

**A STUDY ON CUSTOMER PREFERENCE OF OTT PLATFORMS
AMONG COLLEGE STUDENTS IN THOOTHUKUDI**

Project submitted to Department of Commerce

ST.MARY'S COLLEGE (AUTONOMOUS)

THOOTHUKUDI

Affiliated to Manonmaniam Sundaranar University, Tirunelveli.

In partial fulfilment of the requirement of

BACHELOR OF COMMERCE

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APRIL 2023

DECLARATION

We have declared that the project entitled “A STUDY ON CUSTOMER PREFERENCE OF OTT PLATFORMS AMONG COLLEGE STUDENTS IN THOOTHUKUDI” is submitted in partial fulfilment of the requirements for the degree is our original work done under the supervision of **Dr. A. PRATHIBA, M.com, M.Phil., PhD.** This project has not previously formed for the bases of award of any similar titles and it represents entirely an independent work.

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CHAPTER – I



INTRODUCTION

CHAPTER – I

1.1 INTRODUCTION

Media :

“Since the mid-1990s, digital television content delivery via Internet Protocol (IPTV) has been the common way for TV service providers to distribute content to customers. Reception typically requires a TV subscription, a contract, a set-top box, and a technician to connect the array of hardware to high-speed internet services in each customer’s home or office. Entertainment is a big business in all parts of the world. The Media and Entertainment (M&E) industry has multiple segments that combine into one vertical; Movies/Cinema, Television, Music, Publishing, Radio, Internet, Advertising, and Gaming. This makes the vertical unique since these sub verticals compete, complement, and combine to fulfil the ever-increasing demand for entertainment and information globally”. The film industry is a part of the entertainment industry. Film distribution is the process of making a movie available for viewing by an audience. The film may be exhibited directly to the public either through a movie theatre or television, or personal home viewing (including DVD, video-on-demand, download, and television programs through broadcast syndication). In the standard process, a movie is first released through movie theatres (theatrical window), then, after approximately 3 months, it is released to home video (such as DVD or VHS) and VOD services (entering its video window). After an additional number of months, it is usually released to pay television, and approximately two years after its theatrical release date, it is made available for free-to-air television. In mass communication, media are the communication outlets or tools used to store and deliver information or data. The term refers to components of the mass media communications industry, such as print media, publishing, news media, photography, cinema, broadcasting (radio and television), digital media, and advertising.

In this era of liberalization, privatization, and globalization (LPG) the world has reached our drawing room thanks to the media. Since the introduction of television in our country in the late 70s visual media becomes a very potential tool in informing the current news to the society, entertaining the people, and shaping public opinion. The World Wide Web and web 2.0 technologies have given rise to electronic media where even a common man can express views through blogs, website posts, Facebook, and Twitter like social media.

OTT :

An over-the-top (OTT) media service is a media service offered directly to viewers via the Internet. OTT bypasses cable, broadcast, and satellite television platforms: the types of companies that have traditionally acted as controllers or distributors of such content. It has also been used to describe no-carrier cell phones, for which all communications are charged as data, avoiding monopolistic competition, or apps for phones that transmit data in this manner, including both those that replace other call methods and those that update software. The term is most synonymous with subscription-based video-on-demand (SVOD) services that offer access to film and television content (including existing shows and movies for which rights have been acquired from the content owner, as well as original content produced specifically for the service).

OTT also encompasses a wave of "skinny" television services that offer access to live streams of linear specialty channels, similar to a traditional satellite or cable TV provider, but streamed over the public Internet, rather than a closed, private network with proprietary equipment such as set-top boxes. Over-the-top services are typically accessed via websites on personal computers, as well as via apps on mobile devices (such as smartphones and tablets), digital media players (including video game consoles), or televisions with integrated Smart TV platforms.

The most commonly referred to OTT service is video streaming. Netflix, Amazon Prime, HBO Max, Disney plus hotstar, Hulu, and YouTube are OTT providers in the video streaming space. Spotify is considered an OTT platform in the audio streaming space for both music and podcasts, while Whatsapp, Telegram, Slack, and Signal are considered OTT platforms in the internet messaging space.

In previous years, a consumer would take out a cable subscription and their cable TV provider would be responsible for the supply and availability of programming. Now, users can sign up to OTT streaming platforms and access their content over the internet. This transition has big implications for mobile advertising OTT describes the platform that delivers streaming content via the internet across devices including mobile phones, smart TVs, computers, and tablets. The content that is streamed can include video, music, and messaging. Earlier, the content creators were the deciders on what to supply – the critical change in the new era is that demand is completely consumer driven. The new age consumer not only demands what they like, in the format they like. So, the modern principle of "consumer is the king" applies here as

well. The OTT service is an independent platform and doesn't rely on traditional media distribution channels, only users need an internet connection to use this platform. India, being the biggest market for consuming video content, has a broad scope for OTT platforms as well. Through this study, one could analyse the reasons for the rising popularity of OTT platforms which thereby helps the platforms to add up to those reasons to widen the reach of the platforms to potential customers. New start-ups may also consider this study for their successful activities. Also, the study finds out the level of satisfaction of consumers of both OTT platforms and theatres. This is very significant for the growth of the OTT industry and theatre industry satisfying their customers. Also, this may help to maintain healthy competition between OTT and theatre and which in turn boosts the entertainment industry and helps in economic development.

OTT Classification :

OTT can be classified into 5 types.

1. OTT Television :

Apple TV, Amazon Fire Stick, Xbox, Play station.

2. OTT Video content :

Netflix, Amazon Prime, Hotstar, etc., encompasses a broad range of entertainment, factual content, educational resources and lifestyle content such as fitness or travel.

3. OTT Messaging :

Includes services such as Whatsapp, Facebook messenger, we chat and many more.

4. OTT Voice services :

Include for example services skype or other VOIP services that are delivered over an internet connection such as 4G or WIFI.

5. OTT audio applications :

Such as music streaming services like spotify or podcast and music sharing platforms such as sound cloud.

1.2 STATEMENT OF THE PROBLEM

OTT platforms have only observed an upward curve in their popularity and usage but, due to the pandemic there has been an exponential increase in its popularity due to the change in consumption patterns of people for entertainment through various media platforms. More and more new OTT platforms are being launched giving tough competition to theatres. OTT is no more a co-vid trend among consumers who were earlier not interested to choose this as a medium of entertainment. There needs to be clarity on why OTT has gained mass popularity during post co-vid. Traditionally the entertainment industry has been a creative industry following consumer demands. The level of satisfaction of the consumers of OTT platforms and theatres has to be identified. The expansion of OTT services is also aided by low cost internet connection prices and people are enthusiastic about movies being launched on OTT platforms. Though many studies have been made regarding this in India, this study is new to Thoothukudi. To fill the research gap, the study titled, Consumer satisfaction towards OTT platforms among college students in Thoothukudi has been proposed.

1.3 OBJECTIVES OF THE STUDY

- ❖ To understand the customer preference of OTT platforms among college students.
- ❖ To identify the factors that influence customer preference of OTT platforms among college students.
- ❖ To measure the satisfaction level towards content preference in OTT platforms among college students.

1.4 REVIEW OF LITERATURE

The literature review is a written overview of major writings and other sources on a selected topic. Sources covered in the review may include scholarly journal articles, books, government reports, Web sites, etc. The literature review provides a description, summary and evaluation of each source. It is usually presented as a distinct section of a graduate thesis or dissertation.

Deloitte (2018) noted that the rise of internet-enabled digital devices capable of supporting digitized content has led to an increase in the use of digital content globally. In India, this trend is observed across diverse platforms such as audio, visual, news, music etc. It mentions that an Indian youth, on an average spends 14% of their time and nearly 17% of their monthly expenditures on entertainment. An internet content consumer in India consumes an

average of 6.2 hours of content on an everyday basis out of which 21% of the time is spent on audio-visual entertainment. A shift in consumer attitude with regard to a favouritism for OTT content and easy access to vast libraries at any time and place over content ownership is notable.

Dr. Paramveer Singh (2019) finds that Netflix, Hotstar and Jio are most popular among Indian youth. The youth is skewed towards free trials available on these platforms, are nocturnal viewers and prefer web series format over films. The respondents affirm that over-the-top applications are changing media consumption patterns in India. The shift can be attributed to convenience of service, personalized experience and availability of global content etc .The study finds the future of OTT in India to be promising due to increasing smartphone penetration, economic convergence of media companies at national or international level, and quality of reception of digital content. Also instrumental is the competitive internet data plans offered by telecom service providers in India.

Sidneyeve (2020) observes that viewers especially youth are becoming active curators of content than couch potatoes taking in 'whatever producers feed them'. Supporting this paradigm shift in consumers is the need to share, stay connected and discuss the content on social media forums. In the process of these social media transactions, the viewers are setting new standards of expectations from producers thereby becoming an active catalyst in the production process too.

Dr. SabyasachiDasgupta and Dr.Priya Grover (2021) takes note that Indian audiences have swayed towards OTT content and are willing to spend for easy and unlimited access to content without a place and time limitation. It again notes the inverse impact of the pricing strategy of OTT on its popularity. Data consumption is another attribute that makes it a tough choice for Indian viewers and so are habits and preferences for TV as a medium.

Ritu Bhavsar (2022) mentions that digital media has become an indispensable part of everyday lives and is a prominent medium used for gathering and disseminating information, socialization, entertainment, and marketing. An ever-increasing consumption of content via digital media affects a change in consumer preferences and attitudes and this transformation trend can be associated with better internet connectivity, advanced digital devices, competitive data prices in India, and the accessible, on-the-go nature of internet media.

The reports of PwC India -have similar observations that slated a huge opportunity for OTT platforms in India. The report however states that the pricing of content can be a hindrance to the growth and suggests a revised policy to foster the OTT market in India.

It can therefore be concluded from the literature review that the popularity of OTT sites is growing in craze through smartphone media, the availability of content from around the globe, and the preference of youth for free and unlimited access to content as opposed to complete content ownership in a limited manner. Thus the consumption of OTT platforms is thus in a huge rise, especially among the youth.

1.5 SCOPE OF THE STUDY

This study focuses on the current degree of consumption of different OTT platforms and also the future estimated consumption. This would help in providing statistical analysis of the preference of different customers. The study covers college students in Thoothukudi with a sample size of 75 respondents.

1.6 AREA OF STUDY

The area chosen for study in “Thoothukudi” city the sample size for the study is limited to 75 students.

1.7 PERIOD OF STUDY

The researcher herself carried out the fieldwork for this study. The time taken for the study was three months from January 2023 to March 2023. The researcher has used the questionnaire method for collecting data. A well-formulated questionnaire was prepared and responses were collected from users of different OTT platforms in Thoothukudi.

1.8 RESEARCH METHODOLOGY

1.8.1 RESEARCH DESIGN

The study has pre-determined objectives and methodology. It is also used to describe the characteristics of OTT platform users. It is descriptive in nature. Apart from this, the study observes customers’ perception, satisfaction, and service given by OTT platforms with special reference to the Thoothukudi.

1.8.2 SAMPLING DESIGN

The study is conducted among youth aged between 17 – 25 who are mostly college students. To infer their consumption of different OTT platforms, the study is conducted through the distribution of questionnaires and a total of 75 responses were collected.

1.8.3 SAMPLE SIZE

Out of the total population of college students in Thoothukudi, 75 students were selected as the sample size.

1.8.4 SOURCES OF DATA

Primary data :

Primary data were collected through questionnaires filled by the college student users of different OTT in Thoothukudi. It is the first-hand information collected for the study through hard copy and Google Forms. Most of the questions were related to the preference for OTT sites, factors influencing the selection of OTT platforms, and customer satisfaction.

Secondary data :

The secondary data has been collected from articles, journals, and from various sites.

1.9 FRAMEWORK ANALYSIS

1. Percentage analysis :

Percentage analysis is applied for the entire questionnaire to identify the percentage of contribution of various factors under the study.

2. Pie-chart, bar diagram :

This test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories.

3. Weighted average method :

The weighted average ranking technique was used to rank the preference indicated by the respondents on different factors. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score values with the help of the formula. Analysis of data obtained by ranking commonly requires non-parametric statistics.

1.10 LIMITATIONS OF THE STUDY

- 1) The study was limited to 75 respondents in Thoothukudi.
- 2) The study is mainly based on the information given by the sample respondents and the factors given by them are subject to their beliefs and attitudes.
- 3) Due to time and economic constraints of the researcher, the number of respondents has been limited to so.
- 4) The suggestions are not constant because the mindset of the respondents may be changed.

1.11 CHAPTER SCHEDULE

The following is the scheme of the report of the study:

CHAPTER – 1

The first chapter deals with the introduction and research design.

- Introduction
- Statement of the problem
- Objectives
- Scope of the study
- Area of the study
- Period of study
- Research Methodology
- Framework analysis
- Limitations of the study
- Chapterization

CHAPTER – 2

The Second chapter deals with the theoretical framework and Design of the study.

CHAPTER – 3

The third chapter deals with data analysis and interpretation of the study.

CHAPTER – 4

The fourth chapter deals with findings, and suggestions.

CHAPTER – 5

The fifth chapter summarizes with a Conclusion.

ANNEXURE

- ❖ Bibliography
- ❖ Questionnaire

CHAPTER – II



THEORETICAL FRAMEWORK AND DESIGN OF THE STUDY

CHAPTER – II

THEORETICAL FRAMEWORK

INTRODUCTION

Over-the-top (OTT) refers to film and television content provided via a high-speed Internet connection rather than a cable or satellite provider. Viewers who dislike paying for bundled content are often referred to as cord-cutters. The providers of these contents are referred to as OTT platforms. Common examples of OTT platforms popular in India are Netflix, Amazon prime, Disney plus hot-star, Youtube, Sony liv, Zee5, Voot, Hi TV, Eros Now, etc. In the late 1990s Netflix is the world's leading OTT platform innovated in 1997. Yes, you read that right. Innovated in August 29, 1997, by Reed Hastings and Marc Randolph in California. Netflix started out as a DVD dealer and was hired by post. The deals part of the business was discarded within one time. Five months latterly the DVD was released in the United States again inspired by Amazon which was in the first phase, Hastings and Randolph came up with the idea of getting DVDs brought home was unpopular. Nothing beats luxury chancing commodity without leaving the house, which you don't have to buy, and without deadline to restore it.

It was 1999, two times latterly, when Netflix began offering a yearly online subscription service Via the Internet. No! Still not reached in the broadcast section. But they did grow up that way From strength to strength, constantly changing and challenging them. Or it was hard lift, how about a blockbuster gift (and also a great competition again provider of home reimbursement services and videotape game with slipup and mortar stores) to feel the explosion of the fleck-com bubble. Still, Netflix appeared stronger than ever with adding fashion ability of DVD players.

In 2007 when it started giving its subscribers the option to distribute some of its flicks as well. TV shows directly in their homes online. Netflix expanded its business with live streaming service, while maintaining a rental service by dispatch order. Blockbuster and started a broadcasting business that time, as well as running a DVD reimbursement business through it shops. Blockbuster has tried numerous streaming services, but to no mileage.

The growth of the CTV assiduity is also emotional. In the early days of the broadcast, a large followership connect their PCs to their TVs. Followership preferences and the desire to watch decoration content on the big screen led to the establishment of the CTV assiduity. Netflix has promoted the relinquishment of CTV outfit by produce and distribute the Netflix

app on all available CTV bias. In fact, after Netflix decided not to make his own videotape player, businessman and former employer Anthony Wood has left the company also launched Roku, launching its first device in 2008. Netflix was smart enough to make a scale CTV bias can streamline their services, while paying device makers more economic impulses. Special placement in their UI and button on remote controls to maximize ease of use as well relinquishment.

Apple launched the Apple Television in 2007. It was designed to feed a Television with a large screen with pictures, a Television shows, music, podcasts, and prints on your Mac or PC. Samsung presented the first Online TV connected in 2008 and redesigned into Smart TV in 2010. Samsung Promise Smart TVs would provide all streaming applications in one place and use a single remote. Amazon took a different approach to being a leader in both the OTT and CTV industry with a different presentation video services, which started with Amazon Unbox in 2006. Blockbuster has tried many streaming services, but to no avail. For example, in 2011, it started Blockbuster Movie Pass with Dish Network, which provides access to streaming services, movies and more games by email for \$ 10 a month. But the package was only available to Dish subscribers Network.

Netflix became the de facto leader in the OTT industry at the time Blockbuster has decreased. Success happened in 2013 via the Netflix Original website the series, House of Cards, which made history for six seasons - winning trophies and awards itself and the stage in which it was broadcast. And as they said, there was no appearance back to Netflix as it continues its global domination program. Amazon Unbox has changed from Amazon Video on Demand, then Amazon Instant Video, to Amazon Video, and finally on Amazon Prime Video in 2018. It took Amazon only 12 years to convert them brand and complete their offerings. However, Amazon has collected a significant amount of Fire TV devices six years ago. In 2010, when Netflix just started dipping its toes in overseas water, the movie grew up at home.

TVF Media Labs had felt the need for an online platform to reach the young generation in the world that has rarely relied on television for entertainment purposes. Starting with a comedy program drawn on its YouTube channel, The Viral Fever is the first Indian platform for creating real digital content. Miners The Indians were the first Indians a web series that started in 2014 and soon became the second most viewed web series all around the world. Since then it has presented an award-winning web series, TVF Tripling, and continues we enjoyed a lot of fun programs and important videos (like the latest Corona Conversation with father). One can only imagine that TVF is laughing at our costs today. If they only thought that there would be a day in the future when their strategic

comments would be an adjective accepted by the Indians. After all, everything becomes viral in our country with a billion people and more.

Evolution of OTT platforms

- The first structured Indian OTT platform was **BIGFlix**, released by Reliance Entertainment in 2008.
- In 2010 Digivive released India's first OTT cellular app referred to as **nexGTV** and it was the first app to live stream Indian Premier League matches on smart telephones and did so through 2013 and 2014.
- It gained more momentum with the introduction of **Ditto TV** and **Sony liv** around 2013.
- **Eros Now** was launched in 2012 by Eros International and became much more popular.
- American streaming service **Netflix** entered India in January 2016. It further registered a Limited Liability Partnership (LLP) and started commissioning content.
- **Amazon Prime Video** was launched in 2016. Amazon India launched Amazon Prime Music in February 2018.
- Star India officially launched **Hotstar** on 11 February 2015 after fifteen months of development, coinciding with the upcoming 2015 Indian Premier League. In April 2016, Hotstar launched a subscription tier primarily oriented towards international content and the possibility of premium sports content.
- **Voot** was launched in March 2016, from the digital arms of Viacom 18.
- **Hoichoi** is the first dedicated regional-language OTT service in India. It launched in 2017 with 30 new shows and 12 original films in Bengali and has acquired about 200 Bengali films and dubbed content from English, Hindi, and Arabic.
- In June 2017 Sun TV Network launched its **sun NXT** regional OTT service in Telugu, Tamil, Malayalam, Bengali, and Kannada.

OTT Includes :

- **Over-the-top (OTT) video viewers :** Users who access the video content via an app or website that provides streaming video content. For e.g., HBO Now, Hulu, Netflix, Amazon Video, YouTube/YouTube Red and Sling TV.

- **Connected TV (CTV) users** : Users using TV sets connected to the internet through built-in internet connectivity (such as Smart TV) or through other devices with functionality such as set-top box (STB) devices. For e.g., Apple TV, Google Chrome cast, Amazon Fire Stick, Roku.
- **Linear OTT video service users** : Users subscribing to a service that delivers live TV channel bundles via the internet for a monthly subscription. For e.g., Sling TV, DirecTV Now, Hulu with Live TV, YouTube TV and PlayStation.

Common sub-categories of OTT/CTV users include :

- **Advertising-based video-on-demand (AVOD)** : Users get to access the content for free and is later monetized through video advertising.
- **Subscription video-on-demand (SVOD)** : Users who have subscribed for a paid subscription (monthly or yearly) access to streaming video content.
- **Transactional-based video-on-demand (TVOD)** : Users who have paid to access certain content through a pay-per-view (PPV) purchase model.

BOOMING INDUSTRY

With enhanced networks, stronger internet connectivity and multimedia service-capable mobiles, the presence of Indian subscribers on over-the-top (OTT) platforms is increasing day by day. This boost in the OTT consumption in India can be attributed to the addition of new subscribers emerging from Tier I and from Tier II cities; is also drawing attention of all media and entertainment houses. With the rising demand, many media and entertainment channels have launched their own platforms or are trying to collaborate with other platforms to stream their content. In the next five years, the OTT industry is expected to escalate in India. In India, at present the OTT user-base is dominated by Disney plus Hotstar, Amazon Prime Video and Netflix. However, there are several production house-backed local OTT players, such as Sony LIV, Voot, Zee5, Eros Now and ALT Balaji, which are competing with these global players and trying to make a mark in the industry. The COVID-19 pandemic and the resulting lockdown has caused people to stay at home, which has led to this rise in subscribers for these OTT platforms. In addition, as the corona virus-led lockdown impeded the theatrical experience, film makers are taking new releases to OTT platforms.

The OTT sector in India witnessed a 30% rise in the number of paid subscribers, from 22.2 million to 29.0 million between March and July 2020. As per are cent study, most Indian viewers prefer watching regional language content, especially in Hindi, on the OTT platforms. Hindi language content accounted for > 50% of the overall streaming in April–July 2020. Overall, the top five metro cities accounted for 46% of the total OTT video platform users. Another study revealed that ~ 90% consumers prefer watching video content in regional languages, and that only 7% of the total time spent on OTT platforms in India is on English content. As the coronavirus-led lockdown affected the consumer theatre experience, moviemakers are adding new releases to the OTT platforms. According to a report, the Indian OTT market is set to reach Rs.237.86 billion (US\$3.22 billion) by FY25, from Rs.42.50 billion (US\$576.73 million) in FY19. India will have 500+ million online video subscribers by FY23 and this number is likely to grow with increased smart phone and internet penetration. Going by the current trends, a diversified content portfolio and various pricing plans would help OTT players gain more paid subscribers.

As per reports of Price water house Coopers or PwC, India is currently the world's fastest growing OTT industry, and is all set to emerge as the world's sixth-largest by 2024. The market is expected to grow at a CAGR of 28.6% over the next four years to touch revenues of \$2.9 billion. This means that OTT is set to benefit from the closure of cinemas, as some film studios choose to fast-track new releases to home video platforms. The trend of digital first releases is also catching up in the five southern states, which is a significant segment of box office collection revenues in the country.

Reasons for the growth of OTT platforms

- ❖ The factors of spontaneous growth are Urbanization and westernization of the population, Access to digital devices, improved infrastructure, Convenience and so on.
- ❖ OTT bypasses cable, broadcast, satellite television, and other platforms that generally act as a controller or distributor and enables disintermediation. The sole gateway to consumers, in the age of traditional media, was through film distributors, theatre runners, television networks, or Multiple System Operators (MSOs). With OTT, content creators can interact with their audience directly through a web page or Smartphone app. This offers the comfort of viewing movies and other entertainment at one's convenient time and place.

- ❖ The OTT platforms are easily accessible through the respective OTT apps available. The OTT apps have become the most downloaded app category ahead of social networking apps like Facebook, messaging apps like Whatsapp, and e-commerce apps like Amazon and Flipkart. The streaming market will collectively account for 46% of the overall growth in the Indian entertainment and media industry from 2017 to 2022.
- ❖ Other significant factors driving the rise of OTT platforms are rising Internet & broadband penetration and declining data charges, the proliferation of internet-enabled mobile phones, and personalization of content and pricing. At the end of 2019, India had 451 million monthly active Internet users, which is projected at 666.4 million by 2023, and currently has the 2nd largest population of internet users.
- ❖ The consumption of OTT platforms heavily relied on the availability of devices that are compatible with online video viewing. The Smartphone is the preferred video streaming device in India. In February 2019, nearly 144 million people spent a total of 362 million hours on an OTT platform as per the reports of Gevers, 2019.
- ❖ The next important factor for the higher popularity of OTT platforms is the availability of personalized content. Research by IHS Markit reported that 76% of those surveyed gave their opinion that the availability of localized content and 74% opted for the quality of dubbing and subtitles of international content as the critical decision-making factors.

OTT PLATFORMS – 9 MAJOR THINGS YOU SHOULD KNOW IN 2023

OTT Platform in recent years has empowered customers by providing them with a variety of choices for their entertainment needs. Users are no longer tied down to traditional mediums such as satellite cable. Surfing through channels are now a thing of the past, and one can now make informed decisions about what to watch. An extremely high level of personalisation allows these platforms to predict what a user will most likely watch.

Worldwide revenue for Over-the-top TV and videos is expected to cross \$80 billion by 2022. It is safe to say that this phenomenon is here to stay and will slowly disrupt the traditional TV industry. Forerunners in this space will come to eventually dominate this space.

What still remains in the dark is how to go about developing a cutting-edge platform that will provide the best possible experience to users across all devices. In this blog, we have

tried to outline the fundamentals of building such a platform, with relevant examples from industry leaders and other players in this space.

KEY INGREDIENTS TO BUILDING A SUCCESSFUL OTT PLATFORM

1. Delivery of video

How are you going to deliver your video ? This is going to be your bread and butter and it will be critical in delivering an unforgettable experience for your consumers. 80% of users leave if a video does not load too quickly, and only 11% actually watch another episode. Most OTT providers focus on creating content and work with Video hosting services and Content Delivery Networks for delivery. Choosing a video hosting service depends on your requirements such as locations, bandwidth, storage, encryption etc. Video Cipher is one of them. (Some shameless self-promotion never hurt anybody)

2. Access Across All Device

Viewers expect a broadcast-quality experience across all devices at any time of the day. To be able to provide a seamless experience, the platform must be able to recognize which device is making a request and stream content accordingly. This would involve keeping a copy of every video in different formats, for different devices and screen sizes.

3. Reporting And Analytics

To be able to make informed decisions about your business, it is important that you track metrics such as what your customers are watching, from where, and from which devices. Most video hosting services and CDNs would provide some level of analytics and insights into user behavior. Once you start gathering data about how your customers are watching your content, the next step would be to map the user behavior to the user demographics. This would give you the ability to create user segments with well-defined likes and dislikes. Using this data you would be able to personalize the experience for each and every user by trying to predict what they may like or dislike. Netflix uses a recommendation engine that has over 2000 taste groups with each video mapped to those groups. Over 80% of content that is consumed on Netflix is discovered by users on its recommendation system. A strong recommendation algorithm is vital to the stickiness of any OTT Platform. Read more about OTT platforms in India.

