection of data, 60 respondents were chosen and selected. Random sampling method was used for customer's convenience.

1.8 CONSTRUCTION OF TOOLS:

The researcher had a discussion with group of consumers.Based on the discussion,the research constructed a questionnaire. Then, it was pretested and necessary changes were incorporated in the revised questionnaire.A copy of the questionnaire is appended.

1.9 FRAME WORK OF ANALYSIS:

The main object was to collect appropriate data,which work as a base for drawing conclusion and getting results.The data collected through questionnaire were analysed through the following statistical tools.

(a)Percentage analysis   (b)Pie charts

(c)Bar diagrams   (d)Chi-square test

(e)Ranking method

1.10 LIMITATIONS OF THE STUDY:

The limitations of the study are,

- ✓ This study was carried out only among the consumers using perfumes in Thoothukudi district.
- ✓ The sample size is restricted to 60.Due to time constraint,the most essential information has been taken for the study.
- ✓ Some of the respondents could not answer, hence the researcher had to use the interview schedule method for collecting questionnaire.

1.11 CHAPTER SCHEME:

The project report is classified into five chapters:

Chapter I – Introduction and Design of the study.

Chapter II – Profile of the study units.

Chapter III – Analysis and Interpretation of data.

Chapter IV – Summary of findings and suggestions.

Chapter V – Conclusion.

Annexure 1 – Bibliography.

Annexure 2 – Questionnaire.

CHAPTER II

PROFILE OF THE STUDY UNITS

2.1 HISTORY OF PERFUMES:

Perfume is thousands of years old, with evidence of the first perfumes dating to ancient Egypt, Mesopotamia and Cyprus. The English word "perfume" comes from the Latin word "perfume," meaning "through smoke." The ancient Egyptians were the first to incorporate perfume into their culture, followed by the ancient Chinese, Hindus, Israelites, Carthaginians, Arabs, Greeks and Romans. The oldest perfumes were discovered by archeologists in Cyprus. They were more than 4,000 years old. A cuneiform tablet from Mesopotamia, dating back more than 3,000 years, identifies a woman named Tapputi as the first recorded perfume maker. But perfumes could also be found in India at the time. The earliest use of perfume bottles is Egyptians and dates to around 1000 B.C. The Egyptians invented glass and perfume bottles were one of the first common uses for glass. Persian and Arab chemists helped codify the production of perfume and its use spread throughout the world of classical antiquity. The rise of Christianity, however, saw a decline in the use of perfume for much of the Dark Ages. It was the Muslim world that kept the traditions of perfumes alive during this time and helped trigger its revival with the onset of international trade. The 16th century saw the popularity of perfumes which exploded in France, especially among the upper classes and nobles. With help from "the perfume court," the court of Louis XV, everything got perfumed such as furniture, gloves and other clothing. The 18th-century invention of eau de Cologne helped the perfume industry continue to grow worldwide.

2.2 AROMATIC SOURCE:

2.2.1 PLANT SOURCE:

Plants have been used long in perfumery as a source of essential oils and aroma compounds. These aromatics are usually secondary metabolites produced by plants as protection against herbivores, infections, as well as to attract pollinators. Plants are by far the largest source of fragrant compounds used in perfumery. The sources of these compounds may be derived from various parts of a plant. A plant can offer more than one source of aromatics, for instance the aerial portions and seeds of coriander have remarkably different odours from each other. Orange leaves, blossoms and fruit zest are the respective sources of petitgrain, nerol and orange oils.

1. **Bark**: Commonly used barks include cinnamon and cascarilla. The fragrant oil in sassafras root bark is also used either directly or purified for its main constituent, safrole which is used in the synthesis of other fragrant compounds.

2. **Flowers and blossoms**: It is the largest and most common source of perfume aromatics. It includes the flowers of several species of rose and jasmine, as well as osmanthus, plumeria, mimosa, tuberose, narcissus, scented geranium, cassie, ambrette as well as the blossoms of citrus and ylang-ylang trees. Although not traditionally thought of as a flower, the unopened flower buds of the clove are

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also commonly used. Most orchid flowers are not commercially used to produce essential oils or absolutes, except in the case of vanilla. An orchid must be pollinated first and made into seed pods before use in perfumery.

3. **Fruits**: Fresh fruits such as apples, strawberries, cherries rarely yield the expected odours when extracted, if such fragrance notes are found in a perfume, they are more likely to be of synthetic origin. Notable exceptions include blackcurrant leaf, lit seacubeba, vanilla and juniper berry. The most commonly used fruits yield their aromatics from the rind and they include citrus such as oranges, lemons and limes. Although, grapefruit rind is still used for aromatics, more and more commercially used grapefruit aromatics are artificially synthesized since the natural aromatic contains sulphur and its degradation product is quite unpleasant in smell.

4. **Leavesandtwigs**: Theyare commonly used for perfumery are lavender leaf, patchouli, sage, violets, rosemary and citrus leaves. Sometimes, leaves are valued for the "green" smell they bring to perfumes. Examples:Hay,Tomato leaf

5. **Resins**: It is valued since antiquity, resins have been widely used in incense and perfumery. Highly fragrant and antiseptic resins and resin-containing perfumes have been used by many cultures as medicines for a large variety of ailments. Commonly used resins in perfumery include labdanum, frankincense/olibanum, myrrh, balsam of Peru, benzoin. Pine and fir resins are a particularly valued source of terpenes used in the organic synthesis of many other synthetic or naturally occurring aromatic compounds. Some of them is termed as amber and copal in perfumery today is the resinous secretion of fossil conifers.

6. **Roots:** rhizomes and bulbs: It is commonly used terrestrial portions in perfumery include iris rhizomes, vetiver roots, various rhizomes of the ginger family.

7. **Seeds:** It is commonly used seeds which include tonka bean, carrot seed, coriander, caraway, cocoa, nutmeg, mace, cardamom and anise.

8. **Woods:** It is highly important in providing the base notes to a perfume, wood oils and distillates are indispensable in perfumery. Commonly used woods include sandalwood, rosewood, agarwood, birch, cedar, juniper and pine. These are used in the form of macerations or dry-distilled (rectified) forms.

9. **Rom terpenes:** This plant contains medicinal properties like anticancer, antifungal, anti-inflammatory and anti-parasitic. Terpene is also used to enhance skin penetration, prevent inflammatory disease.

Natural Sources
Flowers, Leaves, fruits,
Roots, birds etc.

2.2.2ANIMAL SOURCES:

1.Ambergris: Lumps of oxidized fatty compounds, whose precursors were secreted and expelled by the sperm whale. Ambergris should not be confused with yellow amber which is used in jewellery. Because the harvesting of ambergris involves no harm to its animal source, it remains one of the few animalicfragrance agents around which little controversy now exists.

2.Castoreum: It is obtained from the odorous sacs of the North American beaver.

3.Civet: It is also called civet musk, which is obtained from the odorous sacs of the civets, animals in the family Viverridae, related to the mongoose. World Animal Protection investigated African civets caught for this purpose.

4.Hyraceum: It is commonly known as "Africa stone" which is the petrified excrement of the rock hyrax.

5.Honeycomb: It is extracted from the honeycomb of the honeybee. Both beeswax and honey can be solvent extracted to produce an absolute. Beeswax is extracted with ethanol and the ethanol evaporated to produce beeswax absolute.

6.Musk: It is originally derived from a gland (sac or pod) located between the genitals and the umbilicus of the Himalayan male musk deer Moschusmoschiferus, it has now mainly been replaced by the use of synthetic musks sometimes known as "white musk".

OTHER NATURAL SOURCES:

1.Lichens: It is commonly used lichens include oakmoss and treemossthalli.

2.Seaweed: Distillates are sometimes used as essential oil in perfumes. An example of a commonly used seaweed is Fucusvesiculosus. which is commonly referred to as bladder wrack. Natural seaweed fragrances are rarely used due to their higher cost and lower potency than synthetics.

2.3 USES OF PERFUMES:

One of the oldest uses of perfume comes from the burning of incense and aromatic herbs for religious services, often the aromatic gums, frankincense and myrrh gathered from trees. It did not take long for people to discover perfumes' romantic potential and it was used both for seduction and as preparation for love-making.With the arrival of eau de Cologne in 18th-century France began using perfume for a broad range of

purposes. They used it in their bathwater, in poultices and enemas, consumed it in wine or drizzled on a sugar lump.Although, niche perfume makers remain to cater to the very rich, perfumes today enjoy widespread use and not just among women. The selling of perfume, however, is no longer just the purview of perfume makers. In the 20th century, clothing designers began marketing their own lines of scents and almost any celebrity with a lifestyle brand can be found hawking a perfume with their name (if not smell) on it.

2.4.1 ADVANTAGES:

The advantages of perfumes are,

- Perfumes smell good.

- Perfumes feels good.

- Wearing just the right amount can be pleasant for others around us and increase attractiveness.

- Receive compliments.

- Wards off Body Odour.

- Calming Properties.

- Extension of our Personality.

- Boosts Confidence.

- Reduces Stress.

2.4.2 DISADVANTAGES:

The disadvantages of perfumes are,

- Wearing too much of perfume can be intrusive to others.

- Damage of the skin.

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- Allergic and respiratory problems.

2.5 PROCESS OF PERFUMES:

The process of perfumes includes,

1) Collection:

Before the manufacturing process begins, the initial ingredients must be brought to the manufacturing centre. Plant substances are harvested from around the world, often hand-picked for their fragrance. Animal products are obtained by extracting the fatty substances directly from the animal. Aromatic chemicals used in synthetic perfumes are created in the laboratory by perfume chemists.

2) Extraction:

- ❖ Oils are extracted from plant substances by several methods such as steam distillation, solvent extraction, enfleurage, maceration and expression.

- ❖ In steam distillation, steam is passed through plant material held in a still, whereby the essential oil turns to gas. This gas is then passed through tubes, cooled and liquified. Oils can also be extracted by boiling plant substances like flower petals in water instead of steaming them.

- ❖ Under solvent extraction, flowers are put into large rotating tanks or drums and benzene or a petroleum ether is poured over the flowers, extracting the essential oils. The flower parts dissolve in the solvents and leave a waxy material that contains the oil, which is then placed in ethyl alcohol. The oil dissolves in the alcohol and rises. Heat is used to

evaporate the alcohol, which once fully burned off, leaves a higher concentration of the perfume oil on the bottom.

❖ During enfleurage, flowers are spread on glass sheets coated with grease. The glass sheets are placed between wooden frames in tiers. Then the flowers are removed by hand and changed until the grease has absorbed their fragrance.

❖ Maceration is similar to enfleurage except that warmed fats are used to soak up the flower smell. As in solvent extraction, the grease and fats are dissolved in alcohol to obtain the essential oils.

❖ Expression is the oldest and least complex method of extraction. By this process, now used in obtaining citrus oils from the rind, the fruit or plant is manually or mechanically pressed until all the oil is squeezed out.

3) **Blending:**

Once the perfume oils are collected, they are ready to be blended together according to a formula determined by a master in the field, known as a "nose." It may take as many as 800 different ingredients and several years to develop the special formula for a scent.

After the scent has been created, it is mixed with alcohol. The amount of alcohol in a scent can vary greatly. Mostly full perfumes are made of about 10-20% perfume oils dissolved in alcohol and a trace of water. Colognes contain approximately 3-5% oil diluted in 80-90% alcohol, with water making up about 10%. Toilet water has the least amount 2% oil in 60-80% alcohol and 20% water.

4) Aging:

Fine perfume is often aged for several months or even years after it is blended. Following this, a "nose" will once again test the perfume to ensure that the correct scent has been achieved. Each essential oil and perfume has three notes: "Notes de tete," or top notes, "notes de coeur," central or heart notes, and "notes de fond," base notes. Top notes have tangy or citrus-like smells. Central notes (aromatic flowers like rose and jasmine) provide body. Base notes (woody fragrances) provide an enduring fragrance. More "notes," of various smells, may be further blended.

5) Quality Control:

Quality control is a vital aspect of the perfume manufacturing process. It ensures that the finished perfume doesn't contain any harmful or undesired products, some of which could even be banned. This way the brand's reputation and more importantly public health, is protected. Natural ingredients can be difficult to harvest and some perfumes use natural animal oils which can also be troublesome to collect. Synthetic perfume has allowed perfumers to more easily create their scents and require less quality control.
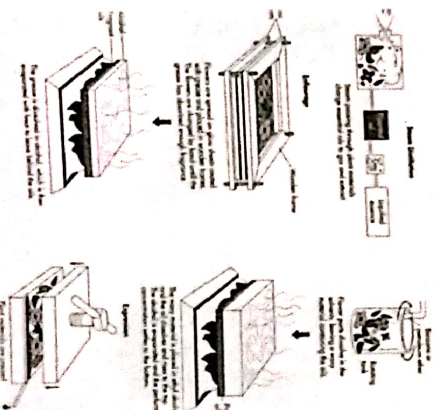
INGREDIENTS USED IN PERFUMES:

The common ingredients found in perfume are benzyl alcohol, acetone, linalool, ethanol, ethyl musks and phthalates are potentially hazardous compounds which are also used as perfume ingredients.

1. BENZYLE ALCOHOL:

Benzyle alcohol is an aromatic alcohol with the formula $C6H5CH2OH$. The benzylegroup is often abbreviated "Bn" (not to be confused with "Bz" which is used for benzoyl), thus benzyle alcohol is denoted as BnOH. Benzyle alcohol is a colorless liquid with a mild pleasant aromatic odour.

Benzyl alcohol
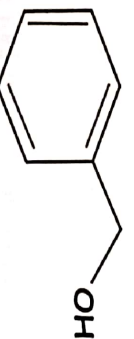
2. ACETONE:

Acetone is a chemical used to make products like nail polish remover and paint remover. Our body also makes this chemical when it breaks down fat. Acetone is safe in normal amounts, but too much of it could be a problem.
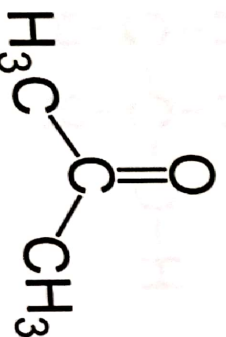
3. LINALOOL:

Linalool is a floral and spicy terpene alcohol. It is found in over 200 plants such as citrus fruits and lavender. Concentrations of linalool above 20 ppb have been shown to give a fruity happy aroma to beer.
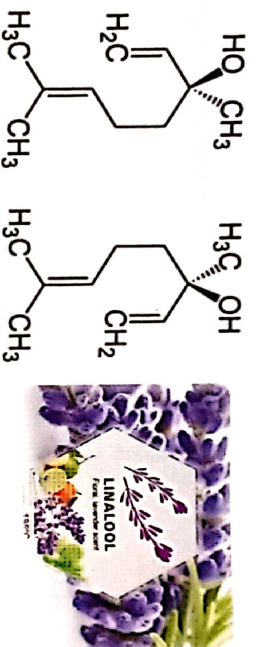
4. ETHANOL:

Ethanol is a renewable fuel made from corn and other plant materials. Ethanol use is widespread and more than 98% of gasoline in the U.S. contains some ethanol. The most common blend of ethanol is E10 (10% ethanol, 90% gasoline).
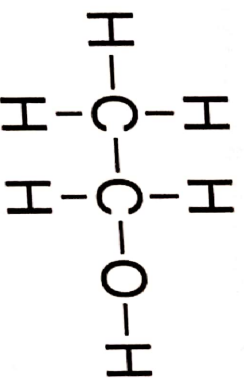
5. ETHYL ACETATE:

Ethyl acetate appears as a clear colorless liquid with a fruity odour. Flash point is 24°F. It is less dense than water. It vapors heavier than air. Ethyl acetate is the acetate ester formed between acetic acid and ethanol. It has a role as a polar aprotic solvent, an (pyroglutamyl-peptidase inhibitor, a metabolite and a saccharomyces cerevisiae metabolite. It is an acetate ester, an ethyl ester and a volatile organic compound.
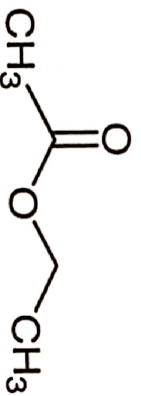
6. BENZALDEHYDE:

Benzaldehyde (C6H5CHO), is the simplest representative of the aromatic aldehydes, occurring naturally as the glycoside amygdalin. It is prepared synthetically and it is used chiefly in the manufacture of dyes, cinnamic acid, other organic compounds and to some extent in perfumes and flavouring agents.
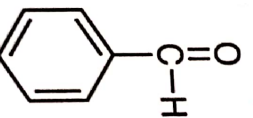
7. CAMPHOR:

Camphor is a powder that originally comes from the bark and wood of the camphor tree. Today, most camphor is synthetic. Some products of camphor are applied in the skin, including FDA-approved treatments. It is a common ingredient in remedies applied to the skin for cough and skin irritation.

8. FORMALDEHYDE:

Formaldehyde is a colorless, strong-smelling, flammable chemical that is produced industrially and used in building materials such as particleboard, plywood and other pressed-wood products.
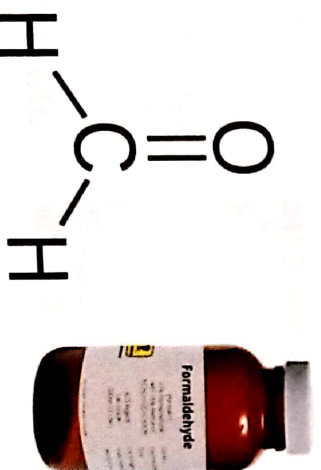
9.METHYLENE CHLORIDE:

Dichloromethane (DCM or methylene chloride) is an organochloride compound with the formula CH2Cl2. This colorless, volatile liquid with a chloroform-like, sweet odour is widely used as a solvent. Although, it is not miscible with water, it is polar and miscible with many organic solvents.
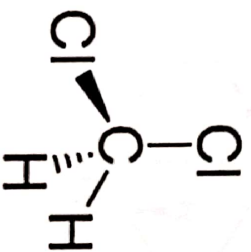
10.LIMONENE:

Limonene is a chemical found in the peels of citrus fruits and in other plants. It is used to make medicine. Limonene is used for obesity, cancer and bronchitis, but there is no good scientific evidence to support these uses. In foods, beverages and chewing gum, limonene is used as a flavoring.
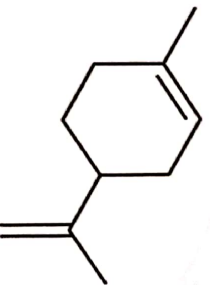
Limonene

11.SYNTHETIC MUSK:

Synthetic musks are a class of synthetic aroma compounds to emulate the scent of deer musk and other animal musks (castoreum and civet). Synthetic musks have a clean, smooth and sweet scent lacking the fecal notes of animal musks.
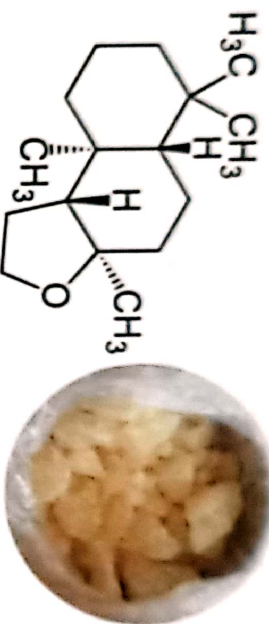
12.PYTHALATES:

Phthalates are a group of chemicals used to make plastics more durable. They are often called plasticizers. Some phthalates are used to help dissolve other materials. Phthalates are in hundreds of products, such as vinyl flooring, lubricating oils, and personal-care products such as soaps, shampoos and hair sprays.
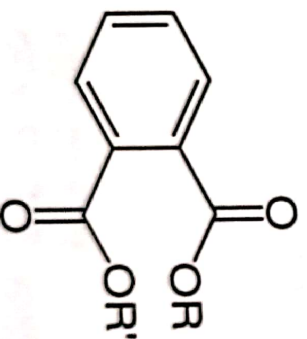
DIFFERENT BRANDS OF PERFUMES:

1. FOGG:

Founder- Darshan Patel (Vini cosmetics).Fogg is one of the top-selling perfume deodorants in India.Fogg is a revolutionary product introduced in the Indian market. back then people only used deodorants which were usually alcohol-based and alcohol initially stimulates sweating, but may also temporarily kill bacteria. mainly comes in as aerosol sprays, which caused a lot of wastage.Fogg's idea of deodorant with no gas became extremely popular in India.Fogg was finally launched in 2011 with the tagline Bina gas wala spray (deodorant without gas).The market response was overwhelming. Media reports, quotes Nielsen data sayings that Fogg is now the leader in the deodorant market with a 12 percent share.Fogg guaranteed at least eight hundred sprays per single bottle, which caused a huge stir in the market and encouraged the customers to buy their products.Fogg came into being when the deodorant market contained products that were similar to each other.Fogg became a revolutionary product that was liquid-based instead of typical gas-based deodorants in the market.Fogg promises that their products are best in their quality, as it undergoes dermatological testing, therefore the consumers are assured of no side effects.

2. SKINN BY TITAN:

Titan Company Limited is an Indian luxury products company headquartered in the city of Bangalore, India.It mainly manufactures fashion accessories such as jewellery, watches,perfume and eyewear. It is a part of the Tata Group and started as a joint venture with TIDCO, the company has its corporate headquarters in Electronic City, Bangaloreand registered office in Hosur, Tamil Nadu. As of 2019, it is also the fifth-largest watch manufacturer in the world.In 2013, Titan launched six variants of perfume in the Indian perfume market under the brand name 'Skinn'. They collaborated with world-renowned perfumers including Alberto Morillas and Olivier Pescheux.SKINN Titan redefines the Indian fragrance industry with its product offering. Assuring the highest quality and bearing the hallmark of Titan, the SKINN range is specially crafted by blending exotic yet contemporary notes that are native to rarest and finest of the ingredients sourced from myriad locations across the world.It is designed in-house and created by six world renowned Master Perfumers including Harry Fremont, Michel Girard, FabricePellegrin, Nadege Le Garlantezec and the celebrated Alberto Morillas and Olivier Pescheux. These French-made perfumes are international interpretation of men and women. The array of fragrances portrays a young woman's sensuality in SKINN IMERA women's warm seduction in SKINN NUDE and her charms and complexities in SKINN CELESTE. SKINN EXTREME celebrates the sporty vitality of a man whilst SKINN RAW defines masculinity and SKINN STEELE is a power trip of complex spices.The current portfolio of SKINN includes these 6 exciting variants in the EDP (Eau De Parfum) format and are crafted to last.
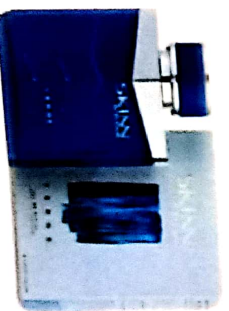
3. PARK AVENUE:

Park avenue perfumes ensures that you remain fresh and fragrant anytime and anywhere.It soothes your senses and elevates our ambitions.Ethyl alcohol, Fragrance, Aqua. Glycerine,Diethyl phthalate, propylene glycol,Ethylhexylgycerine are the key ingredients used in park avenue perfumes.

4. AXE:

Axe or Lynx is a brand of male grooming products owned by the British company Unilever and marketed towards the younger male demographic people. It is marketed as Lynx in the United Kingdom, Ireland, Malta, Australia, New Zealand and China.Axe was launched in France in 1983 by Unilever. It was inspired by another set of Unilever's brands. Unilever introduced many products in the range, but was forced to use the name Lynx in the United Kingdom, Ireland, Australia and New Zealand due to trademark issues with the Axe name. In addition, some countries (such as South Africa) introduced the brand as EGO.Scents have evolved over time. From 1983 to 1989, the variant names were descriptions of the fragrances and included Musk, Spice, Amber, Oriental and Marine. From 1990 to 1996, geographic names for fragrances were used. In 2009, the brand launched an eight-centimetre container called the Axe Bullet. The brand has also extended into other areas.Most scent names usually have a shower gel to accompany them and sometimes an antiperspirant/deodorant stick and an aftershave lotion. The Axe Shampoos come in three different sizes namely regular size, travel or sample size and XL bottles. Axe also ships a shower scrub tool called the Axe Detailer.Axe also launches limited edition variants from time to time that may be on sale for a few months or over a year.

5. ENGAGE:

In May 2013, ITC's Personal Care Products business expanded its product portfolio with the launch of Engage- one of India's first range of 'couple deodorants'. Engage consists of a range of 16 deodorants with 8 fragrances each for Men & Women. 'Engage' marks the Personal Care Business' foray into deodorants with an exclusive brand. This new range of Deo Sprays for men and women provides 24 hour freshness and has been crafted to enhance their personal grooming and confidence.Engage for men have a bold, modern look and has been designed in classical black with a tinge of effervescent colours. The range for women is in bright hues of Pink, Blue, Yellow and Green on a can shape designed with contemporary feminine patterns.In September 2014, the business launched Engage Cologne Sprays - a range of exquisite Colognes for men and women. Engage Cologne Sprays have higher fragrance dosage & 0% Gas thereby enabling long lasting chemistry. Engage Cologne Sprays consists 8 exquisitely crafted fragrances - 4 for Men & 4 for Women.Engage has introduced a new range of perfume sprays for men & women. It is crafted by international experts and this range delivers strong and long lasting fragrances. This range has been launched in a clear transparent packaging.

6. YARDLEY:

Yardley of London (usually referred to simply as Yardley or Yardley's) is a British personal care brand and one of the oldest firms in the world to specialize in cosmetics, fragrances and related toiletry products. It is established in 1770.Yardley became a major producer of soap and perfumery by the beginning of the 20th century.By 1910, the company had moved to London's upmarket Bond Street and in 1921, they received their first Royal Warrant. Today, Yardley holds two Royal Warrants.Yardley London has always put fine fragrance within the reach of everyone and has just re-launched its Traditional Florals Collection in a brand new livery, keeping the brand in line with its floral heritage, but with a more modern, clean floral design and a 250 Year Logo in celebration of its heritage. Along with this a new range of fragrances has been introduced to broaden the brand's appeal, the Contemporary Florals Collection includes Freesia & Bergamot, Blossom & Peach, Poppy & Violet and Bluebell & Sweet Pea.The recently introduced Flowerful Collection, inspired by big, bountiful, blossoming floral bouquets launched in 2019 with Luxe Gardenia, Elegant Iris and Decadent Mimosa, all of which have won fragrance beauty awards, has just welcomed two new additions in the form of Exquisite Peony and Opulent Rose.

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7. VICTORIA SECRET:

Victoria's Secret is an American fashion house for lingerie, accessories and cosmetic products. The company was started in San Francisco by Roy Raymond in 1977. It is originally designed with the intent of making lingerie shopping a comfortable experience for men. Victoria's Secret has grown into a lingerie empire with more than 1,000 stores across the U.S. and select countries around the world. The company's growth as a retailer expanded significantly after it was sold to Limited Brands in 1982.The company offers fragrances and perfumed body care products named for its clothing lines.An early line of botanical-themed body care products was successful and some remain for sale today, such as Pear Glace. In the late 1980s, the company made a more formal venture into the perfume market. The company's earliest perfume, Victoria, was launched in 1989. The very successful Dream Angels line was launched in 2000 and is updated on a regular basis with limited editions and flankers.
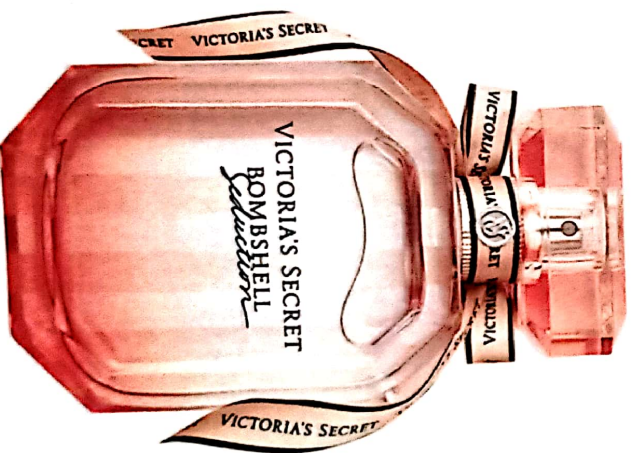
8. BLUE LADY:

Blue Lady by Rasasi is a Floral Woody Musk fragrance for women. Top notes are Tuberose, Ylang-Ylang, African Orange flower and Violet Leaf. Middle notes are Jasmine, Plum, Narcissus and Peach. Base notes are Sandalwood, Vanille, Musk, Amber and vetiver.Blue Lady is a classical and cheerful perfume, ideal for ladies who enjoy life. Violet leaf, ylang-ylang, tuberose and orange blossom are at the top of the composition. The heart is filled with peach, plum, narcissus and jasmine, while the base is composed of sandalwood, vetiver, vanilla, amber and musk.It is available as 40 ml EDP.

Free Deo Spray Inside

9. MAMAEARTH:

Mamaearth is an Indian company of Health, Wellness & Fitness. The company's headquarters is in Gurgaon, Haryana. It is one of the leading company or a brand which intends to make lives of mums & expectant mums better and beautiful. A brand which welcomes all babies to a healthy and a safe world.Mamaearth products will take care of every parents & baby's well-being from head to toe with safe, toxin-free, international standard products which we can choose without having to think twice.

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10. JUNGLE MAGIC:

Jungle Magic Fruity Perfumes is a unique product conceptualized especially for children. These perfumes are made with fresh fruity fragrances carefully interlaced with lemon and orange oils that help in improving alertness and refreshing the mind. It comes to be a part of the world of Jungle Magic and experience a wealth of well-being and fun. Research around the world has shown that aroma stimulate benefits the holistic well-being of people from all age groups. Jungle Magic perfumes contain elements of essentials oils extracted from fruits. Aroma from these essential oils helps in making a child feel fresh and revitalized.

11.BURBERRY:

Burberry is a luxury British design house founded by Thomas Burberry in 1856.After achieving popularity, the company diversified its range and one of the sectors are graced with the classic Burberry style, which was introduced in 1981 with its first men's fragrance. The children and girls would have to wait until 2002, the year in which the firm launched its first child perfume Burberry. With the first fresh scent of Burberry Baby Touch and then with the Burberry Baby Touch without Alcohol, the children's perfumes Burberry conquered the olfatos of children.The firm has a lot of experience in the perfumes sector andthusit has been able to demonstrate in the Burberry fragrances for children. To conquer the most delicate children's nostrils, making sure that their aromas are soft and fresh. The brand has oriented its creations to children who are cheerful, fun and love to play.In online perfumery ,we can find Burberry perfumes for children, in which we can choose the one that best combines for them, so that they can enjoy it and feel good when wearing it. We can buy online quickly, easily and comfortably without leaving home. Children will have fun with these fragrances.

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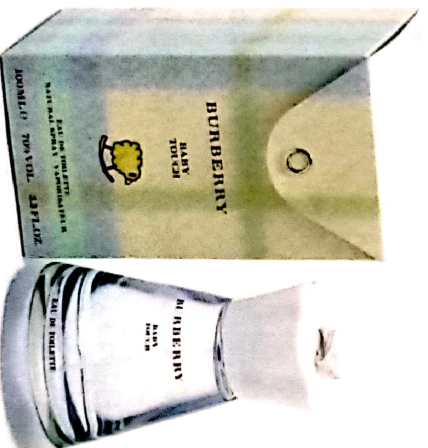
12.DISNEY:

The Disney company currently offers 20 fragrances in its perfume base. They were in 2008 with Hannah Montana Secret Star for women. The perfume comes in a bottle with a guitar emblem representing the character from the television program Hannah Montana.Disney is a new fragrance brand. The earliest edition was created in 2008 and the newest is from 2021. The nose who worked on the fragrances is Geir Ness.

13.POCKET PERFUMES:

13.1 ENGAGE:

Engage is one of India's top two deodorant brands. Engage brings to bear the interesting proposition of playful chemistry between man and woman and this has been pivotal in communicating a distinctly differentiated brand story. It mixes elements at every touch point including packaging, variant nomenclature for each product and communication which everything embodies the spirit of playful chemistry. The Engage

portfolio has been expanding with the launch of Engage Cologne Sprays last year. Brand Engage was launched in 2013.

13.2 EVA:

Eva celebrates the Women of today for her uniqueness and aims at being friend in their endeavor to facing everyday life confidently. The first women to be launched in India is 1998. EVA has always stood for the betterment of women at every walk of life.

13.3 AXE:

Axe was launched in France in 1983 by Unilever. It was inspired by another of Unilever's brands, Impulse. Unilever introduced many products in the range, but was forced to use the name Lynx in the United Kingdom, Ireland, Australia and New Zealand due to trademark issues with the Axe name. In addition, some countries (such

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as South Africa) introduced the brand as EGO.Scents have evolved over time. From 1983 until about 1989, the variant names were descriptions of the fragrances and included Musk, Spice, Amber, Orientaland Marine. From 1990 until 1996, geographic names for fragrances were used. In 2009, the brand launched an eight-centimetre container called the Axe Bullet. The brand has also extended into other areas.Most scent names usually have a shower gel to accompany them and sometimes an antiperspirant/deodorant stick and an aftershave lotion. The Axe Shampoos come in three different sizes: regular size, travel or sample size and XL bottles. Axe also ships a shower scrub tool called the Axe Detailer.Axe also launches limited edition variants from time to time that may be on sale for a few months or over a year

13.4 WILD STONE:

McNROE Consumer Products Pvt Ltd is the brainchild of Shri Narendra Kumar Daga. It is also known as India's Perfumery Genius, who is the creator of celebrated fragrances like WILD STONE RED, GREY & CODE Steel amongst others. Tracing its origin to a humble workshop in Bhadrak, Orissa- the McNROE story is a tale of patience & perseverance of a single individual.

CONCLUSION:

The brand of the perfume, packaging, bottle design are the important factors for consumers during the purchase of the perfumes. However, the ultimate decisive elements are fragrance and quality of the perfumes. It is also noteworthy that even if the perfume has become a success and it is up for recommendations from family, friends and colleagues customer has positive inclination due to past experience with perfumes. Even then marketers must keep on delivering on quality promise. Fragrance is everywhere, in our soap, our toothpaste, our shampoo, our conditioner, our everything. Even our fragrance-free things have "odour neutralizers" in them to take away their intrinsically nasty smell. Today, the fragrance industry is faced with so many rules and regulations. Lastly, we enjoy,appreciate and embrace the world of fragrance.

CHAPTER III
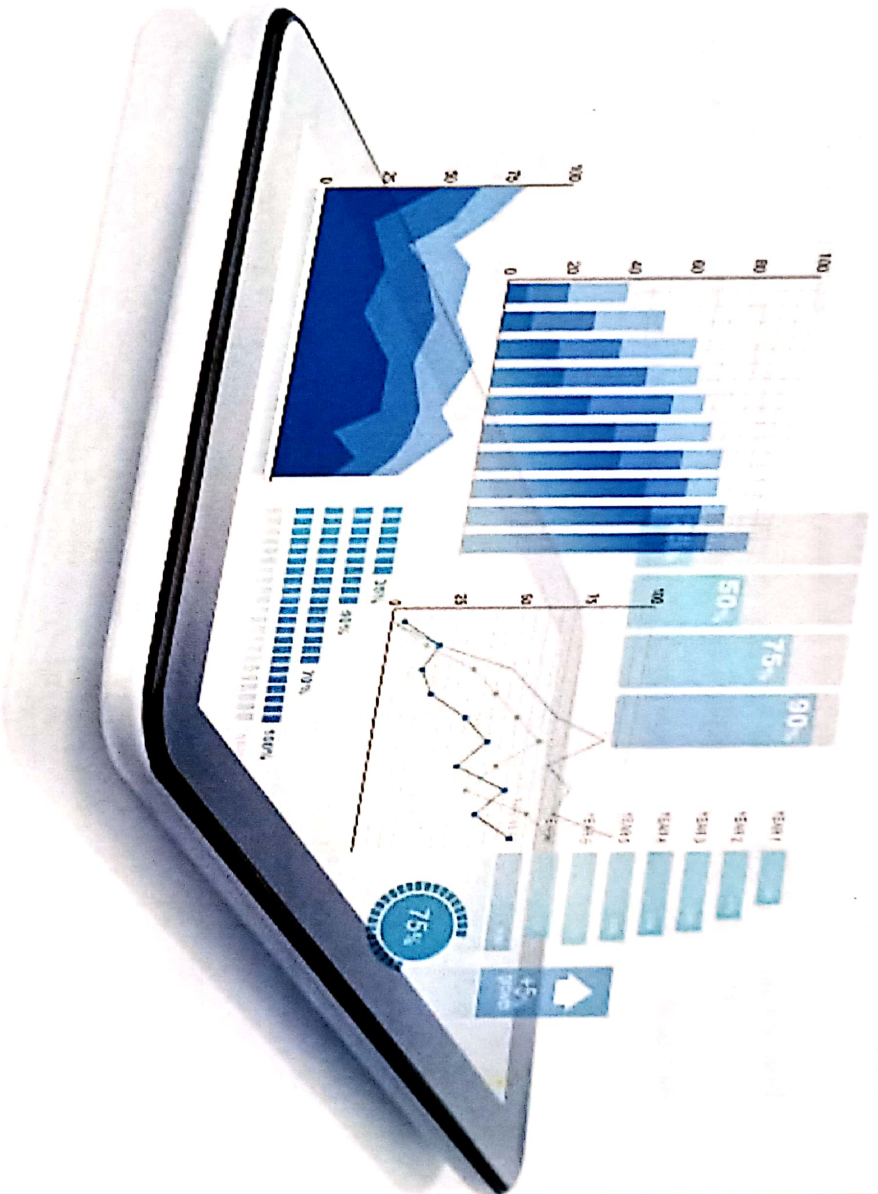
ANLYSIS AND INTERPRETATION OF DATA

Analysis and Interpretation of data

Analysis of data is a process of inspecting, transforming and modelling data with the goal of discovering useful information, providing suggestions, arriving conclusions and supporting decision making.

Data analysis has multiple facts and approaches, encompassing diverse techniques under a variety of names, in different business, science and social science domains.

Analysis is a must for any researcher to derive a conclusion. Analysis of data plays a predominant role in detecting the result of a brief about, "Perfumes".

Each question in the questionnaire is analysed individually, sufficiently and tabulated and represented graphically. The sample size of the data collected is 60.

In the present study the researcher has made the following analysis which are as follows,

- Percentage analysis
- Bar diagrams
- Pie charts
- Ranking method
- Chi square test

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

TABLE 3.1

AGE WISE CLASSIFICATION

Age	No of Respondents	% of Respondents
Below 20 years	11	18%
20 years – 30 years	28	47%
30 years -40 years	8	13%
Above 40 years	13	22%
Total	60	100%
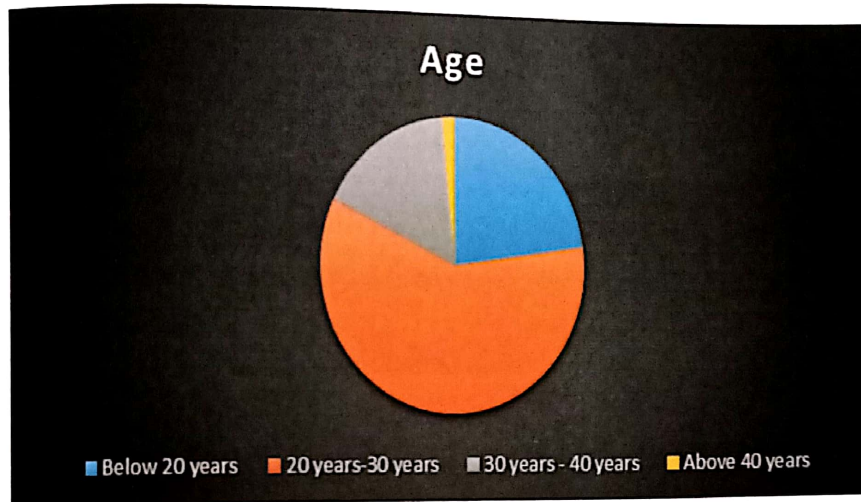
Source: Primary Data

Interpretation:

From the above pie chart Table 3.1, it indicates that out of 60 respondents 18% of the respondents come under the category below 20 years, 47% of the respondents are aged between 20-30 years, 13 % of the respond ents are aged between 30-40 years and 22% of the respondents come under the category above 40 years of age.

Inference:

Thus, it is inferred that 47% of the respondents belong to the age category of 20 to 30 years.

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TABLE 3.2

GENDER WISE CLASSIFICATION

Gender	No. of Respondents	% of Respondents
Male	17	28%
Female	43	72%
Total	60	100%
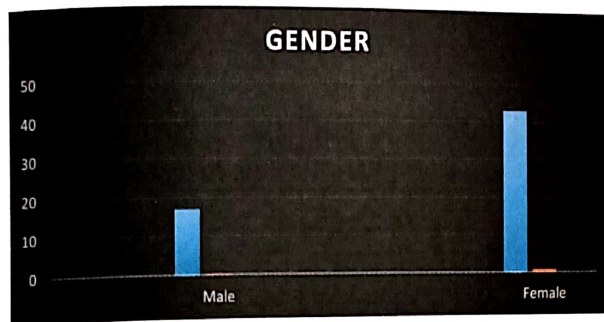
Source: Primary Data

Interpretation:

From the above bar chart Table 3.2, it is inferred that, out of 60 respondents, majority (72%) of the respondents are female and 28% of the respondents are male customers.

Inference:

Thus, it is inferred that majority (72%) of the respondents are female.

TABLE 3.3
EDUCATIONAL QUALIFICATION WISE CLASSIFICATION

Education Qualification	No. of Respondents	% of Respondents
Higher Secondary	8	13%
UG	32	53%
PG	10	17%
Diploma	10	17%
Total	60	100%
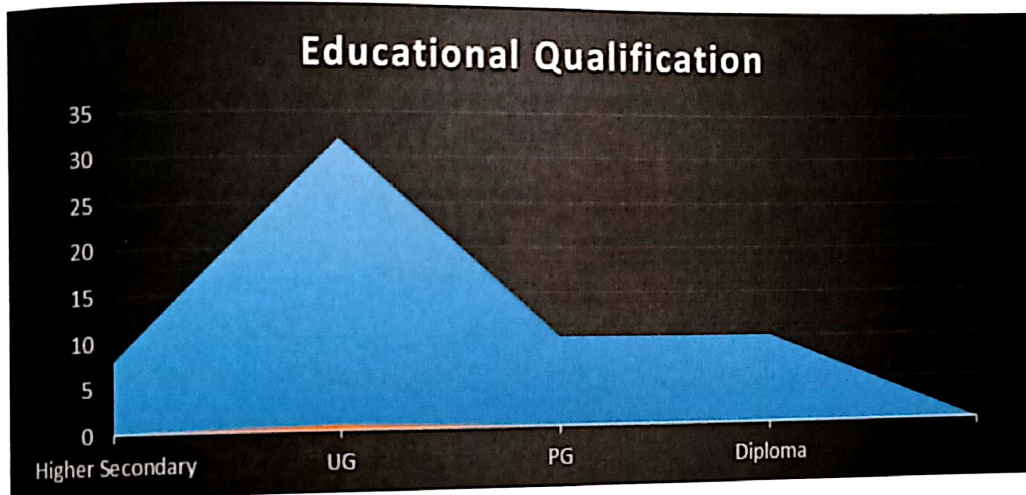
Source: Primary Data

Interpretation:

From the above area chart Table 3.3, it is clearly inferred that, out of 60 respondents, half (53%) of the respondents are undergraduate, 17% of the respondents have completed their post graduate and diploma and 13% of the respondents have completed their higher secondary.

Inference:

Thus, it is inferred that half (53%) of the respondents have completed their under graduates.

TABLE 3.4
MARITAL STATUS WISE CLASSIFICATION

Marital status	No. of respondents	% of respondents
Married	25	42%
Unmarried	33	55%
Divorcee	-	-
Spinster	2	3%
Total	60	100%
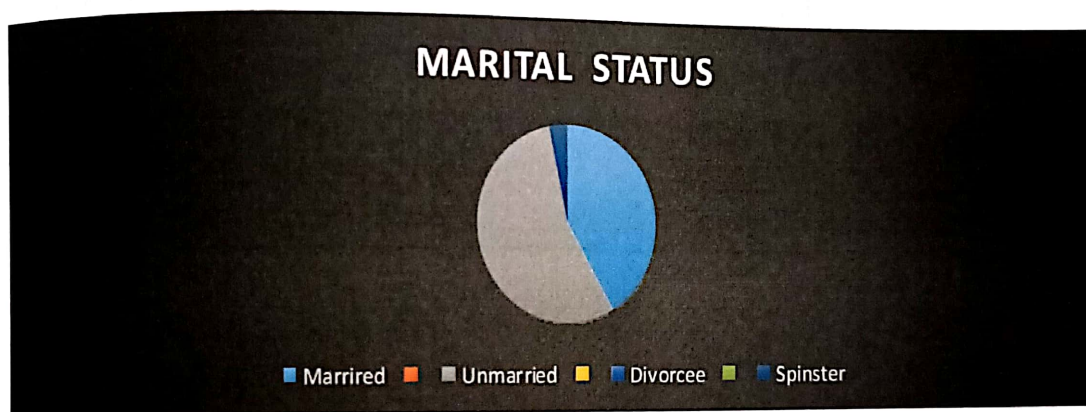
Source: Primary Data

Interpretation:

From the above pie chart Table3.4, it shows that out of 60 respondents, half (55%) of the respondents are unmarried,42% of the respondents are married, 3% of the respondents are spinsters and none of the respondents are divorcee.

Inference:

Thus, it is inferred that half (55%) of the respondents are unmarried.

TABLE 3.5
OCCUPATION WISE CLASSIFICATION

Occupation	No. of respondents	% of Respondents
Student	24	40%
Self-employed	14	23%
Private-employed	21	35%
Govt-employed	1	2%
Total	60	100%

Source: Primary Data

Interpretation:

From the above bar chart table 3.5, it shows that out of 60 respondents, 40% of the respondents are students, 35% of the respondents are private employed, 23% of the respondents are self-employed and 2% of the respondents are government-employed.

Inference:

Thus, it is inferred that 40% of the respondents are students.

TABLE 3.6

FAMILY WISE CLASSIFICATION

Nature	No. of respondents	% of respondents
Nuclear	43	72%
Joint	17	28%
Total	60	100

NATURE OF FAMILY
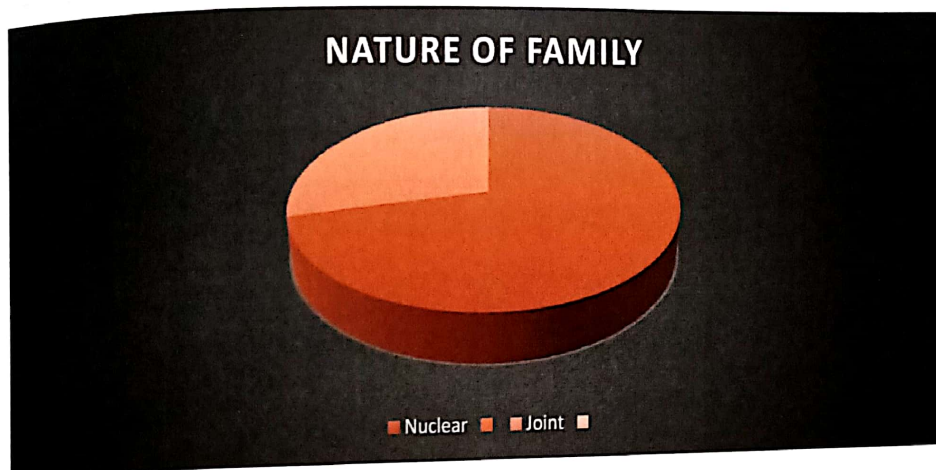
Nuclear ■   ■ Joint ■

Source: Primary data

Interpretation:

From the above pie chart Table3.6, it shows that out of 60 respondents, majority (72%) of the respondents are coming from a nuclear family and 28% of the respondents are coming from a joint family.

Inference:

Thus, it is inferred that majority (72%) of the respondents are coming from a nuclear family.

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TABLE 3.7

INCOME WISE CLASSIFICATION

Monthly income	No. of respondents	% of respondents
Below Rs.20,000	43	72%
Rs.20,000-Rs.30,000	7	12%
Rs.30,000-Rs.40,000	6	10%
Above Rs.40,000	4	6%
Total	60	100%
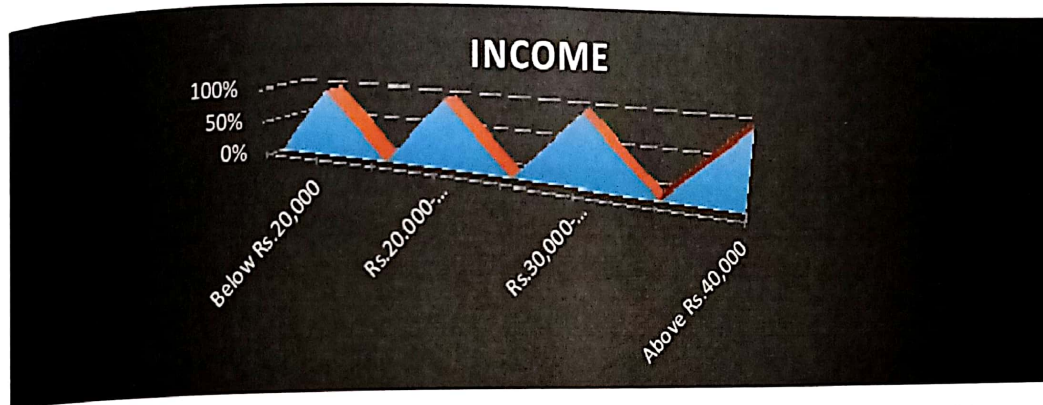
Source: Primary Data

Interpretation:

From the above area chart Table3.7, it shows that, out of 60 respondents, majority of the respondents (72%) earn a monthly income below Rs.20000,12% of the respondents earn a monthly income between Rs.20000-Rs.30000,10% earn a monthly income between Rs.30000-Rs.40000 and 6% of the respondents earn a monthly income above Rs.40000.

Inference:

Thus, it is inferred that majority (72%) of the respondents earn a monthly income below Rs.20,000.

TABLE 3.8

PLACE WISE CLASSIFICATION

Place	No. of respondents	% of respondents
Rural	12	20%
Urban	26	43%
Edge of the town	6	10%
Around town centre	16	27%
Total	**60**	**100%**
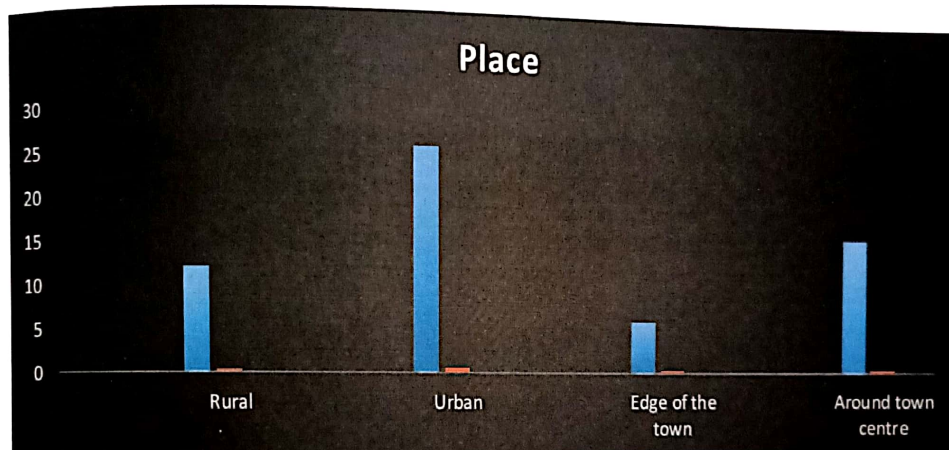
Source: Primary Data

Interpretation:

From the above bar chart Table 3.8, out of 60 respondents, it shows that 43% of the respondents reside in urban area, 27% of the respondents resides around the town, 20% of the respondents reside in rural area and 10% of the respondents resides in the edge of the town.

Inference:

Thus, it is inferred that (43%) of the respondents reside in urban areas.

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TABLE 3.9

USAGE OF BRAND TOWARDS PERFUMES

Brand	No. of respondents	% of respondents
Fogg	17	28%
Skinn by titan	3	5%
Park avenue	5	8%
Axe signature	7	12%
Engage	6	10%
Yardley	13	22%
Victoria secret	1	2%
Blue lady	8	13%
Total	60	100%
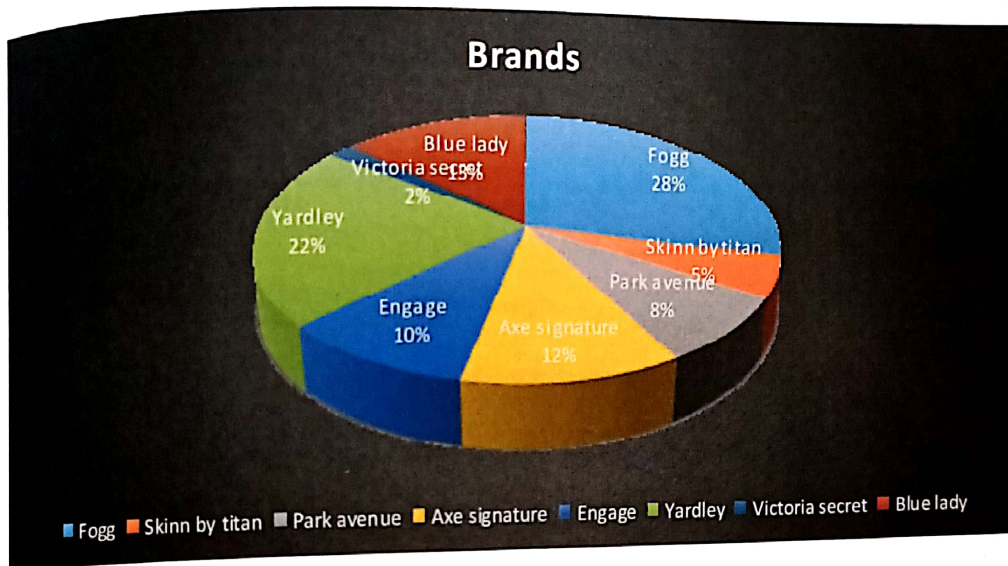
Source: Primary Data

Interpretation:

From the above pie chart Table 3.9, it shows that 28% of the respondents use fogg brand, 22% of the respondents use Yardley, 13% of the respondents use blue lady, 12% of the respondents use axe, 10% of the respondents use engage, 8% of the respondents use park avenue, 5% of the respondents use skinn by titan, 2% of the respondents use Victoria secret.

Inference:

Thus, it is inferred that 28% of the respondents use fogg brand of perfumes.

TABLE 3.10

PERFUME LOVERS

Perfume Lovers	No. Of Respondents	% of respondents
All	38	63%
Father	10	17%
Mother	2	3%
Children	10	17%
Total	60	100%
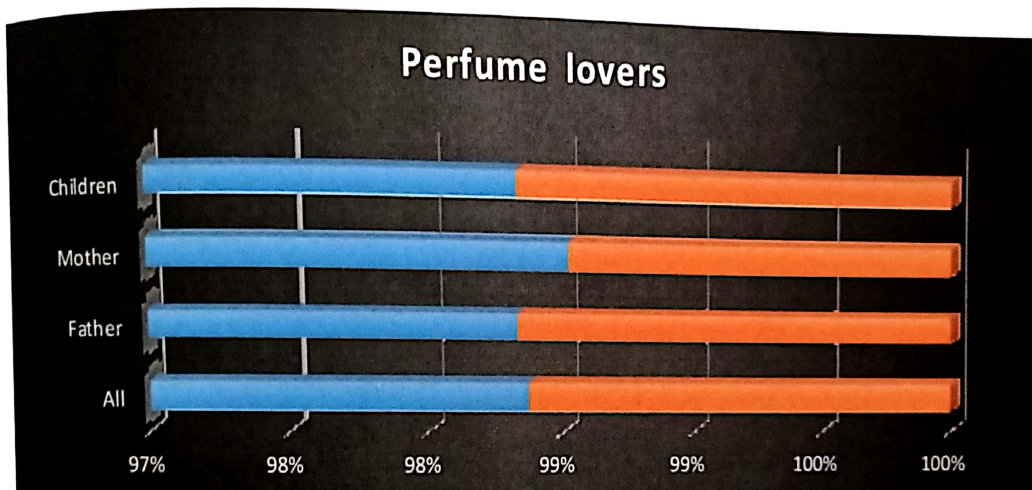
Source:Primary Data

Interpretation:

From the above column chart Table 3.10, it shows that more than half (63%) of the respondents all are perfume lovers,17% of the respondents' father and children are perfume lovers and 3% of the respondents' mother are perfume lovers.

Inference:

Thus, it is inferred that most (63%) of the respondents all are perfume lovers.(Father, Mother, Children)

TABLE 3.11

FAVOURITE PERFUMES

Family's favourites	No. of Respondents	% /of Respondents
Engage	15	25%
Fogg	26	43%
Park avenue	12	20%
Skinn by titan	7	12%
Total	60	100%
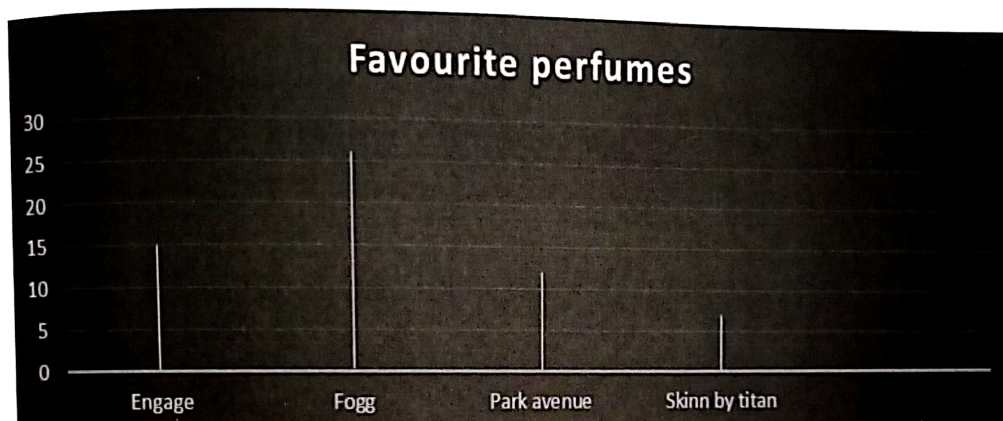
Source: Primary Data

Interpretation:

From the above line chart Table 3.11, out of 60 respondents, it shows that 43% of the respondents prefer fogg,25% of the respondents prefer engage,20% of the respondents prefer park avenue and 12% of the respondents prefer skinn by titan as their family's favourite perfume.

Inference:

Thus, it is inferred that 43% of the respondents prefer fogg as their family's favourite.

Scanned with OKEN Scanner

TABLE 3.12
CHILDREN'S PERFUME PREFERENCE

| Perfume	No. of Respondents	% of Respondents
Mama earth	16	27%
Jungle magic	13	22%
Burberry	15	25%
Disney	16	26%
Total	60	100%
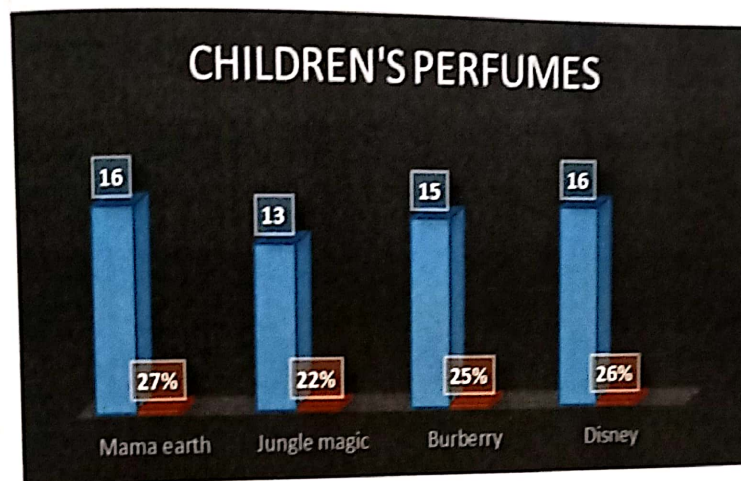
Source: Primary data

Interpretation:

From the above barchart Table 3.12, out of 60 respondents, it shows that 27% of the respondents use mama earth, 26% of the respondents use Disney, 25% of the respondents use burberry and 22% of the respondents use jungle magic.

Inference:

Thus, it is inferred that 27% of the respondents use Mama earth perfume for children.

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TABLE 3.13

PLACE OF PURCHASE

Place	No. of respondents	% of respondents
Malls	13	21%
Super market	24	40%
Online	8	13%
Perfume retail store	16	26%
Total	60	100%

PLACE

■ Super market ■ Online ■ Perfume retail store ■
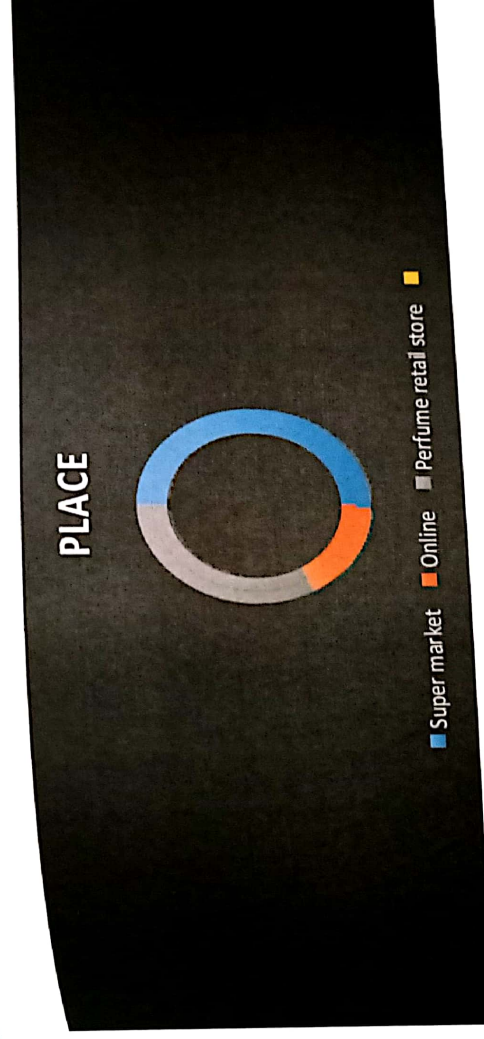
Source: Primary Data

Interpretation:

From the above pie chart Table 3.13, out of 60 respondents, it shows that 40% of the respondents purchase perfumes in super markets, 26% of the respondents purchase perfumes in perfume retail stores, 21% of the respondents purchase in malls and 13% of the respondents purchase in online stores.

Inference:

Thus, it is inferred that 40% of the respondents purchase perfumes in super markets.

