A STUDY ON IMPACT OF SOCIAL MEDIA IN CONSUMER BUYING BEHAVIOUR AT

BOOBALARAYERPURAM AREA IN THOOTHUKUDI DISTRICT

A Project Submitted to

ST.MARYS COLLEGE (AUTONOMOUS) Thoothukudi

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

In Partial fulfilment of the award of the degree of

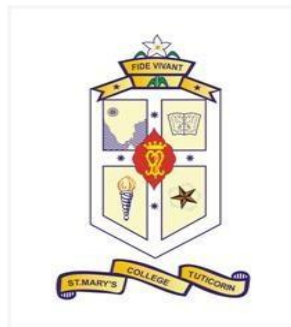**MASTER OF ARTS IN ECONOMICS**

Submitted by

A.RUBYEVANJALIN

Reg .No. 20SPEC05

Under the supervision and Guidance of

Dr. P. Anuradha M A., MPhil., PhD., SET

PG DEPARTMENT OF ECONOMICS (SSC)

St. Mary`s College (Autonomous), Thoothukudi

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CERTIFICATE

This is to certify that project work entitled "A STUDY ON IMPACT OF SOCIAL MEDIA IN CONSUMER BUYING BEHAVIOUR AT BOOBALARAYERURAM AREA IN THOOTHUKUDI DISTRICT" Submitted to St. Mary's College (Autonomous) Thoothukudi in partial fulfilment for the award of the Degree of Master of Arts in Economics and is a record of work done during the year 2020-2022 by A.RUBY EVANALIN (20SPEC05)

Signature of the Guide

Signature of the HOD

Signature of the Director (SSC)
Director
Self Supporting Courses
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

Signature of the Principal
Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

Signature of the External Examiner

Dr. A. ANGEL ANILA, Ph.D.,
Assistant Professor,
Department of Economics,
St. John's College
Palayan.. ai - 627 002.

DECLARATION

I do by that the project entitled "**A STUDY ON IMPACT OF SOCIAL MEDIA IN CONSUMR BUYING BEHAVIOUR AT BOOBALARAYRPURAM IN THOOTHUKUDI DISTRICT**"Submitted for the degree of Master of Arts in Economics is my original work and that it has not previously formed the basis for award of any degree.

Place: Thoothukudi

Date: 23.05.2022

A.Ruby Evanjalin

A.RUBY EVANJALIN

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1.1. INTRODUCTION

Online shopping or e-shopping is searching for and purchasing goods and services over the Internet through the use of a web browser. The main allure of online shopping is that consumers can find and purchase items they need (which are then shipped to their front door) without ever leaving the house. Today, almost anything can be purchased through online shopping, amounting to billions of dollars a year in sales.

Today, most retail stores have a website for customers to buy from online and either ship them to their home or pick up at a nearby store location. Wal-Mart, Best Buy, Sears, and other retail businesses offer this type of shopping experience. Some companies only sell products through their website and do not have a retail storefront. For example, Amazon, Tiger Direct, and New Egg conduct their business exclusively online.

History of online shopping

Before the World Wide Web was created, Michael Aldrich developed a system called Redifon's Office Revolution in March 1980, connecting sales companies, suppliers, and customers together. Companies were able to order supplies from suppliers and sell products to customers electronically, utilizing video-tex technology. It is considered a major predecessor and influence on the development of online shopping as we know it today.

In 1994, several years after the launching of the World Wide Web, online transaction systems, including banking and shopping, started emerging. The first shopping transactions were completed through Net Mark and Internet Shopping Network in 1994, beginning the online shopping boom. Amazon.com and eBay launched their websites in 1995, offering online shopping options for customers. Many of the first online shopping websites utilized Intershop Online, an online shopping software system, developed in 1995 by Intershop Communications AG. The Intershop Online software allowed businesses to more easily add online shopping capabilities, or e-commerce, on their website, with secure transactions for their customers.

A customer is one who purchases products for usage rather than for resale orcommercial purposes. The customer is a person who pays a certain quantity of cashfor the products and services needed to be consumed. Consumers therefore play acrucial role in a nation's economic

system. The customer is also one of the components of the supply chain. Marketers have recently began to participate in personalized marketing, permit advertising and mass customization instead of marketers producing wide demographic profiles and Fisio-graphic profiles of market segments. Buying pattern has been changed generations after generations; first of all it started as a barter system, people exchanged goods with goods. Then during 600 BC coins came into existence and they started to trade with it. Later on during the 700 BC currency came into existence and slowly trading with currency was easier. And during the 21st century online banking came into progress which made transactions and trading much easier. This online banking was made convenient to common people and retailers too. They sell their products through online websites and reach the consumers easily. Most people all over the world prefer online shopping and online transactions. And anyone can contact with any one for trading. The consumers also get many choices to select whatever they want.

Buying patterns show how consumers buy services or goods but are heavily capable of changing. Marketers often attempt to comprehend the pattern of purchasing and its relationship with the consumer's geographic, demographic and psychological features. Marketers perform extensive surveys to know the purchasing trends. There are 4 kinds of buying pattern:

Complex buying pattern:

While the customer is extremely engaged in purchase process and important variations within all the brands come together are known as complicated purchasing conduct. The customer must therefore obtain adequate data on the product characteristics in this situation and the dealer should give comprehensive data on the brand characteristics.

Variety seeking pattern:

Here when purchasing a product, customer participation is small, important variances within products are present. Customers usually buy distinct products not cause of the previous goods discontent, but because they are looking for variation. They just purchase distinct washing detergent for variety as they do everytime.

Dissonance buying pattern:

Consumers are heavily engaged in buying here, but fewvariances within brands are found. Like, customers purchase them rapidly whilepurchasing floor tiles, because there are few differences within products.

Habitual buying pattern:

Consumer participation is small in this situation and thereare few distinctions between brands. The customer is quick to buy the item. Forinstance toothpaste, many clients tend to buy their favorite products by visitingseparate shops at distinct places to compare rates and offers. Therefore, for a verylong time a client does not stay faithful to a single shop. A retail store must pay agreat deal of attention to the place of the shop, identifying a distributor in the area, thenature of the goods and the ready-made goods. Essentially involves an evaluation ofthe product type that a customer is going to buy and how much. This depends on thefollowing variables, such as:

i. Buying capacity.

ii. Product durability.

iii. Availability of choices.

iv. Requirement of the product.

v. Availability of product.

The possibility of online marketing is growing in Chennai with growinginternet literacy. Consumers who enjoy online shopping take many variables intoaccount. This project is a component of the research, focusing on the financialassessment of Chennai's economic analysis in buying pattern. This study discoveredthat data perceived effectiveness, convenience of use; overall pleasure and securityprivacy are the five prevalent variables that effect on internet buying attitudes ofconsumers. Micro and societal views are the two perspectives that try to apply theirunderstanding. Consumer behaviour has a major impact on the quality and standard ofliving.

There is an enormous rush over online shopping, resulting in billions ofrevenue. It is an e-business where one client can buy any item online. It is a method ofbuying / selling goods digitally using the Internet and computerized companytransactions. South India is an IT hub in India; Bangaluru, Coimbatore, Chennai, Thiruvananthapuram and Hyderabad are among the major

IT hubs in the South. Inaddition, literacy levels are greater in the southern states than in other Indian states.

These facts obviously show that most individuals are very well-educated and tech-friendly in southern India. Because southern India has a greater proportion of educated people, educated people are quicker to try out and adopt the recent techniques for this reason. Over the years, online shopping has become incredibly popular, but in South India, the practice of purchasing or selling internet products andservices is very prevalent. Instead of spending time and shopping from retail shops, amajority of South Indians prefer to shop online. And as far as payment is concerned,MOD (money on delivery) is India's preferred technique of payment. Corporations can create direct contact with their clients through online shopping. Because of its advantages like enormous discounts on global products, privacy and liberty of choice, many individuals in Chennai now prefer online shopping for days. These all variables play a crucial part in making online shopping system popular among clients. On theother hand, there are few problems that need to be resolved such as warranty problems, return problems, difficulties with late shipment, scams and additional shipping fees. The aim of this study is to identify variables that play a significant partin the online shopping system's popularity.

The convenience of online shopping

Customers can purchase items from the comfort of their own homes or workplace. Shopping is made easier and convenient for the customer through the internet. It is also easy to cancel the transactions.

> ➢ Saves time and efforts.

> ➢ The convenience of shopping at home.

> ➢ Wide variety/range of products are available.

> ➢ Good discounts / lower prices.

> ➢ Get detailed information about the product.

> ➢ We can compare various models/brands.

> ➢ No pressure shopping

Generally, in physical stores, the sales representatives try to influence the buyers to buy

the product. While in online shopping, you're free to do as you will.

Online shopping saves time

Customers do not have to stand in queues in cash counters to pay for the products that have been purchased by them. They can shop from their home or workplace and do not have to spend time travelling.

Comparisons

There is a wide range of products online. The sellers display all the stuff they've got. This enables the buyers to choose from a variety of models after comparing the finish, features, and price of the products on display.

Availability

The mall is open on 365 x 24 x 7. So, time does not act as a barrier, wherever the vendor and buyers are.

Online tracking

Online consumers can track the order status and delivery status tracking of shipping is also available.

Online shopping saves money

To attract customers to shop online, e-retailers and marketers offer discounts to the customers as they have cut down on real estate and maintenance cost the sellers won't back out in giving huge discounts.

Disadvantages of online shopping

Ease of use is the prime reason that drives the success of e-commerce. Though the internet provides a quick and easy way to purchase a product, some people prefer to use this technology only in a limited way. Some people also fear that they might get addicted to online shopping. The major disadvantages of online shopping are as follows.

Delay in delivery

Long duration and lack of proper inventory management result in delays in shipment. Though the duration of selecting, buying and paying for an online product may not take more than

15 minutes; the delivery of the product to customer' s doorstep takes about 1-3 weeks.

Lack of significant discounts in online shops

Physical stores claim to give significant discounts when compared to online stores, this is a huge disadvantage for the older generation.

Missing the shopping experience

The traditional shopping exercise provides a lot of fun in the form of showroom atmosphere e, smart sales attendants, scent and sounds that cannot be experienced through a website. Indians generally enjoy shopping. Consumers look forward to it as an opportunity to go out and shop.

Frauds in online shopping

Sometimes, there is a disappearance of the shopping site itself. In addition to the above, the online payments are not much secured. The rate of cybercrimes has been increasing and customers' credit card details and bank details have been misused which raise privacy issues.

1.2. IMPORTANCE OF THE STUDY

There is a fundamental influence of online shopping on consumer buyingpattern from traditional ways to modern ways, as seen in the late 1970s. This changehas shown the method of innovative range of post-customer behaviour to provide theneeds and satisfaction of individual consumers. The various online shoppingconsumer behaviours contribute to regular changes in various risk factors. Traditionalbuying capabilities of the surroundings are a vital component influencing the patron'sperception. These capabilities also have an impact on the client's buying experience.They look for the sample of clients modifications in online buying, and have theirimpact on client pleasure and perception; it is far quite critical to examine the netpurchasing sample of the patron. This is the main reason behind choosing theresearch's topic economic analysis in buying pattern of the consumers.

1.3. NEED OF THE STUDY

Not many studies have been undertaken exclusively to study the perceptionsand preferences of online shopping consumers and the same has to be disseminatedpositively in the minds of consumers, which is essential in any nation. Studies coverthe issue of online shopping, consumers buying pattern at the micro level.Particularly in the perspective of the decline in the contribution of online consumersin primary online market operations, withdrawal of consumers from the onlineshopping market into safer consumer avenues like cash on delivery, bank taking out,online payment, debit cards and credit card payment, it becomes all the moreimportant to make an economic analysis of the buying patterns of consumers inIndira Nagar. This may help the policymakers in developing appropriate plans to getonline consumers in large numbers so that the mobilization and effective operation ofthe online shopping markets may improve.

1.4. STATEMENT OF THE PROBLEM

To discuss the purchasing pattern of online shopping consumers in variousavenues that is available in Indira Nagar, Thoothukudi District. In this sense, no attempt is made to extract thecritical underlying factors of consumers" buying pattern, their relative significanceand their relationship with socio-economic variables. Nowadays, online shoppingdecisions depend on various attributes. There are so many factors that influence theirshopping decisions. The online consumers" buying pattern has to progress forwardfrom their iconic role; there is every possibility that decisions regarding onlineconsumers" buying with their surplus money may be different, depending on theparameters of the online consumers" buying pattern and degree of risk-takingcapabilities. In this modern world, online buying plays a vital role in human life. Theonline consumers select from various buying pattern alternatives. Indian onlineshopping players are of multiple types like; students, businessmen, and employees.Online shopping activity is determined by consumer buying pattern in Indira Nagar, Thoothukudi District. There is a chanceof the buyer losing interest.

1.5. SCOPE OF THE STUDY

Traditionally, marketing theory is based on consumer's decision through alens of risk and return, and the decision should be a reasonable and one. Variousconsumers are aware of such psychological behaviour while making online shoppingdecision. This irrational behaviour helps us

to know of the online shopping literacylevel which creates uncertainty in the game of buying pattern. As a result, thetraditional online shopping market theory which is related to the efficiency of theonline buying demonstrated is incorrect. In this context, it is very significant for theconsumers to be aware of the various psychological phenomena and they shouldidentify the ways to overcome the obstacles while making, buying and selling aproduct. Therefore, online shopping portals have a strong desire towards doing whatothers do. Identification of all such behaviour helps the consumer in making a properbuying decision. Apart from psychological factors, demographic factors alsoinfluence the online shopping process. This study is on online shopping and consumer buying pattern in Thoothukudi City. The developing economies like India, onlineshopping needs to be expanded so that the marketing sector can rise to accommodateconsumer buying behaviour. Individual consumers have a considerable role in thesmooth functioning of online shopping into the most efficient hands. Hence, there is aneed to protect their rights. There is an imperfection in consumer activism in India,especially in Tamil Nadu. Consumer knowledge relating to the state of Tamil Nadu isminimal. Hence this study is undertaken to gain insight into the consumer buyingpatterns.

1.6. METHODOLOGY OF THE STUDY

This learning is centered on online shopping, the perception of consumerbuying patterns, pre, and post-consumer behaviour, and both in analytical anddescriptive nature. The procedure is the rationale phase which rules the final results ofstudies. It encompasses and leads the study to analyse a research manner whichguarantees and enables the truthfulness of the effects, deals with the data amassed forthe take a look at, assets of information, sampling plan of the population of the have alook at, area of the research, device used to accumulate facts, method of receivingfacts, analysis and interpretation of the collected data with different statisticalequipment with the intention to find out the electricity of the accumulated informationand limitations of the observe for the reason of gathering primary facts.

1.7. SOURCES OF DATA

The researcher has made use of together primary and secondary sources tofulfill the objectives. The primary records were composed from individual onlineconsumers. In addition to

data collected through primary sources, other secondarydata were also obtained from government organizations such as statistical invigilatorreport in the state. The secondary data provided by these organizations are from theirannual reports and bulletin.

1.8. LOCATION OF THE STUDY

The research adopted a simple chance sample way. The respondents areresidents of Indira Nagar, Thoothukudi Districtin the age group of 18 years to 60 years including different strataof the consumer like students, business people, retired persons and shopkeepers. 138 questionnaires were distributed to the respondents spread over in Indira Nagar, Thoothukudi District.

1.9. STATISTICAL TOOLS FOR ANALYSIS

This investigation is centered on primary records which were composed fromthe respondents through the survey. Secondary data are also utilized, which wereobtained from published sources like books, journals, websites, magazines, andannual reports. The data composed from together the sources are examined, correctedand tabulated.

1.10. LIMITATIONS OF THE STUDY

The learning is restrained to Indira Nagar, Thoothukudi District, and therefore the conclusion cannotbe comprehensive to the entire country. The findings and suggestions and thedetermination may be applicable only to economic analysis in buying the pattern ofthe consumer in online shopping with particular reference to Indira Nagar, Thoothukudi District. Aconsiderable number of financial instruments with a variety of company-specificfeatures of consumer buying pattern options need a lot of time and resources toresearch. Lack of knowledge of online shopping about the financial instruments canbe a significant limitation.

<div align="center">**CHAPTERISATION**</div>

Chapter I – Introduction - This chapter deals with introduction, importanceof the study, need of the study, statement of the problem,scope of the study, methodology of the study, sources of data, sampling plan, locationof the study, statistical tools for analysis, limitation of the study and chapterisation.

Chapter II – Review of Literature – This chapter deals with review ofvarious literatures available on national and international area and it also deals withthe background of online shopping and a full account of the many studies carried outon consumer buying pattern.

Chapter III – Research Methodology - This chapter deals with the researchmethodology used in the present study, like objectives, hypothesis, research design,sampling procedure, data collection, and framework of the analysis.

Chapter IV - Profile of the Study Area - This chapter deals with the profile of the Thoothukudi District and the Indira Nagar of Thoothukudi District.

Chapter V - Analysis of the Study - This chapter deals with socio –economic status and deals with the study of the consumer buying behavior,Sources, Reasons, Time interval , Items Purchased, Mode of Payment, Problems faced, Measures to reduce the risk.

Chapter VI – Summary of Findings and Conclusion - The final chapterpresents the summary

and findings of the study, the conclusions arrived on the basisof the research findings.

REVIEW OF LITERATURE

2.1. INTRODUCTION

In this bankruptcy covers of assessment of literature referring to effect of online purchasing on consumer pride and further offers with buying pattern. It portrays the existing problems in online advertising and components distressing and enhancing adoption of online advertising and marketing to analysis by the way socio factor. Moreover, it offers an analytical assessment of multifarious studies associated with online marketing. This is observed by using emphasizing the research gaps and presenting insights and contribution of the present take a look at.

Rupali Rajesh (2018) this study has given special consciousness on key aspect of online buying like suitable and time saving, Clear Return policy, Variety of product and types to be had on online sites, Trusted shopping, Product evaluations, 24*7 Shopping, Cash on transport and Credit card offerings availability of favourite brands, readability approximately terms and situations, chance at credit score card transactions, beyond buy enjoy and so forth., as well as customer satisfaction factors like return coverage, product quality, experience, touch and feel factor etc. These effects will enable, Electronic marketers to designs higher appropriate strategies, aiming to buy practice and success.

Gunjita Kumar (2017) - It stated that earlier than demonetization, items had been bought online shopping to customer choice and hazard bearing capacity, however after demonetization it has become nearly obligatory to look for optimum bills via Electronic pockets for all sorts of goods and offerings bought. Prior to demonetization humans consume to shop for online either uncommon items or goods which aren't effortlessly to be had in the nearby marketplace, but after

demonetization, they had been shopping goods of their everyday wishes. Formerly humans also favoured to buy objects online for which satisfaction gained turned into confident, but currently, they can use to one-of-a-kind websites imparting the facilities like an attempt to purchase they have been prepared to take up the hazard additionally.

Ahmed AuduMaiyaki (2016) observed the principle thing of influencing consumer online buy in conduct. The price and the product art collection in online shopping immediately affect purchasers" buying cause and conduct. The explosive in online buying available at a lower price, and the import range is more than traditional shopping, the purchasers will select to capture online.

Pritam Kothari. P (2016) this study was about the existing reputation of online buying. Those who spoke back were accrued well-based telegraph shape. They assist with information analysis and abstractionism finding had been drawn through researchers. Since there was a revolution in telecommunication quarter no of users on the internet. Increased in India recent time and customers had been the usage of internet for online purchasing however nonetheless everyday purchase maximum of patron"s first preference has been manual shopping. Most of the customers had been providing majority opinion that advertising prices by using companies had been very excessive, it is cautioned to organizations to either reduce transport prices or shipping of product have to receive freely. Corporate may use one of the acknowledgment activities. Once studies discovered that important starting gate at the back of improvement of online buying became of customer cognizance.

Saban Kumar K.C and Arun Kumar Timalsina (2016) studied customers" attitude turning into online purchasing. Outcomes on online purchasing have been smooth to reserve, artwork collection at one save and time-saving. Use of Mobile becomes regarded to be fine and on hand choice than websites and make contact with calls. Similarly of the respondents had been favourable approximately online purchasing of market keeper natural item whereas relaxation became terrible.

Outcome additionally defined that respondents had been aware of present online portals. The velocity and urgency in transport timing had been given extra significance than fee system and

pricing at the same time as buying greens and fruit gadgets online. Therefore, the general public of the clients had been located to be aware and high-quality approximately online grocery purchasing, the researchers concluded that if the issues diagnosed via this research were addressed there was resting potential for agreeableness future of online grocery.

HuaZhong and Ping Qing (2016) confirmed that Chinese rural customer online buying in high priced and the factors explaining their purchasing common. There is one to one survey to Chinese rural customers was conducted among July and September in five areas along with north, northeast, south, west after which crucial location across provinces. In all the survey includes elements. Firstly, it was investigated respondent socioeconomic characteristics and their day by day online sports. Secondly, it turned into tested their perceptions and attitudes about online shopping. Statistical summaries display that clothing becomes rural customers" maximum offered item. The effort to saving time, the ease of having access to and browsing, and the kind of black marketplace to be had were the top three reasons to shop online. Often used charge technique was the 1/3-celebration online price platform.

Gopal. R and DeepikaJindoliya (2016) in their research and analysis in the previous couple of years had seen an unprecedented increase in the number of online business gamers. An ever-growing opposition had referred to as for the adoption of new advertising strategies, new media and out of box questioning to steer the purchaser to go to the web page and make purchases. In India, retailing has the potential to develop extra than hundredfold to attain a value. The use of as developing internet habituated consumer base, with a burgeoning magnificence of cell net customers will power the web shopping story. Electronic retailing is well worth millions of greenbacks utmost importance for the groups to recognize the diploma of impact their new marketing campaign could on ability customers. It could help them in channelizing extra money and effort towards the method which has the most impact on consumer psyche.

Devi and Saini (2015) Focused on online buying suggesting blessings and downside of online shopping like better charges, comfort, range, fewer traps, discreet shopping, ease of evaluation purchasing, discover particular answer these are advantages of online purchasing whereas advised dangers were lost the tactile revel in, shipping adds to the cost, returns may be costly, managing

unknown vendors.

Sanjay Kumar (2015) Evaluated that online buying plays extra functional kinds of consumers who've no time and want to have not here from the crowd. However, there had been some points that have an effect on the client's conduct approximately online buying however universal within the subsequent 5 to 10 years the online save deliver a large competition to the outlets. At remaining, it becomes clear that during destiny there was the large scope for online shopping. The customers were greater attracted in the direction of online purchasing.

Shalini. G.R. and K.S.Hemamalini (2015) Detailed that asserts approximately in Chennai town most of the people select turn cart for online shopping. Online buying has already ended up a trend in this era. The internet site characteristics and attitude, agree with and intention towards online purchasing and the various thing such as quite critical to online customers approximately the product, payment security, cash-again assure, beyond experience using this product-logo, and shopping for a famous brand had been circle of relatives and friends, feedback on the Internet, website loyalty, an opportunity of speaking with a shop clerk by means of telephone or mail ought to be evolved by the web websites. Of that website loyalty, the possibility of speaking with a shop clerk with the aid of cell phone or mail pick out the secured mode of the fee, beyond online purchasing revel in, the five most likely strategies for customers use online purchasing websites on the Internet.

IvaturiMurali Krishna and Chalam. G.V. (2015) evaluated that there was a number of studies on Electronic Commerce and customer behaviour we've very little research in the synthesis of this two i.e., this studies and examine addresses this hassle in a small scale. Latest years there is a rapid development in the Electronic trade industry. The online retail opposition is heating up as client behaviour is becoming more and savvier at the net. Competition is developing and growing day by day with it online purchaser expectancies also are skyrocketing. Hence, its miles becoming a norm to offer online buyers a robust online shopping experience.

Mohammed Jamal and Tunazzina Sultana (2015) Studied that the intention ofthis paper was to look at the attitude of Bangladeshi people towards online buying andto discover the essential elements in this regard. The derivations and findings from anintensive survey showed a normal

superb reaction toward online buying. However,examine provides a few thrilling insights on purchaser preferences towards onlinebuying in Bangladesh. Research enables numerous crucial theoretical contributions.Obviously, it is clean empirically that further to age, gender, earnings, familiarity andcareer, family structure performs an essential role in case of preferring online buying.The final results and conclusions towards, the findings upload fee now not simplest toexisting literature by way of carrying out an empirical survey on the mind-set of thehuman beings towards online buying, however also endorse the entrepreneurs thatthere was a high ability for target-oriented online promoting.

Rizwana Bashir and IrshaMehboob (2015) Visualized and discovered onaccomplishing this research, sure effects came to light. Once the humans believe theinternet site, they're inclined to buy more from that website. Opposite to famousbelief, but, the sense of privateers did no longer seem to have an effect on thepurchaser conduct. Buyers and respondents did no longer seem very concernedapproximately giving their personal statistics online consisting of addresses, furnishedthat they could be using the cash on delivery cod approach for purchase.

HaryoBismoPutro and BudhiHaryanto (2015) deliberated and designatedpurpose of observing correlation among of the observed variables. According to thisphase, it is located that it has given a top-level view of the studies outcomes. Findingand Test results had been indicated the model of the research was mediation thatportrayed the studies version in observing is partial mediated fashions, however,however, a price for the 3 mediated fashions are accurate to accept the data of theresearch. Prior to these, they have an impact on of ease of use with customer mindset,usefulness with client mindset, the perceived hazard with patron attitude, andpurchaser mindset with the aim to buy.

HemaniMalhotra and ManjitKaurChauhan (2015) according to them thereare numerous reasons for investigating on elements touching and impacting clients"mindset towards online buying that can be taken into consideration essential. Basedon the result, it is able to be seen that online buying experiences, product notion, thesafety of charge and customer support have vast consequences at the mindset closer to online purchases through online buying. Moreover, it can

additionally be understoodthat the purchasers buy items like clothes, e-book, mobiles and domestic homeequipment often. This evaluation and studies could make the customers aware thatElectronic trade is turning into a vital trend in this contemporary informationtechnology society as you can reach and get the information and product withoutreally reaching out physically to the locations.

Krishnamurthy. K. RehanaBanu. S.H. (2015) this study concluded that theweb advertising was converting the manner of the customers save and purchase itemsand offerings. Majority of the customers have been the usage of the net marketing nolonger only to shop for the product. The online commerce and advertising changedinto essential to understand the customer perception closer to. This analysis andexamine turned into helpful for the net entrepreneurs to recognize the elements whichaffect the customer belief closer to the net advertising. The final results and outcomesof the take a look at additionally assist the enterprise to recognize client notiontowards the net advertising and marketing furnished to buy of product and provider.

RavjotKaur and GurmeetKaur (2015) Synthesized that the findings of thestudy reveal the essential factors that power human beings go for online buying. Thecomplaints and the elements have been affecting the web buying undoubtedly ease ofuse, time-saving and time flexibility. While dangers related to this purchasing producttraits and bodily inspection negatively affect the shopping for the behaviour of thehuman beings. Facing the technology has made online buying reachable to all people.City of Chandigarh‟s populace comprises particularly of teenagers and servicemagnificence, the scope of online buying further increases. In spite of the troublesassociated with the online buying, people but select it to shop purchasing and indestiny percent of online buyers is genuinely bound to grow at a better tempo.

Preeti Singh and RadhaKashyap (2015) this study is based totally on thefindings, it's miles concluded that online buying was getting famous inside theyounger generation. It became mainly preferred by employed girls as compared toadult males due to the fact buying online. Moreover concluded that better earningsorganization of woman respondents become greater willing toward online purchasesas compared to male opposite numbers. Women had a fantastic mindset closer toonline purchases as compared to adult males. The leader stumbling block inside themanner of

online buying is the protection issue and occasional level of consider ononline stores consequently; dealers ought to make proper strategies to increase theclient's level of trust on them.

Mishra (2015) they examine on online buying which has a very essential functionin individual profits, gender, age, educational qualification, occupations, and eventsfor buying. Why there is a stress for online purchasing like low expenses, saves times,huge variety of merchandise, cash on shipping facility, domestic transport and soforth. To buy the product categories maximum desired sites; money spends onlineshopping for in keeping with month, the frequency of buying, mode of fee typicallyused, pleasurable and not fulfilling motives of online buying. Research counseledsupplying loose coins on transport offerings, instant substitute of products andrefunding of the fee, should reduce the complaints of providing terrible great to drawmore customers in destiny.

Nahla Khalil (2014) identified the impact of consumers" mind set and buyingbehaviour closer to online purchasing in Saudi Arabia. Online buying become gettingmore and more fashion of the day in Saudi Arabia in addition to in relaxation of thearena, however, the pace of online purchasing in Saudi Arabia is slower compared tothe entire world. As in step with humans' view, our survey, online purchasing wasgetting popular within the more youthful generation which includes college studentsand professionals. The network of students generally prefers to buy goods from itsoriginal supply and frequently they choose to store online.

Mohammad. Shokiet. al. (2014) Emphasized that have a look at highlighted thecommon scenario in consumers perceived threat, mindset, and online buyingbehaviour. It is discovered that the negative effect of perceived risks on a mindset ofpurchasers changed into well-known. In Malaysia online purchasing context, itbecame finalized that the bad effect of perceived threat affects the attitude of onlineshoppers. Whatever may be, it turned into cited that now not all risks, for instance,comfort danger, will negatively affect purchaser mindset. It implies that whenpurchasers accept as true with an online supplier, they'll take delivery of issues relatedto return of the sold product, and they may execute some degree of tolerance in thetime period of time taken to supply the product. In order to affirm and verify the niceimpact of convenience

chance, its miles cautioned for future research to make biggerthis look at to cover extra online dealers in Malaysia. Scholars may also don't forgetthe inclusion of extra dimensions of perceived chance, such as mental, private nessand social dangers, to observe whether or not or not they could have an impact onmindset and online shopping behaviour of customers.

Sanjeev Kumar and SavitaMaan (2014) Referring to the article above, thediscussion truly suggest that online purchasing had grown to be an everyday part ofour lives, mainly because handy. Each day, millions of people log on to do researchabout products and make purchases from heaps of various online traders. Internet andweb supply permits customers to comparison store for the nice deals and discoversproducts that might otherwise be hard to discover. But whilst online buying provideswith a high stage of easiness, it also presents opportunities to cybercriminals to souse borrow a client's money and information via various online scams. Thus, onlineshopping was the fun and handy way to find hard-to-find gadgets, to make purchasesand find out bargains, but additionally with a few degrees of risk bearing andchallenges. Online buying may be easy and wonderful with some test lists. India"sonline marketplace became an early level however expected to look large growth overthe subsequent four to 5 years. Retailers had probabilities because the online populacebegins to spend extra and purchase extra frequently online. Online customers aresearching for to peer top offers online observed with the aid of loose or very low-costtransport. Users and customers have been looking for belief, safety and privacy ofrecords, timeliness, availability, convenience, customer service, prices and widerchoice throughout online shopping.

Mohammad AI-Nasser and RushamiZeinYusoff (2014) According to theirstudy, it was to study the manufacturing unit, that has an effect on the attitude ofcustomers towards net purchasing in Malaysia and Saudi Arabia and the way theyaffect buy mindset. It also aimed to analyze the moderating impact of the chance atthe Electronic carrier great-customers" believe dating in Malaysia and Saudi Arabia.The findings revealed that provider high-quality changed into pretty widespread in itseffect on customer agree with in online buying, proving the proposed nice directeffect of perceived provider excellent upon client trust. However, perceived risk wasfound out to be linked with consumer accept as true within the direction of onlineshopping, opposite to

the proposed hypothesis.

VidishaGuneshRamlugun and LucshaJugurnauth (2014) Studied that theoutcomes of the observe display that each hedonic and utilitarian motivation insidethe shape of comfort, cost saving, social fashion and journey and authority andstanding have been related to surfing conduct which in turn influence purchasepurpose. We find this worth to notice that of the pattern avers having offered online.People of Mauritians have realized the exclusive benefits that online purchasing offersfor the reason that social media purchasing continues to be novel in Mauritius. Forumand Society of Interdisciplinary Business Research, it would additionally be useful toidentify how online Mauritian shoppers could reply to fee inconsistency, signageissues and coupon games, which might be dimensioned worth analysing. Thepredominant drawback is that the study is that the handiest ten constructs werementioned to have a moderating effect on buy aim.

Ashish Bhatt (2014) the research online shopping was rapidly changing themanner people do enterprise all around the international. In the business-to-patronsection income through the web were growing magically and dramatically over theprevious few years. Consumers and Customers, not only the ones from welldevelopedinternational locations but also the ones from growing countries, havebecome used to the new buying channel. Knowing and information the elements thataffect goal, adoption, and repurchase are critical for researchers and practitionersalike.

Mohammad. MahbuburRahaman (2014) Detailed that asserts approximatelythe information gathered from this small pattern institution, it may be stated thathuman beings had been seeking to familiar and habituated with online buying. But theinternet infrastructure and socio-monetary condition of Bangladesh does not allow thestores as well as the real and capability customers to remain and become broadmindedand constructive about the new business concept of Electronic Commerce. Further,the dependency of students is some other constraint. Viewing at what college studentswant and their pride ranges some hooked up Electronic tailors such as mobile bazaarand bikroy.Com were invested extensive sources on this area. It might be useful formobile bazaar and bikroy.Com in Bangladeshi attitude to mimic some of the sector'shooked up Electronic tailors together with Amazon, eBay and others to preserve hugenumbers of students as their customer.

Aimol. A. and VermaRekha (2014) Settled that the respondents retrievedthe internet to guide their work on a day by day basis but accessed the internet foronline purchasing once in a while. People taken for the have a look at and therespondents had been determined to select online shopping to physical buyingbecause of advantage such as saves time, comfortable and secure shopping, specialproduct facts, mode of payment and facility of easy price contrast impacting clientbehaviour closer to online purchasing.

Priyadharshini (2013) studied that the durable goods market has become morecompetitive, marketers are forced to analyses consumers" attitude and also toimplement new technique and Trans-disciplinary perspectives to understand thenature of purchase and consumer behaviour.

Khadija Ejaz Khan (2014) to Analysed the ever-increasing rate of internetadapts ability had brought about the brand new gold years of online purchasing.Moreover, because the online market turns into competitive, differentiation wishes tobecome an essential part of operations. Categories and brands in recent times areconstantly progressing and trying to grow their income with the aid of implying newtechniques and strategies. This examine finds out that customers provider andconvenience, the accessibility and competitive pricing, the ultra-modern personpleasant but elaborated website designs and payments security are the dominantfactors that affect clients traits of online shopping.

Laxmi S. (2014) The sole reason that determines the researcher turned into takenwith the aid of online buying categorized into two categories, one in an external issuelike dimensions of demographics, tradition, mental left of them. There are internalelements have been studied wherein product emblem call, variety, higher offers hadbeen studied underneath purchasing dimensions also purchasing motivation, Risk,convenience or time-saving, advantages perceptions, preceding online enjoy had beenstudied underneath online buying dimensions.

Sanjeev Kumar and SavitaMaan (2014) Revealed that online purchasing turnedinto an amusing and handy way to locate tough-to-locate gadgets, to make purchasesand discover deals, however additionally with some degree of danger. Onlinepurchasing may be smooth and unique with a few precautions. India's onlinemarketplace is at an early stage, however, is anticipated to see a huge increase overthe subsequent 4 to 5 years. Buyers have a good sized opportunity as the

onlinepopulation begins to spend more and purchase greater again and again online.

Haiping Wang and Guona. G. (2014) found that online purchaser stickiness inElectronic commerce surroundings: A relationship formation model confirmed thatsticking to a special website no longer handiest way that customers like shopping onthe website but also manner a sort of psychological trustworthiness appears onconsumers and vendors. It will accelerate Electronic carriers to offer better productsor carrier for purchasers and promote the fast development of online transactions.

QaziMoinuddin Mahmud and SazzadHossain (2014) Clarified that clientpleasure in online shopping reviews recognized that the elements cause internet sitecompetency, website design, internet site reliability and fulfillment website customersupport. However, online customers had insignificantly distinctive perceptions ofthose four factors. Sources of net design had the best score rating, followed by meansof internet site competency. Website design and reliability ranked 0.33. All the fivetypes of online shoppers have a distinct belief of specific internet site factors andinternet site elements. People using online for purchasing have been plenty extrahappy with internet site variables and website elements than the other online buyerswhereas trial online shoppers had the poorest belief of online purchasing.

Ho Soo Fong (2013) this study took a look at what was identifying the capabilityof online sales on Penang fruit pickles through inspecting the attitudes of potentialclients closer to such an alternative manner of buying. The studies try to seize theinter-relationship of all the said structured and impartial variables through making useof the theory of reasoned action. The final results of look at indicated that customersshowed wonderful intention to make an internet buy in the future. The outcomesadditionally revealed that attitude and purpose have been strongly and positivelycorrelated which equipped nicely within the version. The review of the ultimatehypotheses shows that the mindset is likewise correlated reasonably or strongly andpositively with the diagnosed elements. The maximum sizable factor is the perceivedadvantages of online buying, followed via perceived merchant"s trustworthiness,customers" lifestyle and ultimately consumers" earlier Electronic commerce enjoy.

Adeline Kok Li-Ming and Teoh Boon Wai (2013) Scrutinized and investigatedthat the increase of online buying to promotional and promoting tool by way ofmarketers was upward thrust mainly on this vicinity. This research gives a beginningfactor in particular in the context of Malaysian customers in knowledge dating of theelements that impact customers" mindset and their buying behaviour in reservinghotel rooms via online travel sellers. Thus, this study serves as a base of expertisecustomers" online mindset and conduct within the resort enterprise. Further and extrain-depth studies may be constructed from right here.

Gupta (2013) Judged that Electronic tailing became challenged in Indian clientsfaced real-time problems associated with considering quality. This evaluation andstudies some inflexible conduct in the direction of Electronic tailing. This researchalso cautioned that online buying vendors should make custom designed techniquesbased on the client behaviour. Spend more time in bringing new consumer base whichcreates loyalty will generate revenues ultimately via Electronic tailing. Irrespective ofonline customers have been happy by way of their respective carrier vendors andonline providers.

AndritaGoswamiet. al. (2013) primarily based at the look at and statements,on online customers, were satisfied best whilst online marketers give moresignificance on charge and after sale service elements. The 12 months of the goldencompetitive year, online marketers ought to centre on purchaser pride to keep theprevailing clients and entice the brand new clients by way of imparting them everyday new schemes for online purchases. In addition, studied that factors like hugevariety of the distribution of clients in line with their perception with recognize toonline purchasing depends on the factors like product variety, excellent of product,wide range, price, packaging of products, after sale offerings, protection of charge andso forth.

DahiyaRicha (2012) Studied that ANOVA outcomes for clients" response acrossunique demographics factors show that gender, influences frequency, and own family,size influences usual spend on online shopping. Most of the effects prove that therespondents had perceived online buying in a tremendous manner. This honestlyvalidates the mission development of online purchasing inside USA. In addition, thefrequency of online buying become exceedingly less inside USA. Online buyingagencies can use the relevant variables and elements, identified from

the take a lookat, to formulate their techniques and plans inside the country. They locate that thoseinstitutions can prioritize the customer implicit and express requirements in onlineshopping surroundings.

MehrdadSalehi (2012) -The studies that revealed the 4 elements merchandising,splendour, believability, and originality don"t substantially impact online purchasingpurpose. It is those that suggest that commercial doesn"t have a crucial impact ononline shopping. The outcomes and comply with up confirmed that safety and validityof internet site had been broadly authorized by means of online consumers. Theexterior attractiveness had the minimal influence on online buying purpose. Thus, itsmiles found that it suggests that clients weren't involved or couldn't accept as truewith an advertisement on the internet. Therefore, it is felt that the net customers areoverloaded by advertisement spams.

Khadija Ejaz Khan (2014) Analysed that regularly expanding rate of web adjustscapacity had realized the fresh out of the box new gold long stretches of web basedacquiring. Customers and image all through the globe are adjusting and are occupiedwith this medium of talking, showcasing, and offering and buying. Having a giganticpool of capacity customers, no agent costs and issues, dispensing with topographicalhindrances, offices have been making utilization of this convenient strategy toapproach their customers all inclusive. Besides, in light of the fact that the online market transforms into aggressive, separation wishes to wind up a basic piece ofactivities. Classifications and brands as of late are always advancing and endeavoring to develop their pay with the guide of inferring new systems andmethodologies. This look at discovers that clients supplier and comfort, theavailability and focused evaluating, the ultra-present day individual charming,however, explained web compositions and installments security are the predominantvariables that influence customers characteristics of web-based shopping.

LevaAndersone (2009) Studied that there are variations of behaviour betweenonline and conventional buying of Latvian customers which is extensively skilled. Itis known that as in step with the look at the clients were looking for records about theproduct, shopping frequency, about pricing, shopping for extent and time. It is studiedthat very vital benefits of the purchasing process at conventional shopping for mannercontact with equal for Electronic purchasing cash saving,

time-saving, conveniences.The have a look at concludes that average length of buy-in conventional shoppingnevertheless became big than within the net buying and pals had been principal assetsof data to look the goods. The creator also mentioned that you will count on changescloser to the internet as a prime source inside the nearest destiny and no special timeof day for getting.

Madhivanan (2008) in their paper he discussed various studies undertaken withrespect to buying patterns of organized and unorganized retail stores in Chennai.Aspects like buying patterns of consumer durable goods, stores attributes, consumerbehaviour, service quality, customer satisfaction, Indian Retail Market were includedin the study. It basically aimed to prepare a summarized report on the study of relatedliterature on buying patterns, hoping the paper acts as a reference for researchers andprofessionals.

Venkatesh (2008) the study suggests new tendencies in advertising that'sobserved much that several trends in technology had absolutely modified the arena.Noteworthy amongst those become referred to as Internet and online advertising andmarketing. In brief is that this pastime permits customers and dealers of products andservices to get their undertaking carried out, without the need to tour? In web-basedadvertising, the customers get admission to the products of their desire however itisn't feasible to trace and take a look at all factors of the advertising and marketingenhancement and campaign.

NikKamariahNik Mat (2005) researched that the higher internet site resourceswill create a better purpose for online shopping that can be extensively experienced inthis work. The studies afford the purchasers do no longer agree with the internet siteat some stage in online purchasing. It may be that different elements had been verycritical than belief like types of products. Those outcomes however contradiction withthe end result depicted in other studies which indicate believe level can also affectcustomers" willingness to buy and propensity to return to the website.

MehrdadSalehi (2012) with unique reference to this observe, we discover theelements of promotion, splendour, believability, and originality online buying aim.These indicate that commercial doesn't have a vital impact on online buying. There isa final result that suggests that security and validity of website had been broadlypermitted via online purchases. Attractiveness

had the minimal impact on onlineshopping purpose. Thus, it reveals that consumers aren't interested or couldn'tconsider any commercial inside the net. It appears that the net customers areoverloaded via advertisement spasm.

Suresh.A.M. and Shashikala. R. (2011) have expressed of their studies andevaluation on an explosive boom in online shopping. Maximum increase drivers arein India's favour demographics, economic system, changing way of life, exposure tonew ideas. It turned into viable for them to create a sustainable eco gadget forElectronic tailing, which in reality drives the increase of Electronic commerce insideUSA. It becomes clear that the capability to the degree and reduce perceived hazardcould take Indian online companies, to an incredible top in maximizing both customersatisfaction and profits. Also as a perceived chance has a tendency to decrease withnet revel in; it's far and rely on time that electronic tailing could be a boomingindustry in India.

Guo Jun and Noor IsmawatiJaafar (2011) Out of the results we can summarizethat the Independent variables of advertising and marketing blend and popularity havean extra have an impact on purchasers" mindset in the direction of online shoppingthan the other impartial variables and online patron care extra about marketing mixand recognition of the Electronic supplier while making online purchases. Therealities and local tradition are the essential elements that decide the attitudes andbehaviours of local human beings

Amar Cheema and PurushottamPapatla (2009) encouraged a push to look intothe relative need of online data instead of disconnected records for net buy. In light ofthat take a gander at, it's miles seen that relative noteworthiness of online realities ishigher for utilization of items which incorporates PC equipment and programmingprogram than for hedonic items alongside books, track, and motion pictures, therelative hugeness of online measurements diminishes with developing buyer webdelight in and clients' trust of online look for motor records, that reductions withdeveloping web involvement. This had been a truly appreciate.

DejanPetrovic (2007) this examine confirmed and tested the approaches todiscover, examine and compare product statistics required through online customers.It is not unusual that the users and all purchasers use search engine on each worldwideand neighborhood degree, the result pages are scanned for context similar to aprovided seek time period, tempo of seeking decreases in the

populace to the intensityof the studies, intrusive advertising, and marketing campaign can create bad image,quantity of data online at once impacts customer seek behaviour, included time-savingcapabilities of online client value and customer fee human evaluation than automatesuggestions.

Hassanein.K. and Head. M. (2007) -There is a finding on this research that humanswarm temperature and sociability can be integrated through the networkinterface to definitely affect consumer attitudes in the direction of Electronic Tailing.Moreover, this research analyses the impact of numerous ranges of socially wealthytextual content and picture design factors on the perception of online social presenceand its next impact on antecedents of attitudes closer to websites. Upper and grownupranges of perceived social presence are shown to undoubtedly affect the perceivedusefulness, consider and amusement of buying websites, leading to greater favourablepatron attitudes. The final results of those findings for practitioners and future studiesare mentioned.

David. M. et. al. (2005) when searching at their examine goal of having a look aton most of the defendants had been assured in using the Internet and have carried outonline buying. However, simplest one-third of them have tried online domesticpurchasing and a number of the respondents" remarks display that this will be due toreluctance to believe store personnel with the assignment of selecting proper and highfirst-class enterprise. The outcomes and findings imply that the majority of the humanbeings in our sample have enjoyed online shopping, very few actively engage inonline grocery shopping. Therefore, this observe concludes that in the future haveproperly growth and newness to perform in online grocery buying.

Salam. A.F. et. al. (2005) In this study, it is very clean in which they haveperformed a examine on the importance of nurturing purchaser believe within thecontext of digital trade. The studies expose that believe a complicated socialphenomenon reflecting technological, behavioural, socio-mental, and institutionalrelationships amongst human and nonhuman technological sellers. Web dealers andmarketers need to align each their long-term and quick-time period relationships withclients and increase interventions to beliefs that have an effect on their attitudes,intentions, and dependence, and in the long run exchange their willingness andopenness to spend money.

Chang-Hoan Cho (2006) has deliberated inside the e-book that enlists numeroussets of suspending factors are associated with incredible factors of on-line buyingopportunity mind and hesitation. The results and findings we are deriving at thisdegree are that by means of way of knowledge distinctive put off reasons associatedwith particular aspects of on line shopping hesitation, on-line marketers can boomnumerous hesitation-cut price devices or desire- helping dealers to promote client'sbuy finishing touch in every degree of online desire- making. For example, use ofdevices to lower special postpone motives within the shopping for cart stage, Priceassessment, bad past revel in website reliability they lower choice deferral and assistcustomers entire the internet buy extra without difficulty. The significance of gadgetsused may additionally include expert advice, reference attraction, an endorsementfrom one-of-a-kind customers, charge contrast with distinctive websites or physicalstores, and so on.

Cesar Augusto Carvalho (2004) In his studies as managerial implications, it'smiles viable to focus on that being wonderful inside the attributes considered criticalto determine purchaser delight is not sufficient to guarantee a higher purchasingconduct. This well-known shows that the point of interest has to be modified fromseeking to fulfill all the consumers, making investment resources in building a nationof artwork provider to know-how groups of purchasers particular pastimes andchoice rule techniques associated with purchasing conduct. According to this, anorganization does not need to be the exception, but ok to the client's needs.

Jongeun Kim (2004) We come to an understanding that within the take a look atentitled information customers online shopping and shopping behaviour"s exploredthe differences among four possible agencies for net customers, the present non-netconsumer, the user who simplest visits web shops with no goal to buy, the Internetbrowser who has an aim to purchase, however, has never executed so, and the personthat has made an internet buy. The have a look at emphasized on information thevariations among the four agencies in terms of demographics, current generation useand access, and contemporary attitudes toward making an online purchase. There aretwo elements diagnosed with the have a look at, a patron issue and an advertisingthing, many of the 4 agencies. There are versions in demographics and generation usebecome also cited among the groups? Depending on the findings including the relationship among time spent online

and online buying and the substance of thecustomer aspect, hints had been provided to outlets inquisitive about promoting thruinternet.

Sami Alsmadi (2002) Based on the general findings and recommendation withinthe contemporary research, this observe concludes that, in fashionable, mostJordanian purchasers had been probably to have enough knowledge and abilities, inusing the pc and managing the internet, and feature affordable get entry to netofferings. Moreover, they'd a tremendous affect approximately the cutting-edgepresentation and merchandising of businesses net websites on the net. Similar tothose advantageous attitudes, the issue of the safety of online transactions appears tobe a first-rate thing subject to clients. We find that it became obvious that this specificdifficulty appears to be the main factor that restricts the willingness to make a higheruse of online purchasing in Jordan. It may additionally have sufficient to give anexplanation for why many human beings in some countries consumer are notrecommended definitely to save online.

Sang Yong Kim and Young-Jun Lim (2001) studied the connection amongclient attitude and significance of pride with Internet shopping. It is predicted andwe're certain, that the elements of enjoyment, comfort, reliability, records excellentand speed are essential for deciding on buying sites and moreover locate that theelements of leisure, tempo, information extremely good, and reliability are associatedwith customer satisfaction with Internet purchasing depending at the above factors.

Verhoef and Langerak (2001) we come to remember the fact that this text copeswith Dutch internet buyers and found that end result ideals had a critical impact on thechoice to save on-line. It is discovered out that this goal was certainly targeted,through the use of the perceived relative merits of buying on line, compared todifferent methods of purchasing, and contrarily encouraged by way of the diploma ofcomplexity which these consumers felt could be concerned inside the process.

Szymanski et. al. (2000) it is observed in their research which analysed investingin patron pleasure from the online enjoy and developing emblem and site loyalty areseverely essential for agencies that want to have a long-term presence on the Web.There are processes taken to induce loyalty into clients in an internet context. Onemethod is for the cognizance of concrete factors. For

example, creating a handy andnicely-designed online keep and presenting comfy transactions are the keystones ofenjoyable Electronic purchasers.

Armstrong and Kotler, (2000) The writer and researcher in his study examinedindividual‟s shopping picks which might be inspired with the aid of four essentialpsychological elements: motivation, notion, mastering, ideals, and attitude. Thereby,it refers that, thru orientation, notion, and attitudes it's miles shaped and consumersmake concluding choices. The diverse techniques function the bridge between clientsbackground capabilities and the consumption that satisfies their wishes, that permitsus to understand the process completely.

Gerald and Valerie Trifts (2000) It is very clean to look from this presentationthat patron decision making in online buying environments, the consequences ofinteractive selection aids advised that interactive decision aids designed to assist clients inside the preliminary screening of available merchandise and to facilitate inintensitycomparisons amongst decided on options may additionally have rather suitedhouses in phrases of patron selection making, which is a key aspect inside the methodof online purchasing environment. Likewise, tools, allow buyers to greater easilycome across products that are overpriced or in any other case ruled with the aid ofcompeting alternatives, therefore increasing marketplace performance ensured.Obviously and truly, the availability of interactive choice aids in online shoppingenvironments needs to enhance the capacity of people to discover products that inshape their non-public options and, therefore, result in extensive high-quality welfareeffects for consumers.