4. Monetization

How will you make money? This is the question that you must answer at some point in your entrepreneurial journey. There are primarily three ways to monetize your videos Subscriber Video on Demand (SVOD), Transaction Video on Demand (TVOD), and Advertiser Video on Demand (AVOD).

5. Security And Anti-Piracy

How are you going to protect your content from Pirates? Distributors in the US alone lost \$9 billion dollars in revenue in 2016 because of piracy. The number is expected to go up by almost 30% by 2022. There are many options available, such as Digital Rights Management, encrypted video streaming, dynamic watermarking, password protection and IP/Geo-Lock. Securing your videos from video downloader available online can be the most important task once you start proprietary content.

6. User engagement and video interface

How will viewers engage with you and your platform? This is an important aspect of controlling the user experience. While consuming media, one of the most important rules in interface design is '**don't make the customer think**'. Netflix, for example, allows consuming what they want, when they want, wherever they want and they do not impose any form of penalties such as an advertisement, or time restrictions. This is where Netflix really went one step ahead of traditional cable services, they created original content and allowed users to binge-watch entire seasons and the time of release without any advertisements. All of this, just for a small monthly fee.

7. Customer Support

Building the platform would only be the first step of the journey. Your team needs to be able to ensure that any viewers facing technical difficulties should easily be able to reach you and resolve their problem. That means being available 24/7 to solve any problems that your viewers may have. Building an OTT platform is no walk in the park, but it doesn't need to be unnecessarily complicated. Choosing the right partners can reduce your workload and give you the time to focus on what you do best.

Advantages of OTT Platforms

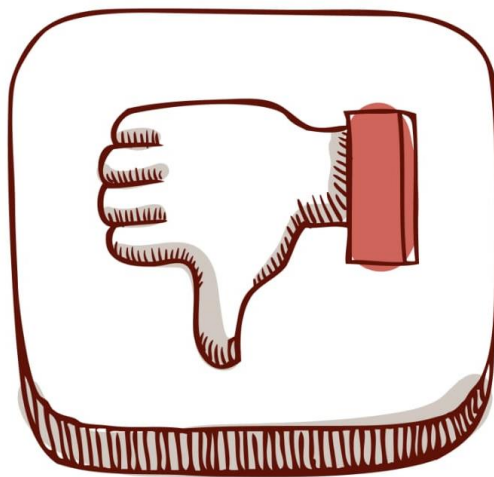


There are multiple advantages of using OTT platforms and why they have become so famous within no time in India.

1. Cost-Effective – Anyone willing to watch online digital content, can register themselves and pay a monthly or yearly subscription amount which makes it cost-effective.
2. Easy Access – One can log in to these OTT platforms through mobile applications, smart TV, laptops, tablets, etc. The only requirement is an internet connection.
3. Creative and Unusual Content – Through these over the top platforms, various creative ideas have come to the forefront which could not be brought across due to censorship or regulatory laws.
4. An open platform for Entertainment Industry – The biggest advantage of this platform is that it has provided a medium for new talent to get more opportunities as the number of projects are much higher in comparison to television or films.
5. Platform for International content – Any Indian content uploaded on these platforms can be viewed internationally. This gives a broader outreach of content and talent.
6. It is handy because the content is viewed at any time and from any location. A person with a smartphone and a decent internet connection can watch national and international films and television series of their choice.
7. The cost of a subscription is reasonable. You may view lots of online content for a thousand rupees per year or 200 rupees per month.

8. OTT platforms provide new and high-quality content. For OTT platforms, unique concepts and filming approaches are tested. The language barrier isn't an issue because most sites have a range in multiple languages.
9. You can watch the video material on multiple devices at any time. It also has a download option, allowing you to watch your favorite movies even if your internet connection is poor.
10. OTT platforms offer an ad-free experience to viewers. Users won't have to view the same advertisement over and over again, and they'll be able to watch the show uninterrupted.

Disadvantages of OTT Platforms



Along with advantages the OTT platforms have various issues and challenges which they need to overcome.

1. May affect social-political harmony – Since there is no censor board to review the content, there are chances that the content may affect social or political harmony and hurt people's sentiments on certain issues.
2. No regulatory board – No organization, department, or body is held responsible for the content that goes online. This has always been one of the biggest concerns for the Government of the country.
3. Threat to Culture and Tradition – The modern and fresh content releasing on OTT platforms has been accepted and appreciated by the people in India. However, there still are a few who have not been able to accept this unique content. Thus, the government needs to be accountable to them as well moving forward, the Ministry of

Information and Broadcasting shall have to focus on maintaining the quality of content being added digitally, ensure that it does not hurt the sentiments of the people, and promote new and fresh talent and content.

4. People with poor internet connections will not be able to enjoy a smooth viewing experience. Access to the Internet is also required because the materials are only available online.
5. Security and privacy are the two most pressing problems for OTT platforms. The information saved on their platform should not be exploited for illicit reasons, either during sign-in or in their search history.
6. Another issue with OTT services is the lack of censorship. Therefore, people of all ages particularly children are exposed to a wide range of content not suitable to their age.
7. People might quickly become addicted to OTT platforms due to the wide range of content offered, resulting in a limited social life.

TYPES OF OTT APPS

NETFLIX



Figure 2.1

Netflix is an American over-the-top content platform and production company headquartered in Los Gatos, California. It entered India in January 2016. Their Unique Selling Proposition is the abundance of original movies and television shows it offers. As they initially lacked much India-oriented or localized content, Netflix has made its highest investment ever in India to produce more original content. It is a subscription-based streaming service that allows our members to watch TV shows and movies on an internet-connected device. Customers can stream an unlimited number of films, documentaries, and television programs

from a huge catalog. Netflix was founded in 1997 by Reed Hastings and Marc Randolph in a small California city called Scotts Valley in Santa Cruz County. Then, Marc heard of a hot new product invented in Japan called the DVD. He realized DVDs would soon replace VHS Cassettes, and after a bit of brainstorming in the car on Highway 17, Reed was sold on the idea.

On a hot summer in 1997, Marc and Reed walked into Logos Books & Records in Santa Cruz, bought a CD of Patsy Cline's greatest hits, and mailed it to Reed's house a few blocks across the town. When the CD arrived intact, they knew they had found their ticket to e-commerce glory. On August 29, 1997, Netflix was registered and set up using at least \$1.9 million from Reed Hastings, and other investors later supplemented this capital. Hastings became Chairman with 70% ownership, and Marc Randolph, the CEO and a minority owner.

As they carpooled to work every day from their homes in Santa Cruz to Silicon Valley, Marc, who wanted to start something like Amazon, pitched all sorts of e-commerce ideas to Reed: surfboards, custom-built baseball bats, personalized dog food, and home-delivery shampoo. After a few iterations in its first few years, Netflix eventually crafted a successful business model: a subscription-based service with no due dates or late fees and unlimited access to content at \$19.95. It also had a queue that subscribers use to specify the order in which DVDs should be mailed to them and a delivery system that automatically mails out a DVD as soon as the previous DVD is returned.

At first, Netflix would pack the DVDs in white envelopes, and it wasn't until 2000 that Netflix changed them to yellow envelopes. Afterward, it only took the company one year to switch to the iconic red envelopes we're more familiar with. The DVDs arrived in a thin package with a postage-paid return sleeve inside, and Netflix covered all postage costs. The rest, as they say, is history. This formula proved a hit, and Netflix steadily added subscribers. Within five years of launch, Netflix was shipping millions of DVDs daily, and it quickly became one of the best places to rent movies online. In 2007 Netflix begins streaming content, delivering directly to TVs, computers, and tablets through its Watch Now service.

The first trial is in Canada. The service launches with 1,000 titles and is included free in Netflix's \$5.99 per month physical DVD subscription tier. Netflix hits 209 million subscribers in over 190 countries in 2021. Notable exceptions are North Korea, Syria, China, and Iran. It has more than 15,000 titles across all its international libraries and earns over \$25 billion in annual revenues. The company introduces mobile games, allowing users to play

games on Netflix. **2022** : Netflix loses 200,000 subscribers in the first quarter, the first time in over ten years. Because of this massive loss, the company starts to think of different ways to gain more subscribers. For example, Netflix starts to crack down on password sharing and introduces its first ad-supported tier called Basic with Ads, which offers almost content at a lower price in exchange for sitting through ads every hour.

The content is streamed over the internet, so customers do not have to wait for DVDs to arrive through the post or to be downloaded in full before watching. Netflix comes with three different subscription plans with various benefits. The Basic subscription starts at Rs.500 and does not support HD streaming. The Standard subscription costs Rs.650 per month and supports HD streaming. The Premium subscription costs Rs.800 per month and supports ultra-HD streaming and allows up to four devices to stream simultaneously. Depending on your plan, you can also download TV shows and movies to your IOS, Android, or Windows 10 device and watch without an internet connection. Netflix is a lot costlier than all of its competitors.

So additionally, it launched a low-cost, mobile-only version of its service exclusively in India. The plan costs Rs.199, and it is aiming to bring a unique personalized experience to Smartphone users in India. Netflix was founded in 1997. The company's primary business is a subscription-based streaming service offering online streaming from a library of films and television series. In January 2023, Netflix reached 223.09 million subscribers.

AMAZON PRIME VIDEO



Figure 2.2

Amazon Prime Video, also known simply as Prime Video, is an American subscription video-on-demand over-the-top streaming and rental service of Amazon offered as a standalone

service or as part of Amazon's Prime subscription. Amazon Prime Video is owned by Amazon Inc having American origin. It provides various services primarily distributing films and television series produced by Amazon Studios or licensed to Amazon, as Prime Originals (or Amazon Originals) or Exclusives, with the service also hosting content from other providers, content add-ons, live sporting events, and video rental and purchasing services.

The service debuted on September 7, 2006, as Amazon Unbox in the United States. On September 4, 2008, the service was renamed Amazon Video on Demand. As of August 2014 the service is no longer available for downloading purchased instant videos. On February 22, 2011, the service rebranded as Amazon Instant Video and added access to 5,000 movies and TV shows for Amazon Prime members. On February 8, 2012, Amazon signed a deal with Viacom to add shows from MTV, Nickelodeon, Comedy Central, BET and Logo TV to Prime Instant Video. On September 4, 2012, Amazon signed a deal with pay TV channel Epix to feature movies on their streaming service, in a move to rival their competitor Netflix. Additionally, in November 2013, Amazon premiered the comedies Alpha House and Betas, which are original series available exclusively online via the Prime Instant Video service. Amazon offered the first three episodes of both series at once for free, with each subsequent episode released weekly thereafter for Prime members.

On February 9, 2022, Amazon signed a long-term deal with the Shepperton Studios for exclusive use of new production facilities. On July 31, 2022, it was announced that the service will expand to Southeast Asia, and be offered in Indonesia, Thailand and the Philippines. The offerings will include localized content, as well as localized interface and subtitles for non-local content. In India Prime Video hosts over 2,000 movies and 400 television shows. The subscription costs around Rs.129 per month or Rs.999 per year. With over 10 million subscribers, India is the biggest market in the world for Prime Video. In an annual letter to shareholders, Jeff Bezos, Founder and CEO of Amazon, stated that India is the company's most valuable market outside America.

Prime Video Mobile Edition, for which Amazon has partnered with Indian telecom network Airtel, will feature 28-day mobile-only, single-user, standard definition (SD) access to customers in India for Rs.89 (\$1.22). This tier will include 6GB of mobile data that customers can consume during the subscription period. There's also a slightly expensive plan for Prime Video Mobile Edition that will charge customers Rs.299 but will offer 1.5GB mobile

data for each day of the subscription. To anyone who subscribes to Prime Video Mobile Edition, Amazon says it will pick the tab for the first month.

DISNEY PLUS HOTSTAR



Figure 2.3

Disney plus Hotstar is ideal for watching movies, daily soaps, live sports, and news channels. The users can create an account and view the content for free with advertisements. A Hot-star Premium subscription offers ad-free access to exclusive international movies and TV shows for Rs.299 per month or Rs.1,499 per year. There's also a monthly Premium subscription plan which costs Rs.299 per month. Premium members will also get exclusive access to the latest Hindi and regional movies.

Since its official launch in India, Disney plus Hotstar has accumulated over 28 million paid subscribers. Overall, Hotstar has more than 300 million monthly active users, making it the biggest streaming platform in India. Disney Plus alone has over 94 million subscribers worldwide, about 29% of which are from India. Disney plus Hotstar is an Indian subscription video-on-demand streaming service owned and operated by Star India, a subsidiary of The Walt Disney Company India.

The service primarily distributes Hot-star originals, Disney plus hotstar originals, films, and television series produced by Star, The Walt Disney Studios, and Walt Disney Television, with dedicated content hubs for Disney, Pixar, Marvel, Star Wars, and National Geographic.

In India, it also offers HBO, Showtime, live sports from Star Sports & ESPN, and select Hulu content Unlike Disney Plus in other countries, 4K content on Disney plus Hot-star is very limited.

SONY LIV



Figure 2.4

Sony LIV is an Indian over-the-top freemium streaming platform owned by Culver Max Entertainment. Sony Liv is an OTT platform with a streaming service operated by Sony Pictures Networks. It has more than 40,000 hours of content from a wide variety of genres. Sony Liv had a higher growth rate in non-metropolitan cities like Lucknow, Indore, Patna, and Jaipur, as compared to metropolitan cities. Similar to Hotstar, it is available as a freemium service with content that viewers can see without signing up or subscribing.

The entry-level Sony Liv Special plan is priced at Rs.199. The top-end Sony Liv Premium plan, which includes live sports, original TV shows, and movies, among others, is priced starting at Rs 299. The platform recorded 70 million viewers during the FIFA World Cup in 2018. It has access to 18 years of content from channels that are part of the Sony Entertainment Network, which translates to more than 700 movies and 40,000+ hours of television show coverage in Hindi, English, Telugu, and Tamil.

Sony Liv has reached about 25 million views on a monthly basis on its website, app, and YouTube channel. Sony LIV's technology is mostly based on a distributed microservices architecture, to make sure there is no single point of failure to manage multiple locations the regional programs boost the popularity of Sony LIV. Since 2020, Sony Liv has taken more of

an active role as a producer and distributor for both films and television series, offering original programming content through its online library.

ZEE5



Figure 2.5

ZEE5 is the OTT platform the Essel Group runs via its subsidiary Zee Entertainment Enterprises. It was launched in India on 14 February 2018 with content in 12 languages. The ZEE5 mobile app is available on Web, Android, IOS, and Smart TVs, among other devices. ZEE5 claimed 56 million monthly active users in December 2019. ZEE5 was a late entrant to the group of OTT platforms but has made its own impact.

Launched 18 months ago, Zee5 India boasts 70 million+ downloads and has an active subscriber base around the 0.5 million mark. Most of the content, if not all, is paid and restricted to only ZEE5's premium users. The ZEE5 'All Access' subscription price in India starts at Rs.99/ month and goes up to Rs.999 for a year. It also supports five screens at a time and offline viewing. ZEE5 premium subscription is available for free to prepaid Airtel and Vodafone Idea users with select prepaid packs that also include unlimited voice calling, data, SMSs, and other benefits.

The nationwide lockdown brought about a change in content consumption patterns, which accelerated ZEE5's growth & a report released earlier this year by Sensor Tower stated that ZEE5 is the sixth-most downloaded app on Google Play Store among streaming platforms. Zee5 offers an exhaustive array of content; with 90+ live TV channels and 1.25 lac+ hours of

viewing across the languages of English, Hindi, Bengali, Malayalam, Tamil, Telugu, Kannada, Marathi, Oriya, Bhojpuri, Gujarati & Punjabi making it a complete video destination for OTT viewers.

SUN NXT



Figure 2.6

Sun NXT is the best South Indian movie collection app for movie buffs. Sun NXT app has 4000+ movies and Daily TV Shows in almost all six languages Tamil, Telugu, Malayalam, Kannada, Bengali, and Marathi. Apart from TV shows and movies, there is live streaming, news, music videos, kids' shows, comedy clips & trailers. The service was launched in June 2017. Within four days of its launch, the app had obtained 1.1 million downloads. By November it was about seven million. In August 2019, Sun TV Network planned to invest ₹150 crore in the platform over 18 months. In February 2020, the platform's subscriber base grew to about 15 million users and started making profit. However, it had expected 20 million subscribers by the end of 2019.

It has more than 4000+ Movies and 30+ Live TV Channels. Sun NXT, despite not having two mil subscribers, the platform is approximately earning most of its revenue on the contractual basis of content sharing with partnership of network companies. In February 2020, the platform had around 15 Million users and started making profits. Sun NXT has more than 4000 movies and 30 live TV channels.

Premium subscribers can access content using the same account from 4 (four) different devices at the same time however, accessing content simultaneously from more than 4 (four)

devices is not possible. Premium Plan: Under the premium plan, users get an ad-free experience and can access Sun NXT on Android and IOS devices and larger screens like a smart TV or a laptop. The premium plan allows users to watch content simultaneously on 4 screens. In India, both plans are offered as annual validity plans.

JIO CINEMA



Figure 2.7

Jio Cinema is an Indian advertising video on-demand and over-the-top streaming service, owned by Viacom 18 a subsidiary of TV18. Launched on 5 September 2016, Jio Cinema's content library includes films, television shows, web series, music videos, documentaries and sports. After the successful merger with Viacom 18 in September 2022, Viacom18 shifted all its sporting content from Voot to Jio Cinema making it the digital sporting destination of the network. The mobile app is available for Android and IOS devices.

Jio cinema is a multimedia application developed to bring you hours and hours of quality video content, from Bollywood movies and high-rating Indian TV series to Hollywood films and TV shows. This streaming software offers quality streaming, anytime, anywhere. Jio cinema enables you to view your favourite videos. A few of our unique features are Resume Watching movies, TV shows, and trailers Watch online movies and TV Shows across any of your devices from where you last paused on any other device.

Jio cinema is an app that offers you a huge collection of movies across languages and genres. It also features TV shows and trailers in HD quality. Launched on 5 September 2016,

Jio cinema's content library includes films, television shows, web series, music videos, documentaries, and sports. You don't need Jio SIM to use the Jio cinema app. Mukesh Ambani promoted telecom Jio has made the video streaming platform free for all. This allows Airtel, Vi, and BSNL users to also download the Jio cinema app on their devices and stream its content, including FIFA World Cup 2022, for free.

EROS NOW



Figure 2.8

Eros International Media Ltd (also known as Eros India) is an Indian motion picture production and distribution company, based and originated in Mumbai, India. It is owned and controlled by Eros Digital, the Indian digital media management arm of the Indian American multinational media company Eros Media World Founded by Arjan Lulla in 1977, it is one of the leading production and distribution companies in India. Eros Now Premium offers the complete library of Eros Now entertainment in high definition, including subtitles (for movies). The Eros Now library includes thousands of movies and TV episodes ready to stream instantly on your PC, Mac, Android device, iPhone, iPad, and Apple TV.

Currently, his sons Kishore Lulla and Sunil Lulla manage the company. Eros Now is an Indian subscription-based over top, video-on-demand entertainment, and media platform, launched in 2012. It is a subsidiary of Eros Media World, formed in 2020. This streaming platform caters to 1.5 billion Indian entertainment fans. Eros Now's major content during its first debut period was films and music videos. Under the original bouquet, it has introduced material like short films, mini-series, and carefully chosen content. To keep ahead of the

competition, this streaming platform has also partnered with a number of prominent telecom and content providers to follow unlimited entertainment.

With around 18 million YouTube subscribers, this OTT platform is among India's top 100 highly subscribed YouTube channels. While there are multiple established streaming platforms with a bigger content library, like Netflix and Amazon Prime, there's no doubt that Eros Now is the best platform for every Bollywood buff.

MX PLAYER



Figure 2.9

MX Player streaming and video is an Indian video-on-demand platform developed by MX Media & Entertainment (formerly J2 Interactive). It has over 280 million users globally. The platform currently operates on an ad-supported model and has a streaming library of over 150,000 hours in 11 languages. It is available on IOS, Android, and the web.

In 2018, Times Internet acquired a majority stake in MX Player for \$140 million. In October 2019, MX Player raised \$110.8 million in an investment led by Chinese conglomerate Tencent. Karan Bedi is the CEO of MX Player. It is a dominant leading video platform on smartphones globally, with over 175 million monthly active Indian users and over 275 million monthly active users worldwide.

TELEGRAM



Figure 2.10

Telegram was launched in 2013 by the brothers Nikolai and Pavel Durov. Previously, the pair founded the Russian social network VK, which they left in 2014, saying it had been taken over by the government. Pavel Durov sold his remaining stake in VK and left Russia after resisting government pressure. India was the leading market of Telegram by app downloads. Between January and August 2022, Indian users installed the messaging app approximately 70 million times. Russia ranked second, with over 24 million downloads over the observed period, while U.S. users installed the app 20 million times.

Telegram Messenger is a globally accessible freemium, cross-platform, encrypted, cloud-based, and centralized instant messaging (IM) service. The application also provides optional end-to-end encrypted chats, popularly known as secret chat and video calling, VoIP, file sharing, and several other features. It was launched for IOS on 14 August 2013 and for android on 20 October 2013. The servers of Telegram are distributed worldwide with five data centres in different parts of the world, while the operations centre is based in Dubai, United Arab Emirates.

Various client apps are available for Smart TV, desktop, and mobile platforms including official apps for Android, IOS, Windows, mac OS, and Linux (although registration requires an IOS or Android device and a working phone number). There are also two official Telegram web twin apps, Web K and Web Z, and numerous unofficial clients that make use of Telegram's protocol. Telegram's official components are open source, with the exception of the server which is closed-sourced and proprietary.

YOU TUBE

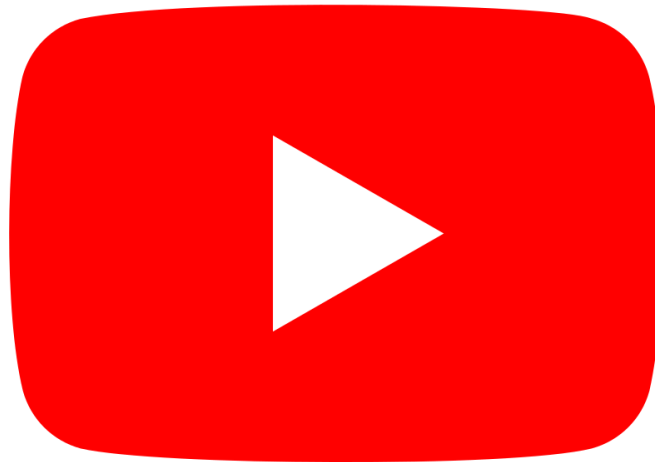


Figure 2.11

YouTube is a global online video-sharing and social media platform headquartered in San Bruno, California. It was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim. It is owned by Google. In October 2006, YouTube was bought by Google for \$1.65 billion. Google's ownership of YouTube expanded the site's business model, expanding from generating revenue from advertisements alone, to offering paid content such as movies and exclusive content produced by YouTube.

Since it is purchased by Google, YouTube has expanded beyond the core website into mobile apps, network television, and the ability to link with other platforms. Video categories on YouTube include music videos, video clips, news, short films, feature films, songs, documentaries, movie trailers, teasers, live streams, vlogs, and more. Most content is generated by individuals, including collaborations between Youtubers and corporate sponsors. YouTube has had an unprecedented social impact, influencing popular culture, and internet trends, and creating multimillionaire celebrities. It also offers YouTube Premium Google, a paid subscription option for watching content without ads.

YouTube also approved creators to participate in Google's AdSense program, which seeks to generate more revenue for both parties. YouTube reported revenue of \$19.8 billion in 2020. In 2021, YouTube's annual advertising revenue increased to \$28.8 billion. YouTube is a free video-sharing website that makes it easy to watch online videos. You can even create and upload your own videos to share with others. Originally created in 2005, YouTube is now one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month.

VOOT



Figure 2.12

Voot is an Indian subscription video-on-demand and over-the-top streaming service, owned by Viacom18. Launched in March 2016, it is Viacom18's advertising-led video-on-demand platform that is available as an app for IOS, Kai OS (Jio Phone), and Android users, and a website for desktop consumption. It is also accessible through Amazon Fire TV, Roku (for Virgin Media and Sling TV subscribers), and Apple Chrome cast devices. Voot is available only in India, the US, and the UK, and hosts over 40,000 hours of video content that includes shows from channels like MTV, Nickelodeon, and Colors. Content is also available in multiple languages like Kannada, Marathi, Bengali, Gujarati, Odia, Telugu, and Tamil.

In February 2020, Voot introduces paid subscription service called Voot Select. Voot Select is a premium subscription plan with which you get access to Voot Original content, the latest international shows, live channels, an ad-free experience, and 24 hours of early access to the Latest International shows on Colors and MTV channels. This means you will be able to watch over 1000+ movies in 19 languages, which cover most of India's languages. Apart from that, you also get live access to over 35 TV channels. Voot has content from Colors TV, MTV, Nickelodeon, and other Viacom 18-owned television channels. It also hosts many Bollywood films for streaming. It has produced several Voot Original shows for streaming as well.

Airtel X stream



Figure 2.13

Airtel X-stream offers India's largest bouquet of OTT platforms to consumers across mobile and large-screen formats. Mobile subscribers can select one OTT provider from the bouquet with a minimum recharge of Rs.148. The large screen format, launched earlier this year as X-stream Premium is also available at Rs.149 and enables access to over 10,500 movie titles and shows plus LIVE TV from Airtel's OTT content partners such as Sony LIV, Eros Now, Lionsgate Play, Hoichoi, Manorama Max, Shemaroo, Ultra, Hungama Play, EPI Con, Doc U-bay, Divo TV, etc.

Bharti Airtel ("Airtel"), India's premier communications solutions provider today announced that its video streaming service Airtel X-stream has achieved 2 million. The Airtel TV application, Airtel X-stream is a free video application accessible on Android and IOS. You can stream more than 350 Live TV stations, 10000+ Movies, 100+TV shows, Music recordings, and more across 14 Languages.