TABLE 3.14

USAGE OF PERFUMES

Usage	No. of respondents	% of respondents
Day time	21	35%
Party time	21	35%
24 hours	9	15%
Work place	9	15%
Total	60	100%

USAGE OF PERFUMES

■ Day time ■ Party time ■ 24 hrs ■ Work place
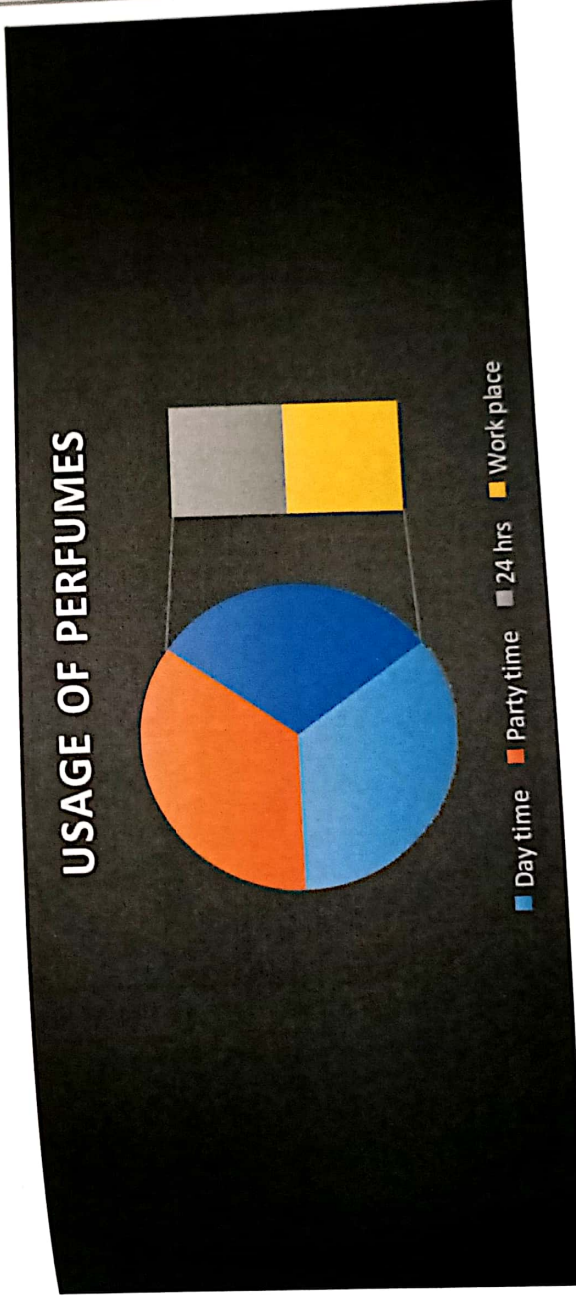
Source: Primary Data

Interpretation:

From the above pie chart Table 3.14, out of 60 respondents, it shows that 35% of the respondents use perfume during day time and party time and 15% of the respondents use perfumes for 24 hours and at work place.

Inference:

Thus, it is inferred that35% of the respondents use perfumes during day time and party time.

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Scanned with OKEN Scanner

TABLE 3.15

DURATION OF USAGE OF PERFUMES

USAGE	No. of respondents	% of respondents
1	41	68%
2	14	23%
3	1	2%
More than 3	4	7%
Total	60	100%

Source: Primary data

DURATION OF USAGE
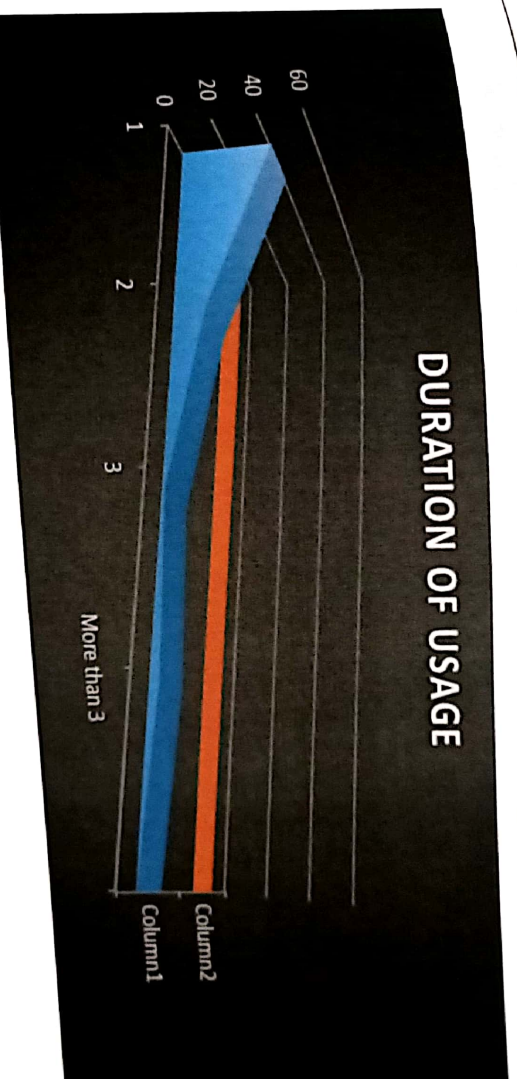
Interpretation:

From the above area chart Table 3.15, out of 60 respondents, it shows that more than half(68%) of the respondents use 1 perfume in a month,23% of the respondent use 2 perfumes in month,7% of the respondents use more than three perfumes in a month and 2% of the respondents use 3 perfumes in a month.

Inference:

Thus, it is inferred that more than half (68%) of the respondents use one perfume in a month.

TABLE 3.16

PRICE OF PERFUMES

Price	No. of respondents	% of respondents
Below Rs.100	3	5%
Rs.100 – Rs.200	25	42%
Rs.200 – Rs.300	20	33%
Above Rs.400	12	20%
Total	60	100%
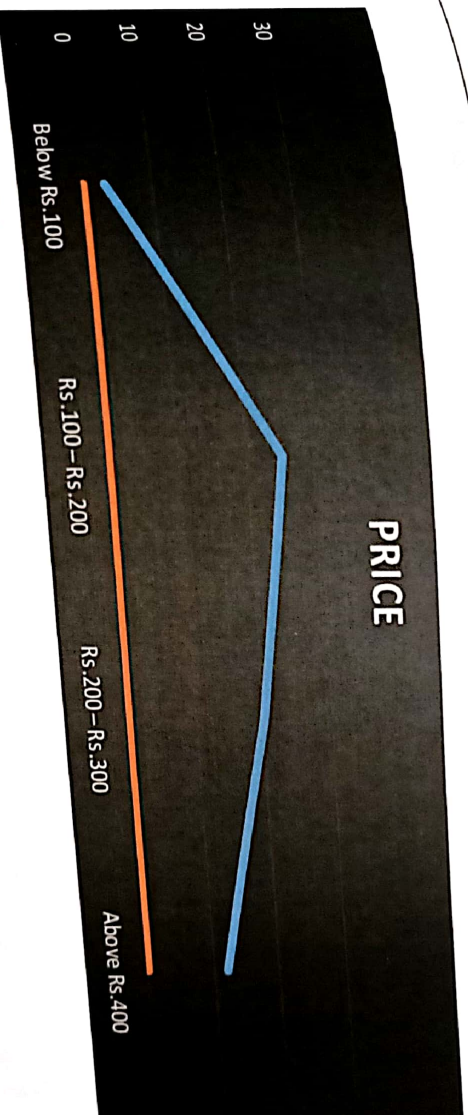
Source: Primary data

Interpretation:

From the above line chart Table 3.16, out of 60 respondents, it shows that 42% of the respondents purchase perfumes ranging from Rs.100 – Rs.200,33% of the respondents purchase perfumes ranging from Rs.200 – Rs.300,20% of the respondents purchase perfumes ranging above Rs.400 and 5% of the respondents purchase perfumes ranging below Rs.100.

Inference:

Thus, it is inferred that 42% of the respondents purchase perfumes ranging from Rs.100 – Rs.200.

TABLE 3.17

INFLUENTIAL FACTORS FOR PURCHASE OF PERFUMES

Influential factors	No. of respondents	% of respondents
Friends	14	23%
Relatives	7	12%
Advertisement	24	40%
Social media	15	25%
Total	60	100%

Source: Primary data

INFLUENTIAL FACTORS

Legend: Friends, Relatives, Advertisement, Social media

25%, 23%, 12%, 40%
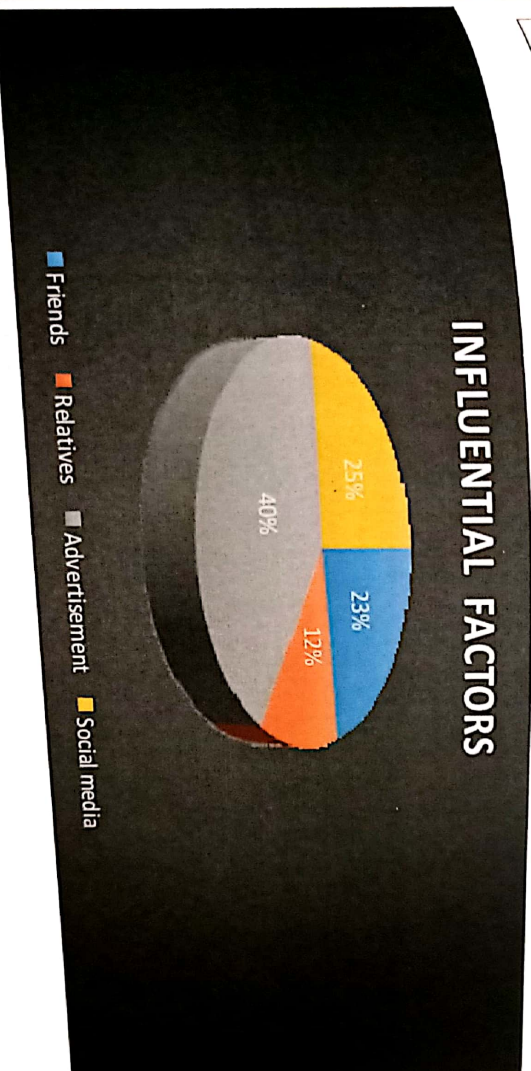
Interpretation:

From the above pie chart Table 3.17, out of 60 respondents,it shows that for 40% of the respondents are influenced by advertisements, 25% of the respondents are influenced by social media, 23% of the respondents are influenced by friends and 12% of the respondents are influenced by relatives.

Inference:

Thus, it is inferred that 40% of the respondents are influenced by advertisements for purchase of perfumes.

TABLE 3.18

ODOUR OF PERFUMES

Odour	No. of respondents	% of respondents
Good	49	82%
Bad	-	-
Better	8	13%
Worse	3	5%
Total	60	100%
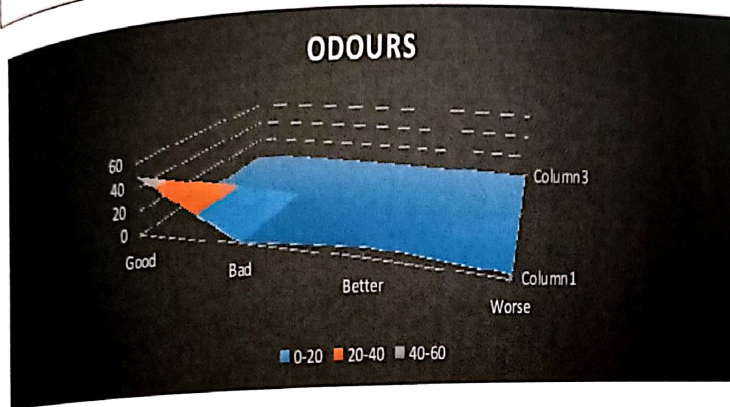
ODOURS

Source: Primary data

Interpretation:

From the above chart Table 3.18, out of 60 respondents, it is inferred that majority(82%) of the respondents give the opinion that the odour is good,13% of the respondents give the opinion that the odour is better and 5% of the respondents give the opinion that the odour is worse and none of the respondents conclude that it is bad odour.

Inference:

Thus, it is inferred that, majority (82%) of the respondents give the opinion that there is good odour.

TABLE 3.19

COLOUR OF PERFUMES

Colours	No. of respondents	% of respondents
Transparent	18	30%
Purple	10	17%
Pink	13	22%
Yellow	1	1%
Blue	13	22%
Red	-	-
Black	5	8%
Green	-	-
Total	60	100%

Source: Primary data

COLOUR OF PERFUMES

■ Transparent ■ Purple ■ Pink ■ Yellow ■ Blue ■ Red ■ Black ■ Green
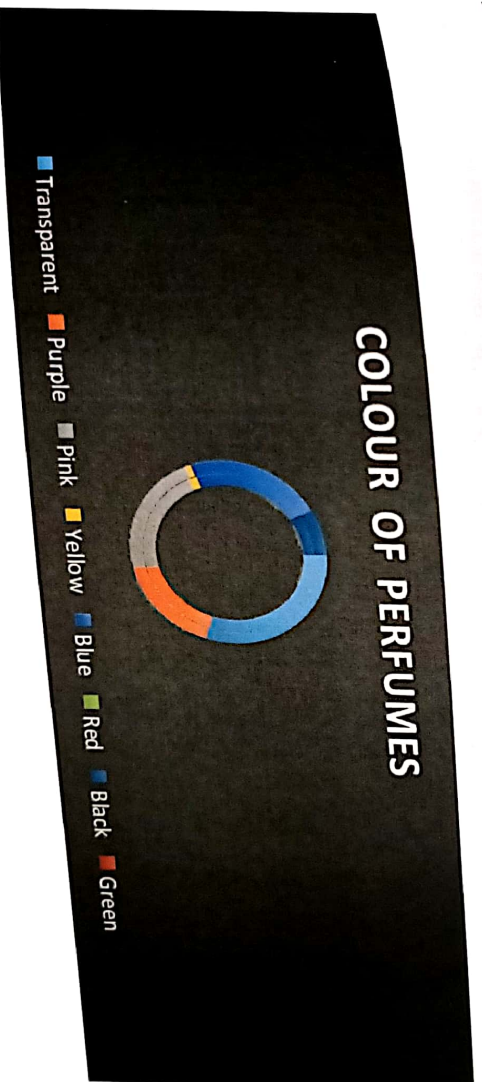
Interpretation:

From the above pie chart Table 3.19, out of 60 respondents,it shows that 30% of the respondents prefer transparent perfume,22% of the respondentsprefer pink and blue,17% of the respondents prefer purple,8% of the respondents prefer black,1% of the respondent prefer yellow and none of the respondents prefer red and green colour of perfumes.

Inference:

Thus, it is inferred that 30% of the respondents prefer transparent colour of perfumes.

TABLE 3.20

PERSONAL STYLE IN USING PERFUMES

Style	No. of respondents	% of respondents
Bold	8	13%
Trendy	23	38%
Classy	28	47%
Sporty	1	2%
Total	60	100%

Source:Primary data

PERSONAL STYLE

Interpretation:

From the above bar chart Table 3.20, out of respondents, it shows that 47% of the respondents choose to be classy,38% of the respondents choose to be trendy,13% of the respondents choose to be bold and 2% of the respondents choose to be sporty.

Inference:

Thus, it is inferred that 47% of the respondents choose to be classy in their personal style of using perfumes.

TABLE 3.21

TYPES OF POCKET PERFUMES

Pocket perfume	No. of respondents	% of respondents
Engage	21	35%
Eva	11	18%
Axe	16	27%
Wild stone	12	20%
Total	**60**	**100%**

Source: Primary data
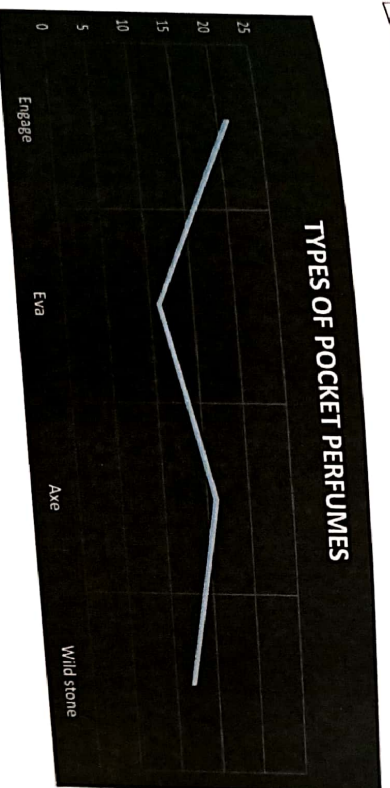
TYPES OF POCKET PERFUMES

Interpretation:

From the above chart Table 3.21, out of 60 respondents, it shows that 35% of the respondents use engage pocket perfumes, 27% of the respondents use axe pocket perfumes, 20% of the respondents use wild stone pocket perfumes and 18% of the respondents use Eva pocket perfumes.

Inference:

Thus, it is inferred that 30% of the respondents use engage pocket perfumes.

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TABLE 3.22

SHAPES OF PERFUMES

Shapes	No. of respondents	% of respondents
Square	15	25%
Rectangle	17	28%
Eclipse	13	22%
Round	15	25%
Total	60	100%

Source:Primary data

SHAPES
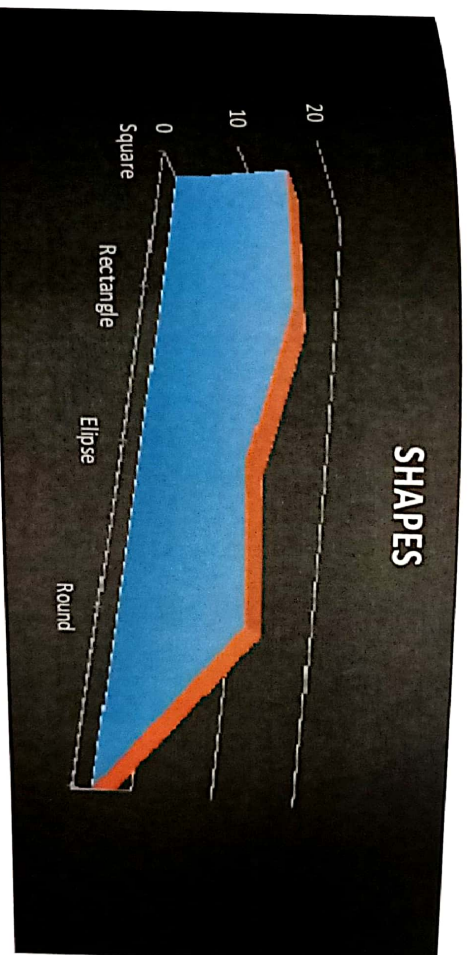
Interpretation:

From the above area chart Table 3.22, out of 60 respondents, it shows that 28% of the respondents prefer rectangle bottles,25% of the respondents prefer round and square bottles and 22% of the respondents prefer eclipse shaped bottles.

Inference:

Thus, it is inferred that 28% of the respondents prefer rectangle shaped bottles.

TABLE 3.23
PREFERRED SIZE OF PERFUMES

Size	No. of respondents	% of respondents
30 ml	2	3%
50 ml	13	22%
100 ml	32	53%
200 ml	13	22%
Total	60	100%

SIZE

■ 30 ml ■ 50 ml ■ 100 ml ■ 200 ml
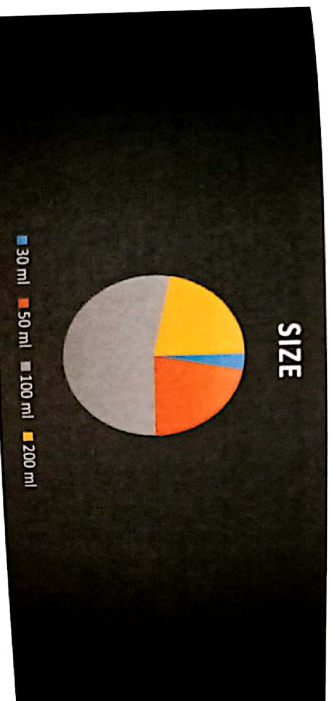
Source: Primary data

Interpretation:

From the above pie chart Table 3.23, out of 60 respondents, it shows that half (53%) of the respondents use 100 ml,22% of the respondents use 50 ml and 200 ml and 2% of the respondents use 30 ml size of perfumes.

Inference:

Thus, it is inferred that half (53%) of the respondents are 100 ml size of perfumes.

TABLE 3.24
TYPES OF BRANDS

Types	No. of respondents	% of respondents
Indian	30	50%
Foreign	30	50%
Total	60	100%

Source: Primary data

TYPES OF BRANDS
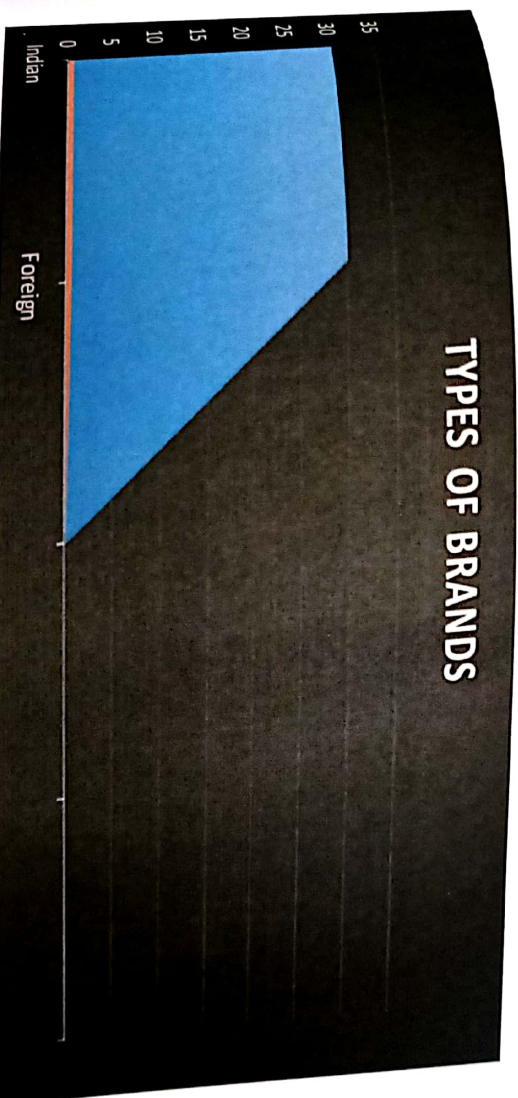
Interpretation:

From the above area chart Table 3.24, out of 60 respondents, it shows that half (50%) of the respondents use Indian brand and foreign brand.

Inference:

Thus, it is inferred that half (50%) of the respondents use both Indian and foreign types of brands.

TABLE 3.25

TYPES OF PERFUMES

Type	No.of respondents	% of respondents
Roll on	1	2%
Body spray	33	55%
Bottled	26	43%
Total	60	100%
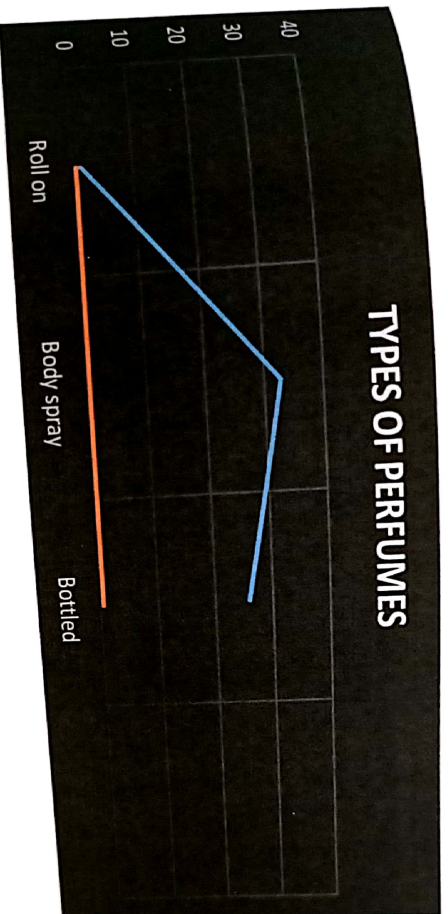
Source: Primary data

TYPES OF PERFUMES

Interpretation:

From the above line chart Table 3.25, out of 60 respondents, it shows that half (55%) of the respondents use body sprays,43% of the respondents use bottled perfumes and 2% of the respondents use roll on type of perfumes.

Inference:

Thus, it is inferred that more than half of the respondent (55%) use body sprays.

TABLE 3.26

OPINION TOWARDS USAGE OF PERFUMES

Opinion	No. of respondents	% of respondents
Identity	4	7%
Habit	8	13%
Addict	4	7%
Casual use	44	73%
Total	60	100%

Source: Primary data

OPINION

- Identity
- Habit
- Addict
- Casual use

Interpretation:

From the above pie chart Table 3.26, out of 60 respondents, it is identified that majority (73%) of the respondents use perfumes for casual use, 13% of the respondents use perfumes as a habit and 7 % of the respondents use perfumes as an identity and get addicted.

Inference:

Thus, it is inferred that majority (73%) of the respondents use perfumes for casual use.

TABLE 3.27

PERSUASIVE FEATURE OF ADVERTISEMENT

Factors	No. of respondents	% of respondents
Music	5	8%
Visual	16	27%
Celebrity	25	42%
All of these	14	23%
Total	60	100%

Source: Primary data

PERSUASIVE FEATURE
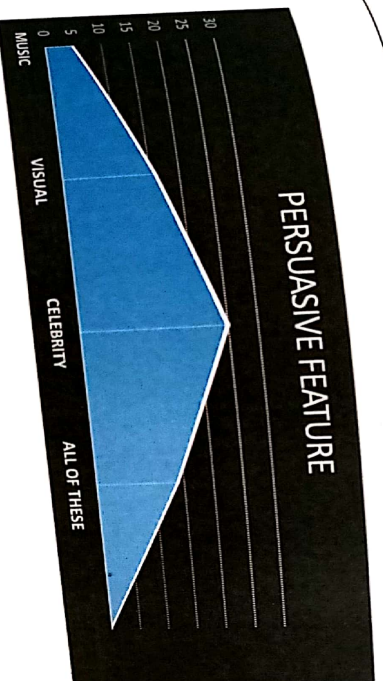
Interpretation:

From the above area chart Table 3.27, out of 60 respondents, it shows that 42% of the respondents are influenced by celebrities, 27% of the respondents are influenced by music, visual and celebrities and 8% of the respondents are influenced by visuals, 23% of the respondents are influenced by music.

Inference:

Thus, it is inferred that, 42% of the respondents are influenced by celebrities.

TABLE 3.28
REASON FOR CHANGE OF BRAND OF PERFUMES

Reasons	No. of respondents	% of respondents
Low quality	1	1%
High price	16	27%
Alternative choice	39	65%
Low quantity	4	7%
Total	60	100%

Source: Primary data

REASON FOR CHANGE

(Chart with values: 50, 40, 30, 20, 10, 0 on y-axis; categories: Low quality, High price, Alternative choice, Low quantity)
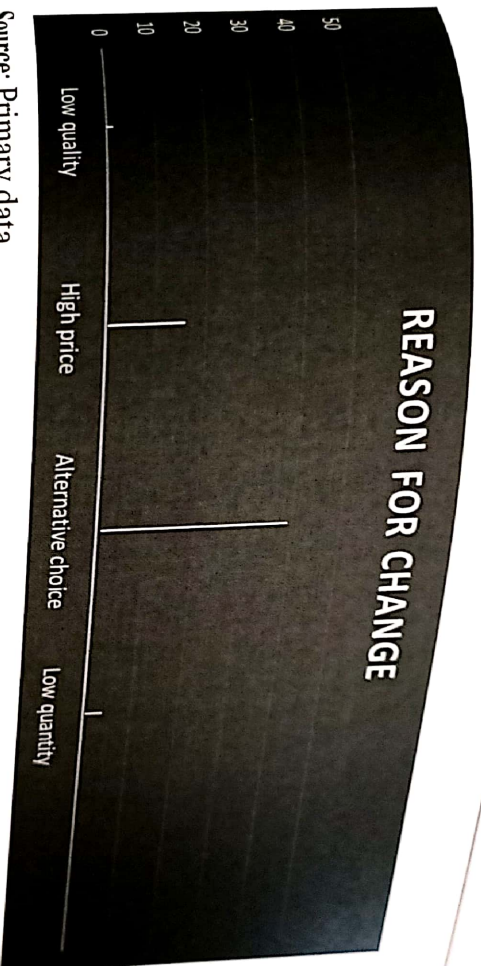
Interpretation:

From the above stock chart Table 3.28, out of 60 respondents, it shows that more than half (65%) of the respondents change perfumes as an alternative choice.27% of the respondents change perfumes due to high price, 7% of the respondents change perfumes due to low quantity and 1% of the respondent change perfumes due to low quality.

Inference:

Thus, it is inferred that, more than half (65%) of the respondents change perfumes as an alternative choice.

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TABLE 3.29
CURRENT FAVOURITE BRAND

Favourite brand	No. of respondents	% of respondents
Engage	18	30%
Fogg	31	52%
Secret temptation	2	3%
Victoria secret	9	15%
Total	**60**	**100%**

CURRENT FAVOURITE

Legend: 0-10, 10-20, 20-30, 30-40

Engage, Fogg, Secert..., Victoria...

Column1, Column2, Column3
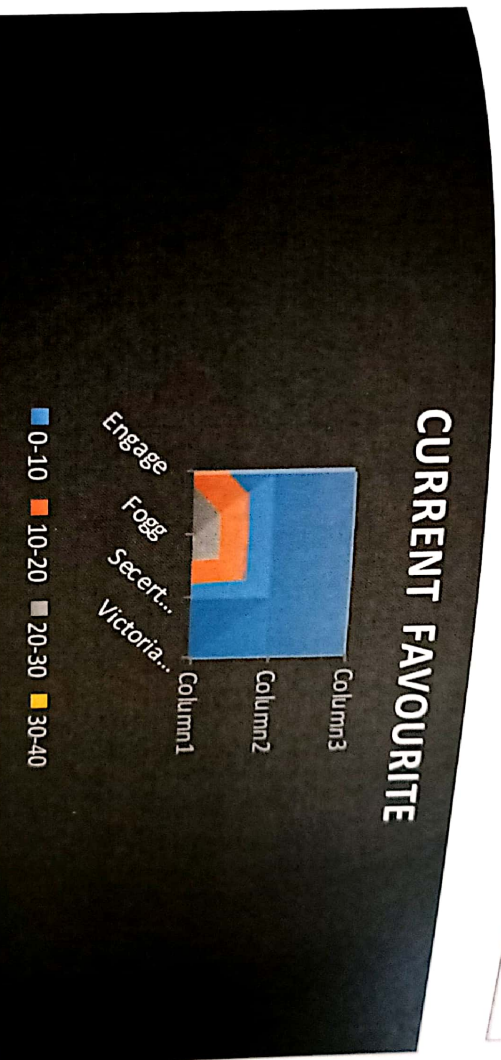
Interpretation:

From the above surface chart Table 3.29, out of 60 respondents, it shows that half (52%) of the respondents' current favourite brand is fogg, 30% of the respondents' current favourite brand engage, 15% of the respondents' current favourite brand is Victoria secret and 3% of the respondents' current favourite brand is secret temptation.

Inference:

Thus, it is inferred that half (52%) of the respondents' current favourite brand is Fogg.

TABLE 3.30
FLAVOUR OF PERFUMES

Flavours	No. of respondents	% of respondents
Flower	24	40%
Chocolate	11	18%
Fruit	12	20%
Ocean	13	22%
Total	**60**	**100%**

Source: Primary data

FLAVOUR

Flower ■ Chocolate ■ Fruit ■ Ocean
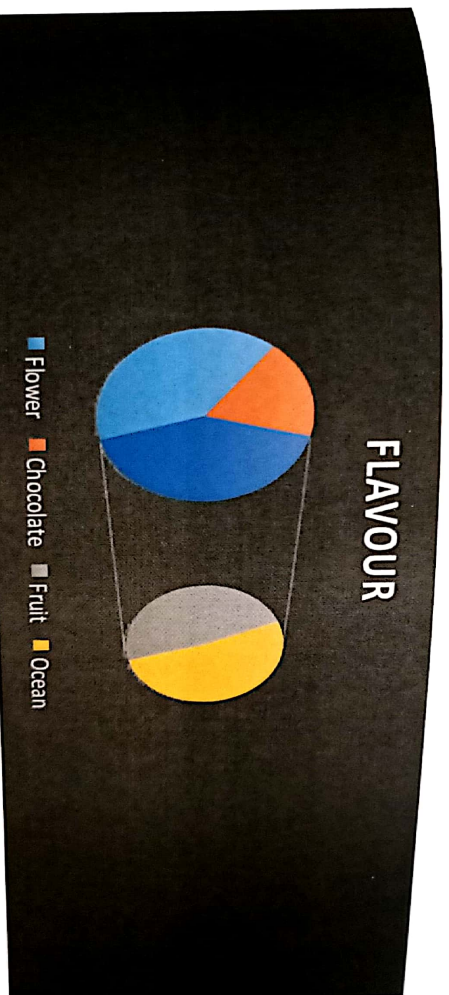
Interpretation:

From the above pie chart Table 3.30, out of 60 respondents, it shows that 40% of the respondents prefer flower flavour, 22% of the respondents prefer ocean flavour, 20% of the respondents prefer fruity flavour and 18% of the respondents prefer chocolate flavour.

Inference:

Thus, it is inferred that 40% of the respondents prefer flower flavour.

TABLE 3.31

LONG LASTING FRAGRANCE TOWARDS PERFUMES

Fragrance	No. of respondents	% of respondents
Layer	1	2%
Spray in clothes	31	52%
Spray in wrist	11	18%
Spray in neck and hand	17	28%
Total	60	100%

LONG LASTING FRAGRANCE
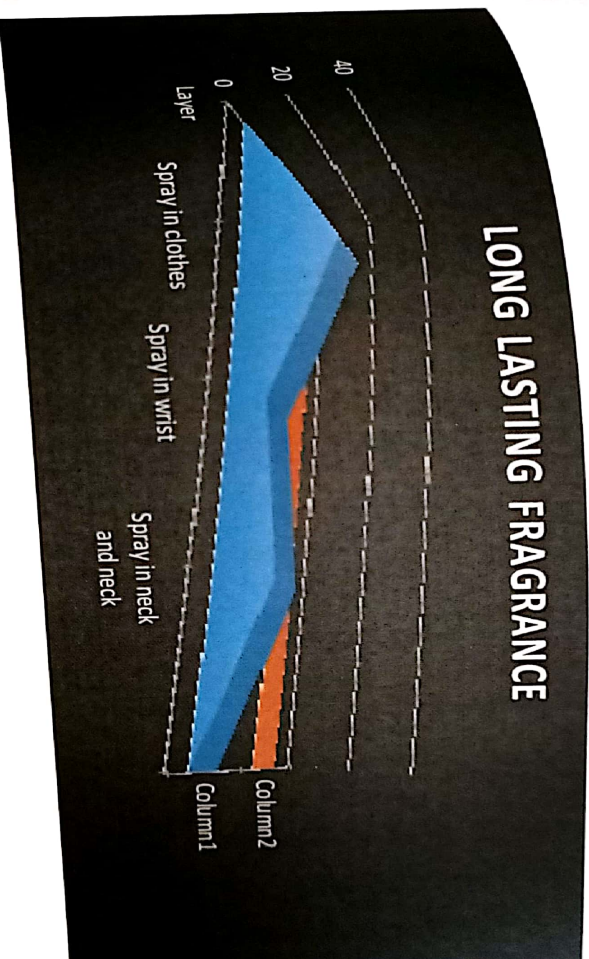
Interpretation:

From the above area chart Table 3.31, out of 60 respondents, it shows that half (52%) of the respondents spray perfume in clothes, 28% of the respondents spray in neck and hand,18% of the respondents spray in wrist and 2% of the respondents layer the perfumes.

Inference:

Thus, it is inferred that, half (52%) of the respondents spray their perfumes in clothes.

TABLE 3.32
MOTIVATIONAL FACTORS

Factors	No. of respondents	% of respondents
Friends	23	39%
Family	26	43%
Spouse	8	13%
Others	3	5%
Total	60	100%

MOTIVATIONAL FACTORS

■ Friends ■ Family ■ Spouse ■ Others
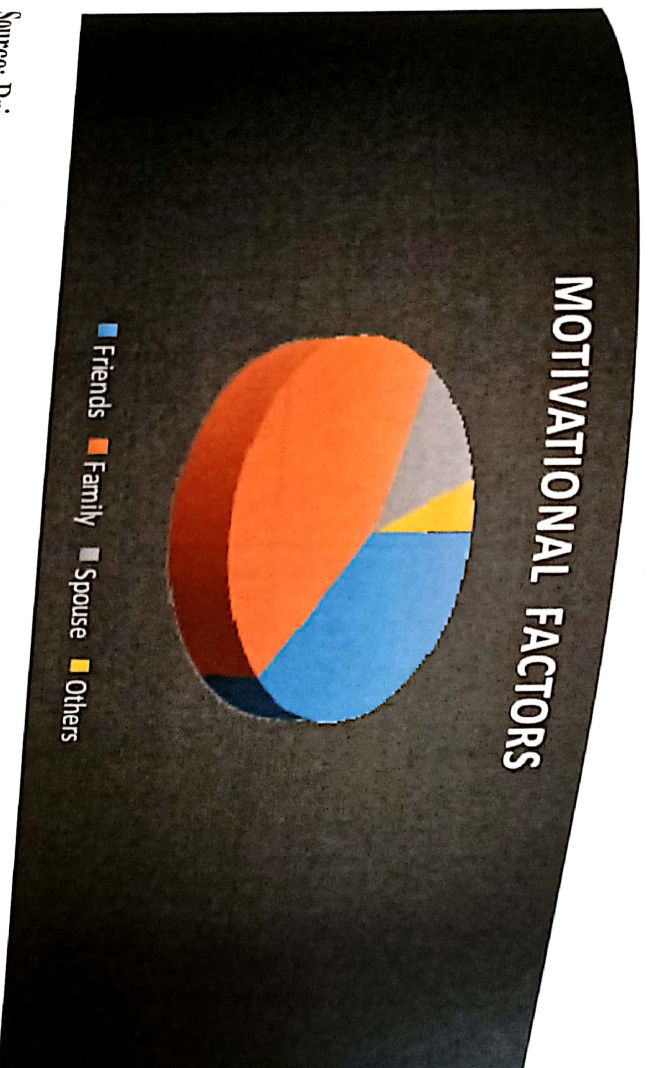
Interpretation:

From the above pie chart Table 3.32, out of 60 respondents, it is inferred that 43% of the respondents are motivated by their family, 39% of the respondents are motivated by their friends, 13% of the respondents are motivated by their spouse and 5% of the respondents are motivated by others.

Infer

TABLE 3.33

STRATEGIES TOWARDS PERFUMES

strategies	Yes	No
Do you like perfumes?	53(88%)	7(12%)
Do you think standard price of perfumes is fair?	45(75%)	15(25%)
Do you feel side effects?	11(18%)	49(82%)
Have you ever purchased perfume for others?	28(47%)	32(53%)
Do you carry pocket perfume?	17(28%)	43(72%)
Have you received perfume as a gift?	21(35%)	39(65%)
Have you given perfume as a gift?	22(37%)	38(63%)
Are you a person addicted to perfume?	10(17%)	50(83%)
Do perfumes have high alcohol content?	11(18%)	49(82%)
Do you think advertisement plays an important role in buying perfumes?	51(85%)	9(15%)
Do you change your brand often?	27(45%)	33(55%)

STRATEGIES TOWARDS PERFUMES

Legend:
- Do you like perfumes?
- Do you think standard price of perfumes is fair?
- Do you feel side effects?
- Have you ever purchased perfume for others?
- Do you carry pocket perfume
- Have you received perfume as a gift?
- Have you given perfume as a gift?
- Are you a person addicted to perfume?
- Do perfumes have high alcohol content?
- Do you think advertisement plays an important role in buying perfumes?
- Do you change your brand often?
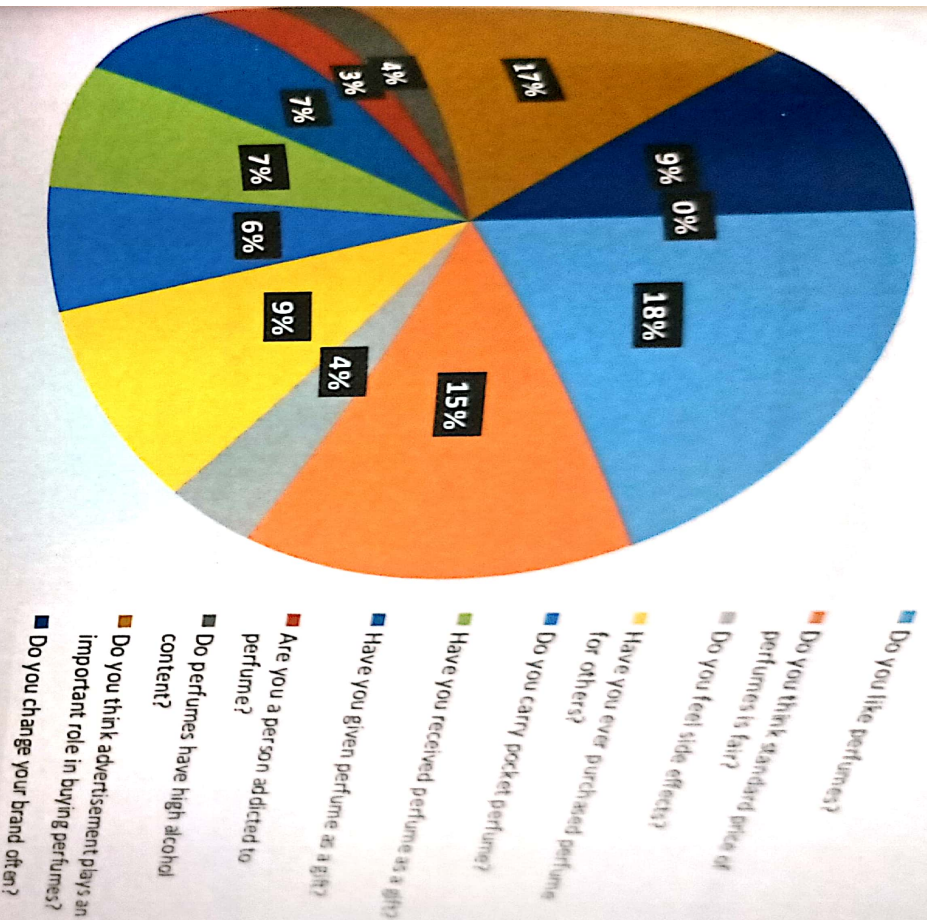
Source: Primary data

Interpretation:

From the above pie chart Table 3.33, out of 60 respondents, it shows that majority of the respondents inherit the following strategies as 88% of the respondents like perfumes, 75% of the respondents think that the standard price of perfumes is fair, 82% of the respondents feel there is no side effects, 53% of the respondents have not purchased perfume for others, 72% of the respondents do not carry pocket perfumes, 65% of the respondents have not received perfume as a gift, 63% of the respondents have not given perfume as a gift, 83% of the respondents are persons not addicted to perfumes, 82% of the respondent say there is no high alcohol content in perfumes, 85% of the respondents think that advertisement plays an

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CHI – SQUARE TEST:

The χ^2 test is used to understand the accuracy of the variables used and to find out whether they are independent or dependent. It is applied to validate the results of the study. Arithmetic mean ($\bar{x}$) and standard deviation (σ) of the total levels were computed and the respondents were put in one of the three levels, High or Medium or Low level, according to their scores.

1. Above ($\bar{x} + \sigma$)   = High level

2. Between ($\bar{x} - \sigma$ and $\bar{x} + \sigma$)   = Medium level

3. Below ($\bar{x} - \sigma$)   = Low level

χ^2tests also used to find out whether or not there is a significant relationship between the customer satisfaction with perfumes in relation to age.

Chi square formula:

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Where,

O = Observed frequency

E = Expected frequency

TABLE 3.34

SATISFACTION OF CONSUMERS TOWARDS PERFUMES (AGE WISE)

Satisfaction level / Age	Satisfactory	Neutral	Not satisfied	Total
Below 20 years	5(4.8)	3(2.2)	3(4.03)	11
20 years – 30 years	12(12.1)	4(5.6)	12(10.2)	28
30 years – 40 years	2(3.5)	1(1.6)	5(3)	8
Above 40 years	7(5.6)	4(2.6)	2(4.8)	13
Total	26	12	22	60

Source: Primary data

Figures in bracket are expected frequencies.

Expected frequency=Row total x Column total

—————————————

Grand total

NULL HYPOTHESIS (H$_0$):

There is no significant relationship between consumer's satisfaction with different brands of perfumes and age wise classification.

ALTERNATIVE HYPOTHESIS (H$_1$):

There is a significant relationship between consumer's satisfaction with different brands of perfumes and age wise classification.

Particulars	Chi square value	Significant value
Chi square	12.6	31.98

DEGREES OF FREEDOM

$v = (r-1)(c-1)$

$v = (4-1)(3-1)$

$v = 6$

Inference:

The table value foe 6 degrees of 5% level of significance is 12.6.It is found that the calculated value 31.98 is less than the table value. Thus, the result is independent variable. Hence it is concluded that, there is no significant relationship between age and the consumer's satisfaction towards different brands of perfumes. Therefore, null hypothesis is accepted.

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TABLE 3.35

SATISFACTION OF CONSUMERS TOWARDS PERFUMES (INCOME WISE)

Income level \ Satisfaction	Satisfactory	Neutral	Not satisfied	Total
Below Rs.20000	10(11.5)	20(20.06)	13(11.5)	43
Rs.20000 – Rs.30000	1(1.9)	5(3.3)	1(1.87)	7
Rs.30000 – Rs.40000	3(1.6)	2(2.8)	1(1.6)	6
Above Rs.40000	2(1.06)	1(1.9)	1(1.06)	4
Total	16	28	16	60

Source:Primary data

Figures in the bracket are expected frequencies.

$$\text{Expected frequency} = \frac{\text{Row total} \times \text{Column total}}{\text{Grand total}}$$

NULL HYPOTHESIS (H_0):

There is no significant relationship between consumer's satisfaction with different brands of perfumes and their monthly income.

ALTERNATIVE HYPOTHESIS (H_1):

There is a significant relationship between consumer's satisfaction with different brands of perfume and their monthly income.

Particulars	Chi square value	Significant value
Chi square	12.6	5.05

DEGREES OF FREEDOM

$$v = (r-1)(c-1)$$

$$v = (4-1)(3-1)$$

$$v = 6$$

Inference:

The table value for 6 degrees of 5% level of significance is 5.05. It is found that the calculated value 12.6 is less than the table value. Thus, the result is independent variable. Hence it is concluded that, there is no significant relationship between

monthly income and the consumer's satisfaction towards different brands of perfumes. Therefore, null hypothesis is accepted.

TABLE 3.36
CONSUMER'S PRIORITY TOWARDS DIFFERENT BRANDS OF PERFUMES

Factors	I	II	III	IV	V	VI	Total score	% of score	Rank score
Easy availability	48	85	28	36	8	12	217	17.3	III
Quantity	66	35	80	24	22	3	230	18.3	I
Packing	54	30	36	27	24	15	186	14.8	VI
Varieties	54	65	20	33	18	13	203	16.1	IV
Price	84	50	44	21	24	6	229	18.2	II
Benefits	48	35	32	42	24	11	192	15.3	V
Total							1257	100	

Interpretation:

The respondents were asked to rank the factors which influence them on a given scale. By multiplying these weights with the corresponding number of respondents, the researchers arrived at individual scores and the total score for the concerned factors. The quantity had the highest total score (230) and is therefore ranked I, Price gets the rank II, Easy availability gets the rank III, Varieties gets the rank IV, Benefits gets the rank V and Packing gets the rank VI.

Inference:

Thus, it is inferred that most of the respondents' consumers' priority in purchasing different brands of perfumes is quantity.

TABLE 3.37

INFLUENTIAL FACTORS TOWARDS THE DIFFERENT BRANDS OF PERFUMES

Factor	I	II	III	IV	V	VI	VII	VIII	IX	X	Total score	% of score	Rank
…es	30	54	48	49	60	40	12	18	12	5	328	9.99	VII
…larity	80	48	40	42	54	40	24	6	10	3	347	10.6	V
…sant / fragrance	120	81	56	49	30	25	32	9	2	3	407	12.4	I
…d / Easy availability	20	54	48	70	36	20	24	42	8	2	330	10.05	VI
Reasonable price	70	72	56	63	24	40	28	9	4	5	371	11.30	II
Status symbol	30	9	32	28	6	35	20	30	20	15	225	6.85	X
Health	60	27	40	42	18	20	28	12	28	8	283	8.60	IX

Scanned with OKEN Scanner

Interpretation:

54	72	14	60	35	8		21		12	6	332	10.11	IV
50	81	48	14	24	15	32	27		14	7	312	9.50	VIII
90	36	40	49	54	25	32	6		10	6	348	10.60	III
											3283	100	

The respondents were asked to rank the factors which influence them in making their purchase decision on a given scale. By multiplying these weights with the corresponding number of respondents, the researchers arrived at individual scores and the total score for the concerned factors. Good quality had the highest total score (407) and therefore ranked I, Reasonable price gets the rank II, Long lasting gets the rank III, Purpose of fashion gets the rank IV, Pleasant fragrance gets the rank V, Easy availability gets the rank VI, Brand popularity gets the rank VII, Uniqueness gets the rank VIII, Health reason gets the rank IX and the status symbol was placed in the last position with rank X.

Inference :

Thus, it is inferred that most of the respondents are influenced by good quality while purchasing different brands of perfumes.

CHAPTER IV

FINDINGS AND SUGGESSTIONS

FINDINGS AND SUGGESTIONS :

This chapter discusses the major findings of the study besides having a few suggestions put down by the researcher. These findings and suggestions are based on the study entitled **"A STUDY ON CUSTOMER SATISFACTION ON DIFFERENT BRANDS OF PERFUMES IN THOOTHUKUDI DISTRICT "**

Findings:

Findings are statements of factual information based upon the data analysis.

They are answers to the research question.

- It is inferred that 47% of the respondents belong to the age category of 20 years to 30 years.

- It is inferred that majority (72%) of the respondents are female.

- It is inferred that half (53%) of the respondents have completed their under graduation.

- It is inferred that half (55%) of the respondents are unmarried.

- It is inferred that 40% of the respondents are students.

- It is inferred that 72% of the respondents are coming from nuclear family.

- It is inferred that majority (72%) of the respondents earn a monthly income below Rs.20,000.

- It is inferred that (43%) of the respondents reside in urban areas.

- It is inferred that 28% of the respondents use fogg brand of perfumes.

- It is inferred that most (63%) of the respondents all are perfume lovers.(Father, Mother, Children)

- It is inferred that 43% of the respondents prefer fogg as their family's favourite.

- It is inferred that 27% of the respondents use Mama earth perfume for children.
- It is inferred that 40% of the respondents purchase perfumes in super markets.
- It is inferred that 35% of the respondents use perfumes during day time and party time.
- It is inferred that more than half of the respondents use one perfume in a month.
- It is inferred that 42% of the respondents purchase perfume ranging from Rs.100 – Rs.200.
- It is inferred that 40% of the respondents are influenced by advertisements for purchase of perfumes.
- It is inferred that majority (82%) of the respondents give the opinion that there is good odour.
- It is inferred that 30% of the respondents prefer transparent colour of perfumes.
- It is inferred that 47% of the respondents choose to be classy in their personal style of using perfumes.
- It is inferred that 30% of the respondents use engage pocket perfumes.
- It is inferred that 28% of the respondents prefer rectangle shaped bottles.
- It is inferred that half (53%) of the respondents are 100 ml size of perfumes.
- It is inferred that half (50%) of the respondents use both Indian and foreign types of brands.
- It is inferred that more than half of the respondent (55%) use body sprays.
- It is inferred that majority (73%) of the respondents use perfumes for casual use.
- It is inferred that, 42% of the respondents are influenced by celebrities.
- It is inferred that more than half of the respondents change perfume as an alternative choice.
- It is inferred that half (52%) of the respondents' current favourite brand is Fogg.

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- It is inferred that 40% of the respondents prefer flower flavour.
- It is inferred that, half (52%) of the respondents spray their perfumes in clothes.
- It is inferred that 43% of the respondents are motivated by their family members.

SUGGESTIONS:

The suitable suggestions are,

➢ True facts alone must be advertised.

➢ Steps should be taken to provide the consumers with safe products.

➢ The service of the customer should be made prompt in order to avoid inconvenience.

➢ Customers should be equipped with the present market conditions

➢ The customers should thoroughly check the products before selecting them to avoid frauds.

➢ Consumers have now multiple fragrance to choose their own type of preferred perfumes.

➢ Consumers are looking for an airfreshner or a perfume option which is endless as there are big brands.

➢ Some customers are loyal to specific brand as they are used to it.

➢ Consumers love the fact of buying a perfume which is unique.

➢ Consumers want a quality product and they should feel good when they are wearing it.

➢ Consumers are willing to spend more and are waiting to see fragrance as their own signature.

➢ Consumer can now access to a perfume since there are different prices and fragrance.

➤ Approximately 72% of women and 28% of men are using perfumes on the daily basis.

CHAPTER V

Conclusion

CONCLUSION

CONCLUSION:

Perfumery is worthy of interest and legitimate when approached with honesty, coherence, conviction and above all, with an aesthetic vision. When the creator's goal is to achieve a special olfactory beauty, a form that proposes something different, something profound. The perfumers interviewed and demonstrated an open-mindedness and enthusiasm to share their knowledge that prove a more informative and nuanced approach which is possible. Working with fragrance does not mean being opposed to synthesis. It can be a personal choice, an imposed constraint, a challenge, an aesthetic exploration and much more. Because perfume is above all a source of pleasure, emotions and sensations. And it is yet to be proven, by a person or a scientific study, that the joy of perfume should be a guilty pleasure on the pretext that it depends on synthetic materials obtained in a laboratory instead of essential oils. Especially, when the ecological, social and health impacts of these oils are sometimes difficult to grasp accurately, although ingredient suppliers are showing a new-found desire for transparency in this sphere. Initiatives to produce more virtuous, less polluting and more sustainable perfumes do exist in the industry and so much the better when brands also adopt them. The probability of this feeling is very high in the future as well. Defining our personalities, we are sure that the market will grow further. The growing population will be of help as people start using perfumes daily.

ANNEXURE I
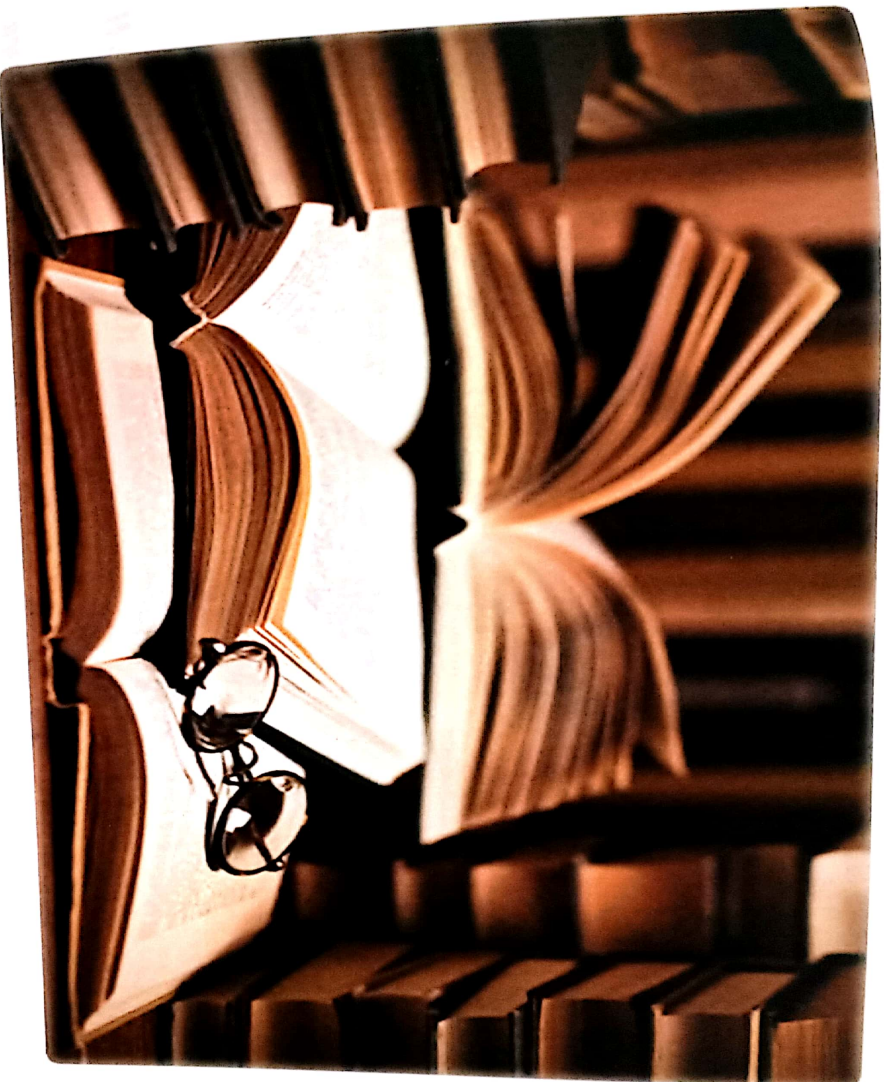
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ANNEXURE II
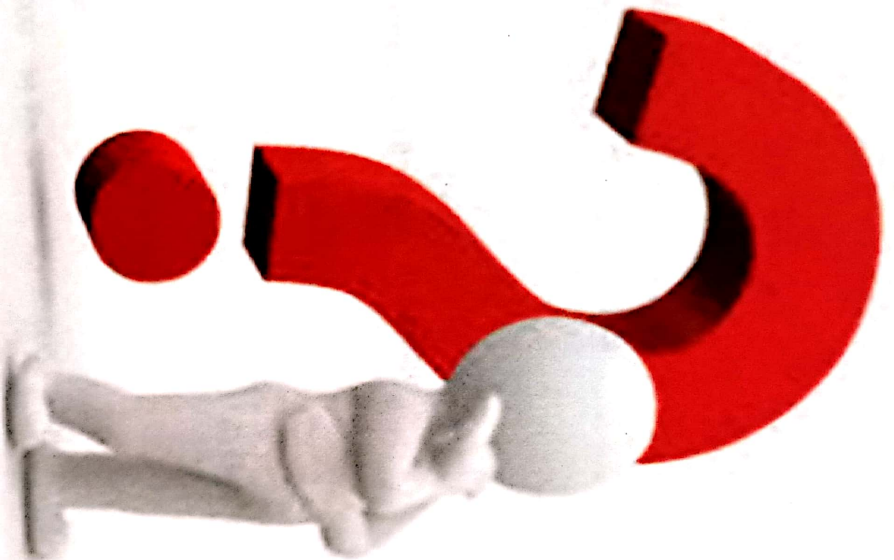
QUESTIONNAIRE

Demographic Profile :

1. Name :

2. Age:
a) Below 20 years   b) 20-30 years   c) 30-40 years   d) Above 40 years

3. Gender:
a) Male   b) Female

4. Educational Qualification:
a) Higher secondary   b) UG   c) PG   d) Diploma

5. Marital status:
a) Married   b) Unmarried   c) Divorcee   d) Spinster

6. Occupation:
a) Student   b) Self-employed   c) Private-employed   d) Govt-employed

7. Monthly income:
a) Below Rs.20,000   b) Rs.20,000- Rs.30,000   c) Rs.30,000- Rs.40,000   d) Above Rs.40,000

8. Size of the family:
a) 3   b) 4   c) 5   d) above 5

9. Nature of the family :
a) Nuclear   b) Joint

10. Place of residence:
a) Rural   b) Urban   c) Edge of the town   d) Around town centre

11. Would you like to buy perfumes?

a) Yes   b) No

12. Which brand of perfume you like to use?

a) Fogg   b) Skinn by titan   c) Park avenue   d) Axe signature

e) Engage   f) Yardley   g) Victoria secret   h) Blue lady

13. Who all from your family are perfume lovers?

a) All   b) Father   c) Mother   d) Children

14. Which perfume is your family's favourite?

a) Engage   b) Fogg   c) Park avenue   d) Skinn by titan

15. Which perfume do you prefer for your children?

a) Mamaearth   b) Jungle magic   c) Burberry   d) Disney

16. Where will you buy perfumes?

a) Malls   b) Super markets   c) Online   d) Perfume retail store

17. How many perfumes would you use in a month?

a) 1   b) 2   c) 3   d) More than 3

18. When will you use perfumes?

a) Day time   b) Party time   c) 24 hours   d) Work place

19. Do you think standard price of perfume is fair?

a) Yes   b) No

20. Do you think perfume attracts a person?

a) Yes   b) No

What type of perfume do you prefer?

a) Local   b) Branded

How much do you spend for perfume in a month?

a) Below Rs.100   b) Rs. 100-Rs. 200   c) Rs. 200-Rs.300   d) Above Rs.400

23. Do you feel any side effects while using perfumes?

a) Yes   b) No

24. Who influence you to buy perfumes?

a) Friends   b) Relatives   c) Advertisements   d) Social media

25. What do you think about the odour of the perfumes?

a) Good   b) Bad   c) Better   d) Worse

26. What colour do you like in perfumes?

a) Transparent   b) Purple   c) Pink   d) Yellow   e) Blue   f) Red   g) Black   h) Green

27. Tick your personal style in using perfumes.

a) Bold   b) Trendy   c) Classy   d) Sporty

28. Have you ever purchased perfumes for others?

a) Yes   b) No

29. If yes, then for whom would you buy the perfumes?

a) Friends   b) Family   c) Spouse   d) Others, specify

30. Do you carry pocket perfumes?

a) Yes   b) No

31. If yes, what kind of pocket perfumes do you use?
a) Engage   b) Eva   c) Axe   d) Wild stone

32. What shape of perfumes do you prefer?
a) Square   b) Rectangle   c) Elipse   d) Round

33. What is the size of bottle do you usually buy in perfumes?
a) 30ml   b) 50 ml   c) 100ml   d) 200ml

34. What type of brand you use?
a) Indian   b) Foreign

35. What type of perfume do you use?
a) Roll on   b) Body spray   c) Bottled

36. Have you received perfumes as a gift?
a) Yes   b) No

37. Have you ever given perfume as a gift?
a) Yes   b) No

38. Why do you use perfumes?
a) Identity   b) Habit   c) Addict   d) Casual use

39. Are u a person addicted to perfumes?
a) Yes   b) No

40. How often do you change your signature perfume?
a) Monthly once   b) Yearly once

41. How do you look a perfume as?

a) Need   b) Luxury   c) Gift   d) Others, specify

42. Do perfumes have high alcohol content which irritates your skin?

a) Yes   b) No

43. Do you think advertisement plays an important role in purchasing perfumes?

a) Yes   b) No

44. Which factor of the advertisement persuade you the most?

a) Music   b) Visual   c) Celebrity   d) All of these

45. Rankthe following mentioned options which define your strategy to evaluate?

Strategies	Rank
1.Easy availability	
2. Quantity	
3.Packing	
4.Varieties	
5.Price	
6.Benefits	

46. Do you change your brand often?

a) Yes   b) No

47. If yes, what is the reason to change the brand of perfume?

a) Low quality   b) High price   c) Alternative choice   d) Low quantity

48. Rank the factors influenced you the most to buy perfumes?

Factors	Rank
1.Brand popularity	
2.Pleasant fragrance	
3.Good quality	
4.Easy availability	
5.Reasonable price	
6.Status symbol	
7.Health reason	
8.Purpose of fashion	
9.Uniqueness	
10.Long lasting	

49. Will you spray your perfume on your clothes or skin?

a) Yes   b) No

50. How can you make your fragrance mist lasts longer?

a) Layer   b) Spray in your clothes   c) Spray in your wrist   d) Spray in your neck and hand

51. What is your current favourite brand?

A) Engage   b) Fogg   c) Secret temptation   d) Victoria secret

52. What flavor of perfume do you prefer?

a) Flower   b) Chocolate   c) Fruit   d) Ocean

53. Give your opinion regarding the satisfaction of customers towards perfumes.

a) Satisfactory   b) Neutral   c) Not Satisfactory

54. Give any suggestions regarding the usage of perfume

_____

A STUDY ON THE PERSPECTIVE OF E-LEARNING AMONG THE STUDENTS OF THOOTHUKUDI REGION

PROJECT SUBMITTED TO DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

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

BACHELOR OF COMMERCE

Submitted by

NAME OF THE STUDENT	REG.NO
Rinica Silva.R	19SUCA36
Roffina .C	19SUCA39
Rowenda. R	19SUCA40
Santhi.S	19SUCA42
Shahila Banu.S	19SUCA43

Under the guidance of

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DEPARTMENT OF COMMERCE (SSC)

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

(Reaccredited with A+ Grade by NAAC)

THOOTHUKUDI

MAY- 2022

DECLARATION

We have declared that the project entitled "A STUDY ON THE PERSPECTIVE OF E-LEARNING AMONG THE STUDENTS OF THOOTHUKUDI REGION" submitted is in partial fulfillment of the requirements for the award of the degree of Bachelor of Commerce is our original work done under the guidance and supervision of **Dr.ANNE DEVOTTA, M.Com.,M.Phil.,Ph.D.,**This project has not previously formed for the basis for the award of other degree or other similar titles, and it represents entirely an independent work.