Jarvenpaaet. al. (2000) Condensed to nutshell on the version of patron attitudetowards specific global based internet shops, in which perspectives of the shop'spopularity and size have been assumed to affect client's self-assurance of the digitalstore. Customer's stage of self-assurance become positively related to the outlooktoward the store, and inversely associated with the belief of the dangers involved inshopping for from that save is likewise well brought in. The analysis concluded thatthe mindset and the danger belief affected the consumer's goal to buy from the shopmight be felt inside the expressions.

PanicosGeorgiades (2000) he executed in his examination that there was novariations located amongst males and females in all three occupational groupings withreference to safety and

comfort this is nicely balanced most of the genders. In specificreference to respondentsattitudes towards security have been placed to be in anagreement in that they did no longer experience assured with the delivery of factsconcerning their private and financial statistics and that era backing the Internet isreliable. Accordingly, it indicates that companies can standardize theircommunications strategies, aiming at alleviating the fears of Internet users, as regardsto safety concerns expressed by means of way of the writer.

Goldsmith. R. and Bridges (2000) in their studies they located that customerswho felt that it was clean to buy over the internet had been extra clean to buy,implying that self-assurance leads to greater purchase similarity. A proper datingbetween internet revel in and self-assurance and amount of purchasing is accordinglydiscovered in his observations. Based at the take a look at there is a factor to observethat there is right buying behavior pastime in online purchasing, to promote that saleand buying sample of client and electronic store.

David. M. et. al. (2000) it is cited that digital stores promise their clients that online evaluations might be pleasurable ones, information what creates a fulfillingcustomer enjoy turns into crucial, is an actual enjoy. Although this statistics appearsimmoderate, few pieces of studies have tested the elements that make clients happywith their digital retailing research. It is found and they test the function thatpurchaser perceptions of online convenience, vending (product offerings and productrecords), web site design, and monetary safety play in Electronic pleasure checks.Thus, they've concluded that comfort, internet site layout, and financial safety are thefundamental functions and elements in patron exams of digital pleasure.

David (2000) - Analysis made on this file is about the world huge sale of productsand offerings and the range of goods bought through online. One ought to take a lookat that, it's clear that it become placed right approximately 8.6% of world sales ofproducts and provider are traded at the internet and the quantity of goods traded canbe definitely worth $6.8 trillion given to the price estimate. The study concluded that online sales will not be uniform across the world but will differ from country tocountry and region to region.

RESEARCH METHODOLOGY

3.1. INTRODUCTION

Research methodology is a way to systematically solve a research problem. It isa science of studying how research is done scientifically. Essentially it is theprocedure by which the researchers go about their work of describing, evaluating andpredicting phenomenon. It aims to give the work plan of research. It provides trainingin choosing methods materials, scientific tools and techniques relevant for the solutionof the problem. According to Kothari 1985 research methodology is an entirepreparation and strategy of situation for gathering and study of information in amethod that aim to join significance to the research reason with economy in method.

3.2. OBJECTIVES OF THE STUDY

The objectives that are framed based on the proposed research model are detailedbelow:

1. To study the reasons for online shopping.

2. To analyse the risk involved in online shopping.

3. To understand consumer attitude towards online shopping and their satisfaction.

4. To study the buying behavior of customer towards online shopping.

3.3. RESEARCH DESIGN

It is the overall idea and preparation of settings for gathering and studies offacts in a method those goals to association bearing to the study determination witheconomy in process (Kothari 1985). In other words, research design of present studyconstituted formulation of primary and secondary objectives.

3.6. POPULATION

In each and every study, Population is an important part in determining thesample design. The current study is confined to evaluate the influence of feature thatinfluencing the purchasing pattern of customers in online shopping and its effect onsatisfaction. The respondents from various sectors those who are in the study area wereconsidered in this study.

3.7. DATA COLLECTION

This study is created on online shopping, the awareness of consumer buyingpatterns, pre, and post-consumer behavior, and both in analytical and descriptivenature. The procedure is the rationale phase which rules the final results of studies. Itencompasses and leads the study to analyze a research manner which guarantees andenables the truthfulness of the effects, deals with the data amassed for the take a lookat, assets of information, sampling plan of the population of the have a look at, area ofthe research, device used to accumulate facts, method of receiving facts, analysis andinterpretation of the collected data with different statistical equipment with theintention to find out the electricity of the accumulated information and limitations ofthe observe for the reason of gathering primary facts. The primary data were collectedfrom individual online consumers. In addition to data collected through primarysources, other secondary data were also obtained from government organizations suchas statistical invigilator report in the state. The secondary data provided by theseorganizations are from their annual reports and bulletin.

3.8. PERCENTAGE ANALYSIS

Percentage examination is useful to make a possibility table from the rate ofrecurrence

delivery and signify the composed information in the percentage form forclear understanding.

Analysis and interpretation are essential steps in the research process. The aim ofthe analysis is to sort out, classify and review the collected data so that they can bebetter understood and interpreted to give answers to the questions that prompt theresearch. Interpretation is the search for the broader meaning of conclusion. Analysisis not satisfied without interpretation; and interpretation cannot carry on withoutanalysis. So, both are inter dependent.

A detailed analysis of the collected data has been attempted as per the objectivesstated earlier. Hypotheses were also tested based on the findings of the study,interpretations and conclusions were drawn. Following are the statistical techniquesfor the analysis of the data collected for the present study viz., Descriptive analysisand Inferential statistics.

Concepts Involved in this study:

Consumer:

A person who acquires goods and services for his or her own personal needs

Market:

A market is a place where parties can gather to facilitate the exchange of goods and services. The parties involved are usually buyers and sellers. The market may be physical like a retail outlet, where people meet face-to-face, or virtual like an online market, where there is no direct physical contact between buyers and sellers.

Online Market:

Online marketing is the art and science of selling products and services over the internet. The art involves finding marketing strategies that appeal to your target market and translate into sales, while the science is the research and analysis necessary to measure the success of those strategies.

Alternate name: Digital marketing, internet marketing

Price:

The amount of money given or set as consideration for the sale of a specified thing

Products:

The number or expression resulting from the multiplication together of two or more

numbers or expressions

Consumption:

Consumption is defined as the use of goods and services by a household. It is a component in the calculation of the Gross Domestic Product (GDP). Macroeconomists typically use consumption as a proxy of the overall economy.

Income:

Income is defined in different ways depending on the context—for example, for purposes of taxation, financial accounting, or economic analysis. For individuals and businesses, income generally means the value or amount that they receive for their labor and products.

Expenditure:

Expenditure represents a payment with either cash or credit to purchase goods or services. It is recorded at a single point in time (the time of purchase), compared to an expense that is recorded in a period where it has been used up or expired. This guide will review the different types of expenditures used in accounting and finance.

Saving:

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.

Buying Pattern:

Buying pattern refers to the typical way in which consumers would buy goods or avail services considering the frequency, quantity, duration, timing etc. In simple words, buying patterns indicate or may predict how consumers purchase goods or services but are highly susceptible to change.

PROFILE OF THE STUDY AREA

The effectiveness of any research study can be fully valued only when the results are studied against the contextual evidence such as physical, social and economic conditions of the

region. The current study was undertaken with the purpose of emphasizing the different characteristics of industries in Thoothukudi district.

Thoothukudi District - Historical and Cultural Background

Thoothukudi was ruled over by the Pandya kings before the British rule. During the freedom struggle, it was the birth place of several bold nationalists. The blackness of British slavery was dispersed by the selfless detriment of these enthusiastic nationalists. Kattapomman with his fearless fighting spirit, Bharathiar with his burning and exciting poems of nationalism and V.O. Chidambaranar who shipped the Swedishi ship against the British were among the many brave nationals who valiantly fought external rule. They make Thoothukudi proud and ironic in ethnic heritage.

District at a Glance

Thoothukudi 'the pearl city of India is the newly formed district formed by bifurcate the first Tirunelveli district in Tirunelveli district (western portion) and Thoothukudi district (eastern portion). The District covers an extent of 4,621 sq.km in the South-Eastern portion of Tamilnadu and it is rectangular in shape. It is bounded by Virudhunagar and Ramanathapuram district in the North of Kanyakumari district in the South and Gulf of Mannar in the east and Tirunelveli district in the west. The district lies between 8°-05' and 9° - 80° of the northern latitude and 77°-05' and 78°-25' of eastern longitude.

Physical geographies

There are no tall mountains in the district. Red Mounds or small hills are found in Tiruchendhur, Srivaikundam, Sattankulam and Vijayaramarpuram. The elasticity of land that slopes to the east in Srivaikundam is made lush by the Thamiraparani River. This river movements through Punnaikayal and joins the Bay of Bengal, Malattar, Mambiaru, Vaippar and Manimuthaar.

Mineral Resources

Gypsum, Ilammanide, Monazite, Hyduim, Limestones, Corals from the Islands and Phosphate are some of its natural resources.

Agriculture

Agriculture is the primary occupation on which 70 percent of the people depend on it. The main food crop in this district is Paddy. Out of total area of 4,70,724 hectares, 1,90,780 hectares are took under the farming of different crops which is nearly 41percent of total area of the district[1]. The essential food crops in the district are Paddy, Cholam, Cumbu, Ragi, Varagu, Samai and Commercial Crops like Cotton, Chilly, Sugarcane, and Groundnut.

Paddy is cultivated in Siruvaikundam, Sattankulam, and Tiruchendur Taluks. Cumbu, Cholam, Kuthiraivali and other pulses are raised in the dry tracts of Kovilpatti, Vilathikulam, Ottapidaram and Tuticorin Taluks. Cotton is cultivated in Kovilpatti, Ottapidaram and Tuticorin Taluks. Groundnut agriculture is commenced in Kovilpatti, Tiruchendur and SattankulamTaluks. Groundnut bar is being used as manure and Cattle feed. With 35 percent share, the district is the top producer of Cumbu in Tamil Nadu.

Irrigation

The climate of Tuticorin district is hot and dry. The district has a coastal line of 163.5 kms and territorial waters covering thousands of hectares. The different causes of irrigation are Channels, Tanks, and Wells which cover 46,262 hectares in the district. Out of this, 18,584 hectares were covered by wells.

Fisheries

This district is an essential coastal district having a vast coastal line of 160 km and territorial water covering thousands of hectares. Fishing, next to agriculture, is an essential occupation of the district. Tuticorin is an important fishing centre. It is also measured to be the only pearl fishing centre in the whole of India. It is also noted for mass fishing. Nearly 35000 MT of marine fish is produced per annum.

Forest

The area under forestry is 12724 hectares which occupy 2.77 percent of the geographical area.

Shipping

Tuticorin has been a Centre of maritime trade for more than a century. It's natural to the harbor with a rich hinterland, facilitated the growth of the port. Tuticorin was acknowledged as a minor anchorage port in 1868. In 1906, V.O. Chidambaram Pillai launched the first Swadeshi Ship, S.S. Gaelio in British India from Tuticorin Port. After Independence, the minor part of Tuticorin witnessed a flourishing trade and handled a variety of Cargo.

Population

The population of the district 2011 Census was 17,50,176 of which 8,65,021 were males and 8,85,155 females. The population thickness in the district is 369 per sq.kms in contradiction of the state average of 555 per sq.kms. The percentage of town population is 50.10, and that of the rural population is 49.90 of the total population. The literacy percentage of the male is 91.14 and female are 81.33. Total literacy percentage of this district is 86.16.

<div align="center">

TABLE 4.1

URBAN POPULATION IN 2011 CENSUS

</div>

Area	Females	Males	Total
India	18,13,87,871	19,57,17,889	37,71,05,760
Tamil Nadu	1,74,58,530	1,74,58,910	3,49,17,440
Thoothukudi District	4,42,142	4,34,660	8,76,802

Source: National Informatics Centre, Thoothukudi

From this Table 3.1, it is clear that the total urban population of India is 37,71,05,760 with the female population as 18,13,87,871. In Tamil Nadu woman population is 1,74,58,530. Out of the total population of Tamil Nadu, Thoothukudi district's urban population is 8,76,802 and female population 4,42,142. From the Table, we can about that female city population in Thoothukudi district be more than the man populace.

The given Table shows the literateness level in urban areas.

TABLE 4.2

LITERATES ACCORDING TO 2011 CENSUS

Area		Person	Male	Female
Tamil Nadu	**Total**	5,18,37,507	2,80,40,491	2,37,97,016
	Rural	2,45,02,195	1,36,65,839	1,08,36,356
	Urban	2,73,35,312	1,43,74,652	1,29,60,660
Thoothukudi	**Total**	13,49,697	7,03,106	6,46,591
	Rural	6,42,686	3,39,739	3,02,947
	Urban	7,07,011	3,63,367	3,43,644

Source: National Informatics Centre, Thoothukudi

From this Table 4.2, it is apparently clear that urban female literacy is 47.41 percent of the total population of the urban literates in Tamil Nadu. At the same time, the total urban literates in Thoothukudi district are 2.59 percent of the total population in Tamilnadu. Of this, the female literateness is 2.65 percent. From this Table, it is also evident that female literateness level in Thoothukudi is more than male literateness.

The following table shows the city working population

TABLE4.3

URBAN WORKERS TO TOTAL POPULATION - 2011 CENSUS

(in Percent)

Area	Female	Male	Persons
India	13.28	54.96	68.24
Tamil Nadu	19.45	59.42	78.87
Thoothukudi District	5.08	13.78	18.86

Source: National Informatics Centre, Thoothukudi

From the table, it is strong that the proportion of total urban workers to the total population in India is 68.24 percent. Of this, 13.28 percent is females. Out of 78.87 percent of the workers in Tamil Nadu, 19.45 percent are women. In Thoothukudi district out of the 18.86 percent urban workers, 5.08 percent are female town workers. From this Table, it is strong that the percentage of male urban workers in Thoothukudi district is more.

The workforce in Thoothukudi District

According to the 2011 Census, workers were classified into main workers, bordering workers, and non-workers. Out of the total main workers of 6,89,400 female main workers are 1,95,110 and male main workers are 4,94,290. Out of 96,738 marginal workers, female workers are 58,912, and male workers are 37,826. Out of 8,96,833 non-workers, females are 5, 48,112 and males are 3, 48,721. The specified Table shows the classification of workers in Thoothukudi district.

TABLE 4.4

TOTAL WORKERS AND NON-WORKERS IN THOOTHUKUDI DISTRICT – 2011 CENSUS

Sector		Population	Total workers (Main + Marginal)	Main Workers	Marginal Workers	Non-workers
Rural	Male	437599	248691	221286	27405	188908
	Female	466212	180192	136056	44136	286020

		903811	428883	357342	71541	474928
	Total	903811	428883	357342	71541	474928
Urban	Male	326488	181695	174224	7471	144793
	Female	335444	63104	53172	9932	272340
	Total	661932	244799	227396	17403	417133
Total	Male	764087	430386	395510	34876	333701
	Female	801656	243296	189228	54068	558360
	Total	1565743	673682	584738	88944	892061

Source: National Information Centre, Thoothukudi.

The table shows that the female marginal workers are more in number in both rural and urban sectors than males. But the female central workers are more in the rural sector than in urban sector.

Industrial Development in Thoothukudi District

The district constitutes 70 percent of the total salt production of the state and meets 30 percent obligation of our nation. In this district two Industrial Estates are avilable one at Kovilpatti with 11 parts and the other at Thoothukudi with 20 items. The prior is accomplished by SIDCO and the latter by SIPCOT. There are 2,200 and above Small Scale Industries registered in the district and about 12 major industries. They are engaged in the production of cotton and staple yarn, caustic soda, PVC resin, fertilizers, soda-ash, carbon dioxide gas in liquid form etc., some of the major trades are SPIC, TAC, Dharangadhara Chemical Works, Loyal Textiles Ltd., Madura Coats Ltd., Sterlite Copper Industries, Kilburn Chemicals, Ramesh Flowers, Nilaseafoods, Deva and Co., and Transworld Granite Industries. Tata steel recently announced plans to set up a Titanium dioxide project in Thoothukudi. Four national brand products are made in Thoothukudi they are VVD Coconut Oil, Agsar Paints, BIO Food Ltd. Hip Tea and Genkii Tea (Herbal Tea) and Venus Water Heaters.

The essential public sector undertakings in this district are the Thoothukudi Thermal

Power Station unit of the Tamil Nadu Electricity Board, Heavy Water Plant (HWP) and Port Trust. During this year 1,128 vessels entered this port and cargo to the tune of 12.13 lakhs tonnes was handled. Thoothukudi port has been issued the prestigious ISO-9002 certificate for the port action and services and has linked the select group of World ports by becoming the first Indian major port to get such certificate. The central government is considering the construction of Titanium and Zirconium Sponge Plant, which comes under the control of Department of Atomic Energy at Palayakayal village of Srivaikundam Taluk. The District Industries Centre and the Tamil Nadu Industrial Investment Corporation are catering to the needs of the small- and large-scale industries in this district.

Large and Medium Scale Industries in Thoothukudi District

Travancore Chemical and Manufacturing Co. Ltd produces Sulphate and alumina ferric, Alkali Chemicals and Fertilizers Ltd., produces Soda Ash (Heavy chemicals), ammonium chloride (Fertilizers) and Southern Petro Chemical Industries Corporation Ltd., (SPIC) produces Urea, DAP, aluminium fluoride etc. which are situated in Thoothukudi block. Dharangadara Chemical Works Ltd., in Sahupuram, produces Caustic soda, liquid chlorine, tri-chloro-ethylene, upgraded illuminate and PV Resin, Shantha Marine Bio-TechnologiesPvt. Ltd produces Pharmaceuticals (Beta Carotene) which are situated in Thiruchendur block. Lakshmi Mills Co. Ltd, Loyal Textile Mills Ltd and The Bharathi Co-op spinning mills Ltd., produces Yarn and cloth which is situated in Kovilpatti block. Cotton yarn and threads are produced in Tuticorin spinning mills and Madura Coats Ltd and Arasan Textile Mills Pvt Ltd which are situated on Thoothukudi block. Massive water plant and Thermal power station are situated in Thoothukudi block. Copper smelting/ Copper anodes are produced in Sterlite Industries Thoothukudi. Kilburn chemicals in Thoothukudi block produce Titanium Di-Oxide. Garnet Abrasives are produced in Tran's world Garnet India Pvt Ltd., in Thoothukudi block.

Non - Farm Sector

Non-farm sectors in Alwarthirunagari proposed to produce Bakery products, Leather goods, readymade garments, country bricks, etc. Wooden toys, stone grinder, wax candle

readymade garments, bricks etc. are proposed to produce in Karungulam. Bakery, readymade garments, flour mills, masala powder, jewelry etc. are proposed to produce in Kayathar. The non-farm sector in Kovilpatti proposed to produce match industries, candles, power loom, bakery etc. Match Factory, readymade garments, Manufacture of Iron grills and gates, etc. are proposed to produce in Ottapidaram. Charcoal production, match factory Appalam and masala powder, etc. are proposed to be produced in Pudur. Plastic wire, leather goods, timber works, Country bricks, flour mills, limestone works, etc. are proposed to be produced in Sattankulam. In Thiruchendur, Saltpans, coir fibre, readymade garments Palmyra products are proposed to produce. Palmyra products, readymade garments, timber sawing, jewelry, etc. are proposed to produce in Udangudi. Salt panes, edible oil, leather goods, dry flower, masala powder, etc. are proposed to produce in Thoothukudi. The non-farm sector in Vilathikulam produce matches, handloom/power loom, leather goods etc.

District Industrial Prospects

Banana powder, Banana based goods, fruits and vegetable dispensation industries are the proposed industrial sectors in Tiruchendur, Kovilpatti, Srivaikuntam, Vizathikulam. Dryness of drumsticks and oil from dry seeds of drumsticks is the proposed industrial sector in Sathankulam and Vilathikulam. Poultry and Cattle feed, Seafood Industry, Chemical Industries, Mechanical boats, Small ships, building units, are the proposed industrial sectors in Thoothukudi. Extraction, refining of edible oils in Kovilpatti and Karungulam, Oleoresin and spice oils, spice-based products in Vilathikulam, Kovilpatti, Thoothukudi are the proposed industrial sectors. Meat processing industry is the proposed industrial sector in Pudur, Vilathikulam. Textile based industry, Readymade Garments in Ottapidaram, Kovilpatti, and Thoothukudi block. Coconut-based products, Palmyrah based products, and Mini Cement Plant are the proposed industrial sectors in Udangudi and Sathankulam.

INDIRA NAGAR

<p style="text-align:center">**ANALYSIS OF DATA**</p>

Introduction:

Data analysis is defined as a process of cleaning, transforming, and modeling data to discover useful information for business decision-making. The purpose of Data Analysis is to extract useful information from data and taking the decision based upon the data analysis.

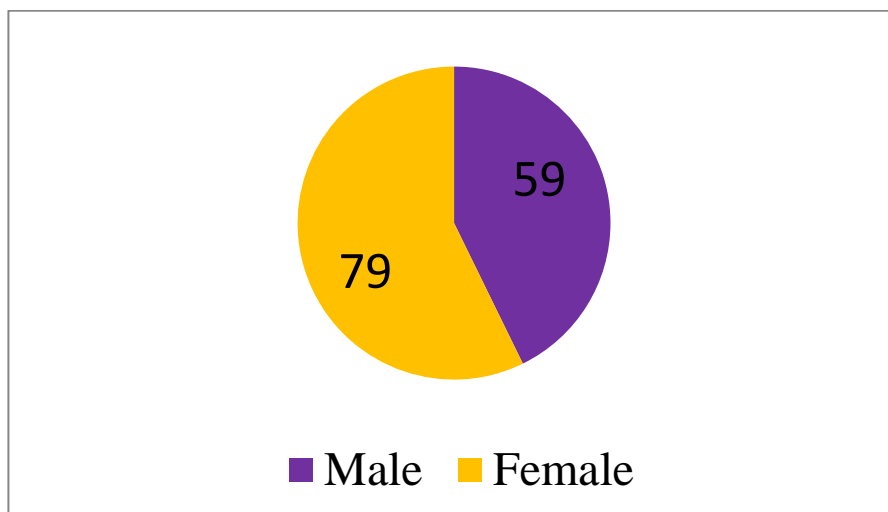<p style="text-align:center">**Table-5.1**</p>

<p style="text-align:center">**SEX CLASSIFICATION OF THE SAMPLE RESPONDENTS**</p>

SEX	No of Sample Respondents	Percentage
Male	59	42.75
Female	79	57.25
Total	**138**	**100**

The above table explains about the sex classification of the sample respondents. The female consumers are high enough while comparing to the male consumers as 58:42.

<p style="text-align:center">**Figure -5.1**</p>

<p style="text-align:center">**SEX CLASSIFICATION OF THE SAMPLE RESPONDENTS**</p>

<p style="text-align:center">**Table-5.2**</p>

<p style="text-align:center">**AGE CLASSIFICATION OF THE SAMPLE RESPONDENTS**</p>

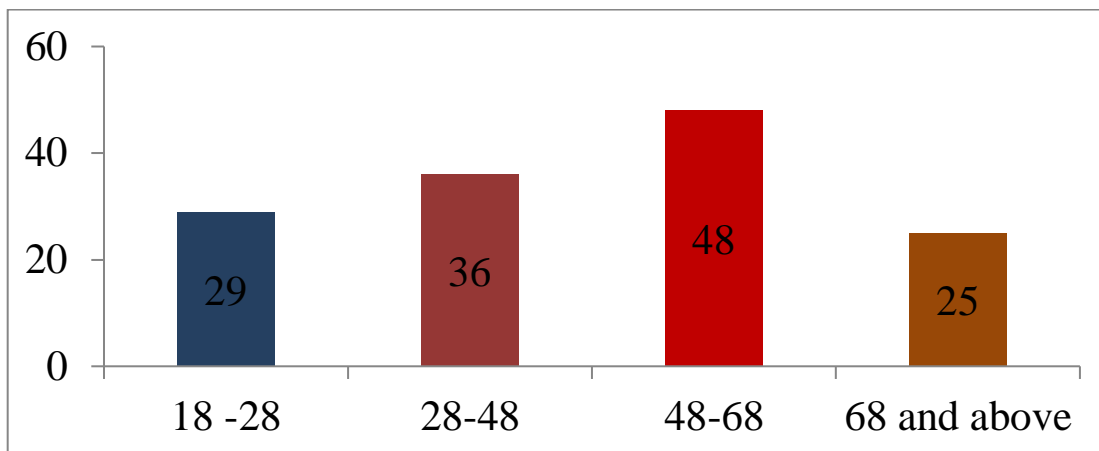| AGE	No of Sample Respondents	Percentage

18 -28	29	21.01
28-48	36	26.08
48-68	48	34.78
68 and above	25	18.13
Total	**138**	**100**

Source: Primary data

The above table reveals the age level of the sample respondent in percentage. The highest level of age group is lie between 48 to 68 years is 34.78% and the lowest level is lie between is the age of above 68 is 18.13%. At the age group of 18 to 28 is 21.01% and at the age group of 28 to 38 are 26.08.

Figure-5.2

AGE CLASSIFICATION OF THE SAMPLE RESPONDENTS

Table-5.3

EDUCATIONAL QUALIFICATION OF THESAMPLE RESPONDENTS

Particulars	No of Sample Respondents	Percentage
Primary Education	23	17.66
Higher Secondary Education	47	34.05
Under Graduate	46	33.53
Post Graduate	18	14.04

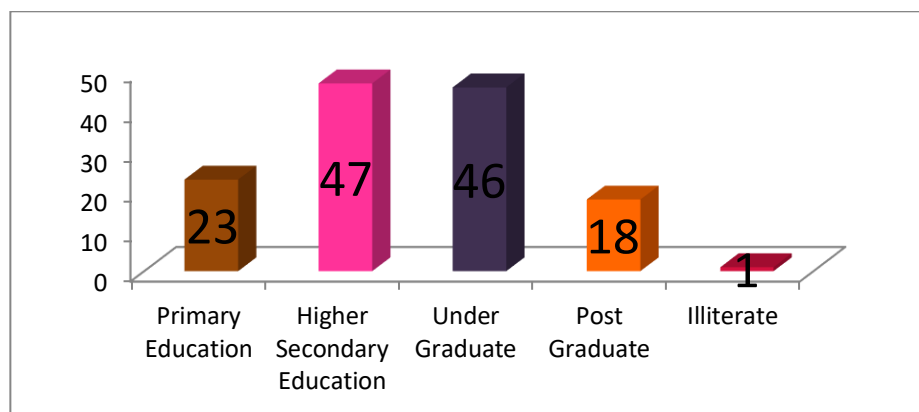|		
Illiterate	1	0.72
Total	**138**	**100**

Source: Primary data

 The above table reveals that 17.66% of the sample consumers have attained Primary level of education, 34.05% of the sample consumers have attained Higher Secondary level of education, 33.53% of the sample consumers have attained Under Graduate level of education, 14.04% of the sample consumers have attained Post Graduation level of education and only 0.72% of the sample consumers were illiterate.

Figure-5.3

EDUCATIONAL QUALIFICATION OF THE SAMPLE RESPONDENTS

Table-5.4

OCCUPATION OF THE SAMPLE RESPONDENTS

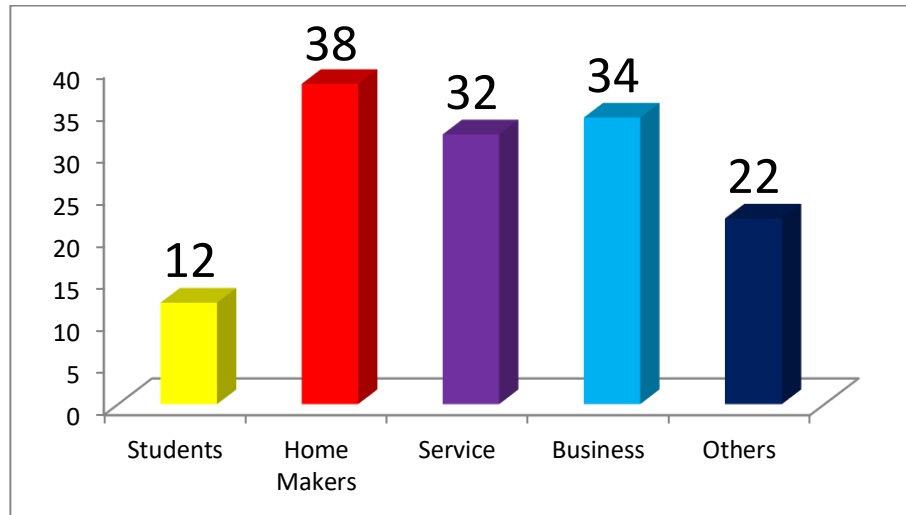| Occupation	No of Sample Respondents	Percentage
Students	12	8.69
Home Makers	38	27.55
Service	32	23.19
Business	34	24.63
Others	22	15.94
Total	**138**	**100**

Source: Primary data

The above table explains that the occupation of the sample respondents. 27.55% of the

respondents were homemakers, 24.63% of them were in business, 23.19% of the respondents were in service level and 8.69 of the respondents were students and other categories were 15.94%.

Figure-5.4
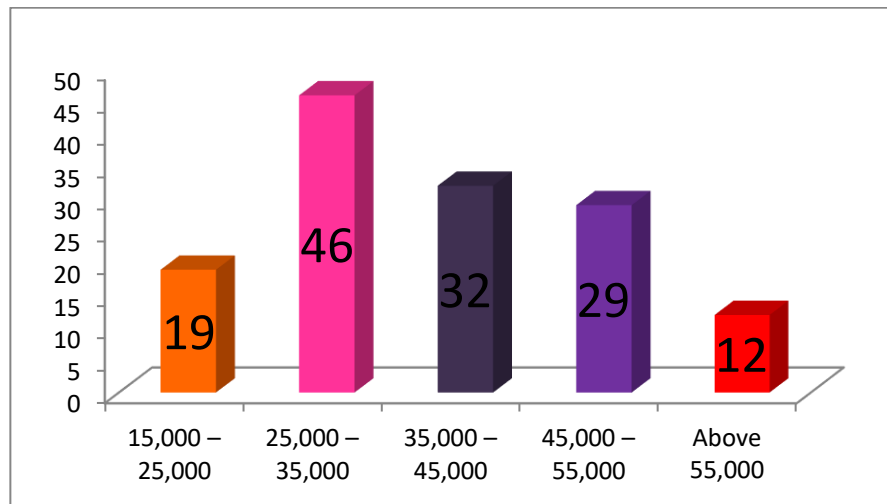
OCCUPATION OF THE SAMPLE RESPONDENTS

Table-5.5

MONTHLY INCOME OF THE SAMPLE RESPONDENTS OF THE FAMILY

Monthly Income of the Respondents	No of Sample Respondents	Percentage
15,000 – 25,000	19	13.76
25,000 – 35,000	46	33.33
35,000 – 45,000	32	23.18
45,000 – 55,000	29	21.04
Above 55,000	12	8.69
Total	**138**	**100**

Source: Primary data

The above table explains the monthly income of the sample respondent's family. 33.33% of the sample respondents were having their monthly income as 25,000 to 35,000. 23.18% of them were having their monthly income as 35,000 to 45,000. 21.04% of them were having their monthly income as 45,000 to 55,000. 13.076% of them were having their monthly income as 15,000 to 25,000. Finally 8.69% of them were having their monthly income as above 55,000.

Figure-5.5

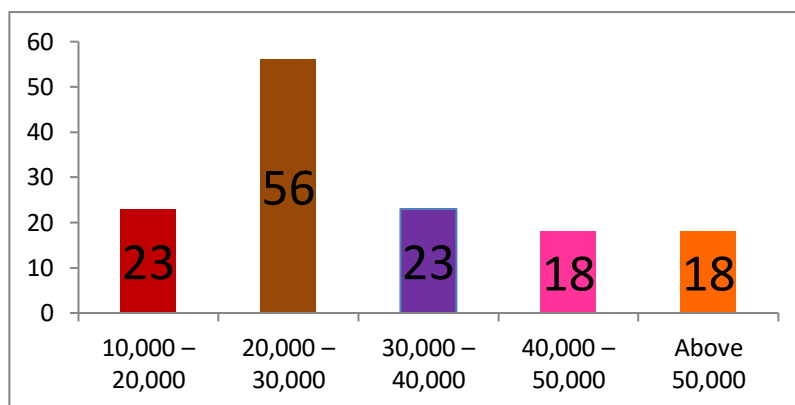**MONTHLY INCOME OF THE SAMPLE RESPONDENTS OF THE FAMILY**

Table-5.6

MONTHLY EXPENDITURE OF THE SAMPLE RESPONDENTS OF THE FAMILY

Monthly Expenditure of the Respondents	No of Sample Respondents	Percentage
10,000 – 20,000	23	16.67
20,000 – 30,000	56	40.58
30,000 – 40,000	23	16.67
40,000 – 50,000	18	13.04
Above 50,000	18	13.04
Total	**138**	**100**

Source: Primary data

The above table explains about the level of expenditure per month of the sample respondent's family. 40.58% of the sample respondents were spends their income as expenditure towards their family per month is from 20,000 to 30,000. 16.67% of the sample respondents were spends their income as expenditure towards their family per month is from 10,000 to 20,000 and 30,000 to 40,000. 13.04% of the sample respondents were spends their income as expenditure towards their family per month is from 40,000 to 50,000 and above 50,000.

Figure-5.6

MONTHLY EXPENDITURE OF THE SAMPLE RESPONDENTS OF THE FAMILY

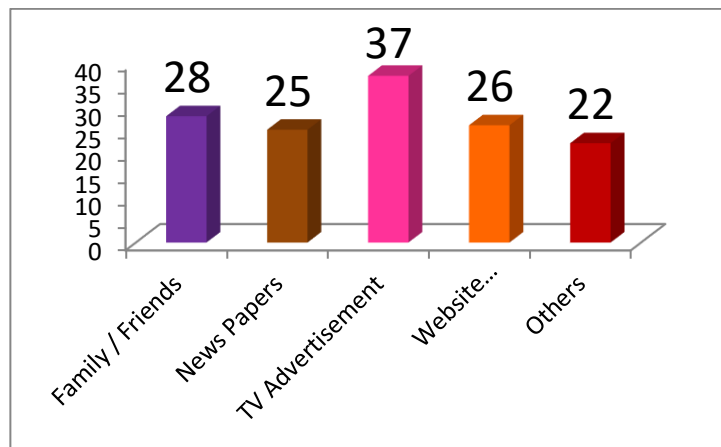**Table-5.7**

SOURCES OF ONLINE SHOPPING INFORMATION

Sources of Online Shopping	No of Sample Respondents	Percentage
Family /Friends	28	20.38
News Papers	25	18.21
TV Advertisement	37	26.82
Website Advertisement	26	18.74
Others	22	15.85
Total	**138**	**100**

Source: Primary data

The above table explains that sources of online shopping information through which the respondents were purchase their products. The major source is from TV advertisement as 26.82%, 20.38% by family and their friends, 18.74% and 18.21% through Website and newspaper advertisement respectively; 15.85% of the respondents were purchased their products through online from other sources too.

Figure-5.7

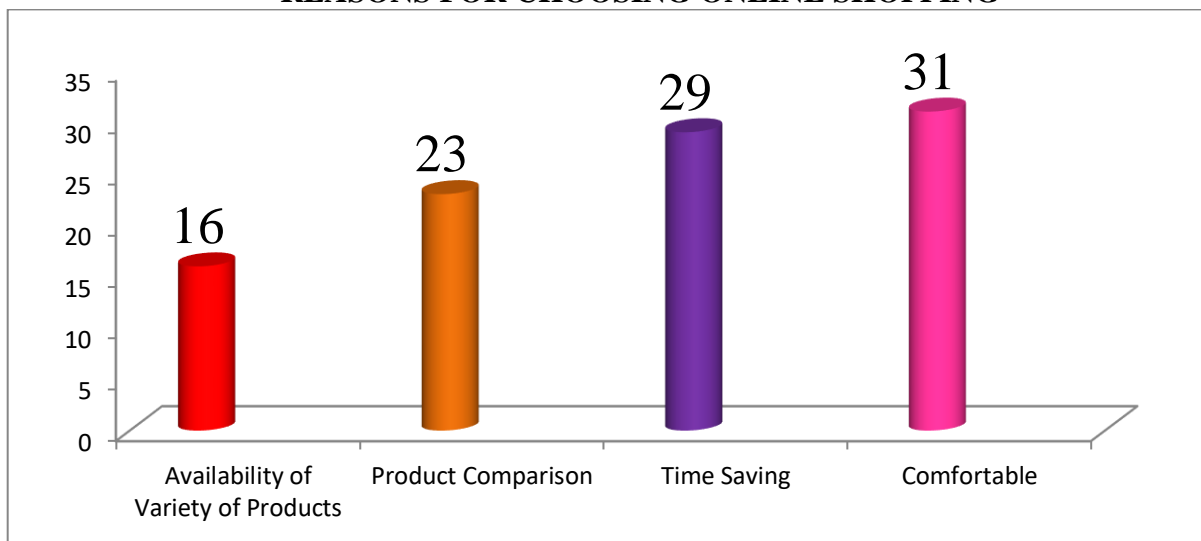**SOURCES OF ONLINE SHOPPING INFORMATION**

Table-5.8

REASONS FOR CHOOSING ONLINE SHOPPING

Reasons for Choosing Online Shopping	No of Sample Respondents	Percentage
Availability of Variety of Products	16	11.59
Product Comparison	23	16.67
Time Saving	29	21.02
Comfortable	31	22.46
Above all	39	28.26
Total	**138**	**100**

Source: Primary data

The above table explains about the reasons for choosing the online shopping. 28.26% of the respondents accept all the reasons which are mentioned in the table above. 22.46% of the respondents were chosen this online shopping for its comfortable. 21.02% respondents for time saving and 16.67% of them for product comparison and 11.59% of the respondents for the availability of products.

Figure-5.8
REASONS FOR CHOOSING ONLINE SHOPPING
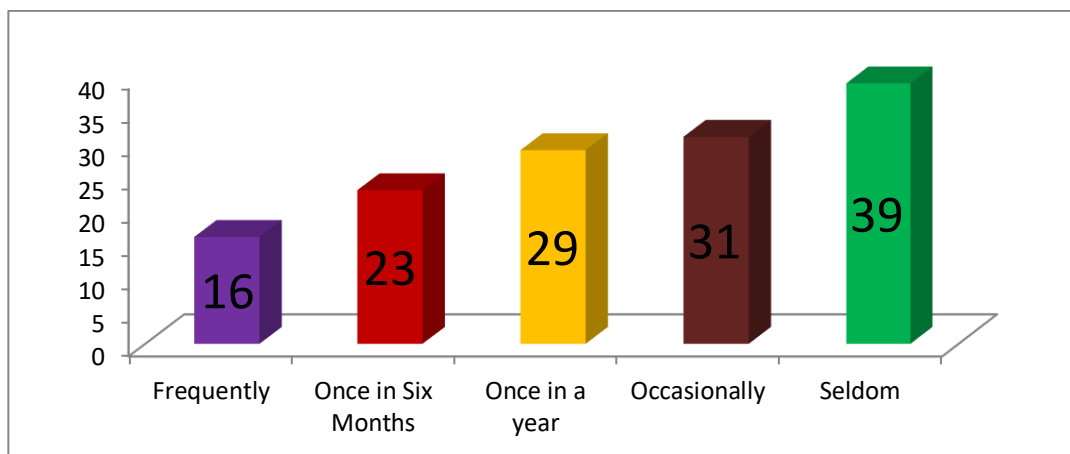

Table-5.9

TIME INTERVAL FOR ONLINE SHOPPING

Particulars	No of Sample Respondents	Percentage
Frequently	16	11.59
Once in Six Months	23	16.67
Once in a year	29	21.02
Occasionally	31	22.46
Seldom	39	28.26
Total	**138**	**100**

Source: Primary data

The above table explains about the time interval while purchasing the products through

online. 28.26% of the respondents were purchased their products according to their need. 22.46% and 21.02% of them occasionally and once in a year respectively, 16.67% of the respondents were purchased for six months once and 11.59% only frequently purchased their products.

Figure-5.9

TIME INTERVAL FOR ONLINE SHOPPING

Table-5.10

ITEMS PURCHASED THROUGH ONLINE SHOPPING

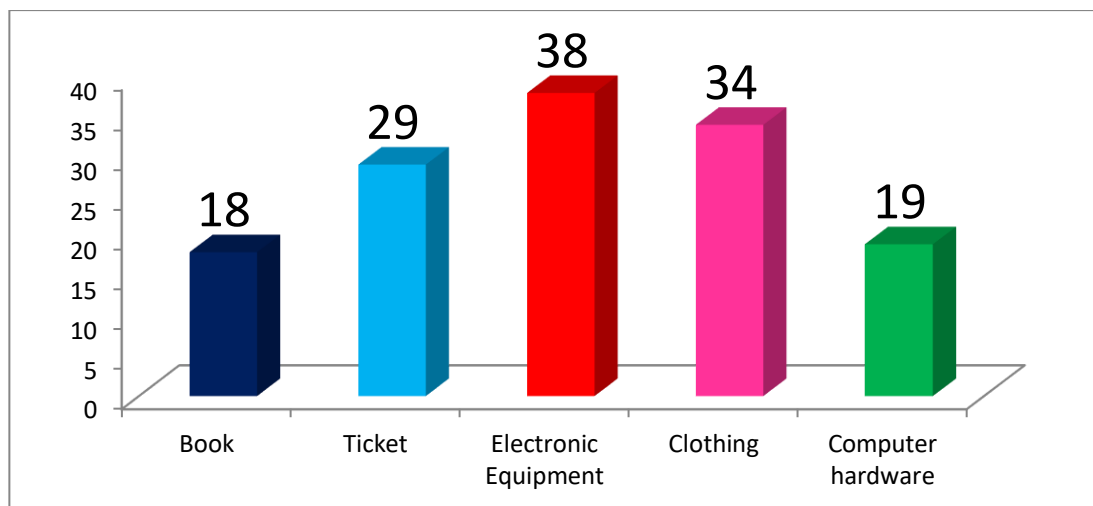| Particulars	No of Sample Respondents	Percentage
Book	18	13.04
Ticket	29	21.01
Electronic Equipment	38	27.56
Clothing	34	24.63
Computer hardware	19	13.76
Total	**138**	**100**

Source: Primary data

The above table explains that the items which was purchased through online shopping. 27.56% of the respondents purchased electronic equipment, 24.63% and 21.01% of the

respondents were purchased clothing and their ticket for cinema to travel respectively. 13.76% and

13.04% of them purchased their computer hardware and book respectively through online.

Figure-5.10

ITEMS PURCHASED THROUGH ONLINE SHOPPING
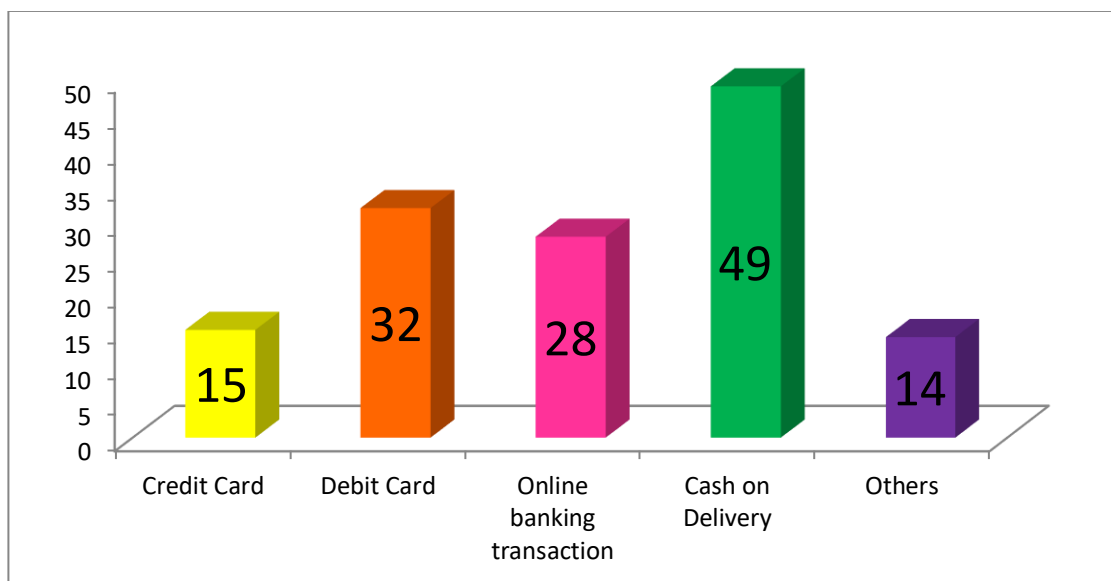

Table-5.11

MODE OF PAYMENT FOR ONLINE SHOPPING

Particulars	No of Sample Respondents	Percentage
Credit Card	15	10.86
Debit Card	32	23.28
Online banking transaction	28	20.29
Cash on Delivery	49	35.55
Others	14	10.02
Total	**138**	**100**

Source: Primary data

The above table shows that the mode of payment for online shopping. 35.55% of the respondents were through cash on delivery. 23.28% of the respondents through debit card, 20.29% of the respondents through online banking transactions and 10.86% and 10.02% of the respondents were through credit card and other source they were paid.

Figure-5.11
MODE OF PAYMENT FOR ONLINE SHOPPING

Table-5.12

PROBLEMS ON ONLINE SHOPPING

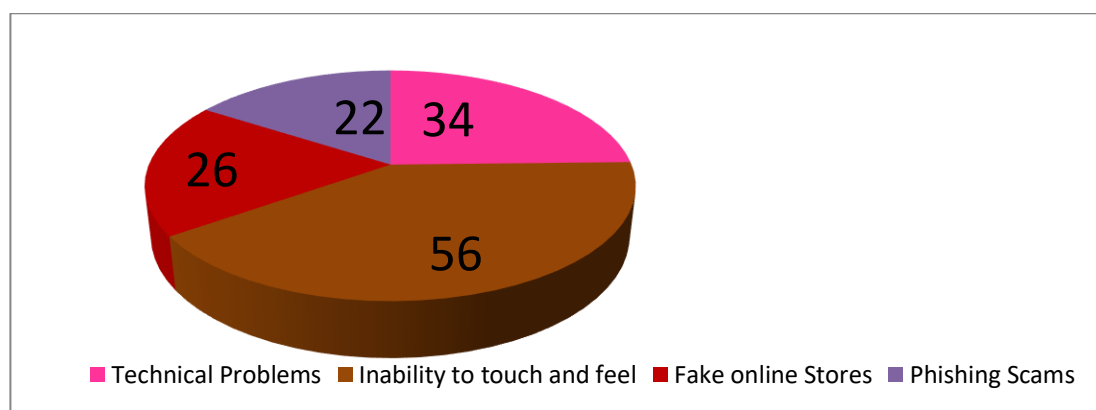| Particulars	No of Sample Respondents	Percentage
Technical Problems	34	24.65
Inability to touch and feel	56	40.57
Fake online Stores	26	18.84
Phishing Scams	22	15.94

	Total	138	100

Source: Primary data

The above table shows the problem which were faced while their purchasing through online. 40.57% of the respondents felt that inability to touch and feel the product, 24.65% of the respondents were faced technical problems at the time of online shopping, 18.84% of the respondents were faced the fake online stores and 15.94% of the respondents were having phishing scams.

Figure-5.12

PROBLEMS ON ONLINE SHOPPING

Table-5.13

MEASURES TO REDUCE RISK ONLINE SHOPPING

Particulars	No of Sample Respondents	Percentage
Use Strong Password	32	23.18
Beware of Fake Website	29	21.04

Save the Evidence and Log out	24	17.39
Use Credit Card instead of Debit Card	15	10.86
All the above	38	27.53
Total	**138**	**100**

Source: Primary data

The above table shows that measure to reduce the risk in the online shopping. 27.53% of the respondents were accepting all the above mentioned measures. 23.18% and 21.04% of the respondents were accepting to use strong password and beware of fake website respectively. 17.39% of them were accepting to save the evidence and to log out. 10.86% of the respondents were accepting to use credit card than the debit card.

Figure-5.13

MEASURES TO REDUCE RISK ONLINE SHOPPING

CHAPTER – VI

FINDINGS AND SUGGUESTIONS

Summary of the Research Findings:

In today's online shopping competitive world, manufacturing and providing the same product and services will not ensure a prospective features for the organizations. To show a way of differentiation, the organization needs to offer superior services. As the most criterion point for the organizations especially for the financial institutions those who are offering public service should focus on reducing the deflection rate of the customers because procuring a new customer will cost more than retaining an existing customer. Hence the deflection rate should be reduced by attaining the needs and wants of the customers.

➢ From this study the sample respondents of Male is 42.75 and Female is 57.25.

➢ The highest level of age group is lie between 48 to 68 years is 34.78% and the lowest level is lie between is the age of above 68 is 18.13%. At the age group of 18 to 28 is 21.01% and at the age group of 28 to 38 are 26.08.

➢ 27.55% of the respondents were homemakers, 24.63% of them were in business, 23.19% of the respondents were in service level and 8.69 of the respondents were students and other categories were 15.94%.

➢ 33.33% of the sample respondents were having their monthly income as 25,000 to 35,000. 23.18% of them were having their monthly income as 35,000 to 45,000. 21.04% of them were having their monthly income as 45,000 to 55,000. 13.076% of them were having their monthly income as 15,000 to 25,000. Finally 8.69% of them were having their monthly income as above 55,000.

➢ 40.58% of the sample respondents were spends their income as expenditure towards their family per month is from 20,000 to 30,000. 16.67% of the sample respondents were spends their income as expenditure towards their family per month is from 10,000 to 20,000 and 30,000 to 40,000. 13.04% of the sample respondents were spends their income as expenditure towards their family per month is from 40,000 to 50,000 and above 50,000.

➢ The major source is from TV advertisement as 26.82%, 20.38% by family and their friends, 18.74% and 18.21% through Website and newspaper advertisement respectively; 15.85% of the respondents were purchased their products through online from other sources too.

➢ 28.26% of the respondents accept all the reasons which are mentioned in the table above. 22.46% of the respondents were chosen this online shopping for its comfortable. 21.02% respondents for time saving and 16.67% of them for product comparison and 11.59% of the respondents for the availability of products.

➢ 28.26% of the respondents were purchased their products according to their need. 22.46% and 21.02% of them occasionally and once in a year respectively, 16.67% of the

respondents were purchased for six months once and 11.59% only frequently purchased their products.

➢ 27.56% of the respondents purchased electronic equipment, 24.63% and 21.01% of the respondents were purchased clothing and their ticket for cinema to travel respectively. 13.76% and 13.04% of them purchased their computer hardware and book respectively through online.

➢ 35.55% of the respondents were through cash on delivery. 23.28% of the respondents through debit card, 20.29% of the respondents through online banking transactions and 10.86% and 10.02% of the respondents were through credit card and other source they were paid.