Hi TV



Figure 2.14

High Television (also known as Hi-TV) was Entertainment Highway's multi-channel digital satellite television service in Nigeria, launched in 2007. Hi-TV later broadcast its material only on satellite at the price of N3,500 (\$27.73) monthly. It was the first television platform in Africa to deploy hyper cable, a terrestrial pay-per-view TV decoder system. Hi-TV services were stopped in November 2011 due to financial difficulties. The company no longer exists. But now exist in some areas providing entertainment to users. The founder of HiTV, Oluwatoyin Subair, has admitted to his failures which led to the loss of his business.

To access all features and content you can subscribe to Hi-TV on a monthly or yearly basis with an auto-renewing subscription right inside the app. Pricing can vary by region and will be confirmed before purchase in the app. In the app, subscriptions will automatically renew at the end of their cycle. Hi-TV is one of the best Korean drama apps in India available to watch Korean Dramas for free in high definition. The app operates with an advertising-based model. Along with Korean dramas, this app also has dramas, movies, and variety shows from Western countries, Thailand, Japan, Turkey, and China.

RAKUTEN VIKI



Figure 2.15

Razmig Hovaghimian is an American entrepreneur. He is co-founder and CEO of the international online streaming video site VIKI, and senior executive officer of global content, board observer, and Entrepreneur in residence at Japanese e-commerce company Rakuten. Headquartered in San Mateo, California, it has offices in Singapore, Tokyo, Japan, and Seoul, South Korea.

The name VIKI is a portmanteau of the words video and wiki, drawing on the latter company's use of volunteers for content management. No VIKI is not Chinese. It is also known as Rakuten VIKI and it is an American video streaming website whose main headquarter is situated in San Mateo, California. Other locations where this company has its offices are Singapore, Tokyo, Japan, and Seoul, South Korea. The app is available for free but with ads. You can also subscribe to VIKI at ₹299 per month or ₹3,099 per year. It is an official streaming service, and Rakuten VIKI is safe to use.

In general, it will not differ much from platforms like Netflix and Disney plus hotstar, except for the community subtitles and the option of watching content for free with ads. VIKI has been bringing K-drama lovers quality content for many years now. The love and appreciation that viewers have for an inclusive platform that is able to provide access to various shows have been endless.

CHAPTER – III



ANALYSIS AND INTERPRETATION

CHAPTER – III

INTERPRETATION AND ANALYSIS OF DATA



The process of data analysis involves processing the gathered information related to the topic by using statistical tools to explore the as per the objectives into a great depth and draw conclusions from it. Once data analysis is completed, data interpretation is done. Data interpretation involves reviewing the analysis done and summarizing the results in descriptive form. It helps to develop informed decisions rather than predictions. The interpreted data is useful for individuals, businesses and researchers. To perform this well-effective research, convenience sampling method was used to collect the data through a questionnaire from the college students in Thoothukudi.

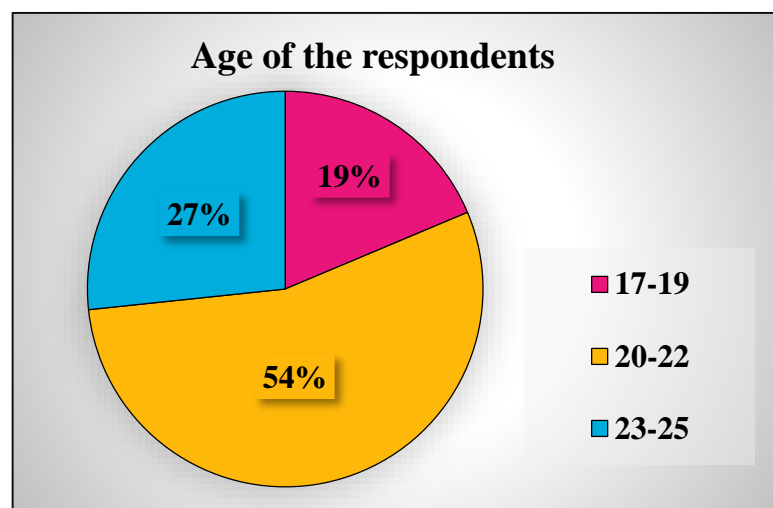
The questionnaire consisted of main parts such as demographic profile including age, educational qualification, occupational and monthly income, specifications in using OTT apps, type of service, period of usage, purpose of using and the like. The level of satisfaction and disadvantages associated with using OTT apps are also studied. This chapter provides a clear picture on the detailed analysis and interpretation done on this study.

Table 3.1

Age of the respondents

Particulars	Number of Respondents	Percentage
17 years – 19 years	14	19%
20 years – 22 years	41	54%
23 years – 25 years	20	27%
Total	75	100%

Source : Primary Data



INFERENCE :

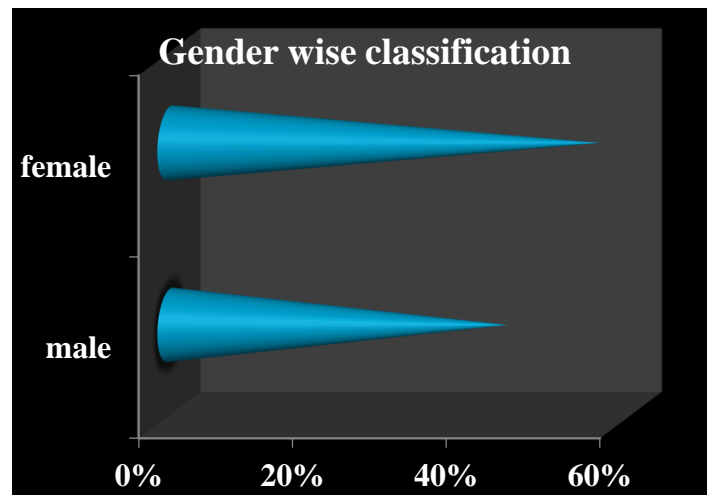
The above table 3.1 depicts the age group of college students who watch OTT apps. 9% are between the age of 17 years – 19 years, 54% of them are between the age of 20 years – 22 years, and 27% are between 23 years – 25 years of age. Thus the majority (54%) of college students who watch OTT apps are between the age group of 20 years – 22 years.

Table 3.2

Gender wise classification

Gender	Number of Respondents	Percentage
Male	33	44%
Female	42	56%
Total	75	100%

Source : Primary Data



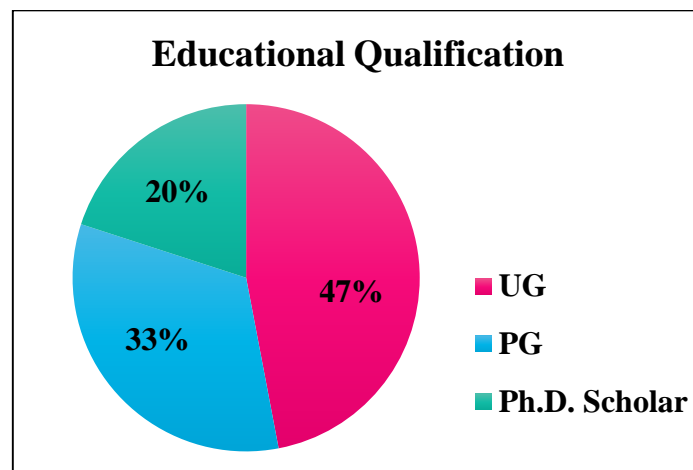
INFERENCE :

From the above table 3.2, gender-wise OTT users have been inferred. 44% of the college students are male and 56% of the college students are female. Therefore, the majority (56%) of college students are female.

Table 3.3
Educational Qualification

Particulars	Number of Respondents	Percentage
UG	35	47%
PG	25	33%
Ph.D. Scholar	15	20%
Total	75	100%

Source : Primary Data



INFERENCE :

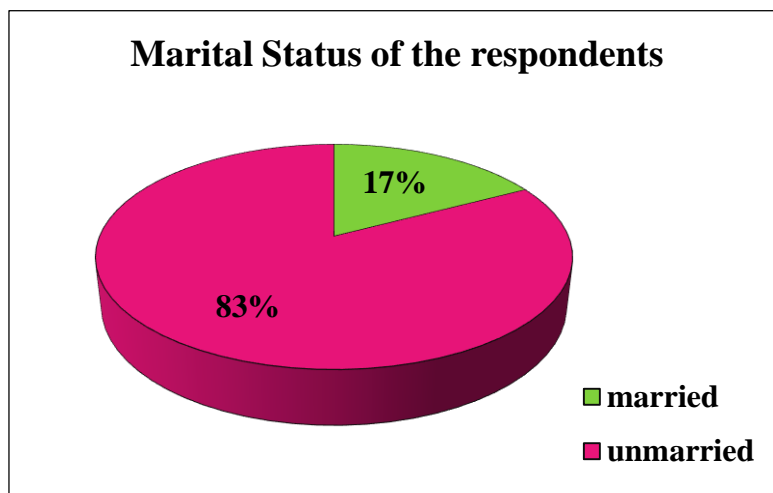
From the above table 3.3, the educational qualification of college students who watch OTT sites is shown. 47% are Under Graduate students, 33% are Post Graduate students, and 20% are Ph.D. Scholars. Thus, the majority (47%) of college students who watch OTT apps are undergraduate students.

Table 3.4

Marital Status of the respondents

Particulars	Number of Respondents	Percentage
Married	13	17%
Unmarried	62	83%
Total	75	100%

Source : Primary Data



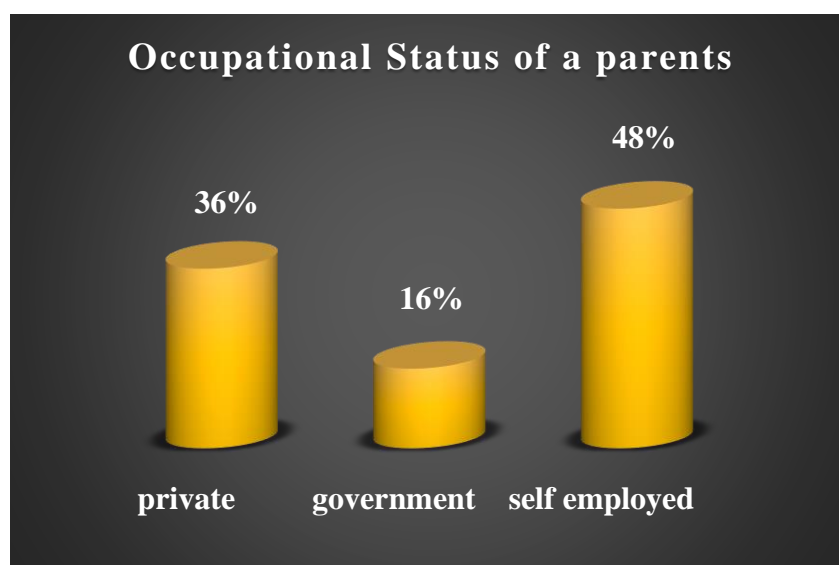
INFERENCE :

Table 3.4 shows the marital status of college students who watch OTT apps. 17% are married and 83% are unmarried. Therefore, the majority (83%) of college students are unmarried.

Table 3.5
Occupational Status of a parents

Particulars	Number of Respondents	Percentage
Private Employee	27	36%
Government Employee	12	16%
Self-Employed	36	48%
Total	75	100%

Source : Primary Data



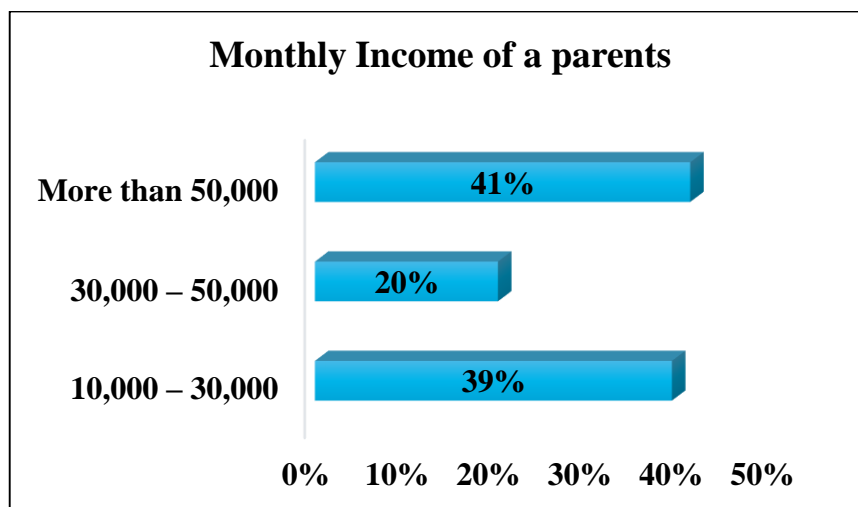
INFERENCE :

Table 3.5 shows the occupational status of the college students. 36% are private employees, 16% are government employees, and 48% are self-employed. Thus, the majority (48%) of the student's parents are self-employed.

Table 3.6
Monthly Income of a parents

Particulars	Number of Respondents	Percentage
Rs.10,000 – Rs.30,000	29	39%
Rs.30,000 – Rs.50,000	15	20%
More than Rs.50,000	31	41%
Total	75	100%

Source : Primary Data



INFERENCE :

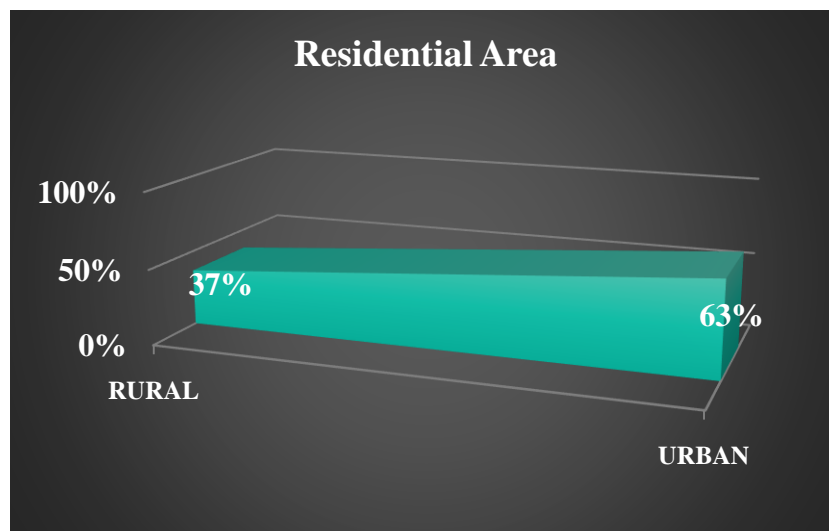
Table 3.6 shows the parent's monthly income of the college students who watch over OTT sites. 39% of the student's parents earn Rs.10,000 to Rs.30,000, 20% of the student's parents earn Rs.30,000 to Rs.50,000, and 41% of the student's parents earn more than Rs.50,000. Therefore, the majority (65%) of the OTT student consumer's parents earn more than Rs.50,000.

Table 3.7

Residential Area

Residence	Number of Respondents	Percentage
Rural	28	37%
Urban	47	63%
Total	75	100%

Source : Primary Data



INFERENCE :

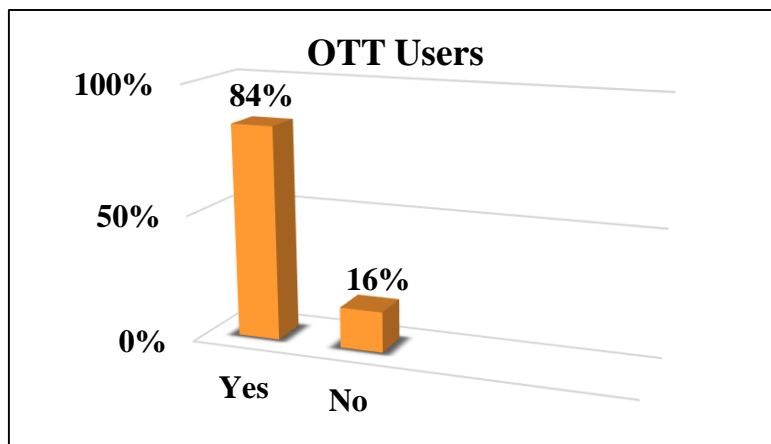
In table 3.7 the residential area of the OTT users is analysed. 37% are from rural areas and 63% are from urban areas. Thus, the majority (63%) of college students are from urban areas.

Table 3.8

Number of OTT Users

OTT Users	Number of Respondents	Percentage
Yes	63	84%
No	12	16%
Total	75	100%

Source : Primary Data



INFERENCE :

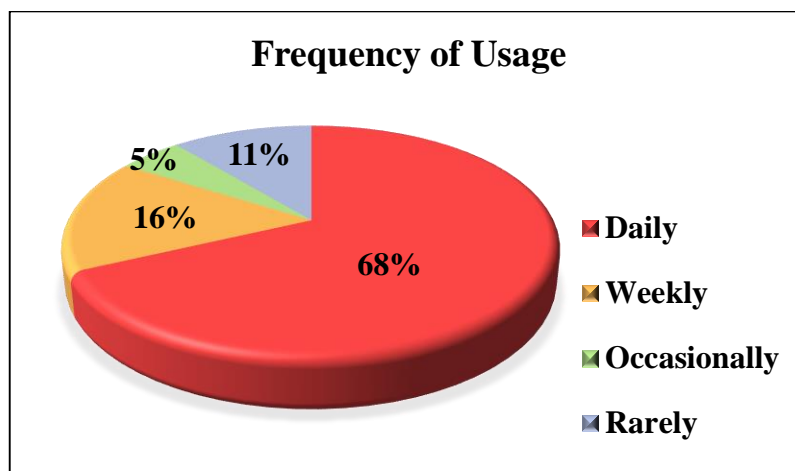
In table 3.8, the number of college students who use OTT apps are figured out. 84% use OTT, and 16% don't use it. Therefore, the majority (84%) of college students use OTT.

Table 3.9

Frequency of usage

Particulars	Number of Respondents	Percentage
Daily	51	68%
Weekly	12	16%
Occasionally	4	5%
Rarely	8	11%
Total	75	100%

Source : Primary Data



INFERENCE :

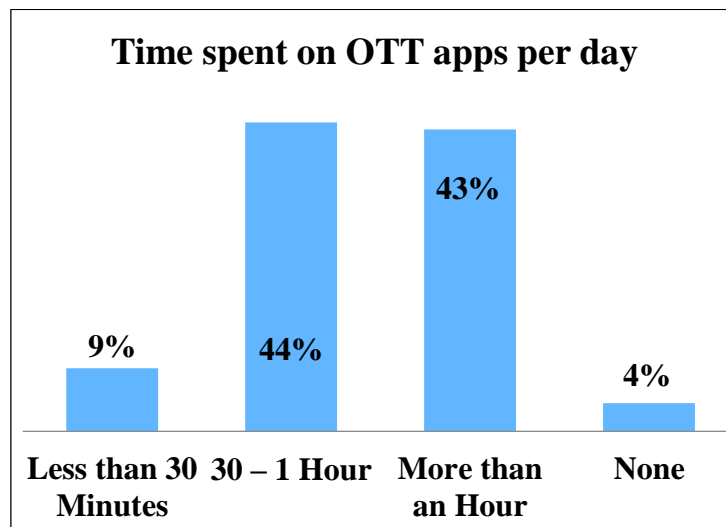
Above table 3.9 depicts the frequency of usage of OTT apps by college students. 68% watch daily, 16% watch weekly, 5% watch occasionally, and 11% rarely watch in OTT. Thus, the majority (68%) of college students watch on a daily basis.

Table 3.10

Time spent on OTT apps per day

Particulars	Number of Respondents	Percentage
Less than 30 Minutes	7	9%
30 – 1 Hour	33	44%
More than an Hour	32	43%
None	3	4%
Total	75	100%

Source : Primary Data



INFERENCE :

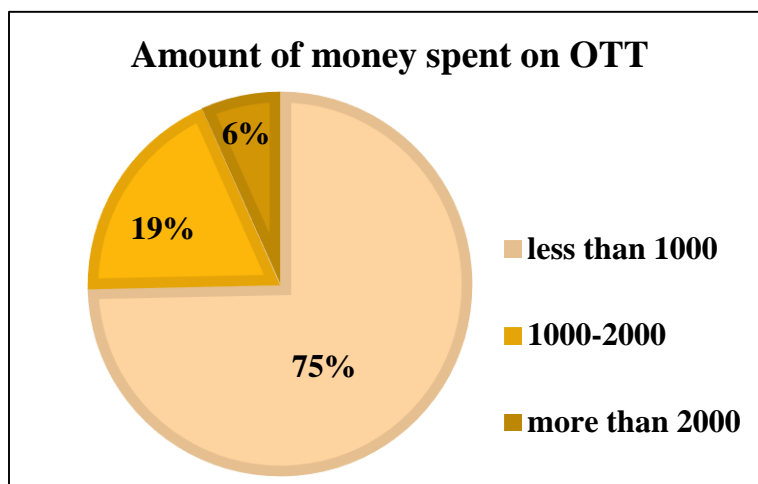
Table 3.10 shows the time spent by college students watching OTT apps per day. 9% spend less than 30 minutes, 44% spend 30 minutes – 1 hour, 43% spend more than an hour, and 4% don't spend time watching in OTT apps. Thus, the majority (44%) of the college students spend 30 minutes – 1 hour watching in OTT apps.

Table 3.11

Amount of money spent on OTT

Particulars	Number of Respondents	Percentage
Less than 1000	56	75%
1,000 – 2,000	14	19%
2,000 or more	5	7%
Total	75	100%

Source : Primary Data



INFERENCE :

In table 3.11, the amount of money spent on OTT by college students is analysed. 75% spend less than 1,000 rupees, 19% spend between 1,000 and 2,000 rupees and 7% spend more than Rs.2,000. Therefore, the majority (75%) of college students spend less than 1,000 rupees.

Table 3.12**Usage of different platforms**

Sl. No	Factors	Factors score					Weighted score	Mean score	Rank
1	Netflix	100	56	48	30	10	244	48.8	1
2	Amazon prime	65	40	57	32	17	211	42.2	4
3	Disney plus hot-star	60	36	54	30	21	201	40.2	5
4	MX player	65	76	33	34	15	223	44.6	2
5	Telegram	70	44	60	34	13	221	44.2	3

Source : Primary Data

INFERENCE :

Table 3.12, shows the usage of different OTT platforms by college students using the weighted average method. Accordingly, Netflix ranks first, MX player comes second, Telegram comes third, Amazon prime at fourth, and Disney plus hot-star at last. Thus, Telegram is the most popular OTT app which is first preferred by the college students.

Table 3.13**Program preferences of OTT users**

Sl. No	Factors	Factors score				Weighted score	Mean score	Rank
1	Movies	68	72	26	21	187	46.75	2
2	Web Series	76	81	22	18	197	49.25	1
3	Reality Shows	60	63	38	20	181	45.25	3
4	News	64	60	34	22	180	45	4

Source : Primary Data

INFERENCE :

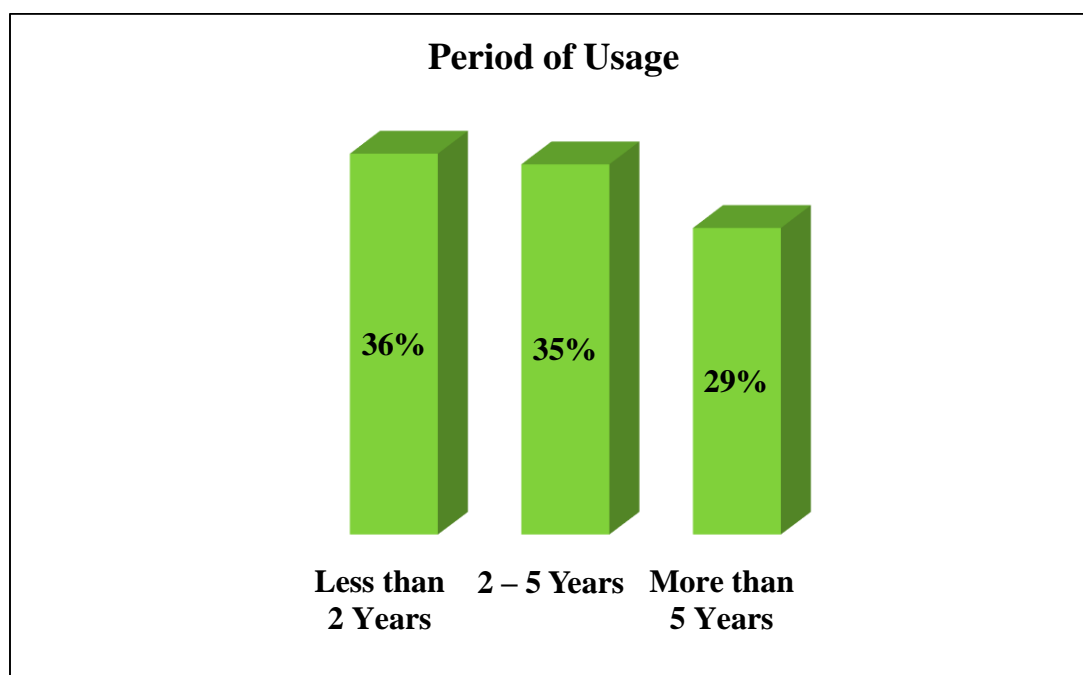
Table 3.13, depicts the programs preferred on OTT apps by college students. Accordingly, Web series rank first, Movies come second, Reality shows come third, and News fourth. Hence, Reality shows is ranked first by the college students.