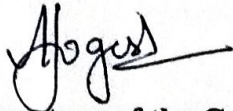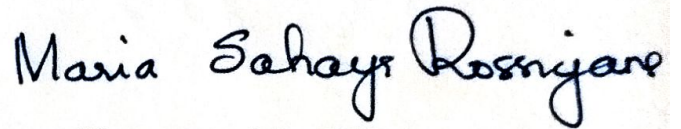| NAME OF THE STUDENTS	REGISTERNO	SIGNATURE
RINICA SILVA .R	19SUCA36	R. Rinica Silva
ROFFINA .C	19SUCA39	C. Roffina
ROWENDA .R	19SUCA40	R. Rowenda.
SANTHI .S	19SUCA42	S. Santhi.
SHAHILA BANU .S	18SUCA43	S. Shahila Banu

PLACE: THOOTHUKUDI

DATE: 13. 05. 2022

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CERTIFICATE

It is certified that this short-term project work entitled "A STUDY ON THE PERSPECTIVE OF E-LEARNING AMONG THE STUDENTS OF THOOTHUKUDI REGION "is submitted to ST.MARY'S COLLEGE (AUTONOMOUS) affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI, in partial fulfillment for the award of the DEGREE OF BACHELOR OF COMMERCE (SSC),and the work done during the year 2021 – 2022 by the following students:
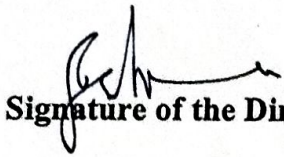
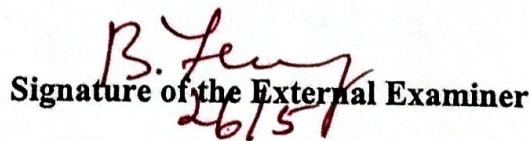| NAME	REGISTER NO
RINICA SILVA .R	19SUCA36
ROFFINA .C	19SUCA39
ROWENDA .R	19SUCA40
SANTHI .S	19SUCA42
SHAHILA BANU .S	19SUCA43

Signature of the Guide

Signature of the HOD

Signature of the Director

Signature of the Principal
Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

Signature of the External Examiner

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CHAPTER -1

INTRODUCTION AND DESIGN OF THE STUDY

CHAPTER I
INTRODUCTION AND DESIGN OF THE STUDY
1.1 INTRODUCTION:

E-learning refers to the use of electronic media and information and communication technologies (ICT) in education-learning is broadly inclusive of all forms of education technology in learning and teaching. In recent years, governments of both developed and under-developed nations are excited about the possibilities of online learning to deliver cost effectively, easily assessable and ever-current education to all ages and social backgrounds, regardless of time and geography. In the "Information Age" where the need for "knowledge workers" increase as the need for manual workers decreases "lifelong learning" is seen as the key to be continued success of modern society. E-learning is considered by many as the only viable solution to the problem of delivering the resources required to facilitate lifelong learning. However, current theories and practices are simple nor coherent, meaning that the implementation of this solution is happening periodically, randomly, and with varying degrees of success-learning includes numerous types of media that deliver text, audio and animation. It can be self-paced or instructor led or synchronous learning. It is common thought that new technologies make big difference in education. Many believe that everyone must be equipped with basic knowledge to learn these new technologies. E-Learning can be delivered and supported using a variety of electronic media, but is also the ideal complement to a traditional education or training program delivery. These technologies are used to create and deliver individualized, comprehensive, dynamic learning content that facilitates learning, anytime and anywhere. It is an innovative approach to communicating almost any type of instructional information.

E-Learning can be delivered and supported using a variety of electronic media but is also the ideal complement to a traditional education or training program. e-Learning is instruction that occurs when the instructor and the students are separated by time, distance, or both.

It can be divided into two major delivery methods:

- Synchronous learning
- Asynchronous learning

Synchronous e-Learning or training happens in real time with an instructor facilitating the training. Most commonly this type of learning may take place over the Internet using a variety of communication tools. The student logs in at a specific time and communicates directly with the instructor and/or other students. Synchronous e-Learning may also be accomplished through telephone, video conferencing, or two-way live television broadcasts between instructors and students in remote locations.

Asynchronous e-Learning may be CD, DVD-ROM, Intranet, or Internet based. Students generally work on an interactive self-paced program of study. This may include access to instructors or experts through online bulletin boards, discussion groups, and e-mail. Programs may also be completely self-contained with links to various reference materials in place of an instructor. Asynchronous e-Learning allows students to learn anywhere and usually at any time, as long as they have the proper equipment.

1.2 MEANING:

E-learning is the learning facilitated and supported by Information Communication Technologies (ICT) to enable people to learn anytime and anywhere E-learning is nothing but the use of technology to connect teachers and students who are physically miles apart. E-learning involves the use of multi-media to enhance learning.

E-learning can include training ,the delivery of just-in-time information and guidance from experts, while teaching is in or out of the classrooms, the use of computers and the internet forms the major components of E-learning. It can also be termed as a network enabled transfer of skills and the knowledge through which the delivery of education is made to a large number of students at the same or different times.

1.3DIFFERENCE BETWEEN E-LEARNING AND CLASSROOM LEARNING:

1.3.1 Social interaction:

Social interaction and communication among colleagues, students, and instructors tend to be one crucial part of the traditional or normal classroom learning. Questions asked and answered, and hands are raised are some common factors of the traditional learning. While these factors are sometimes absent in the e-learning environment, which does not mean that these are not possible in e-learning.

Studies shows that online interactions encourages substantive discussion and participation. These social interactions occur through chat, forums, emails and discussion boards. As a matter of fact, e-learning encourages active learning.

1.3.2 The place to learn:

In the setting of the traditional classroom, there is one physical classroom, unlike e-learning. E-learning is however, transforms any place into a classroom. You can start and stop whenever you want, review/replay material or information during the process of learning and even after. This is not possible in the setting of the traditional classroom. However, you can record the lecture or take notes in the traditional classroom, but it's not as convenient as e-learning or online learning.

The ability to replay one review information of the student at any part of time is the biggest advantages of e-learning.it helps the students to understand the information better. This further improves the quality of the learning process.

1.3.3 Instructional material:

Usually, when a student takes one training course, he/she will get the material presented verbally and sometimes with the help make Power Point Presentation (PPT)

Or other similar visual aids. But in e-learning, the visual and written notes are presented in the place of a traditional instructor. The written and visual notes are presented differently in e-learning. There are usually headlines, highlighted/bold text, bulleted lists, subheadings and other similar devices, which make the material more interesting and important.

1.3.4 Audio, Visual and Beyond:

The majority of the teaching techniques of an instructor in traditional classrooms cannot be transferred directly to one virtual environment.

E-learning, on other hand, have a greater and wider range of tools and media that can be used such as visual storytelling ,stimulations scenarios, interactions. You can also use moving graphics as a part of e-learning presentations. These help the instructors to make the message clearer. However, the enhancing a message with visuals can be a distractions. Therefore, the instructor should use necessary enhancement only.

1.3.5 Learning time:

An e-learning course is usually less time consuming compared to the time invested in traditional classrooms. E-learning courses take forty to seventy-five percent less time comparatively. Further, in case of e-learning, the participants and students can choose to take a smaller session in order to understand the information better.Just because the methods of traditional classroom are used in e-learning, is does not mean that the traditional classrooms are better. Traditional classrooms have drawbacks as well. E-learning is a revolution over the traditional classrooms. The process of learning and training has improved because of e-learning or online classes.

1.4 OBJECTIVES:

(i) To identify the interest and attitude of students towards e-learning.

(ii) To find out various e-learning resources that is available to the students.

(iii) To analyse whether e-learning has brought a different impact on the present education system.

(iv) To find out the various challenges faced by students through e-learning.

(v) To examine the productivity and improvement that can be implemented through e-learning.

1.5 STATEMENT OF THE PROBLEM:

The world is facing severe issues due to COVID-19 pandemic that is influencing economic social and lifestyle of the people. The education system and institution are affected by the issues badly as classroom activities are stopped due to the nationwide closure. The study on the perspective of students is chosen because the study helps to understand the student's attitude and interest towards eLearning. The purpose of the present study is to share information and experience that can positively impact eLearning besides revealing the factors that affect students and investigating the impact of students in schools and colleges on their perception towards eLearning.

1.6 SCOPE OF THE STUDY:

The study is restricted to a group of students who are selected by random sampling method. It aims to know the extent of students towards eLearning and their attitude and interest on eLearning.

1.7 PERIOD OF THE STUDY:

"A Study On The Student's Perspective And Their Attitude, And Interest On E-learning Was Conducted In The Area Of Thoothukudi". The time taken for study were 3months from February 2022-April 2022

1.8 SAMPLING DESIGN:

By adopting the convenience sampling method, respondents were selected and the questionnaire were distributed among them to elicit the primary data.

1.9 COLLECTION OF DATA:

Primary and secondary data are used in this study, primary data was collected from respondents through questionnaire. Secondary data were collected from books, journals and websites.

1.10 CONSTRUCTION OF TOOLS:

The discussion was made with a group of students. Based on the discussion, a questionnaire was used to collect the required information.

1.11 FRAMEWORK ANALYSIS:

The data collected through questionnaire was analysed using the following statistical tool namely,

- Percentage analysis
- Pie chart
- Bar diagram

1.12 CHAPTER SCHEME:

Chapter 1: Introduction

Chapter 2: The profile of study

Chapter 3: Analysis and Interpretation of data

Chapter 4: Findings and Suggestions

Chapter 5: Conclusion

ANNEXURE:

Questionnaire & Bibliography

CHAPTER-2

PROFILE OF STUDY

2.1 HISTORY OF E-LEARNING:

The history of e-learning is a colourful one, filled with failure stories of teaching robots from the early 1900s and awe-inspiring success stories from the 2000s.In this article, we will give you an overview of all the most significant events in the history of e-learning through an interactive timeline.

In 1999, the phrase "E-LEARING" was mentioned for the first time in a professional context by ELLIOT MASIE during the TECHLEARN conference at Disney world. However, the very first attempts at e-learning can be traced back to 1924, when Ohio State University professor SIDNEY PRESSEY created the very first electronic learning machine, THE AUTOMATIC TEACHER. Perhaps the most significant invention in the history of online learning technology is the PLATO. The PLATO is a computer system designed by DONALD L.BITZER in 1960 and it was ground-breaking for its time.

Two decades before the invention of the World Wide Web, the PLATO network could host thousands of the greatest instructional software of the century across many educational. It must be noted, though, that not all inventions in the field of online learning and e-learning were are praised as the PLATO, which went through numerous successful releases band four generations. The success stories tend to be highlighted mc often than the failures, but it's just as important to highlight those innovations which failed to reach the masses. The earliest inventions in educational technology may have been clumsy and basic by today's standards but they served a crucial role in the development of the history of e-learning.

2.2 TIMELINE OF HISTORICAL EVENTS IN E-LEARNING:

Explore the timeline of all major events related in the history of e-learning and online learning. See how far we have come within a short period of time. The images were retrieved from WIKIMEDIA COMMONS.

2.2.1 1642: Pascal's calculator

Blaise Pascal designed the very first mechanical calculator in 1642, when he was only 19 years old.

2.2.2 1924: The automatic teacher

Ohio State University professor Sidney Pressey designed the very first electronic learning device, the "AUTOMATIC TEACHER" The device was designed to replace standardized testing through an automatic machine. Due to lack of interest and investment, the device failed to reach the masses.

2.2.3 1957: The teaching machine

Harvard University psychologist B.F. Skinner created the "TEACHING MACHINE". Skinner's type of learning machine, called the GLIDER, differed from Presser's machine in that aimed to teach students rather than just test them. The device saw moderate success.

2.2.4 1960: Plato

Professor Don Bitzer from the University of Illinois created the first computer-based education tool, called the PLATO (Programmed Logic for Automatic Teaching Operations).In the beginning, PLATO was used to deliver computer-based education in order to improve student literacy. However, the device quickly outgrew its strictly educational purpose.

2.2.5 1989: World Wide Web (WWW)

The Worlds Wide Web (WWW) is invented by British scientist Tim Berners-Lee. The WWWs original purpose was information-sharing network academic institutions around the world.

2.2.6 1994: First online school

In 1994, the first accredited wholly online high school, Compo High, is established. It serves U.S. nationals and international English-speaking students from grades 9 through 12.

2.2.7 1999: Term "E-Learning" is first used

The term "e-learning" is first used in professional context by ELLIOT MASIE during the Tech Learn conference at Disneyworld.

2.2.8 1999: First online university

The very first fully accredited online university, Jones International University, opened its doors in 1999. It offered students online courses and diplomas in business and education until the year 2015, when it was officially closed.

2.2.9 2014: Most universities use e-learning

By 2014, 98% of public colleges and universities are already offering fully online learning programs.

2.2.10 2018: E-learning reaches $168.8 billion

In 2018, the global e-learning market size reached $168.8 billion.

2.2.11 2020: Most corporations use e-learning

Approximately 90% of US corporations now use online learning.

2.3 ADVANTAGES AND DISADVANTAGES OF E-LEARNING:

Earlier, if you did not have time to visit a University and attend the usual classes or training programs then it could be a cause of concern. However, things have changed now, and with so many e-learning tools available you can opt for any course and sit and learn from the comfort of your own home. E-learning, electronic learning or online learning offers you the chance to select any desired institution from any part of the world, select any course you prefer, and also select the hours when you will study, thus making things a lot easier for one and all.

It is widely being used for business purposes to train the employees of companies located worldwide. But, just like anything else this way of training too has its share of pros and cons. So, without any wait, let us get to discover the advantages and disadvantages of e-learning.

2.3.1 ADVANTAGES:

2.3.1.1 Full flexibility:

Unlike a traditional school or training institute which has its set training schedules that students or trainees have to follow, e-learning offers you flexibility by either dividing the course into short chunks that can fit into your everyday schedule, or letting you select the time when you want to study altogether. So, you can complete the course easily, and it will not affect your work schedule at all.

2.3.1.2 Study where you want to:

Since e-learning uses a video conferencing software like ez Talks to train your PC but also laptops, smart phones or tablets. This allows you to complete your training even on the go. Since you can study while traveling, you will be able make the most of even your travel time.

2.3.1.3 Save travelling cost:

As e-learning does not need you to visit any institute, you will not have to bear the travel costs or so to say the conveyance costs to and from the institute. Many a time, schools or training centres can be located in remote areas and to travel to such distances you will

Have to bear a lot of expenses, and a lot of time will be wasted, which thankfully e-learning helps you save.

2.3.1.4 Does not follow the one for all methods:

In traditional training schools, there is a particular curriculum or training material that is meant for all, and everyone needs to follow it and complete it within the scheduled time. However, e-learning does not follow this one for all method.

If you feel you are aware of one particular area and you are aware of one particular area and you need no training on that, you can skip and concentrate on areas that you think are more important.

2.3.1.5 Less expensive:

As no room or trainer's time is used, e-learning proves to be a far cheaper option. If you already own a device using which the training can be done then you will be saving even more. So, companies that are on a tight budget, e-learning can prove to be immensely beneficial.

2.3.1.6 Global benefit:

With hardly any restriction, companies can be sure that their staff all over the world will receive the exact content. So, if you want your staff to use and understand the common methodology and get the same training then e-learning is the most cost-effective and easiest way to do so. Furthermore, you can customize and translate your ONLINE TEACHING or learning into various languages and use it to address various cultures and this will help make your e-learning content travel all over the world and reach a wider audience. So, your globally distributed workforce will get the training.

2.3.1.7 Constantly updated:

Today's e-learning is better than that of yesterday and tomorrow's will be better than today's. With the constant improvement in technology, so many tools and application are being available that together with updating online learning it will also help make it more effective. As soon as you update your online course, your e-learners too will enjoy the updated version by just clicking their mouse button.

2.3.2 DISADVANTAGES OF E-LEARNING:

2.3.2.1 Less control:

Those employees who are less motivated may lag behind as there is no fixed time for them to complete the training. The lack of any fixed schedule and routine may make the employees procrastinate and then they will find it difficult to complete and training. The lack of any fixed schedule and routine may make the employees procrastinate and then they will find it difficult to complete the training successfully.

2.3.2.2 The learning style may not suit all:

This process of online learning may not seem attractive to all. Since everyone is not the same so is their ability to grasp. While some can find the method of e-learning easy, for others understanding things through this method can seem difficult. They may find the environment of a usual training centre, with a training centre, with a trainer present all the time, easier and more effective.

2.3.2.3 Lack of immediate response:

When in a traditional training centre, trainees can ask their trainers lots of questions and get immediate answers. However, in the case of e-learning, the trainees who learn out of these working hours may not able to get an immediate response to their questions, and this may de-motivate them.

2.3.2.4 Lack of computer competency:

The gadgets-friendly people certainly will find e-learning immensely beneficial but there are a few who might not be comfortable using computers, particularly if their job so long has not required them to do so. In such cases, even if the software is immensely user-friendly, the idea of using the software may seem to be very difficult. However, this problem can be tackle by giving such employees a quick training on how to use the computers first. E-learning may have a few drawbacks but these drawbacks can easily be handled. Moreover, just because of few disadvantages, the many benefits online learning offers certainly cannot be overlooked. Just a little training and just a little guidance can anyway help to minimize the already few disadvantages, easily. Furthermore, with technology becoming more and more advance and with companies spreading worldwide, e-learning, in fact, will soon become the only method of training used by all companies.

2.4TYPES OS E-LEARNING:

- ➢ Group learning
- ➢ Course based eLearning
- ➢ Video based eLearning
- ➢ Article based eLearning
- ➢ Self-based learning
- ➢ App-based learning
- ➢ Game and activity based learning
- ➢ "LESSON A DAY" learning

2.4.1 Group learning:

To play devil's advocate, one potential negative of eLearning - especially compared to classroom learning - is the social aspect. If kids are by themselves in front of a computer for hours on end, how are they also going to learn vital social skills? It's a fair point, and to counter I'd say it's all about balance, with parents needing to figure out which levers to pull in order for their children to continue to grow as well-rounded as possible. But with that said, there are online learning experiences that offer that crucial balance! Virtual summer camps are built to bring the summer camp atmosphere online, meaning yes there is plenty of learning, but also fun and socialization as well.

2.4.2. Course based activities:

One big advantage of course-based eLearning is the built-in progression, which inherently adds structure to your child's learning experience as they complete, say, intro course A and then move on to a more advanced course B, and so on. So, for instance, home schoolers learning coding can now logically move from a block-based coding lesson where they're learning about the different blocks available to them, to actually piecing those blocks together in order to program their stories and animations.

2.4.3. Video based learning:

Remember, every kid can learn, but each just might learn a bit differently...hence the beauty of alternative learning experiences, right? Those kids who simply don't absorb book content or don't test well now have the chance to learn through something like video, and might find that video concepts "speak to them" (no pun intended) at volumes no other teaching source has ever spoken before.

2.4.4. Article based learning:

All of that said, maybe your child does, in fact, thrive off the written word—with their brain functioning as a high-performance scanner just taking in loads of written content and committing it to memory. If that's the case, sites like Time for Kids could be valuable, where the consumption of information feels less like a learning activity, and more like a leisurely activity. Articles also present information differently, and your child might gravitate more towards an idea that's presented as a story backed by quotes and examples.

2.4.5. Self-based learning:

Obviously between the different experiences presented above and below, there is going to be some overlap, with many opportunities offering a suite of experiences like self-pacing, courses, videos, and more. Looking at self-pacing options specifically, though, the benefit here is "loosened structure" if you will, meaning kids can spend as much time as they want when learning, without being timed or having to stick to a schedule.

2.4.6. App-based learning:

Let's face it, kids love their devices. And while screen time should definitely be regulated for balance, a potential compromise is presenting a learning opportunity in the form of a mobile app. There certainly is no shortage of learning apps, which is good and bad, right? Which work, and which don't? Not to mention that anything unfolding on a mobile device will require supreme focus and dedication given the number of distractions that can pop up.

2.4.7. Game and activity based learning:

One way to really grab and keep hold of a child's attention is to link online learning to something they're already interested in. Thus, you might find that engaging with portals provided by networks like PBS and Nick Jr. is a successful endeavour, given their presentation of learning opportunities through familiar animated characters. Again, now learning is disguised as entertainment than it is learning, which might lead to increased buy-in.

2.4.8. A lesson a day:

Depending on your child's level of autonomy, they may just need a little nudge to get them going, which is exactly what these "one lesson per day" formats accomplish. Not to mention that, with so much opportunity in front of you to "learn all of the things," it could get a little overwhelming. So instead, if a child is able to really focus on learning one key piece per day rather than engaging in curriculum that might seem like it has no end, it could really pay off. See Scholastic's Learn at Home to get a better idea of what I'm talking about.

2.5 IMPORTANCE OF E-LEARNING:

E-learning has been introduced to empower learners to get basic schooling and enhance skills. Also, they can obtain a degree certificate, without actually attending school or university or any other institution. For tutors, it is a great source of earning, wherein they can teach from anywhere in their preferred time. Applying e-learning to all levels of schooling helped to ensure students grasp the lessons adequately at a faster pace. According to psychology, the audio-visual method of teaching leads to a disciplined learning environment. There are an effective tutor and student engagements. One of the importance of e-learning in education is that tutors and participants both can develop advanced learning skills. For example, creating and selling e-books is one such advancement.

E-learning has worked towards bringing learners, tutors, experts, practitioners, and other interest groups to one place. Thus, there is a good practice of knowledge sharing followed through different online platforms. This is important in current times as competition is rising and the world is also growing. Hence, quick information helps in the better growth of an individual.

2.6 PURPOSE AND GOAL OF ONLINE LEARNING:

1. Enhance the nature of learning and instructing
2. Meet the learning style or need of the understudies.
3. Improve the productivity and improvement in learning.
4. Improve the client adaptability and availability to connect with student in learning.

2.7 PUPOSE OF E-LEARNING DURING COVID-19:

1. E learning is safer option due to pandemic situation that help to stop spread the viruses.
2. This help to stop wasting the time and gaps in the study of student with distant.
3. This model help to continue the learning beyond the four walls of the classrooms
4. Total there are currently more than 1.99 billion kids in 185.99 nations unfair by school   conclusions because of the epidemic. Web based learning could address the circumstance that assistance to finish the investigation of the students.
5. In COVID-19 situation, online technology has been increased by all around the world in demand. Students and employees are also impacted by the system closures.

2.8 CHALLENGES OF E-LEARNING:

Some of the challenges that e-learning initiatives from the Institutions of Higher Education Management could face are:

➢ For those Institutions offering online e-learning course, awarding a Recognized Degree for students might become imperative. Most students and their potential employers are happy only when a certifying endorsement is given.

➢ A fall out of the above could be escalating a number of Online Institutions offering courses with spurious certificates, which may not have any value.

➢ Since, the e-learning method is self-paced and self-learnt, the attention length of the student may not be enough for him/her to learn a concept.

➢ Generally, the duration of the course also matters in this mode of lecture delivery.

➢ Lastly, the Legal implications of e-learning come into play. Once again, we should not forget that e-learning over internet is across geographical boundaries. This makes it all the more, tougher for the enforcing authorities to have a global legal framework for the net offender.

2.8.1 Cost:

While delivery costs of e-learning are significantly reduced compared to costs associated with classroom learning delivery, especially when large numbers of learners are involved (RUMBLE, 2001). The initial development and purchase of e-learning products represents a major barrier to the adoption of e-learning training within organizations. This claim is substantiated by evidence from a survey conducted for the Office of Learning Technologies (OLT) in Canada, which found that cost was the single most important factor preventing employers from investing in e-learning (DUGAS; GREEN; LECKIE, 1999). In any case, organization must weigh the initial costs of developing e-learning against savings accrued from economics of scale at delivery time.

2.8.2 Lack of time:

The lack of time as an obstructing factor comes second, after the cost barrier. Long development cycles prohibit many institutions from engaging in production of custom e-learning training. Lengthy time-to-promote is especially true for small institutions who have limited capacities to produce complex, media-rich, highly interactive and customized solutions. As a result, an increasing number of institutions are starting to outsource their e-learning activities to an application service provider (HAMBRECHT et al., 2000). The trend toward the ASP model is still very slow mainly because institutions have proprietary content, highly confidential in nature, which they want to protect.

2.8.3 Content Incompatibility and Penury:

Locating appropriate off-the-shelf e-learning material or converting custom e-learning (i.e., classroom-based) material for use on an e-learning platform proves a major challenge for institutions. The difficulty resides primarily in the lack of interoperability between content materials purchased outside the company on the one hand, and both proprietary content and in-house applications. Additionally, content interoperability is also an issue when converting custom, in-house training products into online products due to technical incompatibilities. In consequence, the shortage of high-quality content, especially for the soft skills area, is hindering the adoption of e-learning by institutions that still rely on e-learning as a short-term solution.

2.8.4 Human Resistance:

The enthusiasm for e-learning technologies is limited for those who do not have the skills to use the technology, think it is more cumbersome than traditional tools or simply prefer the human interaction provided in instructor-led training. Considerable evidence of the prevalence of e-learning in the workplace was gathered in surveys by Industrial Design Centre (IDC) who found that 70% of respondents preferred instructor-led seminars and training. Consistent with these results, 88% of learners and 91% of managers expressed the desire to have a trainer assigned to an e-learning experience (MASIE, 2000).

These statistics seem to indicate that e-learning solutions are blending with traditional delivery methods rather than supplanting them, a trend reflected in the growth of "surrounds" or online meeting places offering supplemental materials and communication space for learners as a way of extending the instructor-led classroom. Blended learning, a mix of e-learning may serve as a transition step to allay fears and build learner acceptance of e-learning.

2.8.5 Technological Barriers:

Severe limitations of technology infrastructure also serve to hamper enthusiasm and the widespread use of e-learning technologies. These restrictions range from inadequate network speed and bandwidth capacity to incompatibility different platforms and between different content materials. The bandwidth refers to the capacity of a communication channel to carry information (e.g., text, graphics, audio and videos). The insufficient bandwidth was rated as the most significant barrier in a survey where 65% of those surveyed indicated that increased speed would result in increased usage for them. On a positive note, software, hardware incompatibility and low bandwidth are poised to improve rapidly as standards for interoperability are being developed.

2.9 THE BEST EDUCATIONAL APPS AND WEBSITES FOR E-LEARNING:

2.9.1 Coursera:

One of the world's best-known online learning resources, Coursera has several thousand courses from leading educational providers. Those include elite universities such as Stand ford and Princeton, as well big-name businesses such as IBM and Google. Coursera offers several thousand free courses across a plethora of different subject areas.

2.9.2 Byju's the learning app:

The app says "FALL IN LOVE WITH LEARNING". With over 50 million-plus downloads and 3.5 million subscriptions, the app is slowly catching over the e-learning market. The app wants every student to stay on top in every subject,

The Company offers the best teachers including Byju Ravindran- The founder, using state of the art technology for visualization. The founder, using state of the art technology for visualization. The app provides all the features that allow you to learn and master all concepts right from Kindergarten till High School Foundation to competitive exams prep like JEE, AIPMT, CAT, NEET, UPSC, and IAS. The app uses technology to merge best practices like the use of videos, interesting content and quizzes with great teachers so that each child across the global to the best learning experience.

2.9.3Vedanta:

Vedanta is India's one of the largest tutoring company started by three IITIIAN friends, which helps the student to learn online by providing them with some of the best-curated teachers. One of the best quality of Vedanta is that they have a very good quality of Vedanta is that they have a very good quality of teachers available with some 500+ teachers who have taught more than 1 million hours to 40,000+ students spread across 1000+ cities from 30+ countries. It has both individual and group classes. This app is very interactive for both students and teachers because it has features like two-way audio, video, and white boarding tools where both teachers and students are able to see, hear, write and interact in real time. It caters to online classes for grades 6-12, competitive exams, and co-curricular activities as well.

2.9.4Topper:

Topper is an app that believes in making learning more personalized for students. It provides a wide range of classes for children studying in class 5-12. It's one of the best features in its live classes feature which very much helps the students to clear their doubts in real-time. It also provides a time table for students so that they can be aware of the classes. It covers CBSE, ICSE, as well as state board too. This is mainly based on the goal for a student to prepare for various competitive exams for prestigious such as NTSE, IIJEE, and NEET as well as prepare them well for board exams etc.

2.9.5 Google classroom:

Google classroom application is used to organize the daily activities of the students seamlessly without any interruption. It is a powerful and most accessible web and mobile application to use. The special feature of this app is that you can take online classes, distribute course material, assign assessments, track student progress, send feedback from anywhere at any time etc is allowed. It's a free service for schools, non-profits and anyone with a personal Google Account. Google classroom bridges the gap between learners and teachers through an online process that saves time and paper and makes it easier to create classes, distribute Assignments, communicate and stay organized.

2.9.6 Zoom education:

Zoom, one of the best cloud video conferencing web apps that assist you in sharing schedules, tutoring lessons, communicating with multiple students, and so on. You can boost student's participation during remote learning with amazing features like one-click content sharing, digital white boarding, etc.

2.9.7 Seesaw:

As one of the popular online web apps, Seesaw offers a bulk of resources to you for building a successful digital learning environment. It allows you to showcase the student's strength, areas for improvement, students learning progress, etc to their parents from the virtual classroom.

2.9.8. Photomath:

Photo math is an award-winning online educational web page app. The app has a dedicated team of mathematicians who examine effective math teaching methods, develop solutions for math problems, and more. With the support of this app, you can make students understand concepts in a better was.

2.9.9. Edmodo:

Edmo do lays a perfect communicative foundation between you and the students during distance learning. It is easy to create online collaborative groups, provide lessons material, create quick questions, share digital assignments, analyze students' performance, communicate with parents and much more.

2.9.10. Thinglink:

Thing link is an award winning education app that allows teachers to create learning methods using engaging content. It accelerates the curiosity of students to learn things and expand their knowledge. It is possible to provide virtual learning experience to the students by augmenting the images, videos, virtual tours, music and more.

2.9.11. Quizlwt:

With the support of QUIZLET'S free study sets, study modes, and in class games you can instantly create a high interactive virtual classroom. This powerful e-learning web page app offers several study modes that make virtual learning effective. Furthermore, you can use gaming activities, study materials, learning progress checkpoint, etc. to enhance the students learning experience.

2.9.12. Microsoft teams:

Microsoft teams is a proprietary business communication platform developed by Microsoft, as part of the Microsoft 365 family products. Teams primarily competes with the similar service slack, offering workspace chat and video conferencing, file storage, and application integration. Teams is replacing other Microsoft-operated business messaging and collaboration platforms, including SKYPE for business and MICROSOFT CLASSROOM. Throughout the COVID-19 pandemic, Teams and other software such as zoom and Google meet gained much interest as many meetings moved to a virtual environment. As of 2021, it has about 250 million monthly users.

2.10 FUTURE OF E-LEARNING IN INDIA:

Compared to an almost 80% literacy rate in urban India, that in rural areas is only 56%. Further, the average teacher, student ratio at primary level is 1:58 in rural regions (CHOUBEY, 2009). The perfection and improvement of connectivity is another area of concern. India needs to increase penetration in terms of PCs and communication lines for any e-learning project to be successful. The soaring cost of ownership, which proves to be a hurdled, needs to be lowered.

2.11 FOLLOWING STEPS COULD HELP IN ARRESTING THE PROBLEMS:

*The Service providers, including the Government need to cut the tariff levels. As the field becomes more and more competitive, this is bound to happen.

*The government needs to stimulate a learning culture and e-learning culture and e-learning industry as a separate forum and not treat it as part of the IT enabled services (ITES) or a sub sector of the IT industry.

*Use of open source software will not only be cost effective but can also meet the localized demands for the vast linguistic diversity of India.

CHAPTER- 3

DATA ANALYSIS AND

INTERPRETATIONS

3.1 INDRODUCTION:

People have many common aspect they differ in many aspects. They differences are usually significant. There are some differences in personal or demographic characteristics of individual. Hence in this chapter an attempt is made examine student's perspective on e-learning.

Analysis of data plays a dominant role in the completion of project. Table and diagrams assist the research to analyse the data. 50 respondents were met by research team and the data were collected each question in the questionnaire is analysed. Individually, sufficiency, tabulated and represented graphically. This chapter is devoted to present the analysed attain an appropriate manner. For this purpose of analysis the statistical chart were used, they are follow as:-

* Percentage

* Bar diagram

* Die chart

* Column

Table no: 3.2

Classification on the basis of age

Category	No.of respondents	Percentage
6-10	5	10
10-20	29	52
20-30	16	32
Above 30	-	-
Total	**50**	**100**
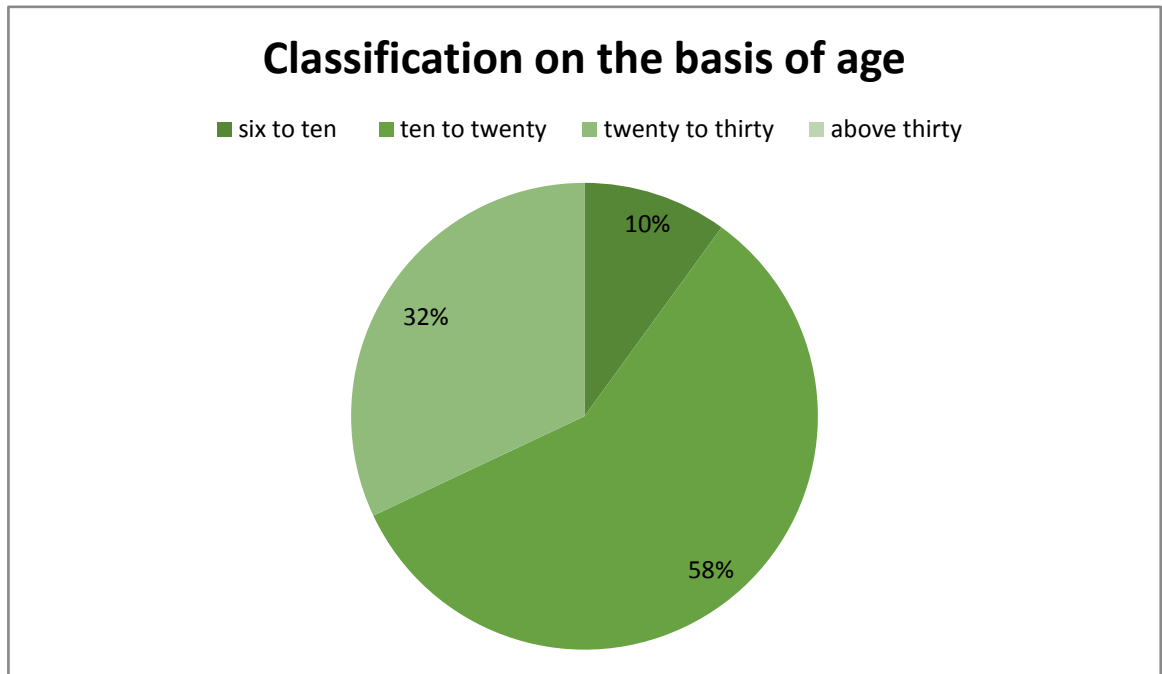
Inference

From the above table it is inferred that out of total respondents taken for study,All the age group of students prefer eLearning. The majority of 58% of respondents of the age group between 10 to 20 prefer eLearning the most.

Table No: 3.3

Classification on the basis of gender

Gender	No.of respondents	Percentage
Male	15	30
Female	35	70
Total	**50**	**100**

Classification on the basis of gender
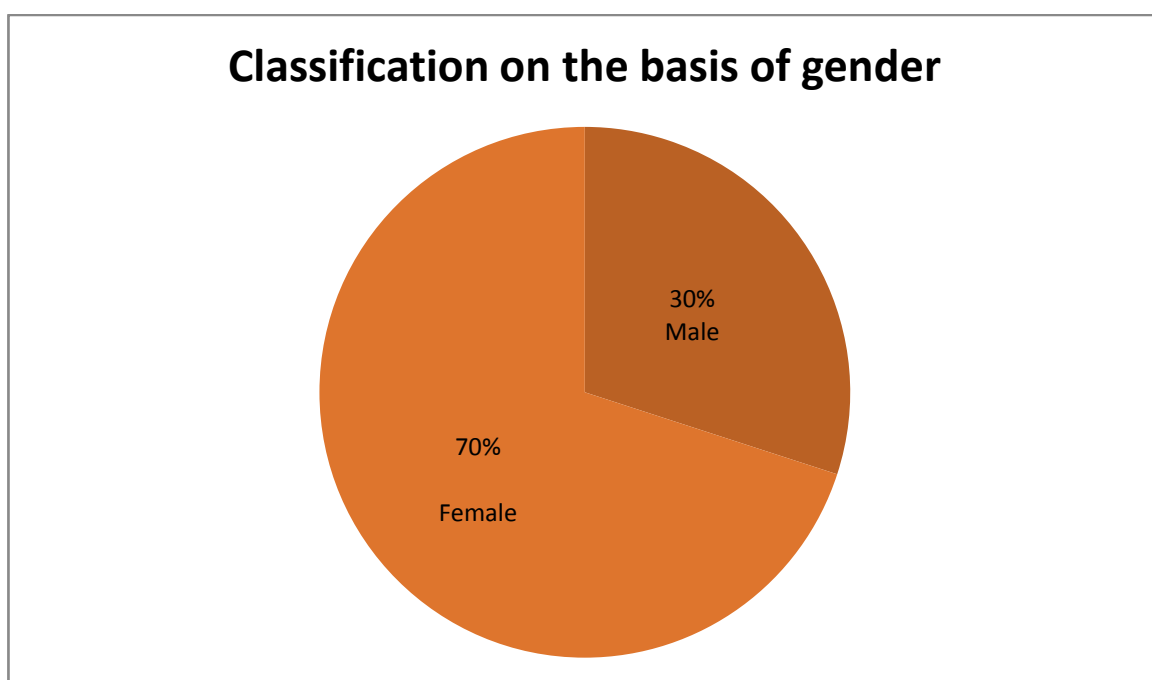
Inference:

From the above table it is inferred that 70% of the total respondents are female and 30% of the total respondents are male. The majority(70%) of the respondents are female.

Table No: 3.4

Classification based on their family type

Family type	No of respondents	Percentage
Nuclear	38	76
Joint	12	24
Total	**50**	**100**

Classification based on their family type
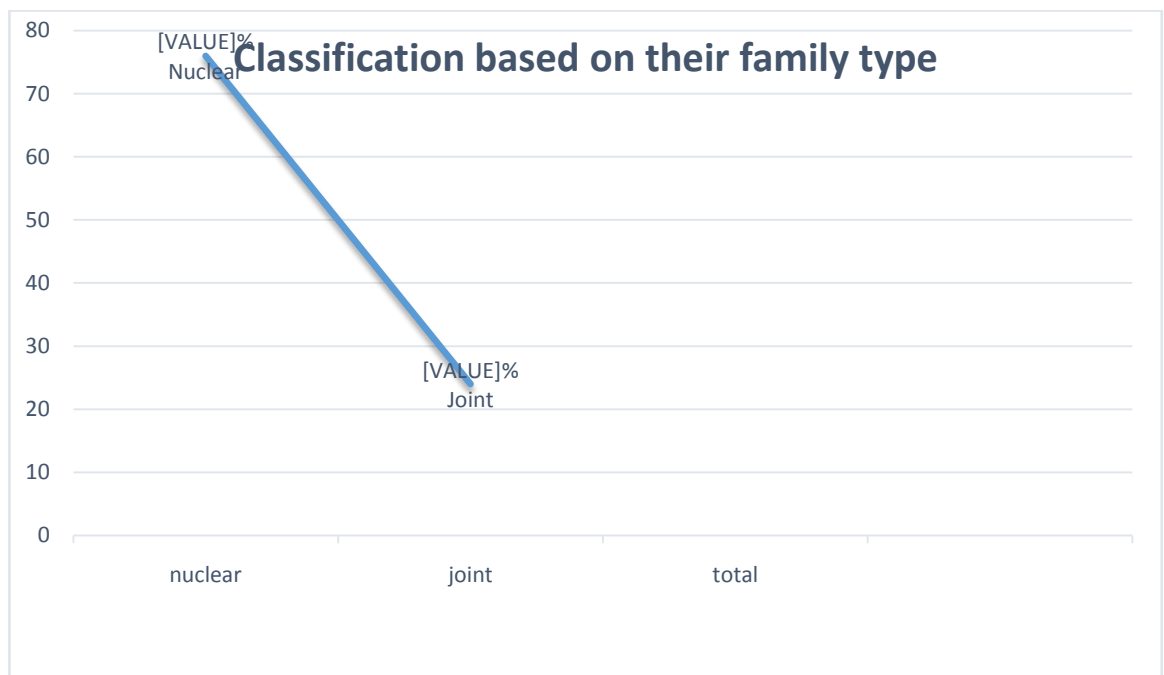
Inference:

From the above table it is inferred that 76% of the total respondents belong to nuclear and 24% of the total respondents are from joint family.

Table No: 3.5

Classification based on the size of family

No.of family members	No.of respondents	Percentage
Three	12	24
Four	12	24
Five	15	30
Above five	11	22
Total	**50**	**100**
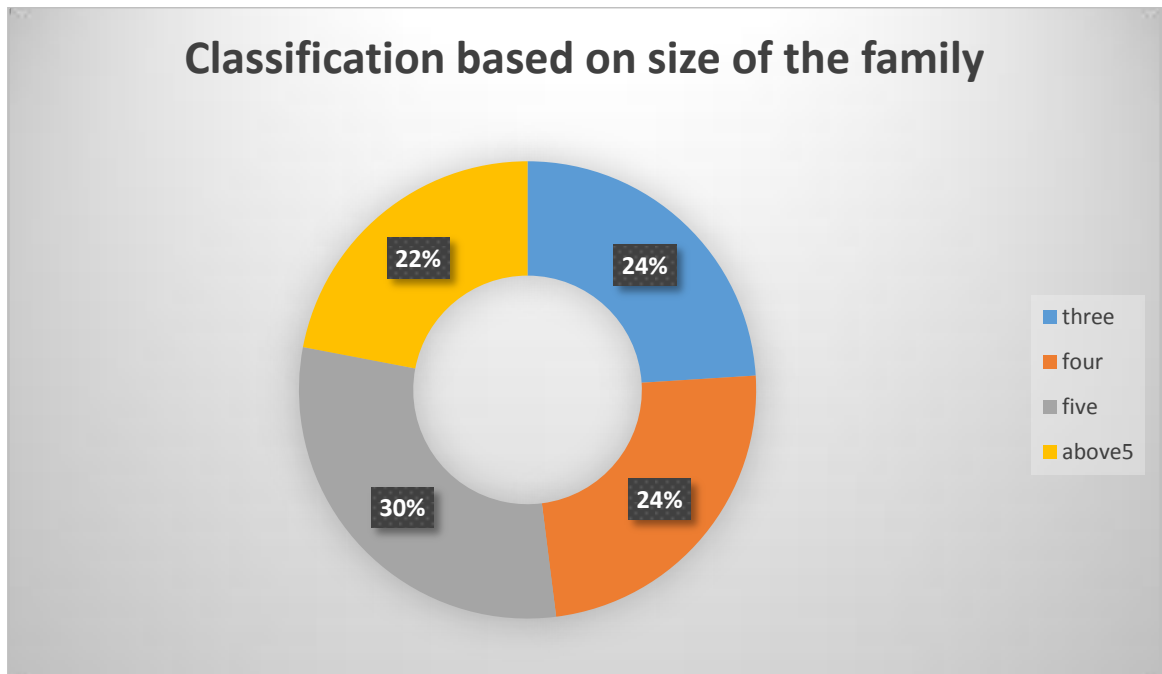
Classification based on size of the family

Inference:

From the above table it is inferred that out of total respondents taken for study, 24% of the respondents infer that there are only 3 members in their family, 24% of the respondents infer that there are 4 members in their family, 30% of the respondents infer that there are 5 members in their family, 22% of the respondents infer that there are more than 5 members in their family. The majority of(30%) of respondents infer that there are 5 members in their family.

Table No: 3.6

Classification on basis monthly income

Monthly income	No of respondents	Percentage
Below 20000	20	40
20000-30000	15	30
30000-40000	10	20
Above 40000	5	10
Total	**50**	**100**
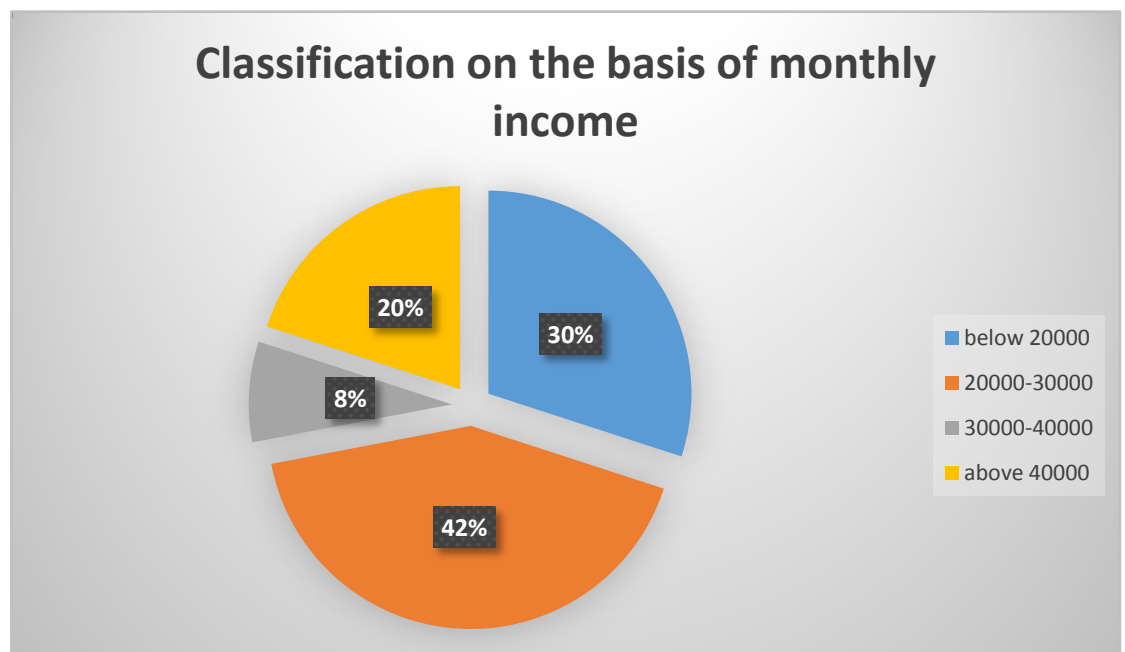
Inference:

From the above table it is inferred that out of total respondents taken for study, 30% of the respondents earn below 20,000, 42% of the respondents earn between 20000 to 30000, 8% of the respondents earn between 30000 to 40000, 20% of the respondents earn above 40000. The majority(42%) of respondents earn between 20000-30000.

Table No: 3.7

Classification oneducational qualification

Educational qualification	No of respondents	Percentage
HSC	11	22
UG	29	58
PG	10	20
Total	**50**	**100**

Classification on educational qualification

Inference:

From the above table it is inferred that out of total respondents taken for study, 22% of the respondents are in their higher secondary,58% of the respondents are in UG, 20% of the respondents are in their PG. The majority of 58% of respondents are in UG level.

Table no: 3.8

Classification on mode of education

Mode of education	No of respondents	Percentage
Private school	14	28
Government school	2	4
Private college	30	60
Government college	4	8
Total	**50**	**100**

Inference:

From the above table it is inferred that out of total respondents taken for study, 28% of the respondents are private school 4% government school,60% of the respondents are private college,8% of the respondents are government college. The majority of 60% of respondents are private college students.

Table No: 3.9

Classification on basis of eLearning process

Category	No of respondents	Percentage
Yes	50	100
No	0	0
Total	**50**	**100**

Classification on basis of eLearning process

100%
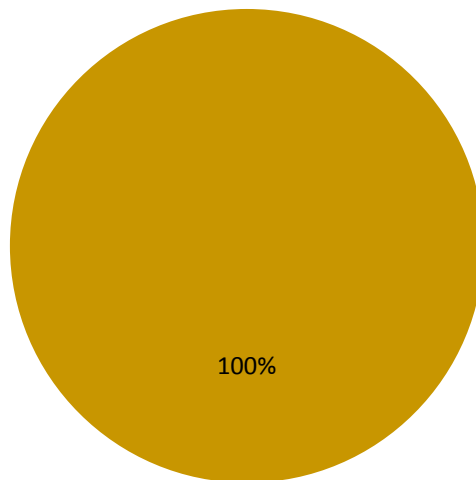
Inference:

From the above table it is inferred that out of the total respondents taken for study, It is inferred that everyone has undergone eLearning process.

Table No: 3.10

Interest of students in E-Learning

Category	No of respondents	Percentage
Yes	38	76
No	12	24
Total	**50**	**100**
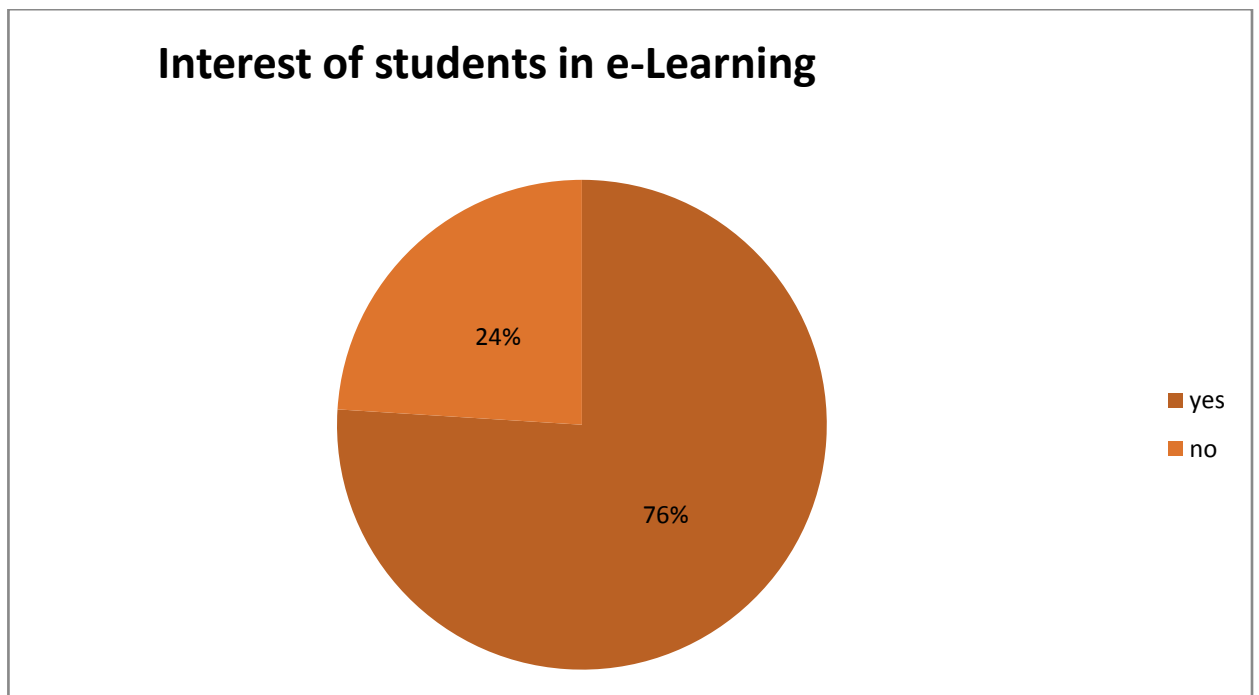
Inference:

From the above table it is inferred that out of total respondents taken for study, 76% of the respondents are interested in e-learning, 24% of the respondents are not interested in eLearning,

Table No: 3.11

Institutional preference on eLearning platform

Preferred online platform	No of respondents	Percentage
Zoom	14	28
Google meet	30	60
Microsoft teams	6	12
Kalvi solei	0	0
Total	**50**	**100**

Institutional preference on elearning platform

Inference:

From the above table it is inferred that out of total respondents taken for study, 28% of the respondents prefer zoom platform,60% of the respondents prefer Google meet , 12% of the respondents prefer Microsoft teams, The majority of (60%) of respondents prefer Google meet.

Table No: 3.12

Gadgets used in e-learning

| Preferred gadgets for eLearning	No of respondents	Percentage
Mobile phones	41	82
Laptops	6	12
Tablets	3	6
Others	0	0
Total	**50**	**100**

Gadgets for eLearning

Inference:

From the above table it is inferred that out of total respondents taken for study, 82% of the respondents use mobile phones,12% of the respondents use laptops , 6% of the respondents use tablets, The majority of (82%) respondents use mobile phones for eLearning.

Table No: 3.13

Time spent on e-learning

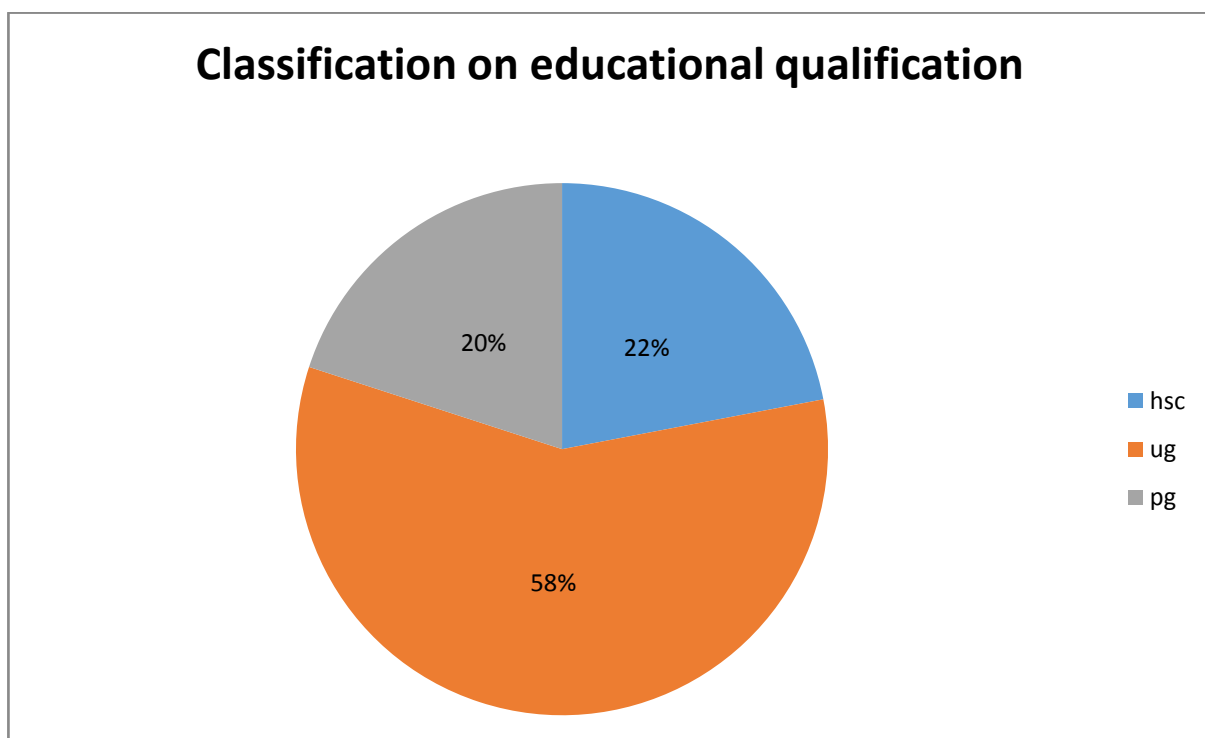| Hours	No of respondents	Percentage
2hrs	25	50
6hrs	20	40
8hrs	5	10
10 + hrs	0	0
Total	**50**	**100**
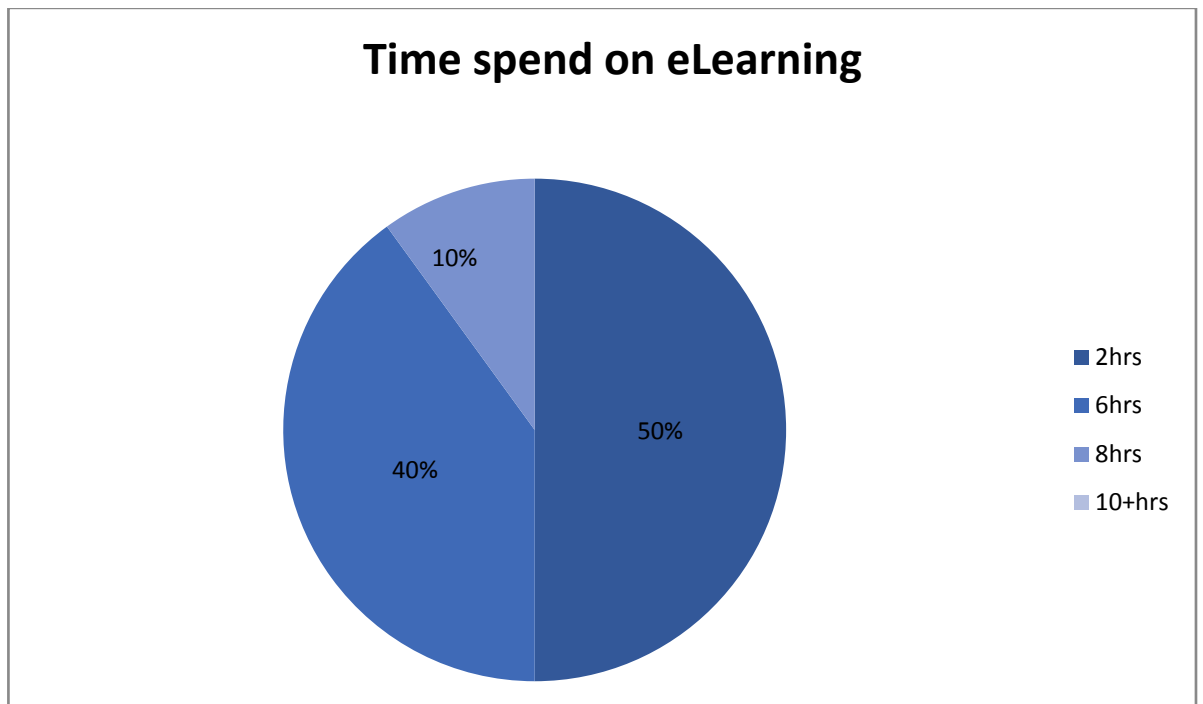
Inference:

From the above table it is inferred that out of total respondents taken for study, 50%of the respondents spend 2hours on elearning,40% of the respondents spend 6hours on eLearning , 10% of the respondents spend 8 hours on eLearning. Hence (50%) respondents spend 2hours on eLearning.

Table No: 3.14

Table showing internet access at home

Category	No of respondents	Percentage
Yes	34	68
No	16	32
Total	**50**	**100**
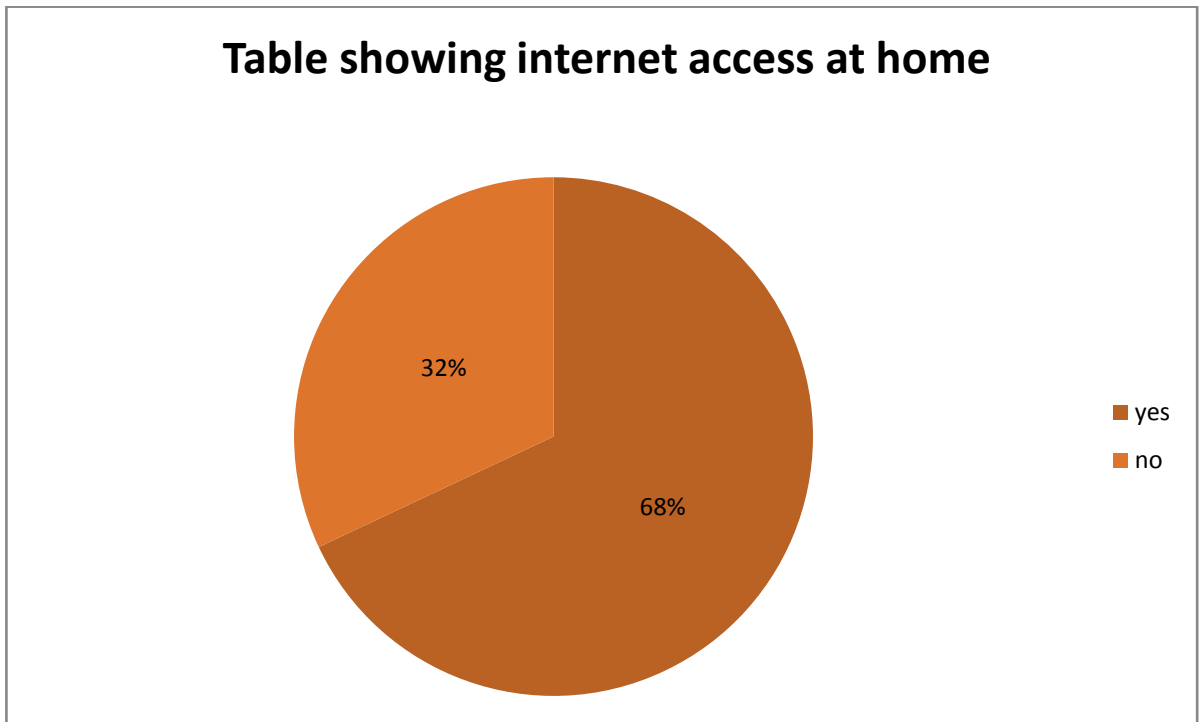
Table showing internet access at home
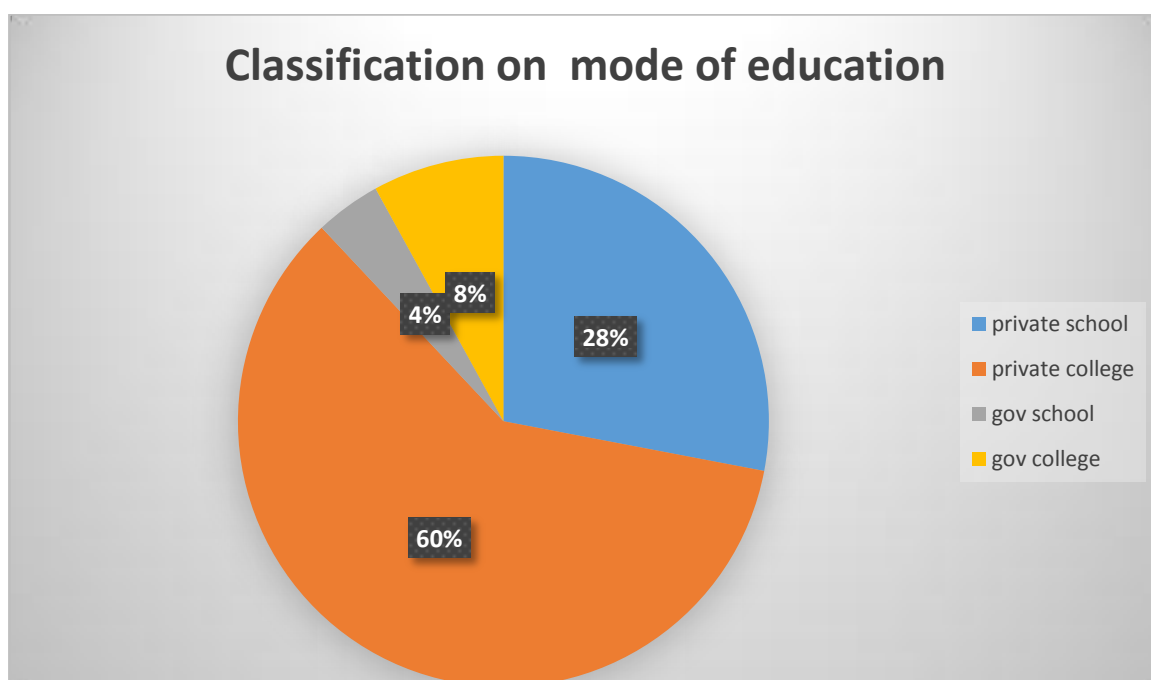
Inference:

From the above table it is inferred that out of total respondents taken for study, 68% of the respondents have internet access at home, 32% of the respondents do not have internet access. The majority of(68%) of respondents have internet access at home.