➢ 40.57% of the respondents felt that inability to touch and feel the product, 24.65% of the respondents were faced technical problems at the time of online shopping, 18.84% of the respondents were faced the fake online stores and 15.94% of the respondents were having phishing scams.

➢ 27.53% of the respondents were accepting all the above mentioned measures. 23.18% and 21.04% of the respondents were accepting to use strong password and beware of fake website respectively. 17.39% of them were accepting to save the evidence and to log out. 10.86% of the respondents were accepting to use credit card than the debit card.

FUTURE RESEARCH

This work can be further studied with large number of sample size in order to find the prospects of the buying pattern of the consumers. The research suggests conducting a strong study with the help of proper experiments to check the economic analysis of online shopping in Indira Nagar, Thoothukudi District. As a less amount of people have conducted study on such topics with would be better to research more on this subject. So that more ideas would shoot up and more suggestion would come out in order to improve the economic status of our state. The difficulties in online shopping can be taken as a case study. Changes due to online shopping could also be taken as a research.

CONCLUSION

The study has been made a thorough analysis of economic analysis in buying pattern of the consumer in online shopping with reference to Thoothukudi District. In this learning, the opinion emerged that though there are many products available in the market, a large number of people prefer to purchase products through online becauseall kinds of goods are available while searching in online web stores. It has made the people to get whatever they want without struggle and they get it just a tap ahead.

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Questionnaire

1. Name

2. Age
   - A. 18-28
   - B. 28-48
   - C. 48-68
   - D. 68 and above

3. Gender
   - A. Male
   - B. Female

4. What do you do?
   - A. student
   - B. Service
   - C. Business
   - D. Any others
   - E. Home Maker

5. Marital Status
   - A. Married
   - B. Unmarried
   - C. Widower

6. Total income of Respondents family:

Total income of the Family	No. of. Respondents
15,000 – 25,000	
25,000 – 35,000	
35,000 – 45,000	
45,000 – 55,000	
Above 55,000	

7. Total expenditure of the Family:

Total Expenditure of the Family	No. of. Respondents
10,000 – 20,000	
20,000 – 30,000	

30,000 – 40,000	
40,000 – 50,000	
Above 50,000	

10. How often do you shop through online?

    A. Very often

    B. seldom

    C. 6 Months Once

    D. Monthly once

11. Products that you buy frequently on this site?

    a. Book

    b. Ticket

    C. Electronic Equipment

    D. Clothing

    E. Computer Hardware

13. How much do you spend on online shopping per every month?

S. NO	No. of. Respondents
1	Less than 100 Rs
2	100- 500Rs
3	500-1000Rs
4	More than 1000

14. Which payment method do you prefer for online shopping?

    A. Debit card

    B. Credit card

    C. Online Banking

    D. Cash on Delivery

    E. Others

15. Problems faced in Online Shopping:

    A. Technical Problems

    B. Inability to touch and Feel

    C. Fake online Stores

    D. Phishing Scams

16. How satisfied are you with the quality of products.

        A. Not satisfied

        B. Neutral

        C. Satisfied

        D. Fully satisfied

17. Do you feel secure when shopping on the internet?

        A. Yes

        B. No

18. How did you know about our website?

        A. TV

        B. News paper

        C. Social media

        D. Others

19. Who are you shopping for?

        A. Parent

        B. Friend

        C. Colleagues

20. What led you to visit our website?

        A. Researching product information

        B. Interested in buying products

        C. Know more about the company

        D. Others

22. Did you find enough range of product?

        A. Yes

        B. No

23. How safe do you feel while sharing your card details?

        A. Not safe

        B. Safe

24. Would you like to en-roll in paid services to get products earlier?

        A. Yes

        B. No

        C. May be later

25. How help full was the consumer support staff?

       A. Not at all

       B. Slightly help full

       C. Moderately help full

       D. Very help full

       E. Extremely help full

26. Please select the reason for purchasing this product

       A. Preferred brand
       B. Need

       C. Locally owned made all sourced

       D. Sentimental value

       E. Product quality

       F. Adherence to laws

       G. Transparency

27. How often do you shop on this site?

       A. Very often

       B. Seldom

       C. Not often

28. Choose two products that you buy frequently on this sit?

       A. Baby food

       B. Accessories

       C. Perfumes and oil

       D. Skin care products

29. What is the biggest challenge that you face with online shopping

       A. Slow check out time

       B. Lack of products I want

       C. Slow web page response time

30. What is your biggest concern about online shopping?

    A. Breach of personal information

    B. Breach of payment details

    C. Poor internet connection

31. How would you rate your overall? Online shopping?

    A. Excellent

    B. Average

    C. Poor

32. How likely are you to return to this web page for your online shopping?

    A. Very likely

    B. Somewhat likely

    C. Highly likely

A STUDY ON ENVIRONMENTAL IMPACT OF SOLID WASTE MANAGEMENT IN KOOTTUDANKADU OF THOOTHUKUDI DISTRICT

Project Report Submitted to

ST .MARY"S COLLEGE (Autonomous) Thoothukudi

Affiliated to

Manonmaniam Sundaranar University- Tirunelveli

In partial fulfilment of the award of the Degree of

MASTER OF ARTS IN ECONOMICS

Submitted by

M.MAGISHA

Reg. No.20SPECO3

Under The Supervision and Guidance of
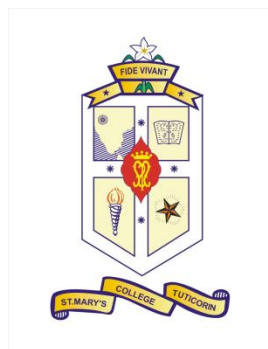
DR. A.SUDHA, MA., M.Phill., Ph.D.

PG DEPARTMENT OF ECONOMICS (SSC)

St.Mary's College (Autonomous) Thoothukudi

MAY 2022

CERTIFICATE

This is to certify that the project Work entitled **"A STUDY ON ENVIRONMENTAL IMPACT OF SOLID WASTE MANAGEMENT IN KOOTTUDANKADU OF THOOTHUKUDI DISTRICT"** Submitted to St.Mary's College (Autonomous) Thoothukudi in partial fulfilment for the awards of the Degree of Master of Arts in Economics is a record of work done during the year 2021-2022 by **M.MAGISHA** (20SPEC03)

Signature of the Guide

Signature of the HOD

Signature of the Director
Director
Self Supporting Courses
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

Signature of the Principal
Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

Signature of the External Examiner

Dr. A. ANGEL ANILA, Ph.D.,
Assistant Professor,
Department of Economics,
St. John's College
Palayamkottai - 627 002.

DECLARATION

I do here by declare that the project entitled **"A STUDY ON ENVIRONMENTAL IMPACT OF SOLID WASTE MANAGEMENT IN KOOTTUDANKADU OF THOOTHUKUDI DISTRICT"** Submitted for the degree of Master of Arts in Economics is my original work and that not previously formed the basis for award of the Degree.

M.magisha

M.MAGISHA

Station: Thoothukudi

Date: 23.05.2022

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A STUDY ON ENVIRONMENTAL IMPACT OF SOLID WASTE MANAGEMENT INKOOTTUDANKADU OF THOOTHUKUDI DISTRICT

Abstract:

Solid waste damps are seriously spoiling the environmental conditions in developing countries. Negative environmental impact from improper solid waste dumping can be easily observed everywhere in the developing world. In India, due to a lack of proper planning and funding, the solid waste management scenario is becoming worse day by day. To highlight the main causes of improper solid waste management in developing countries, Koottudankadu urban area is selected as a case study. This urban area is facing miserable solid waste management crises due to rapid industrialization, urbanization and insufficient funding. Improper solid waste dumps are spreading different diseases in the study area. It is investigated during in population, increment in solid waste generation rate, management deficiencies, lack of legislative implementation and funding, the solid waste management systems of koottudankadu are not working effectively. The major causes for the inefficient municipal solid waste management systems in koottudankadu are the unintended invasion of the city, severe weather conditions, lack of social awareness, community involvement, improper resources including improper equipment and lack of fund. An inefficient municipal solid waste management system may create serious negative environmental impact like infectious diseases, land and water pollution, obstruction of drains and loss of biodiversity.

Introduction

Industrialization, fast urbanization and population development have affected the healthy relationship between human beings and nature. Numerous human activities produce huge amount of solid wastes throughout the world and their management has become a technical and environment challenge. Many of the garbage are removed in ecologically unsustainable manner by open dumping or burning, or minimum quantity of waste was enzymatically decomposed with microorganisms due to their ability to secrete enzymes. These environmentally harmful garbage disposal approaches may lead to losses of nutrients, economically and affect the air, soil and water.

An imperative feature of soil is that it influences the efficiency of our planet's environment through harbouring and nurturing various forms of life and consequently results in creation of outstanding and energetic biodiversity. Being one of nature's greatest complex environments, soil contains thousands of dissimilar organisms, which interrelate and subsidize to the global rotations that make all life potential. Soil produces a complicated network of communities that again assemble themselves as smaller communities occupying detailed microhabitats.

Organic matter plays a key role in agricultural manufacture because it owns many desirable properties such as high-water holding capacity, caption interchange capacity, and capability to sequester pollutants and nutrients comprising both organic and inorganic constituents and exert helpful effects on physical, chemical and biological features of soil.

The wastes of the animal and plant origins are organic and degradation; the end products deliver a good source of nutrients to increase soil efficiency. In developing countries, the organic wastes are degraded by using aerobic and anaerobic techniques which may affect the adjoining water and soil.

To avoid the pollution due to accumulation of wastes, waste management is a significant task in the Urban and Cosmopolitan cities. Several waste management strategies are adopted depending upon the waste nature, quantity and its heterogeneous constituents. For bio-solid wastes, composting is the best option to not only degrade the wastes but also generate end products enriched with nutrients to improve soil fertility. Though microbial composting and vermicomposting are used to decompose the bio-solid wastes, but individually they suffer the disadvantage of wastes comprising both plant and animal

constituents. Microbial composting is advantageous in degrading animal wastes but not preferable for degrading plant wastes as they do not secrete cellulose or ligninaseenzymes to completely degrade plant constituents; whereas vermicomposting can efficiently degrade plant wastes but inefficient in degrading animal wastes. Here we have used a combined approach, wherein microbial composting followed by vermicomposting of organic garbage to produce composts enriched in nutrients to improve soil fertility as well as the productivity of vegetation.

Solid Waste

Solid waste is the useless, unwanted and discarded material resulting from day to day activities in the community. Solid waste management may be defined as the discipline associated with the control of generation, storage, collection, transfer, processing and disposal of solid waste. The present paper based on the study carried out on solid waste management practice by Koottudankadu Panchayat.

Waste Management Programmes

With the growth of population, urbanization and affluence, disposal of waste has now become a major environmental challenge affecting people throughout the world. Waste management involves the collection, transportation, processing, recycling or disposal and monitoring of waste produced by various human activities and is generally accepted to reduce their effect on health, environment or aesthetics. It also carried out to recover material goods from it.

Waste management is concerned with the operation of different waste streams. This specialization focuses on waste avoidance and minimization, consulting good environmental practice and furnishing the tools for sound decision-making at the design and application phases of waste management programmes.

Health Safety and Environment Programmes

With increase is global competence and a more demanding market, industries explore the aspects to be at par with their competitors. Our country is witnessing a steep surge of rapid urbanization with more infrastructure developments and growing number of industrial establishments.

However, rapid urbanization goals can be marred by untoward incidents that cause a lot of legal harassment ending up in compensations and tarnished image. The health safety and environmental is the responsibility of all the stakeholders. The safety of the employees is a major thrust area as they are the asset to any organisation to which they belong. Production and development should not be compromised on the cost of poor health environment safety.

Thus, it has important to increase awareness about the labour rights and safety measures that would prevent the unintended accidents.

IGMPL, FHSE team has come with courses specially designed for industry professionals, graduates, safety engineers to enhance their knowledge and get trained to have a great career in this upcoming and thriving field.

Environmental Impact of Solid Waste Disposal on Land

When solid waste is disposed of on land in open dumps or in improperly designed landfills(e.g.in low lying areas), it causes the subsequent impact on the setting.

- Surface water contamination through run-off from the waste dump areas.

- Groundwater contamination by the leachate generated by the waste dump.

- Dangerous odour, pests, rodents & wind-blown litter in and around dump.

- Fires within the waste dump.

- Bird menace above the waste dump with affects the flight of aircraft.

- Generation of inflammable gas (e. g methane) within the waste dump.

- Erosion and stability issues regarding slopes of the waste dump.

- Release of greenhouse gas.

- Acidity to surrounding soil.

- Epidemics through stray animals.

Importance of waste management

The importance of waste management is that it drastically reduces the effect of waste on the environment, health and also help reuse or recycle trash resources such as plastic. The importance of waste management is not just limited to this, there are a whole lot more and you'll be reading them below:

- Environmental impact.

- Improves health.

- Generates money.

- Reduces pollution.

- Energy conservation.

- Creates employment.

- Exploring alternative

Environmental Impact

One of the importance's of waste management is the impact it has on the environment, when waste is recycled or disposed of in the correct manner it helps reduce its negative effects on the environment. These negative environment effects include land and water pollution, carbon emissions, and so on.

When waste management practices are carried out with regularity, the automatically lesser amount of waste goes into the general waste stream which in turn helps in reducing different forms of pollution.

Improves Health

Proper management of waste boots human health while mismanagement causes the opposite, the smoke from cars and factories we inhale on a regular affects the lung's and heart, managing these forms of population in the right way will cause a reversal on the health damages they pose.

Landfills or garbage dump sites contaminate the air, water bodies, and land posing serious health issues to the organisms that live in these habitats to survive. Aside from posing serious health issues to the organisms that inhabit,

these places, they are also responsible for destroying habitats thereby resulting in the loss or extinction of certain species.

However, with the right management practice this would not happen or even if it would the risks will be far less and gradually revoked completely. This is a plus to human health and also saving a bunch of species.

Generates Money

One of the methods of waste disposal is recycling and this right there generated a lot of money. Some countries actually buy waste from other countries which are mostly carefully selected materials another product.

There is a trade right there, selling the waste to other countries who in turn use the waste to make other products is business and generates in come. Instead of using fresh, raw materials to make the same product, they make use of these recyclable wastes which are actually cheaper than the fresh, raw materials and also cheaper.

Reduces Pollution

Pollution reduction is one of the greatest importance of waste management, a country or place that practices effective waste disposal is sure to get lesser pollution to places that do not practice them at all.

Pollution is produced by humans and won't completely go away but with effective waste management procedures, it can reduce. The reduction in pollution means better healthy living, with a lessened effect of harmful greenhouse gases such as carbon-did- oxide, carbon monoxide, and methane.

Energy Conservation

One of the biggest methods of waste management is recycling and its importance to disposing of the waste is so important that it helps in conserving energy, for example, the recycling of paper to create a new paper.

Since paper is made from trees, paper and the felling of trees is a huge disadvantage to the environmental which includes displacing and killing species, erosion, and more.

Instead of cutting down trees for making papers, old, used papers can be recycled to save a new one and conserve the energy of cutting down trees to make new papers and reverse the disadvantages that come with it.

This helps in conserving energy while reducing carbon footprints.

Creates Employment

As more people adopt waste management practices such as recycling, more jobs are being created because the recycling industry is growing more hands are needed to keep up the good work.

The industries that sell waste to be recycled are also at the forefront of creating more jobs because of the adoption that comes with recycling and this helps to boost their business while creating hundreds of jobs.

Exploring Alternative

Further effective innovative waste and managing it efficiently, there's recycling, composting, incineration, and other methods of waste disposal. Another importance of waste management is that you can explore alternative by designing your own innovative solution or redesigning already existing models.

Waste management exists because there are wastes that have to be disposal of without harming anyone or with a reduced effect, you can think around it explore, and come up with more effective waste management.

These are the importance of waste management, outlined and explained for all kinds of learners and readers to easily understand. Proper waste management practices assist in maintaining global environment free of harmful substances detrimental to human and animal health.

Practicing waste management begins from you, you can create and spread awareness which will, in turn, conserve the natural beauty of planet earth.

The 7 R'S of Recycling

But we get used to doing the same old things, so these 7 R's of recycling should help you refocus and maybe even find some things you aren't doing yet!

- Recycle

- Refuse

- Reduce

- Reuse

- Repair

- Re-gift

- Recover

1. Recycle

Check out your fridge magnet or our Let's Get It Sorted Website to make sure you are recycling everything you possibly can.

2. Refuse Plastic Shopping Bags

Take you own and it you forget one use a box- most supermarkets have plenty of them as their products come packed in them.

Every year we throw away close to 100 billion plastic bags! So, if you're looking for some solid reasons to make the switch to the reusable tote bags, offered at many grocery stores, here are a few that may change your mind.

Five Reasons to Refuse Plastic Bags

a). They are filling up the landfills

No matter how many uses you find for plastic bags, they are eventually going to end up in the landfill, where they will remain for quite a while (roughly a thousand years), taking up space, because they aren't biodegradable.

b).They are made from non-renewable resources

Most plastic bags are made of polyurethane, a composite created from such non-renewable components as natural gas and crude oil.

c). They are harmful to animals:

Once you throw plastic bags into the rubbish, you don't have any control over where they go, and you can't stop them from getting out into the environment where they can cause harm to whatever ecosystem they end up in.

Both land and marine animals suffer from starvation, strangulation, choking, and entanglement by plastic bags, whether because they blunder into them and become trapped or because they often eat them.

It is estimated that approximately 100,000 sea animals die each year from plastic bags and they are amongst the top five most common types of refuse found on beaches. Do you have pets? They could be in danger, as well.

d).They can be harmful to people

If you have children, you should be aware that plastic bags need to be kept away from your tots because they pose a hazard for choking and suffocation.

e). Who recycles?

Although it's true that plastic bags can be recycled, and many markets have bins for customers to recycle their used bags, the unfortunate truth of the situation is that only about 1 percent of plastic bags are recycled worldwide.

3. Reduce Your Rubbish:

You can do this by either avoiding generating it in the first place or finding other uses for what you were about to throw out. Here are some great tips:

- Mound used coffee ground in a ring around garden plants to keep ants and slugs away.

- Snagged pantyhose or tights may look unsightly on the legs, but nobody will care when they are being used in the home. For starters, they make great sleeves for posters, wallpaper rolls, wrapping paper and anything else that needs to stay rolled up.

4. Reuse Whatever You Can

- Use a soft drink bottle to water the roots of garden plants without standing there with a hose: poke small holes in the bottom of the jug and bury it, then fill with water for slow and steady irrigation.

- Tired, broken-down, 'fragrant' running to Nike they are turned into a raw material called Nike Grind, which is used in everything from running tracks to shoe soles to zippers.

5. Repair

Change it up – think 'repair' before you think 'rubbish'!

Instead of throwing out your good shoes- take them to a boot maker and have them resoled and reheeled.

Find out if you have a local men's shed who are involved in fixing and repairing a whole range of things.

6. Re- Gift or Sell

When the kids grow out of their clothes or have out grown their toys, hand them on to friends and family or take them to the op shop. You could even make some money while helping the environment by selling unwanted items on Gumtree.com or ebay.

7. Recover

Shred or chip your pruning and use them on your garden-it will add much needed carbon to your soil and save water. Why not hire a shredder for the day- you could the cost with a neighbour or two.

Objectives of the study

- To assess the solid waste generation
- To know about the disposable pattern of the households in the koottudankadu study area.

- To identify the factors which determine the quantity of solid waste generation of the household.

- To analyze and compare the factor reflecting impact of solid waste in Koottudankadu.

- To reduce the quantity of solid waste disposed of on land.

- To assess the landfill of the study area

Hypothesis:

If there is constant change in temperature from the sun, the solid waste products should decompose faster.

Problem of the study area:

Major Problem of in this study area trash is building up quickly in landfills; there is very little landfill space in finding the quickest way of decomposing the waste of the study area.

Aims and Scope:

Routine human activities impact the environment and the consumption of natural materials and energy resources. The challenge to society is to minimize these impacts, maintain an acceptable quality of the environment, and sustain the quality of life and resource supplies for future generations. The generation of solid wastes is inevitable because all products have an end of life and humans and animals create wastes that have to be managed to maintain hygienic, healthy and tidy urban and open country environments. A key objective of the Wastes Management and Research. The Journal for a Sustainable Circular Economy (WM&R) is to address these challenges through dissemination of scientifically based reliable information, e.g. in terms of waste prevention, waste recycling, recovery of energy from material residuals not suited for recycling or reuse, waste treatment and waste disposal.

CHAPTER-2

REVIEW OF LITERATURE

- **Pires et al., 2011** Integrated sustainable waste management (ISWA) system was then introduced in 1995 to improve earlier system that neglect unique characteristics of a given society, economy and environment European countries had applied various system assessment tools and engineering models to create sustainable communities, manage resources efficiently, tapping innovation potential of the economy, ensuring prosperity, environment protection and social cohesion in their SWM system

- **Couth &Trois 2010** For example, waste managers in Africa need to tackle some issues including, lack to data, insignificant financial resources, vast different of amount and waste types between urban and

rural area, lack of technical and human resources, low level of awareness and cultural aversion towards waste

- **Vietnam and Nepal Shekder 2009** The generation of waste is also reported to be associated with the economic status of a country. In Asia, countries with higher GDP, namely Hong Kong and Japan were reported to generate more waste compared to developing countries such as India,

- **Skekder, 2009** On the other hand, problem faced among Asian countries differ with two distinct groups; developed and developing countries. While some of the countries are having specific national policy on solid waste management. Some other experience problems such as increasing urban population, scarcity of land, services coverage area, inadequate resource and technology, and so on

- **Agamuth et al.2009** The drivers of sustainable waste management were clarified by which include human, economic, institutional and environment aspect. The study be considered in local context as managing solid waste for a particular society may differ from the other.

- **Shekder, 2009** Asian countries had also given attention in building the national legal frame works, managing institutional, technology, operational and financial aspects, and creating public awareness and participation

- **Hazra&Goel, 2009** A lot literatures has discussed current practices, challenges and future solutions on waste management such as those for India.

- **Hazra&Goel, 2009; Bai&Sutanto,2002** Developed countries are experiencing high waste generation while developing countries always have problems with the implementation of the management system . This includes weak enforcement, lack of technology and ineffective policy implementation.

- **Agamuthu et al., 2009** In detail these countries experience low and irregular collection of waste, uncontrolled of air and water pollution in open dumping area, the breeding of flies and vermin, and the mismanagement of scavenging activities

- **Latifah et al., 2009** Looking at the waste generation trend of developed country it is believed that other transition and developing countries will experienced the same. Until recently, the generation of waste is increasing and it is believed to continue rising. This is an issue of concern

for authorities all over the world. It is believed that the amount of waste will continue to pile up the landfill and some day the land will not be able to receive anymore waste.

- **Wagner & Arnold et al., 2008** Waste generation is the most important aspect to look at in order to have effective solid waste management system. The generation of waste varies considerably between countries based on the culture, public awareness and management.

- **Kathiravale & MohdYunus, 2008** Generally, developed countries generate more waste than developing countries (Countries in Asian and African region produce waste in the range of 0.21-0.37 ton/ capita/ year, while European countries generate higher amount of waste with 0.38-0.64 tons/ capita/ year Intergovernmental Panel on Climate Change.

- **Mazzanti&Zoboli 2008** Solid waste management has become issues .This is particularly true to urban areas where population is rapidly growing and amount of waste generated is increasing like never before.

- **Kathiravale&MohdYunus 2008** Current earth's population is 6.8 billion and it is estimated that almost half of this population live in urban areas (Population Division of the Department of Economic and Social Affairs of the United Nations Secretariat 2009).

- **Mazzanti&Zoboli, 2008** Thus, the improvement in policy is needed while it will also benefit the country. As an example, based from EU25 group, it was found that the generation of waste is increasing and is expected to continue for many years ahead. After the implementation of the new EU's policy in waste recovery and incineration, the amount of waste land filled has been decreasing slowly

- **Mazzanti&Zoboli 2008** Waste generation increase proportionally to this population number and income, creating the needs of effective management.

- **UNEP Report 2006** E-waste that barely existed before was generated as much as 20-50 matric tons a year

- **Aye &Widjaya 2006** The management of waste become complex and the facilities provided cannot cope with the increasing demand and needs. Therefore, best approach needs to be implemented immediately while considering environmental, social and economic aspects

- **Berkun et al.,2005** The differences in managing solid waste not only vary between countries but also among areas in the same country. For

instance, while Istanbul are having big improvement in their solid waste management with the establishment of transfer station, sanitary landfills and methane recovery system, it does not reduce the problem in the black sea coast in Turkey. This is caused by the complex topography, weak administrative structures and the low local's income.

- **Idris et al., 2004**Waste composition from these countries also differs where rural areas often produce more organic waste and fewer recyclable items

- **Idris et al., 2004** Urbanization and industrialization lead to new lifestyles and behaviour which also affects waste composition from mainly organic to synthetic material that last longer such as plastics and other packaging material

- **Boyle, 2000** Continuous assessment of current policy and regulatory framework of New Zealand indicated the lack of policies coordination, hazardous waste management, consistency, incentives and cleaner production effort

- **Van de Klundert,1999** The waste management system should be dynamic and continuous based on new insights and experiences

- **Lomborg, 1998** However, based from the data from developed countries, the actual amount of waste been land filled is actually decreasing as more waste are incinerated, composted or recycled. Looking at the positive angle, Lomborg (1998) believed that area needed is sufficient to cater the total amount of waste generated by the world, but the problem is the location since nobody wants to stay near landfills. He also reported that air from incinerators and groundwater near landfills today are cleaner and safer. Therefore, solid waste generation can be considered more of a political or social issue than others.

CHAPTER-3

CONCEPT AND METHODOLOGY

Solid Waste

A "solid waste" is defined as any discarded material that is abandoned by being disposed of, burned or incinerated recycled or considered "waste-like". A solid waste can physically be a solid, liquid, semi-solid or container of gaseous material. Solid waste includes garbage, construction debris, commercial refuse, sludge from water supply or waste treatment plants, or air other discarded materials.

Solid Waste Management

One of the control measures to prevent the negative impact of solid waste is proper management of solid wastes. Waste can be defined as substances that are disposed of or are disposed of according to the provisions of law.

Municipal Solid Waste

Municipal solid waste (MSW) is defined as waste collected by the municipality or disposal site and includes residential, industrial, institutional, commercial, municipal, and construction and demolition waste.

Waste Disposal

Waste disposal the collection, processing, and recycling or deposition of the waste materials of human society. Waste is classified by source and composition. Broadly speaking, waste materials are either liquid or solid in

form, and their components may be either hazardous or inter in their effects on health and the environment. The term waste is typically applied to solid waste, sewage (waste water), hazardous waste, and electronic waste

Biodiversity

Biodiversity is all the different kinds of life you'll find in one area-the variety of animals, plants, fungi, and even microorganisms like bacteria that make up our natural world. Each of these species and organisms work together in ecosystem, like an intricate web, to maintain balance and support life. Biodiversity supports everything in nature that we need to survive: food, clean water, medicine, and shelter.

Landfill

- An area built up by landfill

- A system of trash and garbage disposal in which the waste is buried between layers of earth to build up low-lying land _ called also sanitary landfill.

Industries Waste

Industrial waste is an all-encompassing term used to describe material considered to be no longer of use after a manufacturing process has been completed.

Safety Measures

Safety measures mean a set of actions either reducing the frequency of occurrence of a hazard or mitigating its consequences in order to achieve and / or maintain an acceptable level of risk.

Safety and Healthy

Occupational safety and health (OSH), also commonly referred to as occupational health and safety (OHS), occupational health.

- Occupational safety is a multidisciplinary field concerned with the safety, health, and welfare of people at occuption. These terms also refer to the goals of this field.

- So, their use in the sense of this article was originally an abbreviation of occupational safety and health program/ department etc.

Environmental Impact

Environmental impact refers to the direct effect of socio-economic activities and natural events on the components of the environment.

Recycle

to treat or process (used or waste materials) so as to make suitable for reuse: recycling paper to save trees. to alter or adapt for new use without changing the essential from or nature of: The old factory is being recycled as a theatre.

Reuse

Reusing is the act of taking old items that you might consider throwing away and finding a new for them. Get the most mileage out of the materials you encounter be used to store leftovers or to take lunch to work.

Reduce

- to make smaller or less reduce expenses Reduce your speed ahead.

- to bring to a usually worse state The story reduced them to tears.

- to lower in grade or rank.

- to change to a simpler form Rehuce a fraction to its lowest terms.

Pollution

Pollution is the introductio of harmful materials into the environment. These harmful materials are called pollutants can be natural, such as volcanic ash. They can also be created by human activity, such as trash or runoff produced by factories. Polluation damage the quality of air, water, and land.

Environmental programs

The environmental Programs divion helps ensure a clean environment in the region by meeting federal and state requirements for air, water, and solid waste management. MAG develops air quality plans for the pollutants carbon monoxide, ozone, and particulate matter, and help implement them region-wide.

METHODOLOGY

The methodology adopted for the present investigation including selection of the household respondents and objectives of the study together with source of data, sample, selection, period of study, scope and significance of the study and statistical tools used for data analysis. The research work depends, mainly on primary data collected through survey, personal interviews and questionnaire. The use of secondary data to a limited extant is made wherever necessary. Primary data is collected through questionnaire, observation and discussions.

PRIMARY DATA

To collecting primary data, questionnaires have been distributed to the sample respondents to get information regarding the case study.

SECONDARY DATA

The secondary data also collected from various journals, books, Newspapers, etc.

SAMPLE SIZE

For the present study from Koodurankaadu area 115 household respondents totally selected by using Simple random sampling method. The data was collected by personal interview using structured questionnaire.

TOOLS FOR ANALYSIS

Based on the nature of data and relevance of information required, statistical tools like percentage, bar diagrams and averages were used for the analysis of data.

LIMITATIONS OF THE STUDY AREA

- This study was conducted only in a selected village Koodurankaadu in Thoothukudi district.

- The data collected was limited to 115 respondents.

- Due to lack time the investigators personally contacted 115 sample respondents of the study area.

CHAPTER - IV

<h1 style="text-align:center">PROFILE OF THE STUDY AREA</h1>

This section provides a glimpse of the physical features, agro – climatic conditions, demographic features and infrastructural set up of the Thoothukudi district

PROFILE OF THOOTHUKUDI

The etymology of the word "Thoothukudi" can be traced back to the period when the locals used to tap drinking water by digging small ponds (Thoothu in Tamil). Thoothukudi, meaning to dig and drink, later came to be known as Thoothukudi. The district has a long and an illustrious history dating back to the pandyan era. In the tenth century A.D. The region was conquered by the cholas and re-conquered by the Pandyan kings. Subsequently, Thoothukudi was ruled by Madurai Nayaks, the English. The English ruled Thoothukudi, which was a part of Tirunelveli District, till India's Independence.

Thoothukudi district was carved out of the erstwhile Tirunelveli district on October 20, 1986. Thoothukudi was a major natural pearl fishing centre till last century. It has one of the oldest ports in the world. The lighthouse built in 1842 marked the beginning of Thoothukudi harbor development. India independence struggle has strong links with Thoothukudi. Notable freedom fighters like Subramanian Bharathi, V.O. Chidambaram Pillai, Vanchinathan and VeerapandiaKattabomman hailed from Thoothukudi. The district has also been the headquarters of prominent missionaries like G.U. Pope, Veeramamunivar and Caldwell, who besides their missionary work, also contributed to the development of Tamil language and literature. Thoothukudi was established as a Municipality in 1866 and on August 5, 2008 attained the status of corporation after 142 years.

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, palmyrah fibers, dry fish, country drugs etc to neighboring countries and for import of coal, cotton, copra, pulses, and grains. The minor port of the Thoothukudi handled the distinction of being intermediate port handling the highest traffic tonnage of over 1 million per annum.

Location & Geographical Area:

Thoothukudi District is located in extreme southern Parts of Tamil Nadu and it was carved out of Tirunelveli District on 20th October 1986. The district is located lies between 0.8 and 45 of the northern latitude and 78 and 11 of the eastern longitudes. The district is roughly triangular in shape and is bounded by Virudhunagar and Ramanathapuram districts in the north Gulf of Mannar in the east and Tirunelveli district in south and west. The total geographical area of the district is 4621 sq-kms and constituting about 3.5 percent of the state. It has coastal line of 121 kms. The total geographical area of the district is 4,63,601 Ha. RiverThamirabarani basses through the district. The major basin is Thamirabarani.

Administrative divisions:

Thoothukudi District is divided into three revenue divisions and eight taluks. There are 41 revenue firkas and 480 revenue villages.

Revenue Divisions	Taluks	Number of Revenue Villages
Thoothukudi	Thoothukudi	33
	Srivaikundam	69
Kovipatti	Kovilpatti	37
	Ottapidaram	56
	Ettayapuram	56
	Vilathikulam	89
	Kayathar	57
Tiruchendur	Tiruchendur	58
	Sathankulam	25
03	**09**	**480**

The district is divided into 12 blocks for rural and urban development. The 12 blocks are:

- Tuticorin,
- Thiruchendur,
- Udangudi,

- Sathankulam,

- Sirvalikundam,

- Alwarthirunagari,

- Karunkulam,

- Ottapidaram,

- Kovilpatti,

- Kayathar,

- Vilathikulam, and

- Pudur.

The district has on corporation, Thoothukudi, two municipalities, Kayalpattinam and Kovilpatti, 19 town Panchayat, and 403 Panchayat villages.

Population:

As per 2011 census the total population of the District is 17, 38,376 (Male- 8, 58,890, Female – 8, 79,457, others-29). Rural population of the district is 8, 67,122 and Urban population is 8, 71,254. The district with population density of 338 sq.km is thickly populated thus making it more vulnerable to various disasters.

	As per 1991 census	As per 2001 census	As per 2011 census
Total population	1455920	1565743	1738376
Male population	709760	764087	858890
Female population	746160	801656	879457
Others	-	-	29
Rural population	856229	903811	867122
Urban population	599691	661932	871254

Literates:

Total literates: 1356564(86.52%)

- Males (%): 706087(91.42%)

- Females (%): 650477(81.77%)

5. Climate:

The districts which situate on the east coast have the typical climate with high humidity and relatively lower to moderate temperatures throughout the year. The rainfall occurs mostly in the months of October, November and December. During the period from October to January the climate remains relatively cooler. From February, the early summer sets in and the months of April, May, June, July and August are hot months.

6. Rainfall:

The district depends upon both monsoons for its rain. In the coastal region rainfall during the North East Monsoon is heavy and in the interior region it is lighter.

- **Details of Average rainfall:**

Details	2015 Average	2016 Average	2017 Average
Normal Rainfall of the District	662.2mm	662.2mm	662.2mm
Average Annual Rainfall of the District	804.6mm	212.03mm	
North East monsoon (October to December)	616.25mm	150.55mm	
South West monsoon (June to September)	60.79mm	21.19mm	104.61mm
Summer (March to May)	115.87mm	35.71mm	31.33mm
Winter(Jan, Feb)	11.15mm	4.59mm	18.37mm

Comparison of month wise Average Rainfall:

Month	Normal in (mm)	2015 in (mm)	2016 in (mm)	2017 in (mm)
January	38.9	2.48	Nil	18.32
February				
March				
April				
May				
June				

July				

- **Crops**

The chief Agricultural crops of the district are paddy, cumbu, Black gram, Green gram, chillies, and banana. The chief non – agricultural crops are chenna and cotton.

- Total Cultivated Area (Hec)   : 2,11,486

- Net Area Sown (Hec.)   : 1,99,993

- **Natural resources**

There is only one main river Thamirabarani flowing in the District from west to eastern direction. Thamirabarani River is the main source of irrigation in the district.

The Details of the dams in Thoothukudi district are as follows:

Sl.No	Name of Anicut	Height of Dam	Taluk
1.	Maruthur Anicut	8 Feet	Srivaikuntam
2.	Srivaikuntam Anicut	8 Feet	Srivaikuntam

The PWD system tanks are the prime source of

irrigation in the district. Apart from these 403 tanks

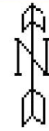under the maintenance of Panchayat Unions are used for

other irrigation source.

Profile of the Study Area:

Kootudankadu is a village in Thoothukudi block in Tuticorin district of Tamil Nadu state, India. It is located 1km towards west from district head quarters Thoothukudi. 617 km from state capital Chennai. Kootudankadu is surrounded by Tuticorin block towards south, Srivaikundam block towards south, Ottapidaram block towards west, Tiruchendur block towards south. Thoothukudi, Tiruchendur, Tirunelveli, Sattur are the nearby cities to Kootudankadu. It is near to Bay of Bengal. There is a chance of humidity in the weather.
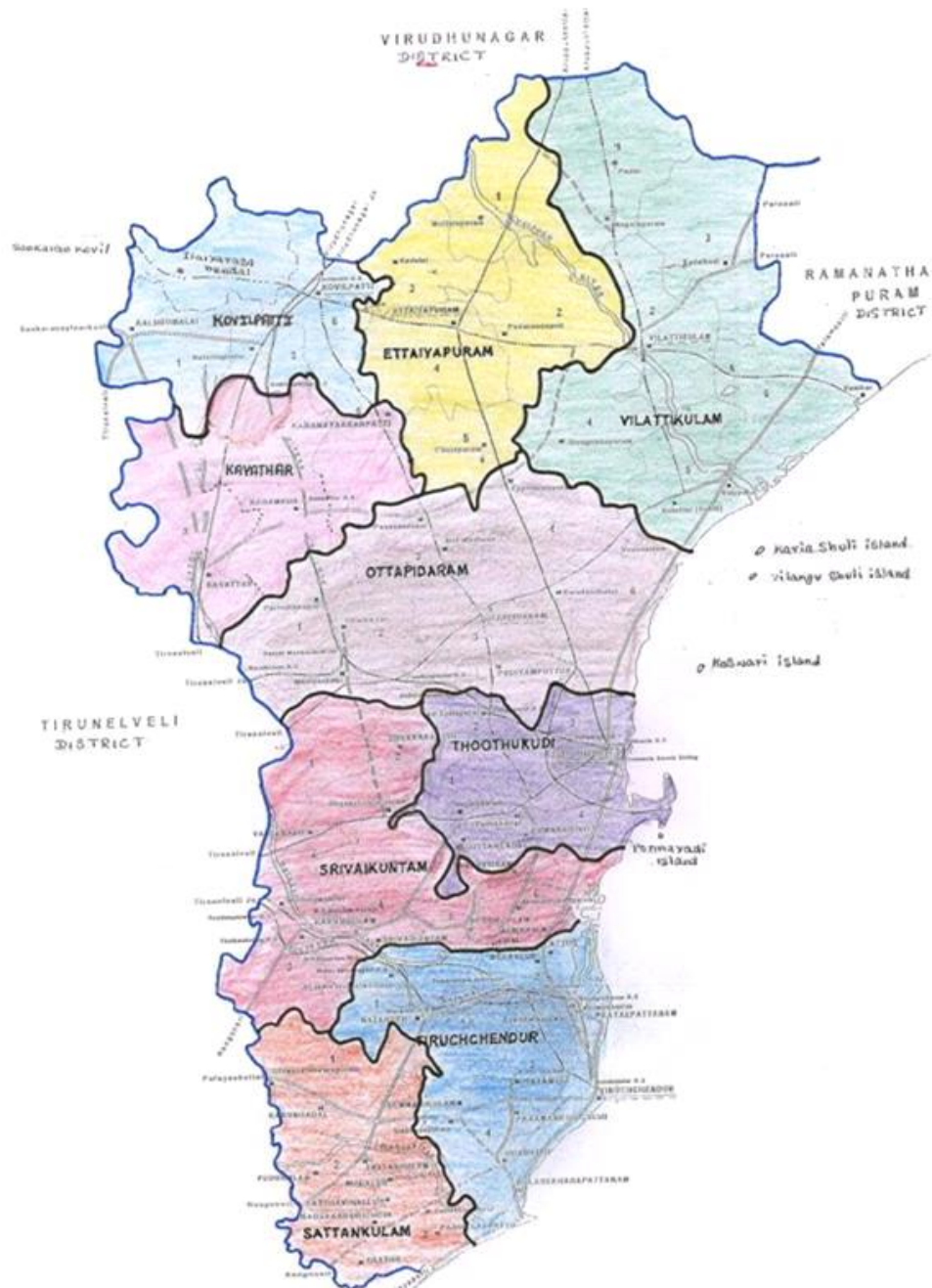
Tuticorin District

Blocks

5 0 25 km

Pudur

Kovilpatti

Vilattikulam

Kayattar

Ottappidaram

Karunkulam

Tuticorin

Srivaikuntam

Alwarthirunagari

Tiruchendur

Udangudi

Sattankulam

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Thoothukudi District - Taluks

CHAPTER – V

ANALYSIS OF DATA

TABLE: 5.1

AGEWISECLASSIFICATIONOFTHERESPONDENTS

S.No	Age	No.of Respondents	Percentage
1	20-30	35	30.44
2	30-40	40	34.78
3	40-50	30	26.08
4	Above 50	10	8.7
	Total	**115**	**100**

Source: Primary data

A total of 115 respondents were surveyed. Above table Shows that 30.44%ofthesamplerespondentsarein 20-30 age group 34.78% of the respondents are in 30-40 age group 26.08% the respondents are in 40-50 age group and 8.7% of the respondents are in above 50 age group in the study area.

FIGURE: 5.1

AGEWISECLASSIFICATIONOFTHERESPONDENTS
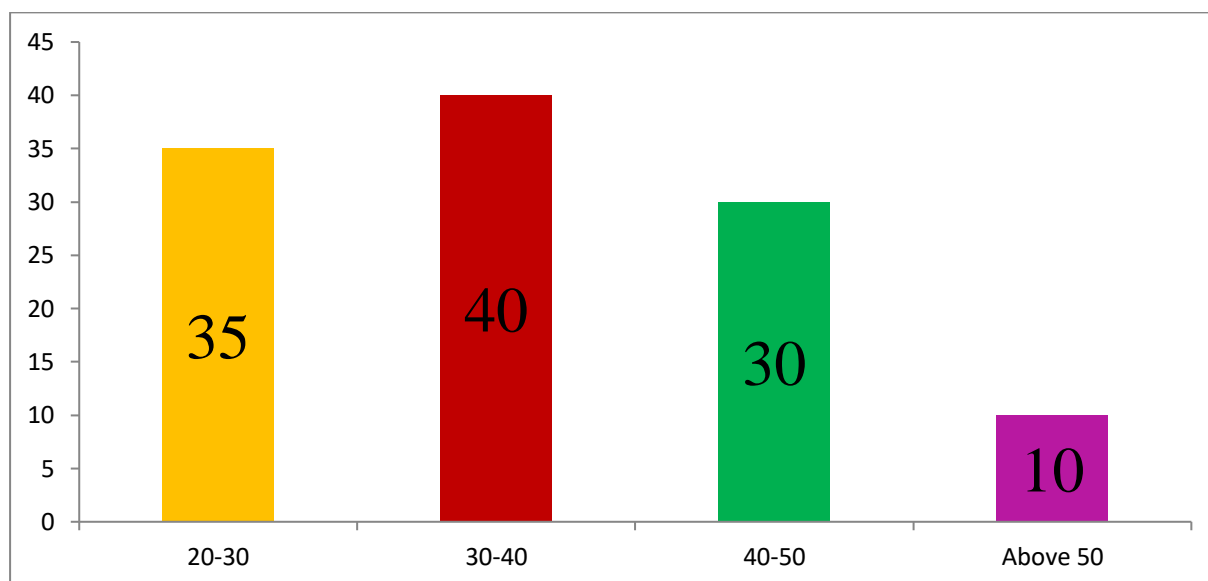
TABLE: 5.2

SEX WISE DISTRIBUTION OF SAMPLE RESPONDENTS

S.No	Sex	No.of Respondents	Percentage
1	Male	45	39.14
2	Female	70	60.86
	Total	**115**	**100**

Source: Primary Data

This table shows that the majority of sample respondents, which is 39.14percent,were male and 60.86percent are female respondents.

FIGURE: 5.2

**SEX WISE DISTRIBUTION OF SAMPLE RESPONDENTS**
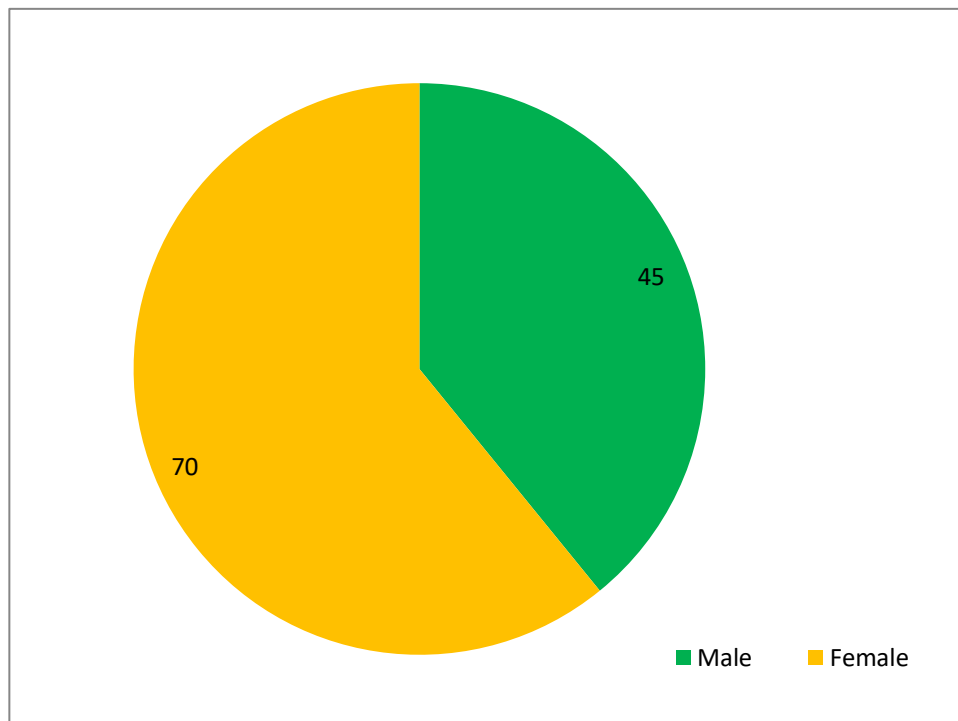
TABLE: 5.3
EDUCATIONALQUALIFICATIONOFTHERESPONDENTS

S.No	Educational Qualification	No.of Respondents	Percentage
1.	Uneducated	10	8.7
2.	Secondary	50	43.47
3.	College	45	39.13
4.	Technical	10	8.7
	Total	**115**	**100**

Source: Primary data

Above table shows that 8.7% of the respondents are uneducated,43.47 % of the respondents are secondary education, 39.13% of the respondents have completed college education and 8.7 % of the respondents have finished technical education.

FIGURE: 5.3
**EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**
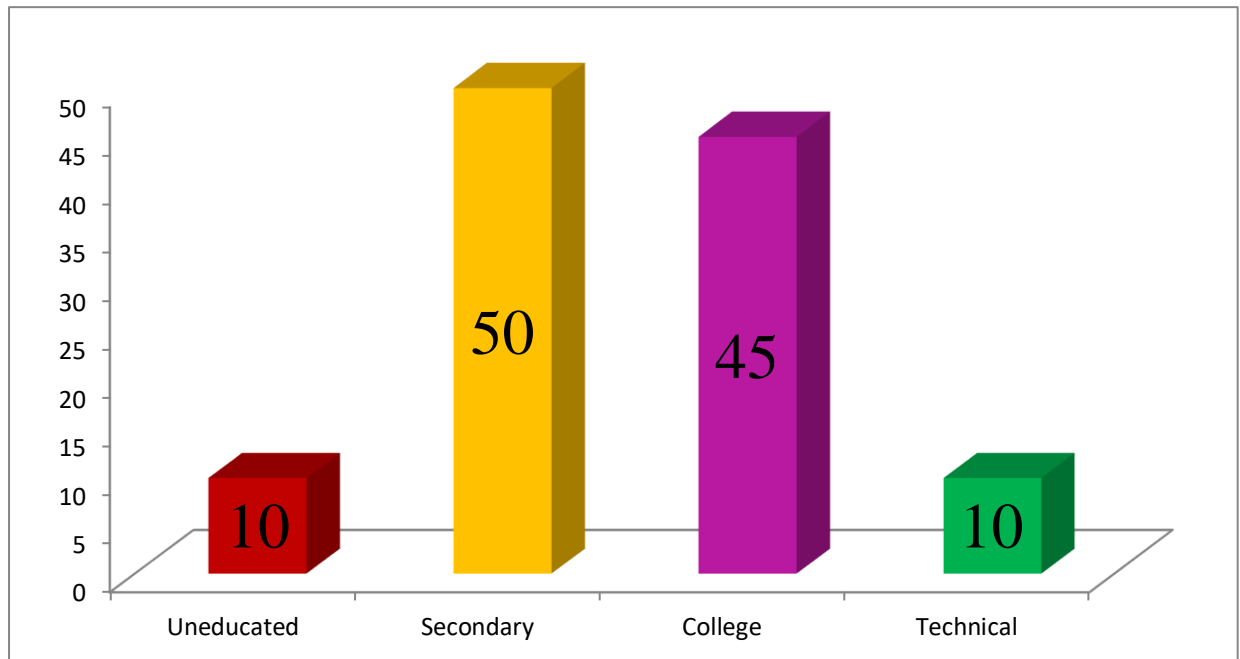
TABLE: 5.4

OCCUPATION OFRESPONDENTS

S. No	Occupation	No. of the respondents	Percentage%
1	Government Employee	35	30.43
2	Private Employee	30	26.08
3	Daily Labours	45	39.13
4	Others	5	4.34
	Total	**115**	**100**

Sources: Primary data

This table shows the occupation of the respondents. 30.43% of the respondents are Government Employee, 26.08% of the respondents are Private Employee, 39.13% of the respondents are Daily labours and 4.34% of the respondents are others respectively.