Table 3.14

Period of usage

Particulars	Number of Respondents	Percentage
Less than 1 Year	27	36%
1 – 2 Years	26	35%
More than 2 Years	22	29%
Total	75	100%

Source : Primary Data



INFERENCE :

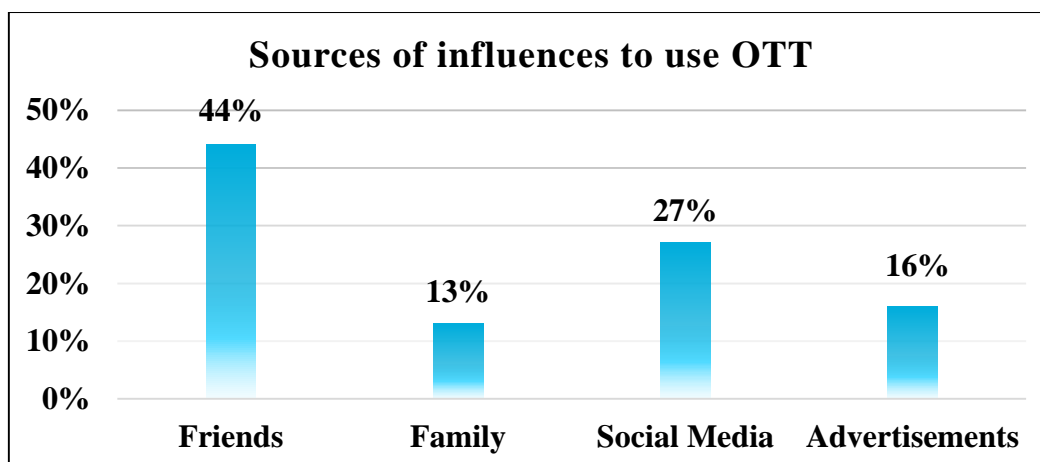
Table 3.14, shows the period of usage, 36% of college students have been using it for less than 2 years, 35% have been using it for 2 to 5 years, and 29% have been using it for more than 5 years. Thus, the majority (36%) of college students have been using it for less than 2 years.

Table 3.15

Sources of influence to use OTT

Particulars	Number of Respondents	Percentage
Friends	33	44%
Family	10	13%
Social Media	20	27%
Advertisements	12	16%
Total	75	100%

Source : Primary Data



INFERENCE :

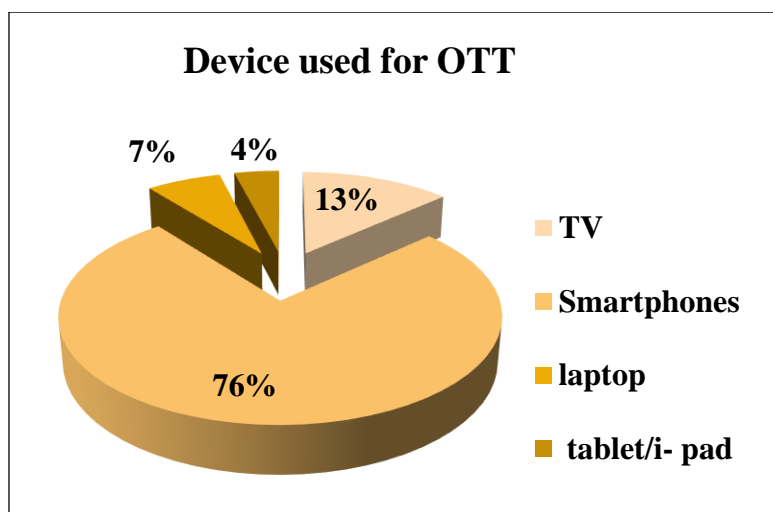
In table 3.15, the sources of influence to use OTT are shown among college students. 44% are influenced by their friends, 13% by their family, 27% by social media, and 16% by advertisements. Therefore, the majority (44%) of college students are influenced by their friends.

Table 3.16

Device used for OTT

Particulars	Number of Respondents	Percentage
TV	10	13%
Smartphones	57	76%
Laptop	5	7%
Tablet/I-pad	3	4%
Total	75	100%

Source : Primary Data



INFERENCE :

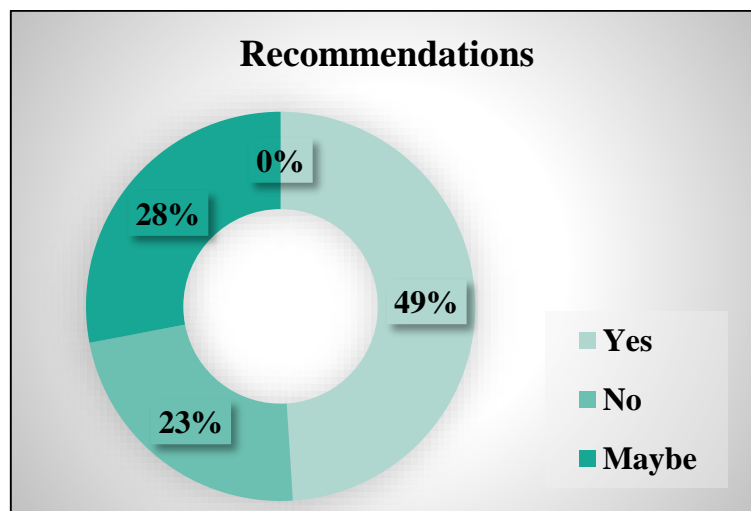
In table 3.16, the device used for watching OTTs by college students are analysed. 13% use TV for watching programs on OTT apps, 76% use smartphones, 7% use laptops, and 4% use tablets or I-pads for watching. Thus, the majority (76%) of the college students use smartphones for watching programs on OTT apps.

Table 3.17

Recommendations

Particulars	Number of Respondents	Percentage
Yes	37	49%
No	17	23%
Maybe	21	28%
Total	75	100%

Source : Primary Data



INFERENCE :

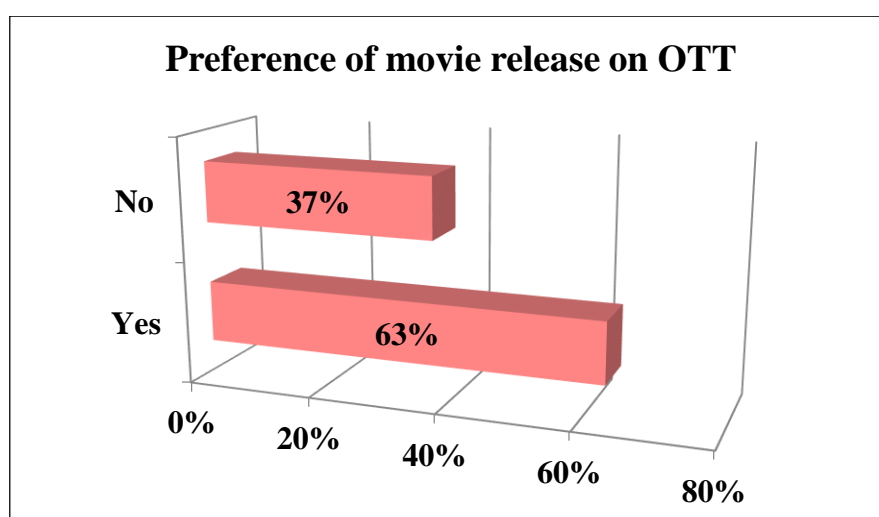
Table 3.17, depicts whether the college students who watch OTT apps would recommend it to others. 49% have responded yes on recommending to watch OTT apps, 23% says no to recommend the OTT apps, and 28% sometimes recommend the OTT apps. Therefore, the majority (49%) of the college students say yes on recommending OTT apps to others.

Table 3.18

Preference of movie release on OTT

Particulars	Number of Respondents	Percentage
Yes	47	63%
No	28	37%
Total	75	100%

Source : Primary Data



INFERENCE :

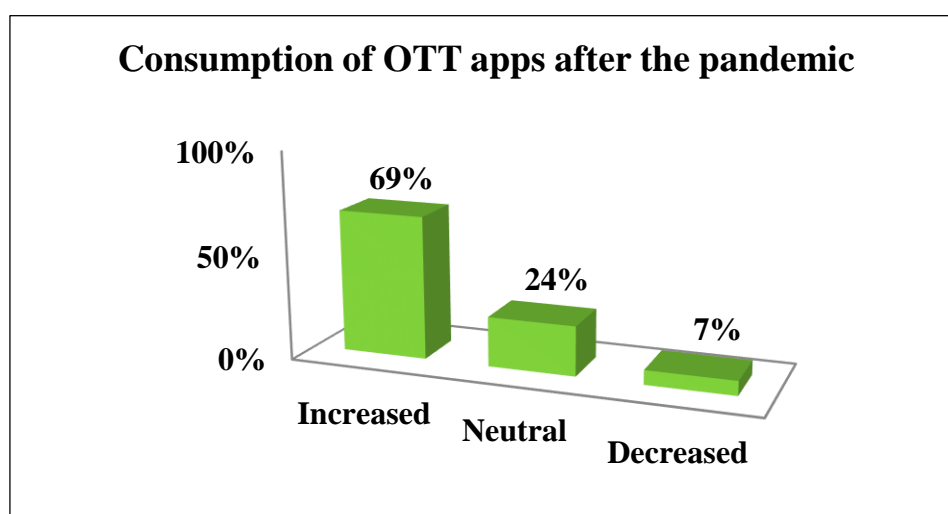
Table 3.18, shows the preference of movie release on OTT. 63% prefer releasing movies on OTT, and the rest 37% don't prefer releasing on OTT. Therefore, the majority (63%) of college students prefer releasing the movie on OTT.

Table 3.19

Consumption of OTT apps after the pandemic

Particulars	Number of Respondents	Percentage
Increased	52	69%
Neutral	18	24%
Decreased	5	7%
Total	75	100%

Source : Primary Data



INFERENCE :

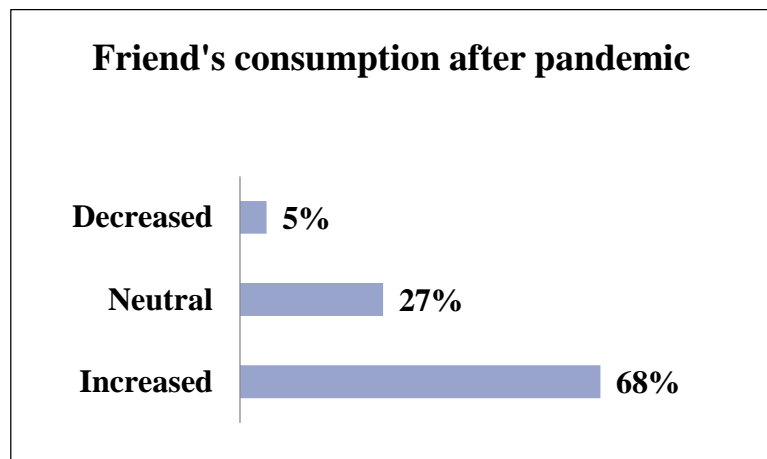
Table 3.19, shows the consumption of OTT apps after the pandemic. 69% feel that their usage of OTT apps after the pandemic has increased, 24% have neutral, and 7% felt like it has decreased. Therefore, the majority (40%) of college students felt like their usage of OTT apps has highly increased.

Table 3.20

Friend's consumption of OTT after pandemic

Particulars	Number of Respondents	Percentage
Increased	51	68%
Neutral	20	27%
Decreased	4	5%
Total	75	100%

Source : Primary Data



INFERENCE :

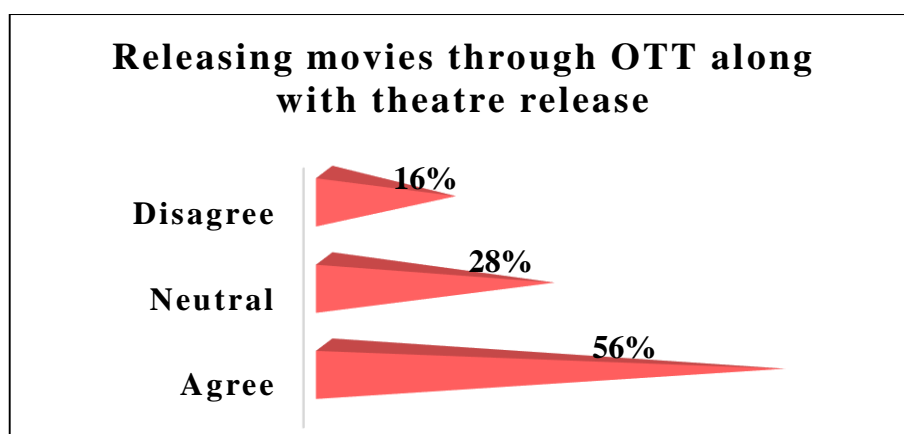
In table3.20, the college student's friend consumption after the pandemic is shown, 68% friend's consumption of OTT apps has increased, 27% friend's consumption is neutral, and 5% friend's consumption has decreased. Thus, the majority (68%) of college student's friend consumption of OTT apps has increased.

Table 3.21

Releasing movies through OTT along with theatre release

Particulars	Number of Respondents	Percentage
Agree	42	56%
Neutral	21	28%
Disagree	12	16%
Total	75	100%

Source : Primary Data



INFERENCE :

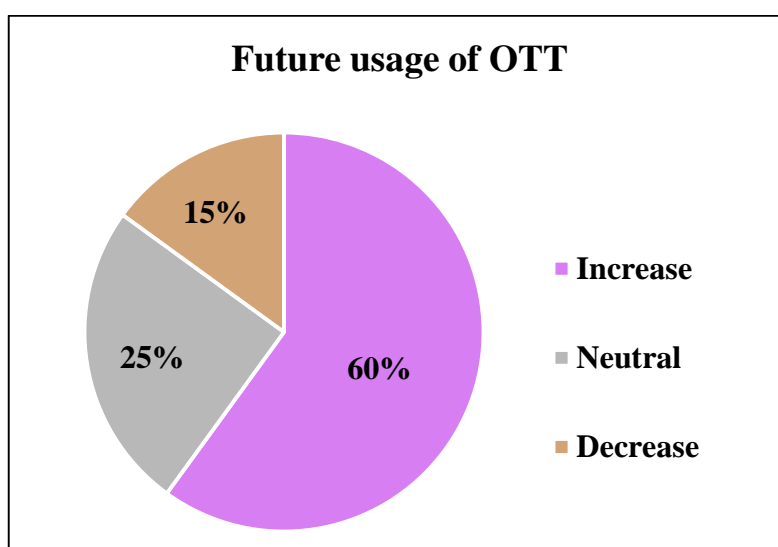
In table 3.21, the opinions of college students about releasing movies through OTT along with theatre release are inferred. 56% agree on releasing movies through OTT, 28% have a neutral opinion, and 16% disagree on releasing movies through OTT. Therefore, the majority (56%) of the college students agree on releasing movies through OTT along with theatre release.

Table 3.22

Future usage of OTT

Particulars	Number of Respondents	Percentage
Increase	45	60%
Neutral	19	25%
Decrease	11	15%
Total	75	100%

Source : Primary Data



INFERENCE :

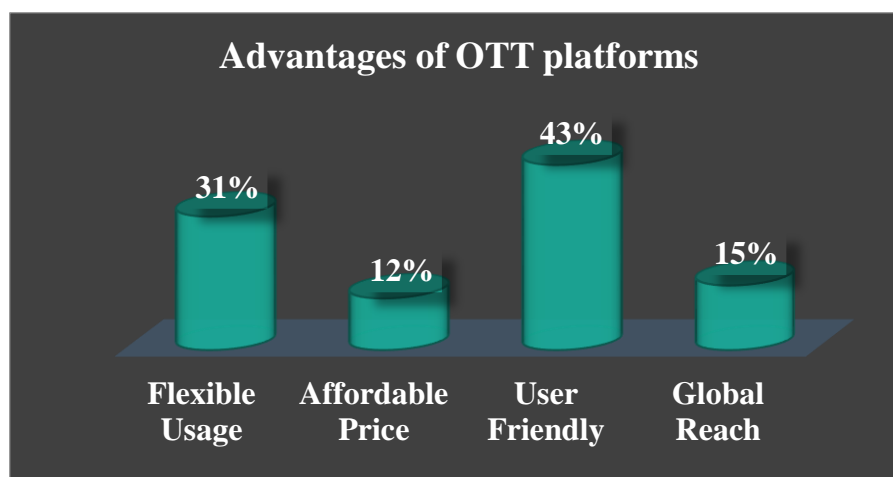
In table 3.22, the future usage of OTT is inferred, 60% felt like there will be increase in usage of OTT in the future, 25% felt like they will have neutral usage, and 15% feel like they will have decrease in usage. Hence, the majority (60%) of college students feel like they will have increase in usage of OTT apps in the future.

Table 3.23

Advantages of OTT platforms

Particulars	Number of Respondents	Percentage
Flexible Usage	23	31%
Affordable Price	9	12%
User Friendly	32	43%
Global Reach	11	15%
Total	75	100%

Source : Primary Data



INFERENCE :

In table 3.23, the advantages of OTT platforms are analysed. 31% find OTT apps flexible to use, 12% prefer them for their affordable price, 43% like it because of their user-friendliness, and 15% because of its global reach. Thus, the majority (43%) of college students likes OTT apps for their user-friendliness.

Table 3.24**Disadvantages of OTT apps**

Sl. No	Factors	Factors score						Weighted score	Mean score	Rank
1	Price being too high	72	80	80	33	18	7	290	48.33	1
2	Service is unreliable	66	70	76	27	20	12	271	45.16	2
3	Lack of technical support	54	40	68	30	26	18	236	39.33	6
4	Connection too slow/not enough bandwidth	84	65	44	36	20	15	264	44	3
5	Poor customer service	60	65	68	27	30	11	261	43.5	4
6	Too much of ads	42	55	48	60	32	9	246	41	5

Source : Primary Data

INFERENCE :

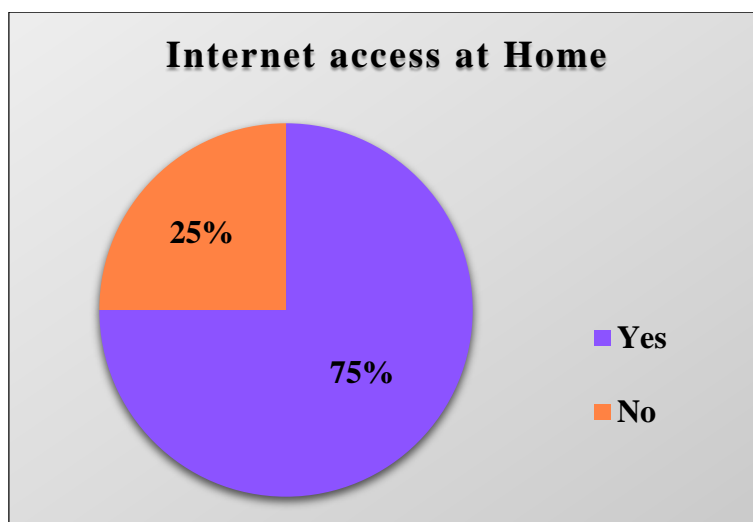
From the above table 3.24, the disadvantages of OTT are ranked and analysed using the weighted average method. Accordingly, Price being too high ranks first, Service is unreliable comes second, Connection too slow/not enough bandwidth comes third, Poor customer service comes fourth, Too much of ads comes fifth, and Lack of technical support come at last. The Price being too high has been found as the greatest disadvantage and has been ranked one.

Table 3.25

Internet access at Home

Particulars	Number of Respondents	Percentage
Yes	56	75%
No	19	25%
Total	75	100%

Source : Primary Data



INFERENCE :

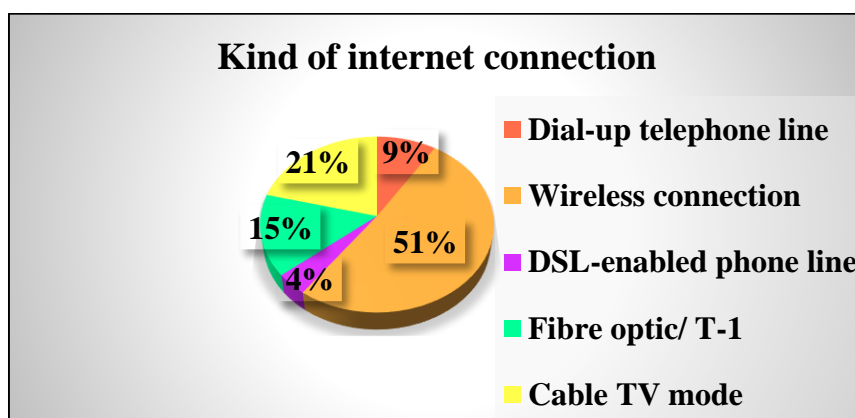
Table 3.25, depicts the college students internet access at home for watching OTT apps. 75% have internet access at home, and 25% don't have internet access at home. Thus, the majority (75%) of college students have internet access at home to watch OTT apps.

Table 3.26

Kind of internet connection

Particulars	Number of Respondents	Percentage
Dial-up telephone line	7	9%
Wireless connection	38	51%
DSL-enabled phone line	3	4%
Fibre optic/ T-1	11	15%
Cable TV mode	16	21%
Total	75	100%

Source : Primary Data



INFERENCE :

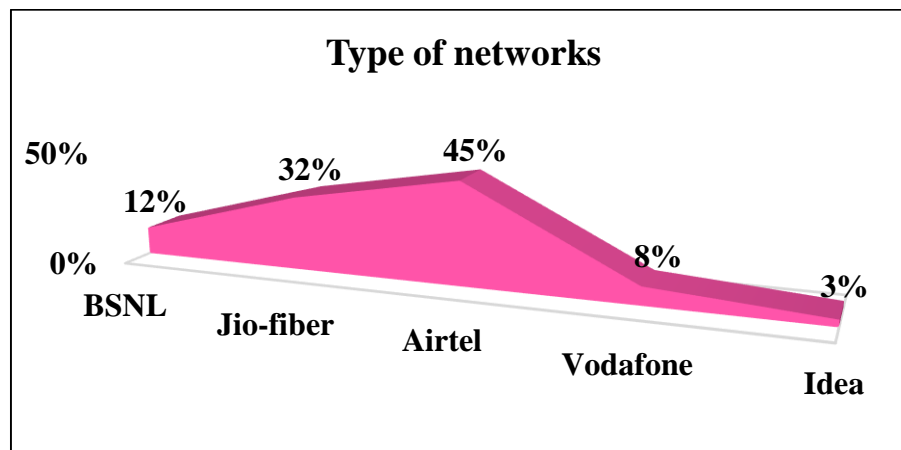
In table 3.26, the kind of internet connection subscribed for watching OTT apps are analysed. 9% use Dial-up telephone lines, 51%use Wireless connections, 4% use DSL-Enabled phone line, 15% use Fibre optic/T-1, and 21% use cable TV mode. Hence, the majority (51%) of college students use wireless connections to watch OTT apps.

Table 3.27

Type of networks

Particulars	Number of Respondents	Percentage
BSNL	9	12%
Jio-fiber	24	32%
Airtel	34	45%
Vodafone	6	8%
Idea	2	3%
Total	75	100%

Source : Primary Data



INFERENCE :

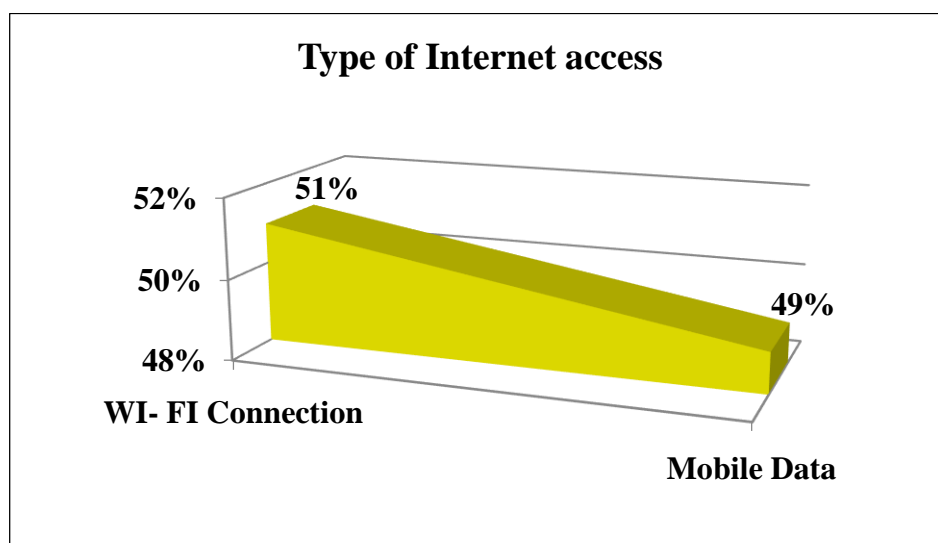
Table 3.27, shows the type of network used by OTT apps by college students. 12% use BSNL, 32% use Jio-Fiber, 45% use Airtel, 8% use Vodafone, and 3% use Idea. Thus, the majority (45%) of college students use Airtel for watching OTT apps.

Table 3.28

Type of internet access

Particulars	Number of Respondents	Percentage
WI-FI connection	38	51%
Mobile data	37	49%
Total	75	100%

Source : Primary Data



INFERENCE :

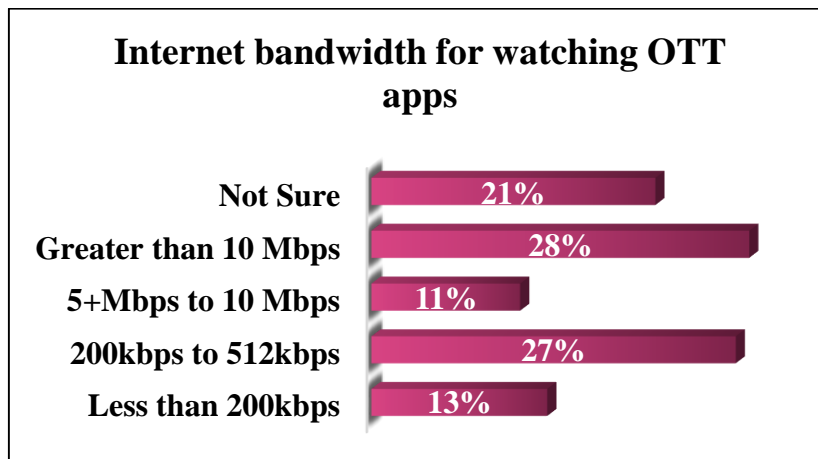
In table 3.28, the type of internet access is inferred, 51% of college students use WIFI connections, and 49% use mobile data. Therefore, the majority (51%) of college students use WIFI connections.