Table No: 3.15

Challenges faced on e-learning

Challenges	Yes	No	Total	Yes (%)	No (%)	Total(%)	Rank
Network issues	16	34	50	32%	68%	100%	3
Health issues	34	16	50	68%	32%	100%	1
Personal issues	17	33	50	34%	66%	66%	2

Inference:

From the above table it is inferred that out of total respondents taken for study, 32% of the respondents have network issues 68% have no network issues , 68% of the respondents have faced health issues 32% have not faced any health issues, 34% of the respondents have faced personal hindrance 66% have not faced any personal hindrance ,To conclude majority of 68% of health issues acts as a great challenge faced by the students in the process of eLearning.

Table No: 3.16

Health issues faced by students

Health issues	Yes	No	Total	Yes(%)	No(%)	Total	Rank
Migraine	17	33	50	34%	66%	100%	3
Eye strain	21	29	50	42%	58%	100%	2
Stress	16	34	50	32%	68%	100%	4
Anxiety	34	16	50	68%	32%	100%	1

Inference:

From the above table it is inferred that out of total respondents taken for study, 34% of the respondents have migraine issues , 42% of the respondents have faced eye strain issues, 32% of the respondents have faced stress, 68% of the respondents faced anxiety, Majority of the respondents has responded that Anxiety creates a great health issues in eLearning process.

Table No: 3.17

Personal hindrance faced by students

PERSONAL HINDRANCE	Yes	No	Total	Yes(%)	No(%)	Total	Rank
Distraction	34	16	50	68%	32%	100%	1
Computer literacy	16	34	50	32%	68%	100%	4
Adaptability struggle	21	29	50	42%	58%	100%	2
Lack of smart phone	17	33	50	34%	66%	100%	3
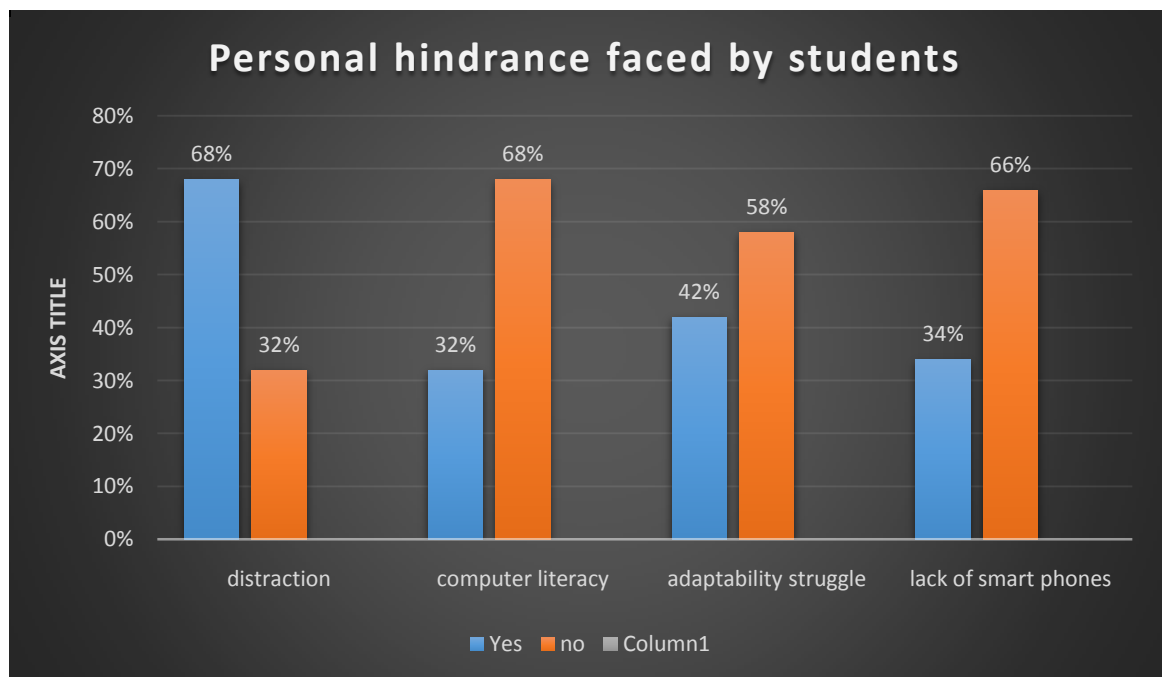
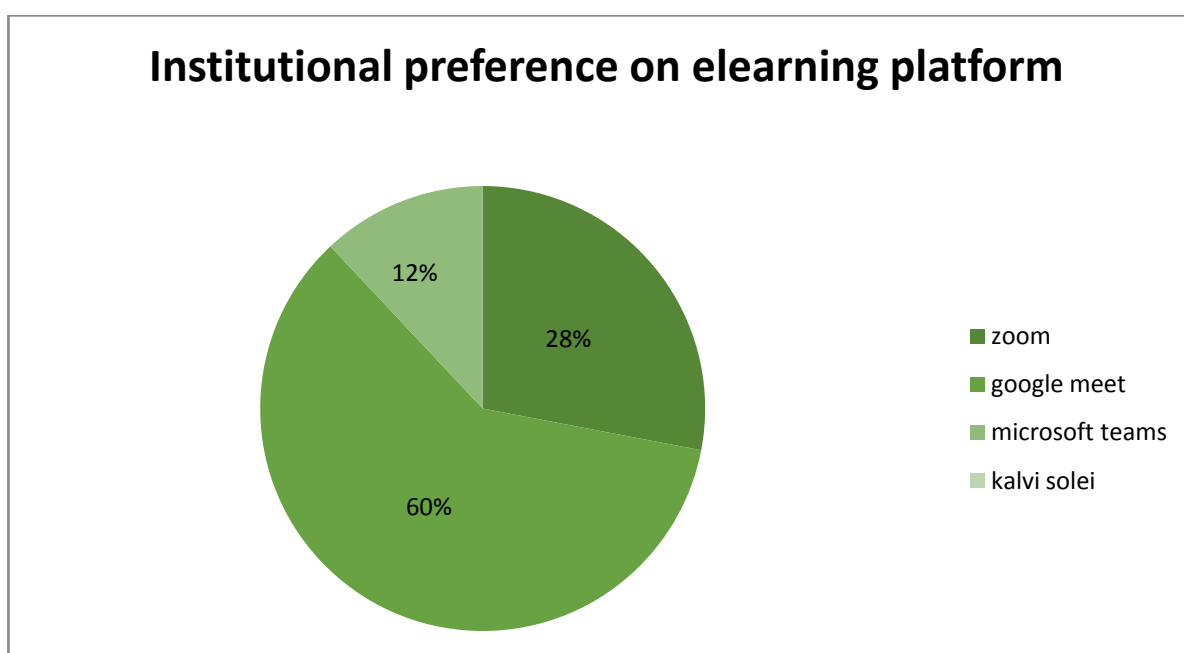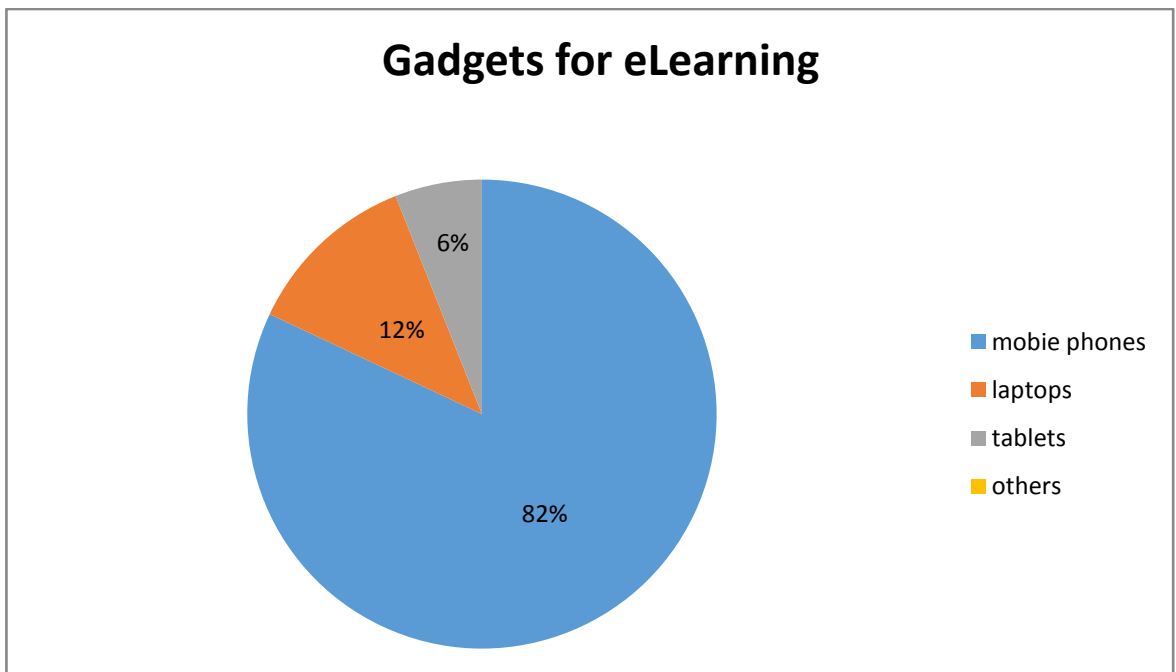## Inference:

From the above table it is inferred that out of total respondents taken for study, 68% of the respondents have distraction issues, 32% of the respondents have faced computer literacy issues , 42% of the respondents have faced adaptability struggle , 34% of the respondents faced lack of smart phones issues. The majority of the students infer o(68%) of respondents have faced distraction as their personal hindrances.

Network issues

| Network issues	Yes	No	Total	Yes(%)	No(%)	Total	Rank
Signal availability	36	14	50	72%	28%	100%	1
Lack of mobile data	33	17	50	66%	34%	100%	2
Cost is too high	29	21	50	58%	42%	100%	3
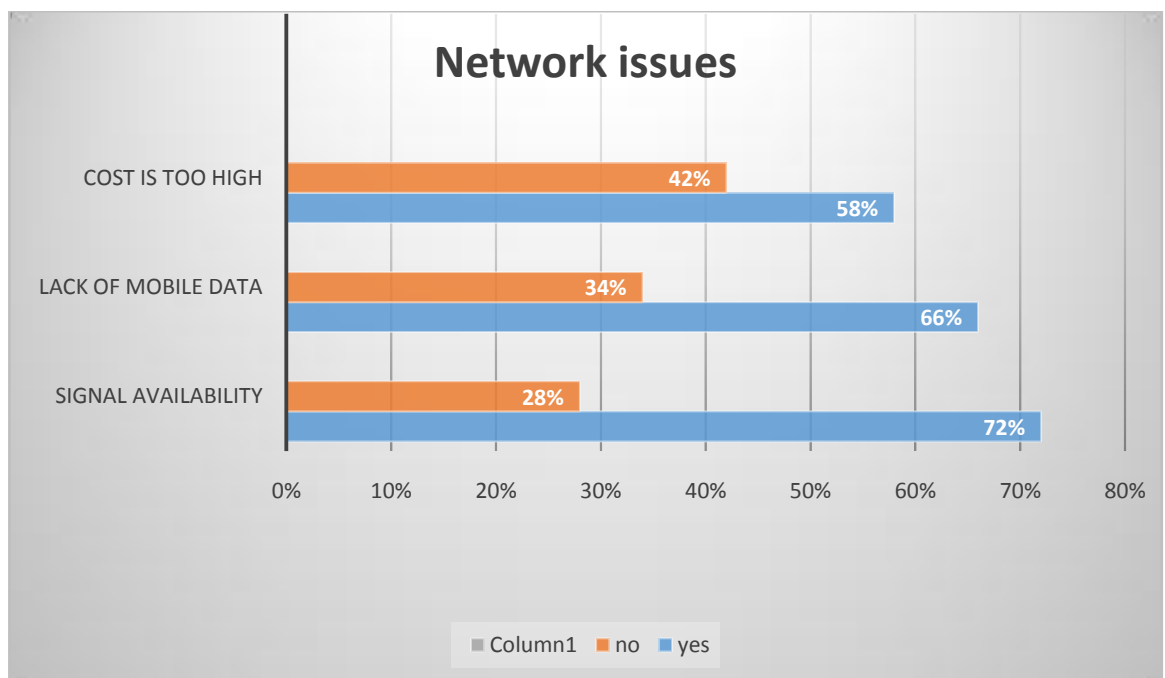
Inference:

From the above table it is inferred that out of total respondents taken for study, 72% of the respondents have signal availability issues , 66% of the respondents have lack of smart phone issues , 58% of the respondents think that the cost is too high. The majority of (72%) of respondents have faced signal availability as their network issues.

<div align="center">

Table No: 3.19

Missing on co-activities on e-learning

</div>

| Activities	Yes	No	Total	Yes (%)	No (%)	Total	Rank
PET period	43	7	50	86%	14%	100%	4
Cultural	43	7	50	86%	14%	100%	3
Friends	48	2	50	96%	4%	100%	1
Canteen	42	8	50	84%	16%	100%	2
Art class	35	15	50	70%	30%	100%	5
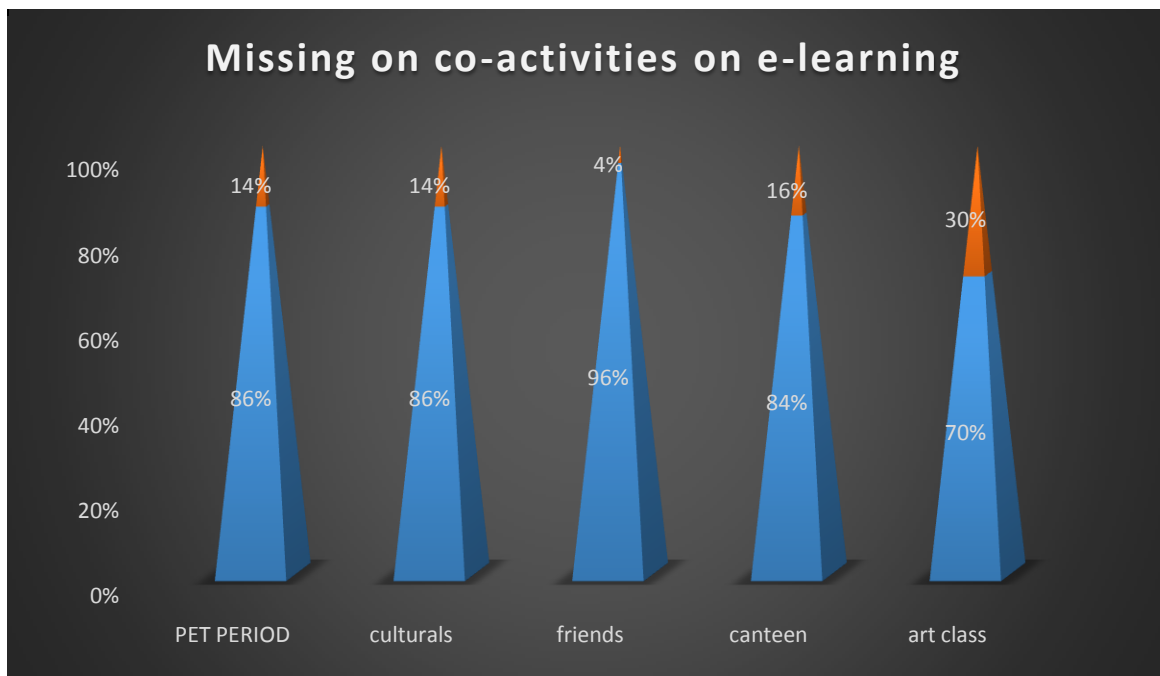
Inference:

From the above table it is inferred that out of total respondents taken for study, 86% of the respondents miss PET period, 86% of the respondents miss cultural festival , 96% of the respondents have missed their friends , 70% of the respondents miss art class. Hence it is found that majority (96%) of respondents have missed their friends.

Table No: 3.20

Examining the difficulties faced by students in e-learning based on location

Opinion	No. of respondents	Percentage
Yes	34	**72%**
No	14	**28%**
TOTAL	50	**100%**

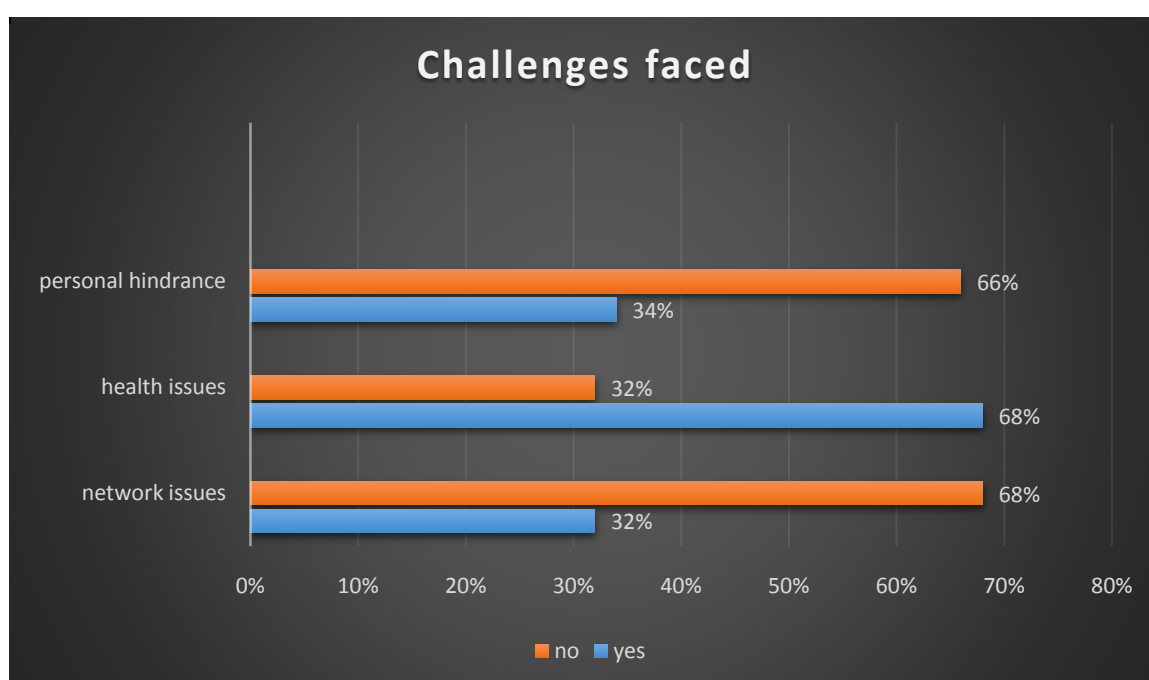**Examining the difficulties faced by students in elearning based on location**

28%

72%

YES NO

Inference:

From the above table it is inferred that out of total respondents taken for study, 28% of the respondents had difficulties based on the location, 72% of the respondents did not had difficulties based on the location. The majority of(72%) did have any difficulties based on their location.

Table No.21

Difficulties based on location

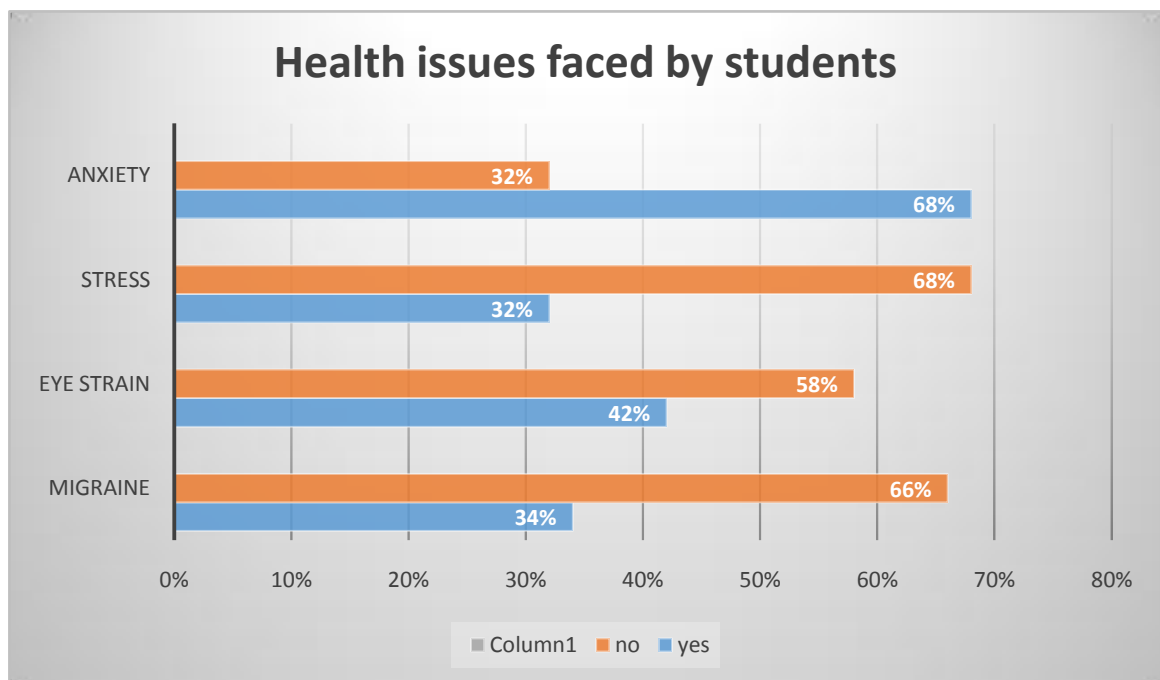| Particulars	No. of respondents	Percentage
Urban	32	64%
Remote	-	-
Rural	18	36%
TOTAL	**50**	**100%**

Inference:

From the above table it is inferred that out of total respondents taken for study, 64% of the respondents had difficulties in urban areas, 36% of the respondents had difficulties in rural areas. To conclude majority (64%) have difficulties mostly in urban area.

Table No: 3.22

Beneficiary Of E-Learning

| Particulars	No. of respondents	Percentage
Yes	13	26%
No	37	74%
TOTAL	**50**	**100%**

Beneficiary of e-learning

26%

74%

Inference:

From the above table it is inferred that out of total respondents taken for study, 74% of the respondents have benefited through eLearning, 26% of the respondents were not benefited through eLearning. Hence found that (74%) respondents were benefited through eLearning.

Table No: 3.23

Beneficiary sources of e-learning

Beneficiary sources	Agree	Dis agree	Total	Agree(%)	Disagree(%)	Total(%)
Available of PPT	40	10	50	80%	20%	100%
Clarification of doubts	33	17	50	66%	34%	100%
Lecture hearing capacity	36	14	50	72%	28%	100%

Inference:

From the above table it is inferred that out of total respondents taken for study, 80% of the respondents agree availability of ppt benefited them, 66% of the respondents agree clarification of doubts benefited them, 72% of the respondents feels that they can hear lectures clearly. The majority (80%) respondents feels that availability of ppt benefited them.

Table No: 3.24

Support from school/universities in providing e-learning materials

| Particulars	No. of respondents	Percentage
Highly satisfied	10	20%
Satisfied	35	70%
Not satisfied	5	10%
TOTAL	**50**	**100%**

Inference:

From the above table it is inferred that out of total respondents taken for study, 20% of the respondents are highly satisfied with the support from their school\university, 70% of the respondents are satisfied with the support from their school/universities,10% of the respondents are not satisfied with the support from their school/universities. The majority of (70%) of respondents are satisfied with the support from their school/universities.

Table No: 3.25

Teachers support on e-learning

Particulars	No. of respondents	Percentage
Highly satisfied	14	28%
Satisfied	27	54%
Not satisfied	09	18%
TOTAL	**50**	**100%**
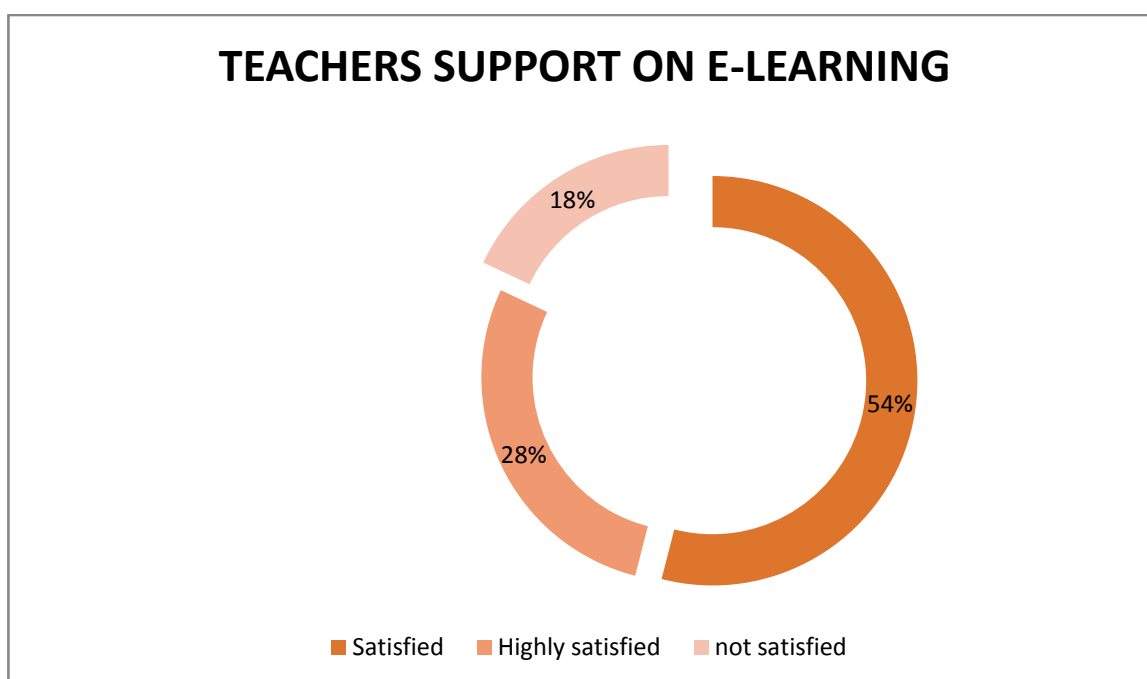
TEACHERS SUPPORT ON E-LEARNING

■ Satisfied   ■ Highly satisfied   ■ not satisfied

Inference:

From the above table it is inferred that out of total respondents taken for study, 28% of the respondents are highly satisfied with their teachers support, 54% of the respondents are satisfied with their teachers support,18% of the respondents are not satisfied with their teachers support. The majority of (54%) of respondents are satisfied with their teachers support.

Table No: 3.26

Online session interactive

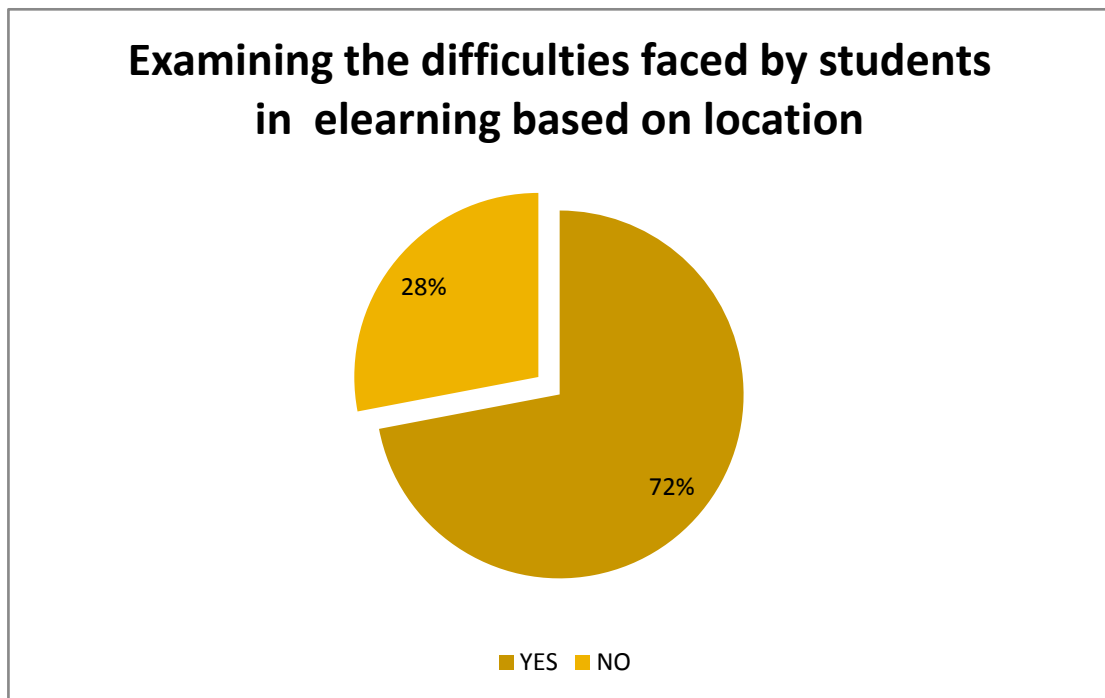| Particulars	No. of respondents	Percentage
Yes	32	64%
No	18	36%
Total	**50**	**100%**

Online session interactive

Inference:

From the above table it is inferred that out of total respondents taken for study, 64% of the respondents find online session was interactive, 36% of the respondents did not find the online session as interactive. The majority of(64%) of respondents find online session as interactive.

Table No: 3.27

Comfortablity of communicating electronically

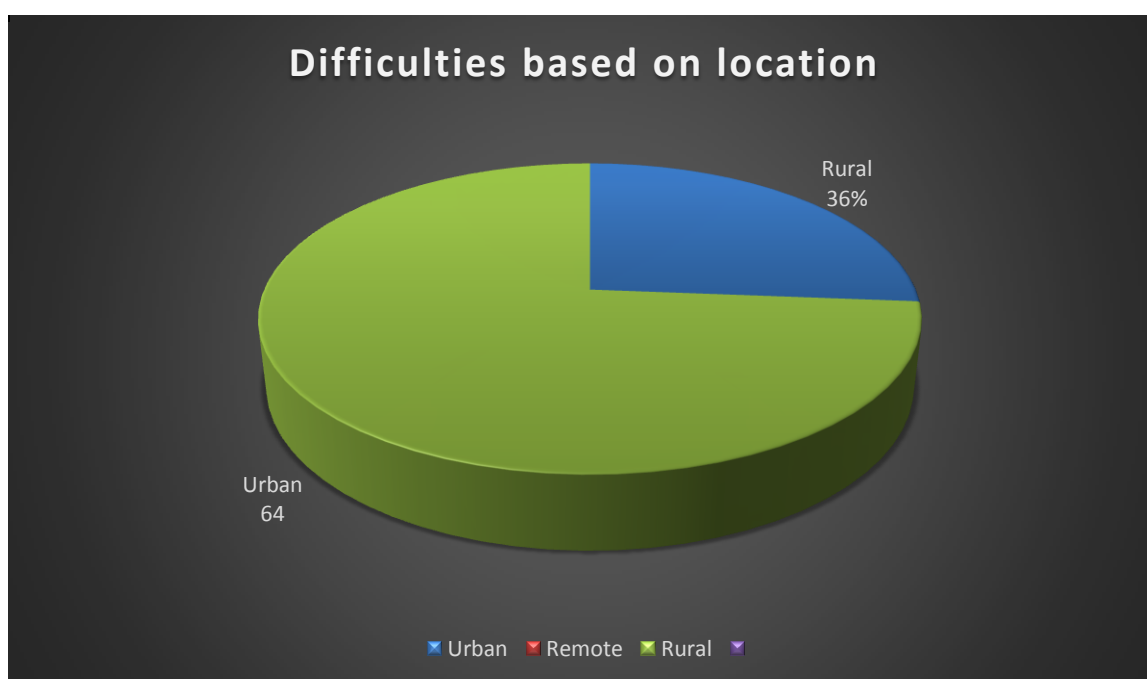| Particulars	No. of respondents	Percentage
Yes	14	28%
No	36	72%
Total	**50**	**100**
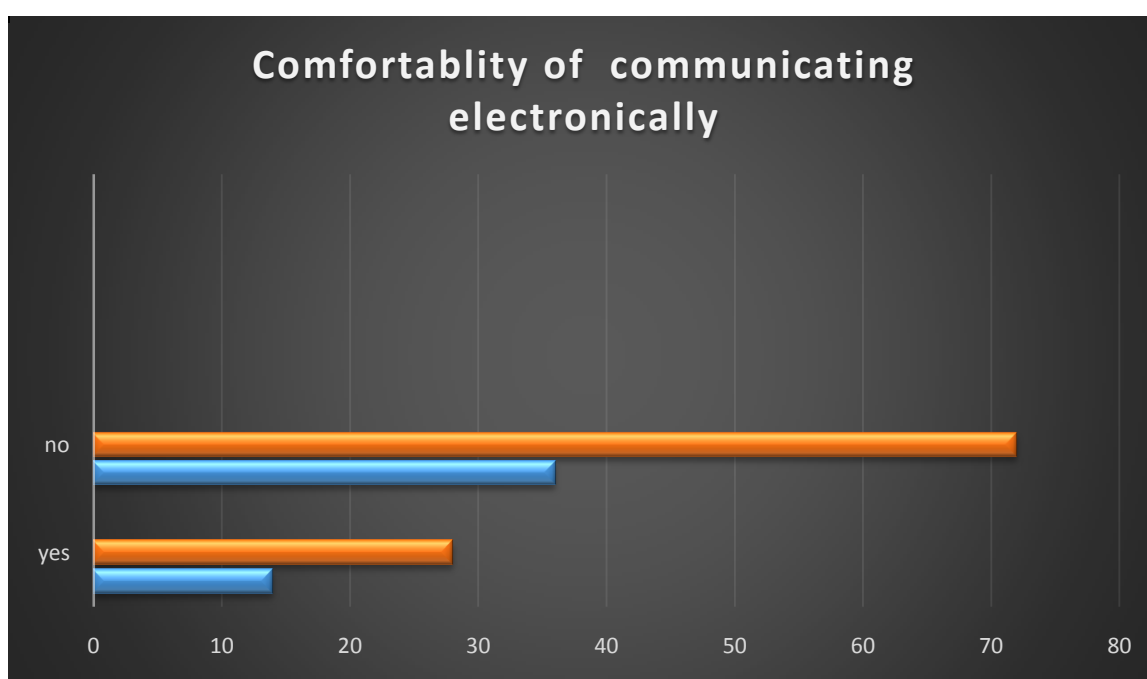
Inference:

From the above table it is inferred that out of total respondents taken for study, 28% of the respondents feel comfortable communicating electronically, 72% of the respondents did not feel comfortable to communicate electronically. Thus majority respondents (72%) did not feel comfortable to communicate electronically.

Table No: 3.28

Completion of assignment on time

Particulars	No. of respondents	Percentage
Yes	34	68%
No	16	32%
Total	**50**	**100%**
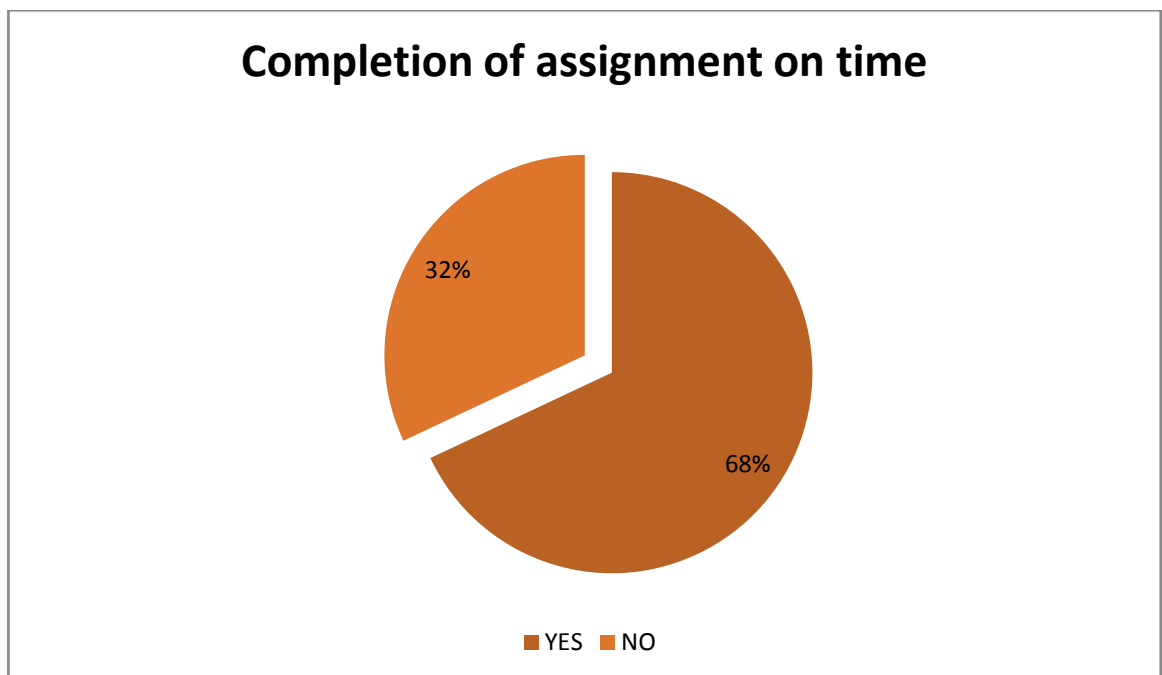
Completion of assignment on time

32%

68%

■ YES ■ NO

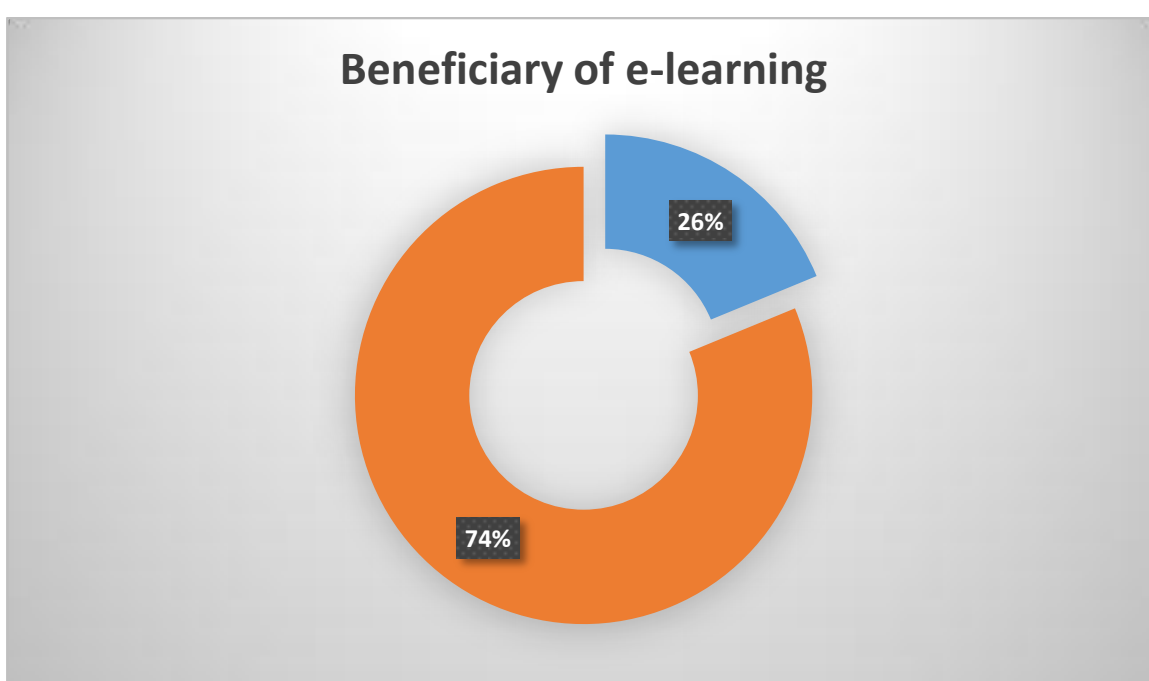## Inference:

From the above table it is inferred that out of total respondents taken for study, 68% of the respondents were able to complete the assignment on time, 32% of the respondents were not able to complete the assignment on time. Hence (68%) of respondents infer that they were able to complete their assignments on time.

Table No: 3.29

Completion of academic module through e-learning

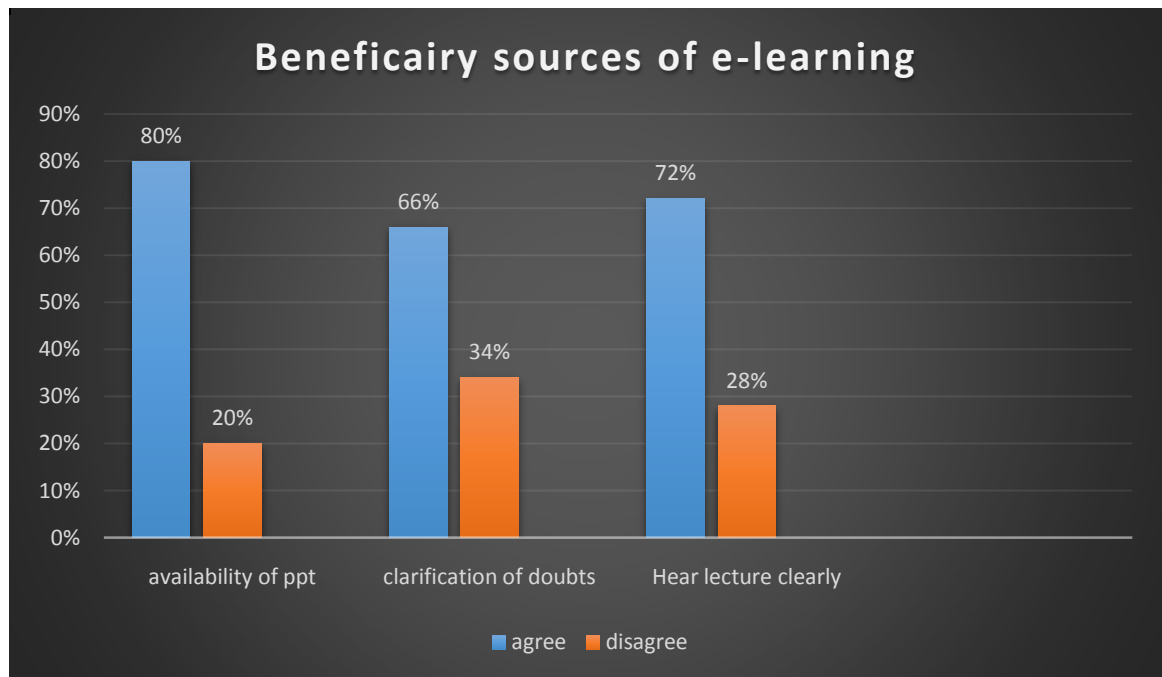| Particulars	No. of respondents	Percentage
Strongly agree	18	36%
Disagree	09	18%
Neutral	23	46%
TOTAL	50	100%

Inference:

From the above table it is inferred that out of total respondents taken for study, 36% of the respondents strongly agree that they were able to receive a complete module of academic materials through e-learning without any difficulty, 18% of the respondents disagree to receive a complete module of academic materials through e-learning without any difficulty, 46% of the respondents remains neutral. Thus majority (46%) of respondents have opted both.

Table No: 3.30

E-Learning helps to increase your knowledge

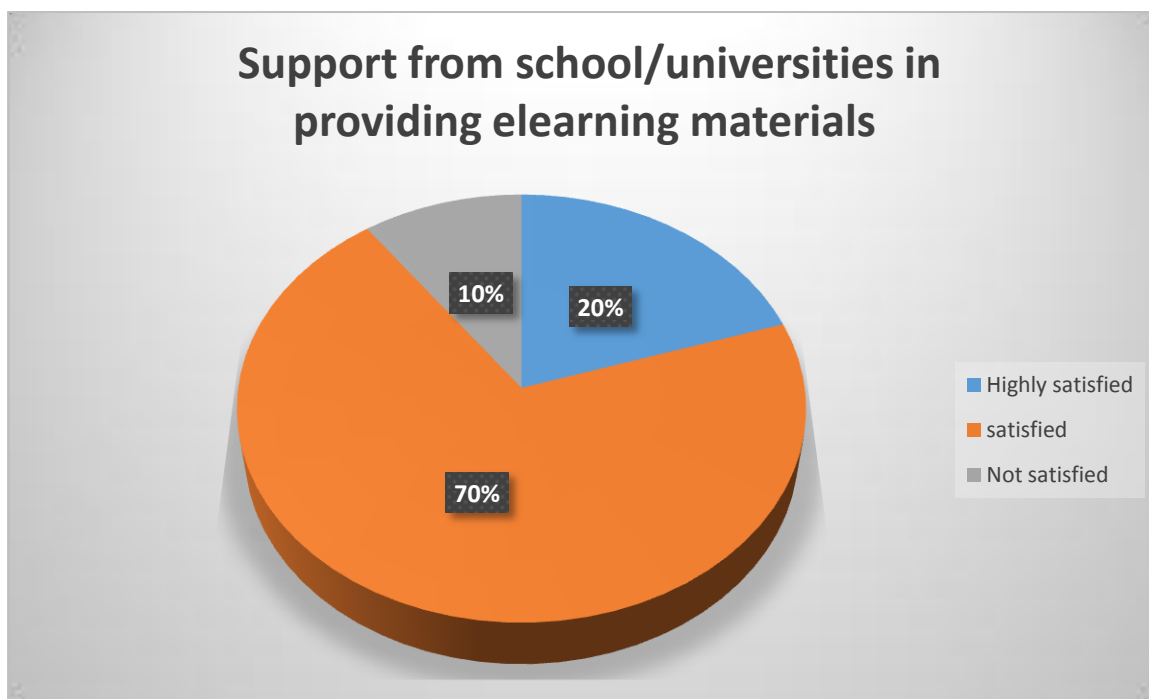| Particulars	No. of respondents	Percentage
Yes	39	78%
No	11	22%
TOTAL	**50**	**100%**
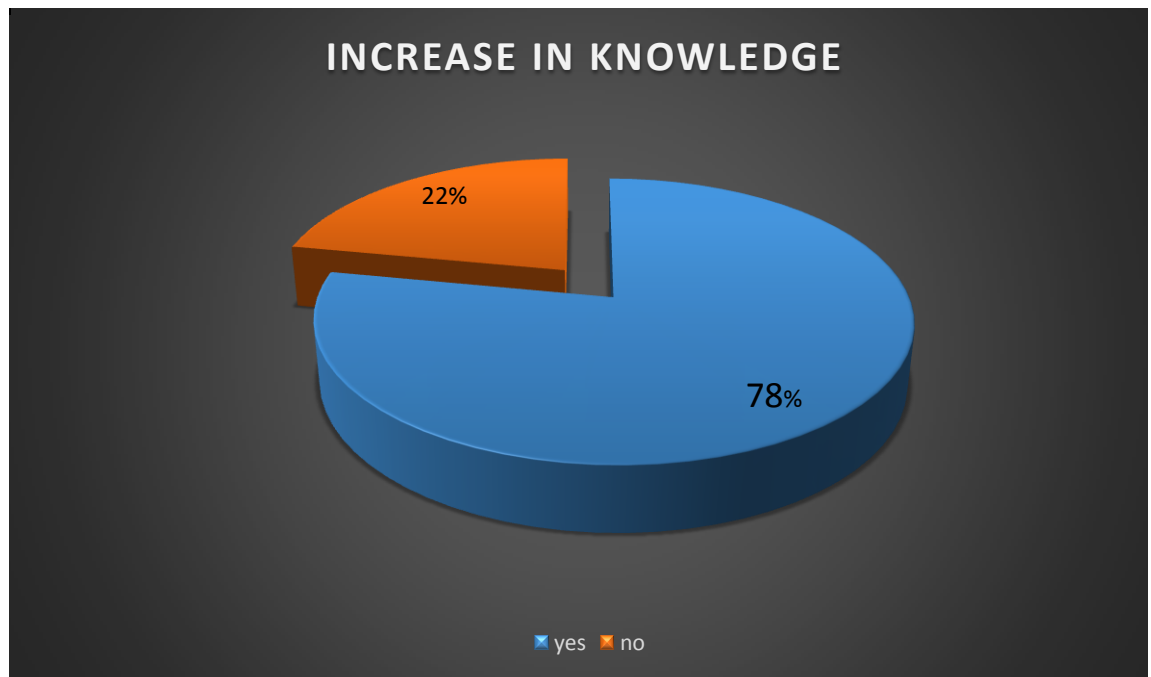
Inference:

From the above table it is inferred that out of total respondents taken for study, 78% of the respondents agrees that e-learning helps to increase the knowledge. 22% of the respondentsdisagrees that e-learning does not help to increase the knowledge . The majority of (78%) of respondents agrees that e-learning helps to increase the knowledge.

Table No: 3.31

Assessing of knowledge

| Particulars	No. of respondents	Percentage
Upload assignments	13	26%
Online quiz	26	52%
Seminars	07	14%
Presentation	04	8%
TOTAL	**50**	**100%**
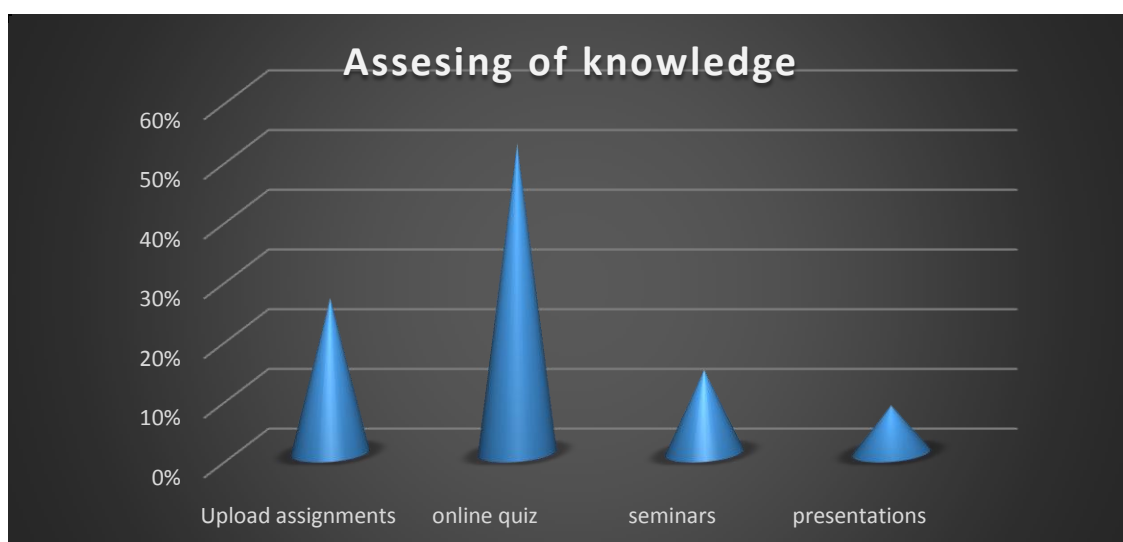
Inference:

From the above table it is inferred that out of total respondents taken for study, 26% of the respondents knowledge assessed through uploading assignments. 52% of the respondents knowledge assessed through online quiz. The majority of 52% of respondents assessed knowledge through online quiz.

Table No: 3.32

Difficulty to attend offline classes after attending online classes

Particulars	No. of respondents	Percentage
Yes	41	82%
No	9	18%
TOTAL	**50**	**100%**

DIFFICULTIES IN ATTENDING ONLINE CLASS
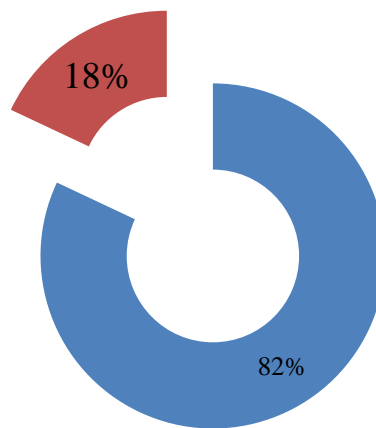
18%

82%
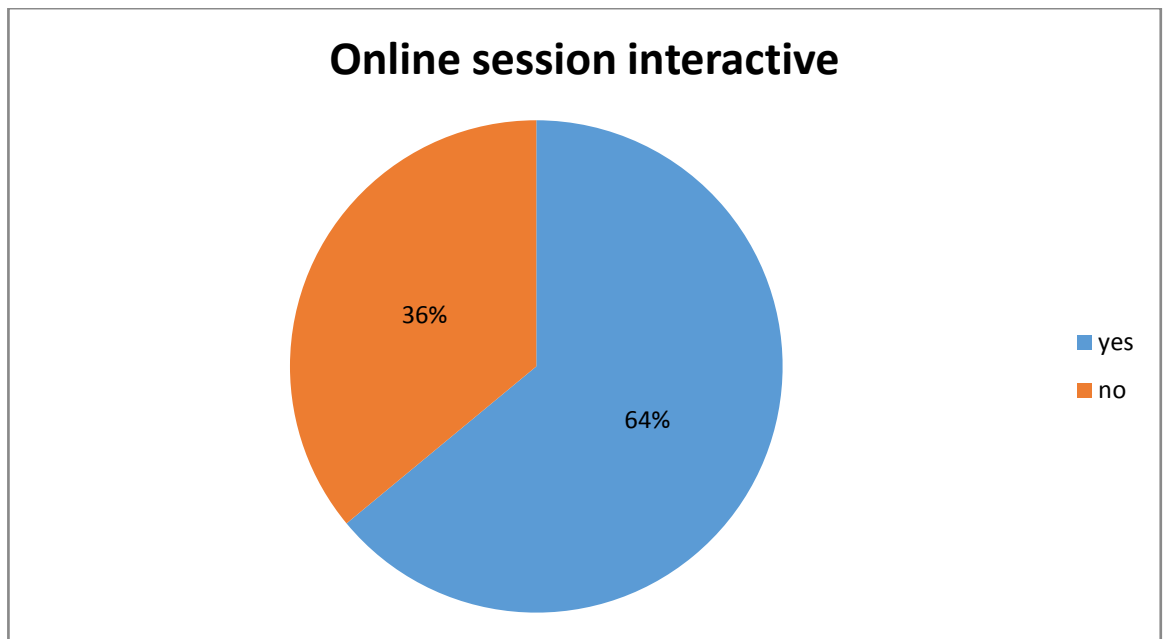
Inference:

From the above table it is inferred that out of total respondents taken for study, 82% of the respondents faced difficulty to attend offline exams after attending online classes. 18% of the respondents did not face any difficulty . The majority of(82%) of respondents faced difficulty to attend offline exams after attending online classes

Table No: 3.33

Future implementation

| FACTORS	Yes	No	Total	Yes (%)	No (%)	Total (%)
Institutional support	29	21	50	58%	42%	100%
Evaluate students needs	28	22	50	56%	44%	100%
Training efficient use of technology	27	23	50	54%	46%	100%
Monitor performance of the students	25	25	50	50%	50%	100%
Make learning interactive	26	24	50	52%	48%	100%
Safety measures	21	29	50	42%	58%	100%
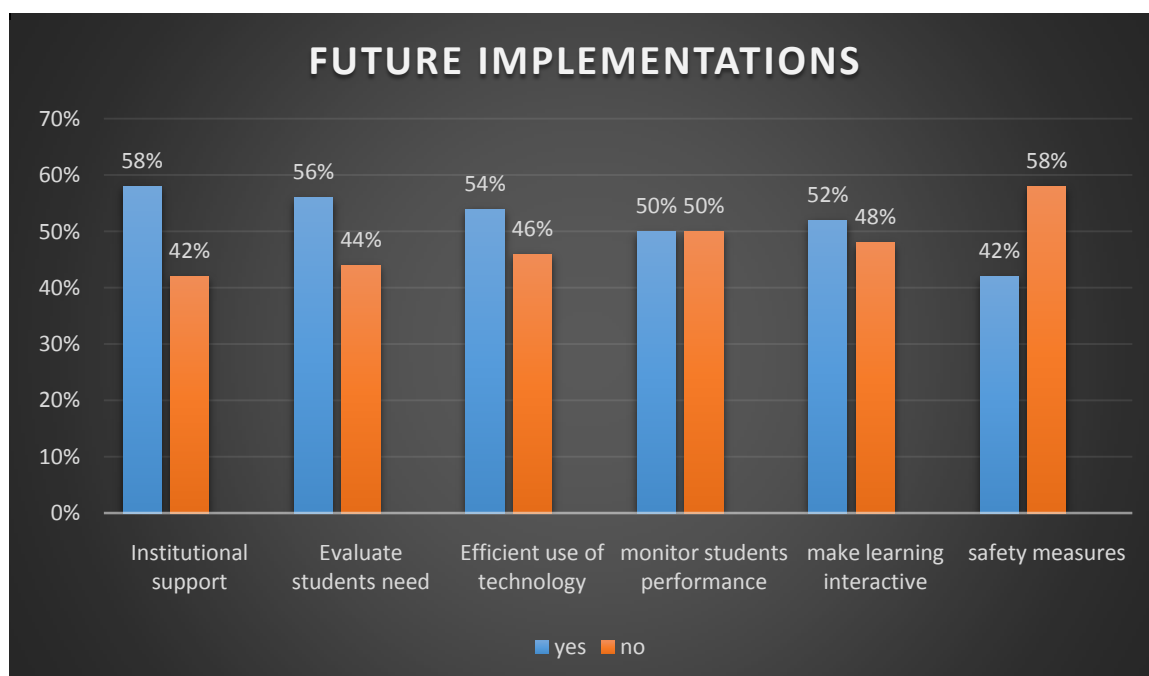
Inference:

From the above table it is inferred that out of total respondents taken for study, 58% of the respondents suggest to implement institutional support in future , 56% of the respondents suggest to evaluate the need of the student, 54% of the respondents suggest to give training for efficient use of technology,50% of the respondents suggest to monitor performance through monitoring,52% of the respondents suggested to make eLearning make interactive,42% have suggested to implement safety measures. The majority respondents suggest to implement institutional support in future.

Table No: 3.34

Suggestion on e-learning

Suggestion	No. of respondents	Percentage
Check all technical requirements	6	12%
Free Wi-Fi	35	70%
Provide free online classes	6	12%
Collect students and parents feedback	3	6%
TOTAL	**50**	**100%**
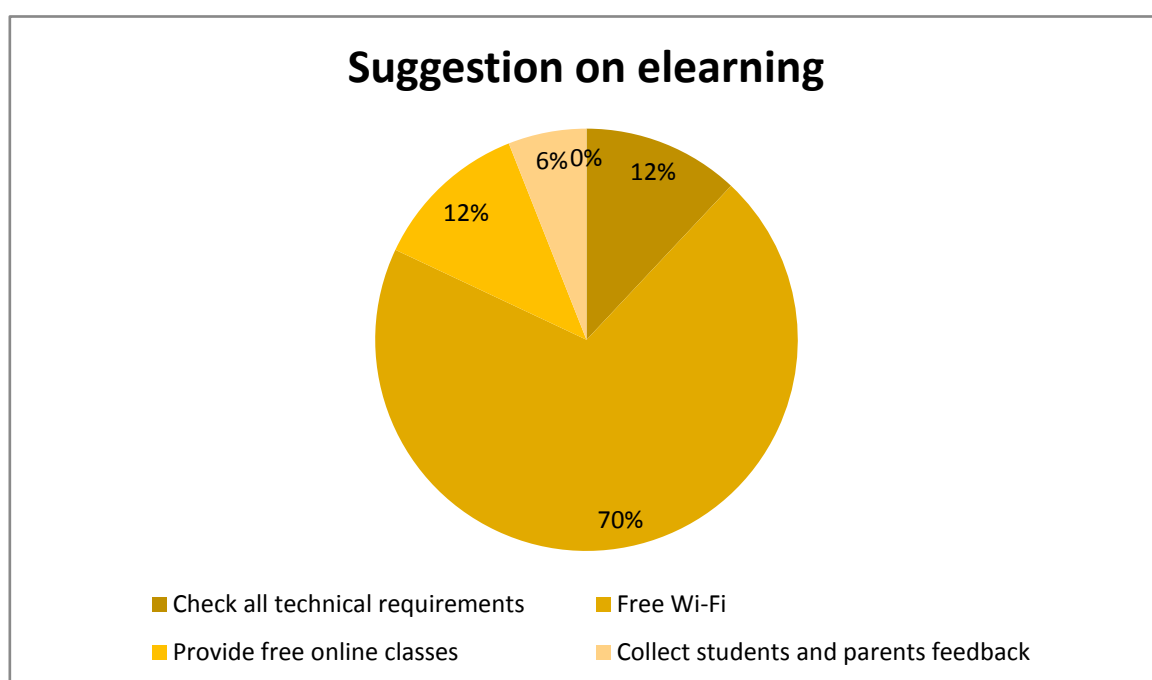
Suggestion on elearning

- Check all technical requirements
- Free Wi-Fi
- Provide free online classes
- Collect students and parents feedback

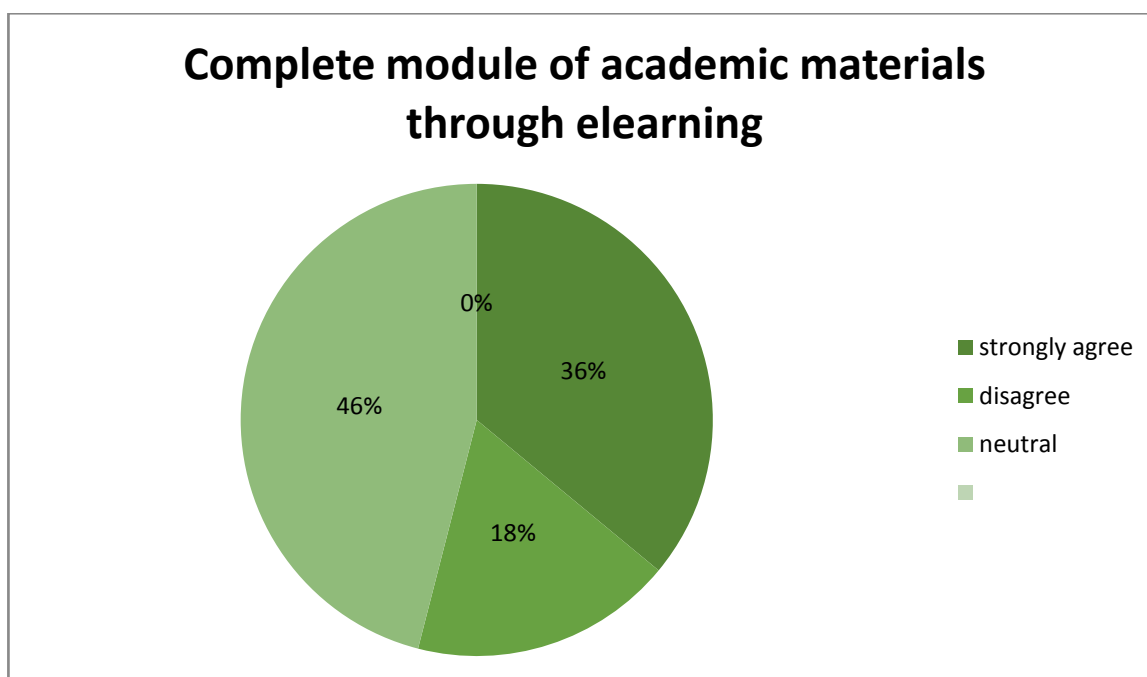## Inference:

From the above table it is inferred that out of total respondents taken for study, 12% of the respondents suggest to check all technical requirements, 70% of the respondents have suggested to give free Wi-Fi .12% have suggested to provide free online classes, 6% suggest to collect students and parents feedback, The majority (70%) of respondents suggest to give free Wi-Fi.