FIGURE: 5.4
OCCUPATION OFRESPONDENTS
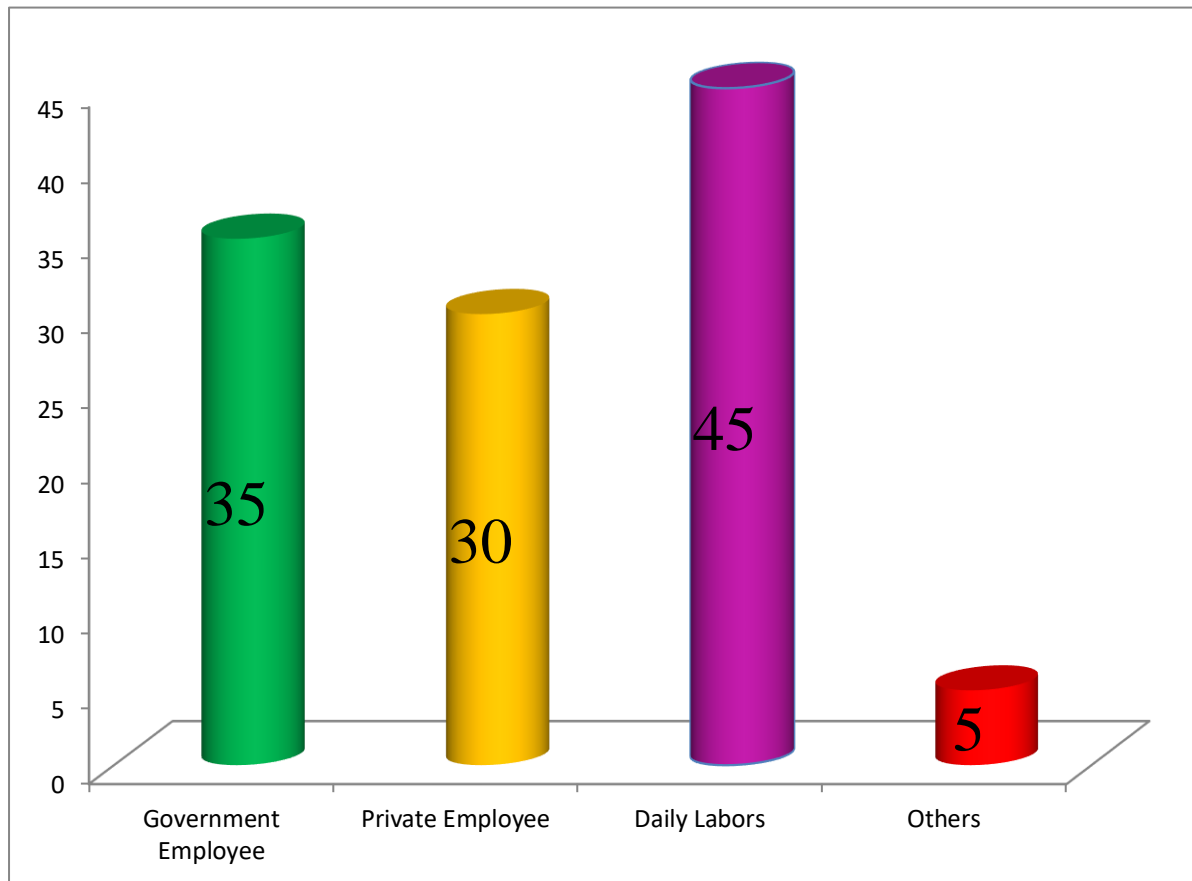
TABLE: 5.5
FAMILY TYPE OF THE RESPONDENTS

S.No	Family Type	No. of Respondents	Percentage
1.	Nuclear Family	65	56.52
2.	Joint Family	50	43.47
	Total	**115**	**100**

Source: PrimaryData

Results on family type revealed that 56.52% of the respondents belong to the nuclear family and 43.47% of them belong to the joint family.

FIGURE: 5.5
**FAMILYTYPEOFRESPONDENTS**

Nuclear Family   Joint Family

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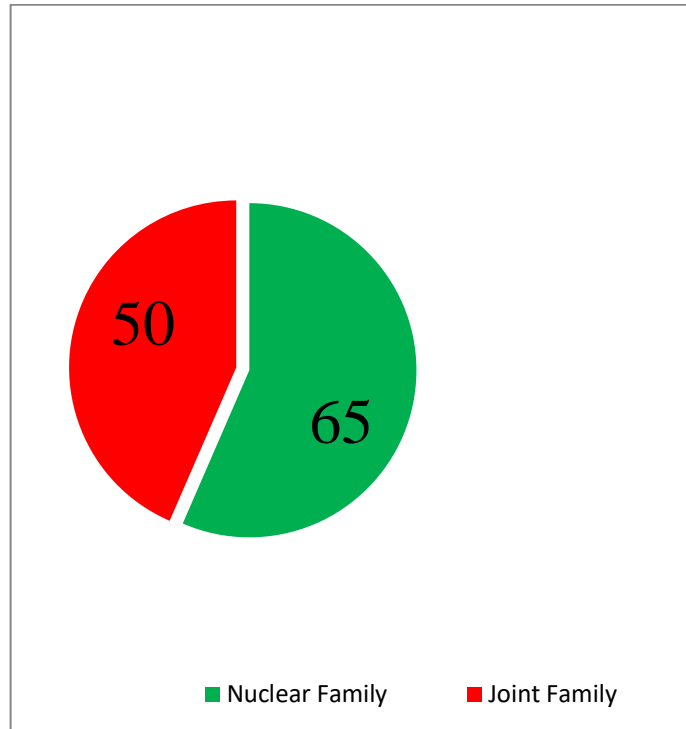
TABLE: 5.6

MONTHLY INCOME OF THE RESPONDENTS

</div>

S.No	Income	No. of Respondents	Percentage
1	5000-9000	34	29.56
2	9000-12000	26	22.60
3	12000-15000	25	21.73
4	15000Above	30	26.08
	Total	**115**	**100**

Source: Primary data

This table clear that income of the sample respondents.29.56% of the respondents family earn income between 5000-9000, 22.60% of the respondents family earn income between 9000-12000,21.73% of the respondents family earn income between 12000-15000 and 26.08% of the respondents family earn income between above 15000 respectively.

FIGURE: 5.6
**MONTHLY INCOME OF THE RESPONDENTS**
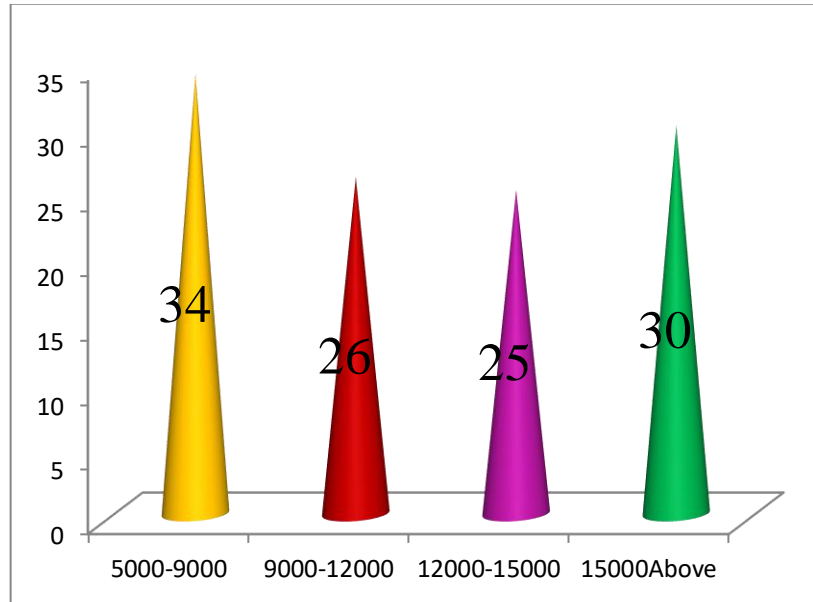
TABLE: 5.7

MONTHLY EXPENDITURE OF THE RESPONDENTS

S. No	Expenditure	No. of Respondents	Percentage
1	5000-9000	22	19.13
2	9000-12000	34	29.56
3	12000-15000	29	25.21
4	15000-20000	30	26.08
	Total	**115**	**100**

Sources: Primary data

This table reveals that monthly expenditure of the respondents.19.03% of the respondents spent between 5000-9000, 29.56% of the respondents spent between 9000-12000, 25.21 % of the respondents spent between 12000-15000, 26.08 % of the respondents spent between 15000-20000 respectively.

FIGURE: 5.7
MONTHLY EXPENDITURE OF THE RESPONDENTS
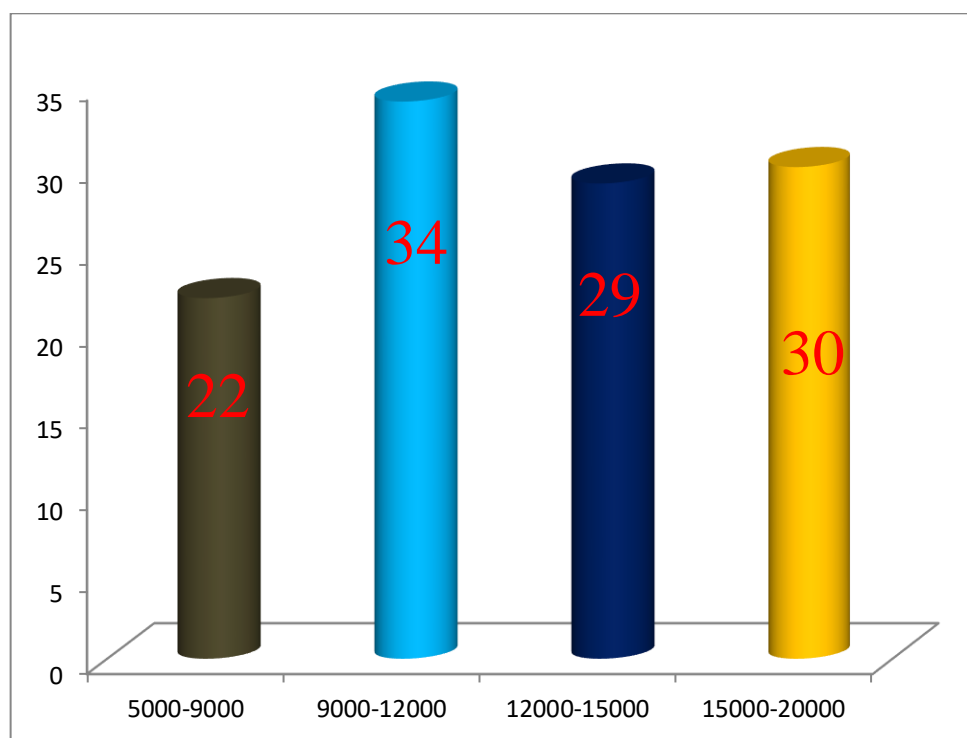
TABLE: 5.8
AWARENESS PROGRAMME ABOUT SOLID WASTE MANAGEMENT

S.No	Awareness Programme	No. of Respondents	Percentage
1	Radio	12	10.43
2	TV	10	8.69
3	News Paper	11	9.56
4	School Campus	19	16.52
5	NGO's	15	13.04
6	Government Programmes	33	28.69
7	Private	15	13.04
	Total	**115**	**100**

Source: Primary Data

This table shows that Awareness programme about Solid Waste Management through various Programmes. 28.69% majority of the respondents to get the awareness through Government Programmes.

FIGURE: 5.8
AWARENESS PROGRAMME ABOUT SOLID WASTE MANAGEMENT
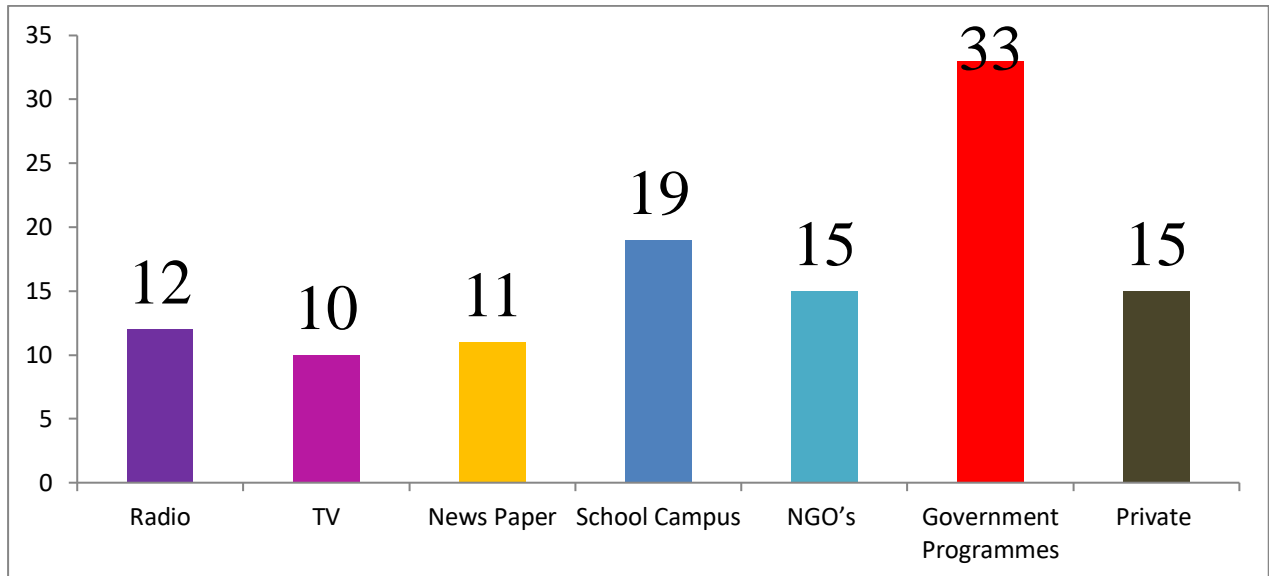
Table: 5.9

TYPE OF SOLID WASTE SOLID WASTE GENERATION IN YOUR HOME

S. No	Types of Solid Waste	No. of Respondents	Percentage
1	Paper and carton	21	18.26
2	Plastics	37	32.17
3	Food Waste	40	34.78
4	Fiber	10	8.69
5	Glass	7	6.08
	Total	115	100

Sources: Primary data

Above table shows that Majority 34.78% of the respondents generate Food waste in their home and 32.17% of the respondents to generate Plastics,18.26% of the respondents to generate Paper and carton, and 8.69% of the respondents to generate fiber waste and 6.08% of the respondents to generate Glass waste respectively.

Figure:
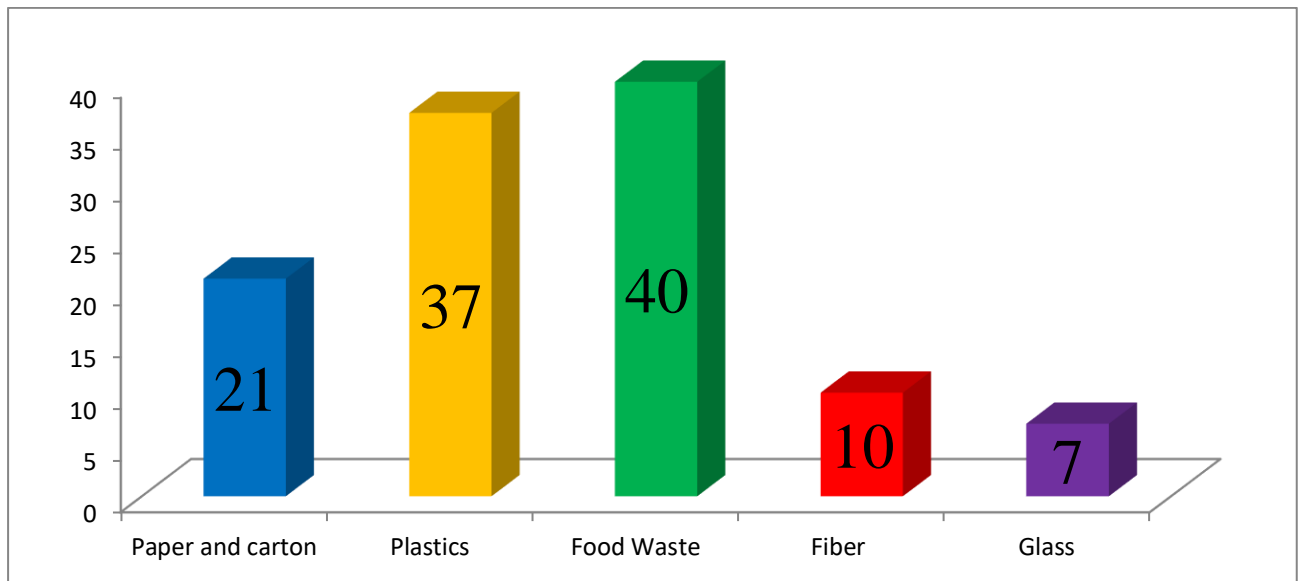
TABLE: 5.10
DISPOSABLE PATTERN OF SOLID WASTE OF THE RESPONDENTS

| S.No	Disposable Pattern of Solid Waste	No.of Respondents	Percentage
1	Landfill	25	21.73
2	Incineration	15	13.04
3	Waste Compaction	18	15.65
4	Biogas Generation	14	12.17
5	Composting	21	18.26
6	Vermicompost	22	19.13
	Total	115	100

Sources: Primary data

These tables clear that 21.73% of the respondents of their disposable pattern of Solid Waste in landfill, 13.04% of the respondents of their disposable pattern of Solid Waste in Incineration,15.65 % of the respondents of their of their disposable pattern of Solid Waste in Waste compaction,12.17% of the respondents of their waste of their disposable pattern of Solid Waste in big gas generation, 19.13% of the respondents of their disposable pattern of Solid Waste in vermi- compost respectively.

FIGURE- 5.10
DISPOSABLE PATTERN OF SOLID WASTE OF THE RESPONDENTS
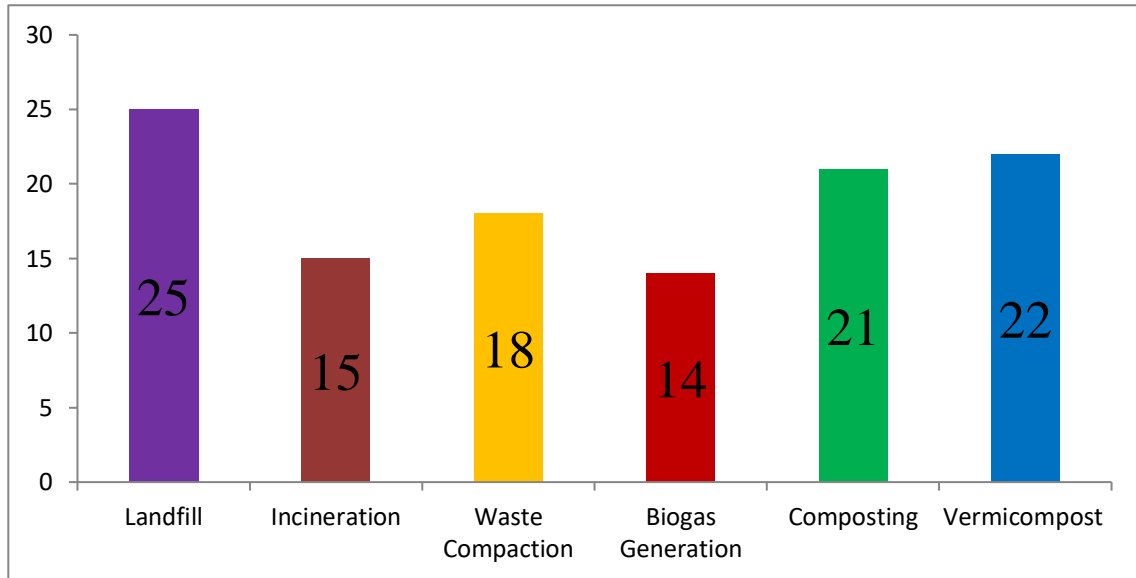
TABLE: 5.11
QUANTUM OF SOLID WASTE GENERATED BY HOUSEHOLD

S. No	Quantum of waste generated by households (Kg)	No. of Respondents	Percentage
1	Below 0.5	22	19.13
2	0.5-1	21	18.26
3	1-1.5	18	15.65
4	1.5-2	26	22.60
5	2 and above	28	24.34
	Total	**115**	**100**

Sources: Primary data

This table shows that Quantum of Solid Waste generated by household.19.13% of the households respondents generate between below 0.5kg of solid waste per day,18.26% of the households respondents generate between 0.5-1kg of solid waste per day,15.65% of the households respondents generate between 1-1.5kg of solid waste per day,22.60% of the households respondents generate between 1.5- 2 kg of solid waste per day, and 24.34% of the households respondents generate between above 2kg of solid waste per day respectively.

FIGURE- 5.11

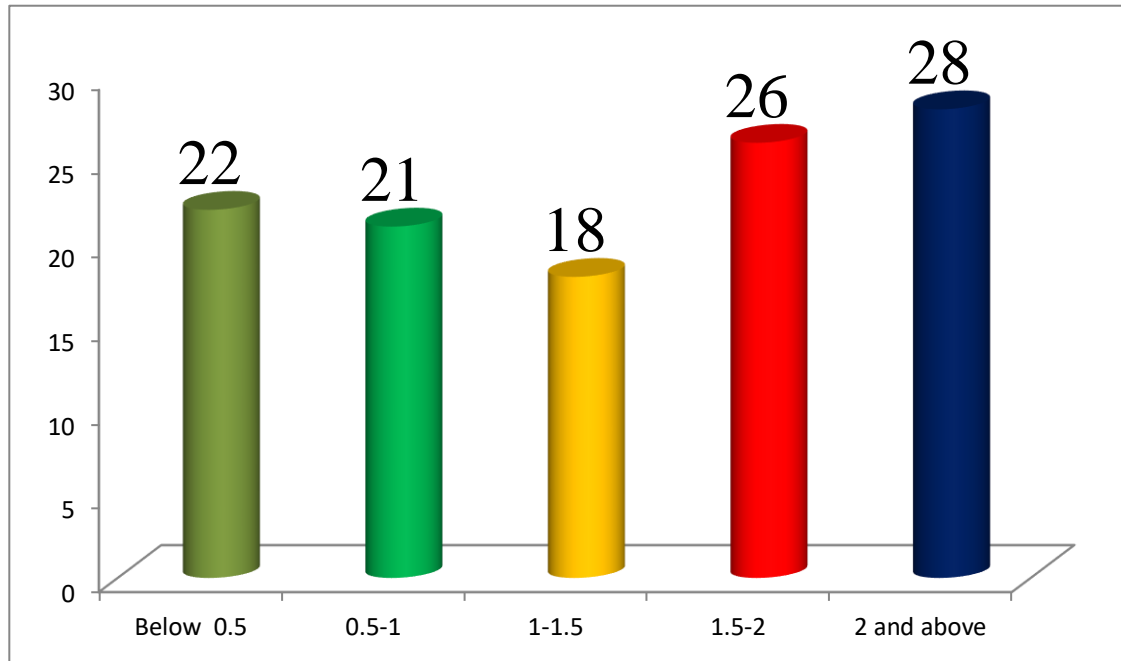**QUANTUM OF SOLID WASTE GENERATED BY HOUSEHOLD**

TABLE:

RELATIONSHIP BETWEEN MONTHLY INCOME AND EXPENDITURE
OF THE SAMPLE RESPONDENTS

Co-efficient Correlation:

To find out the relationship between the monthly income and monthly expenditure of the respondents the researcher is using the statistical tool of Co-efficient Correlation for the calculation the following formula is used,

$$r = \frac{n(\Sigma xy) - (\Sigma x)(\Sigma y)}{\sqrt{[n\Sigma x^2 - (\Sigma x)^2][n\Sigma y^2 - (\Sigma y)^2]}}$$

$$r = 0.97$$

Result:

There is appositive relationship. Therefore the above hypothesis is proved. Because the monthly income of the respondents and monthly expenditure of the respondents have a positive relationship,(i.e.). When income increases expenditure also increases, when income decreases, expenditure also decreases.

Hypothesis:

There is no relationship between Monthly Income and Monthly Expenditure of the sample respondents. Therefore the above hypothesis is proved.

CHAPTER V
FINDINGS, SUGGESTIONS AND CONCLUSTION

- Majority of the respondents are (34.78%) between 30-40 years.

- 39.14% of the respondents are males and 60.86% of the respondents are females

- Majority of the respondents are 43.47% secondary educated.

- Majority of the respondents are 39.13% daily labours

- Most of the respondents are 56.52% in the Nuclear Family

- Nearly 29.56% of the respondents are monthly income less than 5000-9000

- Nearly 29.56% of the respondents are monthly expenditure less than 9000-12000

- Most of the respondents are 28.69% food waste

- Most of the respondents are 21.73% used from landfill

- Majority of the respondents 24.34% quantum of waste generateds by households 2(kg) above

SUGGESTIONS:

➢ Public awareness should be created among the masses to inculcate the health hazards of the wastes. Littering of MSW should be prohibited in the city areas notified by the Thoothukudi Corporation.

➢ Moreover, house-to-house collection of MSW should be organized through methods like collection on regular pre-informed timing and scheduling.

➢ The collection bins must be appropriately designed with features like metallic containers with lids, and to have a large enough capacity to accommodate more than the expected waste generation in the area, with a

design for mechanical loading and un-loading, placement at appropriate locations, etc.

➢ Municipal authorities should maintain the storage facilities in such a manner that they do not create unhygienic and unsanitary conditions.

➢ Proper maintenance of the MSW transportation vehicles must be conducted, and the Dumper Placer should replace the old transportation vehicles in a phased manner.

➢ Municipal agencies will have to plan and execute the system in keeping with the increasing urban areas and population.

➢ There has to be a systematic effort in the improvement in various factors like institutional arrangement, financial provisions, appropriate technology, operations management, human resource development, public participation and

CONCLUSTION

The expanding amounts of waste generated nowadays due to changing lifestyles and urbanization have become an issue of high priority for all municipalities. At the same time, the growing realization of the negative effects of municipal waste on the environment and human health results in the development of evaluation methods that enable the design and implementation of optimum integrated waste management systems. An integrated MSW management system reflects an approach to sustainable waste management. Such an approach is environmentally effective and includes an optimized waste collection system, efficient sorting accompanied by one or more processes like recycling or composting of organic fractions, and finally land filling of the residual waste. Towards this direction, Waste Framework Directive establishes the concept of "waste hierarchy" and sets the principles for the protection of the environment through the implementation of more efficient MSW management systems. Accordingly, the European Union member states are gradually incorporate the waste regulation into their national regulatory framework and adopt waste treatment methods that lead to energy and material recovery from the various MSW streams. However, in Greece, Waste Framework Directive is poorly implemented, waste management still represents one of the most critical

problems that need to be addressed and the developed of an optimal waste management strategy is more than critical.

AN ECONOMIC ANALYSIS IN BUYING PATTERN OFCONSUMER WITH SPECIAL REFERENCE TO ONLINE SHOPPING IN INDRA NAGAR AT THOOTHUKUDI DISTRICT

A Project Submitted to

ST.MARYS COLLEGE (AUTONOMOUS) Thoothukudi

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

In Partial fulfilment of the award of the degree of

MASTER OF ARTS IN ECONOMICS
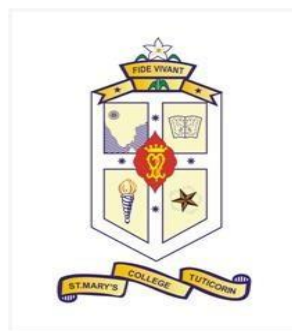
Submitted by

M. Nisha Preethi

Reg .No. 20SPEC04

Under the supervision and Guidance of

Dr. P. Anuradha M A., MPhil., PhD., SET

PG DEPARTMENT OF ECONOMICS (SSC)

St. Mary`s College (Autonomous), Thoothukudi

MAY 2022

CERTIFICATE

This is to certify that project work entitled "AN ECONOMIC ANALYSIS IN BUYING PATTERN OF CONSUMER WITH SPECIAL REFERENCE TO ONLINE SHOPPING IN INDRA NAGAR AT THOOTHUKUDI DISTRICT" Submitted to St. Mary's College (Autonomous) Thoothukudi in partial fulfilment for the award of the Degree of Master of Arts in Economics and is a record of work done during the year 2020-2022 by **M. Nisha Preethi** (20SPEC04)

Signature of the Guide

Signature of the HOD

Signature of the Director (SSC)
Director
Self Supporting Courses
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

Signature of the Principal
Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

Signature of the External Examiner

Dr. A. ANGEL ANILA, Ph.D.,
Assistant Professor,
Department of Economics,
St. John's College
Palayamkottai - 627 002.

DECLARATION

I do by that the project entitled "AN ECONOMIC ANALYSIS IN BUYING PATTERN OF CONSUMER WITH SPECIAL REFERENCE TO ONLINE SHOPPING IN INDRA NAGAR AT THOOTHUKUDI DISTRICT" Submitted for the degree of Master of Arts in Economics is my original work and that it has not previously formed the basis for award of any degree.

Station: Thoothukudi

Date: 23·05·2022

M·Nisha Preethi

M. Nisha Preethi

ACKNOWLEDGEMENT

First of all I bow and thank lord almighty for being with me throughout making of the project successfully.

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1.1. INTRODUCTION

Online shopping or e-shopping is searching for and purchasing goods and services over the Internet through the use of a web browser. The main allure of online shopping is that consumers can find and purchase items they need (which are then shipped to their front door) without ever leaving the house. Today, almost anything can be purchased through online shopping, amounting to billions of dollars a year in sales.

Today, most retail stores have a website for customers to buy from online and either ship them to their home or pick up at a nearby store location. Wal-Mart, Best Buy, Sears, and other retail businesses offer this type of shopping experience. Some companies only sell products through their website and do not have a retail storefront. For example, Amazon, Tiger Direct, and New Egg conduct their business exclusively online.

History of online shopping

Before the World Wide Web was created, Michael Aldrich developed a system called Redifon's Office Revolution in March 1980, connecting sales companies, suppliers, and customers together. Companies were able to order supplies from suppliers and sell products to customers electronically, utilizing video-tex technology. It is considered a major predecessor and influence on the development of online shopping as we know it today.

In 1994, several years after the launching of the World Wide Web, online transaction systems, including banking and shopping, started emerging. The first shopping transactions were completed through Net Mark and Internet Shopping Network in 1994, beginning the online shopping boom. Amazon.com and eBay launched their websites in 1995, offering online shopping options for customers. Many of the first online shopping websites utilized Intershop Online, an online shopping software system, developed in 1995 by Intershop Communications AG. The Intershop Online software allowed businesses to more easily add online shopping capabilities, or e-commerce, on their website, with secure transactions for their customers.

A customer is one who purchases products for usage rather than for resale orcommercial purposes. The customer is a person who pays a certain quantity of cashfor the products and services needed to be consumed. Consumers therefore play acrucial role in a nation's economic

system. The customer is also one of the components of the supply chain. Marketers have recently began to participate in personalized marketing, permit advertising and mass customization instead of marketers producing wide demographic profiles and Fisio-graphic profiles of market segments. Buying pattern has been changed generations after generations; first of all it started as a barter system, people exchanged goods with goods. Then during 600 BC coins came into existence and they started to trade with it. Later on during the 700 BC currency came into existence and slowly trading with currency was easier. And during the 21st century online banking came into progress which made transactions and trading much easier. This online banking was made convenient to common people and retailers too. They sell their products through online websites and reach the consumers easily. Most people all over the world prefer online shopping and online transactions. And anyone can contact with any one for trading. The consumers also get many choices to select whatever they want.

Buying patterns show how consumers buy services or goods but are heavily capable of changing. Marketers often attempt to comprehend the pattern of purchasing and its relationship with the consumer's geographic, demographic and psychological features. Marketers perform extensive surveys to know the purchasing trends. There are 4 kinds of buying pattern:

Complex buying pattern:

While the customer is extremely engaged in purchase process and important variations within all the brands come together are known as complicated purchasing conduct. The customer must therefore obtain adequate data on the product characteristics in this situation and the dealer should give comprehensive data on the brand characteristics.

Variety seeking pattern:

Here when purchasing a product, customer participation is small, important variances within products are present. Customers usually buy distinct products not cause of the previous goods discontent, but because they are looking for variation. They just purchase distinct washing detergent for variety as they do everytime.

Dissonance buying pattern:

Consumers are heavily engaged in buying here, but fewvariances within brands are found. Like, customers purchase them rapidly whilepurchasing floor tiles, because there are few differences within products.

Habitual buying pattern:

Consumer participation is small in this situation and thereare few distinctions between brands. The customer is quick to buy the item. Forinstance toothpaste, many clients tend to buy their favorite products by visitingseparate shops at distinct places to compare rates and offers. Therefore, for a verylong time a client does not stay faithful to a single shop. A retail store must pay agreat deal of attention to the place of the shop, identifying a distributor in the area, thenature of the goods and the ready-made goods. Essentially involves an evaluation ofthe product type that a customer is going to buy and how much. This depends on thefollowing variables, such as:

i. Buying capacity.

ii. Product durability.

iii. Availability of choices.

iv. Requirement of the product.

v. Availability of product.

The possibility of online marketing is growing in Chennai with growinginternet literacy. Consumers who enjoy online shopping take many variables intoaccount. This project is a component of the research, focusing on the financialassessment of Chennai's economic analysis in buying pattern. This study discoveredthat data perceived effectiveness, convenience of use; overall pleasure and securityprivacy are the five prevalent variables that effect on internet buying attitudes ofconsumers. Micro and societal views are the two perspectives that try to apply theirunderstanding. Consumer behaviour has a major impact on the quality and standard ofliving.

There is an enormous rush over online shopping, resulting in billions ofrevenue. It is an e-business where one client can buy any item online. It is a method ofbuying / selling goods digitally using the Internet and computerized companytransactions. South India is an IT hub in India; Bangaluru, Coimbatore, Chennai, Thiruvananthapuram and Hyderabad are among the major

IT hubs in the South. Inaddition, literacy levels are greater in the southern states than in other Indian states.

These facts obviously show that most individuals are very well-educated and tech-friendly in southern India. Because southern India has a greater proportion of educated people, educated people are quicker to try out and adopt the recent techniques for this reason. Over the years, online shopping has become incredibly popular, but in South India, the practice of purchasing or selling internet products andservices is very prevalent. Instead of spending time and shopping from retail shops, amajority of South Indians prefer to shop online. And as far as payment is concerned,MOD (money on delivery) is India's preferred technique of payment. Corporations can create direct contact with their clients through online shopping. Because of its advantages like enormous discounts on global products, privacy and liberty of choice, many individuals in Chennai now prefer online shopping for days. These all variables play a crucial part in making online shopping system popular among clients. On theother hand, there are few problems that need to be resolved such as warranty problems, return problems, difficulties with late shipment, scams and additional shipping fees. The aim of this study is to identify variables that play a significant partin the online shopping system's popularity.

The convenience of online shopping

Customers can purchase items from the comfort of their own homes or workplace. Shopping is made easier and convenient for the customer through the internet. It is also easy to cancel the transactions.

➢ Saves time and efforts.

➢ The convenience of shopping at home.

➢ Wide variety/range of products are available.

➢ Good discounts / lower prices.

➢ Get detailed information about the product.

➢ We can compare various models/brands.

➢ No pressure shopping

Generally, in physical stores, the sales representatives try to influence the buyers to buy

the product. While in online shopping, you're free to do as you will.

Online shopping saves time

Customers do not have to stand in queues in cash counters to pay for the products that have been purchased by them. They can shop from their home or workplace and do not have to spend time travelling.

Comparisons

There is a wide range of products online. The sellers display all the stuff they've got. This enables the buyers to choose from a variety of models after comparing the finish, features, and price of the products on display.

Availability

The mall is open on 365 x 24 x 7. So, time does not act as a barrier, wherever the vendor and buyers are.

Online tracking

Online consumers can track the order status and delivery status tracking of shipping is also available.

Online shopping saves money

To attract customers to shop online, e-retailers and marketers offer discounts to the customers as they have cut down on real estate and maintenance cost the sellers won't back out in giving huge discounts.

Disadvantages of online shopping

Ease of use is the prime reason that drives the success of e-commerce. Though the internet provides a quick and easy way to purchase a product, some people prefer to use this technology only in a limited way. Some people also fear that they might get addicted to online shopping. The major disadvantages of online shopping are as follows.

Delay in delivery

Long duration and lack of proper inventory management result in delays in shipment. Though the duration of selecting, buying and paying for an online product may not take more than 15 minutes; the delivery of the product to customer's doorstep takes about 1-3 weeks

Lack of significant discounts in online shops

Physical stores claim to give significant discounts when compared to online stores, this is a huge disadvantage for the older generation.

Missing the shopping experience

The traditional shopping exercise provides a lot of fun in the form of showroom atmosphere e, smart sales attendants, scent and sounds that cannot be experienced through a website. Indians generally enjoy shopping. Consumers look forward to it as an opportunity to go out and shop.

Frauds in online shopping

Sometimes, there is a disappearance of the shopping site itself. In addition to the above, the online payments are not much secured. The rate of cybercrimes has been increasing and customers' credit card details and bank details have been misused which raise privacy issues.

1.2. IMPORTANCE OF THE STUDY

There is a fundamental influence of online shopping on consumer buyingpattern from traditional ways to modern ways, as seen in the late 1970s. This changehas shown the method of innovative range of post-customer behaviour to provide theneeds and satisfaction of individual consumers. The various online shoppingconsumer behaviours contribute to regular changes in various risk factors. Traditionalbuying capabilities of the surroundings are a vital component influencing the patron'sperception. These capabilities also have an impact on the client's buying experience.They look for the sample of clients modifications in online buying, and have theirimpact on client pleasure and perception; it is far quite critical to examine the netpurchasing sample of the patron. This is the main reason behind choosing theresearch's topic economic analysis in buying pattern of the consumers.

1.3. NEED OF THE STUDY

Not many studies have been undertaken exclusively to study the perceptionsand preferences of online shopping consumers and the same has to be disseminatedpositively in the

minds of consumers, which is essential in any nation. Studies coverthe issue of online shopping, consumers buying pattern at the micro level.Particularly in the perspective of the decline in the contribution of online consumersin primary online market operations, withdrawal of consumers from the onlineshopping market into safer consumer avenues like cash on delivery, bank taking out,online payment, debit cards and credit card payment, it becomes all the moreimportant to make an economic analysis of the buying patterns of consumers inIndira Nagar. This may help the policymakers in developing appropriate plans to getonline consumers in large numbers so that the mobilization and effective operation ofthe online shopping markets may improve.

1.4. STATEMENT OF THE PROBLEM

To discuss the purchasing pattern of online shopping consumers in variousavenues that is available in Indira Nagar, Thoothukudi District. In this sense, no attempt is made to extract thecritical underlying factors of consumers" buying pattern, their relative significanceand their relationship with socio-economic variables. Nowadays, online shoppingdecisions depend on various attributes. There are so many factors that influence theirshopping decisions. The online consumers" buying pattern has to progress forwardfrom their iconic role; there is every possibility that decisions regarding onlineconsumers" buying with their surplus money may be different, depending on theparameters of the online consumers" buying pattern and degree of risk-takingcapabilities. In this modern world, online buying plays a vital role in human life. Theonline consumers select from various buying pattern alternatives. Indian onlineshopping players are of multiple types like; students, businessmen, and employees.Online shopping activity is determined by consumer buying pattern in Indira Nagar, Thoothukudi District. There is a chanceof the buyer losing interest.

1.5. SCOPE OF THE STUDY

Traditionally, marketing theory is based on consumer's decision through alens of risk and return, and the decision should be a reasonable and one. Variousconsumers are aware of such psychological behaviour while making online shoppingdecision. This irrational behaviour helps us to know of the online shopping literacylevel which creates uncertainty in the game of buying pattern. As a result, thetraditional online shopping market theory which is related to the efficiency

of theonline buying demonstrated is incorrect. In this context, it is very significant for theconsumers to be aware of the various psychological phenomena and they shouldidentify the ways to overcome the obstacles while making, buying and selling aproduct. Therefore, online shopping portals have a strong desire towards doing whatothers do. Identification of all such behaviour helps the consumer in making a properbuying decision. Apart from psychological factors, demographic factors alsoinfluence the online shopping process. This study is on online shopping and consumer buying pattern in Thoothukudi City. The developing economies like India, onlineshopping needs to be expanded so that the marketing sector can rise to accommodateconsumer buying behaviour. Individual consumers have a considerable role in thesmooth functioning of online shopping into the most efficient hands. Hence, there is aneed to protect their rights. There is an imperfection in consumer activism in India,especially in Tamil Nadu. Consumer knowledge relating to the state of Tamil Nadu isminimal. Hence this study is undertaken to gain insight into the consumer buyingpatterns.

1.6. METHODOLOGY OF THE STUDY

This learning is centered on online shopping, the perception of consumerbuying patterns, pre, and post-consumer behaviour, and both in analytical anddescriptive nature. The procedure is the rationale phase which rules the final results ofstudies. It encompasses and leads the study to analyse a research manner whichguarantees and enables the truthfulness of the effects, deals with the data amassed forthe take a look at, assets of information, sampling plan of the population of the have alook at, area of the research, device used to accumulate facts, method of receivingfacts, analysis and interpretation of the collected data with different statisticalequipment with the intention to find out the electricity of the accumulated informationand limitations of the observe for the reason of gathering primary facts.

1.7. SOURCES OF DATA

The researcher has made use of together primary and secondary sources tofulfill the objectives. The primary records were composed from individual onlineconsumers. In addition to data collected through primary sources, other secondarydata were also obtained from government organizations such as statistical invigilatorreport in the state. The secondary data provided by

these organizations are from theirannual reports and bulletin.

1.8. LOCATION OF THE STUDY

The research adopted a simple chance sample way. The respondents areresidents of Indira Nagar, Thoothukudi Districtin the age group of 18 years to 60 years including different strataof the consumer like students, business people, retired persons and shopkeepers. 138 questionnaires were distributed to the respondents spread over in Indira Nagar, Thoothukudi District.

1.9. STATISTICAL TOOLS FOR ANALYSIS

This investigation is centered on primary records which were composed fromthe respondents through the survey. Secondary data are also utilized, which wereobtained from published sources like books, journals, websites, magazines, andannual reports. The data composed from together the sources are examined, correctedand tabulated.

1.10. LIMITATIONS OF THE STUDY

The learning is restrained to Indira Nagar, Thoothukudi District, and therefore the conclusion cannotbe comprehensive to the entire country. The findings and suggestions and thedetermination may be applicable only to economic analysis in buying the pattern ofthe consumer in online shopping with particular reference to Indira Nagar, Thoothukudi District. Aconsiderable number of financial instruments with a variety of company-specificfeatures of consumer buying pattern options need a lot of time and resources toresearch. Lack of knowledge of online shopping about the financial instruments canbe a significant limitation.

CHAPTERISATION

Chapter I – Introduction - This chapter deals with introduction, importanceof the study, need of the study, statement of the problem,scope of the study, methodology of the study, sources of data, sampling plan, locationof the study, statistical tools for analysis, limitation of the study and chapterisation.

Chapter II – Review of Literature – This chapter deals with review ofvarious literatures available on national and international area and it also deals withthe background of online shopping and a full account of the many studies carried outon consumer buying pattern.

Chapter III – Research Methodology - This chapter deals with the researchmethodology used in the present study, like objectives, hypothesis, research design,sampling procedure, data collection, and framework of the analysis.

Chapter IV - Profile of the Study Area - This chapter deals with the profile of the Thoothukudi District and the Indira Nagar of Thoothukudi District.

Chapter V - Analysis of the Study - This chapter deals with socio –economic status and deals with the study of the consumer buying behavior,Sources, Reasons, Time interval , Items Purchased, Mode of Payment, Problems faced, Measures to reduce the risk.

Chapter VI – Summary of Findings and Conclusion - The final chapterpresents the summary and findings of the study, the conclusions arrived on the basisof the research findings.

REVIEW OF LITERATURE

2.1. INTRODUCTION

In this bankruptcy covers of assessment of literature referring to effect of online purchasing on consumer pride and further offers with buying pattern. It portrays the existing problems in online advertising and components distressing and enhancing adoption of online advertising and marketing to analysis by the way socio factor. Moreover, it offers an analytical assessment of multifarious studies associated with online marketing. This is observed by using emphasizing the research gaps and presenting insights and contribution of the present take a look at.

Rupali Rajesh (2018) this study has given special consciousness on key aspect of online buying like suitable and time saving, Clear Return policy, Variety of product and types to be had on online sites, Trusted shopping, Product evaluations, 24*7 Shopping, Cash on transport and Credit card offerings availability of favourite brands, readability approximately terms and situations, chance at credit score card transactions, beyond buy enjoy and so forth., as well as customer satisfaction factors like return coverage, product quality, experience, touch and feel factor etc. These effects will enable, Electronic marketers to designs higher appropriate strategies, aiming to buy practice and success.

Gunjita Kumar (2017) - It stated that earlier than demonetization, items had been bought online shopping to customer choice and hazard bearing capacity, however after demonetization it has become nearly obligatory to look for optimum bills via Electronic pockets for all sorts of goods and offerings bought. Prior to demonetization humans consume to shop for online either uncommon items or goods which aren't effortlessly to be had in the nearby marketplace, but after demonetization, they had been shopping goods of their everyday wishes. Formerly humans also favoured to buy objects online for which satisfaction gained turned into confident, but currently,

they can use to one-of-a-kind websites imparting the facilities like an attempt to purchase they have been prepared to take up the hazard additionally.

Ahmed AuduMaiyaki (2016) observed the principle thing of influencing consumer online buy in conduct. The price and the product art collection in online shopping immediately affect purchasers‟ buying cause and conduct. The explosive in online buying available at a lower price, and the import range is more than traditional shopping, the purchasers will select to capture online.

Pritam Kothari. P (2016) this study was about the existing reputation of online buying. Those who spoke back were accrued well-based telegraph shape. They assist with information analysis and abstractionism finding had been drawn through researchers. Since there was a revolution in telecommunication quarter no of users on the internet. Increased in India recent time and customers had been the usage of internet for online purchasing however nonetheless everyday purchase maximum of patron‟s first preference has been manual shopping. Most of the customers had been providing majority opinion that advertising prices by using companies had been very excessive, it is cautioned to organizations to either reduce transport prices or shipping of product have to receive freely. Corporate may use one of the acknowledgment activities. Once studies discovered that important starting gate at the back of improvement of online buying became of customer cognizance.

Saban Kumar K.C and Arun Kumar Timalsina (2016) studied customers‟ attitude turning into online purchasing. Outcomes on online purchasing have been smooth to reserve, artwork collection at one save and time-saving. Use of Mobile becomes regarded to be fine and on hand choice than websites and make contact with calls. Similarly of the respondents had been favourable approximately online purchasing of market keeper natural item whereas relaxation became terrible.

Outcome additionally defined that respondents had been aware of present online portals. The velocity and urgency in transport timing had been given extra significance than fee system and pricing at the same time as buying greens and fruit gadgets online. Therefore, the general public of the clients had been located to be aware and high-quality approximately online grocery

purchasing, the researchers concluded that if the issues diagnosed via this research were addressed there was resting potential for agreeableness future of online grocery.

HuaZhong and Ping Qing (2016) confirmed that Chinese rural customer online buying in high priced and the factors explaining their purchasing common. There is one to one survey to Chinese rural customers was conducted among July and September in five areas along with north, northeast, south, west after which crucial location across provinces. In all the survey includes elements. Firstly, it was investigated respondent socioeconomic characteristics and their day by day online sports. Secondly, it turned into tested their perceptions and attitudes about online shopping. Statistical summaries display that clothing becomes rural customers" maximum offered item. The effort to saving time, the ease of having access to and browsing, and the kind of black marketplace to be had were the top three reasons to shop online. Often used charge technique was the 1/3-celebration online price platform.

Gopal. R and DeepikaJindoliya (2016) in their research and analysis in the previous couple of years had seen an unprecedented increase in the number of online business gamers. An ever-growing opposition had referred to as for the adoption of new advertising strategies, new media and out of box questioning to steer the purchaser to go to the web page and make purchases. In India, retailing has the potential to develop extra than hundredfold to attain a value. The use of as developing internet habituated consumer base, with a burgeoning magnificence of cell net customers will power the web shopping story. Electronic retailing is well worth millions of greenbacks utmost importance for the groups to recognize the diploma of impact their new marketing campaign could on ability customers. It could help them in channelizing extra money and effort towards the method which has the most impact on consumer psyche.

Devi and Saini (2015) Focused on online buying suggesting blessings and downside of online shopping like better charges, comfort, range, fewer traps, discreet shopping, ease of evaluation purchasing, discover particular answer these are advantages of online purchasing whereas advised dangers were lost the tactile revel in, shipping adds to the cost, returns may be costly, managing unknown vendors.

Sanjay Kumar (2015) Evaluated that online buying plays extra functional kinds of consumers

who've no time and want to have not here from the crowd. However, there had been some points that have an effect on the client's conduct approximately online buying however universal within the subsequent 5 to 10 years the online save deliver a large competition to the outlets. At remaining, it becomes clear that during destiny there was the large scope for online shopping. The customers were greater attracted in the direction of online purchasing.

Shalini. G.R. and K.S.Hemamalini (2015) Detailed that asserts approximately in Chennai town most of the people select turn cart for online shopping. Online buying has already ended up a trend in this era. The internet site characteristics and attitude, agree with and intention towards online purchasing and the various thing such as quite critical to online customers approximately the product, payment security, cash-again assure, beyond experience using this product-logo, and shopping for a famous brand had been circle of relatives and friends, feedback on the Internet, website loyalty, an opportunity of speaking with a shop clerk by means of telephone or mail ought to be evolved by the web websites. Of that website loyalty, the possibility of speaking with a shop clerk with the aid of cell phone or mail pick out the secured mode of the fee, beyond online purchasing revel in, the five most likely strategies for customers use online purchasing websites on the Internet.

IvaturiMurali Krishna and Chalam. G.V. (2015) evaluated that there was a number of studies on Electronic Commerce and customer behaviour we've very little research in the synthesis of this two i.e., this studies and examine addresses this hassle in a small scale. Latest years there is a rapid development in the Electronic trade industry. The online retail opposition is heating up as client behaviour is becoming more and savvier at the net. Competition is developing and growing day by day with it online purchaser expectancies also are skyrocketing. Hence, its miles becoming a norm to offer online buyers a robust online shopping experience.

Mohammed Jamal and Tunazzina Sultana (2015) Studied that the intention ofthis paper was to look at the attitude of Bangladeshi people towards online buying andto discover the essential elements in this regard. The derivations and findings from anintensive survey showed a normal superb reaction toward online buying. However,examine provides a few thrilling insights on purchaser preferences towards onlinebuying in Bangladesh. Research enables numerous crucial

theoretical contributions.Obviously, it is clean empirically that further to age, gender, earnings, familiarity andcareer, family structure performs an essential role in case of preferring online buying.The final results and conclusions towards, the findings upload fee now not simplest toexisting literature by way of carrying out an empirical survey on the mind-set of thehuman beings towards online buying, however also endorse the entrepreneurs thatthere was a high ability for target-oriented online promoting.

Rizwana Bashir and IrshaMehboob (2015) Visualized and discovered onaccomplishing this research, sure effects came to light. Once the humans believe theinternet site, they're inclined to buy more from that website. Opposite to famousbelief, but, the sense of privateers did no longer seem to have an effect on thepurchaser conduct. Buyers and respondents did no longer seem very concernedapproximately giving their personal statistics online consisting of addresses, furnishedthat they could be using the cash on delivery cod approach for purchase.

HaryoBismoPutro and BudhiHaryanto (2015) deliberated and designatedpurpose of observing correlation among of the observed variables. According to thisphase, it is located that it has given a top-level view of the studies outcomes. Findingand Test results had been indicated the model of the research was mediation thatportrayed the studies version in observing is partial mediated fashions, however,however, a price for the 3 mediated fashions are accurate to accept the data of theresearch. Prior to these, they have an impact on of ease of use with customer mindset,usefulness with client mindset, the perceived hazard with patron attitude, andpurchaser mindset with the aim to buy.