Table 3.29

Internet bandwidth for watching OTT apps

Particulars	Number of Respondents	Percentage
Less than 200kbps	10	13%
200kbps to 512kbps	20	27%
5+Mbps to 10 Mbps	8	11%
Greater than 10 Mbps	21	28%
Not Sure	16	21%
Total	75	100%

Source : Primary Data



INFERENCE :

Table 3.29, shows the internet bandwidth for watching OTT apps, 13% use a speed less than 200kbps, 27%use a speed between 200 kbps to 512 kbps, 11%use more than 5 Mbps to 10 Mbps, 28 % use a speed more than 10 Mbps, and 21% are not sure of the bandwidth for watching OTT apps. Hence, the majority (28%) of college students use a speed more than 10 Mbps to watch programs on OTT apps.

Table 3.30**Basis of satisfaction**

Sl. No	Factors	Factors score					Weighted score	Mean score	Rank
1	Anywhere any Time	100	56	48	30	10	244	48.8	5
2	Able to view Selected Scenes	65	76	33	34	15	223	44.6	4
3	Cost Effective	65	40	57	32	17	211	42.2	2
4	Cozy at home	60	36	54	30	21	201	40.2	1
5	Can watch as per personal preference	70	44	60	34	13	221	44.2	3

Source : Primary data

INFERENCE :

From above table 3.30, the basis of satisfaction has been ranked. Accordingly, Cozy at home ranks first, Cost Effective comes second, Can watch as per personal preference support third, Able to view Selected Scenes come fourth, and Anywhere any Time comes fifth. Thus, watching OTT apps cozy at home is ranked first.

CHAPTER – IV



FINDINGS AND SUGGESTIONS

CHAPTER – IV

FINDINGS AND SUGGESTIONS

This chapter presents a brief summary of the findings of the study. Based on the analysis worked with the data collected from the OTT users among college students are summarized for future research avenues.

FINDINGS

The following are the findings through data interpretation:

- Majority (54%) of female college students who watch OTT apps are between the age group of 20 – 22 years.
- Most of the college students are undergraduate students (47%) and unmarried (83%).
- Maximum (48%) of the student's parents are self-employed and earn more than Rs.50,000 (65%).
- Majority (63%) of the college students are from urban areas.
- Most (36%) of the college students have been using it for less than 2 years on the influence of their friends (44%).
- Majority (76%) of the college students use smart phones for watching programs on OTT apps.
- Telegram is the most popular OTT app which is daily watched (68%) by the college student.
- Majority (44%) of the college students spend 30 minutes – 1 hour watching in OTT apps.
- The college students spend a maximum (75%) of Rs.1000 for subscription of OTT apps.
- Reality shows telecasted in OTT apps is ranked first by the college student.
- Majority (49%) of the college students say yes on recommending OTT apps to others.
- The college students prefer releasing movies on OTT (63%).
- Majority (40%) of the college students felt like their usage of OTT apps has highly increased after co-vid.
- Most (68%) of the college students' friend's consumption of OTT apps has increased.

- Majority (60%) of college students feel like they will have an increase in usage of OTT apps in the future as it is user friendly (63%).
- The price being too high has been ranked the number one disadvantage by the college students.
- Majority (75%) of the college students have internet access at home to watch OTT apps.
- Most of the (51%) of college students use Airtel (45%) wireless connections to watch OTT apps.
- The majority (51%) of the respondents use WIFI connections with a speed more than 10 Mbps to watch programs on OTT apps.
- Watching OTT apps cozy at home is ranked first by the college students.

SUGGESTIONS

The OTT platforms should recommend its users with new and featured content which was received through getting the right to stream protected content, by display of attractive banners.

- Better and effective subscription plans are to be introduced to cope up with the need for a majority of users who are occasionally consuming OTT platforms.
- Segmentation of the user's experience are to be made from the content selection to the payment model, all have to be finely tuned to the expectations of their respective audience bases.
- The relationship between the streaming platform and the consumers are to be strengthened through collection of critical user feedback which would help to maintain service excellence and retain your subscribers.
- Advertising should be made by the OTT platforms whose presence should have as minimal impact on the viewing experience as possible and they should be targeted to the interests of the user seeing them.
- More attractive offers and promotions are to be made on the referral policy of the OTT platforms which would help in more new user acquisition.
- The consumers should be made aware about the negative impact of sharing login details with others and also implement steps for resisting the same.

- The advertisement and promotion of the contents of the OTT platform are to be more made in the social media as it is one of the influential factors for the consumption of youth.
- There should be more broadcasting of regional movies and programs which would give rise to an increased number of OTT consumers.
- Freedom should be given to the consumers regarding the selection of their language and the choosing of their preferred content.

CHAPTER –V



CONCLUSION

CHAPTER – V

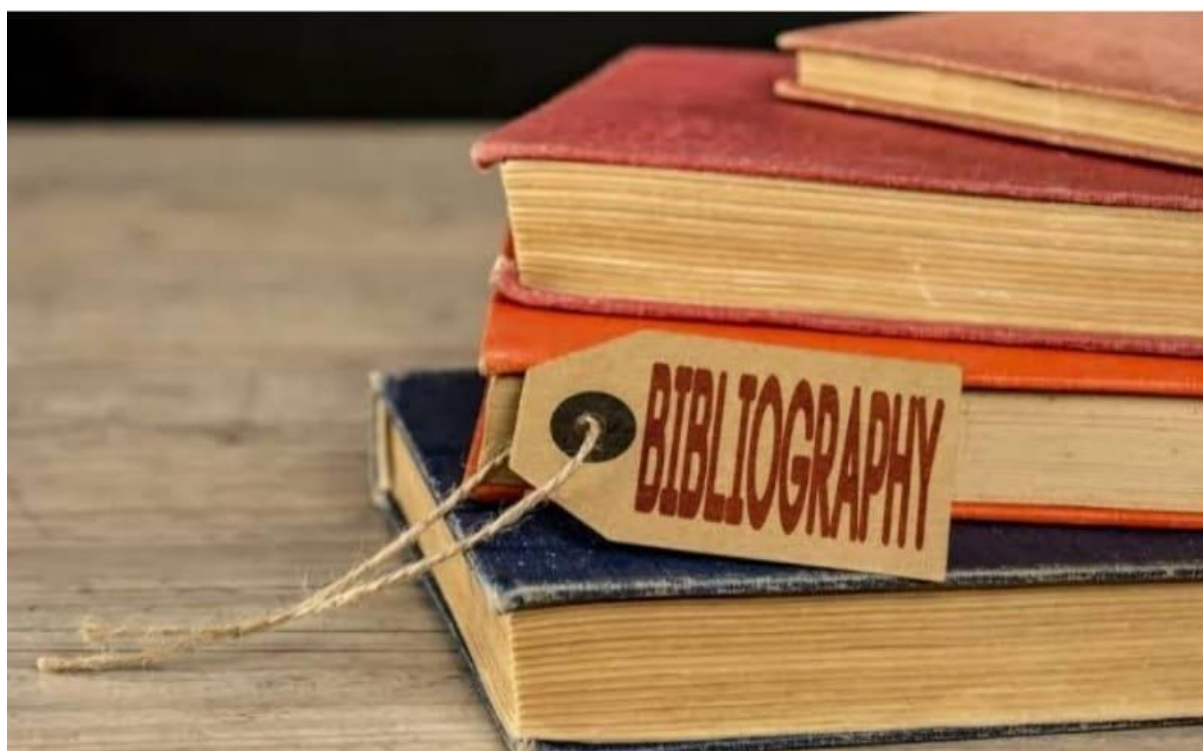
CONCLUSION

As India is the world's largest growing OTT industry, this momentum is utilized by the significant increase in the introduction of new OTT players in the market and rapid changes in providing of personalised content. Even the smaller OTT platforms are raising capital from international investors and making a significant impact on the market.

The major benefits incurred from the OTT platforms are the flexibility of usage, availability of cross-cultural & worldwide entertainment and subscription to the user-friendly unlimited content. Also vital are factors like increasing penetration of smart phones and availability of internet data at competitive prices in India.

Web series and movies are the most watched on OTT among the youth, which are preferred due to the availability of the original content. Netflix, are the highest consumed. OTT platforms as they satisfy their consumers with the best quality contents and user friendliness. There is also a huge rise in the arrival of regional OTT players in the market. Most of the current users of the OTT platforms are quite satisfied with their experience and majority of the consumers tend to increase their consumption of OTT in future. This trend can be successfully explored by the different OTT platforms. The OTT will further go through many changes and advancements to get the right model.

ANNEXURE – I



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BIBLIOGRAPHY

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ANNEXURE – II



QUESTIONNAIRE

**A STUDY ON CUSTOMER PREFERENCE OF OTT PLATFORMS
AMONG COLLEGE STUDENTS IN THOOTHUKUDI
QUESTIONNAIRE**

Name - _____

1. Age group :

- a) 17–19
- b) 20–22
- c) 23–25

2. Gender :

- a) Male
- b) b) Female

3. Educational Qualification :

- a) UG
- b) PG
- c) Doctorate

4. Marital status :

- a) Married
- b) Unmarried

5. Occupational status (Parent) :

- a) Private employee
- b) Government employee
- c) Self-employed

6. Monthly income (Parent):

- a) 10,000 – 30,000
- b) 30,000 – 50,000
- c) More than 50,000

7. Residential area :

- a) Rural
- b) Urban

8. Do you use OTT Platforms ?

- a) Yes
- b) No

9. How often do you use these platforms ?

- a) Daily
- b) Weekly
- c) Occasionally
- d) Rarely

10. How many hours do you spend on the OTT platform per day ?

- a) Less than 30 minutes
- b) 30 minutes – 1 hour
- c) More than an hour
- d) None

11. Totally how much are you paying for OTT apps ?

- a) Less than 1000
- b) 1000 -2000
- c) 2000 or more

12. Which OTT platforms do you watch more ?

Apps	1	2	3	4	5
Netflix					
Amazon Prime					
Disney Hot-star					
MX player					
Telegram					

13. Prefer the best program on OTT.

OTT platforms	Rank
Movies	
Web series	
Reality shows	
News	

14. Since, when have you started watching on OTT platforms :

- a) Less than 1 year
- b) 1–2 years
- c) More than 2 years

15. Which of these influenced you to use of OTT platform ?

- a) Friends
- b) Family
- c) Social media
- d) Advertisement

16. Which device do you use for the consumption of OTT Platforms ?

- a) TV
- b) Smartphone
- c) Laptop
- d) Tablet/I-Pad

17. Will you suggest others to use the OTT platforms ?

- a) Yes
- b) No
- c) Maybe

18. Have you ever preferred waiting for a movie to release on OTT rather than watching it in the theatres ?

- a) Yes
- b) No

19. Is there any change in your consumption of OTT platforms after the pandemic:

- a) Highly increased
- b) Increased
- c) Neutral
- d) Decreased
- e) Highly decreased

20. Have you noticed any change in your friend's consumption of OTT platform after the pandemic ?

- a) Highly increased
- b) Increased
- c) Neutral

- d) Decreased
- e) Highly decreased

21. Your future usage of OTT platforms:

- a) Highly increase
- b) Increase
- c) Neutral
- d) Decrease
- e) Highly decrease

22. Do you think mainstream movies should be release don OTT platforms before or along with cinema ?

- a) Yes
- b) No
- c) Maybe

23. What are the advantages of OTT platforms:

- a) Flexible usage
- b) Affordable price
- c) User-friendly
- d) Global reach

24. Reasons for dissatisfaction with OTT apps?

Reasons	Rank
Price being too high	
Service is unreliable	
Lack of technical support	
Connection too slow / not enough bandwidth	
Poor customer service	
Too much of ads	

25. Do you have internet access at home ?

- a) Yes
- b) NO

26. What kind of Internet connection do you have at home to watch OTT ?

- a) Dial-up telephone line
- b) DSL-enabled phone line
- c) Cable TV mode
- d) Wireless Connection (land- based or satellite)
- e) Fiber optic /T-1

27. Which type of networks are you using ?

- a) BSNL
- b) Jio-fiber
- c) Airtel
- d) Vodafone
- e) Idea

28. For using OTT what kind of internet access do you prefer:

- a) WI-FI connection
- b) Mobile Data

29. What is your current Internet bandwidth or connection speed for watching OTT apps?

- a) Less than 200Kbps
- b) 200Kbps to 512Kbps
- c) 5+Mbps to 10Mbps
- d) Greater than 10Mbps
- e) Not sure

30. Rank the basis of satisfaction watching on OTT platforms.

Basis	1	2	3	4	5
Anywhere, anytime					
Able to view selected scenes					
Cost-effective					
Cozy at home					
As per your preference					

CUSTOMER PERCEPTION TOWARDS MOBILE WALLET AMONG YOUTH IN THOOTHUKUDI DISTRICT

Project submitted to Department of Commerce

ST.MARY'S COLLEGE (AUTONOMOUS)

THOOTHUKUDI

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

in partial fulfilment of the requirements of

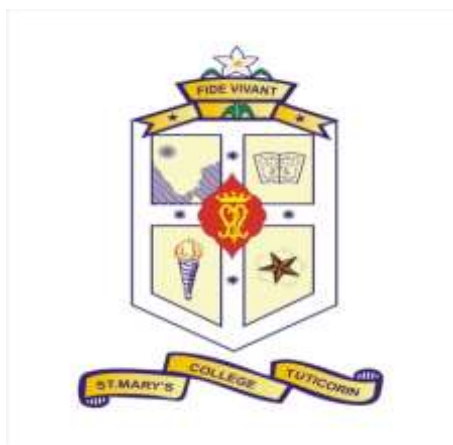
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(Reaccredited with 'A+' Grade by NAAC)

APRIL 2023

DECLARATION

We have declared that the project entitled “CUSTOMERS PRECEPTION TOWARDS MOBILE WALLETS AMONG YOUTH IN THOOTHUKUDI DISRICT” is submitted in partial fulfilment of the requirements for the degree in our original work done under the guidance and supervision of **Dr. A. Indra Refline Misser, M.Com, M.Phil, HDCA, PH.D.** This project has not previously formed the bases of award of any similar titles and it represents entirely an independent work.

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Place: Thoothukudi

Date: 01.04.2023

CERTIFICATE

It is certified that this short-term project work entitled “**CUSTOMER PERCEPTION TOWARDS MOBILE WALLETS AMONG YOUTH IN THOOTHUKUDI DISTRICT**” is submitted to St. Mary’s College (Autonomous) affiliated to **Manonmaniam Sundaranar University** is partial fulfilment of the requirements for the **Bachelor of Commerce** and is a record of work done in the Department of Commerce, (SSC), St. Mary’s College (Autonomous), Thoothukudi during the year 2022– 2023 by the following students.

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CHAPTER 1



INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

In today's world, smart phone has become an important part of everyday life. As it has become more affordable, the number of smart phone users as communication devices, has been increased but also to be used as socialized tool, entertainment tool, internet access tool and even payment tool. Mobile users can nowadays use their smart phone to make money transactions or payments by using applications installed in the phone. Besides payment, people can also store receipts, coupons, business cards, bills etc in their smart phones.

When smart phones can function as leather wallets, it is called "Digital Wallets" or widely known as "Mobile wallets".

The mobile wallets money is used in the various areas of the world business like banks, customer and companies. The banks have taken a better transaction service and payment of the customers is attracted because of convenience and speedy transaction. In case of companies, they aim at providing facility transaction service and payment choice to their clients and the multiple payment combination facility provided by the companies are attached to mobile wallets services.

The mobile wallet generally refers to payment services operated under financial regulation and made through a mobile device. Instead of paying with cash, cheque or credit card, a consumer can use a mobile phone to pay for a wide range of products and services. Mobile wallet has become the most important contributor in the promotion of electronic transactions and without cash. A mobile wallet is the digital equivalent of a physical wallet in which people store cash and make payments. It is a prepaid electronic account, which can be used to make payments even without passing a card or using a paper currency. The appearance of the smart phone as a payment tool leads to growth of mobile wallet transaction in the country. A mobile wallet application is a virtual wallet where customers can charge certain money in advance with any service provider, which can be used for several bill payments.

1.1.1 CLASSIFICATION OF MOBILE WALLET

1. Open wallets:

Open wallets allow users to redeem money and withdraw cash, a apart from buying goods

and services, including financial services. It is issued only by banks. eg: ICICI Bank, Pockets, HDFC Bank Payzapp, SBI Buddy.

2. Semi-open wallets:

Semi- open wallets allow the user to buy goods and services at wallet accepting merchant location (point of sale terminals). They do not permit cash withdrawal or redemption by the holder. eg: (Airtel money)

3. Semi-closed wallets :

Semi – closed wallets can be used to buy goods and services, including financial services at selected merchant establishments. We cannot withdraw or redeem cash with them. eg: Pay tm, Mobikwik, Citrus, Pay money, Oxygen, M-pesa.

4. Closed wallets:

Closed wallets are issued by business establishments for use at their respective establishments only. These instruments do not permit withdrawal or redemption. eg: Book myshow, Make my trip, Flipkart.

5. Tele Com-operated mobile wallets:

Many telecom Service provides their own mobile wallet as part of its product portfolio. One of the initial services offered by mobile wallets was mobile recharges. Airtel was the first mover in the Market in the year 2011, it is the 90th payments bank license from the RBI in August 2015 and Started Airtel money in a joint venture with Kotak Mahindra Bank. Reliance Jio also granted a license with SBI. Idea cellular also got its license for idea money with partner Axis Bank. Vodafone has m-pesa which is a major player in the Market, along with TATA Docomo that has m-rupee.

6. Wallet by banks:

Major banks in India are developing mobile wallets for their customers in order to have a direct interaction between the seller, buyer and the bank .ICICI bank launched ICICI pocket in Feb 2015.HDFC with chill and pingpay by Axis bank and one of the late entrants SBI has also launched State Bank buddy.

7. Independent wallets:

There are plenty of up-Comers in India such as Paytm, Rupie, Oxigen wallets. Paytm is the exclusive wallet services for rooms. It is the payment platform for uber and it already claims that it has crossed the 100 million users whereas mobikwik is the wallet of choice for IRCTC tickets, Big Bazaar and even loans.

1.2 STATEMENT OF THE PROBLEM

Mobile wallets are the type of payment services through which business and individual can receive and send money via mobile devices. It is a form of e-commerce model that is designed to be used with mobile devices due to their convenience and easy access. A mobile wallet is known as mobile money or mobile money transfer. Mobile wallets are changing the traditional ways of making and receiving payments, doing shopping, paying bills etc. Students belong to Generation-F which wants fast food, fast fuel and facebook. This generation has grown up in a world with technology, connected with social media networks using their smart phones and tablets. Mobile wallet is defined as virtual cashless service which can replace hard cash notes. For purchasing anything, the people do not have to rush to ATMs or banks to withdraw cash, rather transaction can be done then and there in a fraction of a second. It has become an upcoming way of purchasing goods and services without any physical movement of cash. The main objective of e-wallets is to make quick transactions thereby discouraging people to make use of cash.

1.3 Review of previous studies:

1. Sahut, Jean - Michel (2009) Purposes a joint approach analysing key factors affecting the adoption of e-wallets by using the “Technology acceptance model” and identified that the key factors of success of this payment method are security, anonymity of transactions. The cost of transactions as well as the plurality of functions (payment, travel card, e-key for building access, etc).

2. Poonam Painuly and Shalu Rathi (2016) in their research paper, mobile wallets are an upcoming mode of business transactions. They have analyzed that ease of transaction, secured profile and convenience in handling application put forth the benefits of wallets

money and also concluded that business sectors like banking, retail, hospitality, etc are making use of wallets money and mobile payment instruments including contactless and remote payment in the customers business and customer's to customers areas.

3. Rajesh Krishna Balan, Narayan Ramasubhu, Giri kumartayi (2006) in their research paper, digital wallet requirement and challenges have identified about the use of digital wallet and analyzed the key challenges in building and deploying a digital wallet.

4. Singh, Shamsheer (2017) identified that the consumer perception of digital payment has a significant and positive impact on adoption of digital payment. There is no significant variance in consumer perception based on the demographic factors such as gender, age, profession and annual income of the customers.

5. Neeharika p c vn Sastry (2014) conducted a study on a novel interoperable mobile wallet model with capability based access control frame work, this study makes an important contribution towards the development of a mobile wallets that can work across various platforms. Security is the major concern when it comes to finance related information.

6. Shwetukumar, Vijay Yadar, Atigu-UR-Rahman Aditi Bansal (2014) made a study on paytm. It studies about its achievement's technical architecture of paytm working and technologies of paytm which include a study on supply chain management web technologies of paytm.

1.4 OBJECTIVES OF THE STUDY

The objectives of the study are,

1. To have an indepth knowledge about the demographic profile of selected respondents towards usage of mobile wallets in Thoothukudi district.
2. To study consumers preference and analyze the reasons towards usage of mobile wallets in Thoothukudi district.
3. To identify the factors attracted by consumers and usage pattern with regard to mobile wallets in Thoothukudi district.
4. To identify the relationship between behavioral intention to continuous usage and mobile wallets user satisfaction in Thoothukudi district.
5. To study the consumers level of satisfaction in using mobile wallets in Thoothukudi district.
6. To identify the internal and external factors influencing mobile wallets adoption by the selected respondents in Thoothukudi district.
7. To understand the problems faced by the consumers in using mobile wallets in Thoothukudi district.
8. To offer valuable suggestions and recommendations to improvise the performance of mobile wallets in Thoothukudi district.

1.5 SCOPE OF THE STUDY:

The scope of the study is to focus on customer perception towards mobile wallets among youth in Thoothukudi district. To know various aspects of mobile wallets, improvements are needed in case of features, process and effect of factors on behaviour of customer towards various mobile wallets.

1.5.1 AREA OF THE STUDY:

A study on customer's satisfaction towards mobile wallets was conducted in the area of Thoothukudi district. It is a port city and an industrial city of the Indian state of TamilNadu. The city lies in the coromandel coast of Bay of Bengal. Thoothukudi is known as 'pearl city' due to the pearl fishing carried out in the town. It is a commercial seaport which serves the inland cities of southern India and is one of the sea gateways of TamilNadu. This

study is conducted for various classes of areas people who are scattered in different areas in Thoothukudi district.

1.5.2 PERIOD OF THE STUDY:

The study was carried out from February 2023 to April 2023. The questionnaire was circulated from March 2023. The data were collected during the month of March to April for the consumers in the study area of Thoothukudi district.

1.6 COLLECTION OF DATA:

To know the customer preference towards mobile wallets the study was done on the consumer variables towards buying decision process. The data for the study was collected through survey.

Data is of two types:

1. Primary Data
2. Secondary Data

1. Primary Data:

The primary data was collected by framing a questionnaire. A questionnaire was prepared and was given to selected public to know their views.

2. Secondary Data:

The secondary data was collected from magazines, websites, research Articles, journals and web data has also been collected. Daily newspaper was a competent tool in collecting secondary data.

1.7 SAMPLING DESIGN:

A sample of some respondents residing in various parts of Thoothukudi district was selected on a random basis. The questionnaire was useful for collecting great source of information. The data collected were original in nature .It is first hand information. For collection of data, 70 copies of questionnaire were collected.

1.8 CONSTRUCTION OF TOOLS:

The researchers had a discussion with group of consumers. Based on the discussion, the research constructed a questionnaire. Then, it was pretested and necessary changes were incorporated in the revised questionnaire. A copy of the questionnaire is appended.

1.9 FRAME WORK OF ANALYSIS:

The main object was to collect appropriate data, which work as a base for drawing conclusion and getting results. The data collected through questionnaire were analyzed through the statistical tools. The statistical tools used are,

- | | |
|------------------------|--------------------|
| 1) Percentage analysis | 4) Ranking method |
| 2) Bar diagrams | 5) Likert's Scale |
| 3) Pie charts | 6) Chi-Square test |

1.10 LIMITATIONS OF THE STUDY:

The limitations of the study are,

- This study was carried out only among the customers in Thoothukudi district.
- The sample size is restricted to 70. Due to time constraint, the most essential information has been taken for the study.
- Some of the respondents could not answer, hence the researcher had to use the interview schedule method.

1.11 CHAPTERISATION:

The chapter scheme is divided into five chapters,

Chapter I – Introduction and Design of the Study

Chapter II – Profile of the Study Units

Chapter III – Analysis and Interpretation of Data

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CHAPTER 2



PROFILE OF THE STUDY UNITS

HISTORY OF MOBILE WALLETS:



Fig 2.1

This is the first installment of a three-part blog series focusing on digital wallets. Mobile Wallets own in popularity since they were first introduced over 20 years ago. Mobile wallets allow users to quickly and easily make purchases in-stores and online, withdraw cash from ATMs, send money peer-to-peer giving the user greater flexibility and convenience in payment choice. Since 2019, there has been an explosion in use, and the corona virus pandemic is pushing more people towards cashless options. To grasp why the popularity of digital wallets has grown, it is important to understand how they got their start. Oxigen wallet was considered as the first ever e-wallet or mobile wallet launched in India. The Oxigen wallet launched in July 2004 Both these wallets failed to gain much popularity. In 2009, Mobiwik was launched which marked the onset of digital transactions in India. Later, Paytm, Googlepay, Amazonpay, Airtel money all captured the Indian digital wallet market and by 2018, almost 8% of Indian population is using these digital wallets for payments. Mobile payments is a mode of payment using mobile phones. Instead of using methods like cash, cheque and credit card, a customer can use a mobile phone to transfer money or to pay for goods and services. A customer can transfer money or pay for goods and services by sending

an SMS, using a Java application over GPRS, a WAP service, over IVR or other mobile communication technologies. In India, this service is bank-led. Customers wishing to avail themselves of this service will have to register with banks which provide this service. Currently, this service is being offered by several major banks and is expected to grow further. Mobile Payment Forum of India (MPFI) is the umbrella organisation which is responsible for deploying mobile payments in India. India is the world's largest-growing mobile payments market. Mobile payment surpassed credit card transaction in 2021, clocking an annual value greater than \$1 trillion. A mobile payment, also referred to as mobile money, mobile money transfer and mobile wallet, is any of various payment processing services operated under financial regulations and performed from or via a mobile device, as the cardinal class of digital wallet. Instead of paying with cash, cheque, or credit cards, a consumer can use a payment app on a mobile device to pay for a wide range of services and digital or hard goods. Although the concept of using non-coin-based currency systems has a long history, it is only in the 21st century that the technology to support such systems has become widely available. Mobile payments began adoption in Japan in the 2000s and later all over the world in different ways. The first patent exclusively defined "Mobile Payment System" was filed in 2000. These payment networks are often used for micropayments. The EPC states that "new technology solutions provide a direct improvement to the operations efficiency, ultimately resulting in cost savings and in an increase in business volume".