CHAPTER-4

FINDINGSANDSUGGESTIONS

4.1INTRODUCTION

The following are the findings on the satisfactory opinion of public in Thoothukudi, the study area. The summary of the following findings is the natural and logical outcome of analysis interpretation carried out previous chapter. These findings have become possible on the basis of formal discussion.

A survey was conducted to analyse **"The Student's Perspective on E-learning"** The population selected was from thoothukudi. This chapter deals with the findings the research has received through data analysis. These findings are further discussed in detail. Hence, this chapter reveals the findings, suggestions and conclusion of the project.

4.2 MAJOR FINDINGS

The major findings are as follows:

- 58% of the students between the age group 10-20 prefer e-learning
- 70% of the students are female
- 76% of students family type is nuclear
- 30% of the family size is five
- 42% of the students earn between 20000-30000
- 58% of the students are in their Under graduation
- 60% of the students are private college students
- 100% of students were a part of e-learning process
- 76% of students are interested in e-learning
- 60% of the students prefer Google meet
- 82% of the students use mobile phones
- 50% of the students spend 2hours on e-learning
- 68% of students have internet access at home
- 68% of students face health issue as their major challenge
- 68% of the students face anxiety as their health issues
- 68% of the students face distraction as their personal hindrance
- 72% of the students face signal availability as network issues
- 96% of the students miss their friends
- 72% of the students did not face any issues based on their location
- 64% of the students faced issues in urban area
- 74% of the students feels e-learning is beneficiary
- 80% of the students benefited by the availability of PPT
- 70% of the students are satisfied with the support of school/universities
- 54% of the students are satisfied with teachers support
- 64% of the students feels the online session was interactive
- 72% of the students did not feel communicating electronically
- 68% of the students can complete the assignment on time

- 46% of the students remains neutral to receive a complete module through e-learning
- 78% of the students feels e-learning increased their knowledge
- 52% of the students are assessed by online quiz
- 82% of the students feels difficult to attend offline classes after attending online class
- 58% of the students suggest to implement institutional support in future
- 70% of the students suggest to give free Wi-Fi

SUGGESTIONS

- Most of the students have suggested to implement institutional support in the future.
- Most of the students suggest the government to provide free Wi-Fi.
- Some of them suggest that e-learning tools are to be made more user friendly.
- E-learning can be made more visual by using videos, posters, flow charts etc to keep the learners engaged.
- Government should make e-learning accessible to students living far away and who cannot get access to the institutions very often.
- E-learning should be developed in such a manner that every student could interact properly.
- There should be proper care taken by the teachers and parents to reduce mental stress among students.
- The time for e-learning is to be reduced so that one can avoid health issues.

CHAPTER-5

CONCLUSION

CONCLUSION

E-learning is not just a change of technology, it is a part of a redefinition of how we transmit knowledge, skills and values to younger generation. There is still considerably apathy, confusion about e-learning amongst teachers, students and academics alike. Although most recognize that e-learning has a potential to enhance learning experience at all levels, many feel that its drawbacks are currently still too great to commit so heavily to it. An increasing number of institutions are attempting to pioneer their own style of e-learning, all with their own success and failures.

From the above survey most of the students are interested in e-learning and they feel that it helps to increase their knowledge and it has benefited them. Thus it is very necessary to provide e-learning to all students, so that every student can be a part of this learning process.

ANNEXURE

QUESTIONNAIRE AND

BIBLIOGRAPHY

A STUDY ON THE PERSPECTIVE OF E-LEARNING AMONG THE STUDENTS OF THOOTHUKUDI REGION

QUESTIONNAIRE:

1). Name:

2). Age:

   a) 6-10 ☐   b)10-20 ☐   c) 20-30 ☐

   d) Above 30 ☐

3). Sex:

   a)Male ☐   b)Female ☐

4). Family Type:

   a)Nuclear ☐   b)Joint ☐

5). Sizeof the Family:

   a) 3 ☐   b) 4 ☐   c)5 ☐   d)Above 5 ☐

6). Monthly income:

   a) Below 20,000 ☐   b) 20,000-30,000 ☐   c) 30,000-40,000 ☐

   d) above 40,000 ☐

7). Are you in   school ☐

                College ☐

   a) HSC   b) UG   c) PG

8). Mode of education:

a) Private school ☐   b) Private college ☐

c)Government school ☐   d) Government College ☐

9).Were you a part of e-learning process?

a) Yes ☐   b) No ☐

10). Are you interested in e-Learning?

a)Yes ☐   b)No ☐

11).Which online platform is mostly preferred by your institution?

a) Zoom ☐   b)Google meet ☐   c) Microsoft teams ☐

d) KalviSolai ☐

12). What gadgets do you use for e-Learning?

a) Mobile phones ☐   b)Laptops ☐   c) Tablets ☐   d) Other ☐

13).How long did you spend each day on e-learning?

a) 2hrs ☐   b)6hrs ☐   c) 8hrs ☐   d) 10+hrs ☐

14).Do you generally have internet access at home?

a)Yes ☐   b)No ☐

15).Have you faced any of these challenges?

CHALLENGES	YES	NO
a) Network issues		
b) Health issues		
c)Personal hindrance		

16). Did you face any of these health issues?

HEALTH ISSUES	YES	NO
Migraine		
Eye strain		
Stress		
Anxiety		

17). If yes rank them:

HEALTH ISSUES	RANK
Migraine	
Eye Strain	
Stress	
Anxiety	

18).Did you faced any of these personal hindrance?

PERSONAL HINDRANCE	YES	NO
Distraction		
Computerliteracy		
Adaptability struggle		
Lack of smart phone		

19).If yes rank them:

PERSONAL HINDRANCE	RANK
Distraction	
Computer literacy	
Adaptability struggle	
Lack of smart phone	

20).Did you faced any of these network issues?

NETWORK ISSUES	YES	NO
Signal availability issues		
Lack of mobile data		
Cost is too high		

21).If yes rank them:

Network Issues	Rank
Signal availability issues	
Lack of mobile data	
Cost is too high	

22.)Did you miss any of these Co-activities in E-Learning?

Activities	Yes	No
PET Period		
Cultural festival		
Friends		
Canteen		
Art Class		

23).If yes rank them:

Activities	Rank
PET Period	
Cultural festival	
Friends	
Canteen	
Art Class	

24). Have you faced any of these difficulties in your education process through e-learning, based on your location?

a) Yes ☐   b)No ☐

25). If yes select your location:

a)Urban ☐   b) Remote ☐   c) Rural ☐

26). Do you feel e-learning is beneficiary to you?

a) Yes ☐   b) No ☐

27).If yes in what ways it has benefited you?

BENEFICIARY SOURCES	Agree	Disagree
Availability Of PPT		
Clarification Of Doubts		
Every Students Can Hear Lecture Clearly		

28). How far was the support from your school/university in providing you with e-learning materials?

a)Highly   Satisfied ☐   b)Satisfied ☐   c)Not satisfied ☐

29).How far were your teachers support on e-Learning?

a)Highly satisfied ☐   b)Satisfied ☐   c)Not satisfied ☐

30). Was the online session interactive?

a)Yes ☐   b)No ☐

31).Did you feel comfortable in communicating electronically?

    a)Yes ☐   b)No ☐

32).Were you able to study effectively using e-learning resources and can complete assignment on time?

    a)Yes ☐   b)No ☐

33).Did you receive a complete module of your academic materials through e-learning without any difficulty?

    a)Strongly Agree ☐   b)Disagree ☐   c)Neutral ☐

34).Does e-learning helps you to increase your knowledge?

    a)Agree ☐   b) Disagree ☐

35). How were your knowledge assessed?

    a) Upload assignments ☐   b) Online quiz ☐

    c)Seminars ☐   d) Presentations ☐

36).Did you face any difficulty to attend offline exams after attending online classes?

    a)Yes ☐   b)No ☐

37).What are the factors that are needed to be implemented in E-Learning in future?

FACTORS	YES	NO
Institutional Support		
To evaluate Students Needs		
Training For Efficient Use Of Technology		
Monitor Performance Of The Students		
Make Learning Interactive		
Safety Measures		

38).What are your suggestion on e-learning?

a) Check All Technical Requirements ☐

 b)Free Wi-Fi ☐

c) Provide Free Online Classes ☐

d) Collect Students and Parents Feedback ☐

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"A STUDY ABOUT ENTREPRENEURSHIP IN SOCIAL MEDIA"

A project submitted to Department of commerce

ST.MARY'S COLLEGE   (AUTONOMOUS)

THOOTHUKUDI

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

In partial fulfilment of the requirements of

BACHELOR OF COMMERCE

Submitted by

NAME	REGISTER NUMBER
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DEPARTMENT OF COMMERCE (SSC)

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(Reaccredited with A+ Grade by NAAC)

MAY 2022

DECLARATION

We have declared that the project entitled **"A STUDY ABOUT ENTREPRENEURSHIP IN SOCIAL MEDIA "** is submitted in partial fulfilment of the requirements for the degree in our original work done under the guidance and supervision of **Dr .J Angel Beulah Gracelin M.com., M.Phil., Ph.D**. This project has not previously formed the bases of award of any similar titles and it represents entirely and independent work.

Name of the students	Register number	Signature of the students
S. Joansina	19SUCA20	*S. Joansina.*
G. Sandrin Motha	19SUCA41	*Sandrin Motha.*
S. Shalini.	19SUCA46	*S.Shalini*
M. Shara Sameena	19SUCA47	*M.Shara Sameena*
S. Sobana Roseline.	19SUCA48	*S. Sobana Roseline*

Place: THOOTHUKUDI

Date: 13.05.2022

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

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CERTIFICATE

It is certified that this short term project work entitled, " **A STUDY ABOUT ENTREPRENEURSHIP IN SOCIAL MEDIA** " is submitted to St.Mary's college (Autonomous) affiliated to **Manonmaniam Sundaranar University** is partial fulfilment of the requirements of the degree of **Bachelor of Commerce** and is a record of work done in the Department of commerce (SSC), St.Mary's college (Autonomous), Thoothukudi during the year 2021-2022 by the following students.

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CONTENTS

CHAPTER-I

INTRODUCTION AND

DESIGN OF THE STUDY

CHAPTER-1

INTRODUCTION AND
DESIGN OF THE STUDY

1.1 INTRODUCTION:

Entrepreneurs are in the position of being one of the most important driving force of economies. This position has always pushed entrepreneurs to seek for change and to respond to changes that have developed outside themselves and to perceive changes as a field of opportunity. Perhaps for this reason, it is often the case that the entrepreneurship and innovations are mentioned together in the literature because entrepreneurs, as it is in the definition of Drucker (1986), must be people who have adopted a business model that must be constantly looking for innovation.

In another definition, Shane (2003) describes entrepreneurs as "those people who undertake innovation, finance and business intelligence to transform innovations into economic products". Innovating and being able to keep up with innovations, as understood from the definitions, is one of the important function of entrepreneurship. One of the most significant development in the 21st century has been the discovery of internet technologies. The development of internet technologies, like many other areas, has transformed the way of businesses do business. The widespread use of e-commerce can be shown as the best example of that. Nowadays people have come to the point of being able to meet their needs in front of their computers, without leaving their homes in fact. However, the social media can be regarded as another discover that brings people's communication to a very different dimension. Gunelius (2011: 10) has defined social media as "online publishing and communication tools based on participation, conversation, and narrative, founded on Web 2.0".

Although it was defined as a means of communication, the social media channel has also been seen as an opportunity by entrepreneurs and has become a trading center without borders, just as in e-commerce. Thus, for entrepreneurs who can perceive this opportunity, social media has converted it into a set of tools that they use to reach existing customers and target groups. From this aspect, social media entrepreneurs allows to reach out, communicate and relate to customers and target groups, in a way that will build confidence in the companies which provide goods or services (Safko, 2010).

As it can be understood from the above, the changing role of social media has gone beyond just interpersonal communication. Social media, from time to time, is able to determine even the fate of countries. The social media, which has such a great power and which is capable of offering serious opportunities, could not be expected to escape the notice of entrepreneurs naturally. As a result, entrepreneurs not being able to remain indifferent to social media, have become social media entrepreneurs. But since social media entrepreneurship shows similarities to some other types of entrepreneurship, social media entrepreneurs have often been referred to by other names. In this study, a discussion of what social media can offer to entrepreneurs, the boundaries of social media entrepreneurship and the emerging cognitive complexity issues are aimed to examine in a theoretical way.

1.2 OBJECTIVES OF THE STUDY:

- To know the profile of the respondents.
- To examine social media entrepreneurship as a tool for national development.
- To examine the advantages of entrepreneurship through social media.
- To identify the factors militating against social media entrepreneurship.
- To increase brand awareness.
- To draw the suitable suggestion for the study.

1.3 SCOPE:

The scope of social media has spread to almost every corner of the world. It has become the 10th largest economy and also has the 2nd largest population in the world. According to survey, top business admitted that 15-20% of their marketing budget is being allocated to social media advertising. Now, from these stats alone, you can realize the importance and influence of social media.

1.4 LIMITATIONS:

It is harmful because **it invades your privacy like never before**. The over sharing happening on social media makes children a target for predators and hackers. It also leads to cyber bullying which affects any person significantly. Thus, the sharing on social media especially by children must be monitored at all times.

1.5 STATEMENT OF THE PROBLEM:

In today's society, the use of social media has become extremely prevalent amongst young individuals. The increase of social media usage has presented as an opportunity for businesses to direct marketing efforts, but also as a challenge on what is the best way to reach out to customers. The problem with this growth of social media activity is that the vast majority of individuals who use social media, specifically for news and product or business reviews, has the capacity to positively or negatively influence a business's reputation and profits. Such activity has now made an impact on business functions. Studies (Edosomwan, 2011 and Taneja, 2014) have shown that businesses getting involved in the social media world may help build customer loyalty, avoid social media attacks, and most importantly, drastically increase their profits and foot traffic. With the widespread use of social media, it seems like business should adapt to its use in order to thrive in the 21st century.

1.6 AREA OF STUDY :

A study on entrepreneurship n social media was conducted in the area of thoothukudi .The

researcher collected primary data from young adults middle aged adults and elders

1.7 METHODLOGY :

The data has been collected through primary and secondary source. The primary data has been

collected through interview techniques and questionnaire methods . Secondary data has been

collected by various magazine and websites.

1.8 COLLECTION OF DATA:

Both primary and secondary data was used in this study ,primary data was collected through the questionnaire method. Secondary data was collected from websites and journals.

1.9 SAMPLING DESIGN:

A sample of he respondents residing in various parts in thoothukudi was selected on random basis. The questionnaire collected in the great source of information.

1.10. FRAME WORK ANAYSIS:

- ➢ Bar diagram
- ➢ Pie chart
- ➢ Percentage analysis

1.11 PERIOD OF STUDY:

The study was carried out over from February 2022 to May 2022. The was circulated

from April 2022

1.12 CHAPTERIZATION

- ➢ Chapter 1 – introduction and design of the study
- ➢ Chapter 2- review of the literature
- ➢ Chapter 3- Profile of the study
- ➢ Chapter 4- Analysis and interpretation of data
- ➢ Chapter 5- Finding suggestions and conclusion

CHAPTER   – 2

REVIEW OF LITERATURE

CHAPTER-2

REVIEW OF LITERATURE

2.1 INTRODUCTION

The rise of social media has led to changes in how entrepreneurs carry out their day-to-day activities. Studies on social media and entrepreneurship are relatively new and fragmented in their focus, however there is increasing interest from academia and practitioners for further research and investigation within this area. This study systematically reviews research carried out in the domain of social media and entrepreneurship. A total of 160 papers, published between 2002 and 2018 were synthesized to identify critical theories and research methods used in the domain. Based on the extent review, an integrative framework was developed to identify relationships amongst elucidated constructs. While most papers investigated the factors that drive social media adoption and use by entrepreneurs, it was found that the use of social media by entrepreneurs had transcended marketing and it is now used in business networking, information search and crowd funding for their business. This has led to significant impact with improved firm performance and innovation enhancement being the essential outcomes. The literature review and framework further understanding of social media and entrepreneurship research, providing a useful basis for future studies and informs practice in this area.

2.2 SOCIAL MEDIA AND ENTREPRENEURSHIP RESEARCH :

A literature review

The rise of social media has led to changes in how entrepreneurs carry out their day-to-day activities. Studies on social media and entrepreneurship are relatively new and fragmented in their focus, however there is increasing interest from academia and practitioners for further research and investigation within this area. This study systematically reviews research carried out in the domain of social media and entrepreneurship. A total of 160 papers, published between 2002 and 2018 were synthesized to identify critical theories and research methods used in the domain. Based on the extent review, an integrative framework was developed to identify relationships amongst elucidated constructs. While most papers investigated the factors that drive

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2.3 DOES SOCIAL MEDIA USE INFLUENCE ENTREPRENEURIAL OPPOURTUNITY?

A review of its moderating role Joo Y Park, Chang Soo Sung, Il ImSustainability 9 (9), 1593, 2017.

Social media platforms are an indispensable part of entrepreneurship practices. They offer entrepreneurs a platform for business growth and brand development. However, little is known about the effect of social media use on identifying entrepreneurial opportunities. Utilizing social cognition theory, this research focuses on how certain factors—prior knowledge, alertness, and social media—may impact two aspects of opportunity: the discovery and the creation of entrepreneurial opportunity. This study focuses on the investigation of the moderating role of social media use on entrepreneurial opportunities. The findings have important practical and academic implications for how social media impacts entrepreneurship and can be used to increase the ability of entrepreneurs to find new opportunities.

2.4 PRODUCTIVITY USING SOCIALMEDIA : ROLE OF ENTREPRENEURSHIP

Qaiser Malik, Ahmed Muneeb Mehta, Rabia Abrar, Ali Sajid, Tanveer Ahmad International Journal of Entrepreneurship 24 (3), 1-14, 2020

The purpose of the present study was to explore the effect of Entrepreneurial Self-efficacy and Entrepreneurial Attitude on the performance of Small Medium enterprises through the usage of Facebook. It was hypothesized that Facebook usage is likely to mediate the relationship between Entrepreneurial Self-efficacy and Entrepreneurial Attitude on the performance of Small Medium

Enterprise. A cross-sectional research design was used in this study. A sample of N= 333 admins, social media managers or digital marketing executives, was collected by using a clustered sampling technique. The data processed by using AMOS software. Structural Equation Modeling was used to analyze the model. Results showed that Entrepreneurial Self-efficacy & Entrepreneurial Attitude have a significant association with SME performance through Facebook usage. In the light of results, it is being recommended that Small and Medium Size Enterprise must have their Facebook activities to promulgate their performance.

Social media for entrepreneurship: myth or reality? A structured literature review and a future research agenda

Giustina Secundo, Pasquale Del Vecchio, Gioconda Mele

International Journal of Entrepreneurial Behavior & Research, 2020

Purpose

This paper provides a structured literature review (SLR) about the effects of social media technologies on entrepreneurship activities and processes, to identify relationships, connectivity and interdependencies. The paper offers an outline of the past and the present literature and frames a future research agenda.

CHAPTER – 3

PROFILE OF THE STUDY

3.1 INTRODUCTION:

Entrepreneurship is the art of starting a business, basically a startup company offering creative product, process or service. We can say that it is an activity full of creativity. An entrepreneur perceives everything as a chance and displays bias in taking decision to exploit the chance.

An entrepreneur is a creator or a designer who designs new ideas and business processes according to the market requirements and his/her own passion. To be a successful entrepreneur, it is very important to have managerial skill and strong team building abilities. Leadership attributes are a sign of successful entrepreneurs. Some political economists regard leadership, management ability, and team building skills to be the essential qualities of an entrepreneur. Nowadays social entrepreneurship is gaining popularity in the sectors of business. This chapter widely covers the area of social media entrepreneurship in today's scenario.

3.2 HISTORY OF ENTREPRENEURSHIP:

The Beginnings of Trade

The original entrepreneurs were traders and merchants. The first known instance of humans trading comes from New Guinea around 17,000 BCE, where locals exchanged obsidian, a black volcanic glass used to make hunting arrowheads for other needed goods. These early entrepreneurs exchanged one set of goods for another.

The first known instance of humans trading comes from New Guinea around 17,000 BCE when locals exchanged obsidian, a black volcanic glass used to make hunting arrowheads for other needed goods. Around 15,000 BCE, the first animal domestication began taking place, and around 10,000 BCE, the first domestication of plants. This step toward agriculture was critical for the advancement of the human species. Now, instead of having to continually move around as nomadic tribes, seeking new places to hunt and to gather, we could stay in one place. Agriculture allowed us to start to form larger stationary communities and cities (the basis for civilizations), which set the stage for the development and spread of human knowledge.

Agriculture changed everything for humans, enabling the formation of stable rather than migratory populations and laying the foundation for human populations to grow from 15 million to over 7 billion in the millennia ahead.

As more people moved into these stable communities, one of the most important advances took place with the advent of specialization. Instead of each tribe hunting and gathering their food, different individuals within each tribe would become experts at certain tasks, such as farming, hunting, gathering, fishing, cooking, tool-making, shelter-building, or clothes-making. The importance of specialization in various tasks (versus self-sufficiency in all) cannot be overstated. As some individuals in a community focused on one activity or another, they got much better at it, speeding up the pace of innovation. As different people got better at different tasks through specialization, they were then able to exchange with one another for the various goods and services needed, increasing the benefits for all.

As methods of agriculture improved, the first towns and cities were seen. Dependable food supplies allowed people to build permanent houses and settle in one area. As settlements increased in size, new social institutions such as religious centers, courts, and marketplaces developed. The advent of towns produced further specialization, creating jobs in tool-making, pottery, carpentry, wool-making, and masonry, among others. The specialist created items faster and of a better quality than each family making its own, increasing standards of living.

The Invention of Money

Early trade consisted of barter (one good for another). If Tom had twenty cows and Igor had eighty hens, and Tom and Igor agreed that one cow was worth four hens, then the trade could take place. The problem with the barter system, however, was that in order for a trade to take place, both parties had to want what the other party had. This "co-incidence of wants" often did not happen. Thus, the demands of growing business and trade gave rise to a money system. Silver rings or bars are thought to have been used as money in Ancient Iraq before 2000 B.C. Early forms of money (called specie) would be often be commodities like seashells, tobacco leaves, large round rocks, or beads.

While the money system still had much development to go through (credit and paper money did not yet exist), its invention over four thousand years ago was of crucial importance to the world we live in today. The use of money, an accepted medium to store value and enable exchange, has greatly enhanced our world, our lives, our potential, and our future. By the year 1100, the prevailing cultural system in the Western World was feudalism. It was a world of kings and lords, vassals and serfs, kingdoms and manors. Long-distance trade was expanding and new worlds of foreign spices, oriental treasures, and luxurious silks were discovered. Three hundred and fifty years later, after weathering a Black Death and the Hundred Years War, Europe emerged by expanding trade to new levels and building the foundation for the start of the competitive market economy we know today.

The Creation of Markets

With a population spurt starting around 1470, cities, markets, and the volume of trade grew. Banking, initially started by Ancient Mesopotamians, grew to new heights and complexities; the guild system expanded; and the idea that a business was an impersonal entity, with a separate identity from its owner, started to take hold. Silver imports from the new world drove expanded trade and bookkeepers created standardized principles for keeping track of a firm's accounts based on Luca Pacioli's accounting advances. Early entrepreneurs, called merchants and explorers, began to raise capital, take risks, and stimulate economic growth. Capitalism had begun.

Early on in the history of capitalism, the idea of monetary gain was shunned and shamed by many. The practice of usury, charging interest on loans, was banned by the Christian Church. Jobs were assigned by tradition and caste. Innovation was stifled and efficiency was forcefully put down, sometimes punishable by death. In sixteenth-century England, when mass production in the weaving industry first came about, the guildsmen protested. An efficient workshop containing two hundred looms and butchers and bakers for the workers was outlawed by the King under the pretense that such efficiency reduced the number of available jobs. Makers of innovative shirt buttons in France in the late 1600s were fined and searched and the importation of printed calico textiles cost the lives of 16,000 people.

The world would soon see, however, that innovation was generally a good thing, making lives better, and that efficiency was a path toward a higher standard of a living. As Robert L. Heilbroner says in *The Worldly Philosophers*, "The precapitalist era saw the birth of the printing press, the paper mill, the windmill, the mechanical clock, the map, and a host of other inventions. The idea of invention itself took hold; experimentation and innovation were looked upon for the first time with a friendly eye."

Markets & Machines

"Just when it seemed we had reached our human limits we found the energy and technology to carry us into the future. On Earth, the seeds of the past have bloomed into a present filled with energy creativity. The stories of billions of lives have played out against a backdrop of a universe almost too vast to comprehend. In everything that we do, in all that we are, we remain living monuments to the past, as we continue to make history every day." - The History Channel, The History of the World in Two Hours
The story of the last 200 years is truly one of machines and markets.

With the advent of a complex marketplace and a system of capitalism, a battle of ideas raged to explain the sources of wealth and to explain the workings of the market. Between approximately 1550 and 1800, a philosophy called mercantilism was at the forefront. The mercantilists had the

misguided notions that a country's wealth was solely based on how much treasure and gold it could obtain and how much more it exported than imported. Monopolies and tariffs were promoted and competition and trade were discouraged. But they had gotten it all wrong.

"It is not from the benevolence of the butcher, the brewer, or the baker that we expect our dinner, but from their regard to their self-interest." - Adam Smith, *The Wealth of Nations*

Fortunately, new schools of thought sprung up in the 18th century that promoted commerce as the source of wealth, rather than the mercantilist notion of the hoarding of gold. Adam Smith further backed this idea and was the first to capture and explain the essence of the marketplace. He did so in his seminal 1776 work *An Inquiry into the Nature and Causes of the Wealth of Nations*, slaying the mercantilist dragon in the process. Smith explained that self-interest acts as a guiding force toward the work society desires. While one would naturally assume that everyone simply following his or her self-interest would not create a very positive society, there is another force that prevents selfish individuals from exploiting the marketplace in a healthy economy. That regulator is competition.

Those customers will go to the competitor who charges less and those workers will go to the competitor who is willing to pay more. The wonderful paradox of the market, through the interaction of supply and demand and competition, creates a price that properly allocates industry so as to produce the proper quantities of goods and services. No intervention, planning, or forethought is needed to create exactly what society desires, in the exact amount it desires. What a wonderful contraption the market is. As long as society can promote competition and innovation, standards of living will continue to grow and wealth will increase.

The Start of the Industrial Age

The Industrial Age truly began in 1712 with the invention of Thomas Newcomen's steam engine in Devon, Britain. But it wasn't until James Watt's steam engine in 1763 that things really got moving, enabling work to be done through the movement of pistons rather than the movement of muscle.

By the time of Adam Smith's death in 1790, the nascent Industrial Revolution had already reared its head. The effects of the Renaissance, the humanist movement, and the Enlightenment's focus on science and empiricism would translate into the launch of a movement that would impact the world as none before it had. It was this revolution—often dirty, harsh, and cruel—that prompted thoughts of communism and created robber barons and industrial titans. It was this same revolution, however, that led to the development of the innovations, technology, and standards of living we have today.

From the Industrial Revolution, the concept of mass production and economies of scale came about. Bigness, trusts, and vertical integration became the key to riches at that time. It was Andrew Carnegie and J. P. Morgan in steel, John D. Rockefeller and Frank Kenan in oil, and Henry Ford in automobiles. While some of these titans had questionable ethics, no one can deny that they were innovators. They forged alliances, developed new ways of doing business, and created efficiency across industries.

It was the combination of energy and engine that freed man from the constraints of muscle power, making the Atlantic world the greatest military power and laying the foundations for the locomotive, the internal combustion engine, the automobile, and the discovery of oil. The telegraph and telephone connected humanity around the world. With electricity, we lit up the night.

While critical governance institutions are required for the effective functioning of capitalism, the market system has been one of the most significant innovations in the history of humankind.

3.3 MEANING

Entrepreneurship is the act of creating a business or businesses while building and scaling it to generate a profit. But as a entrepreneurship definition, that one is a bit limiting. The more modern entrepreneurship definition is also about transforming the world by solving big problems. Like bringing about social changes or creating an innovative product that challenges the status quo of how we live our lives on a daily basis. Entrepreneurship is what people do to

take their career and dreams into their hands and lead it in the direction they want. It's about building a life on your own terms.

3.4 DEFINITION

"Entrepreneurship entails bearing the risk of buying at a certain price and selling at uncertain prices."- Ricardo Cantillon.

"Entrepreneurship is any kind of innovative function that could have a bearing on the welfare of an entrepreneur."-Joseph A. Schumpeter (1934).

"Entrepreneurship is that form of social decision making performed by economic innovators." - Robert K. Lamb (1952).

3.5 TYPES OF ENTREPRENEURSHIP:

1. Social entrepreneurship

A socially conscious business is focused on solving social problems, such as access to food, money, and education. The stated goal of these companies is to make the world better (although, for most, the ultimate purpose is still to make money). Such companies develop products and services with the goal of achieving these lofty goals. This model sometimes describes nonprofit organizations as well.

2. Innovation entrepreneurship

Innovation entrepreneurship is rooted in new inventions and ideas, which are then transformed into ventures. These firms aim to change how people live and seek ways to make products and services stand out, thereby accomplishing something that other companies haven't.

Products such as the iPhone show how innovation can completely alter how people go about their daily routines. This kind of entrepreneurship is ambitious and often requires significant investment to get off the ground.

3. Big business entrepreneurship

One major disadvantage for a business when it gets larger is that it starts to move slowly. As a result, big businesses often try to jump-start entrepreneurship by snatching up a smaller company and delegating innovation to the new acquisition.

The larger company may leverage limited product or service life cycles and have experienced professionals take the reins of new projects. Massive tech firms such as Google and Microsoft often do this by buying out a small developer with promising technology as part of its long-term focus.

5. Scalable start-up business entrepreneurship

As defined by Steve Blank, the father of the lean startup concept, scalable startup business entrepreneurship begins with a founder's belief that they can change the world. Venture capitalists often swoop in to fund these sorts of startups in the hope of landing massive returns. They then hire highly skilled and educated professionals to run them, seeking to address market holes or disrupt entire industries.
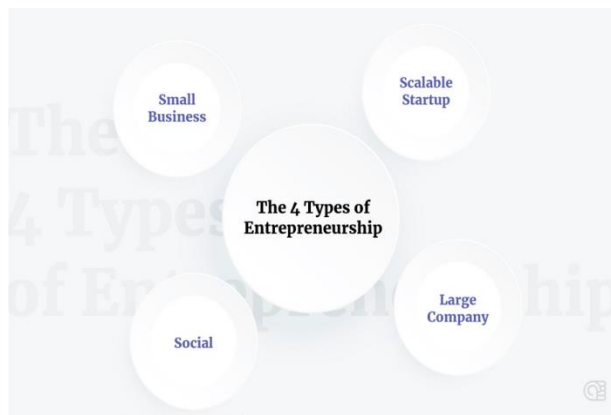
3.6 SOCIAL ENTREPRENEURSHIP:

As the world moves into year two of the COVID-19 pandemic, there are many who are stressing the need for social entrepreneurship. Individuals, businesses, and non-profits are stepping to the

front and truly making a conscious effort to bring about positive change in the world, be it a direct result of the pandemic or other social causes. It is as if a critical mass has come together at a time when the world has an urgent need for social entrepreneurs.
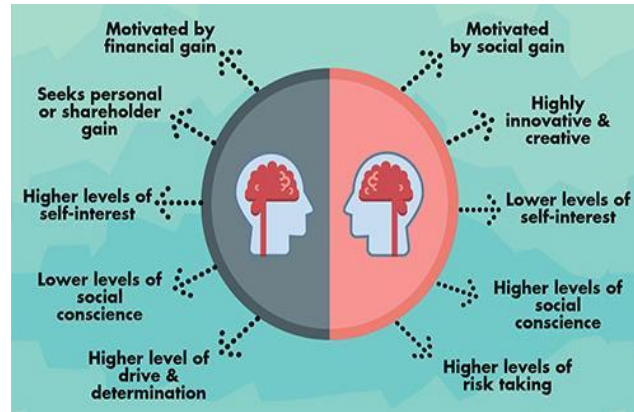
MEANING

Social entrepreneurship is an approach by individuals, groups startup companies or entrepreneurs, in which they develop, fund and implement solutions to social, cultural, or environmental issues.[1] This concept may be applied to a wide range of organizations, which vary in size, aims, and beliefs.[2] For-profit entrepreneurs typically measure performance using business metrics like profit, revenues and increases in stock prices. Social entrepreneurs, however, are either non-profits, or they blend for-profit goals with generating a positive "return to society". Therefore, they use different metrics. Social entrepreneurship typically attempts to further broad social, cultural and environmental goals often associated with the voluntary sector in areas such as poverty alleviation, healthcare and community developments.

DEFINITION:

Bill Drayton, a social entrepreneur, author and founder of Ashoka: Innovators for the Public, "Whenever society is stuck or has an opportunity to seize a new opportunity, it needs an

entrepreneur to see the opportunity and then to turn that vision into a realistic idea and then a reality and then, indeed, the new pattern all across society. We need such entrepreneurial leadership at least as much in education and human rights as we do in communications and hotels. This is the work of social entrepreneurs."

Journalist and author David Bornstein, while defining social entrepreneurship, says, "What business entrepreneurs are to the economy, social entrepreneurs are to social change."

As per American professor Greg Dees's definition of social entrepreneurship, "Social entrepreneurs are a 'special breed' of leaders."

The rise of social entrepreneurship

As the co-founder of The Center for the Advancement of Social Entrepreneurship at Duke University, grey dees points out that these individuals are a "special breed" of leaders. Author David Bornstein, who specializes in writing about social innovation, says, "What business entrepreneurs are to the economy, social entrepreneurs are to social change."

We often think of entrepreneurs as those who start their own businesses with the sole purpose of making money. Currently, there 582 million entrepreneurs around the world. Social entrepreneurs are cut from the same mold. However, these are individuals who seek to impact a particular social cause, which benefits society and hopefully brings about positive change.

3.7 TYPES OF SOCIAL ENTREPRENEURSHIP:

There are various types of social entrepreneurship. Here we'll look into four types of social entrepreneurship:

 1. Community Social Entrepreneur: Community social entrepreneurs are small-scale change makers. A community social entrepreneur can be a young individual teaching underprivileged kids in a town, a group of college students running sanitation and plantation drives in a city or one or more organizations working for social good.

Community social entrepreneurs work in specific geographies and communities but for a wide variety of causes. From hygiene and sanitation to employment and food distribution services and

from plantation and environment safety to providing employment to deserving ones, they do it all.

These types of social entrepreneurs are the ones who bring about instant change and strive for more.

2. Non-Profit Social Entrepreneur: These social entrepreneurs believe in reinvesting profits. So, along with the initial cost, they put their profits into the cause.

For instance, if the initial project was to educate kids from underprivileged backgrounds and they received more funds than required to facilitate the initiative, they will utilize the surplus to educate women and expand their portfolio.

People who have a business-oriented mindset prefer this type of social entrepreneurship. Not just that, but companies and organizations chose non-profit social entrepreneurship to utilize their social goodwill for the cause.

3. Transformational Social Entrepreneur: These entrepreneurs focus on establishing a business that can solve a purpose that government initiatives and other businesses can't.

Transformational social entrepreneurship is more like running an organization where you hire skilled people, think of newer ways to stay relevant in the market, follow the guidelines issued by governments and do everything that an enterprise does.

The larger picture for transformational social entrepreneurs includes a collaborative set-up of multiple businesses serving society collectively and individually.

Some examples of transformational social entrepreneurship are CRY (Child Rights and You), Goonj and JusTea.

4. Global Social Entrepreneur: Global social entrepreneurs think on a larger scale and focus on changes required at the global level. They put social responsibility above profits.

They usually collaborate with organizations working on similar causes in specific regions/countries. One of the most relevant examples of this type of social entrepreneurship is the Make A Wish Foundation. Headquartered in Phoenix, Arizona, it actively works in around

50 countries, fulfilling the wishes of critically ill children.

Social Entrepreneurs

Creativity Passion Leadership Drive Motivation

3.8 CHARACTERISTICS OF SOCIAL ENTREPRENEURS:

Social Entrepreneurship requires people to have the following traits:

- **Leadership:** You can't meet your goals without a highly motivated team assisting you. A good, inspirational leader is a must for every cause. They can influence opinions as well as physical outputs.

- **Emotional Balance:** Social work requires both empathy and a practical approach at the same time. A highly emotional person might get overwhelmed, but an emotionally balanced person will handle difficult situations better.

- **Vision:** Visionaries come up with the best solutions to social problems. Why? Because they're thinking of long-term, permanent resolutions.

- **Ability to Multitask:** Entrepreneurship and multitasking go hand-in-hand. Only an exceptional manager can juggle meetings, pitches, on-site activities, sourcing, production and whatnot.

- **Decision-making:** Social entrepreneurs must prioritize and make sound decisions as they affect the lives of people in need. They need to think of a situation holistically and make a sound and rational decision.

- **Open To Collaboration:** Social entrepreneurship cannot be done in isolation. Entrepreneurs need to be open to collaboration and partnerships. Every project needs people with a different expertise and skill set. A social entrepreneur needs to work with a wide range of people to achieve their vision.

There are many social entrepreneurs in the world today and millions of problems that need to be heard and solved. From educating children to providing them with nutrition, from environmental issues to women's safety, from unemployment to mental well-being, the list goes on.

3.9 SOCIAL MEDIA FOR SOCIAL ENTREPRENEURSHIP:

Everyone is using social media these days- and some are doing it better than others. Social entrepreneurs in particular are taking advantage of the audience, reach, and potential virality of the vast array of mediums to spread the news for better results, and longer-lasting initiatives.

3.10 ADVANTAGES OF SOCIAL MEDIA IN ENTREPRENEURSHIP

1. Communication: A powerful tool, social media, at its core, is a conversation medium that enables people, brands and companies to interact with their target audiences in a meaningful, personalized and helpful way. They are using social media for a variety of purposes such as raising awareness or empowering their audience to change and participate in their efforts to make a difference.

2. It' s cost effective. Social entrepreneurs share meaningful stories and report on their activity, dispersing through networks and varied channels. Many have adopted blogs, which are great to talk about values and updates. On platforms like Facebook, Instagram, and Twitter, they share pictures of themselves or their staff in action, getting their audience to connect with them while discovering what they do in the field. This is a key point for these organizations because talking about a cause is nothing compared to doing something about it.

3. Balancing act: One challenge is maintaining a balance between communicating their cause and communicating their activity. If they talk about their cause too much, it will look as if they weren't doing much, and if they talk about their activity too much their endeavor loses context. Social entrepreneurs also take advantage of social media to raise funds and rally others to their cause. To this end, they run campaigns with creative ideas that aim raising both awareness and funds. Social media is now an essential tool for every business, even if they're in the business of changing society. Social entrepreneurs are actively making the world a better place not only by taking action, but also by using social media to educate the general public, and to raise additional funds.

3.11 DISADVANTAGES OF SOCIAL MEDIA IN ENTREPRENEURSHIP:

Social media may not suit every business. If you launch your social media presence without planning, you could end up wasting valuable time and money.

Disadvantages of social media include:

- needing additional resources to manage your online presence

- social media is immediate and needs active daily monitoring

- you may get unwanted or inappropriate behaviour on your social media site

- the risk of getting negative feedback, information leaks or hacking

- the risk of having false or misleading claims made on your social media (by your business or a customer). These claims can be subject to consumer law. For example, if a customer or fan posts misleading or deceptive information, particularly about competitor products or services, you might receive a fine.

3.12 TYPES OF SOCIAL MEDIA HELPS IN BUSINESS:

- Not all social media platforms will be right for your business. Save time and effort by choosing social media platforms that your target audience will use. Below is a brief guide to help you understand some of the options available.

  1. SOCIAL NETWORKING SITES:

- Social networking sites allow you to create your own profile or page, network with others and share information (including promotions, images and video). Creating a business

profile can help you to attract followers, get new customers and develop your brand. Examples of social networking sites include facebook , instagram and pinterest .

2. JOB NETWORKINNG SITES:

- You can use job networking sites to build a professional business profile and connect with networks of skilled people for recruitment and development. An example is linked in.

3. BLOGS

- Blogs are online journals of thoughts, observations, promotions, links, images and videos. Blogs are typically public. They allow readers to comment on posts and interact with you. You can host them in-house or through a blogging platform that provides the software and website hosting. Some examples of free blogging tools include blogger and wordpress.

4. MICRO-BLOG:

- Micro-blogs can send short messages to a network of followers. They can be useful if your business has a lot of information to share. Examples include twitter and tumblr.

5. VIDEO SHARING SITES :

- Video sharing sites let you upload and share your videos. Users can then comment on and share your videos with others. Examples include youtube and vimeo.

6. PODCASTS AND VODCASTS :

- Podcasts are audio files with blog-style or lecture-style content. Vodcasts are podcasts in video format. You can either have them available for download, streaming or live stream.

7. SOCIAL-NEWS COMMUNITIES:

- Social-news communities are websites where members share interesting news or links to others in the community. It's not recommended to use social-news communities to sell your products and services. Examples include dig, stumbleupon or reddit.

8. PRIVATE SOCIAL NETWORK SERVICES:

- Private social network services allow you to share information in your private network. They are useful for businesses that want to develop a secure organisation-only network to share knowledge. An example is yammer.

9. LOCATION-BASED SERVICES:

- Location-based services helps you connect and interact with other people and businesses in your area. Foursquare is an example that also enables you to recommend or rate businesses in that area.

3.13 CRITICSM OF SOCIAL ENTREPRENEURSHIP:

- Since social entrepreneurship has only started to gain momentum in the 2000s, current social entrepreneurs are encouraging social advocates and activists to develop into innovative social entrepreneurs.[57] Increasing the scope and scale of social entrepreneurship may increase the likelihood of an efficient, sustainable, and effective initiative; although it may also render social entrepreneurship more challenging. Increased participation draws more attention to social entrepreneurship ventures from policymakers and privately owned corporations. The increased involvement of corporations and governments may help to strengthen social entrepreneurship, as it may lead to policy changes and to the development of training programs and leadership development programs for social entrepreneurs. Simultaneously, research shows that as social entrepreneurs attempt to widen their impact and scale their efforts, external institutions will have a key role to play in their success.

3.14 CONCLUSION:

Social entrepreneurship is a kind of entrepreneurship whose major aim is to create social value, *i.e.* large-scale benefits for society that can be seen as positive externalities not (yet) taken into account by society or government. Everyone seems to agree on the fact that social entrepreneurs identify opportunities to solve new social problems, by providing new ideas, new types of services, by searching for more efficient

– or new – combinations of resources. Social entrepreneurship is therefore generally associated with social innovation, even though this may not be always the case. Nevertheless, social entrepreneurship remains a controversial notion.

CHAPTER-4

DATA ANALYSIS AND INTREPRETATION

INTRODUCTION:

Data analysis is a process that involves examining and molding collect soured 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 techniques 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 the respondents and the data analysis is done on the view of respondents by using statics and other method

TABLE – 4.1

GENDER WISE CLASSIFICATION

GENDER	NO.OF RESPONDENTS	PERCENTAGE (%)
FEMALE	11	44%
MALE	14	56%
TOTAL	25	100%
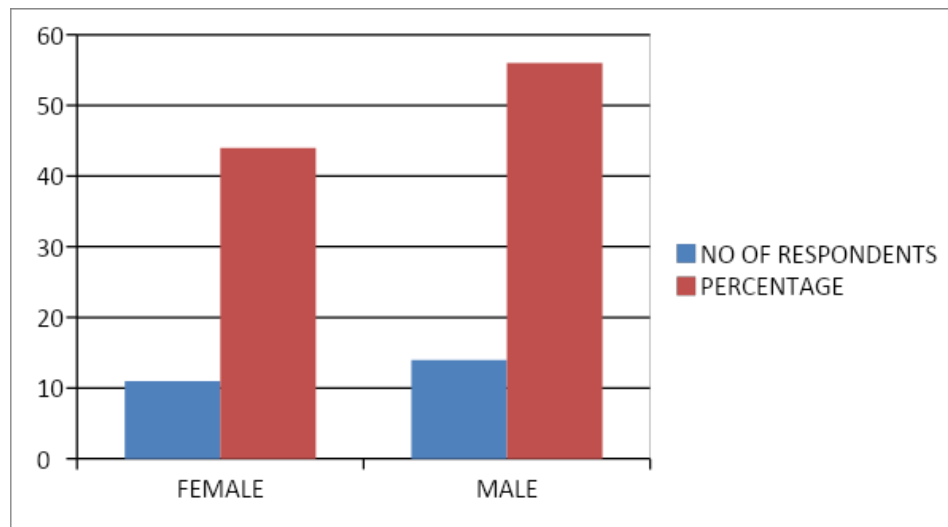
INTERPRETATION:

From the above table it is clear the out of the total respondent taken for the study majority (56%) of the respondent were male entrepreneurs,(44%)of the respondents were women entrepreneurs

Majority (56%) of the respondents were male entrepreneurs

TABLE- 4.2

Qualfication wise classification

Qualification	No. of respondents	Percentage (%)
HIGH SCHOOL	0	0%
UG	10	40%

PG	8	32%
DIPLOMA	6	24%
Total	25	100%

SOURCE :PRIMARY DATA

INTERPRETATION:

From the above table it is clear the out of the total respondent taken for the study majority (40%) of the respondent were under graduate, (32%) of the respondents were post graduate and (24%) were diploma

Majority (40%) of the respondents were under graduate.

TABLE 4.3

Marital wise classification

MARITAL STATUS	NO.OF.RESPONDENTS	PERCENTAGE (%)
MARRIED	8	32%
UNMARRIED	16	64%
DIVORCE	1	4%

Total	25	100%

SOURCE: PRIMARY DATA
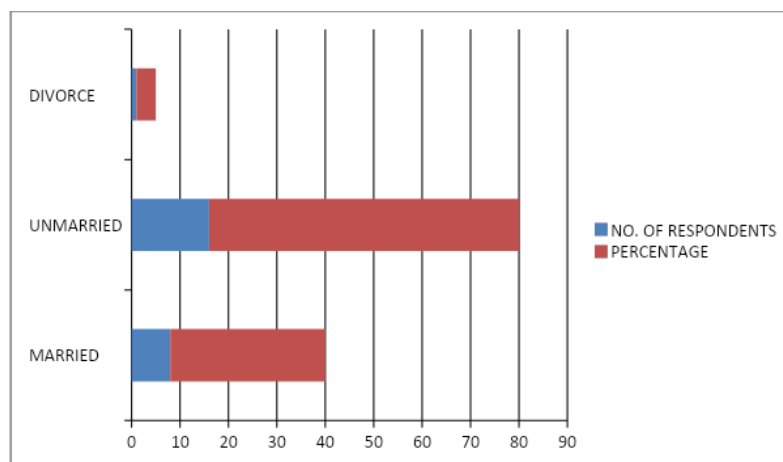
INTERPRETATION:

From the above table it is clear the out of the total respondent taken for the study majority (64%) of the respondent were unmarried entrepreneurs, (32%) of the respondents were married entrepreneurs

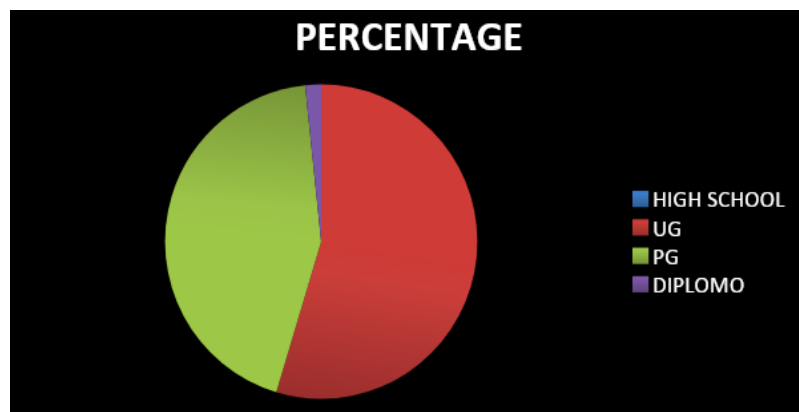Majority (64%)of the respondents were unmarried entrepreneurs

TABLE-4.4

OCCUPATION WISE CLASSIFICATION

OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE(%)
MAKEUP ARTIST	8	32%
CLOTHING	5	20%
PASTRY CHEF	4	16%

OTHERS	8	32%
TOTAL	25	100%

SOURCE: PRIMARY DATA
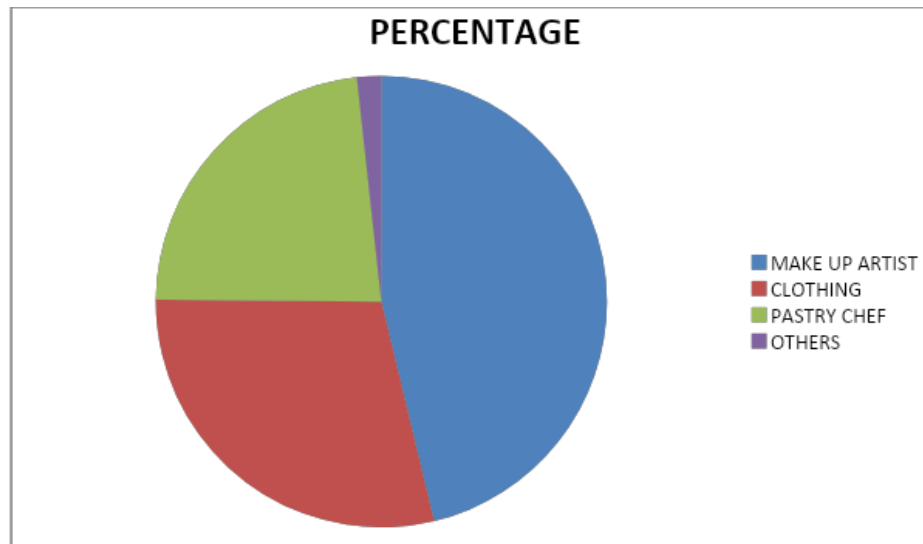
INTERPRETATION:

From the above table it is clear the out of the total respondent taken for the study majority (32%) of the respondent were make up artist and other business,(20%)of the respondents were clothing business and 24% were pastrychef

Majority(32%)of the respondents were makeup artist and other business

TABLE 4.5

MONTHLY INCOME

MONTHLY INCOME	NO.OF RESPONDENTS	PERCENTAGE (%)
BELOW 15000	5	20%
15K TO 30K	7	28%
30K TO 60K	10	40%

ABOVE 60K	3	12%
TOTAL	25	100%

SOURCE : PRIMARY DATA
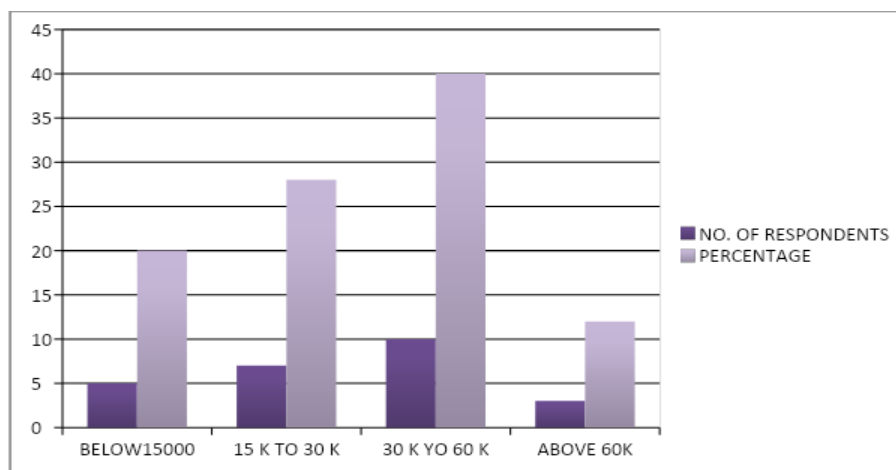
INTERPRETATION:

From the above table it is clear the out of the total respondent taken for the study majority (40%) of the respondent were earn 30k to 60k ,(12%)of the respondents were earn 60k

Majority(40%)of the respondents were earn 30k to 60k

TABLE 4.6

PROMOTION OF BUSINESS USING SOCIAL MEDIA

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE (%)
25%	3	12
50%	6	24
75%	8	32

| 100% | 8 | 32 |
| TOTAL | 25 | 100 |

SOURCE : PRIMARY DATA
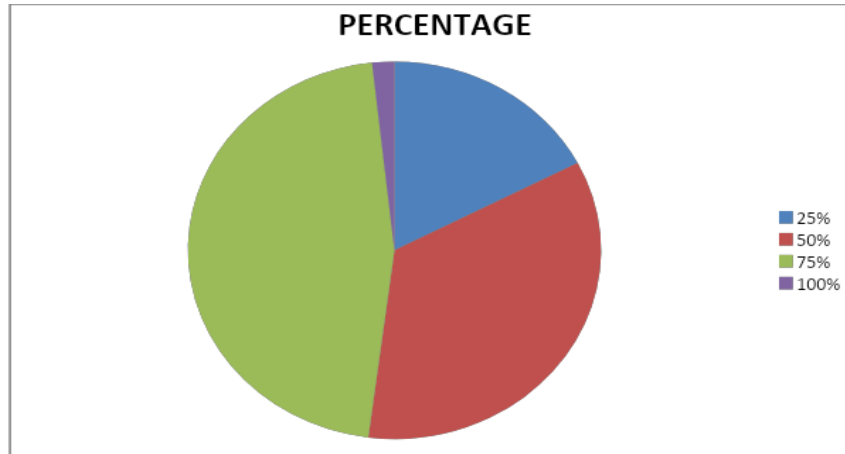
INTERPRETATION:

From the above table it is clear the out of the total respondent taken for the study majority (32%) of the respondent have chosen 75%&100% to promote business through social media, (24%) of the respondents have chosen 50% to promote business through social media,(12%) of the respondents have chosen 25% to promote business through social media.

Majority (32%) of the respondents have chosen 75%&100% to promote business through social media.

TABLE 4.7

CONVIENT PLATFORM

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE(%)
WHATSAPP	6	24
INSTAGRAM	18	72

FACEBOOK	1	4
YOUTUBE	0	0
TOTAL	25	100%

SOURCE : PRIMARY DATA
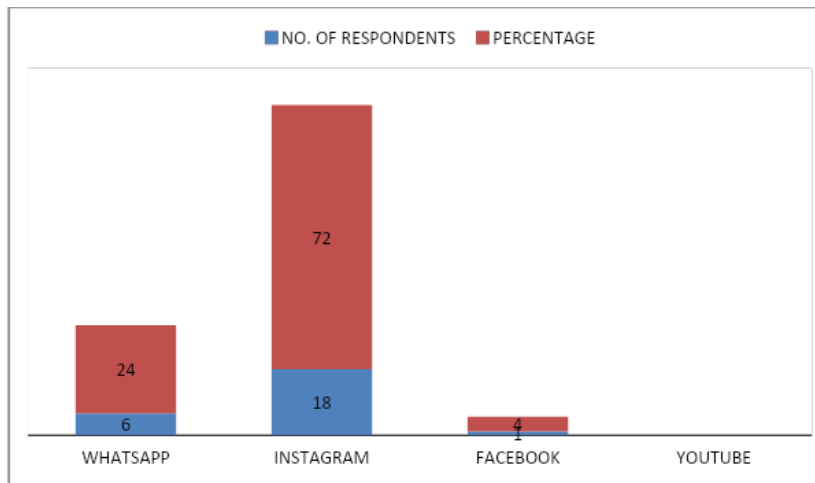
INTERPRETATION:

From the above table it is clear that out of the total respondent taken for the study majority (72%) of the respondent were using instagram to develop their business (0%) of the respondents were using youtube

Majority (72%)of the respondents were .using instagram to develop their business

TABLE 4.8

STRATEGIES FOR CUSTOMER'S ATTRACTION

STRATEGIES	NO.OF RESPONDENTS	PERCENTAGE (%)
ADVERTISEMENT	9	36%
DISCOUNT	7	28%

LOW PRICE	8	32%
OTHERS	1	4%
TOTAL	25	100%

SOURCE : PRIMARY DATA
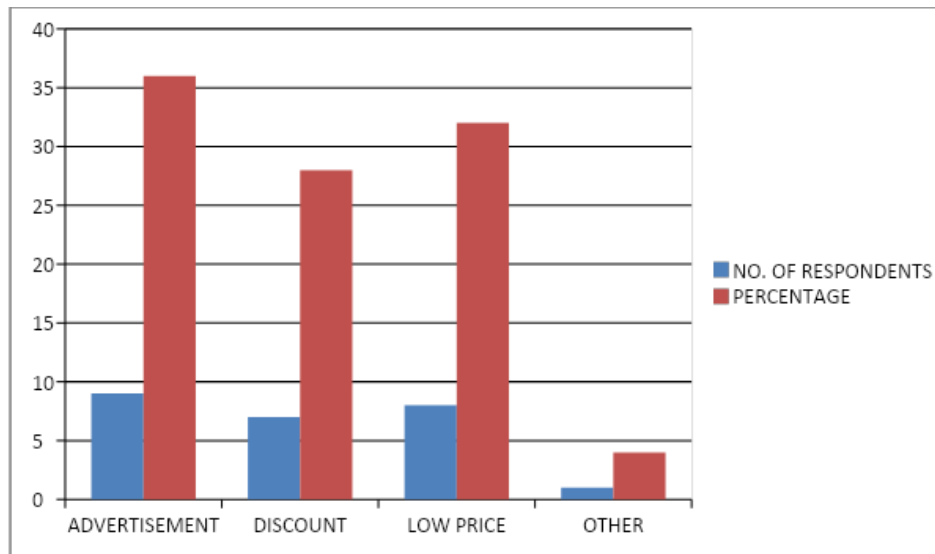
INTERPRETATION:

From the above table it is clear that out of the total respondents taken for the study, majority (36%)of the respondents used advertisement as a major strategy,(32%) of the respondents used low price as a major strategy, (28%) of the respondents used discount as a major strategy, (4%) of the respondents have chosen others as a major strategy.

Majority (36%) of the respondents used advertisement as a major strategy.

TABLE 4.9

AGE GROUP

AGE GROUP	NO.OF RESPONDENTS	PERCENTAGE (%)
14-17 YEARS	0	0

18-21 YEARS	12	48
22-25 YEARS	10	40
ABOVE 25 YEARS	3	12
TOTAL	25	100

SOURCE : PRIMARY DATA
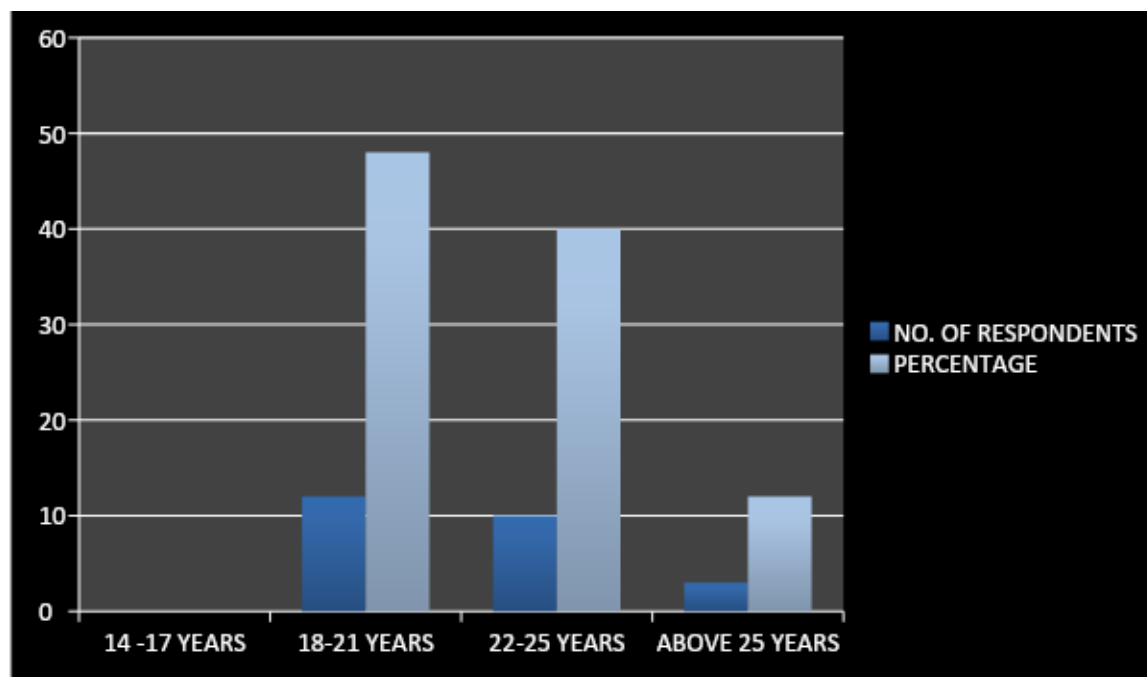
INTERPRETATION:

From the above table it is clear that out of the total respondents taken for the study majority (48%) of the respondent are between the age of 18-21 years,(40%)of the respondents are between the age 22-25 years, (12%) of the respondents are above 25years

Majority (48%) of the respondents are between the age group of 18-21 years

TABLE 4.10

SELLING OF INFORMATIONAL PRODUCTS

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE(%)

YES	24	96
NO	1	4
TOTAL	25	100

SOURCE : PRIMARY DATA
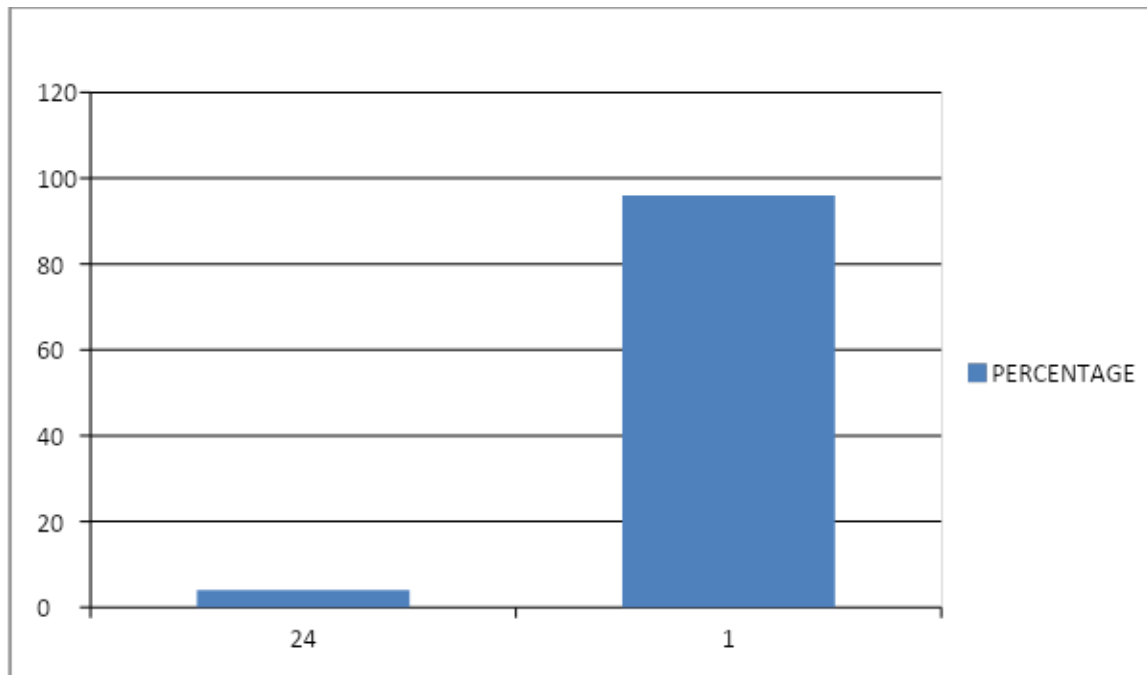
INTERPRETATION:

From the above table it is clear that out of the total respondents taken for the study majority (96%) of the respondent are selling informational product, (6%)of the respondents are not selling informational product

Majority (96%) of the respondents are selling informational product.