HemaniMalhotra and ManjitKaurChauhan (2015) according to them thereare numerous reasons for investigating on elements touching and impacting clients"mindset towards online buying that can be taken into consideration essential. Basedon the result, it is able to be seen that online buying experiences, product notion, thesafety of charge and customer support have vast consequences at the mindset closer to online purchases through online buying. Moreover, it can additionally be understoodthat the purchasers buy items like clothes, e-book, mobiles and domestic homeequipment often. This evaluation and studies could make the customers aware

thatElectronic trade is turning into a vital trend in this contemporary informationtechnology society as you can reach and get the information and product withoutreally reaching out physically to the locations.

Krishnamurthy. K. RehanaBanu. S.H. (2015) this study concluded that theweb advertising was converting the manner of the customers save and purchase itemsand offerings. Majority of the customers have been the usage of the net marketing nolonger only to shop for the product. The online commerce and advertising changedinto essential to understand the customer perception closer to. This analysis andexamine turned into helpful for the net entrepreneurs to recognize the elements whichaffect the customer belief closer to the net advertising. The final results and outcomesof the take a look at additionally assist the enterprise to recognize client notiontowards the net advertising and marketing furnished to buy of product and provider.

RavjotKaur and GurmeetKaur (2015) Synthesized that the findings of thestudy reveal the essential factors that power human beings go for online buying. Thecomplaints and the elements have been affecting the web buying undoubtedly ease ofuse, time-saving and time flexibility. While dangers related to this purchasing producttraits and bodily inspection negatively affect the shopping for the behaviour of thehuman beings. Facing the technology has made online buying reachable to all people.City of Chandigarh"s populace comprises particularly of teenagers and servicemagnificence, the scope of online buying further increases. In spite of the troublesassociated with the online buying, people but select it to shop purchasing and indestiny percent of online buyers is genuinely bound to grow at a better tempo.

Preeti Singh and RadhaKashyap (2015) this study is based totally on thefindings, it's miles concluded that online buying was getting famous inside theyounger generation. It became mainly preferred by employed girls as compared toadult males due to the fact buying online. Moreover concluded that better earningsorganization of woman respondents become greater willing toward online purchasesas compared to male opposite numbers. Women had a fantastic mindset closer toonline purchases as compared to adult males. The leader stumbling block inside themanner of online buying is the protection issue and occasional level of consider ononline stores consequently; dealers ought to make proper strategies to increase theclient's level of trust on them.

Mishra (2015) they examine on online buying which has a very essential functionin individual profits, gender, age, educational qualification, occupations, and eventsfor buying. Why there is a stress for online purchasing like low expenses, saves times,huge variety of merchandise, cash on shipping facility, domestic transport and soforth. To buy the product categories maximum desired sites; money spends onlineshopping for in keeping with month, the frequency of buying, mode of fee typicallyused, pleasurable and not fulfilling motives of online buying. Research counseledsupplying loose coins on transport offerings, instant substitute of products andrefunding of the fee, should reduce the complaints of providing terrible great to drawmore customers in destiny.

Nahla Khalil (2014) identified the impact of consumers‟ mind set and buyingbehaviour closer to online purchasing in Saudi Arabia. Online buying become gettingmore and more fashion of the day in Saudi Arabia in addition to in relaxation of thearena, however, the pace of online purchasing in Saudi Arabia is slower compared tothe entire world. As in step with humans' view, our survey, online purchasing wasgetting popular within the more youthful generation which includes college studentsand professionals. The network of students generally prefers to buy goods from itsoriginal supply and frequently they choose to store online.

Mohammad. Shokiet. al. (2014) Emphasized that have a look at highlighted thecommon scenario in consumers perceived threat, mindset, and online buyingbehaviour. It is discovered that the negative effect of perceived risks on a mindset ofpurchasers changed into well-known. In Malaysia online purchasing context, itbecame finalized that the bad effect of perceived threat affects the attitude of onlineshoppers. Whatever may be, it turned into cited that now not all risks, for instance,comfort danger, will negatively affect purchaser mindset. It implies that whenpurchasers accept as true with an online supplier, they'll take delivery of issues relatedto return of the sold product, and they may execute some degree of tolerance in thetime period of time taken to supply the product. In order to affirm and verify the niceimpact of convenience chance, its miles cautioned for future research to make biggerthis look at to cover extra online dealers in Malaysia. Scholars may also don't forgetthe inclusion of extra dimensions of perceived

chance, such as mental, private nessand social dangers, to observe whether or not or not they could have an impact onmindset and online shopping behaviour of customers.

Sanjeev Kumar and SavitaMaan (2014) Referring to the article above, thediscussion truly suggest that online purchasing had grown to be an everyday part ofour lives, mainly because handy. Each day, millions of people log on to do researchabout products and make purchases from heaps of various online traders. Internet andweb supply permits customers to comparison store for the nice deals and discoversproducts that might otherwise be hard to discover. But whilst online buying provideswith a high stage of easiness, it also presents opportunities to cybercriminals to souse borrow a client's money and information via various online scams. Thus, onlineshopping was the fun and handy way to find hard-to-find gadgets, to make purchasesand find out bargains, but additionally with a few degrees of risk bearing andchallenges. Online buying may be easy and wonderful with some test lists. India"sonline marketplace became an early level however expected to look large growth overthe subsequent four to 5 years. Retailers had probabilities because the online populacebegins to spend extra and purchase extra frequently online. Online customers aresearching for to peer top offers online observed with the aid of loose or very low-costtransport. Users and customers have been looking for belief, safety and privacy ofrecords, timeliness, availability, convenience, customer service, prices and widerchoice throughout online shopping.

Mohammad AI-Nasser and RushamiZeinYusoff (2014) According to theirstudy, it was to study the manufacturing unit, that has an effect on the attitude ofcustomers towards net purchasing in Malaysia and Saudi Arabia and the way theyaffect buy mindset. It also aimed to analyze the moderating impact of the chance atthe Electronic carrier great-customers" believe dating in Malaysia and Saudi Arabia.The findings revealed that provider high-quality changed into pretty widespread in itseffect on customer agree with in online buying, proving the proposed nice directeffect of perceived provider excellent upon client trust. However, perceived risk wasfound out to be linked with consumer accept as true within the direction of onlineshopping, opposite to the proposed hypothesis.

VidishaGuneshRamlugun and LucshaJugurnauth (2014) Studied that theoutcomes of the

observe display that each hedonic and utilitarian motivation insidethe shape of comfort, cost saving, social fashion and journey and authority andstanding have been related to surfing conduct which in turn influence purchasepurpose. We find this worth to notice that of the pattern avers having offered online.People of Mauritians have realized the exclusive benefits that online purchasing offersfor the reason that social media purchasing continues to be novel in Mauritius. Forumand Society of Interdisciplinary Business Research, it would additionally be useful toidentify how online Mauritian shoppers could reply to fee inconsistency, signageissues and coupon games, which might be dimensioned worth analysing. Thepredominant drawback is that the study is that the handiest ten constructs werementioned to have a moderating effect on buy aim.

Ashish Bhatt (2014) the research online shopping was rapidly changing themanner people do enterprise all around the international. In the business-to-patronsection income through the web were growing magically and dramatically over theprevious few years. Consumers and Customers, not only the ones from welldevelopedinternational locations but also the ones from growing countries, havebecome used to the new buying channel. Knowing and information the elements thataffect goal, adoption, and repurchase are critical for researchers and practitionersalike.

Mohammad. MahbuburRahaman (2014) Detailed that asserts approximatelythe information gathered from this small pattern institution, it may be stated thathuman beings had been seeking to familiar and habituated with online buying. But theinternet infrastructure and socio-monetary condition of Bangladesh does not allow thestores as well as the real and capability customers to remain and become broadmindedand constructive about the new business concept of Electronic Commerce. Further,the dependency of students is some other constraint. Viewing at what college studentswant and their pride ranges some hooked up Electronic tailors such as mobile bazaarand bikroy.Com were invested extensive sources on this area. It might be useful formobile bazaar and bikroy.Com in Bangladeshi attitude to mimic some of the sector'shooked up Electronic tailors together with Amazon, eBay and others to preserve hugenumbers of students as their customer.

Aimol. A. and VermaRekha (2014) Settled that the respondents retrievedthe internet to guide their work on a day by day basis but accessed the internet foronline purchasing once in a while.

People taken for the have a look at and therespondents had been determined to select online shopping to physical buyingbecause of advantage such as saves time, comfortable and secure shopping, specialproduct facts, mode of payment and facility of easy price contrast impacting clientbehaviour closer to online purchasing.

Priyadharshini (2013) studied that the durable goods market has become morecompetitive, marketers are forced to analyses consumers" attitude and also toimplement new technique and Trans-disciplinary perspectives to understand thenature of purchase and consumer behaviour.

Khadija Ejaz Khan (2014) to Analysed the ever-increasing rate of internetadapts ability had brought about the brand new gold years of online purchasing.Moreover, because the online market turns into competitive, differentiation wishes tobecome an essential part of operations. Categories and brands in recent times areconstantly progressing and trying to grow their income with the aid of implying newtechniques and strategies. This examine finds out that customers provider andconvenience, the accessibility and competitive pricing, the ultra-modern personpleasant but elaborated website designs and payments security are the dominantfactors that affect clients traits of online shopping.

Laxmi S. (2014) The sole reason that determines the researcher turned into takenwith the aid of online buying categorized into two categories, one in an external issuelike dimensions of demographics, tradition, mental left of them. There are internalelements have been studied wherein product emblem call, variety, higher offers hadbeen studied underneath purchasing dimensions also purchasing motivation, Risk,convenience or time-saving, advantages perceptions, preceding online enjoy had beenstudied underneath online buying dimensions.

Sanjeev Kumar and SavitaMaan (2014) Revealed that online purchasing turnedinto an amusing and handy way to locate tough-to-locate gadgets, to make purchasesand discover deals, however additionally with some degree of danger. Onlinepurchasing may be smooth and unique with a few precautions. India's onlinemarketplace is at an early stage, however, is anticipated to see a huge increase overthe subsequent 4 to 5 years. Buyers have a good sized opportunity as the onlinepopulation begins to spend more and purchase greater again and again online.

Haiping Wang and Guona. G. (2014) found that online purchaser stickiness inElectronic

commerce surroundings: A relationship formation model confirmed thatsticking to a special website no longer handiest way that customers like shopping onthe website but also manner a sort of psychological trustworthiness appears onconsumers and vendors. It will accelerate Electronic carriers to offer better productsor carrier for purchasers and promote the fast development of online transactions.

QaziMoinuddin Mahmud and SazzadHossain (2014) Clarified that clientpleasure in online shopping reviews recognized that the elements cause internet sitecompetency, website design, internet site reliability and fulfillment website customersupport. However, online customers had insignificantly distinctive perceptions ofthose four factors. Sources of net design had the best score rating, followed by meansof internet site competency. Website design and reliability ranked 0.33. All the fivetypes of online shoppers have a distinct belief of specific internet site factors andinternet site elements. People using online for purchasing have been plenty extrahappy with internet site variables and website elements than the other online buyerswhereas trial online shoppers had the poorest belief of online purchasing.

Ho Soo Fong (2013) this study took a look at what was identifying the capabilityof online sales on Penang fruit pickles through inspecting the attitudes of potentialclients closer to such an alternative manner of buying. The studies try to seize theinter-relationship of all the said structured and impartial variables through making useof the theory of reasoned action. The final results of look at indicated that customersshowed wonderful intention to make an internet buy in the future. The outcomesadditionally revealed that attitude and purpose have been strongly and positivelycorrelated which equipped nicely within the version. The review of the ultimatehypotheses shows that the mindset is likewise correlated reasonably or strongly andpositively with the diagnosed elements. The maximum sizable factor is the perceivedadvantages of online buying, followed via perceived merchant"s trustworthiness,customers" lifestyle and ultimately consumers" earlier Electronic commerce enjoy.

Adeline Kok Li-Ming and Teoh Boon Wai (2013) Scrutinized and investigatedthat the increase of online buying to promotional and promoting tool by way ofmarketers was upward thrust mainly

on this vicinity. This research gives a beginningfactor in particular in the context of Malaysian customers in knowledge dating of theelements that impact customers" mindset and their buying behaviour in reservinghotel rooms via online travel sellers. Thus, this study serves as a base of expertisecustomers" online mindset and conduct within the resort enterprise. Further and extrain-depth studies may be constructed from right here.

Gupta (2013) Judged that Electronic tailing became challenged in Indian clientsfaced real-time problems associated with considering quality. This evaluation andstudies some inflexible conduct in the direction of Electronic tailing. This researchalso cautioned that online buying vendors should make custom designed techniquesbased on the client behaviour. Spend more time in bringing new consumer base whichcreates loyalty will generate revenues ultimately via Electronic tailing. Irrespective ofonline customers have been happy by way of their respective carrier vendors andonline providers.

AndritaGoswamiet. al. (2013) primarily based at the look at and statements,on online customers, were satisfied best whilst online marketers give moresignificance on charge and after sale service elements. The 12 months of the goldencompetitive year, online marketers ought to centre on purchaser pride to keep theprevailing clients and entice the brand new clients by way of imparting them everyday new schemes for online purchases. In addition, studied that factors like hugevariety of the distribution of clients in line with their perception with recognize toonline purchasing depends on the factors like product variety, excellent of product,wide range, price, packaging of products, after sale offerings, protection of charge andso forth.

DahiyaRicha (2012) Studied that ANOVA outcomes for clients" response acrossunique demographics factors show that gender, influences frequency, and own family,size influences usual spend on online shopping. Most of the effects prove that therespondents had perceived online buying in a tremendous manner. This honestlyvalidates the mission development of online purchasing inside USA. In addition, thefrequency of online buying become exceedingly less inside USA. Online buyingagencies can use the relevant variables and elements, identified from the take a lookat, to formulate their techniques and plans inside the country. They locate that thoseinstitutions can prioritize the customer implicit and express requirements in onlineshopping

surroundings.

MehrdadSalehi (2012) -The studies that revealed the 4 elements merchandising,splendour, believability, and originality don"t substantially impact online purchasingpurpose. It is those that suggest that commercial doesn"t have a crucial impact ononline shopping. The outcomes and comply with up confirmed that safety and validityof internet site had been broadly authorized by means of online consumers. Theexterior attractiveness had the minimal influence on online buying purpose. Thus, itsmiles found that it suggests that clients weren't involved or couldn't accept as truewith an advertisement on the internet. Therefore, it is felt that the net customers areoverloaded by advertisement spams.

Khadija Ejaz Khan (2014) Analysed that regularly expanding rate of web adjustscapacity had realized the fresh out of the box new gold long stretches of web basedacquiring. Customers and image all through the globe are adjusting and are occupiedwith this medium of talking, showcasing, and offering and buying. Having a giganticpool of capacity customers, no agent costs and issues, dispensing with topographicalhindrances, offices have been making utilization of this convenient strategy toapproach their customers all inclusive. Besides, in light of the fact that the online market transforms into aggressive, separation wishes to wind up a basic piece ofactivities. Classifications and brands as of late are always advancing and endeavoring to develop their pay with the guide of inferring new systems andmethodologies. This look at discovers that clients supplier and comfort, theavailability and focused evaluating, the ultra-present day individual charming,however, explained web compositions and installments security are the predominantvariables that influence customers characteristics of web-based shopping.

LevaAndersone (2009) Studied that there are variations of behaviour betweenonline and conventional buying of Latvian customers which is extensively skilled. Itis known that as in step with the look at the clients were looking for records about theproduct, shopping frequency, about pricing, shopping for extent and time. It is studiedthat very vital benefits of the purchasing process at conventional shopping for mannercontact with equal for Electronic purchasing cash saving, time-saving, conveniences.The have a look at concludes that average length of buy-in conventional shoppingnevertheless became big than within the net buying and pals had been

principal assetsof data to look the goods. The creator also mentioned that you will count on changescloser to the internet as a prime source inside the nearest destiny and no special timeof day for getting.

Madhivanan (2008) in their paper he discussed various studies undertaken withrespect to buying patterns of organized and unorganized retail stores in Chennai.Aspects like buying patterns of consumer durable goods, stores attributes, consumerbehaviour, service quality, customer satisfaction, Indian Retail Market were includedin the study. It basically aimed to prepare a summarized report on the study of relatedliterature on buying patterns, hoping the paper acts as a reference for researchers andprofessionals.

Venkatesh (2008) the study suggests new tendencies in advertising that'sobserved much that several trends in technology had absolutely modified the arena.Noteworthy amongst those become referred to as Internet and online advertising andmarketing. In brief is that this pastime permits customers and dealers of products andservices to get their undertaking carried out, without the need to tour? In web-basedadvertising, the customers get admission to the products of their desire however itisn't feasible to trace and take a look at all factors of the advertising and marketingenhancement and campaign.

NikKamariahNik Mat (2005) researched that the higher internet site resourceswill create a better purpose for online shopping that can be extensively experienced inthis work. The studies afford the purchasers do no longer agree with the internet siteat some stage in online purchasing. It may be that different elements had been verycritical than belief like types of products. Those outcomes however contradiction withthe end result depicted in other studies which indicate believe level can also affectcustomers‟ willingness to buy and propensity to return to the website.

MehrdadSalehi (2012) with unique reference to this observe, we discover theelements of promotion, splendour, believability, and originality online buying aim.These indicate that commercial doesn't have a vital impact on online buying. There isa final result that suggests that security and validity of website had been broadlypermitted via online purchases. Attractiveness had the minimal impact on onlineshopping purpose. Thus, it reveals that consumers aren't interested or couldn'tconsider any commercial inside the net. It appears that the net customers

areoverloaded via advertisement spasm.

Suresh.A.M. and Shashikala. R. (2011) have expressed of their studies andevaluation on an explosive boom in online shopping. Maximum increase drivers arein India's favour demographics, economic system, changing way of life, exposure tonew ideas. It turned into viable for them to create a sustainable eco gadget forElectronic tailing, which in reality drives the increase of Electronic commerce insideUSA. It becomes clear that the capability to the degree and reduce perceived hazardcould take Indian online companies, to an incredible top in maximizing both customersatisfaction and profits. Also as a perceived chance has a tendency to decrease withnet revel in; it's far and rely on time that electronic tailing could be a boomingindustry in India.

Guo Jun and Noor IsmawatiJaafar (2011) Out of the results we can summarizethat the Independent variables of advertising and marketing blend and popularity havean extra have an impact on purchasers" mindset in the direction of online shoppingthan the other impartial variables and online patron care extra about marketing mixand recognition of the Electronic supplier while making online purchases. Therealities and local tradition are the essential elements that decide the attitudes andbehaviours of local human beings

Amar Cheema and PurushottamPapatla (2009) encouraged a push to look intothe relative need of online data instead of disconnected records for net buy. In light ofthat take a gander at, it's miles seen that relative noteworthiness of online realities ishigher for utilization of items which incorporates PC equipment and programmingprogram than for hedonic items alongside books, track, and motion pictures, therelative hugeness of online measurements diminishes with developing buyer webdelight in and clients' trust of online look for motor records, that reductions withdeveloping web involvement. This had been a truly appreciate.

DejanPetrovic (2007) this examine confirmed and tested the approaches todiscover, examine and compare product statistics required through online customers.It is not unusual that the users and all purchasers use search engine on each worldwideand neighborhood degree, the result pages are scanned for context similar to aprovided seek time period, tempo of seeking decreases in the populace to the intensityof the studies, intrusive advertising, and marketing campaign can create bad image,quantity of data online at once impacts customer seek behaviour, included time-

savingcapabilities of online client value and customer fee human evaluation than automatesuggestions.

Hassanein.K. and Head. M. (2007) -There is a finding on this research that humanswarm temperature and sociability can be integrated through the networkinterface to definitely affect consumer attitudes in the direction of Electronic Tailing.Moreover, this research analyses the impact of numerous ranges of socially wealthytextual content and picture design factors on the perception of online social presenceand its next impact on antecedents of attitudes closer to websites. Upper and grownupranges of perceived social presence are shown to undoubtedly affect the perceivedusefulness, consider and amusement of buying websites, leading to greater favourablepatron attitudes. The final results of those findings for practitioners and future studiesare mentioned.

David. M. et. al. (2005) when searching at their examine goal of having a look aton most of the defendants had been assured in using the Internet and have carried outonline buying. However, simplest one-third of them have tried online domesticpurchasing and a number of the respondents" remarks display that this will be due toreluctance to believe store personnel with the assignment of selecting proper and highfirst-class enterprise. The outcomes and findings imply that the majority of the humanbeings in our sample have enjoyed online shopping, very few actively engage inonline grocery shopping. Therefore, this observe concludes that in the future haveproperly growth and newness to perform in online grocery buying.

Salam. A.F. et. al. (2005) In this study, it is very clean in which they haveperformed a examine on the importance of nurturing purchaser believe within thecontext of digital trade. The studies expose that believe a complicated socialphenomenon reflecting technological, behavioural, socio-mental, and institutionalrelationships amongst human and nonhuman technological sellers. Web dealers andmarketers need to align each their long-term and quick-time period relationships withclients and increase interventions to beliefs that have an effect on their attitudes,intentions, and dependence, and in the long run exchange their willingness andopenness to spend money.

Chang-Hoan Cho (2006) has deliberated inside the e-book that enlists numeroussets of suspending factors are associated with incredible factors of on-line buyingopportunity mind and

hesitation. The results and findings we are deriving at thisdegree are that by means of way of knowledge distinctive put off reasons associatedwith particular aspects of on line shopping hesitation, on-line marketers can boomnumerous hesitation-cut price devices or desire- helping dealers to promote client'sbuy finishing touch in every degree of online desire- making. For example, use ofdevices to lower special postpone motives within the shopping for cart stage, Priceassessment, bad past revel in website reliability they lower choice deferral and assistcustomers entire the internet buy extra without difficulty. The significance of gadgetsused may additionally include expert advice, reference attraction, an endorsementfrom one-of-a-kind customers, charge contrast with distinctive websites or physicalstores, and so on.

Cesar Augusto Carvalho (2004) In his studies as managerial implications, it'smiles viable to focus on that being wonderful inside the attributes considered criticalto determine purchaser delight is not sufficient to guarantee a higher purchasingconduct. This well-known shows that the point of interest has to be modified fromseeking to fulfill all the consumers, making investment resources in building a nationof artwork provider to know-how groups of purchasers particular pastimes andchoice rule techniques associated with purchasing conduct. According to this, anorganization does not need to be the exception, but ok to the client's needs.

Jongeun Kim (2004) We come to an understanding that within the take a look atentitled information customers online shopping and shopping behaviour''s exploredthe differences among four possible agencies for net customers, the present non-netconsumer, the user who simplest visits web shops with no goal to buy, the Internetbrowser who has an aim to purchase, however, has never executed so, and the personthat has made an internet buy. The have a look at emphasized on information thevariations among the four agencies in terms of demographics, current generation useand access, and contemporary attitudes toward making an online purchase. There aretwo elements diagnosed with the have a look at, a patron issue and an advertisingthing, many of the 4 agencies. There are versions in demographics and generation usebecome also cited among the groups? Depending on the findings including the relationship among time spent online and online buying and the substance of thecustomer aspect, hints had been provided to outlets inquisitive about promoting thruinternet.

Sami Alsmadi (2002) Based on the general findings and recommendation withinthe contemporary research, this observe concludes that, in fashionable, mostJordanian purchasers had been probably to have enough knowledge and abilities, inusing the pc and managing the internet, and feature affordable get entry to netofferings. Moreover, they'd a tremendous affect approximately the cutting-edgepresentation and merchandising of businesses net websites on the net. Similar tothose advantageous attitudes, the issue of the safety of online transactions appears tobe a first-rate thing subject to clients. We find that it became obvious that this specificdifficulty appears to be the main factor that restricts the willingness to make a higheruse of online purchasing in Jordan. It may additionally have sufficient to give anexplanation for why many human beings in some countries consumer are notrecommended definitely to save online.

Sang Yong Kim and Young-Jun Lim (2001) studied the connection amongclient attitude and significance of pride with Internet shopping. It is predicted andwe're certain, that the elements of enjoyment, comfort, reliability, records excellentand speed are essential for deciding on buying sites and moreover locate that theelements of leisure, tempo, information extremely good, and reliability are associatedwith customer satisfaction with Internet purchasing depending at the above factors.

Verhoef and Langerak (2001) we come to remember the fact that this text copeswith Dutch internet buyers and found that end result ideals had a critical impact on thechoice to save on-line. It is discovered out that this goal was certainly targeted,through the use of the perceived relative merits of buying on line, compared todifferent methods of purchasing, and contrarily encouraged by way of the diploma ofcomplexity which these consumers felt could be concerned inside the process.

Szymanski et. al. (2000) it is observed in their research which analysed investingin patron pleasure from the online enjoy and developing emblem and site loyalty areseverely essential for agencies that want to have a long-term presence on the Web.There are processes taken to induce loyalty into clients in an internet context. Onemethod is for the cognizance of concrete factors. For example, creating a handy andnicely-designed online keep and presenting comfy transactions are the keystones ofenjoyable Electronic purchasers.

Armstrong and Kotler, (2000) The writer and researcher in his study examinedindividual"s shopping picks which might be inspired with the aid of four essentialpsychological elements: motivation, notion, mastering, ideals, and attitude. Thereby,it refers that, thru orientation, notion, and attitudes it's miles shaped and consumersmake concluding choices. The diverse techniques function the bridge between clientsbackground capabilities and the consumption that satisfies their wishes, that permitsus to understand the process completely.

Gerald and Valerie Trifts (2000) It is very clean to look from this presentationthat patron decision making in online buying environments, the consequences ofinteractive selection aids advised that interactive decision aids designed to assist clients inside the preliminary screening of available merchandise and to facilitate inintensitycomparisons amongst decided on options may additionally have rather suitedhouses in phrases of patron selection making, which is a key aspect inside the methodof online purchasing environment. Likewise, tools, allow buyers to greater easilycome across products that are overpriced or in any other case ruled with the aid ofcompeting alternatives, therefore increasing marketplace performance ensured.Obviously and truly, the availability of interactive choice aids in online shoppingenvironments needs to enhance the capacity of people to discover products that inshape their non-public options and, therefore, result in extensive high-quality welfareeffects for consumers.

Jarvenpaaet. al. (2000) Condensed to nutshell on the version of patron attitudetowards specific global based internet shops, in which perspectives of the shop'spopularity and size have been assumed to affect client's self-assurance of the digitalstore. Customer's stage of self-assurance become positively related to the outlooktoward the store, and inversely associated with the belief of the dangers involved inshopping for from that save is likewise well brought in. The analysis concluded thatthe mindset and the danger belief affected the consumer's goal to buy from the shopmight be felt inside the expressions.

PanicosGeorgiades (2000) he executed in his examination that there was novariations located amongst males and females in all three occupational groupings withreference to safety and comfort this is nicely balanced most of the genders. In specificreference to respondentsattitudes towards security have been placed to be in anagreement in that they did no longer experience

assured with the delivery of factsconcerning their private and financial statistics and that era backing the Internet isreliable. Accordingly, it indicates that companies can standardize theircommunications strategies, aiming at alleviating the fears of Internet users, as regardsto safety concerns expressed by means of way of the writer.

Goldsmith. R. and Bridges (2000) in their studies they located that customerswho felt that it was clean to buy over the internet had been extra clean to buy,implying that self-assurance leads to greater purchase similarity. A proper datingbetween internet revel in and self-assurance and amount of purchasing is accordinglydiscovered in his observations. Based at the take a look at there is a factor to observethat there is right buying behavior pastime in online purchasing, to promote that saleand buying sample of client and electronic store.

David. M. et. al. (2000) it is cited that digital stores promise their clients that online evaluations might be pleasurable ones, information what creates a fulfillingcustomer enjoy turns into crucial, is an actual enjoy. Although this statistics appearsimmoderate, few pieces of studies have tested the elements that make clients happywith their digital retailing research. It is found and they test the function thatpurchaser perceptions of online convenience, vending (product offerings and productrecords), web site design, and monetary safety play in Electronic pleasure checks.Thus, they've concluded that comfort, internet site layout, and financial safety are thefundamental functions and elements in patron exams of digital pleasure.

David (2000) - Analysis made on this file is about the world huge sale of productsand offerings and the range of goods bought through online. One ought to take a lookat that, it's clear that it become placed right approximately 8.6% of world sales ofproducts and provider are traded at the internet and the quantity of goods traded canbe definitely worth $6.8 trillion given to the price estimate. The study concluded that online sales will not be uniform across the world but will differ from country tocountry and region to region.

RESEARCH METHODOLOGY

3.1. INTRODUCTION

Research methodology is a way to systematically solve a research problem. It isa science of studying how research is done scientifically. Essentially it is theprocedure by which the researchers go about their work of describing, evaluating andpredicting phenomenon. It aims to give the work plan of research. It provides trainingin choosing methods materials, scientific tools and techniques relevant for the solutionof the problem. According to Kothari 1985 research methodology is an entirepreparation and strategy of situation for gathering and study of information in amethod that aim to join significance to the research reason with economy in method.

3.2. OBJECTIVES OF THE STUDY

The objectives that are framed based on the proposed research model are detailedbelow:

1. To study the reasons for online shopping.

2. To analyse the risk involved in online shopping.

3. To understand consumer attitude towards online shopping and their satisfaction.

4. To study the buying behavior of customer towards online shopping.

3.3. RESEARCH DESIGN

It is the overall idea and preparation of settings for gathering and studies offacts in a method those goals to association bearing to the study determination witheconomy in process (Kothari 1985). In other words, research design of present studyconstituted formulation of primary and secondary objectives.

3.6. POPULATION

In each and every study, Population is an important part in determining thesample design. The current study is confined to evaluate the influence of feature thatinfluencing the purchasing pattern of customers in online shopping and its effect onsatisfaction. The respondents from various sectors those who are in the study area wereconsidered in this study.

3.7. DATA COLLECTION

This study is created on online shopping, the awareness of consumer buyingpatterns, pre, and post-consumer behavior, and both in analytical and descriptivenature. The procedure is the rationale phase which rules the final results of studies. Itencompasses and leads the study to analyze a research manner which guarantees andenables the truthfulness of the effects, deals with the data amassed for the take a lookat, assets of information, sampling plan of the population of the have a look at, area ofthe research, device used to accumulate facts, method of receiving facts, analysis andinterpretation of the collected data with different statistical equipment with theintention to find out the electricity of the accumulated information and limitations ofthe observe for the reason of gathering primary facts. The primary data were collectedfrom individual online consumers. In addition to data collected through primarysources, other secondary data were also obtained from government organizations suchas statistical invigilator report in the state. The secondary data provided by theseorganizations are from their annual reports and bulletin.

3.8. PERCENTAGE ANALYSIS

Percentage examination is useful to make a possibility table from the rate ofrecurrence delivery and signify the composed information in the percentage form forclear understanding.

Analysis and interpretation are essential steps in the research process. The aim ofthe

analysis is to sort out, classify and review the collected data so that they can bebetter understood and interpreted to give answers to the questions that prompt theresearch. Interpretation is the search for the broader meaning of conclusion. Analysisis not satisfied without interpretation; and interpretation cannot carry on withoutanalysis. So, both are inter dependent.

A detailed analysis of the collected data has been attempted as per the objectivesstated earlier. Hypotheses were also tested based on the findings of the study,interpretations and conclusions were drawn. Following are the statistical techniquesfor the analysis of the data collected for the present study viz., Descriptive analysisand Inferential statistics.

Concepts Involved in this study:

Consumer:

A person who acquires goods and services for his or her own personal needs

Market:

A market is a place where parties can gather to facilitate the exchange of goods and services. The parties involved are usually buyers and sellers. The market may be physical like a retail outlet, where people meet face-to-face, or virtual like an online market, where there is no direct physical contact between buyers and sellers.

Online Market:

Online marketing is the art and science of selling products and services over the internet. The art involves finding marketing strategies that appeal to your target market and translate into sales, while the science is the research and analysis necessary to measure the success of those strategies.

Alternate name: Digital marketing, internet marketing

Price:

The amount of money given or set as consideration for the sale of a specified thing

Products:

The number or expression resulting from the multiplication together of two or more numbers or expressions

Consumption:

Consumption is defined as the use of goods and services by a household. It is a component in the calculation of the Gross Domestic Product (GDP). Macroeconomists typically use consumption as a proxy of the overall economy.

Income:

Income is defined in different ways depending on the context—for example, for purposes of taxation, financial accounting, or economic analysis. For individuals and businesses, income generally means the value or amount that they receive for their labor and products.

Expenditure:

Expenditure represents a payment with either cash or credit to purchase goods or services. It is recorded at a single point in time (the time of purchase), compared to an expense that is recorded in a period where it has been used up or expired. This guide will review the different types of expenditures used in accounting and finance.

Saving:

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.

Buying Pattern:

Buying pattern refers to the typical way in which consumers would buy goods or avail services considering the frequency, quantity, duration, timing etc. In simple words, buying patterns indicate or may predict how consumers purchase goods or services but are highly susceptible to change.

PROFILE OF THE STUDY AREA

The effectiveness of any research study can be fully valued only when the results are studied against the contextual evidence such as physical, social and economic conditions of the region. The current study was undertaken with the purpose of emphasizing the different characteristics of industries in Thoothukudi district.

Thoothukudi District - Historical and Cultural Background

Thoothukudi was ruled over by the Pandya kings before the British rule. During the freedom struggle, it was the birth place of several bold nationalists. The blackness of British slavery was dispersed by the selfless detriment of these enthusiastic nationalists. Kattapomman with his fearless fighting spirit, Bharathiar with his burning and exciting poems of nationalism and V.O. Chidambaranar who shipped the Swedishi ship against the British were among the many brave nationals who valiantly fought external rule. They make Thoothukudi proud and ironic in ethnic heritage.

District at a Glance

Thoothukudi 'the pearl city of India is the newly formed district formed by bifurcate the first Tirunelveli district in Tirunelveli district (western portion) and Thoothukudi district (eastern portion). The District covers an extent of 4,621 sq.km in the South-Eastern portion of Tamilnadu and it is rectangular in shape. It is bounded by Virudhunagar and Ramanathapuram district in the North of Kanyakumari district in the South and Gulf of Mannar in the east and Tirunelveli district in the west. The district lies between 8º-05' and 9º - 80º of the northern latitude and 77º-05' and 78º-25' of eastern longitude.

Physical geographies

There are no tall mountains in the district. Red Mounds or small hills are found in Tiruchendhur, Srivaikundam, Sattankulam and Vijayaramarpuram. The elasticity of land that slopes to the east in Srivaikundam is made lush by the Thamiraparani River. This river movements through Punnaikayal and joins the Bay of Bengal, Malattar, Mambiaru, Vaippar and Manimuthaar.

Mineral Resources

Gypsum, Ilammanide, Monazite, Hyduim, Limestones, Corals from the Islands and Phosphate are some of its natural resources.

Agriculture

Agriculture is the primary occupation on which 70 percent of the people depend on it. The main food crop in this district is Paddy. Out of total area of 4,70,724 hectares, 1,90,780 hectares

are took under the farming of different crops which is nearly 41percent of total area of the district[1]. The essential food crops in the district are Paddy, Cholam, Cumbu, Ragi, Varagu, Samai and Commercial Crops like Cotton, Chilly, Sugarcane, and Groundnut.

Paddy is cultivated in Siruvaikundam, Sattankulam, and Tiruchendur Taluks. Cumbu, Cholam, Kuthiraivali and other pulses are raised in the dry tracks of Kovilpatti, Vilathikulam, Ottapidaram and Tuticorin Taluks. Cotton is cultivated in Kovilpatti, Ottapidaram and Tuticorin Taluks. Groundnut agriculture is commenced in Kovilpatti, Tiruchendur and SattankulamTaluks. Groundnut bar is being used as manure and Cattle feed. With 35 percent share, the district is the top producer of Cumbu in Tamil Nadu.

Irrigation

The climate of Tuticorin district is hot and dry. The district has a coastal line of 163.5 kms and territorial waters covering thousands of hectares. The different causes of irrigation are Channels, Tanks, and Wells which cover 46,262 hectares in the district. Out of this, 18,584 hectares were covered by wells.

Fisheries

This district is an essential coastal district having a vast coastal line of 160 km and territorial water covering thousands of hectares. Fishing, next to agriculture, is an essential occupation of the district. Tuticorin is an important fishing centre. It is also measured to be the only pearl fishing centre in the whole of India. It is also noted for mass fishing. Nearly 35000 MT of marine fish is produced per annum.

Forest

The area under forestry is 12724 hectares which occupy 2.77 percent of the geographical area.

Shipping

Tuticorin has been a Centre of maritime trade for more than a century. It's natural to the harbor with a rich hinterland, facilitated the growth of the port. Tuticorin was acknowledged as a

minor anchorage port in 1868. In 1906, V.O. Chidambaram Pillai launched the first Swadeshi Ship, S.S. Gaelio in British India from Tuticorin Port. After Independence, the minor part of Tuticorin witnessed a flourishing trade and handled a variety of Cargo.

Population

The population of the district 2011 Census was 17,50,176 of which 8,65,021 were males and 8,85,155 females. The population thickness in the district is 369 per sq.kms in contradiction of the state average of 555 per sq.kms. The percentage of town population is 50.10, and that of the rural population is 49.90 of the total population. The literacy percentage of the male is 91.14 and female are 81.33. Total literacy percentage of this district is 86.16.

TABLE 4.1

URBAN POPULATION IN 2011 CENSUS

Area	Females	Males	Total
India	18,13,87,871	19,57,17,889	37,71,05,760
Tamil Nadu	1,74,58,530	1,74,58,910	3,49,17,440
Thoothukudi District	4,42,142	4,34,660	8,76,802

Source: National Informatics Centre, Thoothukudi

From this Table 3.1, it is clear that the total urban population of India is 37,71,05,760 with the female population as 18,13,87,871. In Tamil Nadu woman population is 1,74,58,530. Out of the total population of Tamil Nadu, Thoothukudi district's urban population is 8,76,802 and female population 4,42,142. From the Table, we can about that female city population in Thoothukudi district be more than the man populace.

The given Table shows the literateness level in urban areas.

TABLE 4.2

LITERATES ACCORDING TO 2011 CENSUS

Area		Person	Male	Female
Tamil Nadu	**Total**	5,18,37,507	2,80,40,491	2,37,97,016
	Rural	2,45,02,195	1,36,65,839	1,08,36,356
	Urban	2,73,35,312	1,43,74,652	1,29,60,660
Thoothukudi	**Total**	13,49,697	7,03,106	6,46,591
	Rural	6,42,686	3,39,739	3,02,947
	Urban	7,07,011	3,63,367	3,43,644

Source: National Informatics Centre, Thoothukudi

From this Table 4.2, it is apparently clear that urban female literacy is 47.41 percent of the total population of the urban literates in Tamil Nadu. At the same time, the total urban literates in Thoothukudi district are 2.59 percent of the total population in Tamilnadu. Of this, the female literateness is 2.65 percent. From this Table, it is also evident that female literateness level in Thoothukudi is more than male literateness.

The following table shows the city working population

TABLE4.3

URBAN WORKERS TO TOTAL POPULATION - 2011 CENSUS

(in Percent)

Area	Female	Male	Persons
India	13.28	54.96	68.24

Tamil Nadu	19.45	59.42	78.87
Thoothukudi District	5.08	13.78	18.86

Source: National Informatics Centre, Thoothukudi

From the table, it is strong that the proportion of total urban workers to the total population in India is 68.24 percent. Of this, 13.28 percent is females. Out of 78.87 percent of the workers in Tamil Nadu, 19.45 percent are women. In Thoothukudi district out of the 18.86 percent urban workers, 5.08 percent are female town workers. From this Table, it is strong that the percentage of male urban workers in Thoothukudi district is more.

The workforce in Thoothukudi District

According to the 2011 Census, workers were classified into main workers, bordering workers, and non-workers. Out of the total main workers of 6,89,400 female main workers are 1,95,110 and male main workers are 4,94,290. Out of 96,738 marginal workers, female workers are 58,912, and male workers are 37,826. Out of 8,96,833 non-workers, females are 5, 48,112 and males are 3, 48,721. The specified Table shows the classification of workers in Thoothukudi district.

TABLE 4.4

TOTAL WORKERS AND NON-WORKERS IN THOOTHUKUDI DISTRICT – 2011 CENSUS

Sector		Population	Total workers (Main + Marginal)	Main Workers	Marginal Workers	Non-workers
Rural	Male	437599	248691	221286	27405	188908
	Female	466212	180192	136056	44136	286020
	Total	903811	428883	357342	71541	474928
Urban	Male	326488	181695	174224	7471	144793

	Female	335444	63104	53172	9932	272340
	Total	661932	244799	227396	17403	417133
Total	Male	764087	430386	395510	34876	333701
	Female	801656	243296	189228	54068	558360
	Total	1565743	673682	584738	88944	892061

Source: National Information Centre, Thoothukudi.

The table shows that the female marginal workers are more in number in both rural and urban sectors than males. But the female central workers are more in the rural sector than in urban sector.

Industrial Development in Thoothukudi District

The district constitutes 70 percent of the total salt production of the state and meets 30 percent obligation of our nation. In this district two Industrial Estates are avilable one at Kovilpatti with 11 parts and the other at Thoothukudi with 20 items. The prior is accomplished by SIDCO and the latter by SIPCOT. There are 2,200 and above Small Scale Industries registered in the district and about 12 major industries. They are engaged in the production of cotton and staple yarn, caustic soda, PVC resin, fertilizers, soda-ash, carbon dioxide gas in liquid form etc., some of the major trades are SPIC, TAC, Dharangadhara Chemical Works, Loyal Textiles Ltd., Madura Coats Ltd., Sterlite Copper Industries, Kilburn Chemicals, Ramesh Flowers, Nilaseafoods, Deva and Co., and Transworld Granite Industries. Tata steel recently announced plans to set up a Titanium dioxide project in Thoothukudi. Four national brand products are made in Thoothukudi they are VVD Coconut Oil, Agsar Paints, BIO Food Ltd. Hip Tea and Genkii Tea (Herbal Tea) and Venus Water Heaters.

The essential public sector undertakings in this district are the Thoothukudi Thermal Power Station unit of the Tamil Nadu Electricity Board, Heavy Water Plant (HWP) and Port Trust. During this year 1,128 vessels entered this port and cargo to the tune of 12.13 lakhs tonnes

was handled. Thoothukudi port has been issued the prestigious ISO-9002 certificate for the port action and services and has linked the select group of World ports by becoming the first Indian major port to get such certificate. The central government is considering the construction of Titanium and Zirconium Sponge Plant, which comes under the control of Department of Atomic Energy at Palayakayal village of Srivaikundam Taluk. The District Industries Centre and the Tamil Nadu Industrial Investment Corporation are catering to the needs of the small- and large-scale industries in this district.

Large and Medium Scale Industries in Thoothukudi District

Travancore Chemical and Manufacturing Co. Ltd produces Sulphate and alumina ferric, Alkali Chemicals and Fertilizers Ltd., produces Soda Ash (Heavy chemicals), ammonium chloride (Fertilizers) and Southern Petro Chemical Industries Corporation Ltd., (SPIC) produces Urea, DAP, aluminium fluoride etc. which are situated in Thoothukudi block. Dharangadara Chemical Works Ltd., in Sahupuram, produces Caustic soda, liquid chlorine, tri-chloro-ethylene, upgraded illuminate and PV Resin, Shantha Marine Bio-TechnologiesPvt. Ltd produces Pharmaceuticals (Beta Carotene) which are situated in Thiruchendur block. Lakshmi Mills Co. Ltd, Loyal Textile Mills Ltd and The Bharathi Co-op spinning mills Ltd., produces Yarn and cloth which is situated in Kovilpatti block. Cotton yarn and threads are produced in Tuticorin spinning mills and Madura Coats Ltd and Arasan Textile Mills Pvt Ltd which are situated on Thoothukudi block. Massive water plant and Thermal power station are situated in Thoothukudi block. Copper smelting/ Copper anodes are produced in Sterlite Industries Thoothukudi. Kilburn chemicals in Thoothukudi block produce Titanium Di-Oxide. Garnet Abrasives are produced in Tran's world Garnet India Pvt Ltd., in Thoothukudi block.

Non - Farm Sector

Non-farm sectors in Alwarthirunagari proposed to produce Bakery products, Leather goods, readymade garments, country bricks, etc. Wooden toys, stone grinder, wax candle readymade garments, bricks etc. are proposed to produce in Karungulam. Bakery, readymade garments, flour mills, masala powder, jewelry etc. are proposed to produce in Kayathar. The non-

farm sector in Kovilpatti proposed to produce match industries, candles, power loom, bakery etc. Match Factory, readymade garments, Manufacture of Iron grills and gates, etc. are proposed to produce in Ottapidaram. Charcoal production, match factory Appalam and masala powder, etc. are proposed to be produced in Pudur. Plastic wire, leather goods, timber works, Country bricks, flour mills, limestone works, etc. are proposed to be produced in Sattankulam. In Thiruchendur, Saltpans, coir fibre, readymade garments Palmyra products are proposed to produce. Palmyra products, readymade garments, timber sawing, jewelry, etc. are proposed to produce in Udangudi. Salt panes, edible oil, leather goods, dry flower, masala powder, etc. are proposed to produce in Thoothukudi. The non-farm sector in Vilathikulam produce matches, handloom/power loom, leather goods etc.

District Industrial Prospects

Banana powder, Banana based goods, fruits and vegetable dispensation industries are the proposed industrial sectors in Tiruchendur, Kovilpatti, Srivaikuntam, Vizathikulam. Dryness of drumsticks and oil from dry seeds of drumsticks is the proposed industrial sector in Sathankulam and Vilathikulam. Poultry and Cattle feed, Seafood Industry, Chemical Industries, Mechanical boats, Small ships, building units, are the proposed industrial sectors in Thoothukudi. Extraction, refining of edible oils in Kovilpatti and Karungulam, Oleoresin and spice oils, spice-based products in Vilathikulam, Kovilpatti, Thoothukudi are the proposed industrial sectors. Meat processing industry is the proposed industrial sector in Pudur, Vilathikulam. Textile based industry, Readymade Garments in Ottapidaram, Kovilpatti, and Thoothukudi block. Coconut-based products, Palmyrah based products, and Mini Cement Plant are the proposed industrial sectors in Udangudi and Sathankulam.

INDIRA NAGAR

ANALYSIS OF DATA

Introduction:

Data analysis is defined as a process of cleaning, transforming, and modeling data to discover useful information for business decision-making. The purpose of Data Analysis is to extract useful information from data and taking the decision based upon the data analysis.

Table-5.1

SEX CLASSIFICATION OF THE SAMPLE RESPONDENTS

SEX	No of Sample Respondents	Percentage
Male	59	42.75
Female	79	57.25
Total	**138**	**100**

The above table explains about the sex classification of the sample respondents. The female consumers are high enough while comparing to the male consumers as 58:42.

Figure -5.1

SEX CLASSIFICATION OF THE SAMPLE RESPONDENTS

Table-5.2

AGE CLASSIFICATION OF THE SAMPLE RESPONDENTS

AGE	No of Sample Respondents	Percentage
18 -28	29	21.01
28-48	36	26.08

48-68	48	34.78
68 and above	25	18.13
Total	**138**	**100**

Source: Primary data

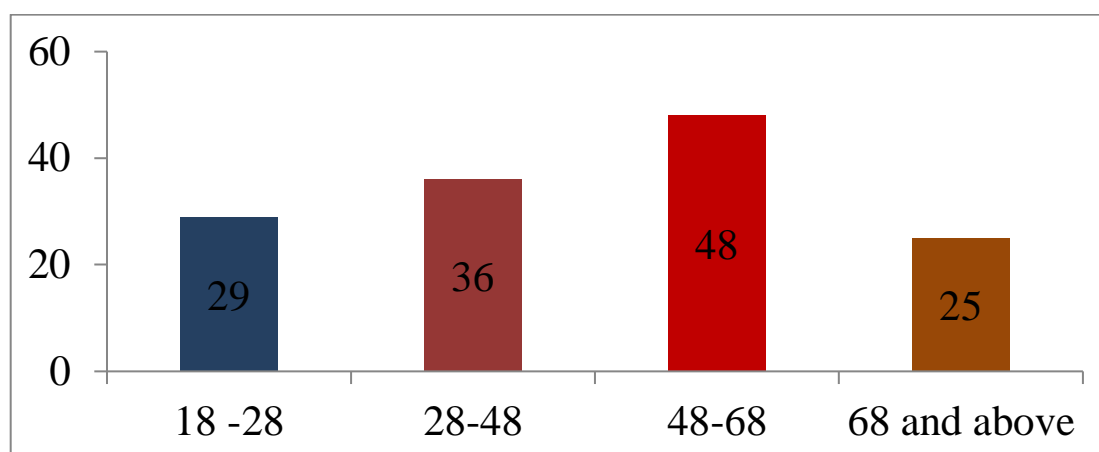The above table reveals the age level of the sample respondent in percentage. The highest level of age group is lie between 48 to 68 years is 34.78% and the lowest level is lie between is the age of above 68 is 18.13%. At the age group of 18 to 28 is 21.01% and at the age group of 28 to 38 are 26.08.

Figure-5.2

AGE CLASSIFICATION OF THE SAMPLE RESPONDENTS

Table-5.3

EDUCATIONAL QUALIFICATION OF THESAMPLE RESPONDENTS

Particulars	No of Sample Respondents	Percentage
Primary Education	23	17.66
Higher Secondary Education	47	34.05
Under Graduate	46	33.53
Post Graduate	18	14.04
Illiterate	1	0.72
Total	**138**	**100**

Source: Primary data

The above table reveals that 17.66% of the sample consumers have attained Primary level of education, 34.05% of the sample consumers have attained Higher Secondary level of education, 33.53% of the sample consumers have attained Under Graduate level of education, 14.04% of the sample consumers have attained Post Graduation level of education and only 0.72% of the sample consumers were illiterate.

Figure-5.3

EDUCATIONAL QUALIFICATION OF THE SAMPLE RESPONDENTS

Table-5.4

OCCUPATION OF THE SAMPLE RESPONDENTS

Occupation	No of Sample Respondents	Percentage
Students	12	8.69
Home Makers	38	27.55
Service	32	23.19
Business	34	24.63
Others	22	15.94
Total	**138**	**100**

Source: Primary data

The above table explains that the occupation of the sample respondents. 27.55% of the respondents were homemakers, 24.63% of them were in business, 23.19% of the respondents were in service level and 8.69 of the respondents were students and other categories were 15.94%.

Figure-5.4

OCCUPATION OF THE SAMPLE RESPONDENTS

Table-5.5

MONTHLY INCOME OF THE SAMPLE RESPONDENTS OF THE FAMILY

Monthly Income of the Respondents	No of Sample Respondents	Percentage
15,000 – 25,000	19	13.76
25,000 – 35,000	46	33.33
35,000 – 45,000	32	23.18
45,000 – 55,000	29	21.04
Above 55,000	12	8.69
Total	**138**	**100**

Source: Primary data

The above table explains the monthly income of the sample respondent's family. 33.33% of the sample respondents were having their monthly income as 25,000 to 35,000. 23.18% of them were having their monthly income as 35,000 to 45,000. 21.04% of them were having their monthly income as 45,000 to 55,000. 13.076% of them were having their monthly income as 15,000 to 25,000. Finally 8.69% of them were having their monthly income as above 55,000.