BENEFITS OF MOBILE WALLET PAYMENTS:

1. Faster, easier, more convenient:

One of the biggest advantages of cashless payments is that it speeds up the payment process and there is no need to fill in lengthy information. There is no need to stand in a line to withdraw money from an ATM or carry cards in the wallet. Also, with the move to digital banking, services will be available to customers on a 24/7 basis and on all days of a year, including bank holidays. Many services like digital wallets, UPI, etc, work on this basis.

2. Economical and less transaction fee:

There are many payment apps and mobile wallets that do not charge any kind of

service fee or processing fee for the service provided. The UPI interface is one such example, where services can be utilized by the customer free of cost. Various digital payments systems are bringing down costs.

3. Waivers, discounts and cashbacks:

There are many rewards and discounts offered to customers using digital payment apps and mobile wallets. There are attractive cash back offers given by many digital payment banks. This comes as a boon to customers and also acts as motivational factor to go cashless.

4. Digital record of transactions:

One of the other benefits of going digital is that all transaction records can be maintained. Customers can track each and every transaction that is made, no matter how small the transaction amount is.

5. One stop solution for paying bills:

Many digital wallets and payment apps have become a convenient platform for paying utility bills. Be it mobile phone bills, internet or electricity bills, all such utility bills can be paid through a single app without any hassle.

6. Helps keep black money under control:

Digital transactions will help the government keep track of things and it will help eliminate the circulation of black money and counterfeit notes in the long run. Apart from this, this may also give a boost to the economy as the cost of minting currency also goes down.

5 Benefits of Mobile Wallet Marketing

Loyalty scheme/program enrollment is **faster, easier, and more streamlined.**



Customers can **engage with brands and incentives** outside of the app.

Location-based offers and content are available anytime.



Offers can be **used in multiple ways** (in-store, online, and in the app).

Easy-to-access coupons and offers lead to **higher redemption rates.**



Fig 2.2

ELEMENTS OF MOBILE WALLET:

Mobile wallets sound like a great tactic to reduce uninstalls, improve retention rates and support the overall user experience. While every mobile wallet experience is unique, there are five important elements to mobile wallet marketing that will help contribute to a successful strategy.

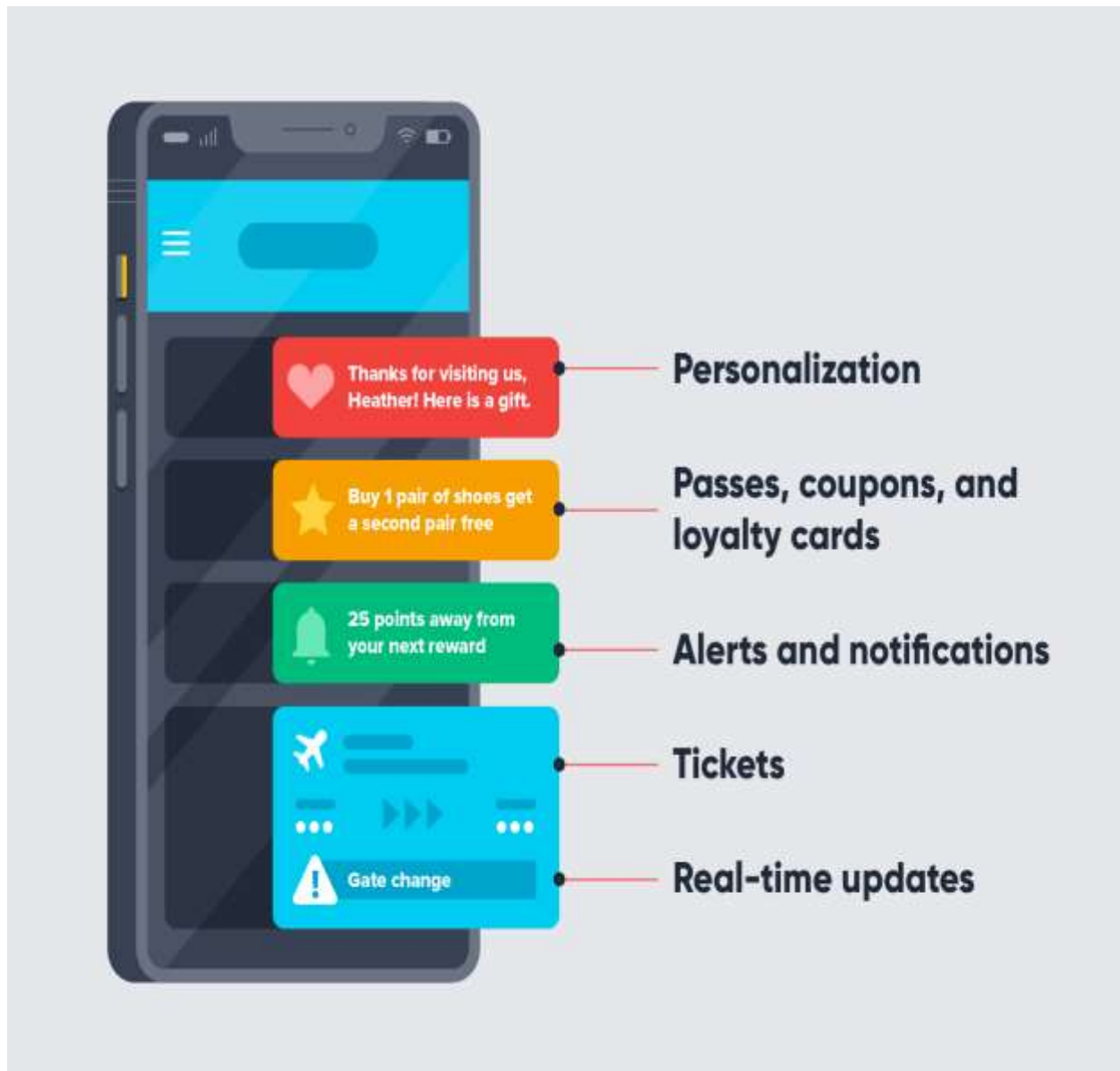


Fig 2.3

1. Alerts and Notifications

When it comes to mobile wallet marketing, push notifications and alerts reign supreme particularly when these notifications appear on the lock screen.



Fig 2.4

2. Personalization

In 2018, a report from Vibes found that nearly 100% of surveyed respondents would save mobile wallet content to their smartphone if it was personalized. Personalized content can take many forms, from including customer names to creating dynamic content that's targeted based on user data and behavior.

3. Passes, Coupons and Loyalty Cards

Although users don't need an app to access a mobile wallet, brands should definitely sync their apps so that customers can download coupons, passes and loyalty cards and save them in their mobile wallets.

- Offers are updated on passes anytime so the content remains fresh.
- We can send push notifications which are sent to remind users when offers expire.
- Location data provides users with relevant coupons.

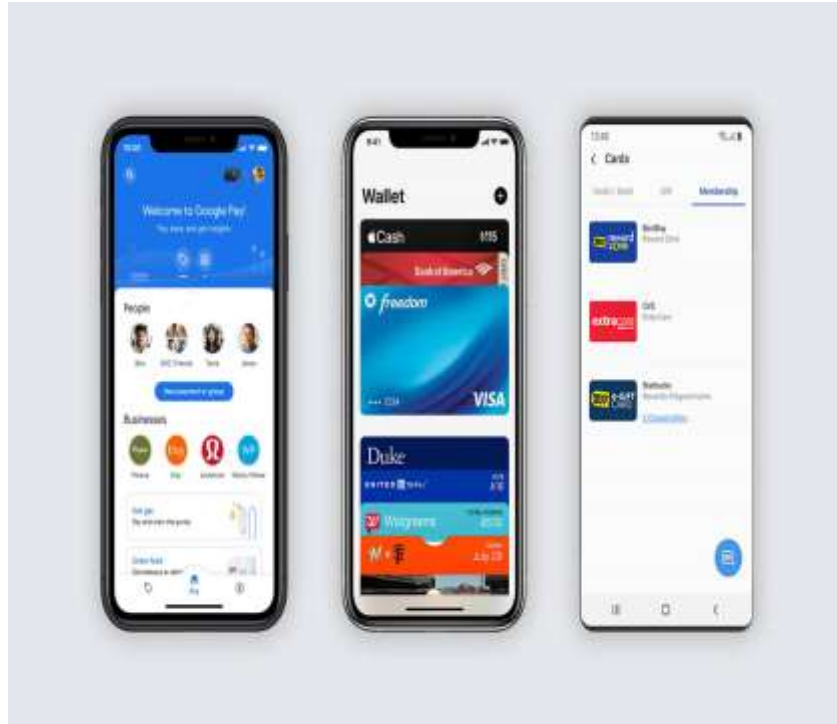


Fig 2.5

4. Real-time updates

From 2019 to 2020, including consumers' reliance on real-time, digital payments has been changed. The pandemic contributed to a sizable spike in transactions — **41% YoY**. This equates to 70.3 billion real-time payments that were processed last year. This proves that real-time updates in mobile wallets are both needed and wanted by consumers.

5. Tickets

This is probably the most common and recognized example of mobile wallet marketing. Customers can easily save their boarding pass directly to Google Pay or Apple Wallet.



Fig 2.6

PHONEPE

PhonePe is an Indian digital payments and financial technology company headquartered in Bengaluru, Karnataka, India. PhonePe was founded in December 2015, by Sameer Nigam, Rahul Chari and Burzin Engineer. The PhonePe app, based on the Unified Payments Interface (UPI), lived in August 2016. It is owned by Flipkart, a subsidiary of Walmart. The industry consists of internet and E-Commerce. The services include mobile payments. The revenue is increased upto Rs. 690 crore. It is a commercial industrial undertaking. It requires registration, current status users are of Rs. 35 crore.



Fig 2.7

GOOGLE PAY

“Google Pay” is a service that is provided to users resident in India by Google India Digital Services Private Limited with registered office at 5th floor, DLF Centre, Block 124, Narindra Place, Sansad Marg, New Delhi – 110001 (“Google”), and was previously named Tez. By accessing, downloading or using Google Pay, The Google Terms of Service (the “Universal Terms”);

1. This Google Pay Terms of Service for India Residents (the “Google Pay Terms”);
2. The Google Privacy Policy (the “Privacy Policy”).
3. The Google Pay Policies (the “Google Pay Policies”); and
4. Google Pay Offer Terms of Services (“General Google Pay Offers Terms”)

These five documents are collectively referred to herein as the “Combined Google Pay Terms. They contain important information about the legal rights, remedies and obligations. These combined google pay terms constitute a legally binding agreement between people and google governing the access to and use of the Google Pay Services.



Fig 2.8

“Applicable Law” means all applicable laws, rules, regulations, guidelines, statutory or government notifications including Reserve Bank of India regulations and Payment Participant Rules.

“BBPOU” means Bharat Bill Payment Operating Unit operating under the applicable Bharat Bill Payment System regulatory framework. “Biller” means a biller, including Prepaid Service Providers supported by Google Pay for Bill Payment Services either through a biller aggregator or a BBPOU, to whom a user can initiate bill payment on Google Pay.

“Bill Payment Services” means the facility provided to Users on Google Pay to view bills or pre-paid plans, make payments to Billers and receive other ancillary services.

“Credit Card” means any credit card offered by a Credit Institution to the person as per the agreement with the Credit Institution. “Credit Card Services” means the Google Pay Services for application and management of Credit Cards, related offers and services offered by Credit Institutions.



Fig 2.9

PAYTM

Paytm (acronym for “pay through mobile”) is an Indian digital payments and financial services company, based in Noida. It was founded in 2010 by Vijay Shekhar Sharma under Communications. The company offers mobile payment services to consumers and enables merchants to receive payments through its QR code, point of sale and online payment gateway offerings.

In partnership with financial institutions, Paytm offers financial services such as microloans and buy now, pay later to its consumers and merchants. Apart from bill payments and money transfer, the company also provides ticketing services, retail brokerage products and online games.

The products available in paytm are Paytm Insider, Paytm Payments Bank, Paytm Money, Paypay, Paytm Insurance and Paytm First Games.

The services used are payment system, mobile payments. The revenue has been increased to Rs. 5,264 Crore, operating income has been decreased to Rs. 2396 Crore, total assets has been increased to Rs. 17,991 Crore, total equity has been increased to Rs. 14,151 Crore.

UNSTRUCTURED SUPPLEMENTARY SERVICE (USSD)

USSD is a text messaging protocol for mobile communication used by the global system. It is compared with the SMS service, (i.e) the short message service. The full form of USSD is unstructured supplementary service data.

If employs codes that comprise the characters of mobile phones and USSD messages can have one hundred and eighty-two characters. This enters real exchange of information, communication between phones and other devices such as a server or networks. Users engage with USSD directly from their mobile phones by selecting options from numerous menus. Unlike an SMS message, a USSD message maintains a real-time connection throughout a USSD session.

Overall, as the communication channel is open, USSD provides for two-way information communication. Queries and replies are, as a result, almost instantaneous. The major purpose of this service is to allow financial inclusion and integration of under banked and economically disadvantaged segments of society into mainstream banking.

***99#Payment Service on Unstructured Supplementary Service**

1. *99# Payment service is a service that works over the unstructured supplementary service data channel.

2. Even a basic feature of mobile phone will enable to complete search transactions. Internet connection or mobile internet data is not required for mobile banking in this service.

3. It is a simple system that will help all people, especially the underbanked society, to be included financially. The *99# service was developed to bring banking services regular in the country.

4. Banking users can use this service by dialling *99# on their mobile phones. This number is a common number that can be used across all the telecom service providers. It will help transact through an interactive presented on the mobile screen.

5. Interbank account to account fund transfer, balance inquiry, mini statement and a variety of additional services are among the key services provided by the *99# service.

Procedure to Send Money with MMID & Mobile Number Using USSD *99#

The procedure to send money with MMID and mobile number using USSD *99# is given as follows, they are,

- Register the bank account with r cell phone number and dial *99#
- The interface will appear and we will be able to type three letters of the bank's short name or the first four letters of the bank IFSC code or the first two digits of the numeric bank code and then click send. Now select 3 to send money and enter the payee mobile beneficiary number the beneficiary/payee MMID .
- Enter the transaction amount.
- Enter the MPIN and the last four digits of the bank account number.



Fig 2.10

Aadhaar Enabled Payment System (AEPS)

Over 85% of bank accounts in India are inactive. Research shows that the inactive accounts can be attributed to the issues faced by the underserved populace across remote corners of the country. The underbanked and unbanked population into mainstream financial services is crucial for financial inclusion, the foundation of economic growth.

Digital payment modes such as mobile wallets, UPI, contactless payment cards and QR codes have enabled universal access to financial services but they still leave a gap for senior citizens, underprivileged and inerudite sections of the society. These sections find it challenging to buy a smartphone or a payment card or even remember a passcode or PIN. Thus, it becomes harder for them to join the digital Indian ecosystem.

To resolve these challenges and to enable people from all walks of life to benefit from digital financial services, Aadhaar enabled Payment System (AEPS) was brought into existence.

AEPS:

Aadhaar enabled Payment System (APS) is a payment system that facilitates interoperable digital financial transactions through Aadhaar card-based verification (quick eKYC). It uses a Unique Identification Number or the Aadhaar number make transactions effortlessly. It serves as a simple, secure and user-friendly platform, AEPS helps blue-collared workers, senior citizens and the underprivileged to benefit from cashless transactions

AEPS is a bank-led model and any Indian resident can utilize the service just with their Aadhaar number that is linked to their bank account Aadhaar Enabled Bank Account (AEBA). The Aadhaar enabled Payment System allows online transactions to take place at POS (Micro ATM)/Kiosk/mobile devices through the Business. Correspondent (BC) of any bank using Aadhaar authentication. Leveraging AEPS, banks can empower all segments of society by increasing user-friendly access to cash deposits, payments, money transfers and withdrawals AEPS use cases are accessible at any biometric-enabled touch point, viz, all-in-one integrated devices, mobiles/PCs/tablets, or any accessories that meet the technical specifications defined by UIDAI By enabling AEPS solutions, banks can enable seed status checks for direct J benefit transfers, social security pensions and government subsidies.

5 steps to perform an AEPS transaction:

The steps below will guide customers to perform an AEPS transaction easily.

01. Visit an ATM or contact a bank
02. Enter the 12-digit Aadhaar number and bank account number in the POS machine
03. Choose a transaction type from the list- cash deposit, mini statement, withdrawal, balance enquiry, or fund transfer
04. Enter the transaction amount
05. Verify identity using biometrics (iris scan, fingerprint, or face recognition)

Once all this is done properly, the transaction will be completed and we can collect the receipt.

BHIM INTERFACE

The full form of BHIM is Bharat Interface for Money. BHIM App is a mobile app launched by the National Payment Corporation of India (NPCI), a Government of India undertaking for financial transactions. Bharat Interface for Money (BHIM) was introduced in the year 2016 to promote digital payments. The software of this app can be used without the internet .

The Full form of BHIM is Bharat Interface for Money. BHIM is a mobile payment App developed by the National Payments Corporation of India (NPCI), based on the Unified Payments Interface (UPI). It was launched on 30th December 2016 in New Delhi by Prime Minister Narendra Modi at the DigiDhanMela at Talkatora Stadium. It was named after B. R. Ambedkar and is intended to facilitate e-payments directly through banks as part of the 2016 Indian bank note demonetisation and drive towards cashless transactions. This Unified Payments Interface app supports all banks of India which are live on UPI platform. UPI is built over the Immediate Payment Service (IMPS) infrastructure and allows the user to instantly transfer money between any two party's bank accounts. It can be used on all mobile devices, be it a Smartphone or a feature phone with internet connection. BHIM allow users to send or receive money to or from UIP payment addresses, or to non-UPI based accounts. Unlike mobile wallets (PaytM, Airtel Money, MobiKwik, mPesa,) which hold money, the

BHIM app is only a mechanism which transfers money between different bank accounts. Transactions on BHIM are nearly instantaneous and can be done 365 days, 24/7 including weekends and bank holidays.

Features and Benefits of BHIM:

- **Send and Request Money:** This feature enables a user to send money using Virtual Payment Address (VPA)
- **Send and Request Money:** This feature enables a user to send money using Virtual Payment Address (VPA) or combination of Account Number and IFSC or even by scanning QR code
- **Scan and Pay:** In this feature, user can pay by scanning the QR code. User can generate QR code by clicking on receive the payment option.
- **Transactions:** This option allows a user to check transaction history. It also highlights pending UPI collect requests (if any) so that a user can approve or reject the payment requests.
- **Profile:** User can view the static QR code and payment addresses and share the QR code through various messenger applications like Whatsapp, Email.
- **Bank account:** Using this Option, a customer can check the bank account which is linked with the BHI App along with PIN status.



Fig 2.11

INTERNET BANKING

Internet banking has been around for a while now and it is something we all use. Earlier, most account holders would send money by using Internet Banking, but now with the proliferation of mobile wallets and UPI payment systems, internet banking is definitely facing stiff competition.

1. Open deposit accounts:

Banks let we open deposits from the net banking account without having to visit the branch. We can open a fixed deposit, a recurring deposit or a tax-saving deposit account. The process is pretty simple. We need to enter details like the starting date, tenure, how interest is to be received, other details and a recurring deposit account can be opened online. We can also check the interest rates before opening an account. There is no need to submit KYC documents because the bank already has them.

2. Apply for loans:

We can use an app to apply for different loans through net banking account. This could be personal loans, gold loans, car loans, two wheeler loans, home loans or even loans against FDs or mutual funds. Since we are a customer with the bank there are several benefits. The bank already has the documents and other details. We can check the loan eligibility very quickly by entering a few basic details. Many banks also let the view pre-approved loan offers through the app. Once we know the loan eligibility, we can apply for the loan through the app and also get in principal approval in a matter of minutes. Once we apply for a loan a bank executive will get on touch with us to process the loan. Certain loans like personal loans can also be approved and disbursed in a few hours, since the KYC is already done.

3. Start an investment:

If people have an investment or a demat account with the bank, they can also directly invest in shares and mutual funds from the app. When investing in shares, the app will

redirect to the demat account. Many banks offer 3-in-1 demat accounts which includes savings, trading and an investing account, all in one. So, we can directly invest by using money from the account and get the redemption proceeds to the account. However, when investing in mutual funds through a bank app, check if the app is selling the funds from a certain fund house or gives the option to choose the fund house. If the bank has a tie-up with a fund house and offers the funds from only that AMC, it may not be a good idea to invest in mutual funds through an app.



Fig. 2.12

Unified Payment Interface (UPI)

Unified Payment Interface (UPI) is a smartphone application that allows users to transfer money between bank accounts. It is a single-window mobile payment system developed by the National Payments Corporation of India (NPCI). It eliminates the need to enter bank details or other sensitive information each time a customer initiates a transaction.

The Unified Payment Interface is a real-time payment system. It is designed to enable peer-to-peer inter-bank transfers through a single two-click factor authentication process. The interface is regulated by the Reserve Bank of India (RBI), India's central bank. It works by transferring money between two bank accounts along with a mobile platform. The system is said to be a safe and secure method of transferring money between two parties and eliminates

the need to transact with physical cash or through a bank. The pilot system was launched in India on April 11, 2016. Banks across the country started to upload their interface in August 2016.

UPI uses existing systems, such as Immediate Payment Service (IMPS) and Aadhaar Enabled Payment System (AEPS), to ensure seamless settlement across accounts. It facilitates push (pay) and pull (receive) transactions and even works for over-the-counter or barcode payments, as well as for multiple recurring payments such as utility bills, school fees and other subscriptions.

Once a single identifier is established, the system allows mobile payments to be delivered without the use of credit or debit cards, net banking, or any need to enter account details. This would not just ensure greater safety of sensitive information, but connect people who have bank accounts via smartphones to carry out hassle-free transactions. Overall, UPI implies fewer cash transactions and potentially reduces the unbanked population.

Sending money on the UPI is called a “push.” In order to send money, the user logs into the interface and selects the Send Money/Payment option. After entering the recipient’s virtual ID and the amount desired, he chooses the account from which the money will be debited. The user then enters a special personal identification number (PIN) and receives a confirmation.

Receiving money through the system is called a “pull.” Once the user has logged in to the system, the users selects the option to collect money. The user then needs to enter the virtual ID for the remitter, the amount to be collected and the account in which the user will deposit the funds. A message then goes to the payer with the request to pay. If the person decides to make the payment, he/she enters his UPI PIN to authorize the transaction.



Fig. 2.13

MOBILE BANKING

Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct financial transactions remotely using a mobile device such as a smartphone or tablet. Unlike the related internet banking it uses software, usually called an app, provided by the financial institution for the purpose. Mobile banking is usually available on a 24-hour basis. Some financial institutions have restrictions on which accounts may be accessed through mobile banking, as well as a limit on the amount that can be transacted. Mobile banking is dependent on the availability of an internet or data connection to the mobile device.

Transactions through mobile banking depends on the features of the mobile banking app provided and typically includes obtaining account balances and lists of latest transactions, electronic bill payments, remote check deposits, P2P payments and funds transfers between a customer's or another's accounts. Some apps also enable copies of statements to be downloaded and sometimes printed at the customer's premises. Using a

mobile banking app increases ease of use, speed, flexibility and also improves security because it integrates with the user built-in mobile device security mechanisms.

From the bank's point of view, mobile banking reduces the cost of handling transactions by reducing the need for customers to visit a bank branch for non-cash withdrawal and deposit transactions. Mobile banking does not handle transactions involving cash and a customer needs to visit an ATM or bank branch for cash withdrawals or deposits. Many apps now have a remote deposition using the device's camera to digitally transmit cheque to their financial institution.

Mobile banking differs from mobile payments, which involves the use of a mobile device to pay for goods or services either at the point of sale or remotely, analogously to the use of a debit or credit card to effect an EFTPOS payment.



Fig 2.14

1. Customer Mindset

Changing customers' mindsets is one difficult task but convincing them will somehow bring amazing results to the e-wallet app. Customers have long used cash, cheques and occasionally ATM cards to negotiate deals. Some of them often use credit cards. The reason behind this is that people are still unaware of the benefits of using e-wallets. One strategy to raise awareness among them is to send them notifications about the great offers related to payments to specific merchants. Assurance is given to service offering, safety, convenience, usability of the system and significant cost savings in app development. Therefore, it is significant to expand the mindset of customers.

2. Lack of Trust

As per the research done by YouGov, more than **40%** of smartphone operators have trust issues with e-wallets. A comparable number of people are anxious that if their phone is stolen, they will lose all of their money. If people don't have trust in e-wallet they will not feel secure to keep their money in ewallets. Privacy and confidentiality are the main concern of people. People must be educated on the value and convenience of adopting a digital wallet. Experian conducted a study and found that **55 percent** of consumers feel safer using credit cards. According to an Auriemma poll, people who use e-wallets will not promote them to their relatives or friends.

3. Less Alertness

Many consumers believe that carrying cash is more efficient and simpler to handle. They believe that mobile e-wallets are too complex to use and are not meant for them. People are trained them in by their e-wallets by easy voice commands of point and pay techniques with proper awareness programs. They need to be aware of the credibility and reliability of the digital wallet.

4. Fraud Detection & Mitigation

It is significant to take care of frauds that create problems in digital wallet app development. People who are unfamiliar with e-wallets are easily fooled. Digital wallet

payment risk is associated with data theft, data leak, malware attack, hacking, etc. Over the years technology has advanced so much that this threat can be avoided by developers. Nowadays, most digital payment apps are compliant with EU- GDPR (General Data Protection Regulation) compliance.

5. The Need For Regulatory Compliance

All digital payment services must comply with legal standards. Money and finance are strictly regulated by the central bank. E-wallet services are not provided if a government does not allow them. It is also preferable to comprehend the terms and conditions. If there is a significant deviation in the compliances, the owner will have to face legal concerns.