TABLE 4.11

MARKETING STRATEGIES

MARKETING STRATAGIES	NO.OF RESPONDENTS	PERCENTAGE (%)

PROMOTION THROUGH BLOGGERS	5	20
COMBO OFFERS	9	36
FESTIVAL OFFERS	4	16
COMPLIMENTS	7	28
TOTAL	25	100

SOURCE : PRIMARY DATA
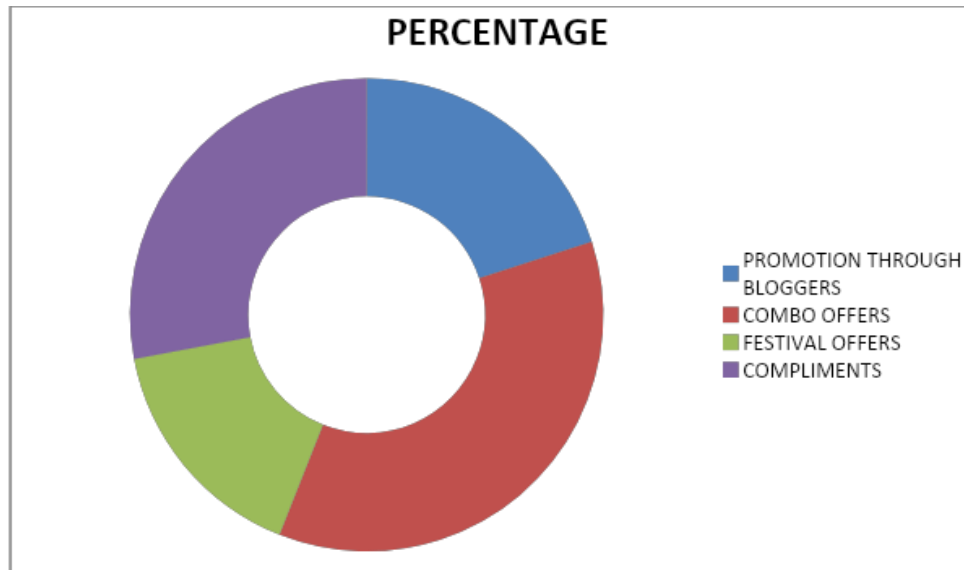
INTERPRETATION:

From the above table it is clear that out of the total respondents taken for the study majority (36%) of the respondent are using combo offer for their marketing strategies, (28%)of the respondents are using compliments for their marketing strategies, (20%)of the respondents are using promotion through bloggers for their marketing strategies, (16%) of the respondents are using festival offers for their marketing strategies

Majority (36%) of the respondent are using combo offer for their marketing strategies.

TABLE 4.12

PERIODICATION OF BUSINESS

PERIODICATION	NO.OF RESPONDENTS	PERCENTAGE (%)

SEASONAL	4	16
YEAR ROUND	21	84
TOTAL	25	100

SOURCE : PRIMARY DATA
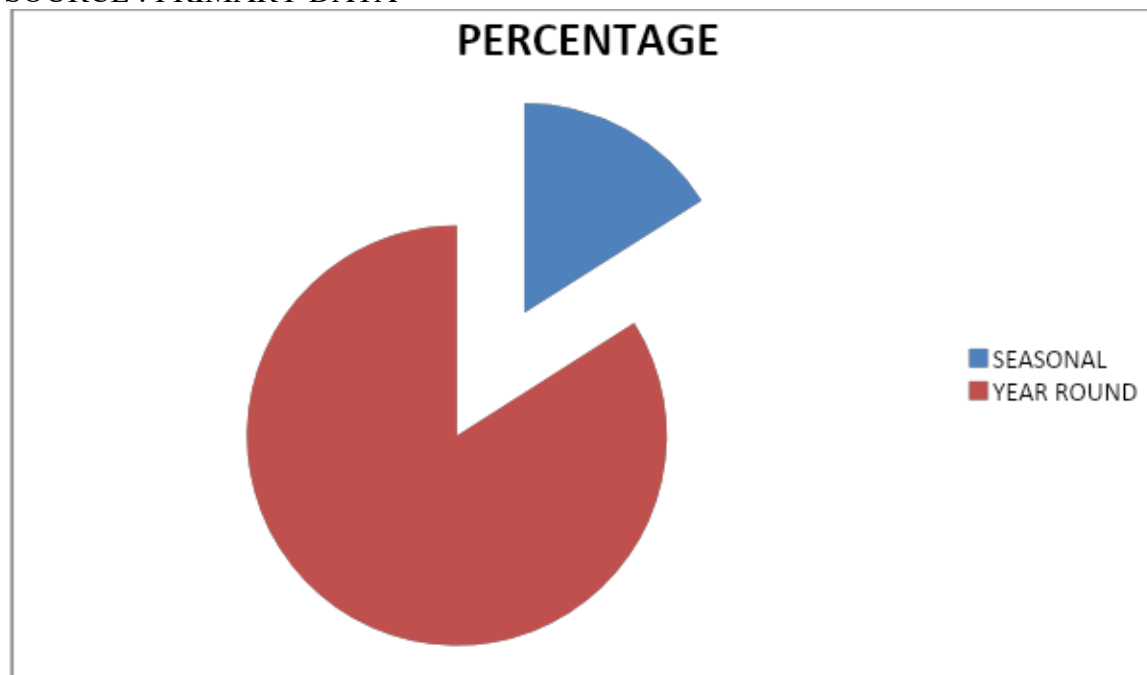
INTERPRETATION:

From the above table it is clear that out of the total respondents taken for the study majority (84%) of the respondent are selling their product year round, (6%)of the respondents are selling their product their through seasonal

Majority (84%) of the respondent are selling their product year round

TABLE 4.13

BOOMING PRODUCTS

PRODUCTS	NO.OF RESPONDENTS	PERCENTAGE (%)
CLOTHES	18	72

GADGETS	1	4
CAKES	4	16
OTHERS	2	8
TOTAL	25	100

SOURCE : PRIMARY DATA
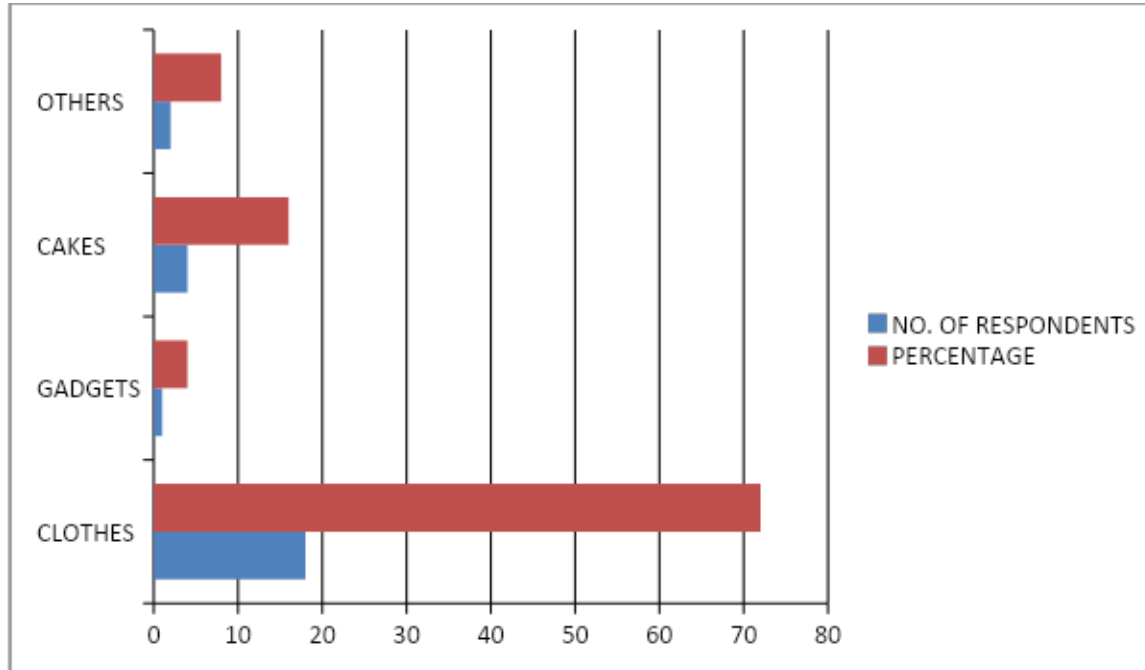
INTERPRETATION:

From the above table it is clear that out of the total respondents taken for the study majority (72%) of the respondent are selling more cloths through social media, (16%)of the respondents are selling cakes through social media, (8%)of the respondents are selling other things through social media, (4%) of the respondents are selling gadgets through social media

Majority (72%) of the respondent are selling more cloths through social media.

TABLE 4.14

NO. OF HOURS SPENDED IN BUSINESS

HOURS	NO.OF RESPONDENTS	PERCENTAGE (%)

4-6 HOURS	6	24
6-8 HOURS	13	52
8-10 HOURS	4	16
10-12 HOURS	2	8
TOTAL	25	100

SOURCE : PRIMARY DATA
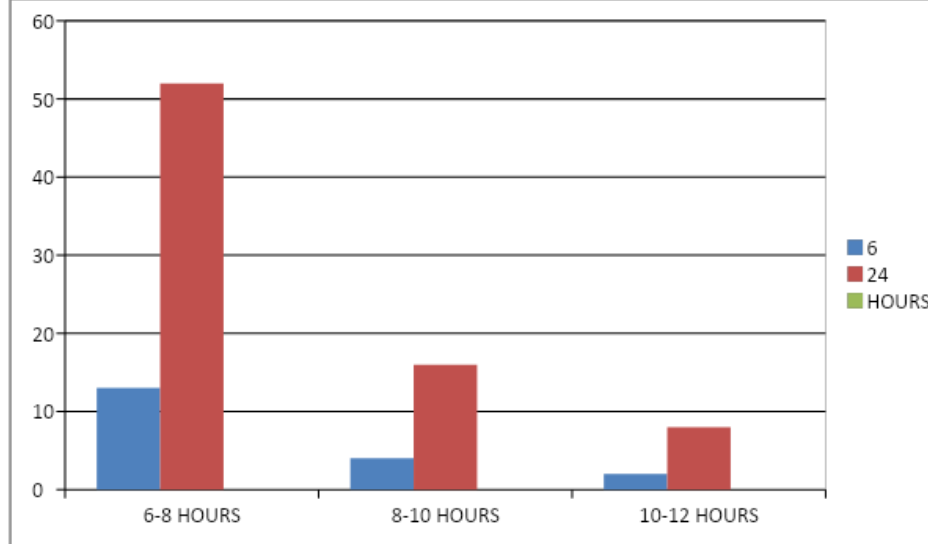
INTERPRETATION:

From the above table it is clear that out of the total respondents taken for the study majority (52%) of the respondent are spending 6-8 hours for their business in social media, (24%)of the respondents are spending 4-6 hours for their business in social media, (16%)of the respondents are spending 8-10 hours for their business in social media, (8%) of the respondents are spending 10-12 hours for their business in social media

Majority (52%) of the respondent are spending 6-8 hours for their business in social media

TABLE 4.15

FOLLOWERS IN BUSINESS

FOLLOWERS	NO.OF.RESPONDENTS	PERCENTAGE

500K	13	52
1M-5M	7	28
5M-10M	4	16
ABOVE 10M	1	8
TOTAL	**25**	**100**

SOURCE : PRIMARY DATA
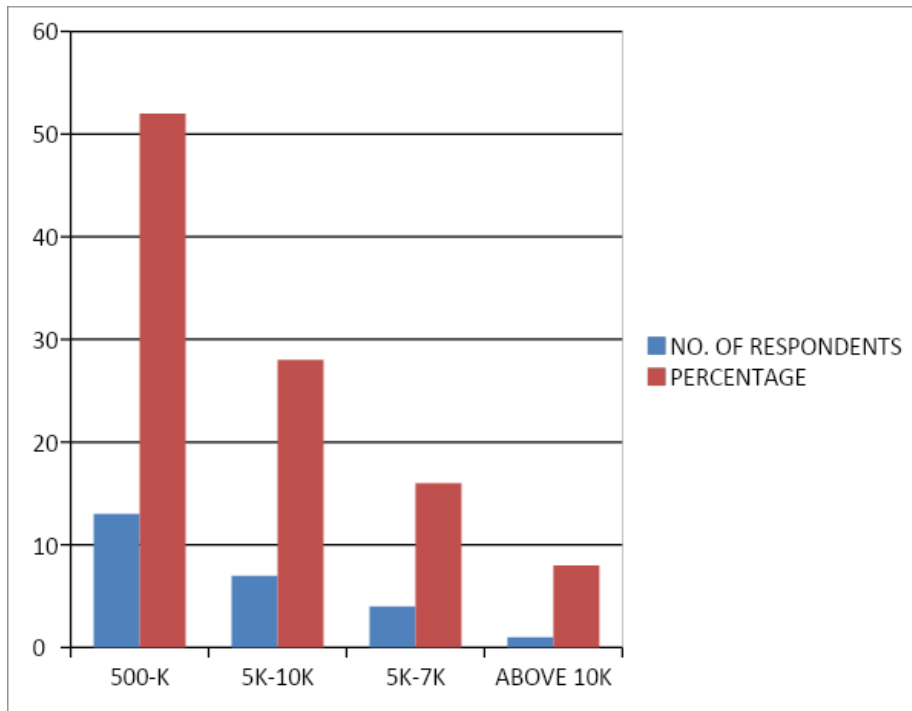
INTERPRETATION:

From the above table it is clear that out of the total respondents taken for the study majority (52%) of the respondent are having 500 K followers in their social media, (24%)of the respondents are having 1M-5M followers in their social media, (16%)of the respondents are having 5M- 10M followers in their social media , (8%) of the respondents are having above 5M follower in their social media

Majority (52%) of the respondent are having 500 K followers in their social media

TABLE 4.16

TYPES OF BUSINESS

BUSINESS TYPE	NO.OF.RESPONDENTS	PERCENTAGE (%)
NATIONAL	24	96
INTERNATIONAL	1	4
TOTAL	25	100

SOURCE: PRIMARY DATA
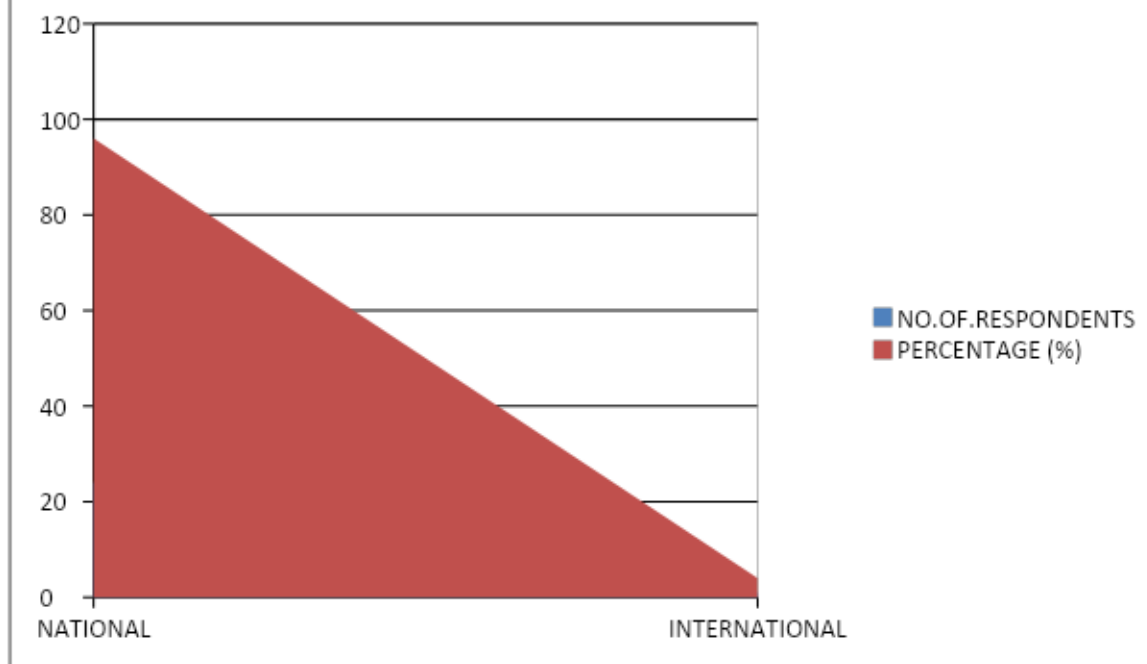
INTERPRETATION:

From the above table it is clear that out of the total respondents taken for the study majority (96%) of the respondent are dealing with national level, (6%)of the respondents are dealing with international level

Majority (96%) of the respondent are dealing with national level

TABLE 4.17

ONLINE BUSINESS V/S DIRECT BUSINESS

REASON	NO.OF.RESPONDENTS	PERCENTAGE (%)
YES	21	84
NO	4	16
TOTAL	25	100

SOURCE : Primary data
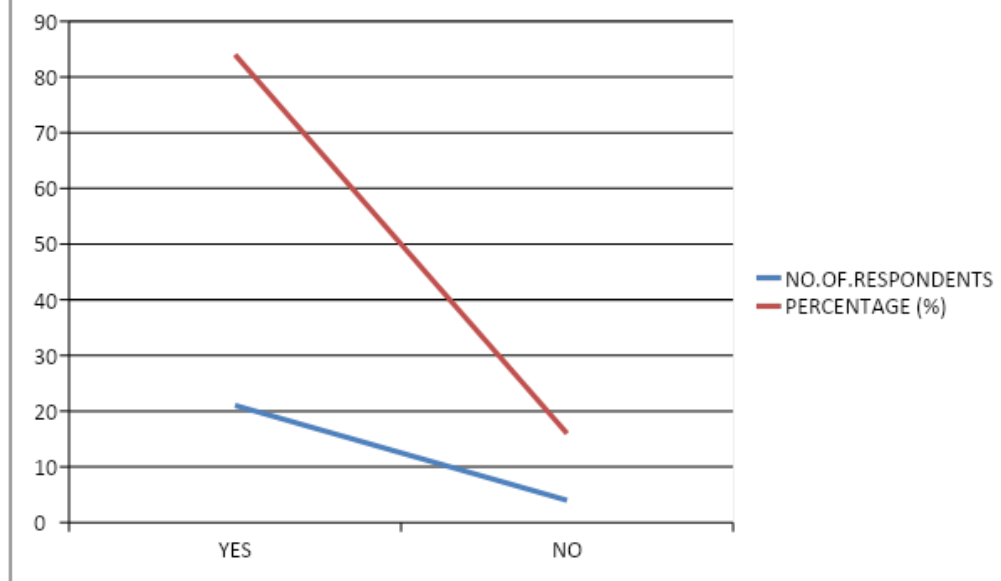
INTERPRETATION:

From the above table it is clear that out of the total respondents taken for the study majority (84%) of the respondent are saying online business is better than direct business, (16%) of the respondents are not saying online business is better than direct business

Majority (84%) of the respondents are saying online business is better than direct business

TABLE 4.18

JOB SATISFICATION

REASON	NO.OF.RESPONDENTS	PERCENTAGE (%)
YES	25	100
NO	0	0
TOTAL	25	100

SOURCE : PRIMARY DATA52
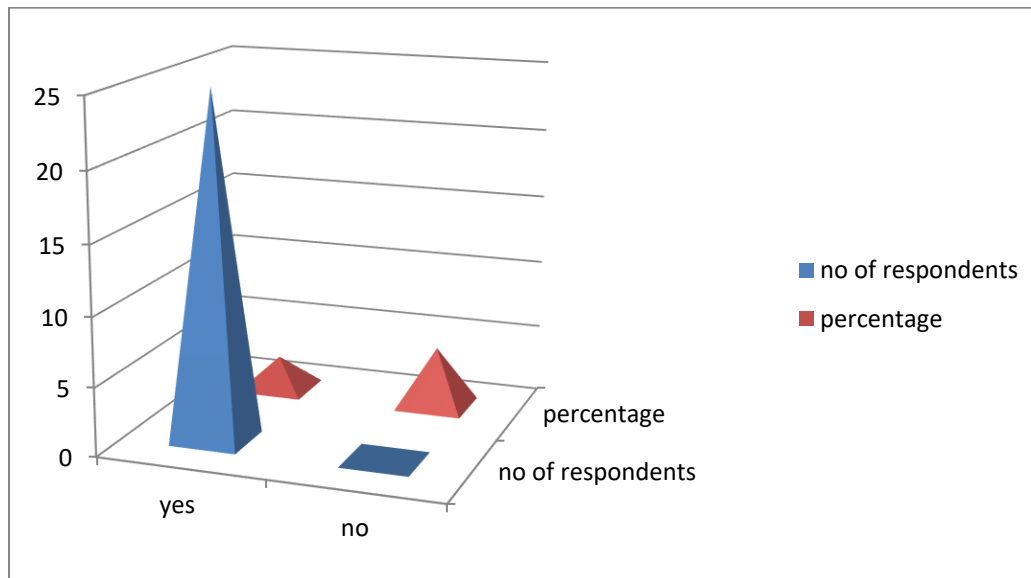
INTERPRETATION:

From the above table it is clear that out of the total respondents taken for the study majority (100%) of the respondent are satisfied with their job, and no one is unsatisfied with their job

Majority (100%) of the respondents are satisfied with their job

TABLE 4.19

PHYSICAL ILLNESS

REASON	NO.OF.RESPONDENTS	PERCENTAGE (%)
YES	13	52
NO	12	48
TOTAL	25	100

SOURCE : PRIMARY DATA
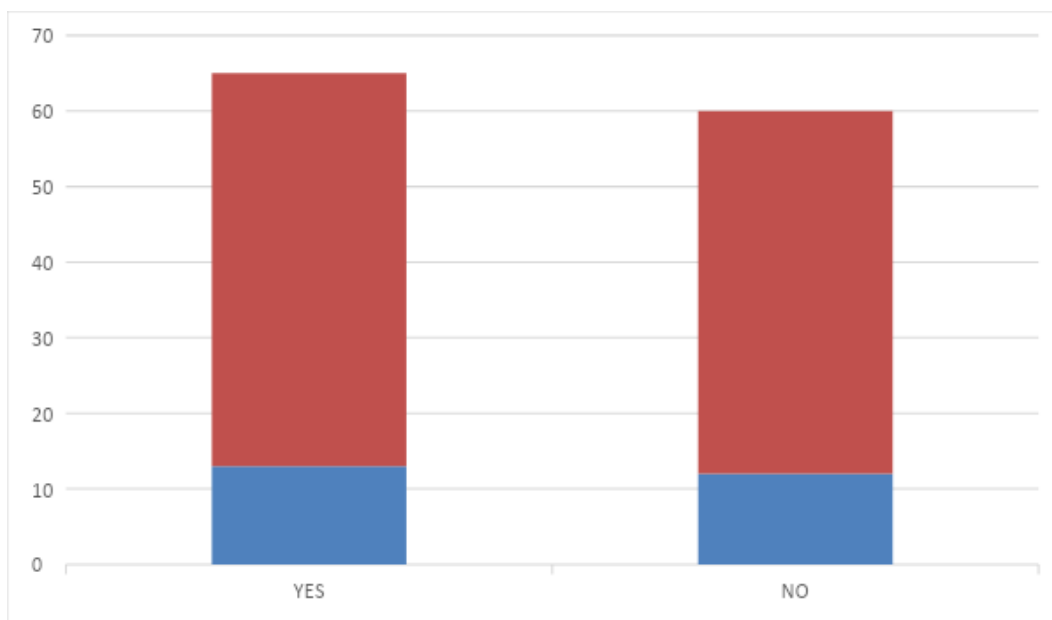
INTERPRETATION:

From the above table it is clear that out of the total respondents taken for the study majority (52%) of the respondents are facing physical illness through online business,(48%) of the respondents are not facing physical illness through online business

Majority (52%) of the respondents are facing physical illness through online business

TABLE 4.20

KIND OF ILLNESS YOU FACED

REASON	NO.OF.RESPONDENTS	PERCENTAGE (%)
LACK OF EYE SIGHT	7	53.84
HEAD ACHE	4	30.76
PRESSURE	0	0
OTHERS	2	15.38
TOTAL	13	100

SOURCE : PRIMARY DATA
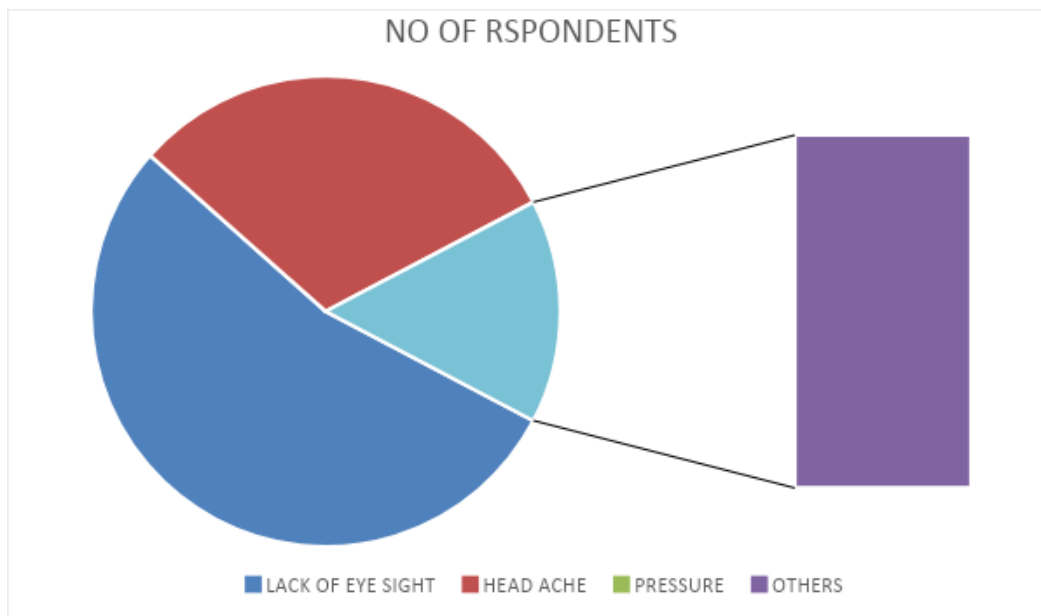
INTERPRETATION:

From the above table it is clear that out of the total respondents taken for the study majority (53.85%) of the respondents having lack of eyesight,(30.76%) of the respondents having headache, no one else is having pressure,(15.38%) of the respondents have chosen other kind of illness.

Majority (53.85%) of the respondents having lack of eyesight.

TABLE 4.21

CUSTOMERS PER MONTH

CUSTOMERS	NO.OF.RESPONDENTS	PERCENTAGE (%)
BELOW 500	20	80
ABOVE 500	5	20
TOTAL	25	100

SOURCE : PRIMARY DATA
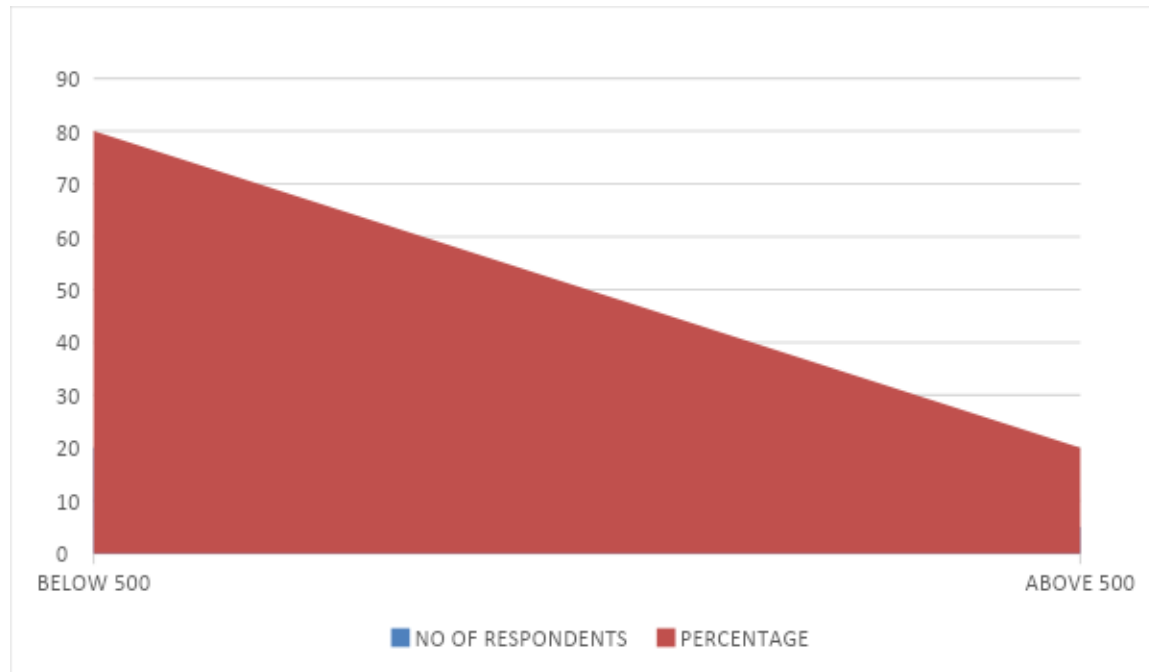
INTERPRETATION:

From the above table it is clear that out of the total respondents taken for the study, majority (80%) of the respondents are having below 500 customers per month, (20%) of the respondents are having above 500 customers per month.

Majority (80%) of the respondents are having below 500 customers per month.

TABLE 4.22

DELIVERY PERIOD

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE (%)
2-3DAYS	16	64
3-5DAYS	6	24
5-7DAYS	3	12
TOTAL	25	100

SOURCE : PRIMARY DATA

INTERPRETATION:

From the above table it is clear that out of the total respondents taken for the study majority (64%) of the respondents have chosen 2-3 days period to deliver the product, (24%) of the respondents have chosen 3-5 days period to deliver the product, (12%) of the respondents have chosen 5-7 days period to deliver the product the product.

Majority (64%) of the respondents have chosen 2-3 days period to deliver the product.

TABLE 4.23

SHIPPING CHARGE

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE (%)
BELOW 50	25	100
ABOVE 50	0	0
TOTAL	25	100

SOURCE : PRIMARY DATA
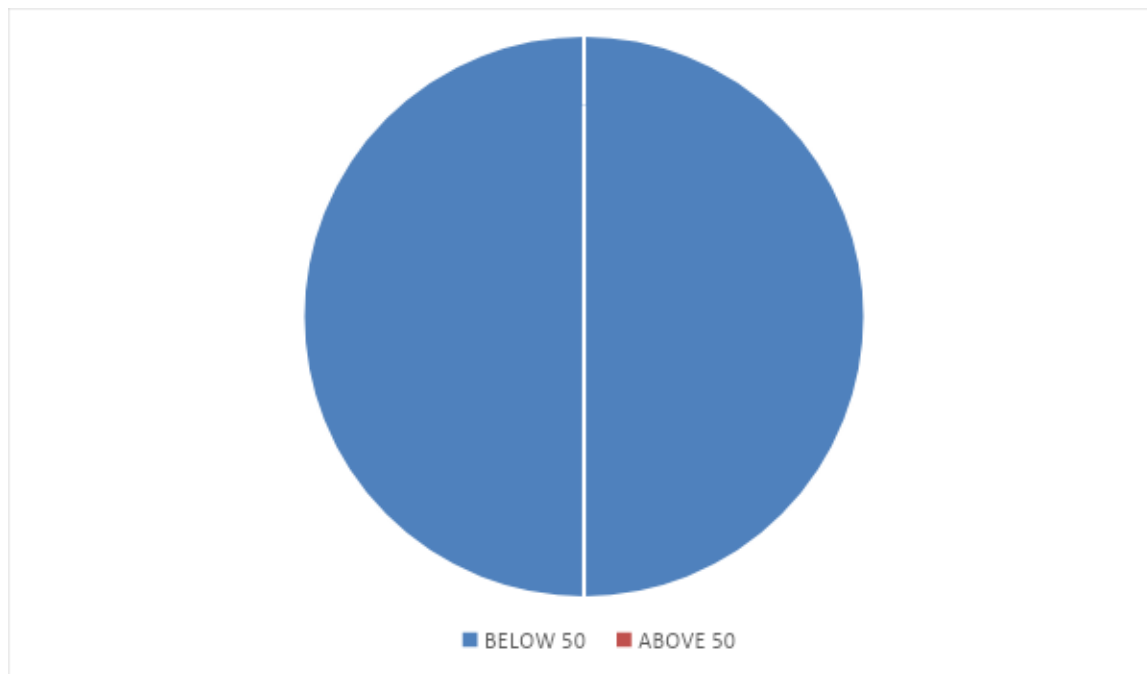
BELOW 50   ABOVE 50

INTERPRETATION:

From the above table it is clear that out of the total respondents taken for the study, majority (100%) of the respondents have chosen below 50 as shipping charges.

Majority (100%) of the respondents have chosen below 50 as a shipping charge.

TABLE 4.24

IMPACT OF SOCIAL MEDIA IN PERSONAL LIFE

IMPACT IN PERSONAL LIFE	NO.OF.RESPONDENTS	PERCENTAGE(%)
YES	10	40
NO	15	60
TOTAL	25	100

SOURCE : PRIMARY DATA
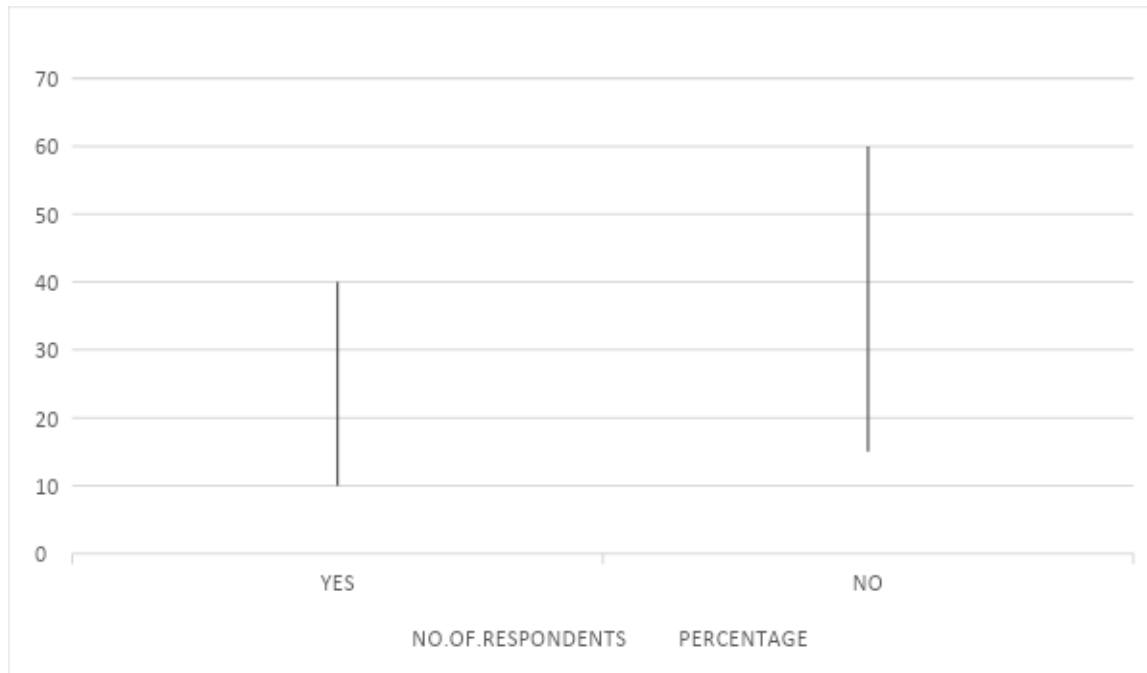
INTERPRETATION:

From the above table it is clear that out of the total respondents taken for the study, majority (60%) of the respondents says that social media does not affecting their personal life, (40%) of the respondents have chosen social media is affecting their personal life.

Majority (60%) of the respondents says that social media does not affecting their personal life.

TABLE 4.25

ACCQUIRING OF PRODUCT WHILE RETURNING

REASON	NO.OF. RESPONDENTS	PERCENTAGE (%)
YES	15	60
NO	10	40
TOTAL	25	100

SOURCE : PRIMARY DATA
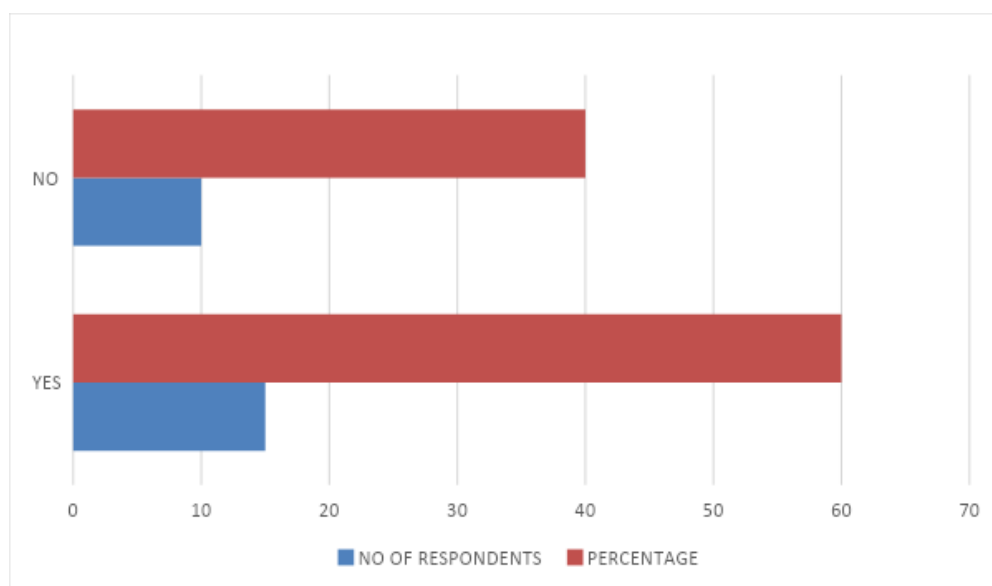
INTERPRETATION:

From the above table it is clear that out of the total respondents taken for the study, majority (60%) of the respondents have chosen that they are acquiring profit while returning their product, (40%) of the respondents have chosen that they are not acquiring profit while returning their product.

Majority (60%) of the respondents have chosen that they are acquiring profit while returning product.

TABLE 4.26

ABUSIVE COMMENTS IN PROFESSIONAL ACCOUNT

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE (%)
YES	9	36
NO	16	64
TOTAL	25	100

SOURCE : PRIMARY DATA
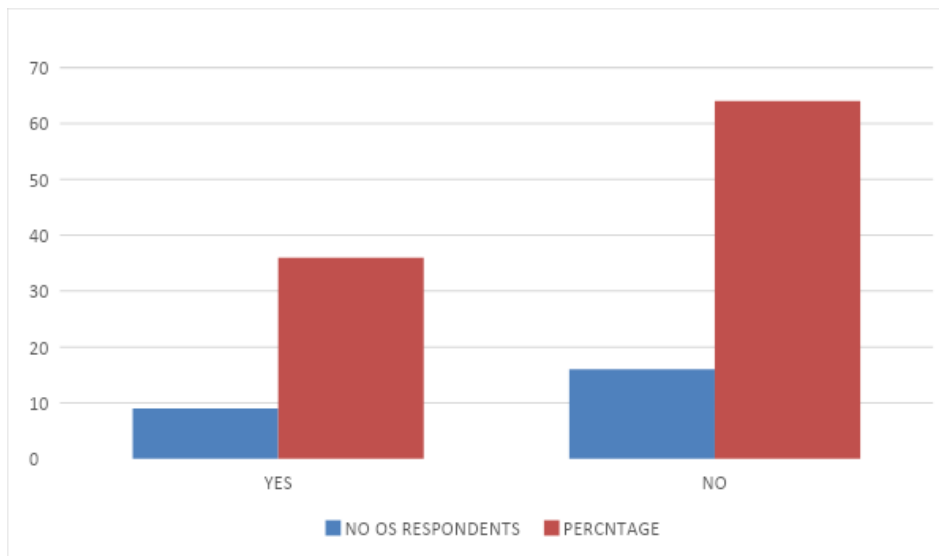
INTERPRETATION:

From the above table it is clear that out of the total respondents taken for the study, majority (64%) of the respondents have chosen that they are not receiving any abusive comments in professional account, (36%) of the respondents have chosen that they are receiving abusive comments in professional account.

  Majority (64%) of the respondents have chosen that they are not receiving any abusive comments in professional account.

CHAPTER – 5

FINDINGS, SUGGESTIONS

AND CONCLUSION

CHAPTER – 5

FINDINGS, SUGGESTIONS

AND CONCLUSION

INTRODUCTION

This chapter handles the major role of the project. In this chapter, the researcher reveals the findings and suggestions of the project entitled "A study about entrepreneurship in social media". The findings are inferred from the tables drawn, the suggestions are inferred from the annexures.

FINDINGS:

- ❖ Majority(56%)of the respondents were male entrepreneurs
- ❖ Majority(40%)of the respondents were under graduate
- ❖ Majority(64%)of the respondents were unmarried entrepreneurs
- ❖ Majority(32%)of the respondents were makeup artist and other business
- ❖ Majority(40%)of the respondents were earn 30k to 60k
- ❖ Majority (32%) of the respondents have chosen 75%&100% to promote business through social media
- ❖ Majority(72%)of the respondents were using instagram to develop their business
- ❖ Majority (36%) of the respondents used advertisement as a major strategy.
- ❖ Majority (48%) of the respondents are between the age group of 18-21 years
- ❖ Majority (96%) of the respondents are selling informational product.
- ❖ Majority (36%) of the respondent are using combo offer for their marketing strategies
- ❖ Majority (84%) of the respondent are selling their product year round
- ❖ Majority (72%) of the respondent are selling more cloths through social media.
- ❖ Majority (52%) of the respondent are spending 6-8 hours for their business in social media
- ❖ Majority (96%) of the respondent are dealing with national level
- ❖ Majority (84%) of the respondents are saying online business is better than direct business
- ❖ Majority (100%) of the respondents are satisfied with their job

- ❖ Majority (52%) of the respondents are facing physical illness through online business
- ❖ Majority (53.85%) of the respondents having lack of eyesight.
- ❖ Majority (80%) of the respondents are having below 500 customers per month.
- ❖ Majority (64%) of the respondents have chosen 2-3 days period to deliver the product.
- ❖ Majority (100%) of the respondents have chosen below 50 as a shipping charge.
- ❖ Majority (60%) of the respondents says that social media does not affecting their personal life.
- ❖ Majority (60%) of the respondents have chosen that they are acquiring profit while returning the product.
- ❖ Majority (64%) of the respondents have chosen that they are not receiving any abusive comments in professional accounts

5.2 SUGGESTIONS:

- ❖ It all starts with planning. Create a social media strategy and write it down in order to hold your business accountable.
- ❖ Your strategy should include a basic company mission statement, content plan and goals. And most importantly, a powerful statement on "why" people would follow you on social media, what kind of content you plan on creating and posting, and what you hope to achieve.
- ❖ Think about the brands that you follow on social media…. What makes them special? What makes you follow them?
- ❖ Creating a great social media presence isn't only about showing the value of your product or service to your audience.
- ❖ Social media is becoming a customer service platform and people are coming to expect it. The tricky part is, the better you get at social the more engagement you'll get, and in turn, the more comments. So be prepared for an influx of love from your fans
- ❖ Video marketing is one of the most talked about topics in social media right now and so we'd love to share a few strategies that you can use to create awesome video content.

- ❖ Experiment with creating shareable graphics throughout the post that people can use on Twitter, Facebook or LinkedIn.
- ❖ You can also create a series of Instagram Stories to help promote the post. Or you might try creating a short video for Facebook summarizing the post (or even a more in-depth YouTube video!)
- ❖ Every piece of content you create should have at least 2-3 other pieces of shareable content to accompany it.
- ❖ The best part is that you can target specific users within many of the social platform ad managers.
- ❖ You can create an audience that is most likely to also enjoy that post. That could be a Look alike Audience that is similar to your website visitors. Or maybe it's an audience who has shown interest in your competitors. It also could be an audience based on demographics like location, age, or mobile device type.
- ❖ You can then exclude traffic to your website in order to eliminate people who are already familiar with your brand.

Unless you have a team running your social ads or you're able to invest a lot of time running experiments, you could end up wasting a lot of money on paid advertising

5.3CONCLUSION:

The research study examines the effects of the role of technology on entrepreneurial development. The role played by social media on entrepreneurship development at large cannot be over emphasized, this is because the tremendous contributions of social media in terms of its large audience to entrepreneurial innovation, improvement and development is on a fast pace and it keeps growing daily with many new users and businesses are taking advantage of it to reach larger audience and to source for clients and customers. Social media is now used as means through which customer base management can be promoted and enhanced (Mohammad & Anisa, 2019). There is a huge need to create visibility for products and services by businesses and social media is a major tool that offers this to businesses at a relatively cheap cost and also comes with easy process to manage the social media platforms. For any business to continue to survive and

remain a going concern, such business must harness the huge opportunities presented by the social media and this is a gap the infusion of technology and social media can bring to the business. The infusion of information technology into entrepreneurship has tremendously increased the level of development recorded in entrepreneurial activity. This has also led to efficiency in the services rendered by these businesses. Technological infusion and the use of technology is a major tool that has advanced entrepreneurship development in many nations of the world including thoothukudi. The infusion of technology into entrepreneurship has led to increased speed, reduced physical means of storing data by businesses, reduced administrative corruption, improved accuracy and efficiency in business deliveries, reduced cost of doing and transacting businesses, created numerous jobs and holistically improved the profit margin of many entrepreneurial businesses . Social media is an excellent, cost effective way of acquiring new customers, creating and building brand awareness, expanding the business virtually and also means of retaining more customers. Social media groups also provide useful feedbacks to the businesses, valuable insights and opportunities for the businesses to also learn from their existing or would be new customers. This feedbacks from their existing or would be customers can help the company in advancing the company's brands, marketing effort and reduction in advert cost. The use of social media for marketing also gives the businesses opportunity to connect with new customers, conduct research, and mingle with fellow professionals and to connect with a larger community which is capable of providing huge and tremendous opportunities to the business.

ANNEXURE

ANNEXURE

1. BIBLIOGRAPHY

2. QUESTIONNAIRE

BIBLIOGRAPHY

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A STUDY ABOUT ENTREPRENEURSHIP IN SOCIAL MEDIA

QUESTIONNAIRE

1. Name:

2. Age:

3. Gender:

a.) Male   b.)Female

4. Educational Qualification:

a.) High School   b.) UG   c.) PG   d.)Diploma

5.) Marital status:

a.) Married   b.) Unmarried   c.) Divorcee

6.) Occupation:

a.) Make-up artist   b.) Clothing business   c.) Pastry Chef   d.)Others

7.) Monthly Income:

a.) Below 15000   b.) 15000-30000   c.)30000-60000   d.)Above 60000

8.) How far does the social media helps you to promote your business?

a.) 25%   b.) 50%   c.) 75%   d.)100%

9.) Which social media is convenient for you to do business?

a.) Whatsapp   b.)Instagram   c.)Facebook   d.)Youtube

10.) How do you attract customers?

a.) Advertisement   b.)Discount   c.)Low Price   d.)Others, Specify_____

11.) Which age group do you target for your business?

a.)14-17   b.)18-21   c.)22-25   d.)Above 25

12.) Does the business sells an informational product?

a.)Yes   b.)No

13.) What Marketing strategies have been used?

a.) Promotion through bloggers   b.)Combo offers

c.) Festival offers   d.)Compliments

14.) Is this a seasonal business or year round?

a.) Seasonal   b.)Year Round

15.) Which product do you think that booms in social media business?

a.) Clothes b.)Gadgets   c.)Cakes d.)Others,Specify:_____

16.) How much hours you spend per day in your business?

a.)4-6 hours b.)6-8 hours   c.)8-10 hours   d.)10-12 hours

17.) How many followers does the site have in your business?

  a.)500-1k b.) 5k-10k   c.)5k-10k   d.)Above10k

18.) Is your business   national or international ?

a.) National   b.)International

19.) Is online business better than direct business?

a.) Yes   b.) No

20.) Do you like your job ?

a.) Yes   b.)No

21.)Are you getting physical illness business of social media?

a.) yes   b.) No

22.)If yes what kind of illness you faced ?

a.) lack of eyesight   b.) Head ache c.)pressure d.)others

23.)How many customers you get per month?

a.) below 500   b.)above 500

24.)How many days you take to deliver the products?

a.)2-3 days b.)3-5 days c.)5-7 days

25.)How much rupees you get as shipping charge?

a.)below 50   b.)above 50

26.)Does doing business in social media affect a personal life?

a.)yes   b.)No

27.)Will you get profit when the customers return the products as damaged?

a.)yes   b.)No

28.)Do you received abusive comments or message in your professional account?

a.)yes   b.)No
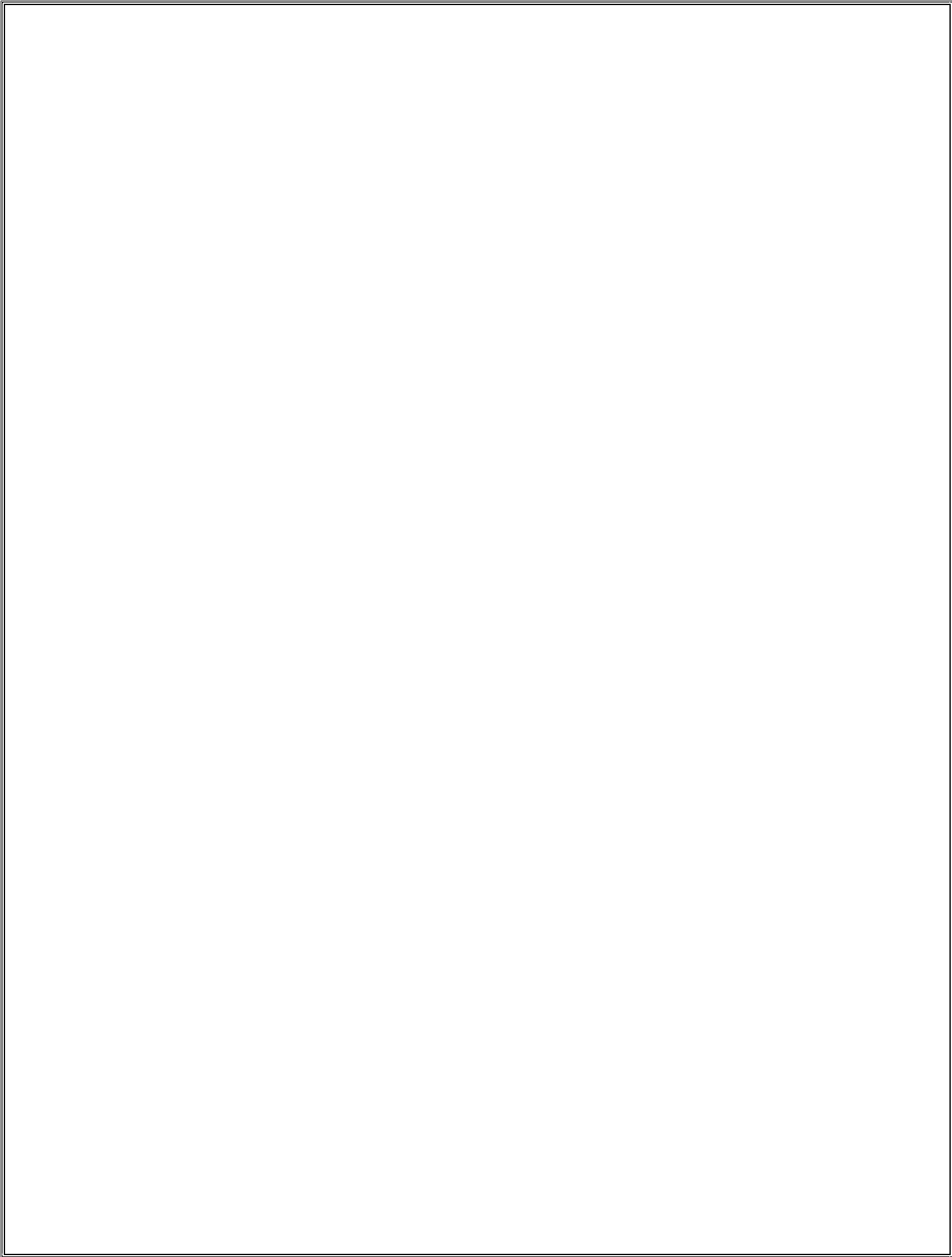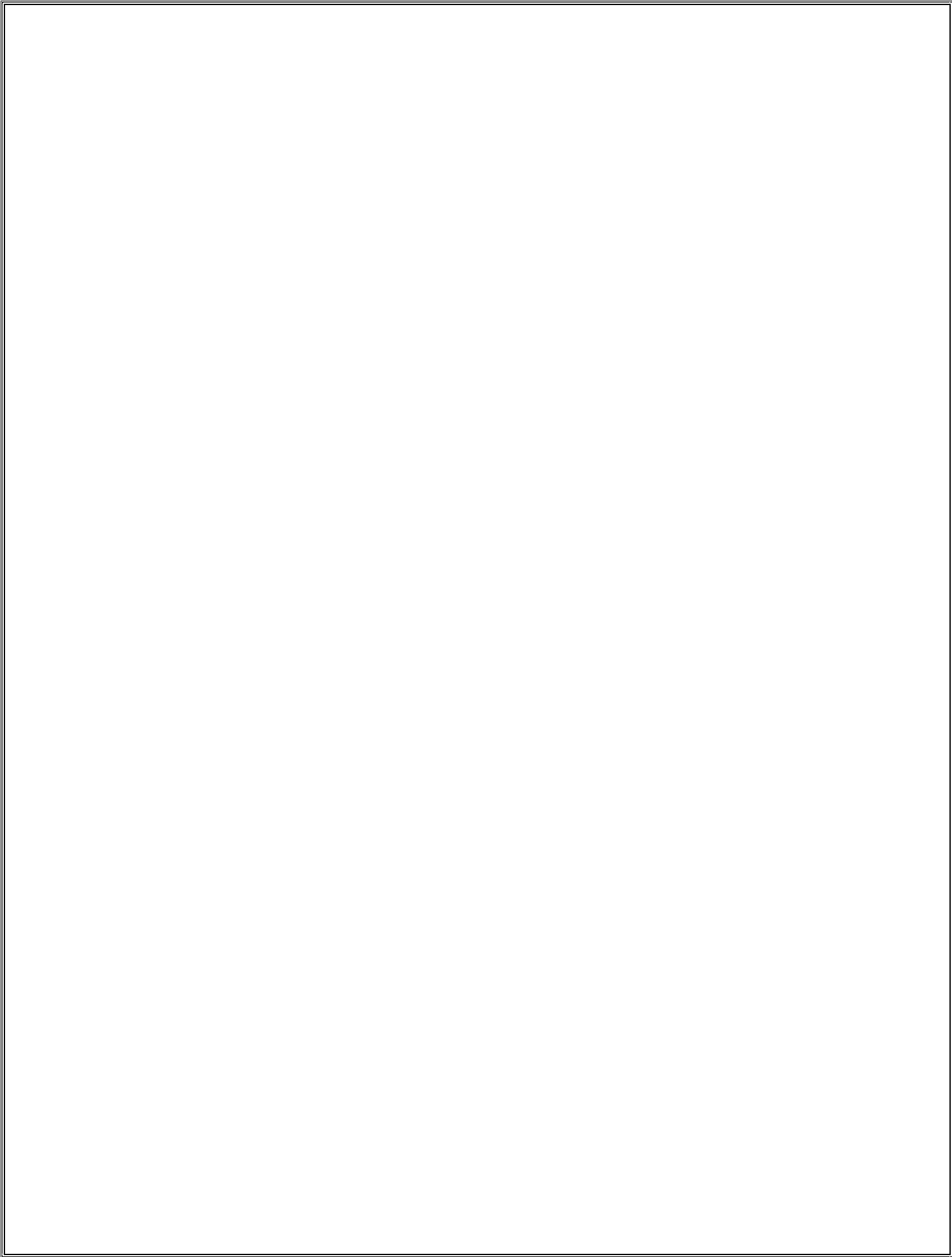
A STUDY ON INTERNET BANKING AND E-BANKING CULTURE IN POST COVID ERA IN THOOTHUDI DISTRICT

A project submitted in partial fulfilment of the requirements for the award of degree of

BACHELOR OF COMMERCE

Submitted by

Muthu Shivani. M	19SUCA27
Muthusaraniya. R	19SUCA28
Nelsi. T	19SUCA29
Oliva Jackulin. C	19SUCA30
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ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

(Reaccredited with A+ Grade by NAAC)

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

MAY 2022

DECLARATION

We have declared that the project entitled "A study on internet banking and E-banking culture in post covid era in Thoothukudi district" submitted in partial fulfilment of the requirements for the award of the degree of Bachelor of Commerce is our original work done under the guidance and supervision of Ms. T. Manuel Infany M.Com, NET. This project has not previously formed the basis for the award of other degree or other similar titles, and it represents entirely as independent work.

Name of students	Register no	Signature
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R. Muthusaraniya	19SUCA28	R. Muthu Saraniya
T. Nelsi	19SUCA29	T. Nelsi
C. Oliva Jackulin	19SUCA30	C. Oliva Jackulin
M. M. Rakshita Durga	19SUCA32	M.M. Rakshita Durga

Place: Thoothukudi

Date: 13.05.2022

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We express our deepest sense of gratitude to our guide **Ms. T. MANUEL INFANY M.Com., NET,** Department of Commerce (SSC), St Mary's College (Autonomous) , Thoothukudi for the excellent and untiring guidance throughout the entire process of completing our project.

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CERTIFICATE

It is certified that this short time project entitled "A study on internet banking and E-banking culture post covid era in Thoothukudi district" submitted to St Mary's College (Autonomous) affiliated to Manonmaniam Sundaranar University is done in partial fulfilment of the requirements for the award of the degree of Bachelor of Commerce and is a record soft work done in Department of Commerce (SSC), St Mary's College (Autonomous) Thoothukudi during the year 2021-2022 by the following students.

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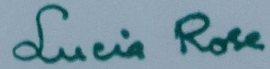
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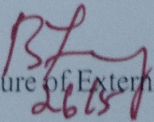
Signature of the HOD

Signature of the Director

Signature of the Principal

Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

Signature of External examiner

LIST OF TABLES

CHAPTER -1

1.1 INTRODUCTION OF THE STUDY

Banks adopt E-banking as a means to replace their traditional delivery channel through branch banking mainly due to the cost of setting up of physical branches and increased overheads associate with maintaining them. While adopting any new channel of service delivery, service is one of the primary benefit which a customer expects from the service provider. The consumer compares the benefits and weigh them against the costs associated with the service. E–Banking services are gradually replacing the traditional banking services. In order to gain competitive advantage over the competing banks, the banks are continuously improving their services through e-banking services.

Internet banking is the practice of making bank transactions or paying bills via the internet. Internet banking allows us to make deposits withdrawals and pay all bills all with the click of a mouse.

Mobile banking is an application that lives on a mobile phone which access and manipulates their bank accounts at anytime and anywhere. It allows customers to perform a number of financial transactions through a mobile devices. Monitoring our bank accounts through the mobiles is known as Mobile Banking

1.1.2 Features of Internet Banking

1. Up-To-Date Account Activity

The most fundamental feature of financial institution's online banking or mobile app will offer is up-to-date account activity. Easily keep track the finances by regularly reviewing this activity. Key items to take note of include:

> a. Transactions: These make up account activity and include money coming into account (i.e. direct and check deposits), and money going out of your account (i.e. debit card payments and ATM cash withdrawals).
> b. Balance: In account activity it could also be able to view a running count of balance after each deposit or withdrawal.

2. Check Account Balance

Online and mobile banking gives quick access to account balances anywhere, anytime. This gives the advantage of knowing how much amount is available before making that next purchase.

3. Account-to-Account Transfer

If people have multiple accounts at financial institution it's important to be able to easily transfer money as needed to build up savings or cover spending. Rather than visiting bank in-person and filling out a slip, users who bank online or from their mobile banking app can instantly transfer funds between internal accounts with just a few taps on their screen. This is beneficial for those who actively use their different accounts on a regular basis, or are looking for more flexibility in their budgeting or savings.

4. Person-to-Person Transfer

With a person-to-person (P2P) transfer, is able to send money quickly and easily to friends and family straight from the phone. Popular mobile payment apps include PayPal and Venmo.

5. Bank-to-Bank Transfer

A bank-to-bank transfer allows to transfer money between different external accounts if there is more than one bank. This comes in handy if we have accounts for different purposes or are in the process of switching financial institutions.

6. Cleared Cheque Images

When people pay by cheque, copies of those cheque are available online once the transaction completes. People can view these images by logging in to online account, which could come in handy if people need copies or a reminder on what the payment was for.

7. Online Bill Pay

Online bill pay helps centralize bills in one place, so there is no need to chase down separate payment accounts every month.

8. Card Control Services

To help avoid the stresses of a misplaced or stolen debit card, card control services gives the power to turn card off until the card is found or replaced.

9. Touch and Face ID

To keep mobile banking experience more secure, many banks offer Touch and Face ID authentication using fingerprint or facial recognition. These safeguards not only provide added

protection, but also make it easier to sign into your account quickly without having to re-enter your password each time.

10. ATM & Bank Locator

Make sure the financial institution's mobile app offers the ability to locate the nearest office location or in-network ATM, so we are able to avoid fees whenever possible when out and about around town, or traveling.

11. Mobile Deposit

This feature allows people to scan or take a photo of their check through mobile app, and then deposit that balance into the account as it is deposited in person.

12. Account Alerts

It is crucial that financial institution offer account alerts for events like low account balance, daily balance alert, transactions and more. Financial institution should also provide the option to receive convenient account alerts by e-mail or text message.

13. Fraud Alerts

People should be able to feel confident that their money is safe at their financial institution, and a security feature that can help ease their mind is fraud alerts. These alerts notify them to potential suspicious activity on their account as it's happening, so they always know what's going on with their account.

14. Touch and Face ID

To help keep their mobile banking experience more secure, many banks offer Touch and Face ID authentication using fingerprint or facial recognition. These safeguards not only provide added protection, but also make it easier for them to sign into their account quickly without having to re-enter their password each time.

15. View Account Statements Online

Go green with eco-friendly, paperless account statements people can view online. Getting theirr statements online is faster and more secure than standard mail, and they don't have to worry about the clutter of receiving paper statements each month. Having access to bank statements online also makes it easier to make copies for things like taking out loans, proof of residency, rental applications, etc.