Figure-5.5

MONTHLY INCOME OF THE SAMPLE RESPONDENTS OF THE FAMILY

Table-5.6

MONTHLY EXPENDITURE OF THE SAMPLE RESPONDENTS OF THE FAMILY

Monthly Expenditure of the Respondents	No of Sample Respondents	Percentage
10,000 – 20,000	23	16.67
20,000 – 30,000	56	40.58
30,000 – 40,000	23	16.67
40,000 – 50,000	18	13.04
Above 50,000	18	13.04
Total	**138**	**100**

Source: Primary data

The above table explains about the level of expenditure per month of the sample respondent's family. 40.58% of the sample respondents were spends their income as expenditure towards their family per month is from 20,000 to 30,000. 16.67% of the sample respondents were spends their income as expenditure towards their family per month is from 10,000 to 20,000 and 30,000 to 40,000. 13.04% of the sample respondents were spends their income as expenditure towards their family per month is from 40,000 to 50,000 and above 50,000.

Figure-5.6

MONTHLY EXPENDITURE OF THE SAMPLE RESPONDENTS OF THE FAMILY

Table-5.7

SOURCES OF ONLINE SHOPPING INFORMATION

Sources of Online Shopping	No of Sample Respondents	Percentage
Family /Friends	28	20.38
News Papers	25	18.21
TV Advertisement	37	26.82
Website Advertisement	26	18.74
Others	22	15.85
Total	**138**	**100**

Source: Primary data

The above table explains that sources of online shopping information through which the respondents were purchase their products. The major source is from TV advertisement as 26.82%, 20.38% by family and their friends, 18.74% and 18.21% through Website and newspaper advertisement respectively; 15.85% of the respondents were purchased their products through online from other sources too.

Figure-5.7

SOURCES OF ONLINE SHOPPING INFORMATION

Table-5.8

REASONS FOR CHOOSING ONLINE SHOPPING

Reasons for Choosing Online Shopping	No of Sample Respondents	Percentage
Availability of Variety of Products	16	11.59
Product Comparison	23	16.67
Time Saving	29	21.02
Comfortable	31	22.46
Above all	39	28.26
Total	**138**	**100**

Source: Primary data

The above table explains about the reasons for choosing the online shopping. 28.26% of the respondents accept all the reasons which are mentioned in the table above. 22.46% of the respondents were chosen this online shopping for its comfortable. 21.02% respondents for time saving and 16.67% of them for product comparison and 11.59% of the respondents for the availability of products.

Figure-5.8
REASONS FOR CHOOSING ONLINE SHOPPING

Table-5.9

TIME INTERVAL FOR ONLINE SHOPPING

Particulars	No of Sample Respondents	Percentage
Frequently	16	11.59
Once in Six Months	23	16.67
Once in a year	29	21.02
Occasionally	31	22.46
Seldom	39	28.26
Total	**138**	**100**

Source: Primary data

The above table explains about the time interval while purchasing the products through online. 28.26% of the respondents were purchased their products according to their need. 22.46% and 21.02% of them occasionally and once in a year respectively, 16.67% of the respondents were purchased for six months once and 11.59% only frequently purchased their products.

Figure-5.9
TIME INTERVAL FOR ONLINE SHOPPING

Table-5.10

ITEMS PURCHASED THROUGH ONLINE SHOPPING

Particulars	No of Sample Respondents	Percentage
Book	18	13.04
Ticket	29	21.01
Electronic Equipment	38	27.56
Clothing	34	24.63
Computer hardware	19	13.76
Total	**138**	**100**

Source: Primary data

The above table explains that the items which was purchased through online shopping. 27.56% of the respondents purchased electronic equipment, 24.63% and 21.01% of the respondents were purchased clothing and their ticket for cinema to travel respectively. 13.76% and 13.04% of them purchased their computer hardware and book respectively through online.

Figure-5.10

ITEMS PURCHASED THROUGH ONLINE SHOPPING

Table-5.11

MODE OF PAYMENT FOR ONLINE SHOPPING

Particulars	No of Sample Respondents	Percentage
Credit Card	15	10.86
Debit Card	32	23.28
Online banking transaction	28	20.29
Cash on Delivery	49	35.55
Others	14	10.02
Total	**138**	**100**

Source: Primary data

The above table shows that the mode of payment for online shopping. 35.55% of the respondents were through cash on delivery. 23.28% of the respondents through debit card, 20.29% of the respondents through online banking transactions and 10.86% and 10.02% of the respondents were through credit card and other source they were paid.

Figure-5.11
MODE OF PAYMENT FOR ONLINE SHOPPING

Table-5.12

PROBLEMS ON ONLINE SHOPPING

Particulars	No of Sample Respondents	Percentage
Technical Problems	34	24.65
Inability to touch and feel	56	40.57
Fake online Stores	26	18.84
Phishing Scams	22	15.94
Total	**138**	**100**

Source: Primary data

The above table shows the problem which were faced while their purchasing through online. 40.57% of the respondents felt that inability to touch and feel the product, 24.65% of the respondents were faced technical problems at the time of online shopping, 18.84% of the respondents were faced the fake online stores and 15.94% of the respondents were having phishing scams.

Figure-5.12

PROBLEMS ON ONLINE SHOPPING

Table-5.13

MEASURES TO REDUCE RISK ONLINE SHOPPING

Particulars	No of Sample Respondents	Percentage
Use Strong Password	32	23.18
Beware of Fake Website	29	21.04
Save the Evidence and Log out	24	17.39
Use Credit Card instead of Debit Card	15	10.86
All the above	38	27.53
Total	**138**	**100**

Source: Primary data

The above table shows that measure to reduce the risk in the online shopping. 27.53% of the respondents were accepting all the above mentioned measures. 23.18% and 21.04% of the respondents were accepting to use strong password and beware of fake website respectively. 17.39% of them were accepting to save the evidence and to log out. 10.86% of the respondents were accepting to use credit card than the debit card.

Figure-5.13

MEASURES TO REDUCE RISK ONLINE SHOPPING

The bar chart shows: Use Strong Password = 32, Beware of Fake Website = 29, Save the Evidence and Log out = 24, Use Credit Card instead of Debit Card = 15, All the above = 38.

CHAPTER – VI

FINDINGS AND SUGGUESTIONS

Summary of the Research Findings:

In today's online shopping competitive world, manufacturing and providing the same product and services will not ensure a prospective features for the organizations. To show a way of differentiation, the organization needs to offer superior services. As the most criterion point for the organizations especially for the financial institutions those who are offering public service should focus on reducing the deflection rate of the customers because procuring a new customer will cost more than retaining an existing customer. Hence the deflection rate should be reduced by attaining the needs and wants of the customers.

➢ From this study the sample respondents of Male is 42.75 and Female is 57.25.

➢ The highest level of age group is lie between 48 to 68 years is 34.78% and the lowest level is lie between is the age of above 68 is 18.13%. At the age group of 18 to 28 is 21.01% and at the age group of 28 to 38 are 26.08.

➢ 27.55% of the respondents were homemakers, 24.63% of them were in business, 23.19% of the respondents were in service level and 8.69 of the respondents were students and other categories were 15.94%.

➢ 33.33% of the sample respondents were having their monthly income as 25,000 to 35,000. 23.18% of them were having their monthly income as 35,000 to 45,000. 21.04% of them

were having their monthly income as 45,000 to 55,000. 13.076% of them were having their monthly income as 15,000 to 25,000. Finally 8.69% of them were having their monthly income as above 55,000.

➢ 40.58% of the sample respondents were spends their income as expenditure towards their family per month is from 20,000 to 30,000. 16.67% of the sample respondents were spends their income as expenditure towards their family per month is from 10,000 to 20,000 and 30,000 to 40,000. 13.04% of the sample respondents were spends their income as expenditure towards their family per month is from 40,000 to 50,000 and above 50,000.

➢ The major source is from TV advertisement as 26.82%, 20.38% by family and their friends, 18.74% and 18.21% through Website and newspaper advertisement respectively; 15.85% of the respondents were purchased their products through online from other sources too.

➢ 28.26% of the respondents accept all the reasons which are mentioned in the table above. 22.46% of the respondents were chosen this online shopping for its comfortable. 21.02% respondents for time saving and 16.67% of them for product comparison and 11.59% of the respondents for the availability of products.

➢ 28.26% of the respondents were purchased their products according to their need. 22.46% and 21.02% of them occasionally and once in a year respectively, 16.67% of the respondents were purchased for six months once and 11.59% only frequently purchased their products.

➢ 27.56% of the respondents purchased electronic equipment, 24.63% and 21.01% of the respondents were purchased clothing and their ticket for cinema to travel respectively. 13.76% and 13.04% of them purchased their computer hardware and book respectively through online.

➢ 35.55% of the respondents were through cash on delivery. 23.28% of the respondents through debit card, 20.29% of the respondents through online banking transactions and 10.86% and 10.02% of the respondents were through credit card and other source they were paid.

- 40.57% of the respondents felt that inability to touch and feel the product, 24.65% of the respondents were faced technical problems at the time of online shopping, 18.84% of the respondents were faced the fake online stores and 15.94% of the respondents were having phishing scams.

- 27.53% of the respondents were accepting all the above mentioned measures. 23.18% and 21.04% of the respondents were accepting to use strong password and beware of fake website respectively. 17.39% of them were accepting to save the evidence and to log out. 10.86% of the respondents were accepting to use credit card than the debit card.

FUTURE RESEARCH

This work can be further studied with large number of sample size in order to find the prospects of the buying pattern of the consumers. The research suggests conducting a strong study with the help of proper experiments to check the economic analysis of online shopping in Indira Nagar, Thoothukudi District. As a less amount of people have conducted study on such topics with would be better to research more on this subject. So that more ideas would shoot up and more suggestion would come out in order to improve the economic status of our state. The difficulties in online shopping can be taken as a case study. Changes due to online shopping could also be taken as a research.

CONCLUSION

The study has been made a thorough analysis of economic analysis in buying pattern of the consumer in online shopping with reference to Thoothukudi District. In this learning, the opinion emerged that though there are many products available in the market, a large number of people prefer to purchase products through online becauseall kinds of goods are available while searching in online web stores. It has made the people to get whatever they want without struggle and they get it just a tap ahead.

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Questionnaire

1. Name

2. Age
   A. 18-28
   B. 28-48
   C. 48-68
   D. 68 and above

3. Gender
   A. Male
   B. Female

4. What do you do?
   A. student
   B. Service
   C. Business
   D. Any others
   E. Home Maker

5. Marital Status
   A. Married
   B. Unmarried
   C. Widower

6. Total income of Respondents family:

Total income of the Family	No. of. Respondents
15,000 – 25,000	
25,000 – 35,000	
35,000 – 45,000	
45,000 – 55,000	
Above 55,000	

7. Total expenditure of the Family:

Total Expenditure of the Family	No. of. Respondents
10,000 – 20,000	
20,000 – 30,000	

30,000 – 40,000	
40,000 – 50,000	
Above 50,000	

10. How often do you shop through online?

     A. Very often

     B. seldom

     C. 6 Months Once

     D. Monthly once

11. Products that you buy frequently on this site?

     a. Book

     b. Ticket

     C. Electronic Equipment

     D. Clothing

     E. Computer Hardware

13. How much do you spend on online shopping per every month?

S. NO	No. of. Respondents
1	Less than 100 Rs
2	100- 500Rs
3	500-1000Rs
4	More than 1000

14. Which payment method do you prefer for online shopping?

     A. Debit card

     B. Credit card

     C. Online Banking

     D. Cash on Delivery

     E. Others

15. Problems faced in Online Shopping:

     A. Technical Problems

     B. Inability to touch and Feel

     C. Fake online Stores

     D. Phishing Scams

16. How satisfied are you with the quality of products.

       A. Not satisfied

       B. Neutral

       C. Satisfied

       D. Fully satisfied

17. Do you feel secure when shopping on the internet?

       A. Yes

       B. No

18. How did you know about our website?

       A. TV

       B. News paper

       C. Social media

       D. Others

19. Who are you shopping for?

       A. Parent

       B. Friend

       C. Colleagues

20. What led you to visit our website?

       A. Researching product information

       B. Interested in buying products

       C. Know more about the company

       D. Others

22. Did you find enough range of product?

       A. Yes

       B. No

23. How safe do you feel while sharing your card details?

       A. Not safe

       B. Safe

24. Would you like to en-roll in paid services to get products earlier?

       A. Yes

       B. No

       C. May be later

25. How help full was the consumer support staff?

       A. Not at all

       B. Slightly help full

       C. Moderately help full

       D. Very help full

       E. Extremely help full

26. Please select the reason for purchasing this product

       A. Preferred brand
       B. Need

       C. Locally owned made all sourced

       D. Sentimental value

       E. Product quality

       F. Adherence to laws

       G. Transparency

27. How often do you shop on this site?

       A. Very often

       B. Seldom

       C. Not often

28. Choose two products that you buy frequently on this sit?

       A. Baby food

       B. Accessories

       C. Perfumes and oil

       D. Skin care products

29. What is the biggest challenge that you face with online shopping

       A. Slow check out time

       B. Lack of products I want

       C. Slow web page response time

30. What is your biggest concern about online shopping?

    A. Breach of personal information

    B. Breach of payment details

    C. Poor internet connection

31. How would you rate your overall? Online shopping?

    A. Excellent

    B. Average

    C. Poor

32. How likely are you to return to this web page for your online shopping?

    A. Very likely

    B. Somewhat likely

    C. Highly likely

SOCIO- CULTURAL FACTORS INFLUENCING WOMEN PARTICIPATION IN SPORTS ACTIVITIES AT TARUVAI STADIUM IN THOOTHUKUDI DISTRICT.

Project Report Submitted to

ST .MARY"S COLLEGE (Autonomous) Thoothukudi

Affiliated to

Manonmaniam Sundaranar University- Tirunelveli

In partial fulfilment of the award of the Degree of

MASTER OF ARTS IN ECONOMICS

Submitted by

P.ANTONY THANGA SATHANA

Reg. No.20SPECO1

Under The Supervision and Guidance of

DR. A.SUDHA, MA., M.Phill.,Ph.D.

PG DEPARTMENT OF ECONOMICS (SSC)

St. Mary's College (Autonomous) Thoothukudi

MAY 2022

CERTIFICATE

This is to certify that the project Work entitled "SOCIO- CULTURAL FACTORS INFLUENCING WOMEN PARTICIPATION IN SPORTS ACTIVITIES AT TARUVAI STADIUM IN THOOTHUKUDI DISTRICT" Submitted to St.Mary's College (Autonomous) Thoothukudi in partial fulfilment for the awards of the Degree of Master of Arts in Economics is a record of work done during the year 2021-2022 by P.ANTONY THANGA SATHANA (20SPEC01)

Signature of the Guide

Signature of the HOD

Signature of the Director
Director
Self Supporting Courses
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

Signature of the Principal
Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

Signature of the External Examiner

Dr. A. ANGEL ANILA, Ph.D.,
Assistant Professor,
Department of Economics,
St. John's College
Palayamkottai - 627 002.

DECLARATION

I do here by declare that the project entitled "SOCIO- CULTURAL FACTORS INFLUENCING WOMEN PARTICIPATION IN SPORTS ACTIVITIES AT TARUVAI STADIUM IN THOOTHUKUDI DISTRICT" Submitted for the degree of Master of Arts in Economics is my original work and that not previously formed the basis for award of the Degree.

P. Antony Tharga Sathana

P.ANTONY THANGA SATHANA

Station: Thoothukudi

Date: 23.05.2022

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Socio- Cultural Factors influencing women Participation in Sports activities at Taruvai Stadium in Thoothukudi District.

ABSTRACT

Women participation in sports has been a controversial issue all over the world and Taruvai Stadium is not an exception. This study examined the socio-cultural factors influencing women participation in sports in Taruvai Stadium of Thoothukudi District. Results obtained from this study revealed that physiological markup, Cultural beliefs; Social inclusion, Family background and Religion are factors that significantly influence women participation in sports in Taruvai Stadium of ThoothukudiDistrict. Hence, it recommended that religious institutions and societal organizations should frequently organize conferences, symposium and workshops with a view of promoting the inclusiveness and active participation of women in sports across the study area.

Key words

INTRODUCTION

Sports is an integral part of physical education which involves training of the mind and body through physical activities. It involves all form of physical activity which, through casual or organized participation, aims at expressing or

improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels. Hence, the maintenance of physically active leisure-oriented lifestyles has become increasingly important in developed societies. Involvement in sports and other sport related activities is significant as it leads to competence in the physical world of sport and can also extend to the real life situation. Consequently, it offers important opportunities to enhance health and wellbeing as well as cultivate cultural diversity and promote social inclusion.

Women play an important role in society as procreators of the coming generation, as well as producers of goods and services. In the modern economies they are playing an important role in the labour force. However, in many communities, traditional perceptions of women as inferior to men continue to prevail as many people invoke the preservation of African culture to justify the subordination of women. As a result, men usually dominate women in the political, religious, economic, academic and domestic spheres. Women participation in sport has come a long way. Women's participation entails the provision of equal opportunity to women to take part in sports activity. It implies quantitative and qualitative participation of women in sports. Efforts have been and are being made in getting more females to participate in sports. However, a lot more effort is still required to generate greater female participation in the world of sport.

Women's participation in sports is much under the influence of defined gender roles as it has encountered many problems from the beginning. The thing that is important in entrance of men and women in sport is the entrance to a sport which is not traditionally defined with discrimination in favour of one sex. Cultural race and social class are both of important factors in the experiences of men and women discrimination in sport. For women, one of the biggest barriers

associated with levels of activity is the perception that physical activity is unfeminine. This is apparent in the gender imbalance evident across the higher levels of the sporting industry, the media portrayal of sporting activity and the formative experiences of many women (WHO, 2010). Thus, today, one of the important and remarkable things in international community is maintaining and observing the rights of women and equality between men and women and gender discrimination.

Socio-cultural barriers refer to the specific social and cultural limitation, practices, beliefs and traditions within a community or society which might encourage or discourage physical activity. Women are observed to be poorly represented in sports as players, coaches, advisers and as team administrators. For instance, many Muslim women due to the aspects of their religion rules on mixed gender sports and dress code requirements have either prevented or given the impression of preventing participation. Socio-cultural barriers might occur in the other direction. Again, drawing on the example of Muslim Women, service providers might hold negative attitudes relating to the specific cultural and religious needs of Muslim Women.

The emergence of women in sports is largely a twentieth century phenomenon. In fact women made their first appearance in the Olympics in the 1900. Even when the Olympics were revived, women were not allowed to participate. The males have offered varied rationalizations for subordinating women and much of it has rested upon the dubious assumptions of women's inherent weakness. The notion that women have been conditioned to be what they are often is deeply rooted in the prejudicial social pattern of different cultures in Nigeria. Women through the ages have always been viewed to be made of milk and honey. Consequently, in keeping with this metaphor, a feminine picture of a woman was conjured up which seems to militate against females doing anything too physical.

HISTORY OF WOMEN'S PARTICIPATION IN SPORTS

Women's participation in sport has a long history. It is a history marked by division and discrimination but also one filled with major accomplishments by female athletes and important advances for gender equality and the empowerment of women and girls .Sports has been largely dominated by men in terms of participation and governance. Although here are unyielding evidences to suggest that women benefit immensely economically, socially and physiologically by participating in sports, the space for participation and involvement has been constrained thereby bringing about a form of discrimination against women in sports.

The history of the Olympic Games provides a glimpse into how dominant cultural ideologies of gender have been reinforced and challenged throughout history. The Greeks were the visionaries of this ancient sport exhibition. It is presumed that the Olympic Games were originally sport festivals, connected to religious rituals and sacrifices, in which wealthy, able-bodied young men played games that, were fashioned to mimic the requirements of Greek warriors of the day. The original festivities excluded women not only from participation but from spectating. It is a widely held belief that females who were caught viewing the Olympic festivities were punished by death .When Baron Pierre de Coubertin resurrected the modern Olympics in 1896 not much had changed women were still excluded from participation in accordance with the social ideologies of appropriate gender roles for men and women at the time.

It was not untilthe 1900 Olympic Games that women wereallowed to compete. However, even then, very few enteredor were provided any type of support or

media coverage . Slowly over the years, sports for women have been added tothe Olympic Games and participation for women hasbeen encouraged and celebrated. TheLondon 2012 Summer Olympic Games served as a genderequity milestone; it was the firstOlympic Games in which all 26 sports were open forboth genders and in which all countriesrepresented included female athletes .This Olympic Games was also the first tohave more female athletes representing the UnitedStates than male athletes. The International Olympic Committee (IOC), which from1894 to 1981 had no women members, did not approve a women's 1500-meter run until the1972 Games in Munich.

GENDER, SOCIALIZATION, AND PARTICIPATION IN SPORTS

"Socialization is powerful and profoundly affects us all" (Henslin et al., 2015). Gender socialization is also significant in channeling boys' and girls'behaviors and developing their taste for sports. By expecting different behaviors and attitudes from boys and girls because they are male or female, family and school nudge boys into sports and girls away from sports. Gender socialization lays the foundation and guidelines for boys and girls with vivid standards of what is appropriate for them, including sports. The socialization of children in Pakistan is dominantly carried out on sex lines. It is this gender socialization process that nudges boys and girls to learn that what sports are 'masculine' and 'feminine' and what sports are appropriate for them or not. The lack of interest in sports among some participants of this study may be attributed to the gender socialization in our society. The study's findings suggest that gender socialization profoundly affected girls' and women's interest in sports. Many of the study respondents revealed that they had no interest in sports and never played any sports in their lives. They believed that sports is manly activity and not good for girls/women. One of the respondents stated: "I belong to a family in which sports for females is a taboos. I have no interest and zeal to play sport. I think sports are for boys and girls

cannot play sports very well". Another respondent argued: "I have never played any sport in my life. I firmly believe that sports and games are men's activities and girls/women have nothing to do with sports. Girls can fulfil their health requirement by walking". Several respondents told that our society communicates strong messages to female children that sports are not for them.

The Women, Research Journal, the analysis of field data shows multiple and complex ways in which girls'/women's bodies are disciplined. Gender socialization constructs girls in such a manner that they become willing participants in disciplinary processes and willingly practice and believe that sport is boys' and men's prerogative (Ullah& Skelton, 2016). One of the study's respondents argued: "we received the message, both in our families and schools, that sports affect girls' reproductive capacity and health. We were told that playing sports may affect our marriage chances". The following excerpt from an interview further explains the phenomenon. Since our childhood, we have been told persistently by parents and school teachers that ataboorts are not suitable for girls. Girls should not play all sports as some of them such as high jump, football, cricket, etc. may-affect their reproductive health and their chances of marriage. Due to this fear we never participated in sports and physical exercise.

Reasons for Increased Participation in Sports among Females

The following factors are responsible for the increased participation in sports among women.

A. Pressure from the Federal Government in form of Title ix legislation.

B. The Women's Liberation Movement

C. The health and fitness movement.

 D. New opportunities

E. The visibility of the athletic role models.

The Health and Fitness Movement:

Since physical education is a process of training, the body and mind through a well selected physical activities. Sports too also help to build the body and mind. Women now feel that sports too can help to develop their body hence the increase participation by women.

SOCIO-CULTURAL BELIEFS

Century America idealized the white woman's modesty, frowning on sports as a threat to elite females' fertility. Elite women did not exert themselves; their (female) servants did: this double standard persisted long after slavery was abolished. Yet there were few sporting outlets for poor women who had athletic gifts and aspirations. Instead, the elite women's colleges and the country clubs associated with the wealth and leisure of the Gilded Age made certain sports acceptable for aristocratic ladies: tennis, croquet, archery, and bathing-beauty swimming at racially restricted lakes or beaches. Rock (2008) reported that Catholic nations faced restrictions grounded in beliefs about their reproductive and child bearing roles. The influence of fundamentalist Christan beliefs cariesgreatly, but it has led to excluding women from sports roles in the United States and worldwide. Hall, 1971 cited by Hargreaves, (1994), "Not unexpectantly, sports which symbolized freedom and spontaneity and which could be associated, however spuriously, with sexuality, were opposed on moral as well as scientific grounds. Cycling, for example, was claimed to be an indolent and indecent activity which tended to destroy the sweet simplicity of a

girl's nature and which might cause her to fall into the arms of a strange man! The worst fear was that cycling might even transport a girl to prostitution."Sitting upon a bicycle saddle was "said to induce menstruation and cause contracted vaginas and collapsed uteri." Even more damaging to the advancement of female athletes was the notion that engaging in sports could turn a woman masculine. Boxing, for example, was discouraged for women in the late 1880s because it was thought to enhance masculine equalities such as increased shoulder size, deepened voices, and augmented musculature. Oppositional ideas to this medical and scientific discourse of women's limited energy and her essential occupation in motherhood, whilst voiced, were difficult to sustain in this period. The reactionary opposition from some sectors of the medical community, buttressed by social and religious commentators, was strong. Comments, Late nineteenth century medicine relied heavily upon systems of gender differentiation, and was important in constructing sexual ideology and in illuminating social perception of "woman as body." Fear of female in dependence and competition... inclined mostly male doctors to concentrate upon the close supervision of female patients' bodies and the regulation of all aspects of women's lives. Limited female energy, the doctors proclaimed, was meant for the altruism of home and posterity, not unsanctioned activity of mind, body and other augmentations of individuality which could only lead to ill-health. Other cultural beliefs stem from racist ideals that some societies hold. For example, many black South African women avoid physical activity because women seen exercising are often viewed as "wasting time" or "wanting to be white". Most African women are fearful of losing weight because they fear they will be accused of "being HIV positive". Muslim women in some countries face significant challenges when it comes to sport participation because of religious traditions and norms specifically revolving around dress code.

GENDER AND SPORTS

The term "gender "was, without precedent in sports studies, and, in retrospect, her early work seems crucial to the development of sports studies because it brought the concept into the discourse and called for a feminist perspective, which would begin to significantly alter research in sport studies. With the work of Hall and others, who began to use the concept "gender" rather than"sex", gender was used to reject biological determinism and to view the behavioural, cultural, or psychological traits typically associated with one sex as socially constructed. The focus of research began to shift away from the female athlete toward the concept of "gender" and later to a critique of sport and physical culture (Bandy, 2004). The term "gender" was expanded beyond that of a distinct category and redefined as a dynamic, relational process that introduced new directions, theories, and paradigms for research in the discipline of sports studies. Stated that, "Women play sports, but they are not as good as men and people want to see the best." And other statements like this assume that "real" sports involve "manly" things, such as intimidation, violence, and physical domination over others, and that women's sports are second-rate. This orientation is widespread enough that it interferes with achieving gender equity in sports. "Watching girls' basketball team is like watching elementary school kids trying to play. It is not exciting. I mean you watch them because it's your kids out there playing. But it's not exciting.". An extension of this 'logic' was used in 2004 by the FIFA president (Federation International Football Association),the world-class governing soccer body, when he told international women players that more spectators would watch them if they would wear tighter shorts. When enough people trivialize women's sports by dismissing competent female athletes it is difficult to consistently generate gate receipts and commercial sponsorships to sustain elite and professional programs.

BARRIERS TO WOMEN'S PARTICIPATION IN SPORTS

While opportunities to play are growing, not everyone partakes in sport. Therefore, is important to reflect upon what keeps women from participating in certain activities. These barriers include, but are not limited to:

(a) Living environment (Environmental barriers)

(b) Culture and religion(cultural barriers)

(c) Social barriers

(d) Psychological barriers

(e) Specific barriers for women.

ENVIRONMENTAL BARRIERS

Characteristics of the living environment for a person play a significant role in the sport opportunities available. Factors such as rural or urban living, the presence of sidewalks in then neighbourhood, public transportation availability, and access to a recreational facility can all affect one's chances for sport participation.

CULTURAL BARRIERS

Women who choose to participate and get involved in sporting careers are stigmatized by the society as not choosing a recognized and profitable career. The demands placed on women hinder their involvementin exercise. All women face pervasive and invasive messages about how women'sbodies should look move, answer developand they face rigid social

definitions of attractiveness. Sex rolestereotypification strongly influences Womens'participationor non-participation in sports or Physical Activity .In the US, inequities in sport participationare also prevalent between different ethnic groups. Specifically, low percentagesof minority boys and girls play sports. Thecultural and religious expectations placed on individualswithin different ethnic groupsinfluences the opportunities to engage in certaintypes of sports, if participation is allowed at all.Women in particular have struggled for accept ancient the world of sports because of theexpectations and ideologies found in different culturesand religions. Some cultural barriers arelinked to stereotypes related to appropriate behaviour for women. For example, within some Native American Indian cultures, sport may not "fitwith the identity" of women and may elicitsocial stigmas for those who do exercise. Other cultural barriers stem fromracist ideals that some societies hold. For example, many Black South African women avoid physical activity because women seen exercising often viewed as "wasting time" or "wantingto be white". Additionally,women in this culture may be fearful of losing weight because they fear they will be accused "of being HIV positive". Muslim women insome countries face significant challenges when itcomes to sport participation because of religious traditions and norms specifically revolving around dress code. It is important to point out that many of these barriers are often cultural rather than religious in nature as Muslim women in countries such as Turkey may not have to face these same barriers. Recent events, however, indicate that some of the sculptural barriers are easing. For example, a new initiative being introduced in the Persian Gulf, a society that has traditionally restricted girls' and women's sport participation is opening up sport opportunities in basketball, table tennis, and athletics for girls and women. Lack of time largely because of family responsibilities is responsible for low Physical Exercise participation rates of women.

SOCIAL BARRIERS

Social factors such as social supportare significant correlate of exercise behaviour. social limitations to women's involvement in physical activity include lack of social support, role conflict, lack of equal opportunities and limited role models. The social influences of family and friends are a huge indicator of whether a girl will be active in sports . Thus, if her family and friends do not participate in or value playing sports, neither will she. conducted a research and found that sexual violence against women such as sexual harassment is a limitation to their initiating and maintaining physical exercise/ sports program. Lack of support from parents, husbands, siblings, friends, peers and social institutions constitute serious limitations to females' exercise behaviour. The women are more likely to participate when there's a role model. Also adequate and equal media coverage is not given to females who participate in sports compared to their male counterparts.

PSYCHOLOGICAL BARRIERS

Women's participation in physical activity/sports includes lack of time due to work, health reasons, and lack of energy, motivation or need. Self defeat, anxiety and mistrust is a barrier to women's involvement in physical activity. Psychological limitations to a woman's participation in exercise include role conflict, low self esteem, or absence of role models. The Women's Sports Foundation indicates that girls are often faced with a lack of positive role models, fewer opportunities, and a watered down quality of sports available to them. Additionally, many women have low self-efficacy and confidence when it comes to sport participation, worrying they will be inept in the activity and create embarrassment.

SPECIFIC BARRIERS FOR WOMEN

For young girls attempting to pursue a life filled with playing sports, significant road blocks may limit what they are able to do .If a girl can overcome these obstacles, she still faces hurdles regarding her chances of continuing to play sports. After high school, physical activity decreases by almost 50% among females. Women often feel that even though it is acceptable for them to engage in sports, it is difficult to juggle this desire while still fulfilling their expected social roles. Specifically, as women face significant transitions such as beginning college, starting a job, getting married, or having a child, they often feel it is impossible to play sports and perform in their new responsibility. Feelings of guilt and in adequacy for taking time for her have also been found to reduce the likelihood of a woman engaging in sports.

Another common barrier women face is fear of social evaluation. Young girls, college females, and adult women all have indicated anxieties related to social evaluation within sport. These feared assessments include the stigma of sports being masculine, comparing herself to others, the fear of being gazed at by a male , and anxiety about the type of clothing that is expected to be worn.

Achievement Motivation Theory

Mankind has always been motivated for achievement in school, in business life or in any situation during his or her life, because the need for success or positive emotions that arise after being successful are indispensable for human beings. Achievement motivation is one of the most important issues in the studies related to motivation in the sport environment. Achievement Motivation Theory, which is a frequently used motivation theory in the field of sports and exercise psychology, started with Murrayand was developed by McClelland, While Murray describes the achievement motivation as an attempt to accomplish a task, overcome obstacles and perform better than others, Gill defined it as resisting failure, striving to achieve a task and searching for

ambiguous situations. Cox describes the achievement motivation for the sports environment as "the tendency of the athletes to approach and avoid the competition". In general terms, achievement motivation is evaluated as the motivation of the athlete to continue to work, to maintain duty in failure and to have pride in achievement.

BASIC ASSUMPTIONS

The major concern of this study is to determine what influence Socio cultural factors have on the participation of women in sports. On the basis of available research evidence, the following assumptions were made for the purpose of this study:

1. Socio-cultural factors have an influence on the participation of women in sports.

2. The attitudes of some parents and society at large, have impacts on women's participation in sports.

3. Society is ignorant of the importance of sports participation to women.

4. Females become manly when they engage in sports

STATEMENT OF PROBLEM

Women participation in sports has been a controversial issue all over the world and Nigeria is not an exception. Involvement in sports has taken a new turn in which those who engaged in sports have various reasons for participation. In the olden days, the reasons for participation in sports was for the sole purpose of survival but in the world today, those who engage in sports have various intrinsic and extrinsic motivation such as financial, satisfaction, social,

psychological, and fulfilment. Although, there are no laws, which stated that women should not engage in sporting activities but there are societal expectations, which hinder them from doing so. These societal beliefs are strong to prevent women from venturing into areas believed to be for men only. Previous researchers have observed that women are poorly represented in sports as players, coaches, advisers and as team administrators. The under-representation of women in sports remains an issue of national concern.

OBJECTIVES OF THE STUDY:

The main objective of this study is to examine the socio-cultural factors influencing women participation in sports in Taruvai Stadium in Thoothukudi District. Specifically this study aims at ascertaining if:

The study has the following objectives:

1. To know the personal achievements of women sport persons.

2. To study the motivational factors associated with developing interest in sports.

3. To analyze the barriers responsible for discouraging women in sports

4. To know the Socio-Cultural factors affecting the respondents

5. Family background is a factor influencing women participation in sports.

6. To know about the healthy relationship between the trainer and the respondents.

Chapter II

Review of Literature

Mumtaz and Shaheed 1987 Islam has a far more effective influence on most aspects of life in Pakistan than in many other Islamic countries (Wilber 1964). In Pakistan, many religious scholars do not encouragedoes not condemn such activities, as long as women are in proper attire and there is nointermingling of the sexes.

Moghissi 1999 rightly said that changein such values can only occur outside of the religious framework. As far as Christianity is concerned, according to Fitzgibbons it is believed in Catholicism that excessive participation in sports can cause some loss in family relations. Participation in such activities damages Catholic marriedlife and disturbs the family's personal time and combined activities.

Peiser 2000 Religion has a strong influence on various aspects of the culture of any society. As far as hindrances created by religion and culture in sporting activities areconcerned, history tells us Islam has more objections to the way sport is designed than otherreligions. Islam has very specific beliefs about the clothing that must be worn by women whenthey may be seen by men and avoids the intermingling of sexes.

Di-Capua 2005 concluded that because of intermingling of sexes and un-Islamic dressing for sport, Muslim scholars not only dislike the way Muslim females participate in such activities butthey also strongly condemn their participation.

Dagkas and Benn 2006 Previous studies on elite constraints to participation in female sport mapped hindrances of female students in sports participation

Shores et al. 2007 Somefactors given below from previous literature have a stronger influence on female students' participation in sport. However, some studies identified that level of income is above all other constraints on female sports participation, as it plays a more important role in participation ofindividuals in sporting activities than age, gender, educational level and race persons in society.

Connell 2007 In addition, a structure of society with inequalities in gender and education is a very disturbingphenomenon for females Research shows that parents prefer to spend money ontheir son rather than their daughter. Twice as much money is spent on male athletes compared totheir female counterparts have studied constraintto participation in sporting activities from a gender perspective.

Alan andBairner 2007 Economic status and power have a huge influence on the objectives and aims of sport organisations in society Rich resources are required to train any level of player (national or international).

Ellin 2008 Some athletes may be able to receive sponsorship fortraining if they are lucky enough; others pay for it personally Financial problems are mostly responsible for the lack of participation in sport, especially by women. On the other hand, people may believe that religion and culture have no effect on sport or theeffect has reduced, but it is certain throughout history that religion has had considerable influence on sporting activities. It impacts the way sports are organised and seeks to diminish them, especially women's sports.

Jones and Brooks, 2008 Relative to sport management curricula, the women's sports context has to date been erased, ignored or omitted from course content in our field. Women are severely underrepresented in sport management programs with 40% of institutions offering a sport management degree reporting a female student population of 20% or less.

Kara and Demirci 2010 Constraints to women's participation have been identified in previous studies such as: a lack ofknowledge, a lack of time, overcrowding, family problems, lack of money and companions, andlong distances to activity areas, to be the most significant constraints.

Scott and Mowen ,Stanis et al. 2010. Shaw concluded that gender differences in all aspects like work and other leisure activities, lack of energy and lack of time are the main constraints which are hindering female participation in sport. As Kara and Demirci (2010) and Scott and Munson (1994) observed in their studies, people with high incomes participated in sporting activities more frequently than those with low incomes. Sport has its specific socio-economic position, and it is controlled by renowned.

Bilichenko in the year 2011 conducted the study on "Peculiarities of Students' Motivation to the Physical Education" The problem of motivation is considered to employments by physical exercises for student young people. The analysis of the last publications is conducted on issue of gender psychology, the gender features of display of motivation are investigational to employments by physical education and sport for youths and girls which are taught in an university. There are data of the questionnaire questioning of students of 1st courses of technical specialties. Substantial differences are certain in the motivational sphere of youths and girls.

Hanley 2013 For instance: some sports' dress codes contradict religions belief; this is the reason only three women from Muslim countries participated in events at the 2012 Olympics In Pakistan, Islam is widespread, tothe extent that Pakistan was declared an Islamic Republic in the 1956 constitution.

Harris et al. 2014examined female sport management students' perceptions toward their sport management degree and queried them about the sport management educational environment. Participants indicated experiencing negative feedback relative to their degree choice from parents, family members, friends, and college peers studying other majors. They also reported perceptions of a "chilly climate" in the program, detailing negative experiences that they believed were the result of their underrepresentation.

Milochet al. (2005), sportswomen are ignored most of the time in the mass media; this is one reason why women's sport is promoted less than men's. Televised sport coverage of sportswomen has been going downward since 2004. In 2009, only 1.4% of ESPN'S news and reports are related to female sport, while, on other networks, only 1.6% of reports covered female sport

Coakley and Pike 2014.many Muslims think that sport is Haram (forbidden) for women andgirls. Dagkas and Benn reported that mixed gender sporting activities, religious and cultural constraints, dress codes for playing, limited resources and the general attitude of local peopletowards women's sport were some other basic constraints to participation in sporting activities for women.

Fitzgibbons 2015 In manycases, an individual's culture and/or religious beliefs can affect the sporting activities they mayparticipate in regularly, for example, in rugby, a drinking culture is very common so, non-drinkers may avoid joining

most female Muslims keep their bodies fully covered (which most sports events do not allow); Ramadan (at the time of fasting, it is hard to participate in sports); racism (due to bad experiences, minorities may not participate in sporting activities). Religion also may influence people's participation in certain sporting activities.

Cooky et al., 2015 While women's sport research has undoubtedly progressed, only a few token statistics have broken through into mainstream conversation and informed industry decision-making over the past decade. Arguably the most popular academic reference in women's sport refers to research that has tracked media coverage inequities. The oft-cited 4% statistic refers to the percentage of coverage afforded to women's sport in sports media. It is regularly used to provide context in industry conversations and simultaneously exists as the most viewed, downloaded, and cited statistic in the Communication and Sport academic journal.

Fink 2015 provided a thorough review highlighting the broad scope of research dedicated to the media coverage, marketing, and promotion of female athletes, and women's sports.

Lee et al. 2015. Ernst and Young's sticky stat that 94% of women in C-suite offices played sport has also been widely shared Deloitte made headlines with their forecast that women's sports were on track to become a billion-dollar industry.

Bruce 2016 synthesized four decades of research on media representations of women's sports. Together, these reviews underscore the progress in scholarship dedicated specifically to women's sport.

LaVoi, et al., 2016 Scholars have commonly shared and challenged the same linear storylines about women's sport for decades—comparing women's sports to men's sports, relating pre-Title IX to current day, highlighting the gendered participation gap and resource disparities, noting the decline and stagnation of women in sport leadership positions, documenting the dismal and marginalized media coverage, and detailing a perceived lack of fan interest.

Wedell-Wedellsborg 2020suggested the process of reframing can be a helpful strategy to solve difficult, complex problems. His framework encourages problem solvers to look outside of traditional frames, re-think their goals, examine bright spots, and then look in the mirror to let go of past assumptions and narratives, which ensures outside perspectives are taken into account. The goal of this framework is to maintain momentum and move forward. As we consider our academic expertise, it's critical to remember that we tend to frame problems that match our preferred solutions.

Leberman et al., 2020 What sets this work apart? The research offers "sticky stats" that can be easily distilled for industry amplification while also serving to effectively quantify the vast inequities in women's sport media. Sticky stats are typically publicly available (as opposed to being behind a paywall) and they can be easily visualized and shared, which means they can simplify the translation of academic work and increase reach and traction. What's more, sticky stats are often startling.

Wedell-Wedellsborg, 2020 We can and should do more to fix the gender imbalance within our own discipline. We must be more attuned to our internal

and external self-awareness as academics and work toward overcoming our blind spots

Grant 2021noted recently the art of reconsidering has never been more critical. Accelerated change is evidenced in a number of fields by the global COVID-19 pandemic, causing us all to doubt previous practices and re-imagine new possibilities. While momentum for gender equity in sport was building prior to COVID-19.

Bowes et al., 2021 the forced pause necessitated by the pandemic inarguably served as a pivot point for women's sports, showcasing its great potential for growth.

Carp, 2021sticky stats have started to make for great headlines. Journalists seem to be drawn to flashy viewership numbers, social media engagement records and social activism. For example, several outlets reported on the fact that the WNBA's viewership was up 74% after just five games in the 2021 season.

Irelan, 2021 It was also widely reported that NWSL teams received a league-high 12 million Twitter impressions during the 2021 Challenge Cup tournament, and Naomi Osaka's tweet focused on engaging conversation around mental health ahead of the French Open was not only lauded around the world, it was also noted for generating more than 41 million impressions across Twitter and Instagram.

Chapter III
Concept and Methodology

INFLUENCE

Refers to the impact that the socio-culturalfactors have on the behaviour andresponses of the society to sports. The changes oreffects caused by these factors, as apply to participation of women in sports.

PARTICIPATION

This refers to how women partakeinsports and sporting activities. How theyengage or are involved in the performance, playing, spectating and officiating of sports.

SOCIO CULTURAL FACTORS

Sociocultural factors implythose set of beliefs, morals, values and normsthat affect the lifestyle, culture and practices ofthe people and how these women's participationin sports.

SPORTS

A sport in this study refer to all forms of physical activities, but is more inclined to those performed in competitive or team form.

WOMEN

Women as seen in this study refer to the generalfemale group, from girls to older andmature women. Its cuts across all age groups.

WOMENPARTICIPATION

Is conceived as the process and an outcome related to women's engagement in political and economic institution by participating in bureaucracies, policy-making bodies, and representative organization. Learn more in: Women's participation and Equal Opportunities for leadership in Tanzania

CULTURAL BELIEFS

Cultural beliefs are beliefs that are learned and shared across groups of people. Because the amount of information in a culture is too large for any one individual to master, individuals know different subsets of the cultural knowledge and thus can vary in their cultural competence

FAMILY BACKGROUND

Your background is the kind of family you come from and the kind of education you have had. It can also refer to such things as your social and racial origins, your financial status, or the type of work experience that you have

SYMPOSIUM

A meeting or conference for the discussion of some subject, especially a meeting at which several speakers talk on or discuss a topic before an audience.A collection of opinions expressed or articles contributed by several persons on a given subject or topican account of a discussion meeting or of the conversation at it.

.PHYSICAL ACTIVITIES

Physical activity is defined as any voluntary bodily movement product by skeletal muscles that require energy expenditure. Physical activity encompasses all activities at any intensity performed during anytime of the day or night. It includes both exercise and incidental activity integrated into daily routine.

PHYSICAL EDUCATION

Physical education, often abbreviated to physical education or PE., the is a subject taught in schools around the world. It is usually taught during primary

and secondary education and encourages psychomotor learning by using a play and movement exploration setting to promote health and physical fitness.

PHYSICAL FITNESS

Physical fitness is a state of health and well- being and more specifically the ability to perform aspects of sports occupation and daily activities physical fitness is generally achieved through proper nutrition mode rate vigorous physical exercise and sufficient rest along with a formal recovery plan.

SOCIAL CULTURAL FACTORS

Socio-cultural factors are the larger scale forceps within cultures and societies that affect the thoughts, feelings and behaviours. Such factors include; attitudes, sexuality and child practices

SPORTS

Female participation in sports continuous to alongside the opportunity for involvement and the value of sports for child development and physical fitness despite increases in female participation during the last three decades a gap persist in the environment figures between male and female players in sports- related teams.

Methodology

The research method adopted for the study is descriptive research design. The research population comprised female undergraduate students of Taruvai Stadium. The halls of residence were considered appropriate for easy accessibility and to obtain honest and spontaneous responses from the respondents. One hundred and fifteen students were sampled using random sampling technique. Data were collected using a researcher's made

questionnaire titled socio-cultural factors influencing female participation in sports (SIFPS). The forms were distributed to the respondents with the support of Students Affairs in Taruvai Stadium.

Collection of data

The study has made use of primary and secondary data. The required data has collected from the Thoothukudi Taruvai Stadium by making use of the random sampling method. This study follows questionnaire to have the actual information regarding women Participations in sports. The collected information have complied, tabulated, and tested with the statistical tools. Secondary data collected from Magazines, Journals, Library books, Article, and Websites.

Sample Size

For the present study from Taruvai Stadium ground 115 sample respondents totally selected by using simple random sampling method. The data was collected by personal interview using structured questionnaire.

Tools for Analysis

Based on the nature of data and relevance of information required, statistical tools like percentage, bar diagrams and averages were used for the analysis of data.

Period of the study

This study takes active period from January 2022 to May 2022.

Limitations of the study area

The study investigated the socio-cultural influence of women participation in sports using Taruvai Stadium. The independent variables are sports physiological makeup, cultural beliefs, social factors, religious factors and family background while the dependent variable is women participation.

SIGNIFICANCE OF THE STUDY

This study will create awareness of the socio-cultural influence of women participation in sports. Hopefully this will help the government plan for the improvement of women participation in sports. This study will contain useful information, which will help sports club to be aware of the various socio-cultural barriers influencing women's participation in sports and to put adequate measures that will help in nurturing women interest in sports.Furthermore, it is hoped that this study will be use to athletes in changing their negative attitudes as regarding religious belief and family background discriminating women's participation in sports. It will be useful to sports spectators and coaches in acknowledging the socio-cultural barriers relating to women's participation in sports while helping them to eliminate the possible implication of this incidence in sports.

CHAPTER - IV

PROFILE OF THE STUDY AREA

This section provides a glimpse of the physical features, agro – climatic conditions, demographic features and infrastructural set up of the Thoothukudi district

PROFILE OF THOOTHUKUDI

The etymology of the word "Thoothukudi" can be traced back to the period when the locals used to tap drinking water by digging small ponds (Thoothu in Tamil). Thoothukudi, meaning to dig and drink, later came to be known as Thoothukudi. The district has a long and an illustrious history dating back to the pandyan era. In the tenth century A.D. The region was conquered by the cholas and re-conquered by the Pandyan kings. Subsequently, Thoothukudi was ruled by Madurai Nayaks, the English. The English ruled Thoothukudi, which was a part of Tirunelveli District, till India's Independence.

Thoothukudi district was carved out of the erstwhile Tirunelveli district on October 20, 1986. Thoothukudi was a major natural pearl fishing centre till last century. It has one of the oldest ports in the world. The lighthouse built in 1842 marked the beginning of Thoothukudi harbor development. India independence struggle has strong links with Thoothukudi. Notable freedom fighters like Subramanian Bharathi, V.O. Chidambaram Pillai, Vanchinathan and VeerapandiaKattabomman hailed from Thoothukudi. The district has also been the headquarters of prominent missionaries like G.U. Pope, Veeramamunivar and Caldwell, who besides their missionary work, also contributed to the development of Tamil language and literature. Thoothukudi was established as a Municipality in 1866 and on August 5, 2008 attained the status of corporation after 142 years.

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, palmyrahfibers, dry fish, country drugs etc to neighboring countries and for import of coal, cotton, copra, pulses, and grains. The minor port of the Thoothukudi

handled the distinction of being intermediate port handling the highest traffic tonnage of over 1 million per annum.

Location & Geographical Area:

Thoothukudi District is located in extreme southern Parts of Tamil Nadu and it was carved out of Tirunelveli District on 20th October 1986. The district is located lies between 0.8 and 45 of the northern latitude and 78 and 11 of the eastern longitudes. The district is roughly triangular in shape and is bounded by Virudhunagar and Ramanathapuram districts in the north Gulf of Mannar in the east and Tirunelveli district in south and west. The total geographical area of the district is 4621 sq-kms and constituting about 3.5 percent of the state. It has coastal line of 121 kms. The total geographical area of the district is 4,63,601 Ha. RiverThamirabarani basses through the district. The major basin is Thamirabarani.

Administrative divisions:

Thoothukudi District is divided into three revenue divisions and eight taluks. There are 41 revenue firkas and 480 revenue villages.

Revenue Divisions	Taluks	Number of Revenue Villages
Thoothukudi	Thoothukudi	33
	Srivaikundam	69
Kovipatti	Kovilpatti	37
	Ottapidaram	56
	Ettayapuram	56
	Vilathikulam	89

	Kayathar	57
Tiruchendur	Tiruchendur	58
	Sathankulam	25
03	**09**	**480**

The district is divided into 12 blocks for rural and urban development. The 12 blocks are:

- Tuticorin,

- Thiruchendur,

- Udangudi,

- Sathankulam,

- Sirvalikundam,

- Alwarthirunagari,

- Karunkulam,

- Ottapidaram,

- Kovilpatti,

- Kayathar,

- Vilathikulam, and

- Pudur.

The district has on corporation, Thoothukudi, two municipalities, Kayalpattinam and Kovilpatti, 19 town Panchayat, and 403 Panchayat villages.

Population:

As per 2011 census the total population of the District is 17, 38,376 (Male- 8, 58,890, Female – 8, 79,457, others-29). Rural population of the district is 8, 67,122 and Urban population is 8, 71,254. The district with population density of 338 sq.km is thickly populated thus making it more vulnerable to various disasters.

	As per 1991 census	As per 2001 census	As per 2011 census
Total population	1455920	1565743	1738376
Male population	709760	764087	858890
Female population	746160	801656	879457
Others	-	-	29
Rural population	856229	903811	867122
Urban population	599691	661932	871254

Literates:

Total literates: 1356564(86.52%)

- Males (%): 706087(91.42%)

- Females (%): 650477(81.77%)

5. Climate:

The districts which situate on the east coast have the typical climate with high humidity and relatively lower to moderate temperatures throughout the year. The rainfall occurs mostly in the months of October, November and December. During the period from October to January the climate remains relatively cooler. From February, the early summer sets in and the months of April, May, June, July and August are hot months.