6. Technological Hurdles

An e-wallet app development firm is hired with suitable experience to ensure that the project is completed to the customer's satisfaction. Their knowledge will assist in creating an e-wallet application and guide towards making it effective in a short period. Artificial Intelligence and Machine Learning technology are transforming it simpler all over the globe to make reliable and technologically advanced e-wallet applications.

7. No Rewards

When it comes to mobile wallets, unlike cards and cash-back schemes, there are no benefits. Coupons, prizes and discounts are offered to those who pay with credit or cash. Financial marketers who want to increase the use of mobile wallets should take advantage of the opportunities.



Fig. 2.15

THREATS OF MOBILE WALLET:

An mobile wallet is an electronic application that enables online e-commerce transactions like purchasing goods, paying utility bills, transferring money, booking flight etc. with a financial instrument (such as a credit card or a digital currency) using smart phones or computers. A plethora of these e-wallets are provided online for downloading through “apps” to support both Point of Sale (POS) transactions and peer-to-peer transactions between individuals. Being preloaded with currency by the user, they are designed to be convenient to them over the traditional-wallets, by providing better manageability over their payments, accounts, receiving of offers, alerts from merchants, storing digital receipts and warranty information, being secure by requiring to access only through correct passphrase, password and such authentication information.

A number of IT companies, Banks, Telecoms firms, online e-commerce portal, taxi-services, supermarket chains. provide e-wallets. A number of Personally Identifiable Information (PII's) of the customer like his/her name, mobile phone number and his/her protected personal information like Customer card numbers, secret PIN, net banking credentials is permanently stored in e-wallets, requiring just final authorization from the user through means like biometrics authentication, one-time passwords(OTP). The payment process involves security mechanisms like certificate pinning and use of encryption.

Impersonation, SIM swapping:

Impersonation occurs when a fraudster steals information and then poses as a genuine user to do a transaction using the stolen e-wallet details and password.

SIM swaps occurs when fraudsters first collect the user's information and use it to get his / her mobile phone SIM card blocked and obtain a duplicate one by visiting the mobile operator's retail outlet with fake identity proof. The mobile operator deactivates the genuine SIM card, which was blocked and issues a new SIM to the fraudster who then generates one-time passwords using stolen information.

Prevention against Impersonation and SIM swapping attacks:

1. Avoid falling prey to social engineering tricks :

Financial service providers and support staff will never ask their customers for sharing their private information such as passwords or payment account numbers over e-mail requests or phone inquiries.

Some Mobile network operators send an SMS to alert their customers of a SIM swap, the affected customer can act and stop this fraud in its tracks by contacting the mobile operator immediately.

2. Phishing:

Sophisticated threats like Man-in-the-Browser or Man-in-the-Middle attacks intercept online transactions by reading payment data from the Internet browser while the user is typing his credit card or bank account details. Phishing attacks are used to steal users' login details and personal data, making e-wallet accounts susceptible to fraud.

Prevention against phishing attacks:

The URL of the web-page should be verified, by establishing the authenticity of the website by validating its digital certificate. To do so, go to File > Properties > Certificates or double click on the Padlock symbol at the upper right or bottom corner of the browser window. Emails or text messages asking the user to confirm or provide personal information (Debit/Credit/ATM pin, CVV, expiry date, passwords, etc.) should be ignored.

SECURING OF MOBILE WALLET:

- **Enable Passwords On Devices:** Strong passwords should be enabled on the user's phones, tablets and other devices before e-wallets are used. Additional layers of security provided by these devices should be used.
- **Use Secure Network Connections:** It is important to be connected only to the trusted networks. It is better to avoid the use of public Wi-Fi networks.
- **Install Apps From Trusted Sources:** The user must check for the e-wallet provider to be shown as strong legacy of securely, reliably and conveniently handling sensitive financial data and provide customer support (in the event of card loss or account fraud).
- **Keep Login Credential Secure:** Avoid writing down information used to access the digital wallets in plain view or storing them in an unprotected file to avoid their misuse.
- **Create a Unique Password for Digital Wallet:** Use hard-to-guess password unique to the digital wallet to prevent against the risk of unauthorized access.
- **Stay vigilant and aware of cellphone's network connectivity status and register for Alerts through SMS and emails:** The user should not switch off his cellphone in the event when numerous annoying calls are received, rather answering the calls should be avoided. This could be a ploy to get him to turn off his phone or put it on silent to prevent him from noticing that his connectivity has been tampered with.

BENEFITS OF MOBILE WALLET

1. Customer convenience :

The best advantage of using a payment app is customer convenience as they will be able to make payments using their mobile phones either using the contactless payment or by scanning QR code instantly. The payment apps India can be made by using either Samsung pay or Android pay or Apple pay. One can easily leave the cash and cards at home and use their phones to make payment instead.

2. Secure Way to make payments :

Payments made using Mobile phone apps allows the user to use the cell phone to make in store purchases. These apps use a technology which is called as near field communication (NFC). Tap the phone to make payments at the point of services (pos) terminal .Most of the time these apps use either encryption or protected code to minimize the threat to the personal data of users.

3. Improves cash flow:

The introduction of e-wallets has improved the cash flow in the markets for starters. Most of the customers prefer to pay their bills using debit \ credit cards over the traditional method of cash payments. Most of the mobile payment processors will transfer funds to a business account in three days.

4. A faster way to make payments :

All the users have to do is tap pay and go with the increase in the number of people who use mobile phones, the e-payment system has gained momentum world wide. All one has to do is to simply ware or tap the phone in front of an NFC compatible terminal, with this single action. The user has approved the transaction. This will result in a contactless transaction, despite securing the card number which is never revealed. In addition to this, the process is faster when compared to using debit or credit card which needs to be inserted in the device or for swiping purpose and also it can be expired after a year.

CONCLUSION

Today's fast moving world where people live very stressful life this approach and innovativeness in mobile wallet makes people comfortable while shopping travelling etc, as it is very easy to use. It also have tracking device which would provide safety to the cards and ultimately to money. So people should use digital wallet and save their time.

CHAPTER 3



ANALYSIS AND INTERPRETATION OF DATA

ANALYSIS AND INTERPRETATION OF DATA

Analysis of data is a process of inspecting, transforming and modelling data with discovering useful information, providing suggestions, arriving conclusions and supporting decision making.

Data analysis has multiple facts and approaches, encompassing diverse techniques under a variety of names, in different business, science and social science domains.

Analysis is a must for any researcher to derive at a conclusion. Analysis of data plays a predominant role in detecting the result of brief study about, **“CUSTOMERS PERCEPTION TOWARDS MOBILE WALLETS AMONG YOUTH IN THOOTHUKUDI DISTRICT”**.

Each question in the questionnaire is analysed individually, sufficiently tabulated and represented graphically. The sample size of the data collected is 70.

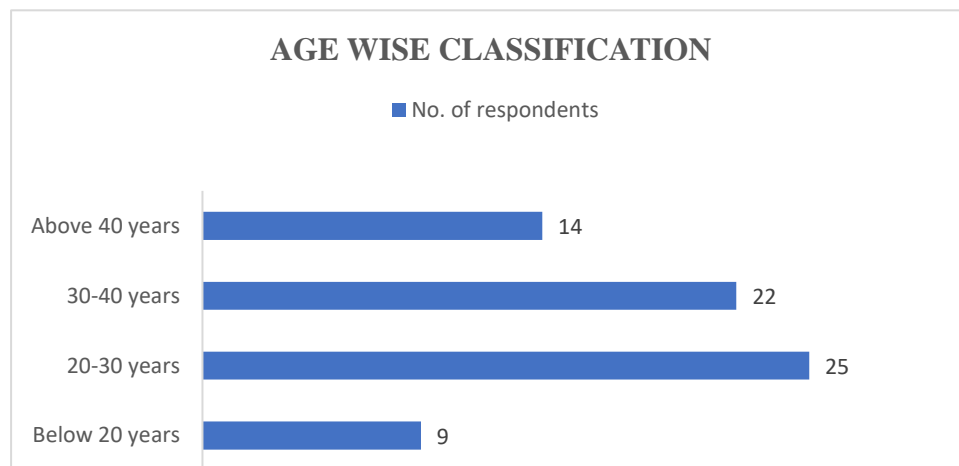
In the present study, the researcher has made the following tools as follows,

- ❖ Percentage analysis.
- ❖ Bar diagrams/Charts
- ❖ Likert's scale
- ❖ Garrett's ranking scale
- ❖ Chi square test

TABLE 3.1
AGE WISE CLASSIFICATION

AGE	NO. OF RESPONDENTS	% OF RESPONDENTS
Below 20 years	9	12.86
20-30 years	25	35.71
30-40 years	22	31.43
Above 40 years	14	20
Total	70	100%

Source: Primary Data



INTERPRETATION:

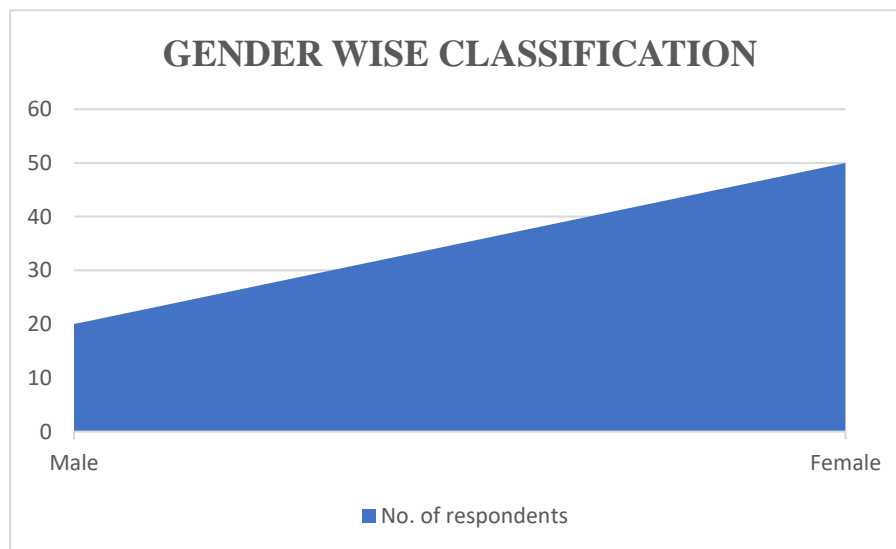
From the above bar chart, it indicates that, out of 70 respondents, 35.71% of the respondents are aged between 20years- 30 years, 31.43% of the respondents are aged between 30-40 years, 20% of the respondents are aged between 40-50 years and 12.86% of the respondents are below 20 years.

INFERENCE:

Thus, it is inferred that 35.71% of the respondents are aged between 20 years to 30 years.

TABLE 3.2
GENDER WISE CLASSIFICATION

GENDER	NO. OF RESPONDENTS	% OF RESPONDENTS
Male	20	28.57
Female	50	71.43
Total	70	100%



Source: Primary Data

INTERPRETATION:

From the above area chart, it indicates that out of 70 respondents, 71.43% of the respondents are female and 28.57% of the respondents are male.

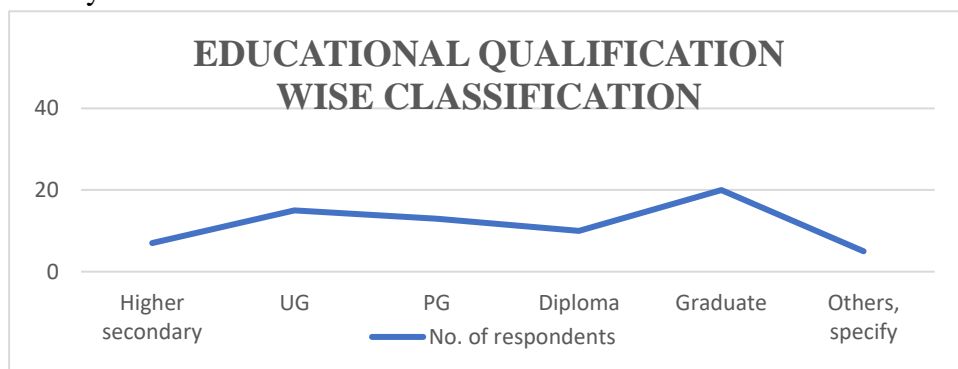
INFERENCE:

Thus, it is inferred that majority (71.43%) of the respondents are male.

TABLE 3.3**EDUCATIONAL QUALIFICATION WISE CLASSIFICATION**

EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	% OF RESPONDENTS
Higher secondary	7	10
UG	15	21.43
PG	13	18.57
Diploma	10	14.29
Graduate	20	28.57
Others, specify	5	7.14
Total	70	100%

Source: Primary Data

**INTERPERATION:**

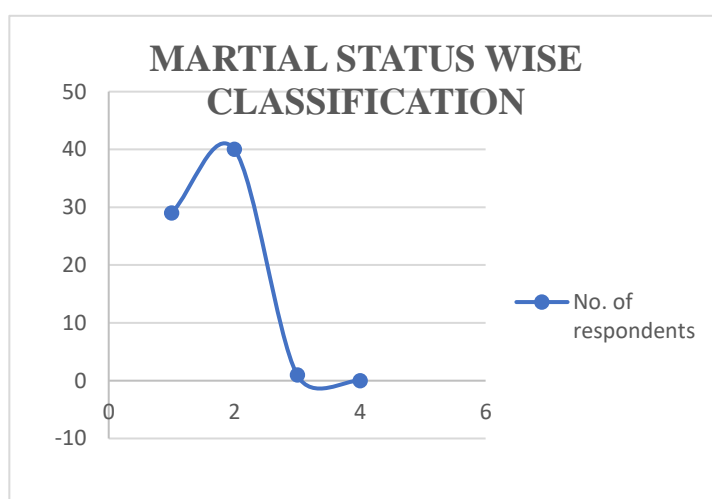
From the above line chart, out of 70 respondents, it clearly shows that 28.57% of the respondents are graduates, 21.43% of the respondents are undergraduates, 18.57% of the respondents are post graduates, 14.29% of the respondents are qualified as diploma, 10% of the respondents are at their high school and 7.14% of the respondents come under other category.

INFERENCE:

Thus, it is inferred that 28.57% of the respondents are qualified as graduates.

TABLE 3.4
MARITAL STATUS WISE CLASSIFICATION

MARTIAL STATUS	NO. OF RESPONDENTS	% OF RESPONDENTS
Married	29	41.43
Unmarried	40	57.14
Divorcee	1	1.43
Spinster	-	-
Total	70	100%



Source: Primary Data

INTERPRETATION:

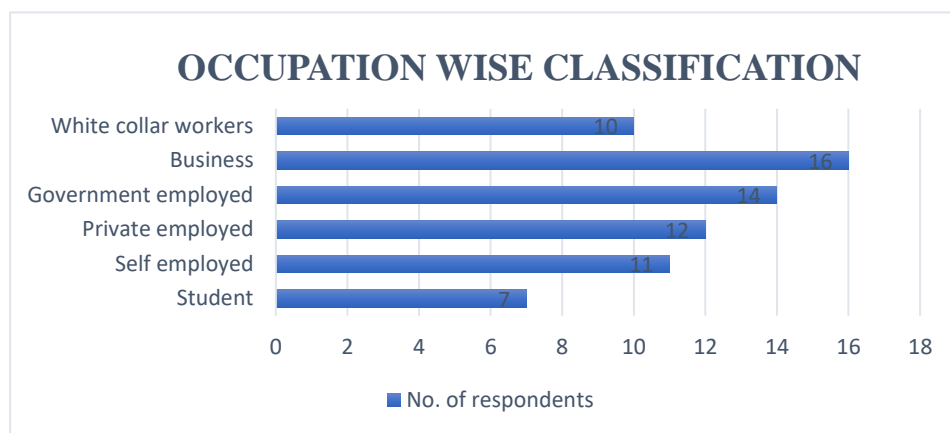
From the above scatter chart, it indicates that out of 70 respondents, 57.14% of the respondents are unmarried, 41.43% of the respondents are married, 1.43% of the respondents are divorcee and none of the respondents are spinster.

INFERENCE:

Thus, it is inferred that half (57.14%) of the respondents are unmarried.

TABLE 3.5
OCCUPATION WISE CLASSIFICATION

OCCUPATION	NO. OF RESPONDENTS	% OF RESPONDENTS
Student	7	10
Self employed	11	15.71
Private employed	12	17.14
Government employed	14	20
Business	16	22.87
White collar workers	10	14.28
Total	70	100%



Source: Primary Data

INTERPRETATION:

From the above bar chart, out of 70 respondents, it clearly shows that 22.87% of the respondents are Business employed, 20% of the respondents are Government employed, 17.14% of the respondents are private employed, 15.71% of the respondents are self employed, 14.28% of the respondents are white collar workers and 10% of the respondents are students.

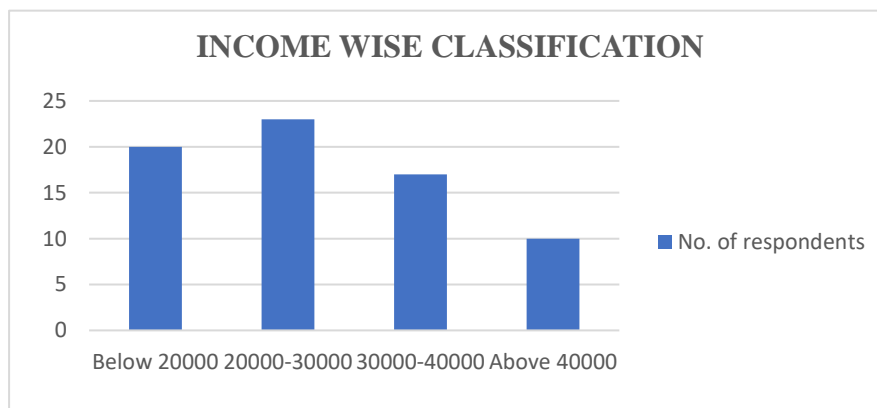
INFERENCE:

Thus, it is inferred that 22.87% of the respondents are employed in Business.

TABLE 3.6
INCOME WISE CLASSIFICATION

MONTHLY INCOME (IN RS.)	NO. OF RESPONDENTS	% OF RESPONDENTS
Below 20000	20	28.57
20000-30000	23	32.86
30000-40000	17	24.29
Above 40000	10	14.28
Total	70	100%

Source: Primary Data



INTERPRETATION:

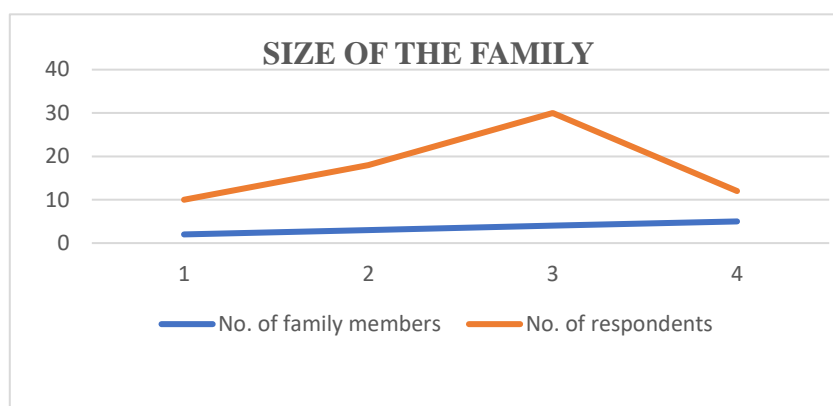
From the above column chart, out of 70 respondents, it depicts that 32.86% of the respondents earn a monthly Income between Rs. 20,000 - Rs.30,000, 28.57% of the respondents earn a monthly income below Rs.20,000 24.29% of the respondents earn a monthly income which range between Rs.30,000 - Rs.40,000 and 14.28% of the respondents earn a monthly income above Rs.40,000.

INFERENCE:

Thus, it is inferred that 32.86% of the respondents earn a monthly income between Rs.20, 000 – Rs.30, 000.

TABLE 3.7
SIZE OF THE FAMILY

NO. OF FAMILY MEMBERS	NO. OF RESPONDENTS	% OF RESPONDENTS
2	10	14.29
3	18	25.71
4	30	42.86
5	12	17.14
Total	70	100%



Source: Primary Data

INTERPERTATION:

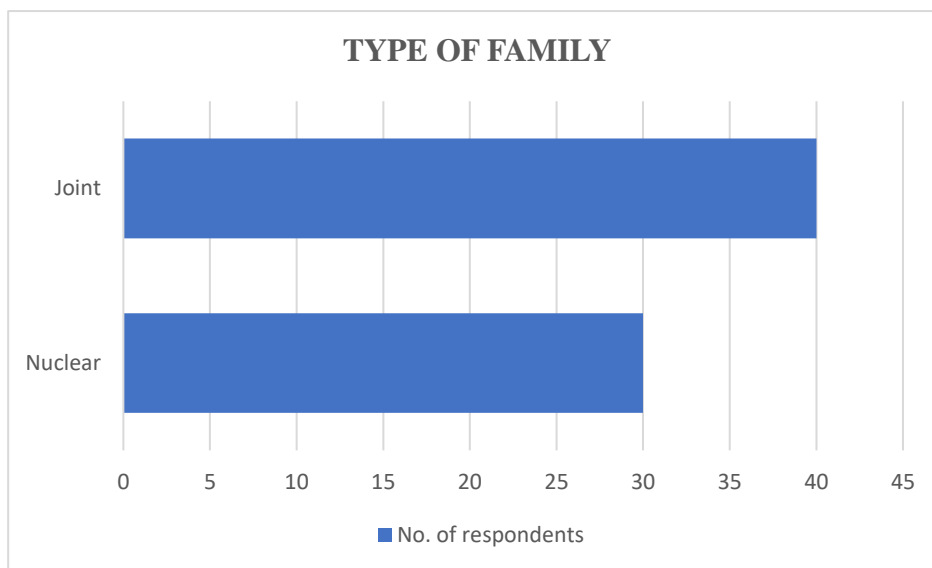
From the above line chart, it indicates that out of 70 respondents, 42.86% of the respondents are 4 members in the family, 25.71% of the respondents are 3 members in the family, 17.14% of the respondents are 5 members in the family and 14.29% of the respondents are 2 members in the family.

INFERENCE:

Thus, it is inferred that 42.86% of the respondents are 4 members in the family.

TABLE 3.8
TYPE OF FAMILY

NATURE OF FAMILY	NO. OF RESPONDENTS	% OF RESPONDENTS
Nuclear	30	42.86
Joint	40	57.14
Total	70	100%



Source: Primary Data

INTERPRETATION:

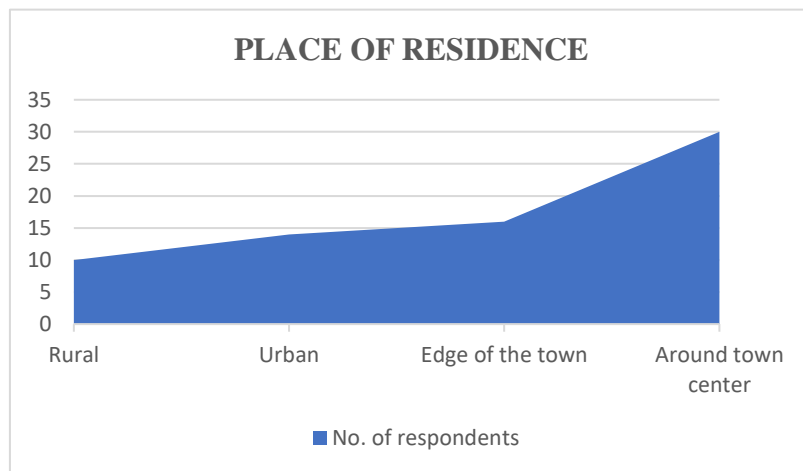
From the above bar chart, it indicates that out of 70 respondents, it reveals that half (57.14%) of the respondents are in joint family and 42.86% of the respondents are in Nuclear type of family.

INFERENCE:

Thus, it is inferred that half (57.14%) of the respondents are in joint type of family.

TABLE 3.9
PLACE OF RESIDENCE

RESIDENCE	NO. OF RESPONDENTS	% OF RESPONDENTS
Rural	10	14.28
Urban	14	20
Edge of the town	16	22.86
Around town center	30	42.86
Total	70	100%



Source: Primary Data

INTERPRETATION:

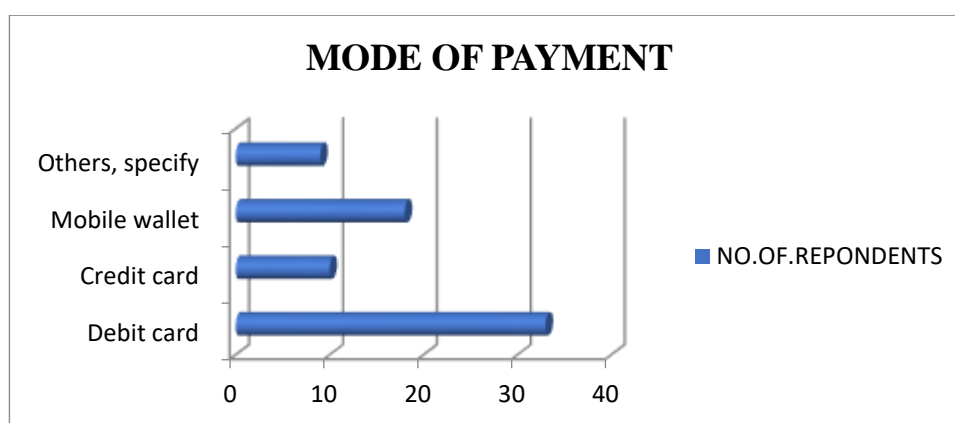
From the above area chart, it indicates that out of 70 respondents, 42.86% of the respondents are around town center, 22.86% of the respondents are in the edge of the town, 20% of the respondents are in urban area and 14.28% of the respondents are in rural area.

INFERENCE:

Thus, it is inferred that 42.86% of the respondents are around town center.

TABLE 3.10**MODE OF PAYMENT**

MODE	NO.OF.REPONDENTS	% OF RESPONDENTS
Debit card	33	47.14
Credit card	10	14.28
Mobile wallet	18	25.71
Others, specify	9	12.86
Total	70	100%



Source: Primary Data

INTERPRETATION:

From the above chart, it indicates that, out of 70 respondents, 47.14% of the respondents are using debit card mode of payment, 25.71% of the respondents are using mobile wallets mode of payment, 14.28% of the respondents are using credit card mode of payment and 12.86% of the respondents are using other mode of payments.