16. Self-service Options

Take note of whether the financial institution includes features in their online banking experience that takes convenience to another level. Tasks that used to require a phone call or bank visit can be done online or from their phone, such as: reordering checks, stopping payments, ordering a personalized debit card and updating contact details (phone number, E-mail, etc.)

1.1.3 Internet banking v/s Traditional banking

The important thing about internet banking is that it is always accessible, which means people can operate their accounts anywhere, at any time. They can make their bill payment or they can check their bank balance by just using mobile apps. Some of the online banks even allow the customer to track their payments by conveying the mobile text alerts.

Traditional banking is concerned with a physical location that people should visit to get access to their account. Some traditional banks will allow people to access accounts online, but they may need to visit the bank to confirm their identity or submit documents.

The main difference between Internet Banking and Traditional Banking is that Internet Banking enables a person to transfer money anytime and anywhere in the world by just using mobile phones or computers with an internet connection.

While Traditional Banking is concerned with transferring money physically from the banks.

1) In online banking, the customers of the bank don't have to stand in lines to perform their banking transactions. In traditional banks, the employees and staff members of the bank can attend only a limited number of the customers. And customers have to stand in line to perform their banking transactions.

2) In internet banking no costs are incurred in Internet banking as they do not have a physical appearance. In traditional banking there are many operating and fixed costs that are incurred by traditional banks.

3) In internet banking Customers can operate their accounts anytime, anywhere using their mobile phones. In traditional banking Customers have to visit the bank for their work only in working hours

4) Internet banking is not a time taking process as customers do not have to visit their branches to operate their accounts. Traditional banking drains a lot of time from the customers as they have to visit their branch to obtain access to their accounts.

1.2 STATEMENT OF A PROBLEM

Ever since the introduction of internet banking in United States of America (USA) in the early 1990s it has influenced the rest of the banking world. Internet banking is an innovation in banking sector. The study has been made to know the growth of internet of banking among the public especially in Thoothukudi.

1.3 REVIEWS OF THE STUDY

1. Mugdha Y. Keskar &Neeraj Pande

Internet banking helps banks overcome the practical difficulties of opening branches in remote areas, it allows them to target new geographical regions without heavy financial investment in physical assets. Good website design, customization, reliability, and faster and accurate task completion can enhance customer satisfaction levels among internet banking users. Banks should focus on providing privacy and security features to boost customer confidence. Our review indicates that issues such as cybersecurity, trust, and website design and their effects on customer satisfaction, customer loyalty, customer retention, IT governance and third-party assurance seals, customer tendency to switch, green e-banking, and cloud computing have not been investigated in depth.

2. Hamid Reza Khedmatgozar

Internet banking adoption has grown significantly during this period, and remains a fertile area for academic research into the next decade. The findings reveal that the Internet Banking adoption literature can be classified according to three main themes: whether the papers seek to describe the phenomenon (descriptive); whether they seek to understand the interplay between the factors that drive adoption (relational); or whether they seek to draw higher level conclusions through a comparison across populations, channels or methods (comparative). A comprehensive list of references is presented, along with an agenda for future research that targets identified gaps in the literature.

3. Shumaila Y Yousafzai

Internet Banking adoption is a complex and multifaceted process, and a joint consideration of customers' personal, social, psychological, utilitarian and behavioural aspects is more important than adoption itself and will ultimately result in the intended behaviour. Therefore, managers and system developers should undertake a customer-centric approach focusing on managing belief formation rather than directly influencing behaviour. The review also concludes that Internet Banking research is in an inconclusive state, and is far from unanimamous regarding the approaches and conceptualizations used to understand the beliefs that truly influence Internet Banking behaviour. There is limited research dealing with the role of interventions that can assist managers in making effective decisions to speed the adoption process.

1.4 OBJECTIVES OF THE STUDY

1. To study about the awareness on Internet Banking service provided by banks among the users.

2. To make comparative analysis of internet banking of public and private banks

3. To know the pros and cons of internet banking and e-banking.

4. To identify customers perception of online banking in the post covid era.

5. To know the development of internet and mobile banking in Tuticorin

1.5 SCOPE OF THE STUDY

The study has been conducted to know the various aspects of internet banking and e-banking Impact of internet banking among the public especially in Thoothukudi.

1.6 RESEARCH METHODOLOGY

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

1.6.1 Area and period of study

A study on internet banking and e-banking culture in Thoothukudi was conducted in the area of Thoothukudi. The study was carried out over from February to May 2022.

1.6.2 Collection of data

The study is made with the help of both primary data and secondary data. The data were collected through questionnaire and secondary data were collected from books, journals, website and other periodicals.

1.6.3 Sampling design

The data collected are original in nature. A sample of respondents residing in various parts of Thoothukudi was selected by convenient sampling techniques. The questionnaire was prepared.

1.6.4 Construction of tools

60 copies of questionnaire were taken and distributed among the respondents. A copy of questionnaire was appended.

1.6.5 Frame work analysis

The data collected through questionnaire was analyzed through various statistical tools. The statistical tools was used for deriving a conclusion and getting better results The following are the statistical tools which are used for analysis

- ❖ Percentage analysis
- ❖ Pie chart
- ❖ Bar diagram
- ❖ Raking method

1.7 LIMITATIONS OF THE STUDY

In order to make this project a veritable and well found one all the aspects of the topic was kept in mind. The major limitations are

- ➢ Time is one of the main hindrance which limits the effective data collection.
- ➢ The number of respondents is limited to 60.
- ➢ The area of study to Thoothukudi so the study doesn't suit for other cities.
- ➢ The reliability and accuracy of the study depends upon the respondents trueness and response towards the questionnaire

CHAPTER – 2

MOBILE BANKING   QR PAYMENTS   ONLINE WALLET

DIRECT BILLING   MOBILE PAYMENTS   NFC

MONEY TRANSFER   WAP   SMS TRANSACTIONS
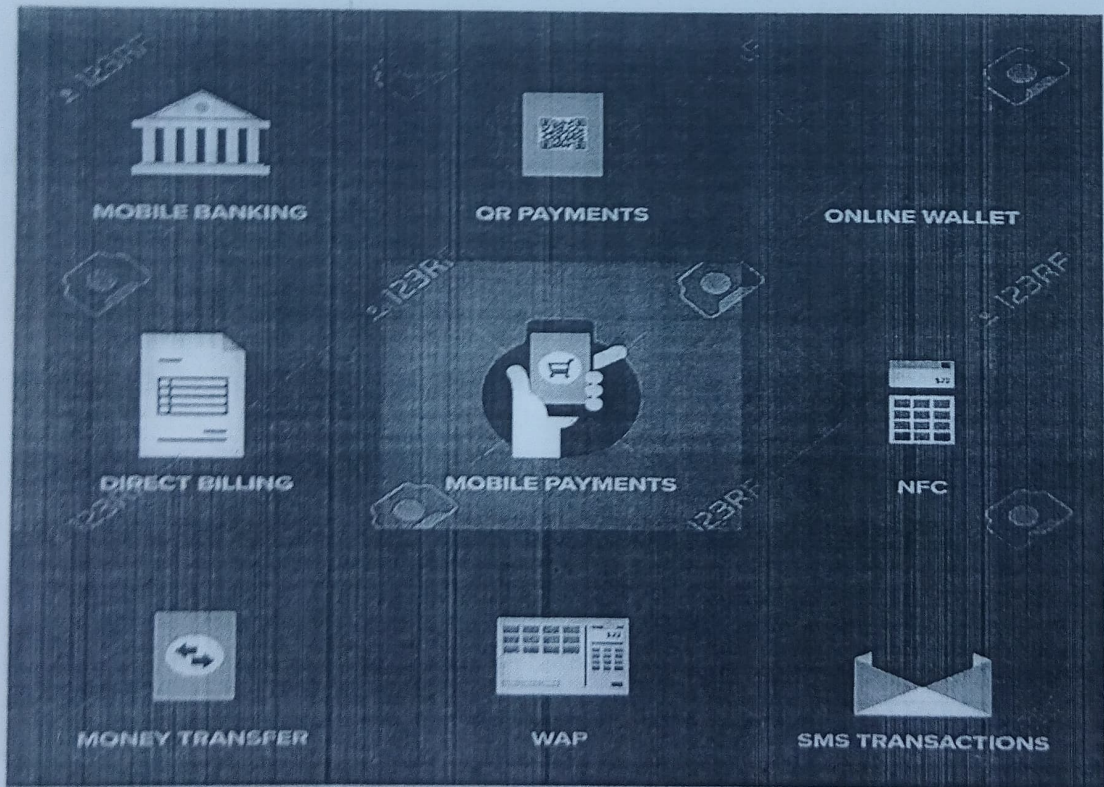
2.1 HISTORY OF INTERNET BANKING

Precursors

The precursor to the modern home banking services were the distance banking services over electronic media from the early 1980s. The term 'online' became popular in the late 1980s and referred to the use of a terminal, keyboard, and TV or monitor to access the banking system using a phone line.

Emergence of computer banking

The first internet banking service was offered to consumers in December 1980 by United American Bank, a community bank with headquarters in Knoxville, Tennessee. United American partnered with Radio Shack to produce a secure custom modem for its TRS-80 computer that allowed bank customers to access their account information securely. Services available in its first years included bill pay, account balance checks, and loan applications, as well as game access, budget and tax calculators and daily newspapers. Thousands of customers paid $25–30 per month for the service.

Large banks, many working on parallel tracks to United American, followed in 1981 when four of New York's major banks (Citibank, Chase Manhattan, Chemical, and Manufacturers Hanover) offered home banking services, using the videotex system. Because of the commercial failure of videotex, these banking services never became popular except in France (where millions of videotex terminals (Minitel) where given out by the telecom provider) and the UK, where the Prestel system was used.

The first videotext banking service in France was launched on December 20, 1983, by CCF Bank (now part of HSBC). Videotext online Banking services eventually reached 19% market share by 1991

The developers of United American Bank's first-to-market computer banking system aimed to license it nationally, but they were overtaken by competitors when United American failed in 1983 as a result of loan fraud on the part of bank owner Jake Butcher, the 1978 Tennessee Democratic nominee for governor and promoter of the 1982 Knoxville World's Fair. First Tennessee Bank, which purchased the failed bank, did not attempt to develop or commercialize the computer banking platform.

Internet and customer reluctance and banking

When the clicks-and-bricks euphoria hit in the late 1990s, many banks began to view web-based banking as a strategic imperative. In 1996 OP Financial Group, a cooperative bank, became the second online bank in the world and the first in Europe. The attraction of banks to online banking are fairly obvious: diminished transaction costs, easier integration of services, interactive marketing capabilities, and other benefits that boost customer lists and profit margins. Additionally, online banking services allow institutions to bundle more services into single packages, thereby luring customers and minimizing overhead.

A mergers-and-acquisitions wave swept the financial industries in the mid- and late 1990s, greatly expanding bank's customer bases. Following this, banks looked to the Web as a way of maintaining their customers and building loyalty. A number of different factors are causing bankers to shift more of their business to the virtual realm.

While financial institutions took steps to implement e-banking services in the mid-1990s, many consumers were hesitant to conduct monetary transactions over the internet. It took widespread adoption of electronic commerce, based on trailblazing companies such as America Online, Amazon.com and eBay, to make the idea of paying for items online widespread.

By 2000, 80% of U.S. banks offered e-banking. Customer use grew slowly. At Bank of America, for example, it took 10 years to acquire 2 million e-banking customers. However, a significant cultural change took place after the Y2K scare ended.

In 2001, Bank of America became the first bank to top 3 million online banking customers, more than 20% of its customer base. In comparison, larger national institutions, such as Citigroup claimed 2.2 million online relationships globally, while J.P. Morgan Chase estimated it had more than 750,000 online banking customers. Wells Fargo had 2.5 million online banking customers, including small businesses. Online customers proved more loyal and profitable than regular customers. In October 2001, Bank of America customers executed a record 3.1 million electronic bill payments, totaling more than $1 billion. As of 2017, the bank has 34 million active digital accounts, both online and mobile. In 2009, a report by Gartner Group estimated that 47% of United States adults and 30% in the United Kingdom bank online.

The early 2000s saw the rise of the branch-less banks as internet only institutions. These internet-based banks incur lower overhead costs than their brick-and-mortar counterparts. In

the United States, deposits at most direct banks are FDIC-insured and offer the same level of insurance protection as traditional banks.

2.1.2 Online Banking services in other regions

The United Kingdom

Online banking started in the United Kingdom with the launch of Nottingham Building Society (NBS)'s Home link service in September 1982, initially on a restricted basis, before it was expanded nationally in 1983. Home link was delivered through a partnership with the Bank of Scotland and British Telecom's Prestel service. The system used Prestel view link system and a computer, such as the BBC Micro, or keyboard (Tandata Td1400) connected to the telephone system and television set. The system allowed users to "transfer money between accounts, pay bills and arrange loans... compare prices and order goods from a few major retailers, check local restaurant menus or real estate listings, arrange vacations... enter bids in Home link's regular auctions and send electronic mail to other Home link users. "In order to make bank transfers and bill payments, a written instruction giving details of the intended recipient had to be sent to the NBS who set the details up on the Home link system. Typical recipients were gas, electricity and telephone companies and accounts with other banks. Details of payments to be made were input into the NBS system by the account holder via Prestel. A cheque was then sent by NBS to the payee and an advice giving details of the payment was sent to the account holder. BACS was later used to transfer the payment directly.

The United States

In the United States in-home banking was "is still in its infancy" with banks "cautiously testing consumer interest" in 1984, a year after online banking went national in the UK.[11] At the time Chemical Bank in New York was "still working out the bugs from its service, which offers somewhat limited features".[11] The service from Chemical, called Pronto, was launched in 1983 and was aimed at individuals and small businesses. It enabled them to maintain electronic checkbook registers, see account balances, and transfer funds between checking and savings accounts. The other three major banks — Citibank, Chase Bank and Manufacturers Hanover — started to offer home banking services soon after. Chemical Pronto failed to attract enough customers to break even and was abandoned in 1989. Other banks had a similar experience. .Since it first appeared in the United States, online banking has been federally governed by the Electronic Funds Transfer Act of 1978.

France

After a test period with 2,500 users starting in 1984, online banking services were launched in 1988, using Minitel terminals that were distributed freely to the population by the government. By 1990, 6.5 million Minitels were installed in households. Online banking was one of the most popular services.

Japan

In January 1997, the first online banking service was launched by Sumitomo Bank. By 2010, most major banks implemented online banking services, however, the types of services offered varied. According to a poll conducted by Japanese Bankers Association (JBA) in 2012, 65.2% were the users of personal internet banking.

China

In January 2015, WeBank, the online bank created by Tencent, started 4-month-long online banking trail operation.

Australia

In December 1995, Advance Bank acquired by St. George Bank, started to provide customers with online banking with the rollout of the C++ Internet banking program.

Brazil

In 1996, Banco Original SA launched its online-only retail banking. In 2019 new banks began to emerge as the Conta Simples, focused only for companies.

Slovenia

Virtual or online banking became a reality in Slovenia in 1997, when SKB bank launched this service under the name of SKB Net. Two years later, they were followed by the largest Slovenian bank, NLB bank, who started offering online banking services in 1999 under the name of NLB Klik. Nowadays, actually every bank in Slovenia is offering online banking services. The Slovenian Central bank's data shows that there was a rise of 5,1% in 2017 from the previous year and the number almost doubled from more than ten years ago. At the end of 2019, the number of users was almost 1 million. The number of payments is around 26 million per quarter, which means that there are more than 100 million payments made online in

Slovenia every year, and another 3 million made to offshore accounts. Data from the Slovenian Central bank also show that the total value of payments in 2017 reached more than €240 million. More than 900,000 use online banking in Slovenia.

Canada

Virtual banking first became a possibility in 1996 with the Bank of Montreal's mbanx was released at the very beginning of the internet banking revolution in Canada and was the first full-service online bank Also in 1996, RBC started providing banking information online and had the first personal computer banking software released that year. In 1997, the bank ING Direct Canada (now known as Tangerine Bank) was founded with almost entirely online banking using only small cafes for meetings and very few physical branches. This was completely different from how banks had operated in Canada previously. By the early 2000s, all of the major banks in Canada rolled out some form of online banking.

Banks and the World Wide Web

Around 1994, banks saw the rising popularity of the internet as an opportunity to advertise their services. Initially, they used the internet as another brochure, without interaction with the customer. Early sites featured pictures of the bank's officers or buildings, and provided customers with maps of branches and ATM locations, phone numbers to call for further information and simple listings of products.

Interactive banking on the Web

In 1995, Wells Fargo was the first U.S. bank to add account services to its website, with other banks quickly following suit. That same year, Presidential became the first U.S. bank to open bank accounts over the internet. According to research by Online Banking Report, at the end of 1999 less than 0.4% of households in the U.S. were using online banking. At the beginning of 2004, some 33 million U.S. households (31%) were using some form of online banking. Five years later, 47% of Americans used online banking, according to a survey by Gartner Group. Meanwhile, in the UK online banking grew from 63% to 70% of internet users between 2011 and 2012.[26] By 2018, the number of digital banking users in the U.S. reached approximately 61 percent.[27] The penetration of online banking in Europe has been increased as well. In 2019, a date shows that 93 percent of the Norwegian population access online banking sites, which is the highest in Europe, followed by Denmark and Netherlands.[28]

Across Asia, more than 700 million consumers are estimated to use digital banking regularly, according to a 2015 survey by McKinsey

2.1.3 History of Internet Banking in India

Information Technology has had a great impact on the Indian banking system. The use of computers led to the introduction of online banking in India. The use of computers in the banking sector increased many fold after the economic liberalisation of 1991 as the country's banking sector has been exposed to the world's market. Indian banks were finding it difficult to compete with the international banks in customer service without the use of information technology. The RBI set up a number of committees to define and co-ordinate banking technology. These have included:

- In 1984 was formed the Committee on Mechanisation in the Banking Industry (1984) whose chairman was Dr. C Rangarajan, Deputy Governor, Reserve Bank of India. The major recommendations of this committee were introducing MICR technology in all the banks in the metropolises in India. This provided for the use of standardized cheque forms and encoders.

- In 1988, the RBI set up the Committee on Computerization in Banks (1988) headed by Dr. C Rangarajan. It emphasized that settlement operation must be computerized in the clearing houses of RBI in Bhubaneshwar, Guwahati, Jaipur, Patna and Thiruvananthapuram. It further stated that there should be National Clearing of inter-city cheques at Kolkata, Mumbai, Delhi, Chennai and MICR should be made operational. It also focused on computerization of branches and increasing connectivity among branches through computers. It also suggested modalities for implementing on-line banking. The committee submitted its reports in 1989 and computerization began from 1993 with the settlement between IBA and bank employees' associations.

- In 1994, the Committee on Technology Issues relating to Payment systems, Cheque Clearing and Securities Settlement in the Banking Industry (1994) was set up under Chairman W S Saraf. It emphasised Electronic Funds Transfer (EFT) system, with the BANKNET communications network as its carrier. It also said that MICR clearing should be set up in all branches of all those banks with more than 100 branches.

- In 1995, the Committee for proposing Legislation on Electronic Funds Transfer and other Electronic Payments (1995) again emphasised EFT system.

- In July 2016, Deputy Governor R Gandhi of the Central Bank of India "urged banks to work to develop applications for digital currencies and distributed ledgers." In 1998, ICICI Bank introduced internet banking to its customers.

2.1.4 Online Banking in India

The concept of Online Banking was first brought in when the Governor, Reserve Bank of India appointed a Committee under Shri W.S. Saraf, Executive Director to look into technological issues relating to payment system and to make recommendations for widening the use of modern technology in the banking industry. The Saraf Committee recommended institution of Electronic Funds Transfer Systems in India. It also reviews the telecommunication system like use of Bank net and optimum utilization of SWIFT by the banks in India. The Shere Committee in 1995 had recommended framing of RBI (EFT System) Regulations under Section 58 of the Reserve Bank of India Act 1934 (RBI Act), amendments to the RBI Act and to the Bankers Books Evidence Act, 1891 as short term measures and enacting of a few new Acts such as the Electronic Funds Transfer Act, the Computer Misuse and Data Protection Act.

2.1.5 Impact of the Information and Technology Act, 2000 in India

The information and technology act is an act to provide legal recognition for transactions carried out by means of electronic data interchange and other means of electronic communication commonly referred to as "electronic commerce".

2.1.6 The Provisions for the Offences Committed for internet banking in India

Under Section 43, the punishments for the offences so caused are defined. By this act under chapter X, Section 48 defines the establishment of a cyber appellate tribunal. But there is one fundamental difficulty in punishing the cyber criminals. It is the matter of jurisdiction. This is because any person who possesses a computer and an internet can commit this crime and it is practically impossible to trace the person out. Even if the person can be traced, there is no geographical border to bring him under the jurisdiction of a particular country. However the banking regulatory body, RBI has issued a guideline dated 14th June, 2001, which discusses issues pertaining to his territorial jurisdiction within which the Internet Banking products can be made available.

2.1.7 Technological Innovations in Banking in India

The banking industry in India is facing unprecedented competition from nontraditional banking institutions, which now offer banking and financial services over the Internet. The deregulation of the banking industry, coupled with the emergence of new technologies, is enabling new competitors to enter the financial services market quickly and efficiently.

It is evident that the banking sector has always tried to reap maximum benefits out of the new and enhanced technical options available at its disposal. This has resulted in a paradigm shift in banking, popularly termed as 'e-banking', which could be traced back to early seventies. The concept of Internet banking has been simultaneously evolving with the development of the World Wide Web. Programmers working on banking data bases came up with ideas for online banking transactions, sometime during the 1980's.

The creative process of development of these services was probably sparked off, after many companies started the concept of online shopping. The e-shopping thus promoted the use of credit cards through Internet. Many banking organizations had already started creating data warehousing facilities to ease their working staff. The development of these databases was widely used during the development of ATMs.

2.2 COMPONENTS OF INTERNET BANKING

1. Mobile Banking

Mobile banking refers to conduct of banking operations on mobile phones. In other words, mobile banking means banking operations that are done through mobile phone while a person is on the move. Service is available only to an existing customer of the bank availing internet banking services. Mobile banking is available for the individual customers.

2. Telephone Banking or Phone Banking

Telephone banking refers to the delivery of banking and financial services to the customer of a bank through the medium of telephone. In other words, telephone banking is a form of e-banking under which a customer can obtain the necessary information of dialing a telephone number specified in advance. Telephone banking is a secure, fast and convenient way to obtain a range of banking services.

3. Internet Banking

Internet Banking refers to provision of banking services by banking to its customers through its website. Internet baking enables the customers to have every banking activity which a customer could do over a bank counter with comforts from his office or home. Internet banking helps the banks to raise huge deposits from the NRIS

4. Home Banking

Use of personal computers at home for conducting their banking operations with their banks is called home banking. Use of personal computer at home or in office by customer for handling his bank account is one of the main features of home banking.

5. Debit Cards

A debit card is also a payment card. It is used to obtain cash, goods or services automatically, debiting the payments to the card holder's bank account instantly upto the credit balance which exists in the customer's bank account. There is no need to carry cash, its use is less complicated than using a cheque.

6. Credit Cards

A credit card is an instrument which provides instantaneous facilities to its holder to purchase goods or services for business establishments enrolled as members of the credit card system.

7. ATMs

An automated teller machine or automatic teller machine, popularly called the cash machine or any time money, is an electronic machine installed by a commercial bank and operated by the customer himself, to withdraw money and to make other financial transactions. ATMs can be installed at any place, at the bank premises or at important places like railway station, bus station, shopping centers, etc.

8. EFT

The electronic funds transfer scheme is scheme of the Reserve Bank of India. Electronic funds transfer is a system by which cheques, pay-in-slips and other financial papers are

replaced by computer controlled invisible and immediate transfer of funds from one account to another.

9. Core Banking

Core banking or centralized banking is the process which is completed in centralized environment. That is, under this process, the information relating to customers account is stored in the Central Server of the Bank that is available to all the net- worked branches of the bank.

2.3 ADVANTAGES OF INTERNET BANKING

1) 24/7 Account and Service Access

Online banks are accessible 24/7, as long as a person have an internet connection. Some online banks, such as Ally Bank, take this perk one step further, giving you 24/7 phone access to a real-life customer service agent. This can be extremely helpful if you don't have access to the internet, or if a person feel that they need the assistance of a human brain, rather than a computer algorithm.

2) Speed and Efficiency

If people need to transfer money, apply for a new loan, or perform nearly any banking transaction, they'll typically have to wait in line at a bricks-and-mortar banking location. With an online bank, there's never any waiting. As long as they can log in, they can access their accounts, request a new credit card, or perform nearly any banking transaction desire without driving down to a bank or waiting in line.

3) Online Bill Payment

One of the great advantages of online banking is online bill pay. Rather than having to write checks or fill out forms to pay bills, once people set up their accounts at their online bank, all it takes is a simple click or even less, as they can usually automate their bill payments. With online bill pay, it's easy to manage the accounts from one central source and to track payments into and out of account.

4) Low Overhead Can Mean Low Fees

Online banks don't have to pay for things like electricity, janitorial services, landscaping, or rent, so they can pass those savings along to customers. Typically, this means

that online banks can charge fewer fees than traditional banks. For example, most online banks offer a free online checking account with no deposit, along with other no-fee bank accounts, such as IRAs. There are a number of online banks with free checking and no minimum balance; if they're worried about applying for an account with bad credit, people might be able to open a bank account online for free, no credit check required, although there might be ongoing fees.

5) Low Overhead Can Yield High Rates

In addition to offering low fees, online banks often have the best interest rates, whether people are looking for a certificate of deposit, a high yield checking account or deposit accounts with high interest, such as a money market account. Although rates fluctuate, if people look at a current list of best CD rates or best free online checking account rates, they'll usually find that the banks paying the best interest rates are online banks.

6) Reduced fraud and higher security

Online banking is secure enough to keep their money safe and their mind at ease. Sophisticated encryption technology is used to prevent unauthorized access to any of their personal data. Moreover, their password is protected and secured by identity confirmations.

However, just remember to change the password regularly and subscribe to mobile notifications instantly. These notifications will alert them quickly of any suspicious transaction. Not only that, even the bank will alert people of the unsuccessful login attempts to their net-banking account.

7) Open fixed deposit and recurring deposits online

Online banking services helps to open fixed deposits and recurring deposits from wherever people are. When a person open an FD or an RD online, all the processes become more seamless and convenient. People can set their transaction date, view their returns, choose the tenure of their investment, etc with the click of a few buttons. In many cases, people are likely to receive higher rates of interest than if people had chosen to approach the physical branch of the bank.

8) Investing in mutual funds

Online banking is the easiest way to start their SIP mutual fund investment. The process is hassle-free, error-free, paper-free and less time-consuming. Moreover, people have the control to change, start or stop the investment at any time.

9) Applying for IPOs

Bank account holders can make an application for an initial public offering IPO through net banking. The online application procedure is simple and easy to follow.

10) Travel bookings

With online banking, people can book their flight, cab and hotel tickets in just a few minutes. This means people can make a reservation whenever it fits into their schedule. This eliminates the tedious task of standing in a long queue. It also means fewer inquiry phone calls and less stress.

Online banking allows to experience hassle-free proceedings including for verification of KYC documents. People only need to upload their documents once and everything else is taken care of automatically.

The popularity of online banking is growing. The list of services and conveniences it offers is long and incredible. Sign-up immediately to take advantage of the many benefits of online banking services. It will make your financial life easier and simpler forever.

11) Track payments/balance information

Gone are the days where people had to wait for a bank statement to know what's going on inside their bank account. With online banking, you can get real-time updates on all your account activities. This service is free. You can view, download and print the statements out of your device whenever you want, as per your convenience.

12) Various offers on payments and purchases

People can avail great deals on their debit cards that are spread across various brands and services. And if they are an online shopper, they have an added advantage to exclusive deals and offers.

13) Schedule multiple payments/transfers

Online banking allows people to schedule multiple payments/transfers, from a single debit account. It's streamlined, faster and more reliable and secure than other methods. It's more convenient than going to a bank and doing several transactions separately.

2.4 DISADVANTAGES OF INTERNET BANKING

1) Technology Issues

In many ways, an online bank is only as good as your or their 2internet connection. If there's a power outage, or if servers go down, people might not have any access to their account whatsoever. While some banks offer a phone number for customer service, it might be overwhelmed if online access is down. With a real bank, people can always find someone to talk to in the branch.

2) Security Issues

While many online banks are reputable and well-established, sometimes it can be hard to feel comfortable with a bank that doesn't have a physical presence, particularly when large sums of money are involved. If a website suddenly folds up, what will happen to your money? There's also the risk of identity theft or actual theft if someone gains unauthorized access to a person account via a hacked or stolen password or log-in credentials.

3) Inefficient at Complex Transactions

Online banks might be able to transfer money between accounts or pay bills, but people might be more comfortable with an international, bricks-and-mortar bank if you have complex transactions. Worldwide, business-oriented banks like Chase have global transaction capabilities, such as the ability to send payments to more than 35 different currencies worldwide, that online banks might not be able to muster. Without a real-world presence, most online banks can't even offer the services of a notary public, which require an in-person visit and necessary for most important financial transactions like buying a home.

4) No Relationship with Personal Banker

Over time, people can develop a relationship with a personal banker if you visit a traditional bricks-and-mortar location. If they're dealing with an online bank, on the other hand, they're typically handed off to an anonymous customer service agent who is unlikely to know

from the next customer. If they're really in a bind, financially speaking, having a relationship with someone who can help and who knows well can be a major advantage over a strictly online banking relationship.

6) Inconvenient to Make Deposits

It might seem counterintuitive that a bank, whose purpose is to attract assets, makes it hard for customers to make deposits, but that can be true in the case of some online banks. With an online bank, you can't simply drop off cash or a check at a local branch. In fact, some online banks, like Ally Bank, won't accept cash deposits at all. Using Ally Bank as an example, to make a deposit you'll have to mail a check, transfer money from another bank or another account, or use the bank's e-check deposit service.

7) Service Interruptions

Anytime we use computers or internet service, we are at the mercy of the system's stability and efficiency. People's ability to access accounts online will naturally be affected if their internet service is running slowly or completely out for a period of time. Similarly, if the bank's servers go down or are temporarily unavailable due to scheduled site maintenance, they won't be able to gain online or mobile access to your banking information.

8) Limitations on Deposits

Daily or monthly mobile deposit limitations may make it difficult for individuals, but especially businesses to make large deposits online. Once people have reached their designated limit, people will need to trek to a branch to deposit money. Also, not all types of checks are easily read by computer scanning software. For example, business checks that are handwritten and have a black line on the reverse side to make a carbon record in an account register may be kicked out of the online deposit system, requiring an on-site deposit.

9) Convenient but Not Always Faster

While it may take very little time to deposit a check via a bank's mobile app, people still need to wait for access to their money. Online banking provides convenience in terms of the amount of time saved in travel or waiting in line at a branch location, but all deposits are reviewed and funds are released for access according to bank policy, which may take up to three business days depending on the amount deposited.

10) Lack of Personal Banker Relationship

For the most part people may be able to handle their general banking needs by themself. Yet when problems arise if they don't have a personal relationship with a banker, it might be more difficult to get their issues resolved. While online banking sites have customer service departments, people often need to work their way through a phone tree and wait on hold before speaking with someone who has no knowledge of their needs or banking history. In contrast, a local banker is motivated to serve their customers and strengthen their personal relationships.

11) A Limited Scope of Services

Although peopel can do quite a bit with an online bank account, such as make deposits, check balances and pay bills, there are limitations to the kinds of services people can access. People may be able to make an initial application for opening a new account or applying for a loan or mortgage, but in most cases people will need to visit a branch to sign forms and show identity documentation. Similarly, even though people can transfer money to a checking account or debit card in order to make purchases, if they need cash, they'll have to visit a branch office or a nearby ATM.

12) Potential to Overspend

The ability to check account balances in the spur of the moment could potentially cause some people to overspend the limits of their checking accounts. Without a careful look at their checkbook or record of uncleared debit transactions, the account balance may not accurately reflect the true amount is available. Overdrafts and fees might occur if you don't keep close tabs on all your transactions.

2.5 FUNCTIONS OF INTERNET BANKING

1. Pay a bill.

Electronic bill payment service allows a depositor to transfer money from their online account to a creditor or merchant, for example to a public utility or a outlet. There is no need to stand in a long queue on a weekend morning to handle your transactions! The payment is practically instant, though some financial institutions can wait until the next business day to send out the payment. If it is necessary, the bank can publish and mail a paper cheque or banker's draft to a creditor who is not set up to receive electronic payments.

2. Schedule payments in advance.

Most banks recommend clients the ability to schedule a payment on a particular date. Once the amount is entered and the payee is checked off, the funds are automatically deducted from online bank account. It is mainly useful if people constantly forget due dates. For example, people can schedule credit card or mortgage payments to make sure that people will not incur late fees and damage your FICO score.

3. Transfer funds.

With online banking, people can make money transfers between their own accounts, or send money to a third party account as well. All they need is recipient/payee information and enough funds in your account. Quite often, the operations are performed in real time.

4. Manage all your accounts in one place.

Online banking is an enormous time saver because it provides a chance to handle a number of bank accounts (checking, savings, CDs, IRAs, etc.) from a single site. Most new accounts you open will be automatically added to OB (Online Banking).

5. View images of your checks online.

With online banking, people can see and print scanned images of the front and back of all checks they have written. It is easy and convenient.

6. Apply for a loan or credit card.

By using an account online, people can apply for a credit card or a loan (a car loan, a student loan, a mortgage, a home equity loan, etc.) from the same bank. If people have a good credit score and long relationship history with their bank, their application is likely to be accepted.

7. Purchase and manage CD accounts.

People can purchase a certificate of deposit from your bank. If people have money they want to invest. Online banking lets them compare all available offers as well as the terms, for example APY or maturity periods. When people confirm the purchase, the funds will be automatically deducted from their account.

8. Order traveler's checks.

People can order American Express Traveler's Cheques online. The bank will typically charge their online account for the sum of the cheques they bought and an express delivery cost.

9. Increase your overdraft.

Log in to online banking and click on 'Overdraft' in the menu & people can increase their overdraft online.

10. Order a cheque book.

People can save their time by ordering cheque book online. People will need to visit your bank once when you get a confirmation letter that their cheque book is ready for collection.

11. View up-to-the-minute account statements and balance.

There is no need to wait for the bank statement to get to P.O.Box to check account balances. People can view all transactions and withdrawals every day just by logging in to their online account. Additionally, people can immediately report errors or unauthorized transactions in their statement.

12. View automatically updated spending report.

All of purchases are sorted into common categories automatically – no receipts to keep, no expenses to enter. It is straightforward to see where the money goes

13. Track your payment history.

Online banking provides an opportunity to look for the payments by transaction type, date, description or amount. When did people last pay Company X? When did you buy your computer? To whom did they make their most recent payment? their bank knows the answers.

14. Integrate the data with personal finance programs.

Online banking lets people bring in electronic payment data in personal finance software such as Quicken or Microsoft Money. People will be able to enter into their online

accounts directly from their personal finance program. An Internet connection and online account log in information is all that needed.

15. Change contact details.

People can log in to their online account and change contact information (e-mail address, telephone number, password, etc.). It is more secure than to send this information by e-mail.

16. Utilize investment research.

People can receive real-time quotes, analytics, news and stock market information to make a more relevant and profitable decision.

17. Take advantage of online brokerage.

Internet banking lets to invest online. People can place and confirm trades 24 hours a day, seven days a week. Most banks offer a wide range of money market instruments from various issuers.

18. Get alerts.

This service lets people to get timely e-mail messages from their bank about any critical changes related to their Internet accounts. For instance, people can get alerts when they make a withdrawal or change their contact information.

19. Verify terms and conditions.

People can verify all information about their account online whenever people forget their interest rates or payment due date.

20. Chat with your customer assistant department.

If people need help, people can send message to their bank's customer assistant department. They will be in touch with and try their best to help people to solve their problem.

2.6.1 Internet banking pre covid era

Even before the pandemic, online banking was an integral part of retail banking. In the pre covid era internet banking users were very limited. People were not aware of internet banking. People who were aware of internet banking were not interested in internet banking

due to new technology, risk etc. People who has internet banking use it for specific purpose only for specific use only. During the -pre covid people were interested only on traditional banking. Most of the banks updated their internet banking to a easy version only after the post covid era.

internet banking pre covid era
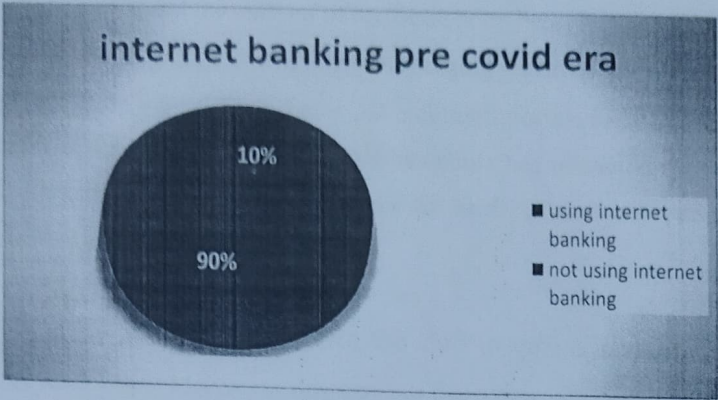
2.6 .2 Internet banking post covid era

Covid-19 has significantly transformed our lifestyle on multiple fronts. From the way we do our professional work, go about our daily responsibilities to planning or managing finances, we all have been pushed to adopt digital technologies. ATM cash withdrawals and footfall at physical bank branches are down, whereas e-commerce and contactless payments have increased significantly. A recent article in the *Sydney Morning Herald*, pointed out that the ATM usage in recent months has plunged by about 40% in volume compared with last year, while branch traffic fell about 50% from February to April. Contactless payments, in contrast, are up about 65% in value. Australians are showing a greater preference for contactless payments during the Covid-19 pandemic, according to debit card provider Eftpos which is claiming 400% growth of its mobile payments business.While the data shows a substantial increase in digital adoption, the financial institutions will need to continuously review the needs of retail customer

Internet banking post covid era
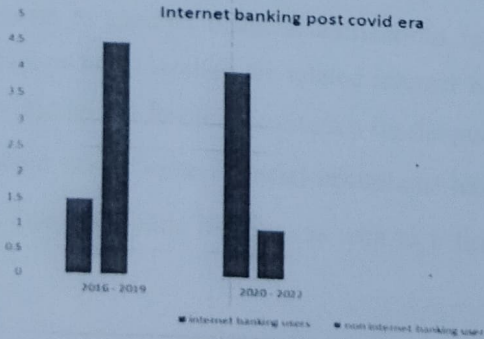
Segments and make it easy for their customers to adopt the digital technologies. Banks can look at the digital adoption across segments and device means to increase the adoption rate. The Essential Banking needs such as viewing accounts and transactions, making payments, availing loan and credits, remain similar for different segments despite the pandemic. The pandemic has primarily impacted the amount of traffic to branches, and cash withdrawals from ATMs. It has also resulted in a surge in demand to use digital channels to do essential banking, seek virtual support if there are issues and also have online tutorials to help users understand how to use online banking tools. Additionally, the pandemic has impacted the financial well-being of the retail customer segment, driving demand for hardship assistance, additional credit, and everyday money management tools online.

The pandemic has therefore accelerated the shift to online banking, advancing the existing trend by several years. Moreover, this was not just a one-off impact but is continuing. Many of those switching and using online services for the first time intend to continue doing so – and in greater numbers than in the 2020 survey. Public now report that they plan to use both online and in-branch services after the pandemic (8 percentage points up on the 2020 survey), while 18% say they will prefer online services (4 percentage points up). The growing number of customers who say they will continue using online services at least some of the time after a lengthy period of use during the pandemic suggests that online banking is likely to become a permanent fixture in the range of services banks offer. Overall, younger people are more open to online solutions, but there has been a significant increase in the proportion of over-50 year olds who bank online. This group also shows above-average interest in hybrid solutions, with almost two-thirds (65%) reporting that they plan to make use of both online and in-branch services post-pandemic.

2.7 MOBILE BANKING

Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct financial transactions remotely using a mobile device such as a smartphone or tablet. Unlike the related internet banking it uses software, usually called an app, provided by the financial institution for the purpose. Mobile banking is usually available on a 24-hour basis. Some financial institutions have restrictions on which accounts may be accessed through mobile banking, as well as a limit on the amount that can be transacted.

Mobile banking is dependent on the availability of an internet or data connection to the mobile device.

Transactions through mobile banking depend on the features of the mobile banking app provided and typically includes obtaining account balances and lists of latest transactions, electronic bill payments, remote check deposits, P2P payments, and funds transfers between a customer's or another's accounts. Some apps also enable copies of statements to be downloaded and sometimes printed at the customer's premises. Using a mobile banking app increases ease of use, speed, flexibility and also improves security because it integrates with the user built-in mobile device security mechanisms.

From the bank's point of view, mobile banking reduces the cost of handling transactions by reducing the need for customers to visit a bank branch for non-cash withdrawal and deposit transactions. Mobile banking does not handle transactions involving cash, and a customer needs to visit an ATM or bank branch for cash withdrawals or deposits. Many apps now have a remote deposit option; using the device's camera to digitally transmit cheques to their financial institution.

Mobile banking differs from mobile payments, which involves the use of a mobile device to pay for goods or services either at the point of sale or remotely analogously to the use of a debit or credit card to effect an EFTPOS payment

2.8 TYPES OF MOBILE BANKING

Almost all the banks these days provide mobile banking services to their customers in the ways listed here:

i) Mobile Banking over SMS (also known as SMS Banking)

ii) Mobile Banking over Wireless Application Protocol (WAP)

iii) Mobile Banking over Unstructured Supplementary Service Data (USSD)

Mobile Banking over WAP

In simple terms, it refers to Mobile Banking through an application. Customers can simply download the mobile application of a concerned bank on their smartphones and enjoy all the services provided by the bank. Almost all banks provide mobile applications for Android and iOS devices. In order to use mobile banking, you must register separately and receive the login credentials. You can get these login credentials by applying for mobile banking at the bank, through SMS, or through internet banking.

Banks, these days, offer mobile applications to customers to make banking services simple. They may offer different applications for different services, such as - if you are someone wanting to know your account balance, you can just download the e-passbook app (a digital passbook) that serves your purpose. In a similar way, there are apps for bill payment, funds transfer, etc. The customers, based on their needs, can download one or more apps provided by the bank and avail mobile banking services. Here's the list of the major mobile banking services:

- **Balance Inquiry**

  It is one of the main purposes to download the mobile app. In the beginning, customers used to visit banks to inquire about their account balance, which was quite a tiresome process. Later, this facility was introduced in the ATMs, and people started using ATMs instead of visiting the banks. And now, such facilities are available at the tip of our fingers on our mobile phones.

- **Account Access**

  You can simply access your account by downloading the bank application on your smartphone. All you need for accessing your account is a user ID and password. You can log in using these credentials and then use the services you need.

- **e-Passbook**

  There is no need for you to visit a bank or ATM for an account statement/balance inquiry. Many banks offer a separate e-passbook app that customers can download to

check previous transactions and the latest account balance, while others can just have this service as a part of the main mobile banking.

- **Account Statement**

  In the beginning, the account statements could be obtained only by visiting the banks. So, customers used to stand in long queues to get the statements. Later on, it was made available in the ATMs. But as the transactions are limited in ATMs, checking your account statement could cost you one transaction. So, it is better to use ATMs for withdrawals. Now, you can check your account statement in your mobile application instantly. Also, you can download and save your account statement in PDF format on your phone.

- **Funds Transfer**

  Almost all customers use internet banking and mobile banking for transferring funds. This service has made the lives of people easier. Customers can transfer money from their bank account to another account easily with this service. Intra-bank transfers are usually free, but inter-bank transfers sometimes have nominal charges. You can transfer funds using IMPS, NEFT or RTGS easily through your mobile app.

- **Bill Payment**

  You have the facility of paying your monthly mobile bills, credit card payments and utility bills by simply sitting at your home. Also, you have the option to schedule payments on a certain day of the month so that there is no need for you to worry about the payments.

- **Branch Locator**

  If you want to find a branch of your bank in a new city or area, you can easily locate it using the mobile application. Most of the banks have 'Branch Locator,' to help customers find the nearest branch.

- **ATM Locator**

  If you want to find an ATM of your bank in a new city or area, you can easily locate it using the application. Most of the banks have 'ATM Locators' that help you find out the address and exact location of the ATM in your vicinity.

- **Requests**

There is no need to visit the bank to request for a new/duplicate debit card, checkbook, credit card, etc. since it is easily available in the mobile app. Also, many banks offer the service to block a debit/credit card in the case of loss or theft.

Mobile Banking over SMS

Most banks offer mobile banking services over SMS. Customers need to sign up for this service, known as SMS Banking, by registering their mobile number with the bank. Then, they can send SMS to the bank to inquire about their account balance, receive a mini account statement, and even transfer limited amounts of funds. After sending the SMS, you'll receive an SMS from the bank containing the information requested by the customer.

So, in SMS banking, there is no need for the customers to have a smartphone or internet access to avail of this service. There is a specific SMS format for each service in each bank, and you must follow those to get the required information.

For instance, to check the available balance in your account, type BAL XXXX (here, XXXX is the last four digits of your account number) and send it to the designated number. After the bank receives this SMS, it replies with an SMS stating the current available balance in your account. Make sure that you are sending the SMS with the registered mobile number, else you cannot avail this service.

Mobile Banking over Unstructured Supplementary Service Data (USSD)

Unstructured Supplementary Service Data (USSD) service is provided by the banks to those people who do not have a smartphone or access to the internet. The customers can use the USSD codes provided by the banks to use banking services. Customers are supposed to dial a prefix code and click on 'send' and then they receive a menu containing the banking services such as balance inquiry, mini statement, etc. that can be availed using their phone. This service is quite prevalent in rural areas where most of the people have neither smartphones nor access

2.9 VARIOUS INTERNET BANKING APPS

1. Kotak-811 & Mobile Banking
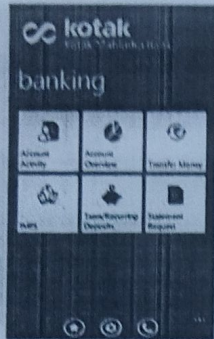
In 10 mobile banking apps in India, Kotak-811 is number one. The prime reason behind this is you can open a zero-balance savings account with Kotak-811 with an internationally enabled virtual debit card. The app has an attractive UI with many in-app features. Recently, Kotak Mahindra Bank has launched the first WhatsApp banking in India as well.

2. HDFC Bank Mobile Banking

HDFC is considered one of the largest Indian banks. Its mobile banking application allows all customers to check their account summary, make credit card payments, transfer funds, and pay utility bills. The application enables customization of the 'My Menu' tap on the app where the most commonly used services are available.

This mobile banking app is available in Hindi as well and features a LITE version that has compatibility with lower internet speeds. Although the LITE version doesn't feature everything like the regular one, it covers the most commonly used services.
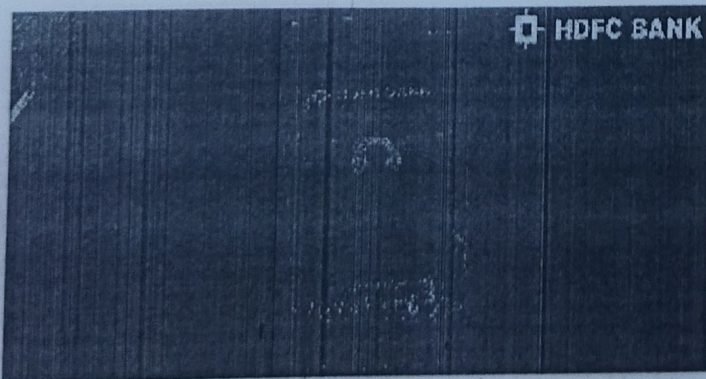
3. YONO Lite SBI

Previously known as SBI Anywhere Personal, YONO Lite SBI is the mobile app for the State Bank of India account holders. This application supports Punjabi, Gujarati, Tamil, Hindi, and English languages. Having lots of features, this mobile banking app is easy to use and secure.
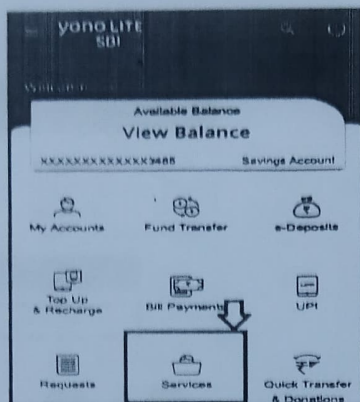
4. Axis Mobile
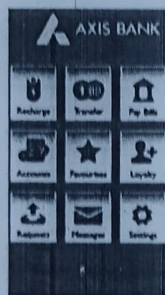
Due to its amazing stability, the Axis Mobile application is extremely famous. This banking app allows all customers a lot of services and functions. Along with the basic funds transfer and checking account statements, users can schedule credit card payments for a particular date according to their suitability through this app, change credit card payments to EMIs, deactivate debit cards temporarily, set limits on purchases through debit card, block cards, and replace them.

Application users also can set auto-pay bills and standing instructions for more than 200 utility services. Through this banking app, you can make a Favorite list with the 10 most common transactions done on the app. Moreover, customers can tweet and email feedback straight from the application and ask for a call back from the customer care representative.

5. IDBI Bank GO Mobile
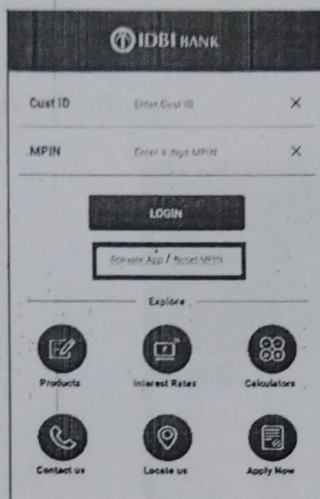
IDBI Bank GO Mobile+ application boosts the customer banking experience with a tailored, simple UI offering an extensive array of services and features. IDBI mobile banking enables users to avail multiple banking services anywhere and anytime.

Consumers of IDBI bank can sign up and log in to this app and check account statements, payments, make bill payments, transfer funds, and more. Furthermore, customers can also recharge prepaid mobile or make utility bill payments through this app.

6. Baroda my connect plus

The M-Connect Plus app of Bank of Baroda is an extremely user-friendly mobile banking app. It enables customers to make credit card payments, pay utility bills, and transfer funds immediately. Moreover, the app enables consumers to make cash withdrawals without using a card from BOB ATMs.

The app gives a complete view of account details and transaction history and allows consumers to ask for a new cheque book. One of the most noteworthy features of M-Connect Plus is that it is now available in seven regional languages. And this enhances its availability among all consumers across the nation.

7. i Mobile Pay by ICICI Bank
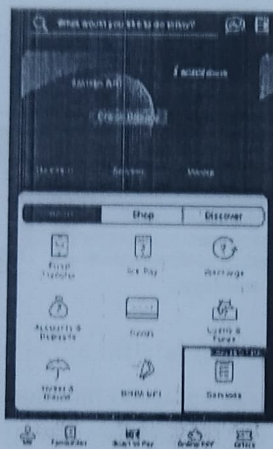
i Mobile Pay, the mobile banking application of ICICI Bank is one of the highest-rated banking apps in India. This app enables its consumers to pay credit card bills, transfer money, open RDs & FDs, pay utility bills, and handle Life Insurance policies.

Moreover, this banking app helps customers transfer money immediately through UPI payments, locate ICICI Bank ATMs, and transfer money to a mobile number or email ID. The latest update of this app reflects bug fixing and allows users to avail immediate personal loans against their credit cards, check loan eligibility, and upgrade debit cards.

8. CANDI – Mobile Banking App

CANDI – Mobile Banking App of Canara Bank is introduced by the bank with a big goal of executing 'One Bank, One App'. This multi-channel app supports many banking services incorporating opening an FD or RD, money transfer, loan payments, EMI payments, and more.
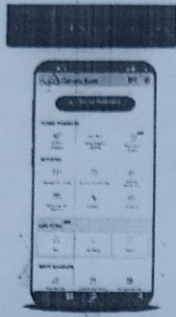
9. BOI Mobile
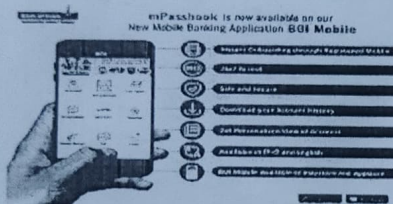
BOI Mobile is the official mobile banking app of the Bank of India. This is the most secure and detailed app that provides any type of banking facility you need on your mobile. You just need to sign up for availing yourself of the mobile banking services of the Bank of India.

BOI Mobile allows its users to view and make transactions from all your accounts incorporating Deposits and Loans. Also, you can check your account balance, passbook, and email detailed bank statements, transfer money to any bank account through RTGS, NEFT, or IMPS, and get customized offers on your mobile.

BOI Mobile boasts the Favorite feature that helps you transact the fastest way. You can fast access and finish your transactions for money transfer by tagging a transaction as favorite. Moreover, this mobile banking app offers multiple banking services like locating an ATM, checking the status of or stop your cheque facility, track your service requests, order a cheque book, and so forth.

10. PNB ONE

PNB ONE is the official initiative of Punjab National Bank. It integrates several banking procedures being served through one platform. This mobile banking app allows you to check account statements, transfer money, handle credit and debit cards, invest in term deposits, and several other amazing services just a click away.

11. City Union Bank

CUB's India's first All in One App featuring a multilingual Chabot. Download from Apple App Store and Google play store for android smart phones. NEFT Transfers,24X7 IMPS transfers and Intra bank transfers View your accounts balance, fixed Deposit & loan accounts on your Mobile. Instant Green PIN registration. Login with your CUB Net Banking or CUB Mobile Banking credentials. Hassel Free Login with Biometric for more Secure and Easy.

You can now open Demat Account on NSDL .You can register ASBA for IPO's, FPO's and Right Issue. You can Invest on Sovereign Gold Bond .You can now submit Form 15G/H. Pay all your utility bills, mobile recharge, DTH recharge and Fee payment for Colleges / Schools ..Register and pay your postpaid bills, Pay TNEB Bills. Open E-Deposit, take Loan Against Deposit (LAD) and pre-close your deposit Now you can invest in Mutual Funds too and track performance of your investment. Pay your credit card bills, insurance premium by registering in the application .Go Green with the 'M-Passbook facility' available at ease .ATM PIN Reset is easier now .Block your cards, in seconds if the card is stolen or if there is a misuse .Request for a new cheque book, stop payment and revoke stop payment .Receive transaction alerts through Push Notification.CUB Customers with CUB Mobile App click on Scan & Pay option to Scan the Bharat QR code at the merchant establishment without swiping the debit card on PoS machine.

Withdraw money from any CUB ATM, from a place of your convenience using CUB Mobile without parting with your ATM card. All you need to do is communicate to the receiver the quantum of withdrawal and a PIN (Personal Identification Number). The receiver needs to key in the authentication details along with the PIN at the ATM of their convenience and collect the amount. The entire transaction is managed completely without using any card .CUB has launched a new feature in the Mobile banking applications through which you can manage your transactions by fixing a limit of your choice through the option 'Set Card Limit'. Using this option, you can 'Enable' and 'Disable' your ATM / POS / Online transactions.

12 Union Bank of INDIA

38
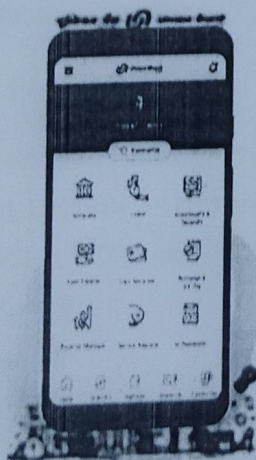
U Mobile – a milestone in banking field provides the customers a secure and convenient means of banking from anywhere anytime. Customers can check their account balances, view mini statement, transfer money to accounts within Union Bank of India, other banks, make Donations, Enquire Cheque status, Mark stop payment of Cheque , know branch/ATM locations and even request bank for cheque books, all this on thE press of button on mobile. U Mobile is a secured payment channel since the customer does not compromise with information like debit card number and pin

13. Karur Vysya Bank
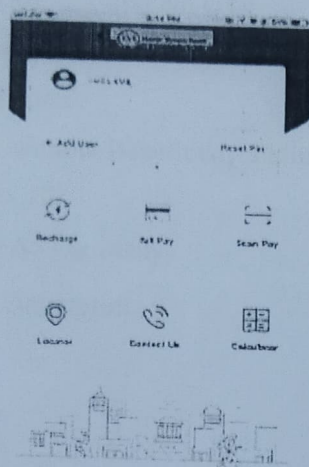
The bank is professionally managed by the Board of Directors who, with their vision, experience, knowledge and business acumen guide the bank.The Bank has spread its wings across the country with 782 branches in 20 States and 3 Union Territories. KVB has consistently maintained strong fundamentals, generating profits and rewarding its stakeholders with handsome dividends since inception. The Bank meticulously conforms to all the prudential norms and exacting statutory regulations.

Services available in KVB D-Lite Mobile banking

- Online Gold Loan – Customer can open and close Jewel loan
- Fixed Deposits, Recurring Deposits – Open and Close option
- Fund Transfer through NEFT, RTGS and IMPS
- Unified Payment Interface (UPI)
- FASTag, E-ASBA, Bharat QR
- TNEB Payments, Recharges (DTH & Mobile)
- Cheque Services, ATM Card Control

- Alert Maintenance, E-Statement Maintenance
- Debit Card Hotlist
- Demat Services
- Insurance Management
- Profile Updation -> change of Mobile Number, PAN and Aadhar Updation

Features D-Lite

- All-in-one App for both financial and non-financial operations
- Instant PIN Reset and Unlock through OTP
- Supports both Android and iOS
- Scan & Pay option on board.
- Quick Funds Transfer without Beneficiary addition up to Rs. 50,000/-.
- Multi User Login (max 10)
- Apply and Recharge FASTag easily
- Unlock the app using Fingerprint

14. Lakshmi villas bank
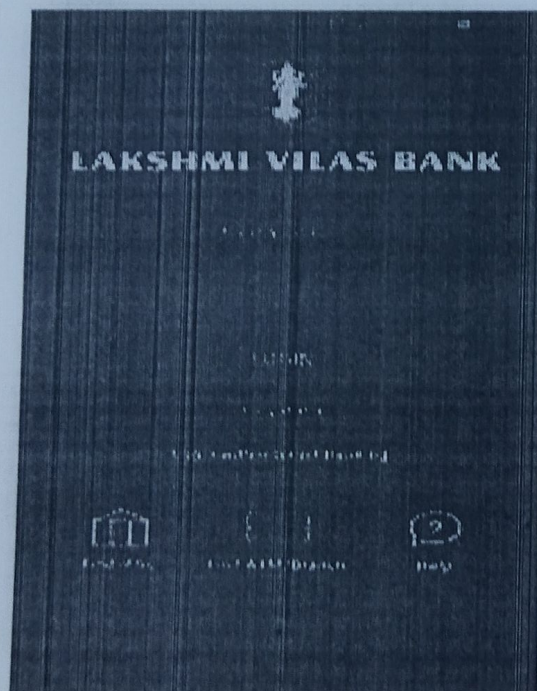
Lakshmi Vilas Bank Net banking Login Guide and information are available here for the people. We are also sharing the login in Internet Banking, Customer Care Number, and IFSC codes of the Lakshmi Vilas Bank. Before starting this article, let us tell you that Lakshmi Vilas Bank Login is also available for Android Applications. For Lakshmi Vilas Bank Net Banking, People need to register first to use this facility. After doing this process, people can easily log in to net banking. We will share all the information that a common person needs. At this time, net banking is the biggest need of the people; they do not want to visit the bank branch. LVB NET BANKING LOGIN AND CUSTOMER CARE NUMBER Bank Content Lakshmi Vilas Bank Details Name of the Bank Lakshmi Vilas Bank Establishment 3 November 1926 Headquarters Karur, Tamil Nadu Website https://www.lvbank.com/ Customer Care Number 1800 425 2233 Email ID Principalnodal@lvbank.in Login URL the link https://wp.me/pd4Dx2-34 source of Lakshmi Vilas Bank (LVB) Internet Banking Login, Customer Care Number and Email, IFSC Code and thank you for reading this article.

15. Federal bank
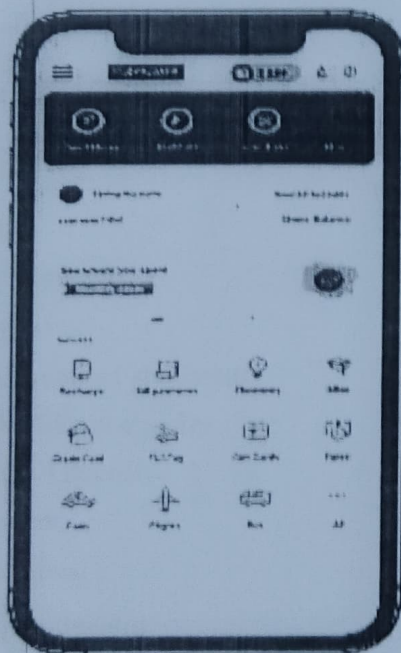
Fednet is Federal Bank's 24x7 Internet banking facility. With a host of exciting facilities like viewing account statements, performing funds transfer, payment of utility bills, opening

term deposits and recurring deposits online, doing mobile / DTH recharge, ordering cheque books and demand drafts, shopping online, you can bank anytime from just about anywhere.

FedNet Internet Banking provides a host of facilities to make our customers' lives easier:

- Speedy Fund Transfer
- Secure Bill Payment
- 24 X 7 Banking
- Bank @ Home
- Mobile/DTH Recharge
- View Tax Credit statement online
- View TDS details for all deposits
- Manage Depository Accounts
- Apply for IPO's via ASBA

16. Tamil Nadu Mercantile Bank

During the years of 2018 and 2019 it did total business of 616 billion rupees. The bank's planned outlay for the financial year is to reach business worth 600 billion rupees, add an additional 24 branches, and increase its ATMs to 1150. The bank has won the Lokmat BFSI Best Private Sector Bank 2014-15 award.

The bank is using the new area of technology.

- IMPS, NEFT , RTGS
- Cheque book request
- Recharge and bill payments
- Bus / Air / Hotel booking
- Download / E mail Account statement
- Inward and outward cheque enquiry
- Opening and closing of deposit
- Debit card management
- Card less cash withdrawal
- ATM / Branch / elobby locator
- Inquiry about locker availability
- Inquiry on ECS / NACH and standing instructions

17. Indian Overseas Bank

On 5 December 2021, IOB got Degidhan Award 2020-21 by Ministry of Electronics & Information Technology for achieving second highest percentage of digital payment transaction among public sector banks. As on 31 March 2021, IOB's total business stands at ₹379,885 crore (US$50 billion).