6. Rainfall:

The district depends upon both monsoons for its rain. In the coastal region rainfall during the North East Monsoon is heavy and in the interior region it is lighter.

- **Details of Average rainfall:**

Details	2015 Average	2016 Average	2017 Average
Normal Rainfall of the District	662.2mm	662.2mm	662.2mm
Average Annual Rainfall of the District	804.6mm	212.03mm	
North East monsoon (October to December)	616.25mm	150.55mm	
South West monsoon (June to September)	60.79mm	21.19mm	104.61mm
Summer (March to May)	115.87mm	35.71mm	31.33mm
Winter(Jan, Feb)	11.15mm	4.59mm	18.37mm

Comparison of month wise Average Rainfall:

Month	Normal in (mm)	2015 in (mm)	2016 in (mm)	2017 in (mm)
January	38.9	2.48	Nil	18.32
February				

March				
April				
May				
June				
July				

- **Crops**

The chief Agricultural crops of the district are paddy, cumbu, Black gram, Green gram, chillies, and banana. The chief non – agricultural crops are chenna and cotton.

- Total Cultivated Area (Hec)　　　 : 2,11,486

- Net Area Sown (Hec.)　　　　 : 1,99,993

- **Natural resources**

There is only one main river Thamirabarani flowing in the District from west to eastern direction. Thamirabarani River is the main source of irrigation in the district.

The Details of the dams in Thoothukudi district are as follows:

Sl.No	Name of Anicut	Height of Dam	Taluk
1.	MaruthurAnicut	8 Feet	Srivaikuntam
2.	SrivaikuntamAnicut	8 Feet	Srivaikuntam

The PWD system tanks are the prime source ofirrigation in the district. Apart from these 403 tanks under the maintenance of Panchayat Unions are used for other irrigation source.
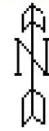
Profile of the Study Area:

Kootudankadu is a village in Thoothukudi block in Tuticorin district of Tamil Nadu state, India. It is located 1km towards west from district head quarters Thoothukudi. 617 km from state capital Chennai.Kootudankadu is surrounded by Tuticorin block towards south, Srivaikundam block towards south, Ottapidaram block towards west, Tiruchendur block towards south. Thoothukudi, Tiruchendur, Tirunelveli, Sattur are the nearby cities to Kootudankadu. It is near to Bay of Bengal. There is a chance of humidity in the weather.
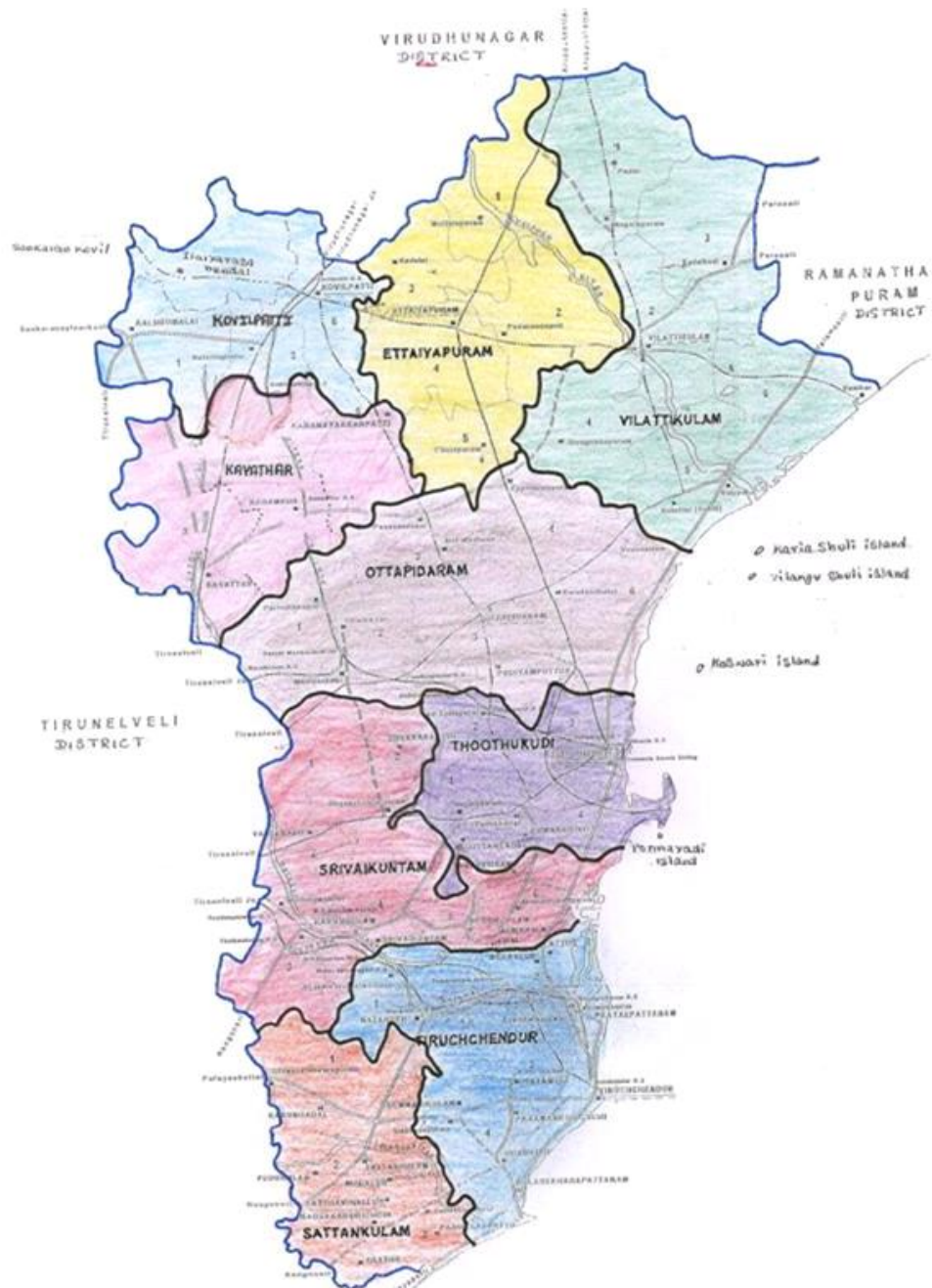
Tuticorin District Blocks

5 0 25 km

Pudur

Kovilpatti

Vilattikulam

Kayattar

Ottappidaram

Karunkulam

Tuticorin

Srivaikuntam

Alwarthirunagari

Tiruchendur

Udangudi

Sattankulam

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Thoothukudi District - Taluks

Chapter – IV

Data Analysis
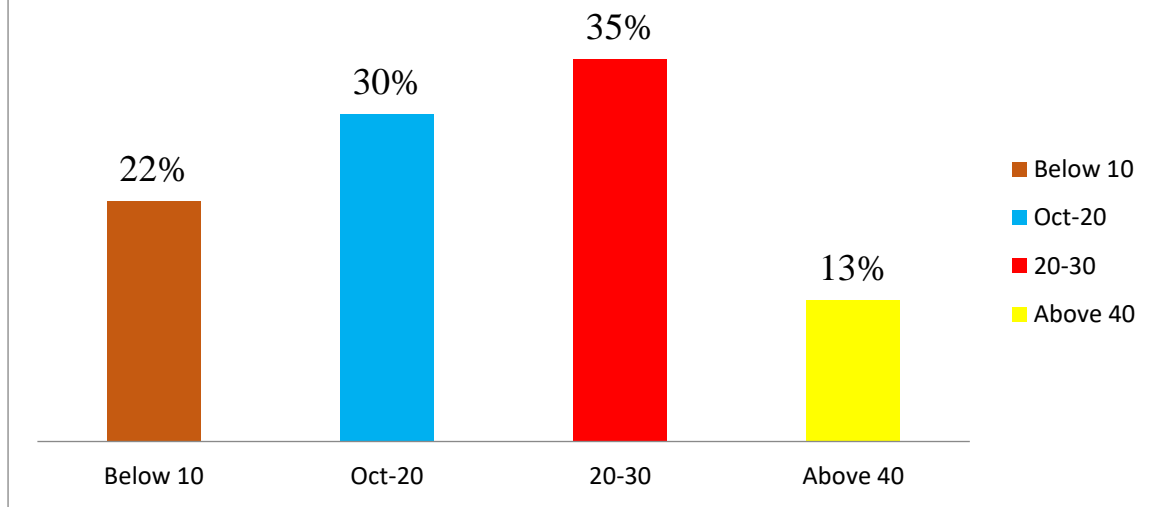
Table: 1

Age Wise Analysis of Respondents

Sl.No	Age	No. of Respondents	Percentage (%)
1	Below 10	25	22
2	10-20	35	30
3	20-30	40	35
4	Above 40	15	13
	Total	**115**	**100**

Source: Primary data

This table shows that age composition of the respondents. Out of 115 respondents 22% of them belong to the age group below 10 years, 30% of them belong to the age group 10-20 years, 35% of them belong to the age group of 20-30 years, 13% of the respondents of the respondents belong to the age group of above 40 respectively.

Age Wise Analysis of Respondents

22%   30%   35%   13%

Below 10   Oct-20   20-30   Above 40

Legend:
- Below 10
- Oct-20
- 20-30
- Above 40

Table: 2

Educational Qualifications

Sl.No	Educational Qualifications	No. of Respondents	Percentage (%)
1	Primary school	25	22
2	Secondary School	37	32
3	College	53	46
	Total	**115**	**100**

Sources: Primary data

This table clear that Educational qualifications of the respondents.22% of the respondents are Primary School, 32% of the respondents are secondary school, and 46% of the respondents are college level respectively.
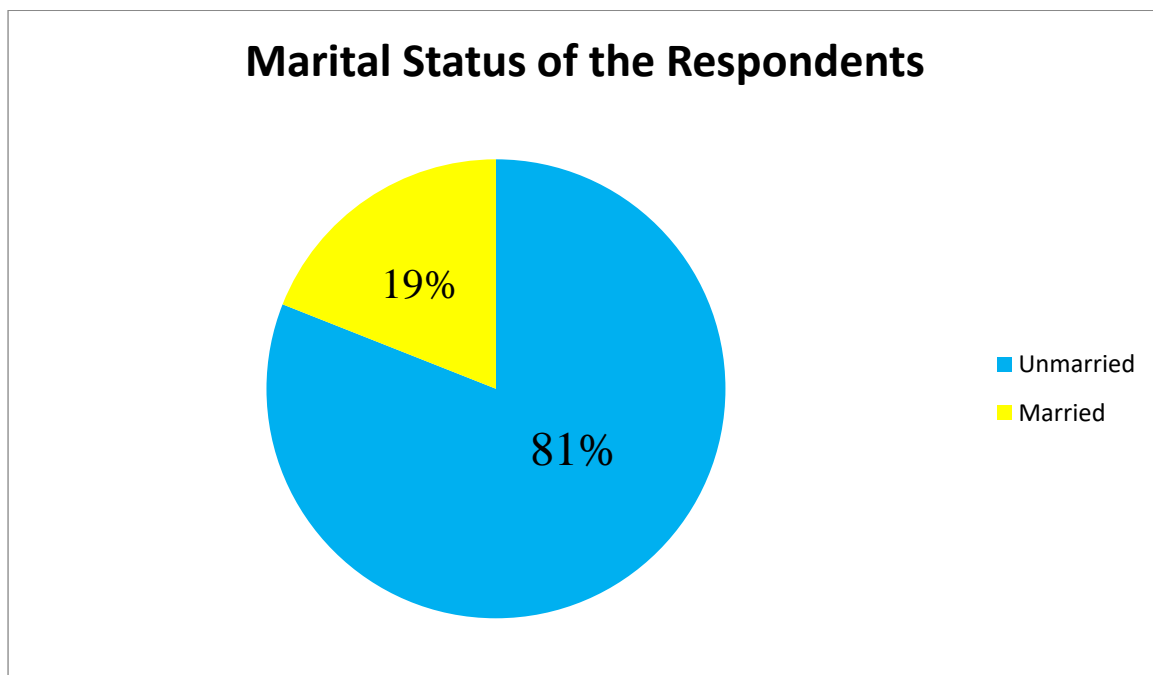

Educational Qualifications
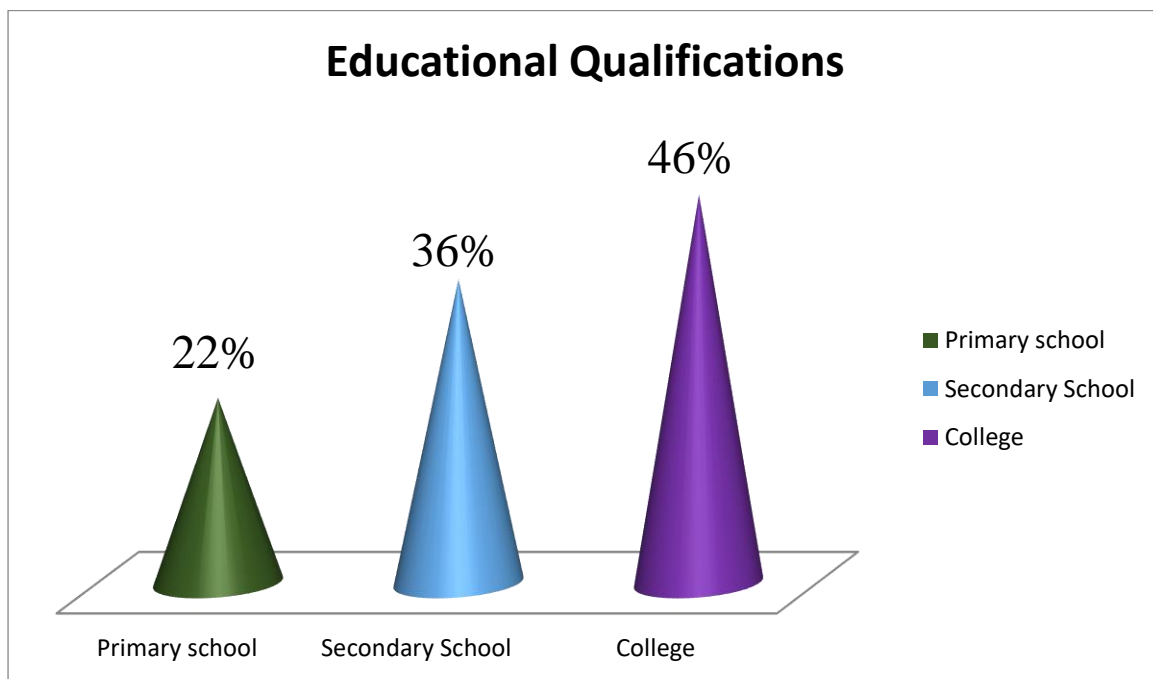
Table: 3

Marital Status of the Respondents

Sl.No	Marital Status	No. of Respondents	Percentage (%)
1	Unmarried	93	81
2	Married	22	19
		115	100

Sources: Primary data

This table explain that 81% of the respondents are unmarried and 19% of the respondents are married respectively.
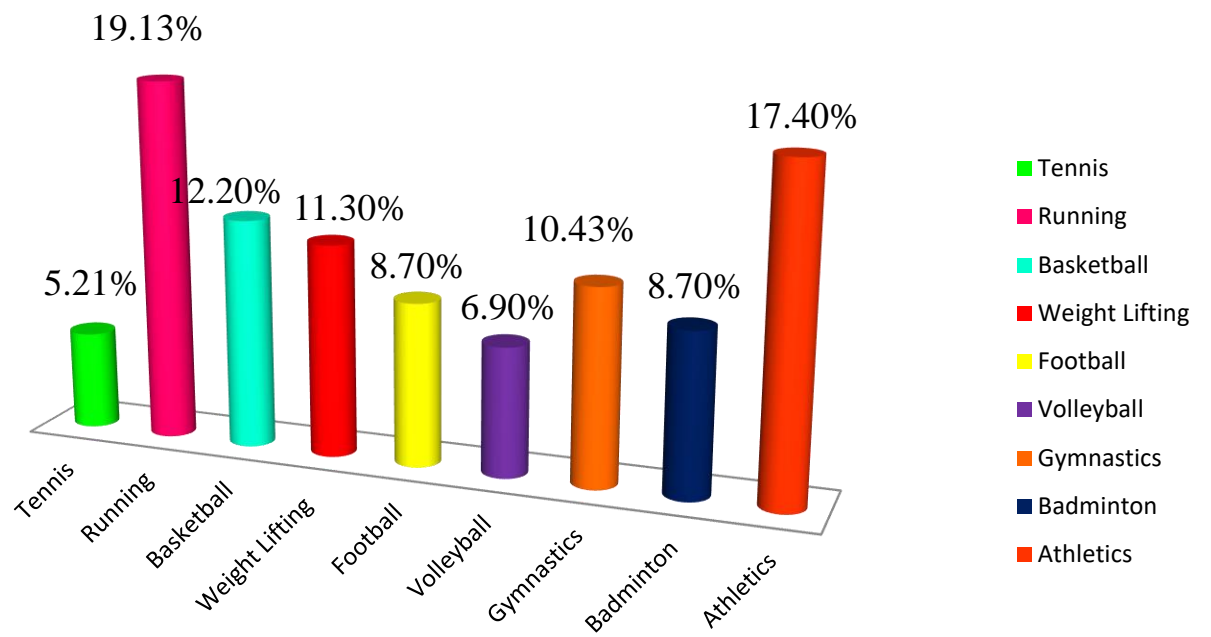

Marital Status of the Respondents

Table: 4

Personal achievements of women

Sl.No	Personal achievements	No. of Respondents	Percentage (%)
1	Tennis	6	5.21
2	Running	22	19.13
3	Basketball	14	12.2
4	Weight Lifting	13	11.30
5	Football	10	8.7
6	Volleyball	8	6.9
7	Gymnastics	12	10.43
8	Badminton	10	8.7
9	Athletics	20	17.4
	Total	**115**	**100**

Sources: Primary data

This table revels that majority 19.13 % of the sample respondents to achieved in running, and 17.4% of the sample respondents to achieved in Athletics, 12.2% of the sample respondents to achieved in Basketball, 11.30% of the sample respondents to achieved in Weight Lifting, 10.43% of the sample respondents to achieved in Gymnastics, 8.7% of the sample respondents to achieved in both Football and Badminton, 6.9% of the sample respondents to achieved in Volleyball and 5.21% of the sample respondents to achieved in Tennis respectively.

Personal achievements of women

- Tennis — 5.21%
- Running — 19.13%
- Basketball — 12.20%
- Weight Lifting — 11.30%
- Football — 8.70%
- Volleyball — 6.90%
- Gymnastics — 10.43%
- Badminton — 8.70%
- Athletics — 17.40%

Table: 5

Motivational factors associated with developing interest in sports

Sl.No	Motivational factors	SA	A	UN	SD	D
1.	achievement	54(45%)	46(40%)	2(2%)	2(2%)	11(9%)
2.	teamwork	83(72%)	24(21%)	2(2%)	4(3%)	2(2%)
3.	energy release	54(47%)	45(39%)	10(9%)	4(3%)	2(2%)
4.	fitness team	50(43%)	45(39%)	7(6%)	8(7%)	5(4%)
5.	situational factors team	30(26%)	31(27%)	10(9%)	21(18%)	23(20%)
6.	skill development team	19(16%)	20(17%)	15(13%)	30(26%)	31(27%)
7.	friendship team	50(43%)	30(26%)	10(9%)	15(13%)	10(9%)

Source: Primary data

This table shows that motivational factors associated with developing interest in sports. Majority of the respondents to strongly agree with all motivational factors. It gives to develop and interest in their sports activities. Because every motivational factors to rise their emotions. The components of sport participation motivation are teamwork, fun, fitness, situational factors, skill development, friendship, energy release, and achievement respectively.

Table: 6

Socio- cultural factors that affect Women's Participation

Sl.No	Statement	SA	A	UN	SD	D
1.	It is culturally inappropriate for women to participate in sports	28(24%)	24(21%)	20(17%)	21(18%)	22(19%)
2.	Sports participation exposes women to infertility	11(9%)	16(14%)	25(22%)	28(24%)	35(30%)
3.	Women who are single may participate in sporting activities	23(20%)	15(13%)	40(35%)	26(23%)	11(9%)
4.	Married women may participate in sporting activities	23(20%)	22(19%)	25(22%)	19(16%)	26(23%)
5.	For religious reasons	21(18%)	29(25%)	30(26%)	17(15%)	18(16%)
6.	Due to social	28(24%)	18(16%)	21(18%)	16(14%)	32(28%)

	norms				
7.	To affect the gender roles	22(19%)	31(27%)	18(16%)	27(23%)	17(15%)

Sources: Primary data

Sought to identify the Socio- cultural factors that affect Women's Participation in sports

Table: 7

Attitudes of females towards sports Participation

Sl.No	Statement	SA	A	UN	SD	D
1	It is dangerous	10(9%)	25(21%)	21(18%)	39(33%)	20(17%)
2	It will affect their marriage	1(1%)	1(1%)	23(20%)	56(48%)	34(29%)
3	Lack of awareness	34(29%)	29(25%)	18(16%)	16(13%)	18(16%)
4	Lack of facility	45(39%)	30(26%)	18(16%)	8(6%)	14(12%)
5	Lack of trainers	13(11%)	17(14%)	15(13%)	40(34%)	30(26%)
6	Absence of role models	1(1%)	1(1%)	10(8%)	72(62%)	31(26%)

Table: 8

Family – Culture towards sports Participation

S.No	Statement	SA	A	UN	SD	D
1	Family Culture	56(**49%**)	42(**36%**)	11(**9%**)	2(**2%**)	4(**3%**)
2	Neighbourhood feelings	42(**36%**)	35(**30%**)	20(**17%**)	4(**3%**)	14(**12%**)
3	Lack of Trainer	13(**11%**)	17(**14%**)	15(**13%**)	40(**34%**)	30(26%)
4	Lack of Transport	48(**41%**)	37(**32%**)	19(**16%**)	6(**5%**)	5(**4%**)

Table : 9

Family background is a factor influencing women participation in sports

S.No	Statement	SA	A	UN	SD	D
1	Lack of Finance	48(**42%**)	37(**32%**)	24(**21%**)	3(**2%**)	3(**2%**)
2	Gender bias	58(**50%**)	42(**36%**)	9(**7%**)	2(**2%**)	4(**3%**)
3	Motivation of the family Members	26(**22%**)	37(**32%**)	16(**13%**)	15(**13%**)	21(**18%**)
4	Lack of family Knowledge	64(**56%**)	31(27%)	16(**14%**)	1(1%)	3(**2%**)
5	Fixing the marriage at the youngest age	5(**4%**)	11(**9%**)	20(**17%**)	46(**40%**)	33(**28%**)

Table: 10

Healthy relationship between the trainer and the respondents

S.No	Statement	SA	A	UN	SD	D
1	Financial Support	56(49%)	32(28%)	15(13%)	8(7%)	4(3%)
2	Academic Support	82(71%)	15(13%)	8(6%)	4(3%)	6(5%)
3	Gender disparity	75(65%)	25(21%)	10(8%)	2(2%)	3(2%)
4	Good care taker	68(59%)	25(21%)	20(17%)	1(1%)	1(1%)

CHAPTER – VI

FINDINGS AND SUGGESTIONS

1. Majority of the sample respondents belong to the age group of 20-30 (35%).
2. 46% majority of the educational qualification under the College level.
3. 81% of the respondents are unmarried
4. Majority 19.13 % of the sample respondents to achieved in running in Personal achievements.
5. 41% of the respondents are strongly agreeing the Socio- cultural factors.
6. 63% Majority of the sample respondents to disagree the attitudesstatement.
7. Majority of the sample respondents to strongly agree the motivational factors
8. Majority of the sample respondents to strongly agree the family – Culture statement.
9. More than 80% of the sample respondents to strongly agree the all statement about the family background is a factor influencing women participation.
10. Majority of the sample respondents to strongly agree the relationship between the trainer and the respondents.

SUGGESTIONS

1. Government at all levels should create enabling environment for unfettered participation of women in sports and its management.

2. Government should encourage female participation in sport by providing scholarship and other incentives to female athletes who excel in any sporting competition.

3. Mass media should organize enlightenment programme that will eliminate all socio-cultural biases against female participation in sporting activities.

4. Improve sports facilities and equipment in schools so as to enable more participation in sports by both sexes.

5. The socio cultural factors that influence women's participation in sports the family support , social and cultural belief like " excise causes in fertility and gender roles, existing social barriers like "sports beingforthoseinschool",andthatthesesocio-culturalfactors in turn, inhibit the participation of women in sports.

6. Most females engage in sports only within a schoolsystem and afterwards neglect it.

7. Thenegativeattitudesobservedbytheresearcherareas aresultoftheinfluenceandreachofthis socio-cultural factors.They limittheinterestofthefemalesinsports, andmostly make the females ignorant on the benefits ofsports to health.

8. Women to participate will also change over time and factors influencing participation have individual, cultural and social origins.

CONCLUSIONS AND RECOMMENDATIONS

The outcome of this study has identified some of the socio-cultural factors that influence female participation in sports i.e. culture, parent, religion, peer group and gender. The low involvement of women in sports is not due to the lack of interest in sports by women. It is due to the long history of direct and indirect forms of discrimination and stereo-typing as well as many other problems that women have to contend with. Arising from findings of this study, the following are recommended:

• Government at all levels should create enabling environment for unfettered participation of women in sports and its management.

• Government should encourage female participation in sport by providing scholarship and other incentives to female athletes who excel in any sporting competition.

• Mass media should organize enlightenment programme that will eliminate all socio-cultural biases against female participation in sporting activities.

The private organizations and individuals in the society should support the government at all levels to provide and improve sports facilities and equipment in schools so as to enable more participation in sports by both sexes.

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A STUDY ON IMPACT OF ONLINE CLASSES FOR THE SCHOOL CHILDREN IN MAHILCHIPURAM AT THOOTHUKUDI DISTRICT

Project Report Submitted to

ST .MARY"S COLLEGE (Autonomous) Thoothukudi

Affiliated to

ManonmaniamSundaranar University- Tirunelveli

In partial fulfillment of the award of the Degree of
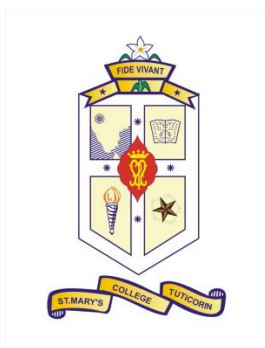
MASTER OF ARTS IN ECONOMICS

Submitted by

P. UMA MAHESWARI

Reg. No.20SPECO6

Under The Supervision and Guidance of

DR. G. SUMATHI, MA., M.Phill.,Ph.D.
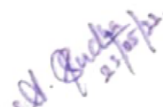

PG DEPARTMENT OF ECONOMICS (SSC)

St.Mary's College (Autonomous) Thoothukudi

MAY 202

CERTIFICATE

This is to certify that the project Work entitled "A STUDY ON IMPACT OF ONLINE CLASSES FOR THE SCHOOL CHILDREN IN MAHILCHIPURAM AT THOOTHUKUDI DISTRICT" Submitted to St.Mary's College (Autonomous) Thoothukudi in partial fulfillment for the awards of the Degree of Master of Arts in Economics is a record of work done during the year 2021-2022 by **P.UMA MAHESWARI (20SPEC06)**

Signature of the Guide

Signature of the HOD

Signature of the Director
Director
Self Supporting Courses
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

Signature of the Principal
Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

Signature of the External Examiner

Dr. A. ANGEL ANILA, Ph.D.,
Assistant Professor,
Department of Economics,
St. John's College
Palayamkottai - 627 002.

DECLARATION

I do here by declare that the project entitled **"A STUDY ON IMPACT OF ONLINE CLASSES FOR THE SCHOOL CHILDREN IN MAHILCHIPURAM AT THOOTHUKUDI DISTRICT"** Submitted for the degree of Master of Arts in Economics is my original work and that not previously formed the basis for award of the Degree.

Station: Thoothukudi

Date: 23/05/2022

P. Uma Maheswari

P.UMA MAHESWARI

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A STUDY ON IMPACT OF ONLINE CLASSES FOR THE SCHOOL CHILDREN IN MAHILCHIPURAM AT THOOTHUKUDI DISTRICT

ABSTRACT:

The covid-19 crisis has forced education systems worldwide to find alternative to face to face instruction. As a result online teaching and learning have been used by teachers and students on an unprecedented scale. Since lockdown either massive or localized may be needed again in the future to respond to new waves of the infection until a vaccine becomes available it is of almost importance for government to identify which policies can maximize the effectiveness of online learning. This policy brief examines the role of students' attitudes towards learning in maximizing the potential of online schooling when regular face to face instruction cannot take place. Since parents and teachers play a fundamental role in supporting students to develop these crucial attitudes particularly in the current situation targeted policy interventions should be designed with the aim of reducing the burden on parents and help teachers and schools make the most of digital learning.

KEY WORDS

Online Classes, Corona virus disease, Online education, Distance education, Online learning,

INTRODUCTION:

Corona virus disease (COVID-19) is firstly identified in Wuhun city, Hubel province, china in December 2019 as a pneumonia origin. Later, the international committee on taxonomy of viruses (ICTV) identifies the causative agent of COVID-19 as a novel corona virus, severe acute respiratory syndrome coronaviirus-2 (SARS-COV-2). COVID-19 outbreak spreads rapidly not only in china, but also worldwide, therefore, the world organization (WHO) has announced it as pandemic on March 12, 2020. The total number of confirmed cases and mortalities are 23,491,520 and 809,970, respectively, in 216 countries as of August 25, 2020.

Several governmental measures have been taken to counteract the risk of disease spreading. These measures include travel restrictions, mandatory quarantines for travelers, social distancing, bans on public gatherings, schools and universities closure, business closures, self-isolation, asking people to work at home, curfews, and lockdown. Authorities in several countries worldwide have declared either lockdown or curfew as a measure to break the fast spread of virus infection. These measures have a negative worldwide effect on the business, education, health, and tourism.

COVID-19 pandemic has affected all levels of the education system. Educational institutions around the world have either temporally closed or implemented localized closures affecting about 1.7 billon of students population worldwide. Many universities around the world either postponed or canceled all campus activities to minimize gatherings and hence decrease the transmission of virus. However, these measures lead to higher economical, medical, and social implications on both undergraduate and postgraduate communities. Due to the suspension of classroom teaching in many colleges and universities, a switch to the online teaching for undergraduate and graduate students becomes effective. This form of learning provides an alternative way to minimize either the contact between students themselves or between the students and lecturers. However, many students have no access to the online teaching due to lack of either the means or the instruments due to economical and digital divide.

Few studies highlighted COVID-19 in relation to educational studies. COVID-19 has a profound impact on medical students, dental medical students, and radiology trainee. Recently, the American Veterinary Medical Association (AVMA) showed that COVID-19 adversely impacted veterinary practices based on a large survey including about 2,000 responses. However, there is no studies investigated the effect of COVID-19 on students in veterinary medical field. Therefore, the current study was conducted to analyze the impact of COVID-19 pandemic on the academic performance of veterinary medical students and researches during the lockdown.

Online education has gained immense popularity among working professionals and students pursuing education. These categories of online learners find immense benefit in the autonomy and flexibility that these courses offer. Online courses can be planned around their schedule which may include full time employment, internships and caring for family. Online learning can also help them take out some quiet time to study.

Distance learning has been around for a long time, even before technology, made it extremely accessible. Traditional schooling is now seeing and increased proliferation of virtual training materials and online courses. Even in a world of tried and tested schooling systems and curricular, the most successful schools are the ones who adapt to the changing times, as well as to the expectation of students, parents and the society. If online education is here to stay, then what are their implications for traditional learning? Instead of focusing on pros and cons, the conversation we should be having today is about leveraging online education to make our education systems more conducive to learning.

FACE-TO-FACE LEARNING:

Face-to-face learning is an instructional method where course content and learning material are taught in person to a group of students. This allows for a live interaction between a learner and an instructor. It is the most traditional type of learning instruction. Learners benefit from a greater level of interaction with their fellow students as well. In face-to-face learning, students are held accountable for their progress at the class's specific meeting date and time. Face-to-face learning ensures a better understanding and recollection of lesson content and gives class members a chance to bond with one another.

Face-to-face learning is essentially a teacher-centered method of education, and tends to vary widely among cultures. Many modern education systems have largely shifted away from traditional face-to-face forms of educational instruction, in favor of individual students' needs.

WEB FACILITATED:

"Course that uses web-based technology to facilitate what is essentially a face-to-face course. May use a course management system (CMS) or web pages to post the syllabus and assignments" (Allan &Seaman, 2003, p6). One to twenty-nine percent of the course is delivered online in web-facilitated environments.

ONLINE LEARNING:

Schools that digitally transform thrive. Create a technology environment that actively engages students and teachers, and delivers personalized digital learning experiences for student success. It begins with a reliable, secure network that supports your smart campus and its evolving needs.

Organizations helps schools succeed and has the experience you need with communications and networking technologies that enable digital transformation and successful 21st century teaching and learning. With an Intelligent Campus, your cloud-based voice and network solutions provide options, built-in security protects digital communications, and high-performance networking and Wi-Fi empowers students and researchers.

ALE EDUCATION SOLUTIONS EMPOWER STUDENT SUCCESS

- Enable the student experience through cognitive communications and pervasive connectivity
- Automate and manage a secure, high performance, predictive network infrastructure
- Provide tools to identify, react, coordinate, and alert during any campus crisis
- Enable learning continuity with efficient, secure remote communications and IT infrastructure

Student centric services support and add value for a complete education journey, from applicant to alumni. Help your students achieve academic success with an integrated, connected experience through personalized learning environments.

A smart campus foundation that gives your education community a flexible, high performance, secure network built on reliable LAN and wireless LAN. This easy to deploy and manage network lowers costs and complexity. Plus, network analytics creates a predictive network infrastructure for an adaptive learning environment.

Campus resiliency, in addition to a secure network, keeps your students and faculty safe through reliable, easy-to-use and cost-effective communications. An ALE network ensures community members and first responders are notified through swift community messaging of any campus crisis for prompt coordination and resolution.

When a crisis occurs that requires students to learn remotely, continuity is made possible through efficient, remote networking and communications infrastructure. Secure, plug-and-play virtual classroom solutions allow your students and teachers to get back to class, no matter the venue or setting.

FREE ONLINE PLATFORMS THAT SUPPORT LIVE-VIDEO COMMUNICATION

There are many live-video communication platforms are available in web, but some of the free online platforms are as listed below which can be used by learners of all categories:

ZOOM

Cloud platform for video and audio conferencing, collaboration, chat and webinars.
GOOGLE MEET

Video calls integrated with other Google's G-Suite tools. Video meeting recordings, Screen sharing, Join calls using Google Calendar

SKYPE

Video and audio calls with talk, chat and collaboration features.

FACEBOOK LIVE

Is a great fit for businesses, influencers, or individuals who are looking to broadcast demos, videos, or showcase their company culture while streaming live, followers on Facebook can comment and chat live, schedule videos ahead of time to gain excitement.

YOUTUBE LIVE

Is a platform for demonstrating a product with live interaction, hosting an educational session to teach audience with screen sharing or using a whiteboard, having features with Location tags and advanced scheduling.

THE CLASSROOM ADVANTAGE:

A school provides structure, support and a system of rewards and penalties to groom its students. Traditional classroom education offers the benefit to face to face interactions with peers which are typically moderated by a teacher. It provides children, especially those in their early developmental years, with a stable environment for social interactions, helping them develop skills like boundary setting, empathy and cooperation. It also allows plenty of room for spontaneity, unlike a virtual learning setup.

ONLINE EDUCATION IN THE CONTEXT OF SCHOOLING:

As students progress to higher classes in school, they seek more autonomy and intellectual freedom. Online learning can help them pursue highly individualized learning programmers, possibly even college level courses. These combined with hands on exercises, real world exploration and thorough assessments can be highly beneficial to their learning progress. They can explore their options by trying out introductory topics from different fields, before committing to a specialization. Online learning platforms can help these students become more independent learners, before they make their way into school. I believe that we must not hold back students from pursuing an online course but instead provide them guidance as they navigate through it.

Mobile apps that provide enhanced learning opportunities for school children have become quite popular as of late. Since mobile phones have already found their way into their hands, these apps are being used to supplement classroom learning. Teachers and parents need to act as anchors and mentors, curetting the kind of educational content students are exposed to, during this tricky phase of exploring the right career to pursue.

ONLINE EDUCATION FOR EDUCATORS:

Online education can also be designed to accommodate a variety of learning styles among students. As educators it is likely that we will have to put in additional efforts to incorporate online learning programmers into curriculums in the most suitable manner.

Online training programmers are helping teachers/educators systems and leadership both independently and with the support of their peers and learn new instructional skills that are relevant to their career. These programmers can help them develop new skills and capabilities in their students with the help of technology and interdisciplinary approaches. As the overlap of the traditional and online modes of education is becoming more and more inevitable we owe it to our students to make their education and careful planning.

THE COVID-19 PANDEMIC HAS CHANGED EDUCATION FOREVER:

While countries are at different points in their Covid-19 infection rates, worldwide there are currently more than 1.2 billion children in186 countries affected by school closure the due to pandemic. In Denmark, children up to the age of 11 are returning to nurseries and schools after initially closing on 12 March but in South Korea students are responding to roll calls from their teacher online.

With this sudden shift away from the classroom in many parts of the glope, some are wondering whether the adoption of online learning will continue to persist post. Pandemic and how such a shift would impact the worldwide education market.

Even before covid-19, there was already high growth and adoption in education technology, with global e-tech investments reaching US$ 18.66 billon in2019 and the overall market for online education projected to reach $ 350 billion by 2015. Whether it in language apps, virtual tutoring, video conferencing tools, or online learning software, there has been a significant surge in usage since covid-19.

HOW IS THE EDUCATION SECTOR RESPONDING TO COVID-19?

In response to significant demand, many online learning platforms are offering free access to their services, including platforms like BYJU'S a Bangalore-based educational technology and online tutoring from founded in2011, which is now the world's most highly valued e-tech company. Since announcing free live classes on its think and learn app, BYJU,S has seen a 200% increase in the number of new students using its product, according to Mrinal Mohit, using the company's chief operating officer.

Tencent classroom, meanwhile, has been used extensively since mid-February after the Chinese government instructed a quarter of a billon full. Time students to resume their studies through online platforms. This resulted in the largest "Online movement" in the history of

education with approximately 730,000, or 81% of k-12 students, attending classes via tencent k-12 online school in Wuhan.

Other companies are bolstering capabilities to provide a one- step shop for teachers and students. For example, Lask, a Singapore- based collaboration suite initially developed by Byte Dance as an internal tool to meet its own exponential growth, began offering teachers and students unlimited video conferencing time, auto-translation capabilities, real-time co-editing of project work and smart calendar scheduling, amongst other features. To do so quickly and in a time of crisis, lark ramped upits global serves infrastructure and engineering capabilities to ensure reliable connectivity.

THE CHALLENGES OF ONLINE LEARNING:

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

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

A CHANGING EDUCATION IMPERATIVE:

It is clear that this pandemic has utterly disrupted an education system that many assert was already losing its relevance. In his book, 21 lessons for the 21st century, scholar YUVAL NOAH HARASI outlines how schools continue to focus on traditional academic skills and rote learning, rather than on skills such as critical thinking and adaptability. Which will be more important for success in the future could the move to online learning be the cataiyst to create a new effective method of educating students? While some worry that the hasty nature of the transition online may have hindered this goal, other plan to make e-learning part of their "new normal" after experiencing the benefits first hands.

THE EFFECT OF ONLINE LEARNING ON YOUR CHILD:

DHRUV'S mother just finished explaining to his teacher that he was unable to attend class yesterday due to issues with internet connectivity. She also tried to convince the teacher to give him an extra day to finish the assignments allotted that day. The teacher understood that, like many of her students, DHRUV too has been struggle to a depth to the new form of learning. As

someone who is always excited about classes, the recent reluctance to attend online classes on DHRUVS part was a cause of concern for his parents and teachers.

Although the newer generation is more internet savy, there are certain limitations of e-learning DHURV was used to studying amongst peers and in a familiar environment that promoted learning. An active student in the classroom, his participation and willingness to answer during class went down when studying online. The lack of one-on-one interaction with his teachers also left him schoolwork.

Most parents with kids are facing the similar issue as DHRUV. The recent pandemic has forced kids to move out of their familiar learning zones like a classroom to a setup that is the stark opposite of what they were to. Most parents and instructors are working hard to ensure that this transition to a new way of learning is as comfortable as possible for the students. Online learning comes with its challenges that can impact the children to a great extent.

ONLINE LEARNING OR E- LEARNING:

Rapid developments in technology have made distance education easy "Most of the terms (for example online learning, open learning, web-based learning, computer mediated learning, blended learning, m-learning,) have in common the ability to use a computer connected to network, that offers the possibility to learn from anywhere, anytime, in any rhythm, with any means". Online learning can be termed as a tool can make the teaching. Learning process more student centered more innovative and even more flexible. Online learning is defined a "Learning experiences in synchronous or asynchronous environments using different devices. (E.g. mobile phones, laptop etc.) With internet access. In these environments, students can be anywhere to learn and interact with instructors and other students". The synchronous learning environment is structured in the sense that students attend live lectures, there are real time interactions between educators and learners and there is a possibility of instant feedback, whereas asynchronous learning environments are not properly structured. In such a learning environment, learning content is not available in the form of live lectures or classes; it is available at different learning systems and forums. Instant feedback and immediate response are not possible under such an

environment. Synchronous learning can provide a lot of opportunities for social interaction. A midst this deadly virus spread such online platforms are needed where

a) Video conferencing with at least 40to 50 students is possible.

b) Discussions with students can be done to keep classes organic.

c) Internet connections are good.

d) Lectures are accessible in mobile phones also and not just laptops.

e) Possibility of watching already recorded lectures.

f) Instant feedback from students can be achieved and assignments can be taken (Brasilia et. al 2020).

ONLINE TEACHING IS NO MORE AN OPTION IT IS A NECESSITY:

The major part of the world is an on quarantine due to the serious outbreak of this global pandemic covid-19 and therefore many cities have turned into phantom cities and universities too. Betwixt all this online teaching and online learning can be termed as the panacea for this crisis. The corona virus has made institutions to go from offline mode to online mode of pedagogy, this crisis make the institutions, which were earlier reluctant to change, to accept modern technology. This catastrophe will show us the lucrative side of online teaching and learning with the help of online teaching modes, we can sermonize a large number of students at any time and in any part of the world. All institutions must scramble different options of online pedagogical approaches and try to use technology more aptly. Many universities around the world have fully digitalized their operations understanding the dire need of this current situations online learning is emerging as a victor quorum amidst this learning is crucial at this stage. Online education in Chinese universities has increased exponential after the covid-19 outbreak. There was an overnight shift of normal classrooms into e-classroom that is educators have shifted their entire pedagogical approach to tackle new market conditions and adopt to the changing situations. During this tough time the concern is not about whether online teaching learning methods can provide quality education it is rather how academic institutions will be able to adopt online learning in such a massive manner.

Resistance to change will not help any educational unit across the world. The will be judged on their pace to adopt to the changes in such a short period and their ability to maintain the quality the reputation of educational units is on stake and under scrutiny. How well they behave and how will they maintain their quality of education amidst this crisis shows their adopting capabilities. The shift from face to face lectures to online classes is the only possible solution. Indeed, academic institutions world not be able to transform all of their school curricula

into and online resource overnight. Distance scale and personalized teaching and learning are the three biggest challenges for online teaching. Innovative solutions by institutions can only help us deal with this pandemic. There is a requirement of a quick shift to online learning mode: therefore, the products by Google can be really useful under such problematic situations they are

a) Gmail

b) Google forms

c) Calendars

d) G- Drive

e) Google jams board and drawing.

f) Google classroom

Open board software (not a Google product helps in recording meeting in the form of files). These tools can successfully be used as an alternative for face to face classes.

PROBLEMS ASSOCIATED WITH ONLINE TEACHING AND LEARNING:

There are n numbers of technology available for online education but sometimes they create a lot of difficulties and problems associated with modern technology range from downloading errors issues, with installation, login problems, problems with audio and video and so on. Sometimes students find online teaching to be boring and unengaging. Online teaching has so much of time and flexibility that students never find time to do it. Personal attention is also a huge issue facing online learning. Students want two-way interaction which sometimes gets different to implement. The learning process cannot reach its full potential until students practice what they learn sometimes, online content is all theoretical and does not let students practice and learn effectively mediocre course content is also a major issue. Students feel that lack of community, technical problems and differential in understanding instructional goals are the major barriers for online learning. In a study, students were found to be not sufficiently prepared for balancing their work, family and social lives with their study lives in an online learning environment. Students were also found to be poorly prepared for several e-learning competencies. Also, there is a low level preparedness among the students concerning the usage of Learning Management Systems.

Technology has a firm established role in education experience in the last decade-methods, techniques and strategies of education have been revised to deal with dramatic changes in technology. The technological enterprises have designed several online platforms, which are driven by the integration of technology in all walks of life. Technology has become part of our social, business and educational life. The use of the internet has a vital role in disseminating knowledge via online classes.

During covid-19 education has been shifted into the techno-economic culture. The shift should associate with plans to reduce this shift's impact on the normal learning process. The change to online in higher education entails reshaping our view regarding higher education including institutions and students' needs.

Research on faculty members' perceptions and attitudes toward online learning emphasized the role of institutions in facilitating communication and earning with students. Instructors acknowledged the content expertise and instructional design as the factor in the success of online learning. Similarly the call for staff and student training is mandatory for online learning success.

Online learning as been considered a useful tool for learning cost- effectiveness, flexibility and the possibility of provide world-class education. A study by indicated that covid-19 had brought change to the status of learning in the 21st century. The instruction mode has been changed at both schools and higher academic from face to face instruction to online instruction. However this rapid change tests the capacity of institutions to cope with such crises. Many countries did not expect such a complete shift to be online and therefore their working staff and students are not trained enough for this dramatic change.

THE MAIN ACTORS OF ONLINE LEARNING:

Public non-profit higher education institutions and private for-profit online universities such as Kaplan and Phoenix University are competing of offer online course and programs. From an institutional standpoint, large universities are leading the way in offering online course and programs. In 2010, very few universities were still debuting online programs. The most recent Sloan- c survey commented that "The majority of the recent growth in online enrolments has came from the schools that are larger and more established, and in a better position to 'scale up their online offerings" .

With respect to students enrolments, over 80% of students taking online courses are doing so at the undergraduate level. The courses offered cover a wide range of disciplines, with engineering lagging behind other disciplines.

On the faculty side, in 2009, over one third of the faculty surveyed at the request of S had taught online at least once, and one in four was teaching online at the time of the survey.

These findings prompted the author of the report to note that" Teaching online is no longer a mniche activity for only a few selected faculties at a particular institution".In addition, the report revealed that the differences between tenure-track, non-track and tenured faculty was not a significant factor, thus refusing a common perception that adjunct faculty carry the majority of the load of online teaching. Similarity, neither age nor teaching experience were found to be significant determinates of online teaching.

IMPACT OF ONLINE CLASSES ON CHILDREN:

Loss of motivation and a sense of self-discipline needed to study online are some of the major struggle that children face. A school classroom provides a structure and an environment of effective learning which learning at home lacks. This ensures a cycle for students struggle to finish their assignments, leading to a lack of motivation and lower goals for themselves.

In addition to that, a classroom and interaction with peers are very important in the school years. It provides students with a neutral environment for social interactions that aids in developing skills like setting boundaries, learning cooperation and empathy. These skills are extremely important for building social relationships as a child but also as an adult.

OBJECTIVES OF THE STUDY:

- ❖ To develop the quality of learning and teaching by online education.
- ❖ To convene the learning style or needs of students by online education.
- ❖ To develop the efficiency and effectiveness of teaching and developing via online education.
- ❖ To recover user accessibility and time flexibility to connect with learning in the learning process via Online Education.
- ❖ To expand and improve technology, support tools to meet the school education's present needs and expectations.
- ❖ To Increase security awareness throughout the learning methods in Online Education.
- ❖ To know about the students satisfactions during online classes.
- ❖ To find out the using of tools for online classes.
- ❖ To know the suitable time for online classes.
- ❖ To find out the impact of online classes.

IMPORTANCE OF THE STUDY:

The importance of the online learning to students and teachers considering a virtual school experiences for the child? This article discusses the importance of online learning to both students and teachers.

As technology advances and user experience improves, so too does the popularly of online education. It's been proven to be a successful method of learning and offers a numbers of different benefits when compared with traditional education. While it is beneficial it also has certain challenges. Understanding the advantages of online learning is important because it could help you make big decisions regarding your or your child's education.

LIMITIONS OF THE STUDY:

All the students come from the same school due to resource limits of this study. Therefore, whether the findings could be generalized to a broader context needs further examination in future studies. Stratified sampling on a larger scale could be adopted in the future study.

Survey is the only tool used in this study to explore how students use internet for learning and entertainment at home. The level of realism may be negatively affected since participants are studied outside of the context where they use internet. Ethnographical research or field study could be employed to zoom into the students. Online activities at home to explain the findings from current study.

SCOPE OF THE STUDY:

Online learning is a wide platform to help students get more educated with the E-learning the concept of learning has differed from the old times. This e-learning platform is widely increased as the each through which, each can access the courses on the websites in minutes. Some report engines like KPMG released their research that, by the year 2021, the count of people who were using the e-learning platforms can reach up to 9.6 million. This figure is huge in number. In order to help learners to get more knowledgeable, The Ministry Human Resource Development (MHRD) is creating more interest to wear with their new courses, certificates, practical's etc.

STATEMENT OF THE PROBLEM:

One of the major stumbling blocks with regard to online learning is the lack of strong and stable internet connections. As the ones conventionally used at homes have either low band width or have exhausted their limits. Just the process of logging in for students and teachers alike. Even as upgrading the broadband connection is a prima facie solution, but it certainly isn't fool proof one.

What's really needed for the purpose is a tool that can make logging in a one-time process. There's a need for an app through where in both teachers and students can simply their class/ subject and get going.

CHAPTER-II

REVIEW OF LITERATURE

Elizabeth Murphy And Maria A. Rodriguez-Manzanares (2012), the authors identified six categories of support-building in DE as follow: Recognizing the person/individual; supporting and monitoring availability, accessibility, and responsiveness; non text-based interactions; Tone of interactions; Non-academic conversation/interactions. They break the categories into subcategories and provide indicators for each one. The indicators might also be used in contexts of DE teacher professional development as a springboard for discussion or more prescriptively, as guides to DE teacher behavior.

Insung Jung, Tat Meng Wong, Chem Li, Sanjaa Baigaitugs, Tian Belawati, (2011), with the phenomental expansion of distance education in Asia during the past three decades, there has been growing public demand for quality and accountability in distance education. This study investigates the national quality assurance systems for distance education at the higher education level in Asia with the aim of contributing to a understanding of the current level of development of quality assurance in Asia distance education and to offer potential directions for policy makers when developing and elaborating quality assurance systems for distance education.

Terry Anderson, Jon Dron, (2011), This paper defines and examines three generations of distance education pedagogy. Unlike earlier classifications of distance education on the technology used, this analysis focuses on the predatory that defines the learning experience encapsulated in the learning design. The three generation of cognitive-behaviorist, social constructivist, and connectivist padagory are examined , using the familiar community of inquiry model (Garrison, Anderson, & Archer, 2000) with its focus on social, cognitive, and teaching presences.

Trisha Dowerah Baruah (2011) this paper aims to find out the impact and assessment of E-learning technologies on student retention in OOL system. For the purpose of assessing the impact of E-learning technologies on student retention Indira Gandhi National Open University (IGNOU) has been takes as a model university and IGNOU) Regional centre, Guwahati as a case study to find out the implication of E-learning on student retention.

Claire Dela Varre, Julie Keane And Matthew J.Lrvin (2011), this study examines on-site facilitator practices and activities that support rural high school students taking online courses. Authors compare online instructors'' perspectives of facilitator practices with facilitators' own reports of their practices and activities. A qualitative analysis of end-of-course interview data from instructors and facilitators was undertaken. The resulting codes were mapped onto and used to expand the teaching presence element.

Gail Casey Terry Evans (2011), this paper deploys notions of emergence ,connections, and designs dor learning to conceptualize high school students' interactions when using online social media as a learning environment. It makes links to chaos and complexity theories and to fractal patterns as it reports on a part of the first author's action research study.

Murugan Krishna Pillai (2011), in the article, the quality concerns in the ODL, system against those of the campus education are examined with a view to establishing the fact the indicators of quality in both the education systems are not identical. In closimg, a compendious account of the benechmarks of quality as they pertain to the various activities that come under the area in focus is given.

Olugbenga David Ojo (2011),Counselling purposefully helps the clients to improve their well-being, alleviate distress, resolve crises,and increase their ability to be creative, innovative and make success-foused decisionswherever they find themselves. This study advances multimodal therapy as a therapeutic counseling approach for the learners support services provider with the sole aim of helping the ODL students to overcome the hydra-headed problems that could be encountered during their studentship period in an open and distance learning institution.

Lalita Rajasingham (2011), the paper examines potential challenges of new educational approaches within the framework of more traditional open learning and e-learning environments. The main challenges is to develop a university that shifts the paradigm from the conventional national universities to a sustainable global learning system that maintains quality in teaching, learning, processing and applying knowledge to real-life problems in diverse cultural contexts.

Avani Trivedi & Kalpana Gupte (2010) the article is mainly intended to identify various aspects concerned with improving the quality of counseling in open and distance learning. The characteristics of distance education, the distance learner, the various mechanisms of learner support, the important role of the academic counselor in maintaining quality in distance learning are discussed and some measures are suggested based on TQM for maintaining the quality of counseling in distance learning with particular reference to IGNOU.

Michael E. Word, Gary Peters, Kyno Shelley (2010), some faculty members are reluctant to offer online course because of significant concerns relative to the impact of such formats on the quality of instruction, learning and participant interaction. This article explores the rationale for use of the participalas technology, faculty conclusions regarding implementation of the technology, and the impact of the technology on instruction and learning.

Mohammed Al-Zoube, Samir Abou El-Seoud And Mudasser F.Wyne (2010), in this paper authors present solution that is based on cloud computing and can be used for building a virtual environment both foe teaching and learning. They present an interactive tool that can be used for education; They combined various technologies to achieve this goal. The environment and the

design proposed can also be used as a platforms for exploring and sharing new ideas as well as for designing, modifying and monitoring educational or course contents.

Arun M. Sherry (2010) the author highlighted various benefits of distance mode of education and elaborates on how in a globalised society like that of India, the need for quality based higher education through distance learning mode is on constant rise. The author also examines various factors that are contributing to the growth of management education through distance learning.

Anil K. Dimri,& Amit Chaturvedi (2009) In the present paper an attempt has been made to critically analyze the crucial issues of students support services with reference to Indira Ganadi Nationalm open university (IGNDU)by taking the perception of successful learnes into consideration. Paper mainly focuses on strategy for information dissemination in order to popularize the ODL programmes and to identify most popular means of communication beneficial for ODL learns.

Deborah Joy Carter (2009), in the last decade, china and India have seen large increases in their literacy and gradation rates and increasing emphasis on distance education and training initiatives. This report outlines the consonances and dissonances of distance education in china and India and the policy alignments required for its stable development.

Manoj Killedar (2009), Evidence indicates that application of the proposed model for "Total Quality" and "Web Technology" can simultaneously optimize quality, access and cost. Thus a better learning learning experience can be provided even in open and distance education system, which can be composable with the best. This study found that, regarding economy in time and money utilization, "Virtual Classroom" is not more effective than the "Traditional Classroom".

Ashok Gaba And Shinja Koo (2007) the first part of the paper compares the growth of distance education through analysis of the admission polices, enrolment trend, students support services and instructional system of both these institutions. The second part of the paper highlights the status, review and areas of research and research polices of these institutions. The findings of the paper are based on primary and secondary source of information.

Manjulika Srivastava, Jayashree Menon Kurup, Rose (2007), A baselines of the NE region was conducted in order to analyse the role of distance education in general and INGOU in particular in terms of pattern and growth of enrolment and expansion of institutional outreach through establishment of study centres in the region. The demographics of the learners of their region had also been analyzed in order to find out who were enrolling in the ODL system and in what programme. Policy implications have been suggested to augment distance education in the region.

Dong Valentine (2002), distance learning and its relationship to the emerging computer technologies have together offered many promises to the field of education. This paper examines some of the current research and thought on the promise, problems, and the future possibilities in modern distance learning, particularly types that are delivered via electronic means.

Manjulika Srivastava (2002), in this article the author studies the growth pattern of distance education. In both Canada and India and observes that, DE opportunities at the university level have increased enormously. Many trends are putting new pressures on the conventional education system, forcing many institutions to review and amend their existing polices and procedures.

Monika Mital, &Renu Luthra (2006), Technological advance are dramatically altering company in-service training and development in India. Authors found no age correlation in attitude towards e-learning or towards its uptake and effectiveness. Findings suggested that eliciting actual e-learning needs from the employees, rather then company top-down directive, would enhance attitudes, uptake and effectiveness.

Najib A. Kofahi And Srinivas (2004), in the paper authors explains funding of distance learning programs and how polices and priorities are adapted to achieve the economic benefits in a rapidly changing world. They also show the factors that are different for small or economically limited countries.

Ram Chandra And Moni Sahay (2008), in the paper, the authors discusses various quality issues in IGNOU'S BCA and MCA projects, through a case study of regional center, patna. The observed that there is tremendous variations in comments and evaluations done by evaluators for evaluation of projects submitted by students of BCA and MCA programs. They have also recommended some corrective measures to improve upon these issues for overall improvement in the quality of projects.

Ravi K. Mahajan (2009), the paper shares the changing cantors in the studies on performance of distance learners and highlights the omission of psychological variables in the process. Finally, the paper puts for some suggestions for ensuring a better "completion rate" for distance learners.

Sanat Kaul (2006), this paper by Sanut Kaul reviews the prevailing policy environment to efficacy in ensuring that India is successfully able to address various challenges in the higher education sector. Given the well established constraints on public funding of education, the role of the private sector specially in the provision of higher education and technical training has been highlighted.

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CHAPTER-III

CONCEPT AND METHODOLOGY

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ONLINE TEACHING

Online teaching is the process of educating others an virtual platforms. This type of teaching involves live classes, video conferencing, webinars and other online tools. The online applications are developed and designed to facilitate easy learning and better understanding.

ONLINE EDUCATION

Online education practice, although it's already been around for a few years, it has experienced an unprecedented expansion in the last few years.

In order to navigate the increasingly wide world of online education, clear understanding of key concepts is fundamental.

ONLINE COURSES

The world to online education is expanding rapidly we are here to help you keep up and stand out with engaging virtual online training experiences for your personal practice, business development needs, or full system integration for large enterprises.

EDUCATION SYSTEM

Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, morals, belifs, habits and personal development. Educational methods include teaching, training, storytelling, discussion and directed research.

CLASSROOM EDUCATION

A concept is a mental representation of a class of things. Concepts are a way of grouping or categoring things to make sense of a complex and diverse world.

MOBILE APP

Kids Academy app is one of the most innovative and engaging program for young learners. This unique learn through play program combines the most advanced in adaptive technology, artificial intelligence, personalized learning and gamification to help kids put their best foot forward and get the education they deserve.

SCHOOL CHILDREN

Conceptual learning involves students engaged in quality learning experiences based around key concepts and central ideas rather than using the more traditional methods of focusing on learning on topics. It promote the intellectual quality of all students through providing deep and connected learning experiences.

MOBILE PHONES

Mobile phone is often also called "Cellular Phone". It is a device mainly used for a voice call. This technical specifications and are used for a number of purpose like voice calling, video chatting, text messaging, internet browning, email, video games and photography. Hence it is called a "Smart Phone".

ONLINE TRAINING PROGRAMME

Online training programmers are software based learning experiences installed on computers or mobile devices. Like standard in person classes, online training sections, workbooks, quizzes and exams.

Learning skills are habits that can be used throughout your life to complete projects and communicate effectively. They can continuously be developed and improved to help you accomplish daily tasks or achieve your career milestones.

FACE TO FACE

Face to Face learning can take many forms, as can online learning for the purpose of this post, face to face learning means a live, two way interaction online learning, then will mean anything that doesn't include a live instructor. There might be content delivered through video, but it's a one –way interaction.

This report has been written based on information gain from the primary data as well as secondary. Survey which helps me to understood the insight of student and teachers for the impact of the online learning.

PRIMARY DATA SOURCE

This project dependent on the understudies and educators discernment that on the dependent on the essential information which gathered from study that is gathered with the assistance of survey. The survey is spread to understudies and educator for their specific perception which is straight forwardly connected with web based learning in the covid-19 circumstance or ordinary too. The poll depends on the fundamental inquiry that assistance to characterize the distinctive assessment.

LIMATIONS:

Faculty members and students said that through online learning modalities they were unable to teach and learn practical and clinical work. They could only teach and assess knowledge component. Due to lack of immediate feedback, teachers were unable to assess students' understanding during online lecturing. The students also reported limited attention span and resource intensive nature of online learning as a limitation. Some teachers also mentioned that during online study' students misbehaved and tried to access online resource during assessments.

CHAPTER - IV

PROFILE OF THE STUDY AREA

This section provides a glimpse of the physical features, agro – climatic conditions, demographic features and infrastructural set up of the Thoothukudi district

PROFILE OF THOOTHUKUDI

The etymology of the word "Thoothukudi" can be traced back to the period when the locals used to tap drinking water by digging small ponds (Thoothukudi in Tamil). Thoothukudi, meaning to dig and drink, later came to be known as Thoothukudi. The district has a long and an illustrious history dating back to the Pandean era. In the tenth century A.D. The region was conquered by the Cholas and re-conquered by the Pandean kings. Subsequently, Thoothukudi was ruled by Madurai Nayaks, the English. The English ruled Thoothukudi, which was a part of Tirunelveli District, till India's Independence.

Thoothukudi district was carved out of the erstwhile Tirunelveli district on October 20, 1986. Thoothukudi was a major natural pearl fishing centre till last century. It has one of the oldest ports in the world. The lighthouse built in 1842 marked the beginning of Thoothukudi harbour development. India independence struggle has strong links with Thoothukudi. Notable freedom fighters like Subramanian Bharathi, V.O. Chidambaram Pillai, Vanchinathan and VeerapandiaKattabomman hailed from Thoothukudi. The district has also been the headquarters of prominent missionaries like G.U. Pope, Veeramamunivar and Caldwell, who besides their missionary work, also contributed to the development of Tamil language and literature. Thoothukudi was established as a Municipality in 1866 and on August 5, 2008 attained the status of corporation after 142 years.

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, Palmyra stalks, palmyrah fibbers, dry fish, country drugs etc to neighbouring countries and for import of coal, cotton, copra, pulses, and grains. The minor port of the Thoothukudi handled the distinction of being intermediate port handling the highest traffic tonnage of over 1 million per annum.

Location & Geographical Area:

Thoothukudi District is located in extreme southern Parts of Tamil Nadu and it was carved out of Tirunelveli District on 20th October 1986. The district is located lies between 0.8 and 45 of the northern latitude and 78 and 11 of the eastern longitudes. The district is roughly triangular in shape and is bounded by Virudhunagar and Ramanathapuram districts in the north Gulf of Mannar in the east and Tirunelveli district in south and west. The total geographical area of the district is 4621 sq-kms and constituting about 3.5 percent of the state. It has coastal line of 121 kms. The total geographical area of the district is 4,63,601 ha. River Thamirabarani basses through the district. The major basin is Thamirabarani.

Administrative divisions:

Thoothukudi District is divided into three revenue divisions and eight taluks. There are 41 revenue firkas and 480 revenue villages.

Revenue Divisions	Taluks	Number of Revenue Villages
Thoothukudi	Thoothukudi	33
	Srivaikundam	69
Kovipatti	Kovilpatti	37
	Ottapidaram	56
	Ettayapuram	56
	Vilathikulam	89
	Kayathar	57
Tiruchendur	Tiruchendur	58

	Sathankulam	25
03	**09**	**480**

The district is divided into 12 blocks for rural and urban development. The 12 blocks are:

- Tuticorin,

- Thiruchendur,

- Udangudi,

- Sathankulam,

- Sirvalikundam,

- Alwarthirunagari,

- Karunkulam,

- Ottapidaram,

- Kovilpatti,

- Kayathar,

- Vilathikulam, and

- Pudur.

The district has on corporation, Thoothukudi, two municipalities, Kayalpattinam and Kovilpatti, 19 town Panchayat, and 403 Panchayat villages.

Population:

As per 2011 census the total population of the District is 17, 38,376 (Male- 8, 58,890, Female – 8, 79,457, others-29). Rural population of the district is 8, 67,122 and Urban

population is 8, 71,254. The district with population density of 338 sq.km is thickly populated thus making it more vulnerable to various disasters.

	As per 1991 census	As per 2001 census	As per 2011 census
Total population	1455920	1565743	1738376
Male population	709760	764087	858890
Female population	746160	801656	879457
Others	-	-	29
Rural population	856229	903811	867122
Urban population	599691	661932	871254

Literates:

Total literates: 1356564(86.52%)

- Males (%): 706087(91.42%)

- Females (%): 650477(81.77%)

5. Climate:

The districts which situate on the east coast have the typical climate with high humidity and relatively lower to moderate temperatures throughout the year. The rainfall occurs mostly in the months of October, November and December. During the period from October to January the climate remains relatively cooler. From February, the early summer sets in and the months of April, May, June, July and August are hot months.

6. Rainfall:

The district depends upon both monsoons for its rain. In the coastal region rainfall during the North East Monsoon is heavy and in the interior region it is lighter.

- **Details of Average rainfall:**

Details	2015 Average	2016 Average	2017 Average
Normal Rainfall of the District	662.2mm	662.2mm	662.2mm
Average Annual Rainfall of the District	804.6mm	212.03mm	
North East monsoon (October to December)	616.25mm	150.55mm	
South West monsoon (June to September)	60.79mm	21.19mm	104.61mm
Summer (March to May)	115.87mm	35.71mm	31.33mm
Winter(Jan, Feb)	11.15mm	4.59mm	18.37mm

Comparison of month wise Average Rainfall:

Month	Normal in (mm)	2015 in (mm)	2016 in (mm)	2017 in (mm)
January	38.9	2.48	Nil	18.32
February				
March				
April				
May				
June				

July				

- **Crops**

The chief Agricultural crops of the district are paddy, cumbu, Black gram, Green gram, chillies, and banana. The chief non – agricultural crops are chenna and cotton.

- Total Cultivated Area (Hec)   : 2,11,486

- Net Area Sown (Hec.)   : 1,99,993

- **Natural resources**

There is only one main river Thamirabarani flowing in the District from west to eastern direction. Thamirabarani River is the main source of irrigation in the district.

The Details of the dams in Thoothukudi district are as follows:

Sl.No	Name of Anicut	Height of Dam	Taluk
1.	Maruthur Anicut	8 Feet	Srivaikuntam
2.	Srivaikuntam Anicut	8 Feet	Srivaikuntam

The PWD system tanks are the prime source of irrigation in the district. Apart from these 403 tanks under the maintenance of Panchayat Unions are used for other irrigation source.
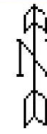
Profile of the Study Area:

Kootudankadu is a village in Thoothukudi block in Tuticorin district of Tamil Nadu state, India. It is located 1km towards west from district head quarters Thoothukudi. 617 km from state capital Chennai. Kootudankadu is surrounded by Tuticorin block towards south, Srivaikundam block towards south, Ottapidaram block towards west, Tiruchendur block towards south. Thoothukudi, Tiruchendur, Tirunelveli, Sattur are the nearby cities to Kootudankadu. It is near to Bay of Bengal. There is a chance of humidity in the weather.
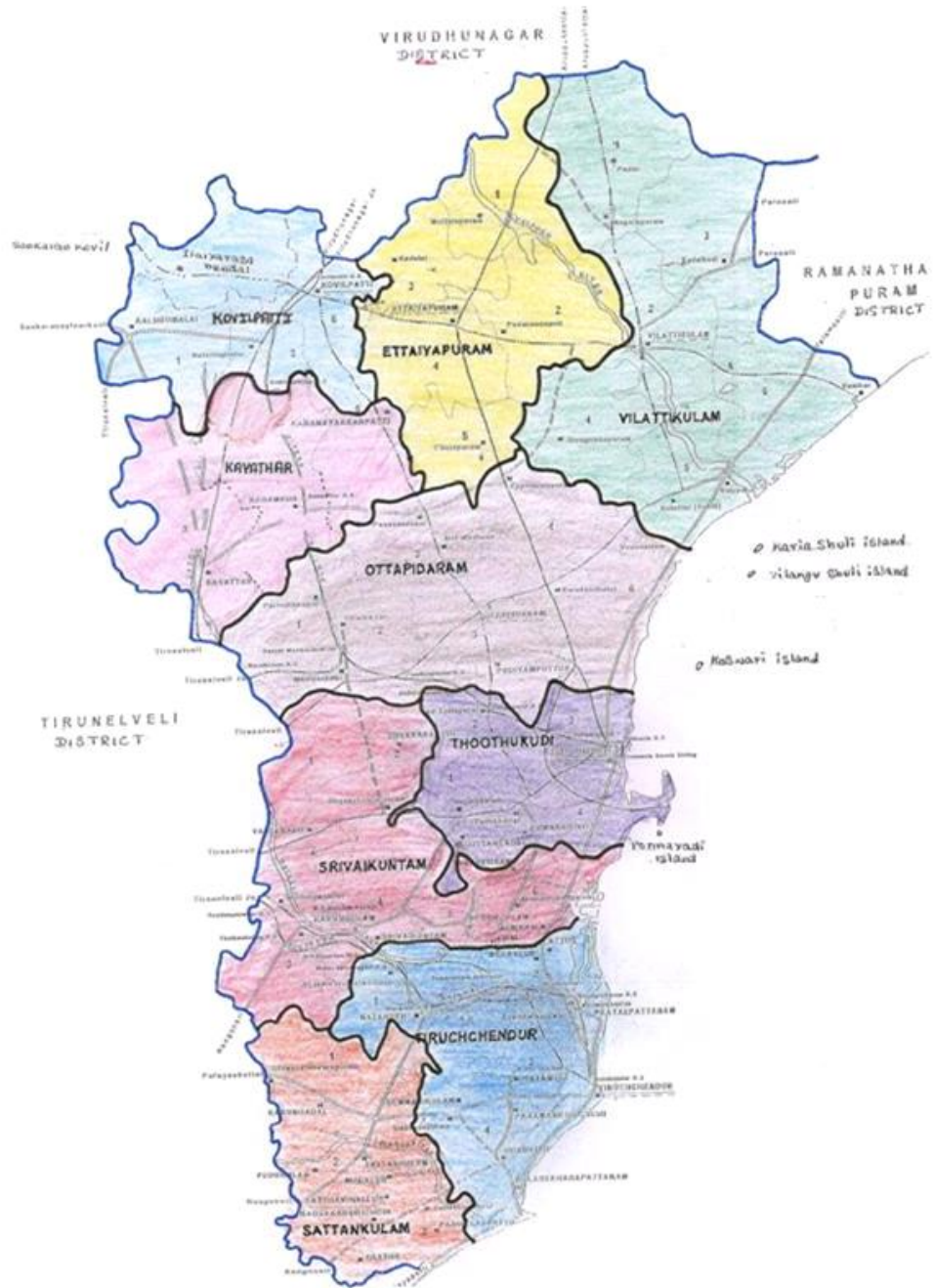
Tuticorin District

Blocks

5 0 25 km

Pudur

Kovilpatti

Vilattikulam

Kayattar

Ottappidaram

Tuticorin

Karunkulam

Srivaikuntam

Alwarthirunagari

Tiruchendur

Udangudi

Sattankulam

© GISNIC - TNSU

Thoothukudi District - Taluks

CHAPTER-V

DATA ANALYSIS

Table No: 5.1

Gender of the respondents

SI.NO	GENDER	NO.OF RESPONDENTS	PERCENTAGE
1	Male	83	65.35
2	Female	44	34.65
	Total	**127**	**100**

Sources : Primary data

This table explains gender wise of the sample respondents. Majority 65.35% of the sample respondents are male and 34.65% of the sample respondents are female respectively.

Figure: 5.1

Gender of the respondents

65.35% Male

34.65% Female
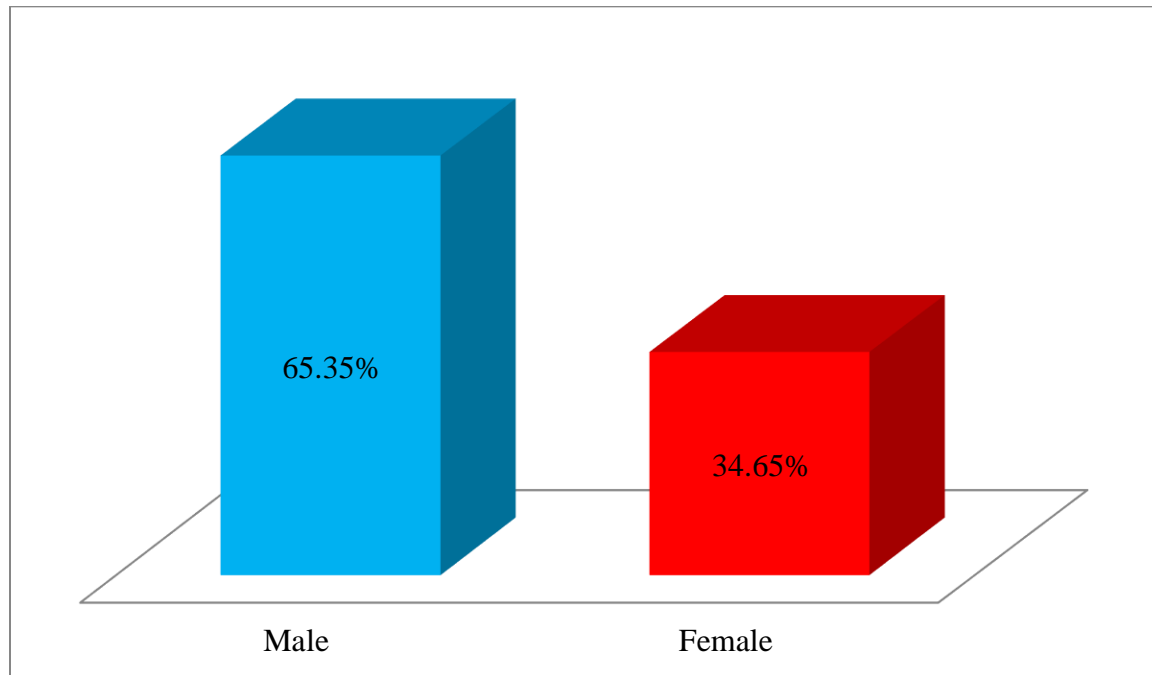
Table No: 5.2

Age wise of the Respondents

S.No	Age (Years)	No. of Respondents	Percentage
1	3-5	26	20.47
2	6 - 8	45	35.43
3	9- 11	56	44.09
	Total	**127**	**100**

Source : Primary data

This table clears that Age wise distribution of sample respondents 20.47% of the sample respondents are 3-5 age group and 35.43% of the sample respondents are belong to the age group of 6-8 respectively, 44.09% of the sample respondents are 9-11 age group of respectively.

Figure: 5.2
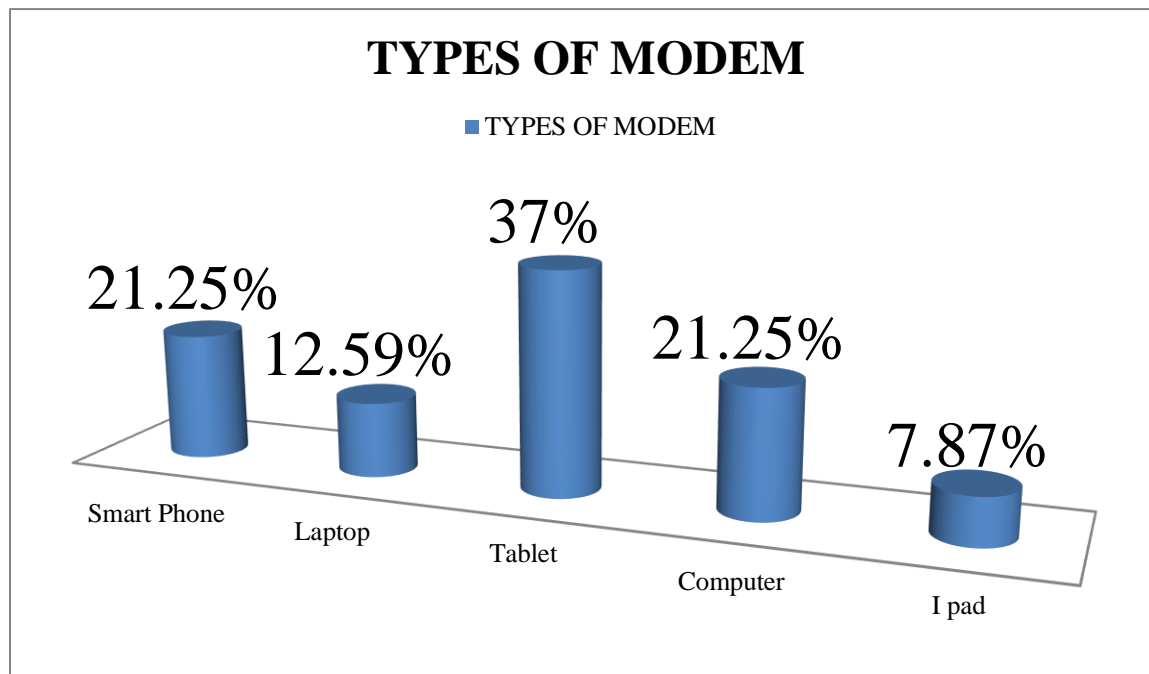
Age wise of the Respondents

.
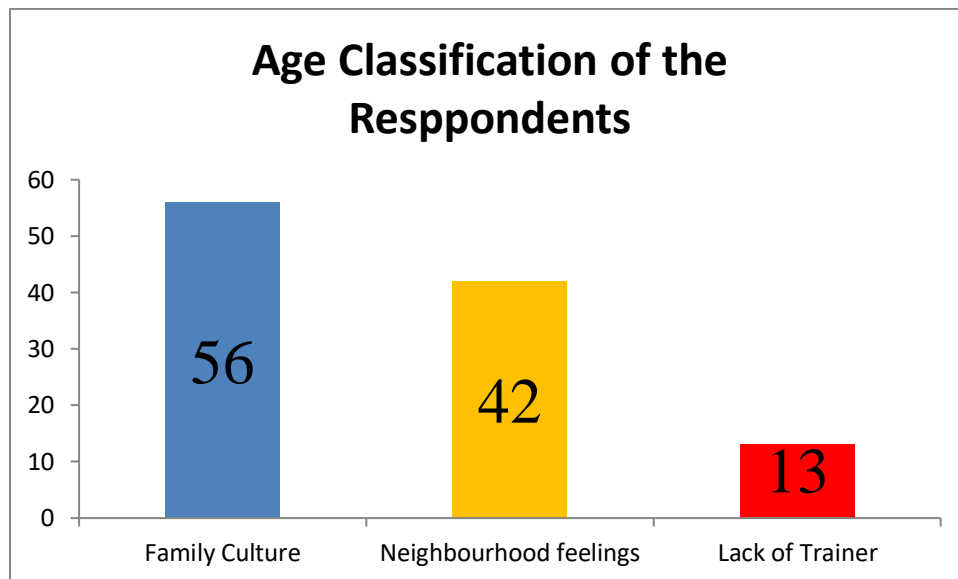
Table No: 5.3

Different types of Modem used by the respondents

SI. NO	TYPES OF MODEM	NO. OF RESPONDENTS	PERCENTAGE
1	Smart Phone	27	21.25
2	Laptop	16	12.59
3	Tablet	47	37
4	Computer	27	21.25
5	I pad	10	7.87
	Total	**127**	**100**

Source Primary data

This table explains types of modem of the respondents 21.25% of the sample respondents are Smart phone and 12.59% of the sample respondents are Laptop respectively, 37% of the sample respondents are Tablet, and 21.25% of the sample respondents are Computer different types of modem of the respondents.
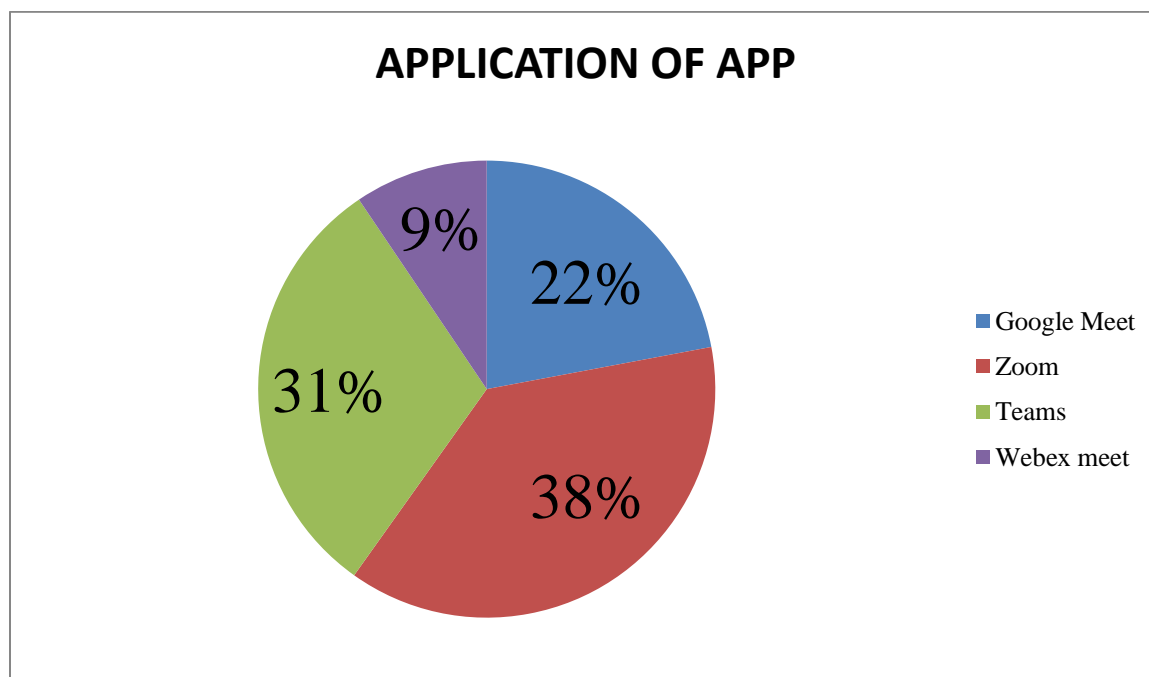
Table No: 5.4

Usages of Applications of the App by the Respondents

SI.NO	APPLICATION OF APP	NO. OF RESPONDENTS	PERCENTAGE
1	Google Meet	28	22.04
2	Zoom	48	37.79
3	Teams	39	30.70
4	Webex meet	12	9.44
	Total	**127**	**100**

Source Primary data

 This table explains that, usage of application of the app ,Most of the 37.79% respondent use zoom app its highest, 9.44% use webex meet app use lowest of the respondents.
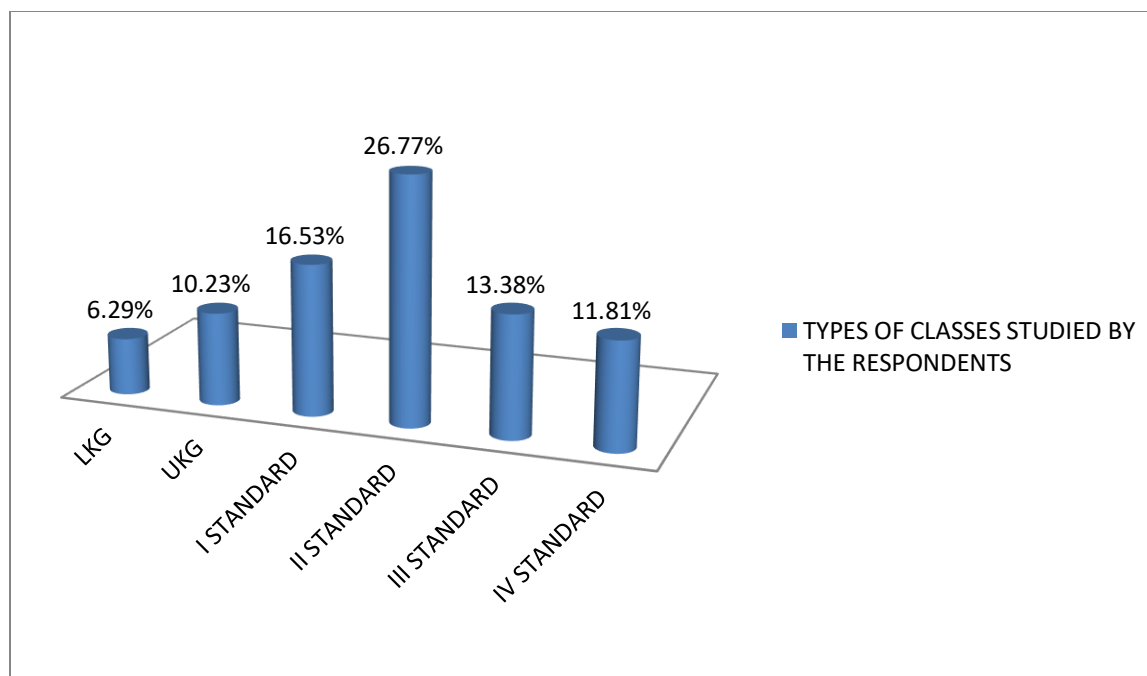
Table No: 5.5

TYPES OF CLASSES STUDIED BY THE RESPONDENTS

SI. NO	CLASSES	NO. OF RESPONDENTS	PERCENTAGE
1	LKG	8	6.29
2	UKG	13	10.23
3	I Standard	21	16.53
4	II Standard	34	26.77
5	III Standard	17	13.38
6	IV Standard	15	11.81
7	V Standard	19	14.96
	Total	**127**	**100**

Source Primary data

This table explains types of classes studied by the respondents are 6.29% of the sample respondents LKG students respectively, 10.23% of the sample respondents are UKG students studied by the respondents. Majority 16.53% of the sample respondents are I standard students and 26.77% of the sample respondents are II standard students and 13.38% of the sample respondents III standard students respectively, 11.81% of the sample respondents are IV standard students and 14.96% of the sample respondents are V standard students belong to the classes studied by the respondents.
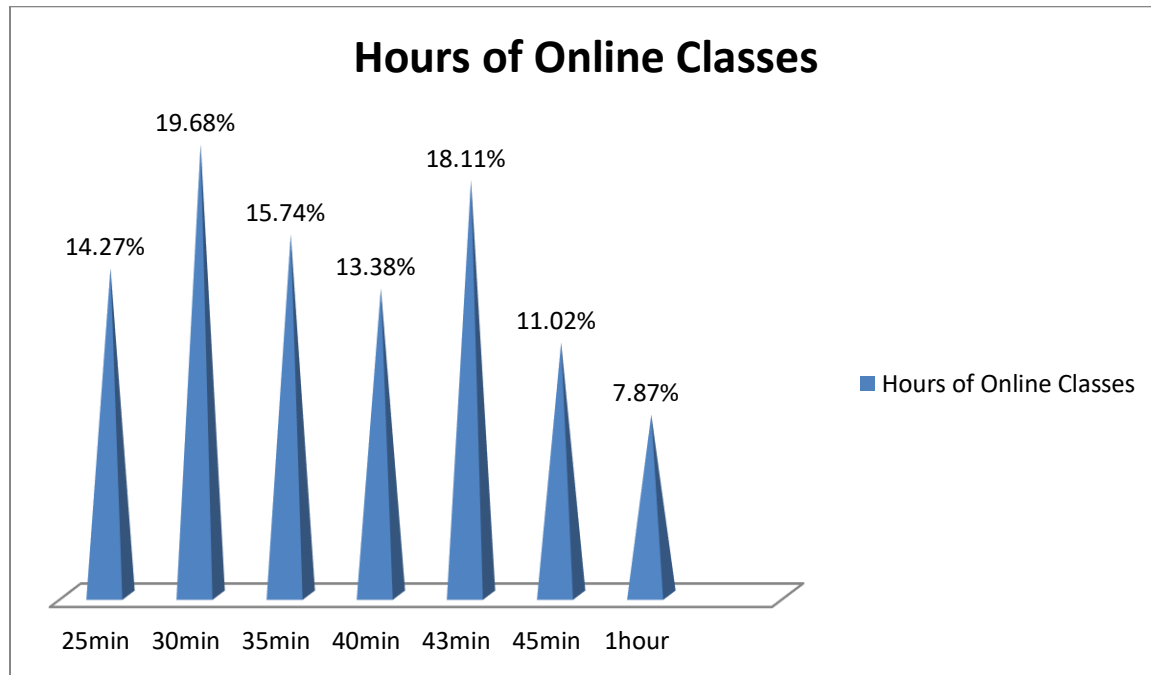
Table No 5.6

Hours of online classes per day

Sl.No	Hours of Online Classes	No of Respondents	Percentage
1	25 min	18	14.17
2	30min	25	19.68
3	35min	20	15.74
4	40min	17	13.38
5	43min	23	18.11
6	45min	14	11.02
7	1 hour	10	7.87
	Total	**127**	**100**

Source: Primary data

This table explains hours of the online classes are 25min of the LKG students classes 14.17% of the sample respondents 30min of the UKG students classes 19.68% of the sample respondents 35min of the I standard students classes 15.74% of the sample respondents are II standard classes are 13.38% of the sample respondents are 40min of the respectively, 43min of the III standard classes 18.11% of the sample respondents , IV standard classes are the 45min

classes 11.02% of the sample respondents and V standard classes are the 1 hour classes 7.87% of the sample respondents.

Hours of Online Classes

Table No:5.7

Subject taught per day through online classes

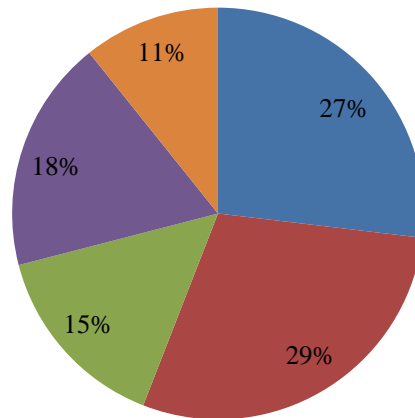| SI.No	Subject	No of respondents	Percentage
1	English	25	19.68
2	Math	27	21.25
3	Tamil	14	11.02
4	Science	17	13.38
5	Environmental Science	21	16.53
6	Computer	10	7.87
7	Hindi	13	10.23
	Total	**127**	**100**

Source: Primary data

This table explains subject taught per day in online classes are math subject higher level of the 21.25% of the sample respondents and computer subject are 7.87% of the sample respondents

Subject taught per day through online classes

Table No:5.8

Effectiveness of Online or Offline Classes

SI.No	Classes	No of Respondents	Percentage
1	Online	93	73.22
2	Offline	34	26.77
	Total	**127**	**100**

Source: Primary data

This table explains are high level of the online classes 73.22% of the sample respondents and lower level of the offline classes 26.77% of the sample respondents.
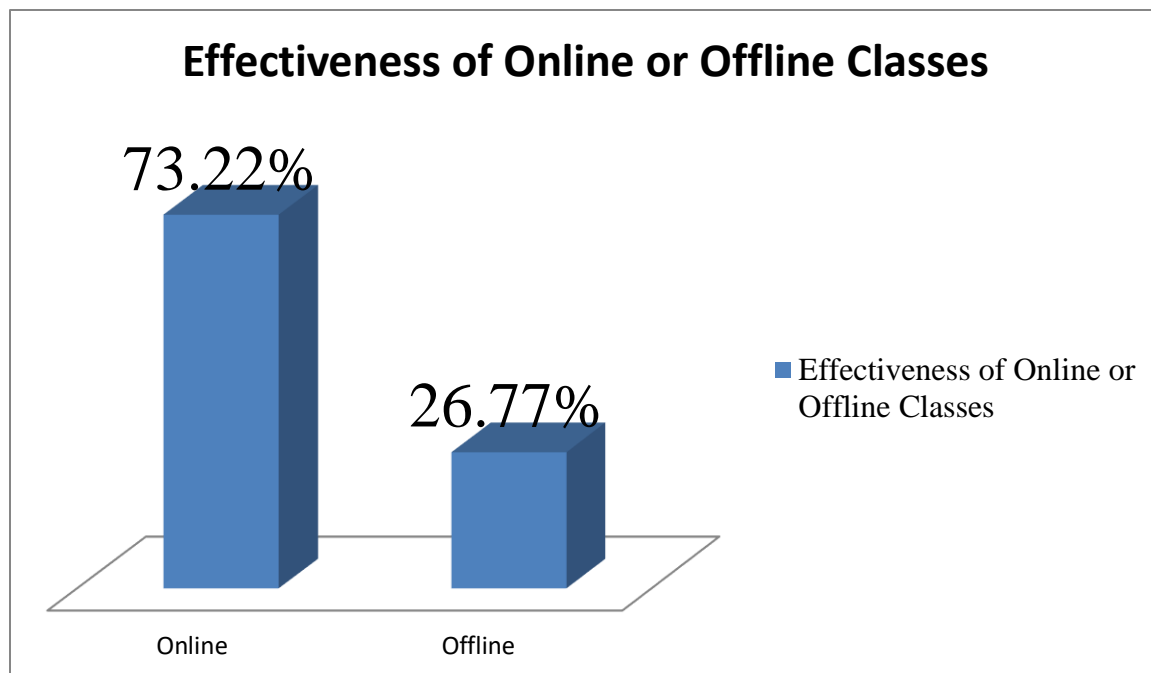
Table 5.9

Interactions during the online classes

SI.No	Interaction	No of respondents	Percentage
1	Voice & Noise	17	13.38
2	Sibling	13	10.23
3	Cooking	28	22.04
4	Network	51	40.15
5	Power supply	12	9.44
6	Mind disturb	6	4.72
	Total	**127**	**100**

Source: Primary data

       This table explains voice& noise interactions during the online classes 13.38% of the sample respondents sibling of the disturb online classes 10.23% of the sample respondents cooking of the disturb online classes 22.04% of the sample respondents are belong to the network problem of the online classes 40.15% of the sample respondents, 9.44% of the sample respondents of the power supply of the disturb online classes and interaction of the online classes 4.72% of the sample respondents.
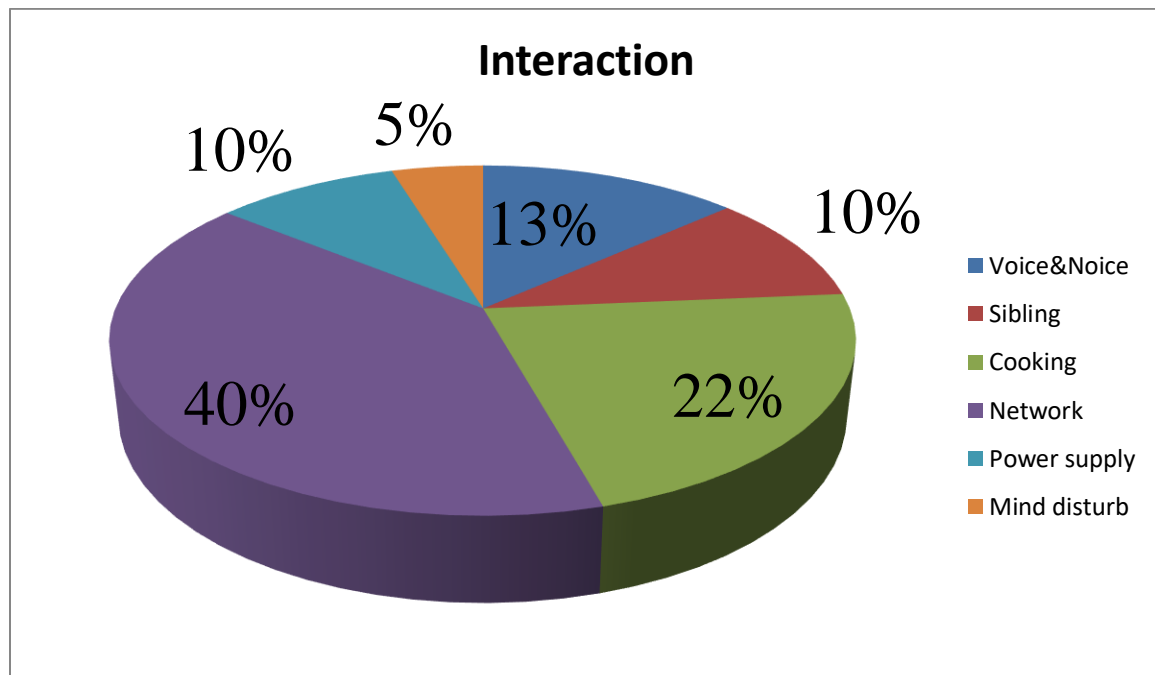
Table No: 5.10

STUDENTS SATISFACTIONS DURING ONLINE CLASSES

SI. NO	STUDENTS SATISFACTIONS LEVEL	NO OF THE RESPONDENTS	PERCENTADE
1	Completely satisfied	56	44.09
2	Moderately satisfied	29	22.83
3	Completely not satisfied	16	12.59
4	Don't Know	26	20.47
	Total	**127**	**100**

Source: Primary data

This table explains students satisfactions during the online classes are 44.09% of the sample respondents completely satisfied the online classes 22.83% of the sample respondents are moderately satisfied and completely not satisfied level 12.59% of the sample respondents 20.47% of the sample respondents are don't know students satisfactions level of the respondents.
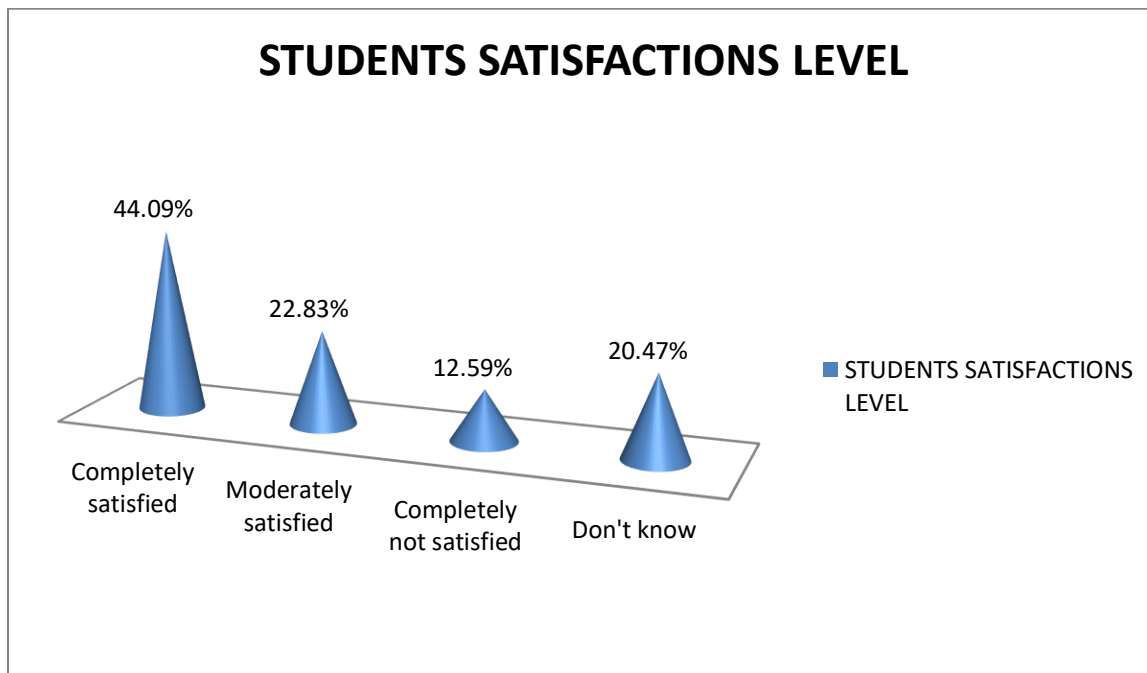
CHAPTER V
FINDINGS, SUGGESTIONS AND CONCLUSTION

FINDINGS:

1. Nearly the gender wise respondents are 63.35% increased in boys students.

2. Majorly by the age group 3-5 above of the sample respondents (20.47%).

3. The five types of modem I pad used by lower level of the students.

4. Nearly the usage of application of the app with online classes used by the respondents.

5. The online classes of the students are U.K.G, L.K.G (I to V) standard studied by the respondents.

6. Majority by the online classes per day of the hours.

7. The students are computer subjects in lower level of the online classes.

8. Nearly by effectiveness of online classes 73.22% of the respondents are high level.

9. The interactions during the online classes 6% of the respondents mind disturb of the students lower level.

10. Nearly by the students satisfactions during online classes for completely satisfied level of the high level the students.

SUGGESTIONS:

1. The L.K.G, U.K.G students attend the online classes are 11 or 12th students not attend the online classes.

2. The computer system used to a student has a seat.

3. The students zoom in vita Google meet may have met online classes.

4. The Vth standard students may have access to 45mintutes of online classes

5. The students can put 5 subjects instead of 7 subjects.

6. Net work problem excessive but online classes not attendance.

CONCLUSION:

The current study the use of online learning in medical and dental institutes, considering its various advantages. E- Learning modalities encourage student-centered learning and they are easily manageable during this lockdown situation. It is worth considering here that currently online learning is at nascent stage in Pakistan. It started as "emergency remote learning", and with further investments we can overcome any limitations. There is a need to train faculty on the use of online modalities and developing lesson plan with reduced cognitive load and increased interactivities.