Features of the app:

- Bank account balance enquiry online
- Real-time money transfer from your Indian Overseas Bank account to any bank account in India
- Unlimited fund transfers. No fees
- Pay credit card bills of any bank in India
- Recharge mobile or DTH and pay utility bills for electricity, gas, water, broadband internet, and landline telephone
- Pay mediclaim insurance premiums
- View entire transaction history
- Transfer money without adding beneficiary
- BHIM UPI services
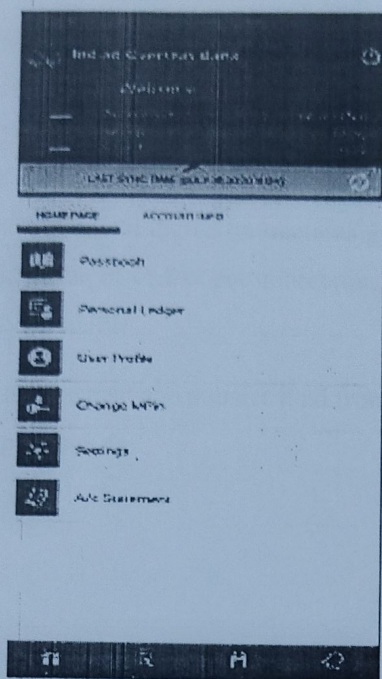
2.10 UPI PAYMENT

UNIFIED PAYMENTS INTERFACE

Unified Payments Interface (UPI) is an instant real-time payment system developed by National Payments Corporation of India (NPCI) facilitating inter-bank peer-to-peer (P2P) and person-to-merchant (P2M) transactions. NPCI is umbrella organization for all digital payments. The interface is regulated by the Reserve Bank of India (RBI) and works by instantly transferring funds between two bank accounts on a mobile platform. As of January 2022, there are 297 banks available on UPI with a monthly volume of 461 crore (4.61 billion) transactions and a value of ₹8.31 lakh crore (US$110 billion). UPI witnessed 6,800 crore (68 billion) transactions till November 2021. The mobile-only payment system helped transact a total of

₹34.95 lakh crore (US$460 billion) during the 67 months of operation starting from 2016. As of May 2021, the platform has 15 crore (150 million) monthly active users in India with plans to achieve 50 crore (500 million) by 2025. IIT Madras is also working to integrate voice command feature that can support English and Indian languages in the future. The proportion of UPI transactions in total volume of digital transactions grew from 23% in 2018-19 to 55% in 2020-21 with an average value of ₹1,849 per transaction. Digital transactions worth ₹8.31 lakh crore in January 2022 with UPI.

Any UPI app can use payment and transfer fund from and to UPI enabled banks. Apart from various third-party apps such as

- Google Pay
- Phonepe
- Paytm
- MobiKwik
- Amazon Pay
- Samsung Pay
- WhatsApp Pay
- NPCI manages its own app called BHIM.

1. Google Pay
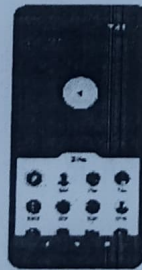
Google Pay uses near-field communication (NFC) to transmit card information facilitating funds transfer to the retailer. It replaces the credit or debit card chip and PIN or magnetic stripe transaction at point-of-sale terminals by allowing the user to upload these in the Google Pay wallet. It is similar to contactless payments already used in many countries, with the addition of two-factor authentication. The service lets Android devices wirelessly communicate with point of sale systems using a near field communication (NFC) antenna, host-based card emulation (HCE), and Android's security.

Google Pay takes advantage of physical authentications such as fingerprint ID where available. On devices without fingerprint ID, Google Pay is activated with a passcode. When the user makes a payment to a merchant, Google Pay does not send the credit or debit card number with the payment. Instead, it generates a virtual account number representing the user's account information. This service keeps customer payment information private, sending a one-time security code instead of the card or user details. Google Pay requires that a screen lock be set on the phone. It has no card limit.

Users can add payment cards to the service by taking a photo of the card, or by entering the card information manually. To pay at points of sale, users hold their authenticated device to the point of sale system. The service has smart-authentication, allowing the system to detect when the device is considered secure (for instance if unlocked in the last five minutes) and challenge if necessary for unlock information. Spring CEO Alan Tisch said Google Pay improves mobile shopping business by supporting a "buy button" powered by Google Pay integrated within vendor's creative desig

2. Phonepe

PhonePe was incorporated in December 2015. In April 2016, the company was acquired by Flipkart. and as a part of the Flipkart acquisition, the FxMart license was transferred to PhonePe and it was rebranded as the PhonePe wallet. PhonePe's founder Sameer Nigam was appointed as the CEO of the company.

Innovation and partnerships

PhonePe helps merchants to accept payments through all UPI-based apps, debit and credit card, as well as wallet (Including third party wallets) on the app.

2017

In October, PhonePe launched a low-cost POS device built in India. The Bluetooth enabled POS device looks like a calculator and works with AA batteries. The hardware uses Bluetooth connectivity and enables payments through all the mobile devices that can access the PhonePe app.

2018

PhonePe partnered with Freecharge in January 2018. This partnership enabled PhonePe users to link their existing Freecharge wallets to the PhonePe app. PhonePe has also entered into similar partnerships with Jio Money and Airtel Money. PhonePe has partnered with RedBus, Ola, eat.fit, Goibibo, Swiggy along with over 300 consumer brands for integrating their existing PWAs (progressive web apps) or mobile-sites to its Switch platform. These partnerships enable businesses of all sizes to build and deploy apps on PhonePe Switch with a unified login and payments experience for users.

2019

PhonePe launched tax-saving funds to help customers minimise their tax burden by investing in equity-linked saving schemes. In the same year, PhonePe also became the first payment app to allow customers to make bids for Initial Public Offerings through the UPI platform.

2020

In January, PhonePe became the first digital payment platform in India to launch international travel insurance.[43] PhonePe also launched Liquid Funds in association with Aditya Birla Mutual Fund to provide the combined benefits of a fixed deposit and a mutual fund.In February, PhonePe launched the chat feature on its app to enable its users to have conversations with each other within the app while requesting money or confirming the receipt of payment.

In May, PhonePe partnered with general insurers Bajaj Allianz and ICICI Lombard to launch two separate coronavirus-specific insurance products for covering hospitalisation costs during the COVID-19 pandemic. It also launched Super Funds in the same month to aid long-term wealth creation by helping customers invest in equity, debt, and gold funds of mutual fund

companies.In June, the company launched domestic multi-trip insurance to cover all risks associated with all modes of travel within India at an affordable annual premium.

In July, the company formed a partnership with ICICI Lombard to launch Hospital Daily Cash insurance that covers expenses incurred during hospitalisation due to injury or illnesses. In September, PhonePe became one of the largest insure-tech distributors in the country with over 5 lakh insurance policies sold on its platform. The company also expanded its Mutual Funds lineup in the same month by launching 7 new categories.

In October, the company ventured into motor insurance with the launch of car and bike insurance policies. PhonePe emerged as the fastest-growing insurtech company in India.In November, PhonePe is the largest digital platform for buying gold with a 35% market share.In December, Flipkart partially hived off PhonePe into a separate entity in order to access dedicated capital. As a part of this hive-off, PhonePe secured US$700 million in primary capital at a post-money valuation of US$5.5 billion from existing investors of Flipkart led by Walmart.

2021

In September, PhonePe partnered with Indian Super League club Kerala Blasters FC as their official payments partner for the 2021–22 Indian Super League season. In 2021, PhonePe became the first digital payments platform to cross 100 crore monthly transactions on UPI in March. It also emerged as the leader in terms of transactions processed on Bharat Bill Payment System. PhonePe has also reported that it registered over 10 lakh UPI-enabled AutoPay mandates since the launch of the AutoPay functionality feature. It had also processed over 200 crore monthly transactions on its platform in October.

3. Paytm

Paytm was founded in August 2010 with an initial investment of US$2 million by its founder Vijay Shekhar Sharma in Noida, Delhi NCR. It started off as a prepaid mobile and DTH recharge platform, and later added data card, postpaid mobile and landline bill payments in 2013.In October 2011, Sapphire Ventures (fka SAP Ventures) invested $10 million in One97 Communications Ltd. By January 2014, the company had launched the Paytm Wallet, which the Indian Railways and Uber added as a payment option. It launched into e-commerce with online deals and bus ticketing. In 2015, it added education fees, metro recharges, electricity, gas, and water bill payments

Awards and recognition

- ❖ It won the IAMAI's India Digital Award 2021 for Best FinTech Growth Story by the Internet and Mobile Association of India.
- ❖ It was conferred Outstanding Startup of the Year Award at Forbes Leadership Awards 2016.
- ❖ Paytm was awarded the FT Future of Fintech Awards by the Financial Times in 2016.
- ❖ Paytm was announced as the finalist of Meffys Awards 2015 under the mobile money category.
- ❖ It won the MMA Smarties Award Gold for Mobile App & Silver for mCommerce by the Mobile Marketing Association in 2014.

4. MobiKwik
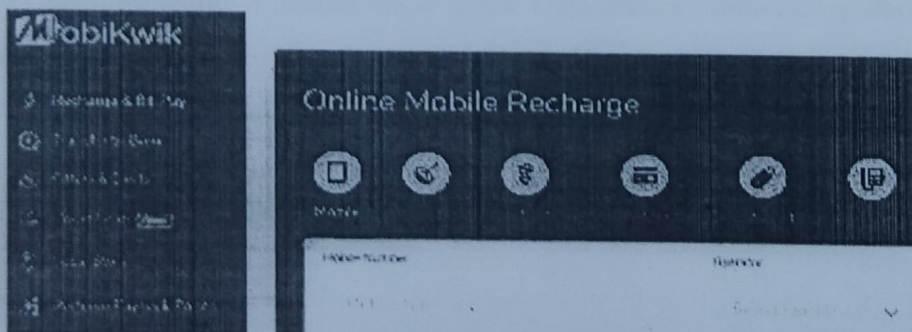
One of the largest mobile wallets and one of the largest Buy Now Pay Later (BNPL) players in India. Digitally paying users have been rapidly growing in India in the last decade, but the credit card penetration in the country is still only 3.5%. MobiKwik are focused on

addressing the unmet credit needs of the fast growing digitally paying users by combining the convenience of everyday mobile payments with the benefits of BNPL.

Founded in 2009 by Bipin Preet Singh and Upasana Taku, we commenced operations as a mobile wallet to make digital payments convenient for our users. MobiKwik use cases have since expanded to include bill payments, ecommerce shopping, food delivery, petrol pumps, large retail chains, pharmacies, kirana stores, etc. MobiKwik platform also enables peer-to-peer payments via unified payment interface ("UPI"), MobiKwik Wallet as well as MobiKwik Wallet to bank payments. Over the years we have amassed over 101 million Registered Users and more than 3 million ecommerce, physical retail and biller partners.

In order to further enhance our value proposition to our online merchants, MobiKwik introduced payment gateway subsidiary Zaakpay in 2012. Zaakpay enables online websites and mobile apps to collect payments from their users using multiple payment options, including debit cards, credit cards, mobile wallets, UPI and net banking. In May 2019, MobiKwik launched MobiKwik Zip, our flagship BNPL product, with a focus on the Indian middle-class population to enable them to make payments for daily life use cases. MobiKwik Zip is focused on providing this unserved Indian population their first experience of credit.

5. Amazon pay

Amazon Pay uses the consumer base of Amazon.com and focuses on giving users the option to pay with their Amazon accounts on external merchant websites. As of March 2021, the service became available in Austria, Belgium, Cyprus, Denmark, France, Germany, Hungary, India, Republic of Ireland, Italy, Japan, Luxembourg, Netherlands, Portugal, Spain, Sweden, Switzerland, United Kingdom, and the United States. Amazon Pay provides the option to purchase goods and services from websites and mobile apps using the addresses and payment methods stored in the Amazon account, such as credit cards or a direct debit bank account or the Unified Payments Interface (UPI) in India.

Amazon Pay
Fast & Safe Online
Payments
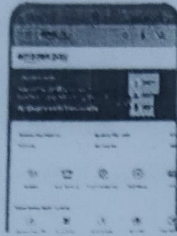
In 2013 Amazon acquired GoPago's technology (mPayment) and hired their engineering and product teams.[9] Amazon was interested in the mobile payment business. GoPago's app allows shoppers to order and pay for goods and services before they arrive at a business. In 2020, Amazon enabled Alexa users to pay for gas by talking to Alexa.

6 . Samsung Pay
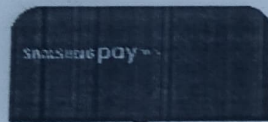
The service was launched in South Korea on August 20, 2015, and in the United States on September 28 of the same year. In 2016, at the International Consumer Electronics Show (CES 2016), the telecommunications company announced that Samsung Pay would be coming soon to a variety of banks in Australia, Brazil, Spain and Singapore

Samsung Pay was developed from the intellectual property of LoopPay, a crowdfunded startup company that Samsung acquired in February 2015 for an estimated $300m, one of the largest acquisitions made by the firm. The service supports both NFC-based mobile payment systems (which are prioritized when support is detected), as well as those that only support magnetic stripes. This is accomplished via a technology known as magnetic secure transmission (MST), which emulates the swipe of a permanent magnet strip past a reader by generating the near-field magnetic waveform directly.

LoopPay's developers stated that because of this design, the technology would work with "nearly 90%" of all point-of-sale units in the United States (which excludes terminals that require the card to be physically inserted into a slot in order to function).On phones, the Samsung Pay menu is launched by swiping from the bottom of the screen. Different credit, debit and loyalty cards can be loaded into the app, and selected by swiping between them on-screen.

In South Korea, Samsung Pay can be used for online payments and to withdraw money on selected banks' ATMs.In Mainland China, Samsung Pay supports In-app payments, QR code payments (Alipay, and WeChat Pay) and public transportation cards of Beijing, Shanghai, Guangzhou, Shenzhen, and other cities.

In Hong Kong, Samsung Pay can be linked with Octopus cards, called Smart Octopus, to make electronic payments with stored value service for payments in online or offline systems.In India, Samsung Pay supports Unified Payments Interface (UPI) and BharatQR. It also supports bill payments via the Bharat Bill Payment System (BBPS).In May 2020, Samsung Pay unveiled Samsung Money by SoFi, a mobile-first money management experience that makes available a cash management account and accompanying Mastercard debit card via the Samsung Pay app, in partnership with fintech company SoFi

7. WhatsApp Pay
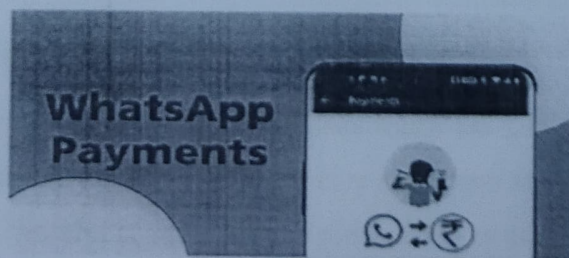
WhatsApp Pay was launched in February 2018 in India as part of a trial run. Payments through WhatsApp were introduced to a million users under a partnership with ICICI Bank. On February 7, 2020, the messaging app received NPCI's approval to roll out its digital payment service in a phased manner. In the first phase, WhatsApp will offer payment services to 10 million users in the country. WhatsApp Pay allows users to send money only to their contacts after which it enables UPI ID. WhatsApp Pay users could enter the UPI ID and send money. Through QR code, WhatsApp users can also send money to people who are not in their contact list.

WhatsApp Payments (marketed as WhatsApp Pay) is a peer-to-peer money transfer feature that is currently only available in India. WhatsApp has received permission from the National Payments Corporation of India (NPCI) to enter into partnership with multiple banks in July 2017 to allow users to make in-app payments and money transfers using the Unified Payments Interface (UPI). UPI enables account-to-account transfers from a mobile app without having any details of the beneficiary's bank. On November 6, 2020, WhatsApp announced that it had received approval for providing a payment service, although restricted to maximum of 20 million users initially.

8. BHIM app
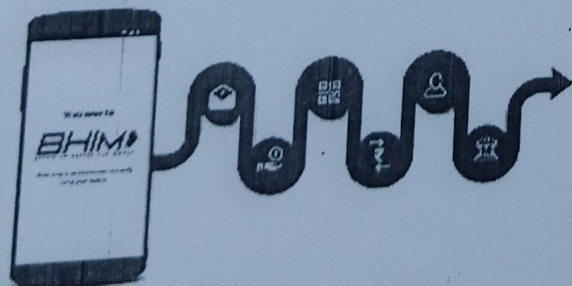
BHIM (Bharat Interface for Money) is an Indian mobile payment app developed by the National Payments Corporation of India (NPCI), based on the Unified Payments Interface (UPI). Launched on 30 December 2016, it is intended to facilitate e-payments directly through banks and encourage cashless transactions.

The application supports all Indian banks which use UPI, which is built over the Immediate Payment Service (IMPS) infrastructure and allows the user to instantly transfer money between 170 member banks of any two parties.It can be used on all mobile devices

BHIM allows users to send or receive money to or from UPI payment addresses, or to non-UPI based accounts (by scanning a QR code with account number and IFS code or MMID code).Unlike mobile wallets (Paytm, MobiKwik, mPesa, Airtel Money, etc.) which hold money, the BHIM app is only a mechanism which transfers money between different bank accounts. Transactions on BHIM are nearly instantaneous and can be done at any time, including weekends and bank holidays.

BHIM now also allows users to send or receive digital payments through Aadhaar authentication. Currently, there is no charge for transactions from ₹1 to ₹100,000.Some banks might, however, levy a fee for UPI or IMPS transfers.In 2020 Indian banks have proposed transaction charges on UPI transactions, but there is no information on whether transactions through BHIM will also be charged.

In May 2020, VPNMentor, a cyber security firm, disclosed that the BHIM app suffered a huge data breach leaking approximately 7.26 million Indian users' personal and financial data, such as name, contact details, Aadhaar card, PAN card, caste certificate, fingerprint scans, educational certificates and more. The 4.09 GB files were leaked from a CSC operated website because of a misconfigured AWS S3 bucket, and not the official BHIM website. CSC explicitly mentioned, however, that it is working with BHIM and NCPI in partnership. VPNMentor and other cybersecurity experts confirm the data to be authentic, but BHIM and NCPI claim that the breach never took place. The issue has now been fixed.

CHAPTER -3

Data Analysis
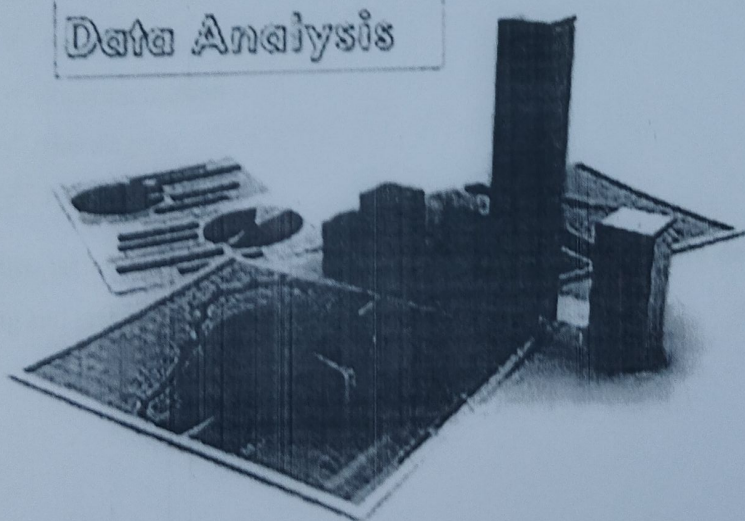
DATA ANALYSIS AND INTERPRETATION

Analysis of data is a process of inspecting , transforming and modelling data with the goal of discovering useful information, providing suggetions , arriving at conclusion and suppoorting decision making. Data analysis has multiple facts and approches , encompassing diverse techniques under variety of names in differnet science and social science domains.

This chapter deals with the analysis and interpretation of data regarding internet baking and e banking post covid era. Data are collected from 60 respondants and tabulated for easy understanding and good presentation which assists the researcher to analysis the data efficiently.

The data collected are have been analysed by using the following stastical tools

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

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

TABLE 3.1

INCREASE IN USAGE OF BANK ACCOUNTS

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Yes	58	97
No	2	3
Total	60	100

INCREASE IN USAGE OF BANK ACCOUNTS

■ NO. OF RESPONDENTS   ■ % OF RESPONDENTS
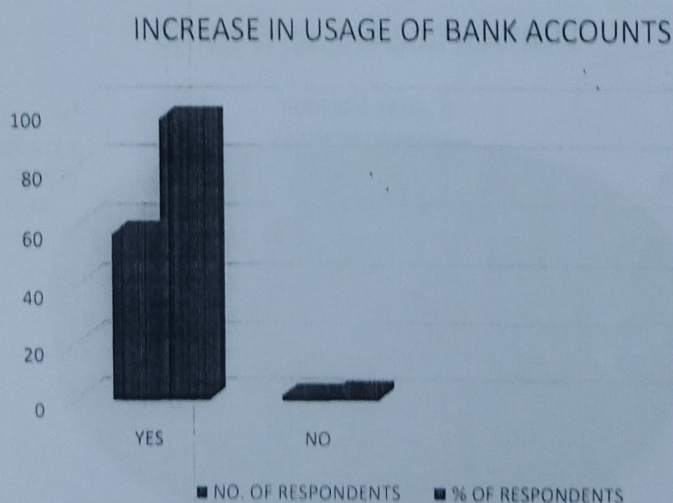
Source: Primary data

INFERENCE :

From the above chart it is observed that 97% of respondents have bank accounts and 3% of respondents dosen't have bank account. Majority i.e. 97% of the respondents have bank accounts.

TABLE 3.2

CLASSIFICATION ON THE BASIS OF TYPES OF BANK

TYPES OF BANK	NO.OF.RESPONDENTS	% OF RESPONDENTS
Public sector bank	22	37
Private sector bank	17	28
Both private and public sector bank	21	35
Foreign bank	0	0
Total	60	100

BANK WISE CLASSIFICATION
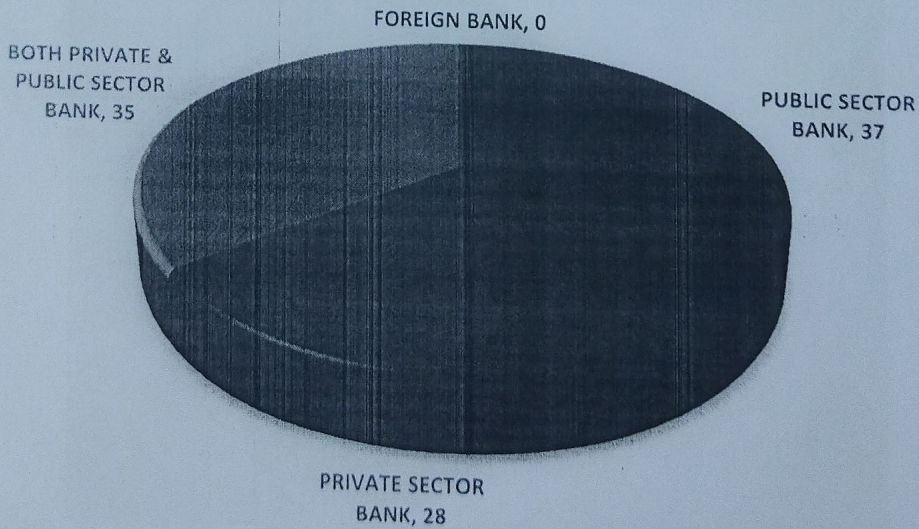
Source: Primary data

INFERENCE:

From the above table it is cleared that 37% of respondents use public sector bank , 28% of respondents use private sector bank , 35% of respondents use both public and private sector bank and none of them uses foreign bank . Majority i.e. 37% of the respondents are the users of public sector bank.

TABLE 3.3

CLASSIFICATION ON THE BASIS OF TYPES OF ACCOUNTS

TYPE OF ACCOUNTS	NO. OF RESPONDENTS	% OF RESPONDENTS
Savings account	49	82
Current account	11	18
Others	0	0
TOTAL	60	100

ACCOUNT WISE CLASSIFICATION
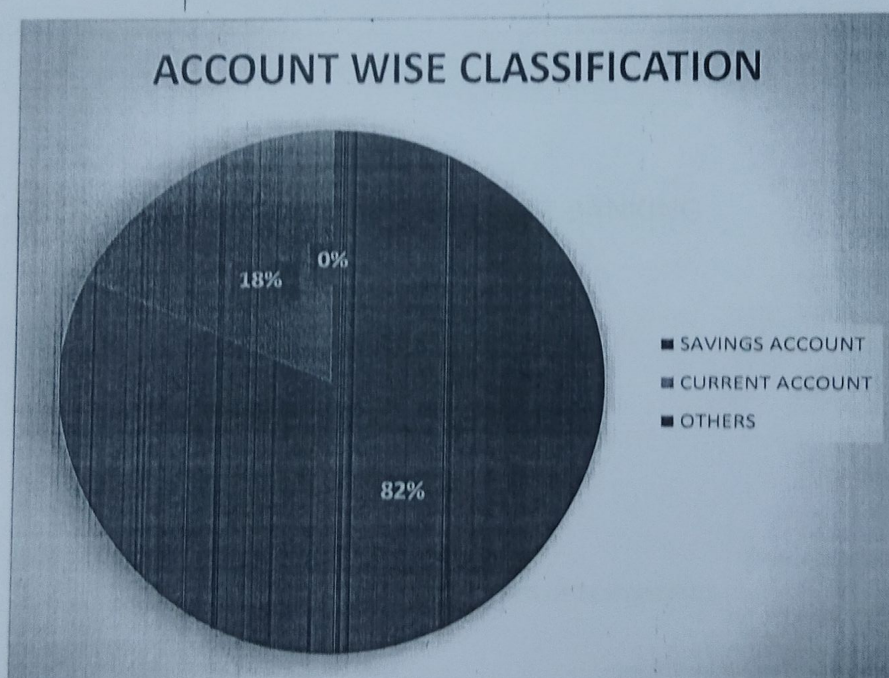
Source: Primary data

INFERENCE :

From the above pie chart it is clear that 82% of respondents uses savings account , 18% of respondents use current account and none of them uses other accounts. Majority i.e. 82% of the respondents are using savings account

TABLE 3.4

USAGE OF INTERNET BANKING

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Yes	59	98
No	1	2
TOTAL	60	100

USAGE OF INTERNET BANKING
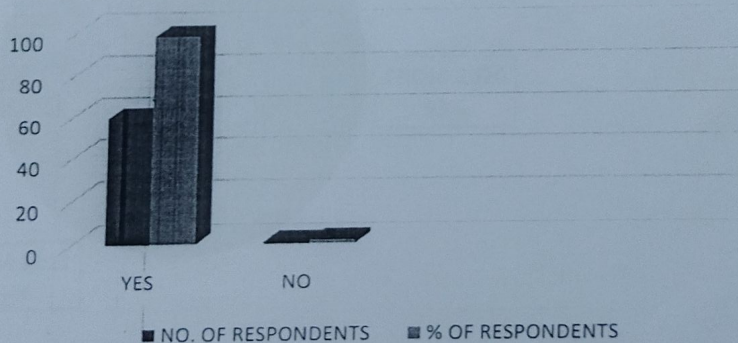
Source: Primary data

INFERENCE :

From the above chart it is clear that 98% of respondents are using internet banking and 2% of the respondents are not using internet banking. Majority i.e. 98% of the respondents are using internet banking.

TABLE 3.5

USAGE OF INTERNET BANKING OVER YEARS

RESPONSE	NO. OF RESPONDENTS	% OF RESPONDENTS
From 2020	32	53
From 2021	6	10
From 2018	16	27
From 2017	6	10
TOTAL	60	100

USAGE OF INTERNET OVER YEARS

FROM 2017 10%
FROM 2018 27%
FROM 2020 53%
FROM 2021 10%
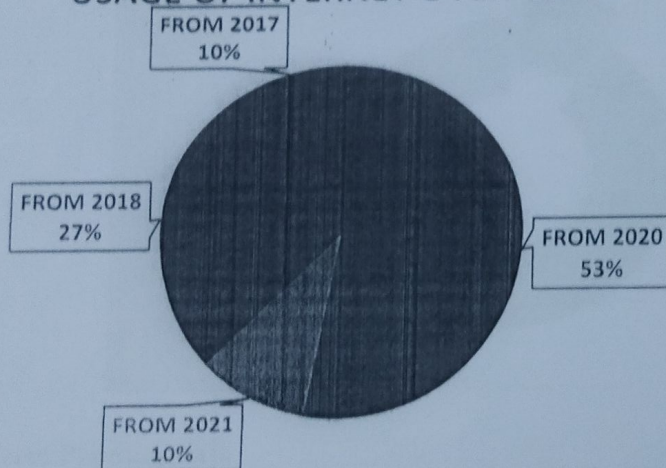
Source: Primary data

INFERENCE :

From the above pie chart it is observed that 53% of respondents are using internet banking from 2020 , 10% of respondents are using from 2021 , 27% of respondents are using from 2018 and 10% of respondents are using from 2017. Majority i.e. 53% of respondents are using internet banking from 2020.

TABLE 3.6

USAGE OF UPI PAYMENT

RESPONSE	NO.OFRESPONDENTS	%OFRESPONDENTS
Yes	54	90
No	6	10
TOTAL	60	100

USAGE OF INTERNET BANKING
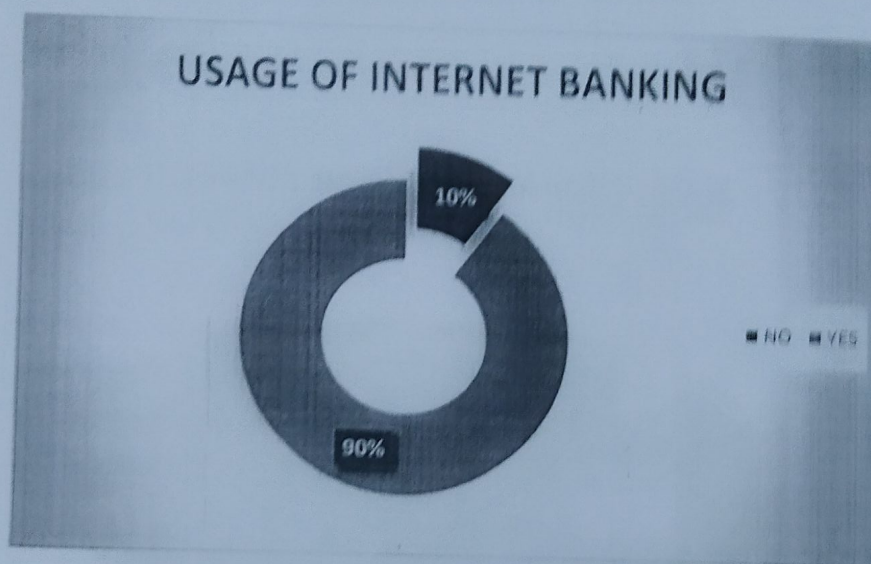
Source: Primary data

INFERENCE :

From the above pie chart it is observed that 90% of the respondents are using UPI payments and 10% of the respondents are not using UPI paayments. Majority i.e. 90% of the respondents are using UPI payments

TABLE 3.7

INTERNET BANKING CHARGES MORE THAN UPI

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Yes	34	57
No	12	20
Not sure	14	23
TOTAL	60	100

INTERNET BANKING CHARGES MORE THAN UPI

■ YES ■ NO ■ NOT SURE
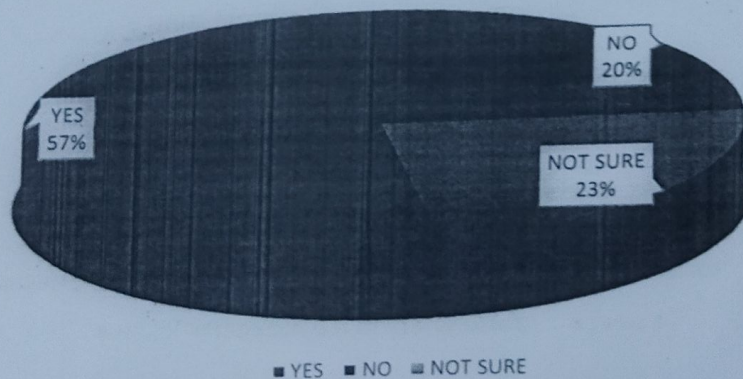
Source: Primary data

INFERENCE :

From the above pie chart 57% of the respondents agrees that internet banking charges more than UPI , 20% of the respondents disagrees that internet banking charges more than UPI and 23% of the respondents are not sure that internet banking charges more than UPI. Majority i.e. 57% of the respondents agrees that internet banking charges more than UPI.

TABLE 3.8

BILL PAYMENT SERVICES OFFERED IN INTERNET BANKING

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Highly satisfied	11	18
Satisfied	37	62
Neutral	9	15
Dissatisfied	3	5
TOTAL	60	100

BILL PAYMENT SERVICES OF INTERNET BANKING
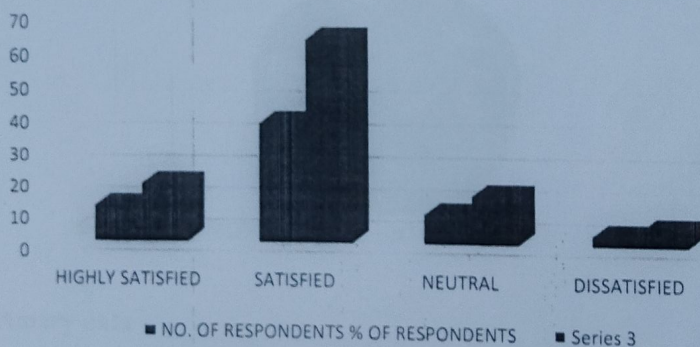
Source: Primary data

INFERENCE :

From the above chart it is clear that 18% of respondents are highly satisfied on bill payment services of internet banking , 62% of the respondents are satisfied , 15% of the respondents are neutral and 5% of the respondents are dissatisfied. Majority i.e 62% of the respondents are satisfied on bill payment services provided in the internet banking.

TABLE 3.9

INTERNET BANKING FEATURE THAT IS USED REGULARLY

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Pay bill	23	38
Account enquiry	12	20
Transfer funds	20	33
Others	5	9
TOTAL	60	100

INTERNET BANKING FEATURE THAT IS USED REGULARLY

■ PAY BILL ■ ACCOUNT ENQUIRY ■ TRANSFER FUNDS ■ OTHERS
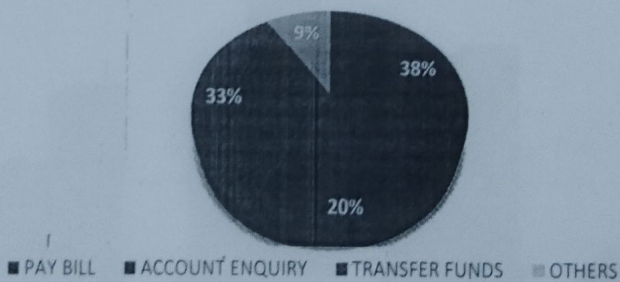
Source: Primary data

INFERENCE :

From the pie chart it is observed that 38% of the respondents use bill payment as their regular payment in internet banking , 33% of the respondents use transfer funds , 20% of the respondents use account enquiry and 9% of the respondents use internet banking for other purpose . Majority i.e. 38% of the respondents use bill payment feature regularly in internet banking

TABLE 3.10

USAGE OF INTERNET BANKING AND E BANKING SERVICES

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Daily	15	25
Weekly	24	40
Once in a month	18	30
Twice in a month	3	5
TOTAL	60	100

USAGE OF INTERNET BANKING AND E BANKING SERVICES

■ NO.OF RESPONDENTS   ■ % OF RESPONDENTS
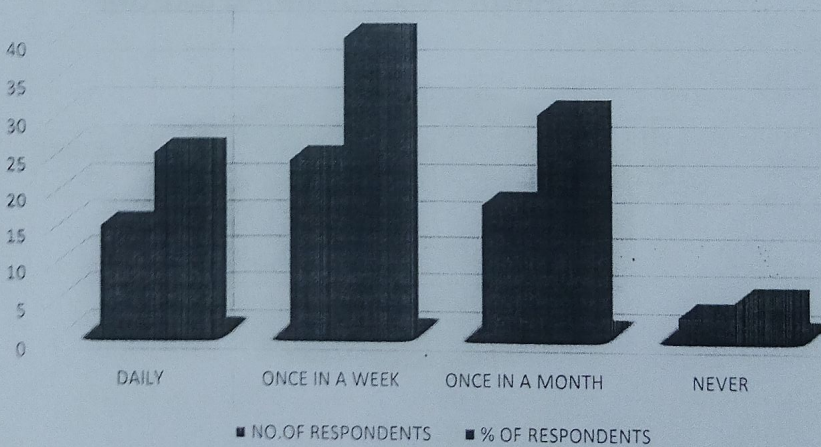
Source: Primary data

INFERENCE :

From the above table it is clear that 25% of the respondents use internet banking daily , 40 % of the respondents use weekly , 30% of the respondents use once in a month and 5% of the respondents use twice in a month internet banking. Majority i.e 30% of the respondents use internet banking once in a month.

TABLE 3.11

MOBILE BANKING HELPS RURAL PEOPLE

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Yes	26	43
No	6	10
Not sure	28	47
TOTAL	60	100

MOBILE BANKING HELPS RURAL PEOPLE
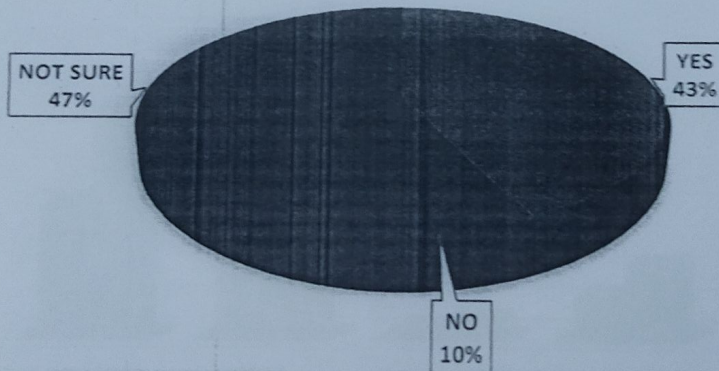
Source: Primary data

INFERENCE :

From the above pie chart it is observed that 43% of the respondents agrees that mobile banking helps the rural people , 10% of the respondents disagrees and 47% of the respondents are not sure that mobile banking helps the rural people. Majority i.e 47% of the respondents are not sure that mobile banking helps the rural people.

TABLE 3.12

PURPOSES OF USING UPI PAYMENT

RESPONSE	NO. OF RESPONDENTS	% OF RESPONDENTS
Bill payment	21	35
Mobile recharge	28	47
Insurance	2	3
Ticket booking	7	12
Others	2	3
TOTAL	60	100

PURPOSE OF USING UPI PAYMENT
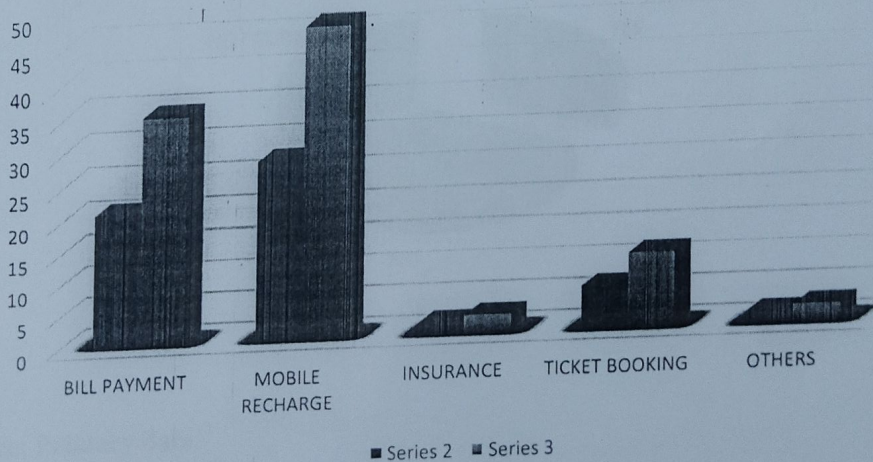
Source: Primary data

INFERENCE :

From the above chart 35% of the respondents are using UPI payment for bill payment , 47% of the respondents are using for mobile recharge , 3% of the respondents are using for insurance, 12% of respondents are using for ticket booking and 3% of the respondents are using for other purposes. Majority i.e 48% of the respondents are using for mobile recharge.

TABLE 3.13

PROBLEM OF DOUBLE PAYMENT IN INTERNET BANKING

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Yes	20	33
No	22	37
Not sure	18	30
TOTAL	60	100

PROBLEM OF DOUBLE PAYMENT IN INTERNET BANKING

NOT SURE   YES

NO
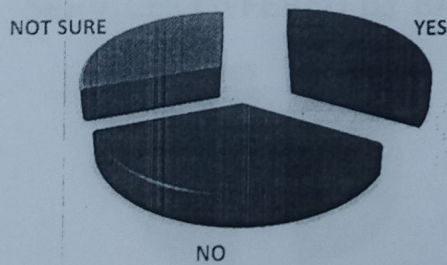
Source: Primary data

INFERENCE :

From the above pie chart it is observed that 33% of the respondents agrees that there is a problem of double payment in internet banking , 37% of the respondents disagrees and 30% of the respondents are not sure about the problem of double payment in internet banking.

TABLE 3.14

REASONS FOR USING MOBILE BANKING SERVICES OFFERED BY BANK

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Services are safe	30	50
Anywhere bill payment	22	37
Others	8	13
Total	60	100

REASONS FOR USING MOBILE BANKING SERVICES OFFERED BY BANK

SERVICES ARE SAFE   ANYWHERE BILL PAYMENT   OTHERS
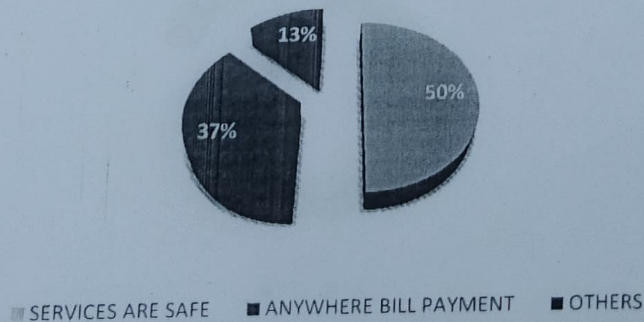
Source: Primary data

INFERENCE :

From the above table it is clear that 50% of the respondents are using internet banking offered by the bank because the services are safe , 37% of the respondents are using due to anywhere bill payment , 13% of the respondents are using for other reasons. Majority i.e 50% of the respondents are using internet banking offered by the bank because the services are safe.

TABLE 3.15

USAGE OF INTERNET BANKING MORE THAN LIQUID CASH

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Yes	47	78
No	13	22
Total	60	100

USAGE OF INTERNET BANKING MORE THAN LIQUID CASH

22%
78%
■ YES ■ NO
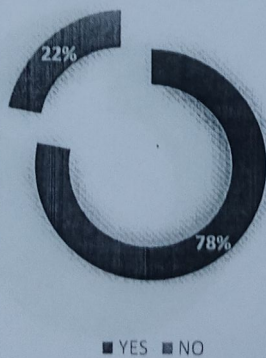
Source: Primary data

INFERENCE :

From the above pie chart it is clear that it is clear that 78% of the respondents are using internet banking more than liquid cash and 22% of the respodents are not using internet banking more than liquid cash. Majority i.e 78% of the respondents are using internet banking more than liquid cash

TABLE 3.16

PURCHASE PRODUCT THROUGH INTERNET BANKING

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Yes	49	82
No	11	18
Total	60	100

PURCHASE OF PRODUCT THROUGH INTERNET BANKING
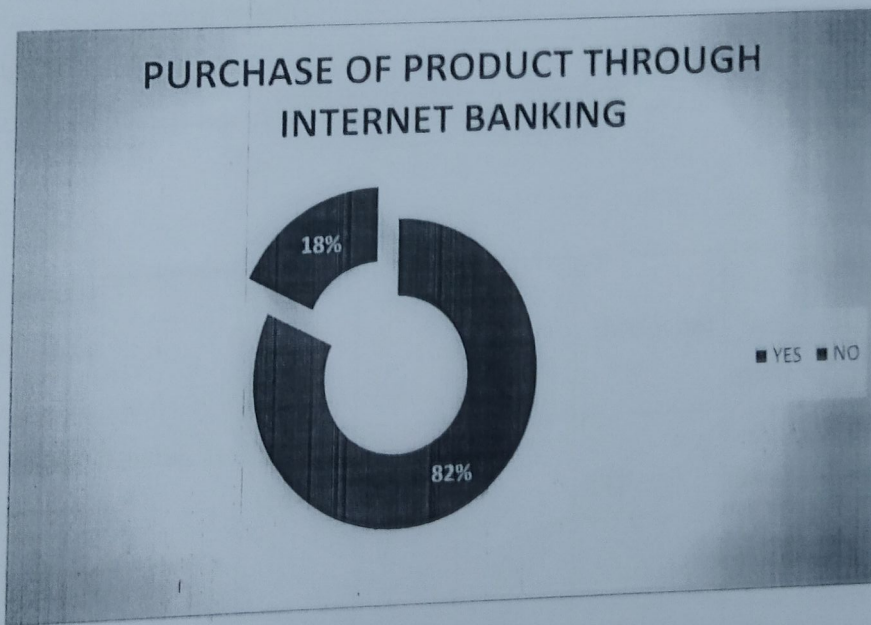
Source: Primary data

INFERENCE :

From the above chart it is observed that 82% of the respondents are purchasing product through internet banking and 18% of ther respondents are not purchasing product through internet banking. Majority i.e. that 82% of the respondents are purchasing product through internet banking.

TABLE 3.17

QUERIES OF INTERNET BANKING

Particulars	Yes	No	Not sure
Does internet banking is consistent to use	38	11	11
Do you feel safe to share your details to pay the money through internet banking	30	14	16
Have you recommended internt banking to others	37	23	0

Particulars	Yes	No	Not sure	Total score	% of score	Rank
Does internet banking is consistent to use	114	22	11	147	34	II
Do you feel safe to share your details to pay the money through internet banking	90	28	16	134	30	III
Have you recommended internt banking to others	111	46	0	157	36	I
				428	100	

Source: Primary data

The respondents were asked to rank the table on queries of internet banking Yes, No and Not sure the parameters considered are Does internet banking is consistent to use , Do you feel safe to share your details to pay the money through internet banking and Do you recommended internt banking to others. For computing the total score weights have been assigned as follows

Rank 1 – 3 points

Rank 2 – 2 points

Rank 3 – 1 point

By multiplying these weights with the corresponding number of respondents the total score is arrived at. The percentage of the score of each factor is calculated. The feature with highest percentage is given the top rank followed by the other feature in the descending order.

INFERENCE :

It is inferred from the above table that "Have you recommended internt banking to others" which took first place followed by Does internet banking is consistent to use , Do you feel safe to share your details to pay the money through internet banking and Have you recommended internt banking to others.

TABLE 3.18

FEATURES OF INTERNET BANKING

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disgree
Do you think using internet banking saves your time	41	16	3	0	0
Do you carry out your operations easily using mobile banking	16	36	6	2	0
Is your mobile banking is available for 24* 7	19	19	16	5	1

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disgree	Total score	% of score	Rank
Do you think using internet banking saves your time	205	64	9	0	0	278	36.8	I
Do you carry out your operations easily using mobile banking	80	144	18	4	0	246	32.6	II
Is your mobile banking is available for 24* 7	95	76	48	10	1	230	30.6	III
						754	100	

Source: Primary data

The respondents were asked to rank the table on features on internet banking on a given scale Strongly agree , Agree , Neutral, Disagree and Strongly disgree the parameters considered are Do you think using internet banking saves your time , Do you carry out your operations easily using mobile banking , Is your mobile banking is available for 24* 7. For computing the total score weights have been assigned as follows

Rank 1 – 3 points

Rank 2 – 2 points

Rank 3 – 1 point

By multiplying these weights with the corresponding number of respondents the total score is arrived at. The percentage of the score of each factor is calculated. The feature with highest percentage is given the top rank followed by the other feature in the descending order

INFERENCE :

It is inferred from the above table that "Do you think using internet banking saves your time" which took first place followed by Do you carry out your operations easily using mobile banking and Is your mobile banking is available for 24* 7.

TABLE 3.19

FUNCTIONS OF INTERNET BANKING

PARTICULARS	SATISFIED	NEUTRAL	DISSATISFIED
Do you concerned about the security of internet banking services	39	16	5
Stop payment services provided by the bank	21	30	9
Down payment services provided by the bank	16	16	28
Overall satisfaction towards internet banking	27	26	7

PARTICULARS	SATISFIED	NEUTRAL	DISSATISFIED	TOTAL SCORE	% OF SCORE	RANK
Do you concerned about the security of internet banking services	117	32	5	154	28.8	I
Stop payment services provided by the bank	63	60	9	132	24.7	III
Down payment services provided by the bank	48	32	28	108	20.3	IV
Overall satisfaction towards internet banking	81	52	7	140	26.2	II
				534	100	

Source: Primary data

The respondents were asked to rank table on functions of internet banking on a given scale Satisfied , Neutral and Dissatisfied the parameters considered are Do you concerned about the security of internet banking services , Stop payment services provided by the bank , Down payment services provided by the bank , Overall satisfaction towards internet banking. For computing the total score weights have been assigned as follows

Rank 1 – 4 points

Rank 2 – 3 points

Rank 3 – 2 point

Rank 4 - 1 point

By multiplying these weights with the corresponding number of respondents the total score is arrived at. The percentage of the score of each factor is calculated. The feature with highest percentage is given the top rank followed by the other feature in the descending order

INFERENCE :

It is inferred that from the above table "Do you concerned about the security of internet banking services" gives the greater satisfactory level and took the first place followed by other services Stop payment services provided by the bank , Down payment services provided by the bank , Overall satisfaction towards internet banking

TABLE 3.20

PROBLEMS OF INTERNET BANKING

PARTICULARS	AGREE	NEUTRAL	DISAGREE
Does internet banking website provides clear instruction	17	15	28
Does internet banking service provides information that exactly fits your needs	18	29	13
Is the FAQs in the internet banking is useful to solve problems by yourself	24	0	36
Does internet banking freeze while you are makimg payment	27	20	13

PARTICULARS	AGREE	NEUTRAL	DISAGREE	TOTAL SCORE	% OF SCORE	RANK
Does internet banking website provides clear instruction	51	30	28	109	22.8	II
Does internet banking service provides information that exactly fits your needs	54	58	13	125	26.5	II
Is the FAQs in the internet banking is useful to solve problems by yourself	72	0	36	108	22.6	IV
Does internet banking freeze while you are makimg payment	81	40	13	134	28.1	I
				476	100	

The respondents were asked to rank the table on problems of internet banking at given scale Agree , Neutral and Disagree the parameters considered are Does internet banking website provides clear instruction , Does internet banking service provides information that exactly fits your needs , Is the FAQs in the internet banking is useful to solve problems by yourself and Does internet banking freeze while you are makimg payment. For computing the total score weights have been assigned as follows

Rank 1 – 4 points

Rank 2 – 3 points

Rank 3 – 2 points

Rank 4 - 1 point

By multiplying these weights with the corresponding number of respondents the total score is arrived at. The percentage of the score of each factor is calculated. The feature with highest percentage is given the top rank followed by the other feature in the descending order

INFERENCE :

It is inferred that from the above table "Does internet banking freeze while you are making payment" took first place followed by 'Does internet banking service provides information that exactly fits your needs , Does internet banking website provides clear instruction and Is the FAQs in the internet banking is useful to solve problems by yourself.

TABLE 3.21

SERVICES OF INTERNET BANKING

PARTICULARS	I	II	III	IV	V
Bill payment	22	9	13	8	8
Fund transfer	20	18	4	10	8
Investments	11	10	15	9	15
Loans	10	7	11	23	9
Deposits	4	15	14	11	16

PARTICULARS	I	II	III	IV	V	TOTAL SCORE	% OF SCORE	RANK
Bill payment	110	36	39	16	8	209	22.9	I
Fund transfer	100	72	12	20	8	212	23.2	II
Investments	55	40	45	18	15	173	19	III
Loans	50	28	33	46	9	166	18.5	IV
Deposits	20	60	42	22	6	150	16.4	V
						910	100	

Source: Primary data

The respondents were asked to rank the table on services of internet banking at given scale of 1 to 5 the parameters considered are Bill payment , Fund transfer , Investments , Loans and Deposits. For computing the total score weights have been assigned as follows

Rank 1 – 5 points

Rank 2 – 4points

Rank 3 – 3 points

Rank 4 – 2 points

Rank 5 – 1 point

By multiplying these weights with the corresponding number of respondents the total score is arrived at. The percentage of the score of each factor is calculated. The feature with highest percentage is given the top rank followed by the other feature in the descending order

INFERENCE :

It is inferred that from the above table that " Bill paymnt" is most preferred service through internet banking which took the first place followed by Fund transfer , Investments , Loans and Deposits.

CHAPTER - 4

FINDINGS

SUGGESTIONS

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

FINDINGS:

The following are findings in regard to various responses from the respondents regarding the study on internet banking and E banking culture post covid era.

- ➢ Majority of the respondents who use internet banking are female.
- ➢ The study reveals that respondents from age group of 20 – 30 years use internet banking widely.
- ➢ The study reveals that most of the respondents earn between Rs 50000 – 80000.
- ➢ It is observed that most of the respondentsm have bank accounts.
- ➢ Majority of the respondnts are using public sector bank.
- ➢ It is observed that most of the respondents have access of three bank accounts.
- ➢ The study reveals that most of the respondents are using savings account.
- ➢ Majority of the respondnts are using internet banking.
- ➢ Majority of the respondents are using internet banking from 2020.
- ➢ The study reveals that most of the respondents are using UPI payments.
- ➢ It is found from the study that most of the respondents are using Google pay UPI payment app.
- ➢ It is renowned from the analysis that UPI payment is popular for mobile recharge.
- ➢ It is found that internet banking charges more than UPI payments.
- ➢ Majority of the respondents are satisfied on bill payment services of the bank.
- ➢ It is observed that most of the respondents are using pay bill feature regularly in internet banking.
- ➢ Majority of the respondents are facing the problem of double payment in internet banking.
- ➢ It is found from the study that most of the respondents are facing server issues during the process of payment in internet banking.
- ➢ It is observed that most of the respondents are using internet banking and E banking services once in a week.
- ➢ The study reveals that most of the respondents are not sure that internet banking helps the rural people.
- ➢ Majority of the respondents are using mobile banking services offered by the bank because the services are safe.

- The study reveals that most of the respondents used internet banking more than liquid cash in covid time.
- It is found from the study that most of the respondents purchased products through internet banking.
- Majority of the respondents have recommended internet banking to others.
- The study reveals that most of the respondents are concerned about the services of internet banking.
- The analysis interprets that internet banking saves the time of respondents.
- The analysis interprets that majority of the respondents facing promblem of lack of adequate information.
- The study implies that the respondents have given top priority to " bill payments " followed by fund transfer , investment , loans and deposits.

SUGGESTIONS:

Following are the suggestions based on the research work

- Bank should motivate the age group of 40 – 60 years to use internet bamking services for their banking purposes.
- Bank should make easy accesss of internet banking.
- Bank should improve the technical accessbility of internet banking services.
- Bank should minimize the internet banking charges.
- Bank should implement easy way to access E banking services for the people who are not aware about internet banking and E banking services.
- Internet banking and E banking users should check for the latest updates of their internet banking and E banking apps.
- E-banking users should be aware of e-mail scams of e-banking services and use official E-banking apps.
- Banks must motivate the customers of rural people to use internet banking facility.
- The internet banking sites must be user friendly to the customers.
- Bank should provide control measures against technology failures.
- Bank should improve stop payment and down payment services in internet banking.
- The server cramps should be avoided during the process of payment to entrust the customers.
- Security measures should be improved.

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- ❖ Bank should educate the customer about the usage of internet banking and advantages of using internet banking. This would provoke the customers to shift from traditional banking to internet banking.

- ❖ It has been observed that even the customers who know about internt banking are not using the internet banking facility due to misconception and lack of information. These customers should be targeted by the bank and must be convinced to use internet banking facility.

- ❖ It has been observed that customers using internet banking facility are using only few facility of internet banking. Even though internet banking provides various services. Customers should be made aware of these services and must be encouraged to use them.

- ❖ Bank should ensure that internet banking is safe and secure for financial transaction like traditional banking.

CHAPTER–5

CONCLUSION

In today's world of globalization, promoting cashless society is the necessary thing for development of any country. Now, it is need of INDIA to develop a user friendly, more efficient mode of online banking which will boost the E-banking sector in India.

Indian economy is witnessing stellar growth over the last few years. There have been rapid developments in infrastructural and business front during the growth period. Internet adoption among Indians has been increasing over the last one decade. Indian banks have also risen to the occasion by offering new channels of delivery to their customers. Internet banking is one such new channel which has become available to Indian customers. Customer acceptance for internet banking has been good so far.

In this study we tried to conduct a qualitative and quantitative investigation of internet banking customer acceptance among banking customers in Thoothukudi District. We tried to identify important factors that affect customer's behavioural intention for internet banking. One of the biggest advantage of internet banking as opposed to traditional banking is internet banking saves more time compared to traditional banking.

Internet banking provides greater reach to customers. Feedback can be obtained easily as internet is virtual in nature. Customer loyalty can be gained. Personal attention can be given by bank to customer also quality service can be served.

Internet banking has been rapidly increased during post covid era compared to pre covid era. During post covid era over 78% of the population in Thoothukudi district started using internet banking and E-banking over traditional banking. Purchasing of products through internet banking is blooming up.
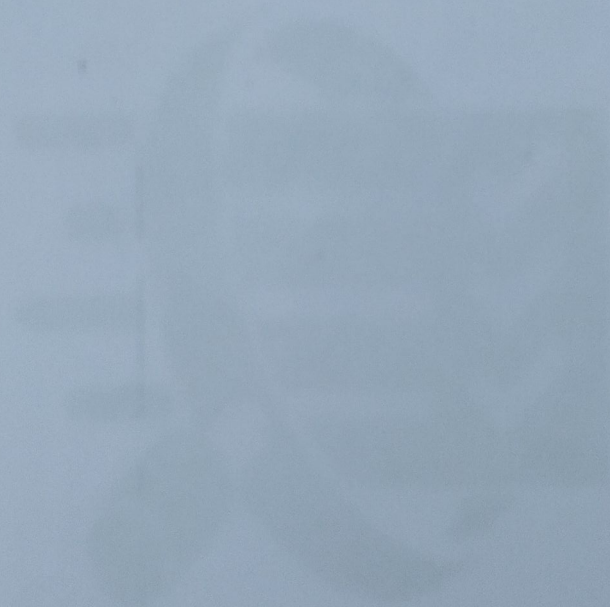
The banks are providing all types of services but the customers are using specified services. There is a lacking of awareness of some services among people. At the same time customers are susceptible about the user safety side of internet banking. They hesitate as they are unsecure to enter their financial details in internet banking website. Some of the services of internet banking should be improved.

The overall satisfaction level of internet banking is good but it is facing some problems in the services due to technical and server problems. Technical and server problems should be reduced for the better experience of internet banking.

In INDIA there is a need for providing better and customized services to the customers. Banks must be concerned about the attitudes of customers with regard to acceptance of internet banking. It was found that people claim that they have knowledge about security issues but they have no clear idea about all kind of frauds. The customers are reluctant to accept new technologies. Banks should design the website to address security and trust issues.

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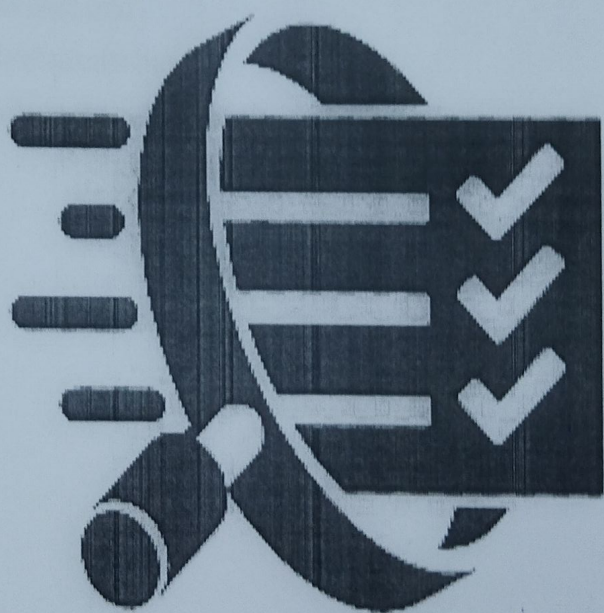
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a) Yes   b) no

16. How long you are using internet banking facility?

a) From 2020   b) from 2021   c) from 2018   d) from 2017

17. Do you UPI payment apps?

a) Yes   b) No

18. If yes which digital payment app do you prefer?

a) Google Pay   b) Phone pe   c) Amazon pay   d) Mobikwiwk

e) Paytm   f) Bhim app   g) Whatsapp pay   h) Samsung pay

19. If no why don't you use UPI payment apps?

a) Not easy to use   b) Lack of security   c)Not aware   d) others

20. For what purpose do you use UPI payments?

a) Bill payment   b) mobile Recharge c) Insurance d) Ticket booking   e) others

21. Does internet banking charges more than UPI?

a) Yes   b) No   c) Not sure

22. What kind of financial services do you want to use being offered via internet banking?

a) More bill payment   b) loans c) Investment   d) Fund transfer

23. Have you ever filed complaints about the internet banking service to the bank?

a) Yes   b) No   c) Not sure

24. Have you faced any server issue during the process of payment in internet banking?

a) Yes   b) No   c) Not sure

25. Have you ever faced the problem of double payment in internet banking?

a) Yes   b) No   c) Not sure

26. Does internet banking service process to solve the problem fast?

a) Yes   b) No   c) Not sure

27. If yes how long did they take to process the complaint?

a) Days   b) weeks c) months d) No response

28. Services of internet banking

	PARTICULARS	AGREE	NEUTRAL	DISAGREE
1.	Does internet banking website provides clear instruction.			
2.	Does internet banking service provides information that exactly fits your needs			
3.	Is the FAQs in the internet banking is useful to solve problems by yourself			
4.	Does internet banking freeze while you are making payment			

29. Reason for using mobile banking services offered by bank?

a) Services are safe b) Anywhere bill payment options   c) others

30. What do you feel about internet banking becoming more popularized?

a) All in one app   b) Time saving c) Easy to use d) Maintaining all banking services

31. What is the first step you made when you are not allowed to go to the banks?

a) Opened UPI payment apps b) Opened mobile banking of the bank

c) Used your credit or debit cards

32. At covid time have you used internet banking more than liquid cash?

a) Yes   b) No

33. Have you purchased any products through internet banking?

a) Yes   b) No

34. If yes how many times have you purchased through internet banking

a) Below10 times   b) 10 -20 times   c) 20 - 25 times   d) more than 25 times

35. Does internet banking makes a faster payment process?

a) Yes   b) No   c) Not sure

36. What do you think about the bill payment services offered by the bank through internet banking?

a) highly satisfied   b) satisfied c) neutral   d) dissatisfied

37. Rank the functions of internet banking

s.no	Particulars	Yes	No	Not sure
1.	Does internet banking is consistent to use			
2.	Do you feel safe to share your details to pay the money through internet banking			
3.	Have you recommended internet banking to others.			

38. Which online feature do you use regularly?

a) Pay bill   b) Make account inquiry   c) Transfer funds   d) Others

39. How often do you use internet banking and e banking services?

a) Daily   b) Once in a week c) Once in a month   d) Never 9

40. Which of the following mobile banking features would you use? (please select all that you use)

a) Balance Inquiry b) Utility bill payment c) Internal account transfer

d) Mini statement e) Process pay roll

41. Do mobile banking helps the rural people?

a) Yes   b) No   c) Nbt sure

42. What would motivate you to adopt and use mobile banking?

a) Improved user interface   b) Reduced risk involved in my transaction

c) Increased awareness   d) Others (specify)

43. Rank the features of internet banking

S.No	Particulars	Strongly agree	Agree	Neutral	Dis agree	Strongly disagree
1.	Do you think using internet banking saves your time					
2.	Do you carry out your operations easily using mobile banking					
3.	Is your mobile banking is available for 24*7					

44. Rank the services of internet banking

S.no	Particulars	Satisfied	Neutral	Dissatisfied
1.	Do you concerned about the security of internet banking services			
2.	Stop payment services provided by the bank			
3.	Down payment services provided by the bank			
4.	Overall satisfaction towards internet banking			

45. Rank the level of satisfaction

S.No	Particulars	Rank
1.	Bill payment	
2.	Fund transfer	
3.	Investments	
4.	Loans	
5.	Deposits	