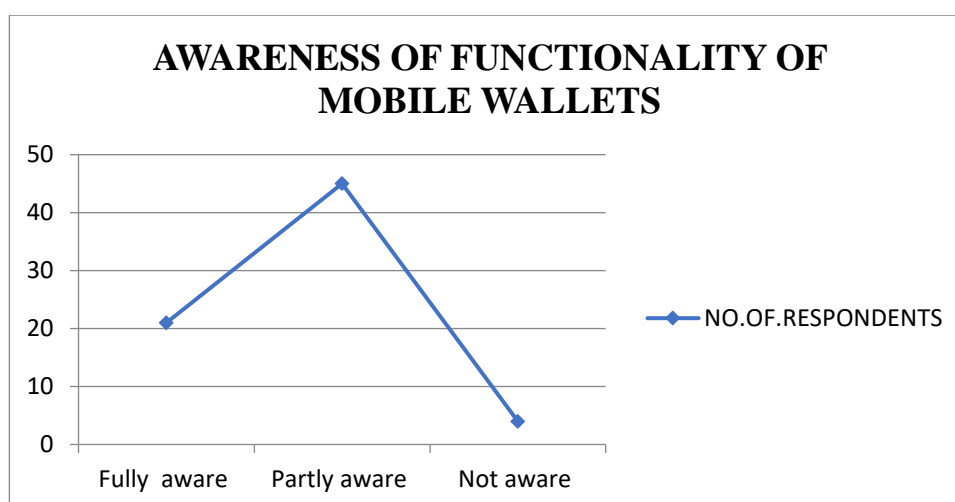
INFERENCE:

Thus, it is inferred that 47.14% of the respondents are using debit card mode of payment.

TABLE 3.11

AWARENESS OF FUNCTIONALITY OF MOBILE WALLETS

AWARE	NO.OF.RESPONDENTS	% OF RESPONDENTS
Fully aware	21	30
Partly aware	45	64.28
Not aware	4	5.71
Total	70	100 %



Source: Primary Data

INTERPRETATION:

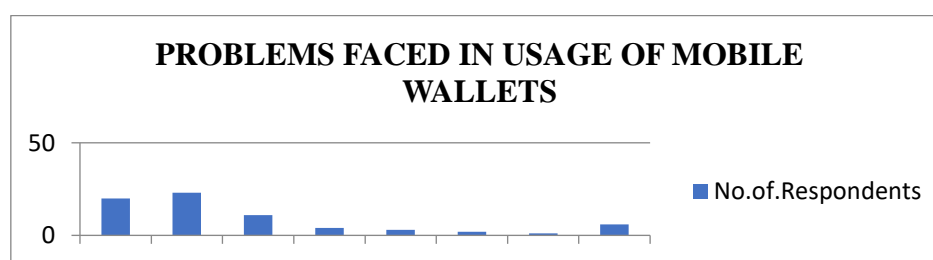
From the above chart, it includes that out of 70 respondents, 64.28% of the respondents are partly aware about the functionality of mobile wallets, 30% of the respondents are fully aware about the functionality of mobile wallets and 5.71% of the respondents are not aware of functionality of mobile wallets.

INFERENCE:

Thus, it is inferred that more than half (64.28%) of the respondents are partly aware of functionality of mobile wallets.

TABLE 3.12
PROBLEMS FACED IN USAGE OF MOBILE WALLET

PROBLEMS	NO. OF. RESPONDENTS	% OF RESPONDENTS
Network issue	20	28.57
Server problem	23	32.86
Transaction error	11	15.71
Data theft	4	5.71
Hacking	3	4.29
Data leak	2	2.89
Malware attack	1	1.43
Others, specify	6	8.57
Total	70	100 %



Source: Primary Data

INTERPRETATION:

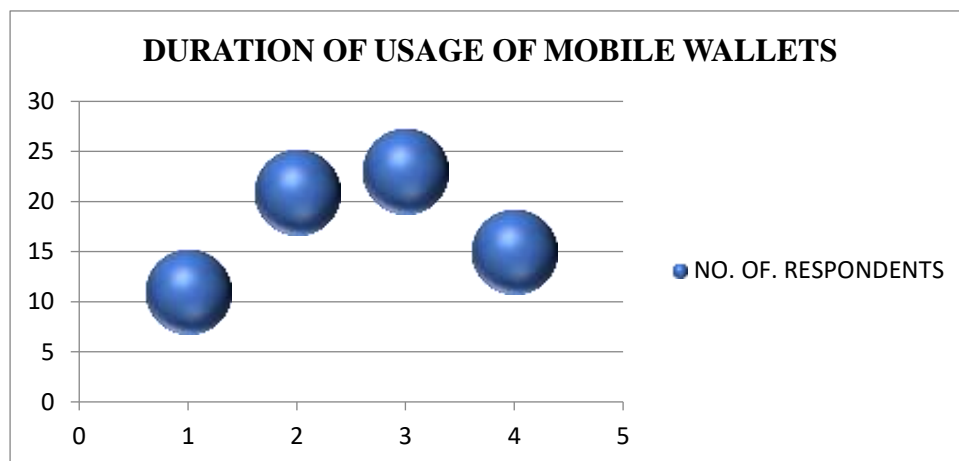
From the above chart, it includes that out of 70 respondents, 32.86% of the respondents face server problems, 28.57% of the respondents face network issues, 15.71% of the respondents face transaction errors, 8.57% of the respondents face others types of issues, 5.71% of the respondents face data theft, 4.29% of the respondents face hacking, 2.89% of the respondents face data leak and 1.43% of the respondents face malware attack.

INFERENCE:

Thus, it is inferred 32.86% of the respondents face server problems while using mobile wallets.

TABLE 3.13
DURATION OF USAGE OF MOBILE WALLET

USAGE OF MOBILE WALLET (PERMONTH)	NO. OF. RESPONDENTS	% OF RESPONDENTS
Daily	11	15.71%
Once	21	30%
Twice	23	32.86%
Thrice	15	21.43%
Total	70	100



Source: Primary Data

INTERPRETATION:

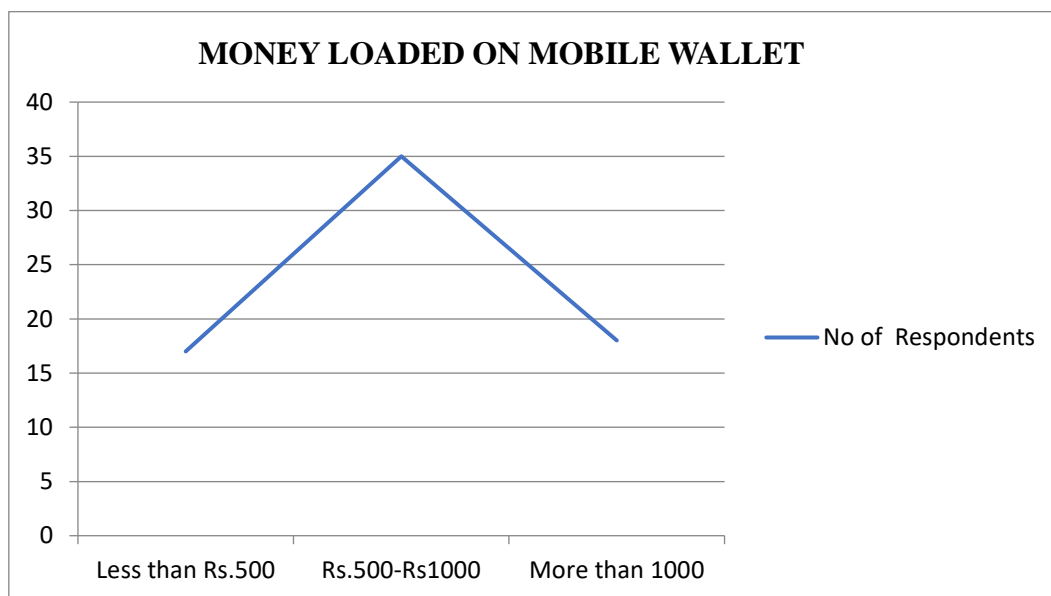
From the above chart, it includes that out of 70 respondents, 32.86% of the respondents use mobile wallets twice, 30% of the respondents use mobile wallets once per month, 21.43% of the respondents use mobile wallets thrice per month and 15.71% of the respondents use mobile wallets daily per month.

INFERENCE:

Thus, it is inferred that 32.86% of the respondents use mobile wallets twice per month.

TABLE 3.14
MONEY LOADED ON MOBILE WALLET

MONEY	NO. OF. RESPONDENTS	% OF RESPONDENTS
Less than Rs.500	17	24.29
Rs. 500-1000	35	50
More than 1000	18	25.71
Total	70	100%



Source: Primary Data

INTERPRETATION:

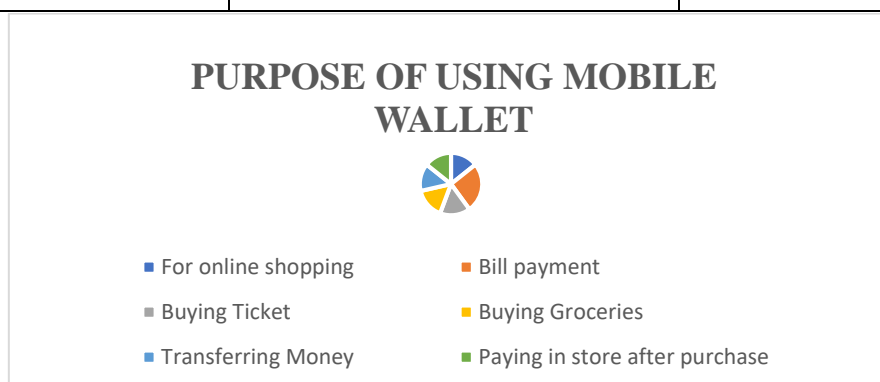
From the above chart, it indicates that, out of 70 respondents, 50% of the respondents load Rs.500-Rs.1000, 25.71% of the respondents load more than Rs.1000 and 24.29% of the respondents load less than Rs. 500.

INFERENCE:

Thus, it is inferred that half (50%) of the respondents load Rs.500-Rs.1000.

TABLE 3.15**PURPOSE OF USING MOBILE WALLET**

PURPOSE	NO. OF. RESPONDENTS	% OF RESPONDENTS
For online shopping	10	14.29
Bill payment	18	25.71
Buying Ticket	11	15.71
Buying Groceries	11	15.71
Transferring Money	10	14.29
Paying in store after purchase	10	14.29
Total	70	100%



Source: Primary Data

INTERPRETATION:

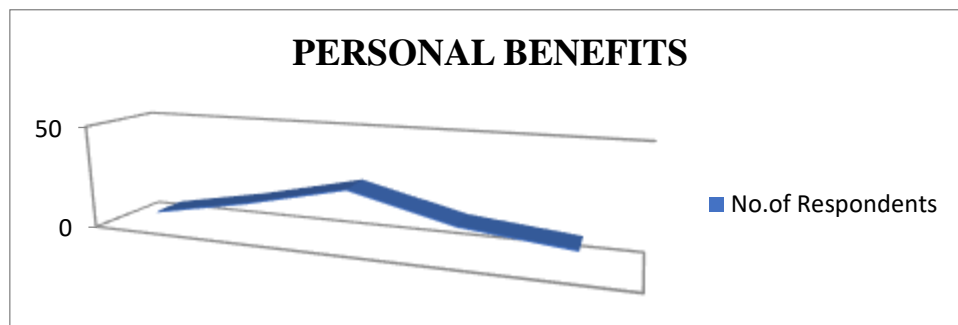
From the above chart, it indicates that, out of 70 respondents, 25.71% of the respondents use mobile wallet for the purpose of bill payment, 15.71% of the respondent use mobile wallet for the purpose of buying tickets, 15.71% of the respondents use mobile wallet for the purpose of buying groceries, 14.29% of the respondents use mobile wallet for the purpose of online shopping, 14.29% of the respondents use mobile wallet for the purpose of transferring money and 14.29% of the respondents use mobile wallet for the purpose of paying store after purchase.

INFERENCE:

Thus, it is inferred that 25.71% of the respondents use mobile wallets for the purpose of bill payments.

TABLE 3.16
PERSONAL BENEFITS

BENEFITS	NO.OF RESPONDENTS	% OF RESPONDENTS
Entertainment	6	8.57
Staying connected with people	15	21.43
Learn new skills	26	37.14
Digital reputation	14	20
Others, specify	9	12.86
Total	70	100%



Source: Primary Data

INTERPRETATION:

From the above chart, it indicates that, out of 70 respondents, 37.14% of the respondents benefit themselves by learning new skills, 21.43% of the respondents benefit themselves by staying connected with people, 20% of the respondents benefit themselves by digital reputation, 12.86% of the respondents benefit themselves in other category and 8.57% of the respondents benefit themselves by entertainment.

INFERENCE:

Thus, it is inferred that 37.14% of the respondents benefit themselves by learning new skills.

TABLE 3.17

PREFERENCE TOWARDS MOBILE WALLETs

PREFERENCE	NO. OF RESPONDENTS	% OF RESPONDENTS
Time saving	27	38.57
Easy to use	21	30
Security	3	4.29
Convenience	5	7.14
24 hours accessibility	14	20
Total	70	100%



Source: Primary Data

INTERPRETATION:

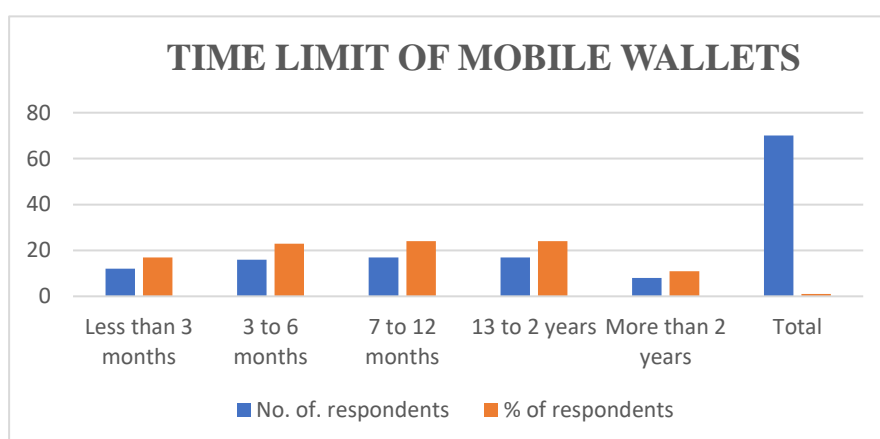
From the above chart, it indicates that, out of 70 respondents, 38.57% of the respondents prefer mobile wallets for time saving, 30% of the respondents prefer mobile wallets for easy to use, 20% of the respondents prefer mobile wallets for 24 hours accessibility, 7.14% of the respondents prefer mobile wallets for convenience and 4.29% of the respondents prefer mobile wallets for security.

INFERENCE:

Thus, it is inferred that 38.57% of the respondents prefer mobile wallets for time saving.

TABLE 3.18
TIME LIMIT OF MOBILE WALLETS

TIME LIMIT	NO. OF. RESPONDENTS	% OF RESPONDENTS
Less than 3 months	12	17
3 months to 6 months	16	23
7 months to 12 months	17	24
13 months to 2 years	17	24
More than 2 years	8	11
Total	70	100%



Source: Primary Data

INTERPRETATION:

From the above chart, it indicates that, out of 70 respondents, 24% of the respondents use a time limit range between 13 months to 2 years, 24% of the respondents use a time limit range between 7 months to 12 months, 23% of the respondents use a time limit range between 3 months to 6 months, 17% of the respondents use a time limit range less than 3 months and 11% of the respondents use a time limit range more than 2 years.

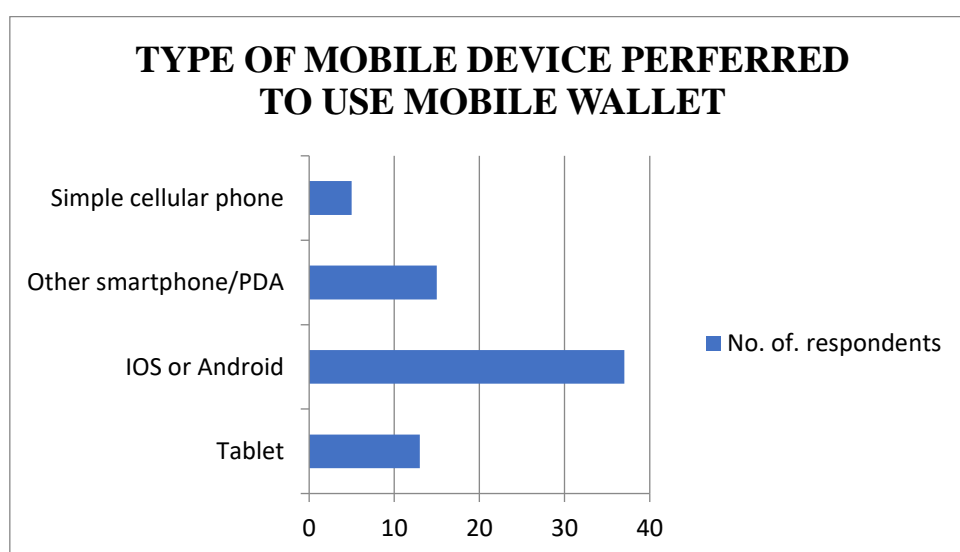
INFERENCE:

Thus, it is inferred 24% of the respondents use a time limit range of 13 months to 2 years.

TABLE 3.19

TYPE OF MOBILE DEVICE PREFERRED TO USE MOBILE WALLET

MOBILE DEVICE	NO. OF. RESPONDENTS	% OF RESPONDENTS
Tablet	13	19
IOS or Android	37	53
Other smart phone / PDA	15	2
Simple cellular phone	5	7
Total	70	100%



Source: Primary Data

INTERPRETATION:

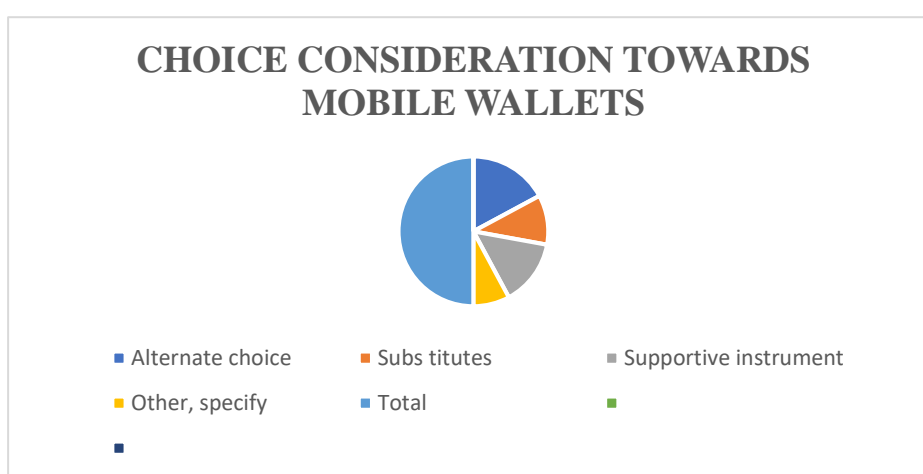
From the above chart, it indicate that, out of 70 respondents , 53% of the respondents use IOS or Android type of mobile device, 2% of the respondents use Other smartphone/PDA type of mobile device, 7% of the respondents use simple cellular phone and 19% of the respondents use Tablet.

INFERENCE:

Thus, it is inferred that more than half (53%) of the respondents use IOS or Android type of mobile device.

TABLE 3.20
CHOICE CONSIDERATION TOWARDS MOBILE WALLETs

CHOICE CONSIDERATION	NO. OF. RESPONDENTS	% OF RESPONDENTS
Alternate choice	24	34
Substitutes	15	21
Supportive instrument	20	29
Other, specify	11	16
Total	70	100%



Source: Primary Data

INTERPRETATION:

From above chart, it indicates that, out of 70 respondents, 34% of the respondents have choice consideration as Alternate choice, 29% of the respondents have choice consideration as supportive instrument, 16% of the respondents have choice consideration in other category and 4% of the respondents have choice consideration as substitutes.

INFERENCE:

Thus, it is inferred 34% of the respondents have choice consideration as Alternate choice for mobile wallets.

TABLE 3.21
YES OR NO QUESTIONS

FACTORS	YES	NO
Smartphone usage	70 (100%)	0 (0%)
Making Online payment	58 (83%)	12 (17%)
Continuation of mobile wallet	60 (86%)	10 (14%)
Problems faced	54 (77%)	16 (23%)
Future usage	50 (71%)	20 (29%)
Financial transactions	57 (81%)	13 (19%)
Recommendations for usage of mobile wallet	58 (83%)	12 (17%)
Multiple wallets member	41 (59%)	29 (41%)
Helpful during COVID	65 (93%)	5 (7%)
Traditional payment system	54 (77%)	16 (23%)

Source: Primary Data

INTERPRETATION:

Table 3.21 shows that out of 70 respondents, majority of the respondents, inherit the following yes or no questions as smart phone usage (100%), helpful during COVID (93%), continuation of mobile wallet (86%), making online payment (83%), recommendations for usage of mobile wallets (83%), financial transactions (81%), problems faced (77%), traditional payment (77%), future usage (71%) and multiple wallet member (59%).

INFERENCE:

Hence, it is found that majority of the respondents inherit yes or no questions that respondents use smart phones (100%).

TABLE 3.22**RANK OF THE MOBILE WALLET SERVICES**

FACTORS	I	II	III	IV	V	Total Score	% of score	Rank
Make Payments	16	10	57	84	85	252	21.71	I
Rewards and offers	6	20	66	104	30	226	19.47	IV
Sharing purchase information	8	20	66	52	25	205	17.66	V
Receive real time incentives	4	30	66	64	65	229	19.72	III
Privacy	11	8	36	84	110	249	21.44	II
						1161	100	

INTERPRETATION:

The respondents were asked to rank the factors which influence the rating of mobile wallets on a given scale. By multiplying these weights with the corresponding number of respondents, the researchers arrived at individual scores and the total score for the concerned factors. Make Payments had a highest score (252) and is therefore ranked 1st, Privacy gets the 2nd rank, Receive real time incentives gets the 3rd rank, Rewards and offers gets the 4th rank and Sharing purchase information gets the 5th rank.

INFERENCE:

Thus, majority of the respondents give ratings for making payments of mobile wallet services.

TABLE 3.23**RANK OF THE DECISION IN CHOOSING MOBILE WALLET**

FACTORS	I	II	III	IV	V	Total score	% of score	Rank
Instant payment	185	72	104	4	1	366	21.79	I
convenience	80	128	54	8	0	270	16.07	III
Ease to use	140	56	48	14	5	263	15.65	IV
Security	155	88	33	8	2	286	17.02	II
24 hours Accessibility	185	32	18	18	10	263	15.65	IV
Discount Offer	55	104	54	8	11	232	13.82	V
						1680	100	

INTERPRETATION:

The respondents were asked to rank the factors which influence the rating of decision in choosing mobile wallet on a given scale. By multiplying these weights with the corresponding number of respondents, the researchers arrived at individual scores and the total score for the concerned factors. Instant payment had a highest score (366) and is therefore ranked 1st, Security gets the 2nd rank, Convenience gets the 3rd rank, easy to use and 24 hours accessibility gets the 4th rank and Discount offer gets the 5th rank.

INFERENCE:

Thus, majority of the respondents give ratings for the instant payment as the decision in choosing mobile wallets.

TABLE 3.24**RANK OF AVAILABLE OPTIONS USING MOBILE WALLETS**

FACTORS	I	II	III	IV	V	Total score	% of score	Rank
Available discounts	8	30	45	72	70	225	21.74	I
Premium offers	14	30	63	52	35	194	18.74	V
Cashback	15	30	36	52	75	208	20.10	III
Coupons	7	44	48	44	70	213	20.58	II
Reward cards	23	16	33	68	55	195	18.84	IV
						1035	100	

INTERPRETATION:

The respondents were asked to rank the factors which influence the rating of the available options using mobile wallet on a given scale. By multiplying these weights with the corresponding number of respondents, the researchers arrived at individual scores and the total score for the concerned factors. Available discount had a highest score (225) and is therefore ranked 1st, Coupons gets the 2nd rank, Cash back gets the 3rd rank, Reward cards gets the 4th rank and Premium offers gets the 5th rank.

INFERENCE:

Thus, majority of the respondents give ratings for available discounts as the best option for using mobile wallets.

TABLE 3.25**RANK OF REASONS FOR USING MOBILE WALLET**

FACTORS	I	II	III	IV	V	Total score	% of Score	Rank
Availability of mobile payment services.	14	10	30	124	50	228	16.02	IV
Convenience of the mobile payment services.	12	20	36	80	80	228	16.02	IV
Comfortable with the security.	3	18	81	80	55	237	16.65	III
Availability, acceptance of services.	11	20	51	64	80	226	15.88	V
Saves time	6	12	39	80	125	262	18.41	I
Privacy	12	14	27	84	105	242	17.02	II
						1423	100	

INTERPRETATION:

The respondents were asked to rank the factors which influence the rating of the reasons for using mobile wallets on a given scale. By multiplying these weights with the corresponding number of respondents; the researchers arrived at individual scores and the total score for the concerned factors. Saves time had a highest score (262) and is therefore ranked 1st, Privacy gets the 2nd rank, Comfortable with the security gets the 3rd rank, Convenience and availability of the mobile payment services gets the 4th rank and availability, acceptance of services gets the 5th rank.

INFERENCE:

Thus, majority of the respondents give ratings for Saves time as the major reason for using mobile wallets.

Chi- SQUARE TEST

A Chi-square test is a statistical hypothesis test where the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true. The chi-square test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in and one or more categories. Chi-square tests are often constructed from a sum of squared errors, or through the sample variance. This test is used to know the accuracy of variable used whether they are dependent or independent. It is applied to validate the results of the study.

Chi Square formula:

$$\mathbf{X^2 = \sum \frac{(O-E)^2}{E}}$$

Where,

O = Observed frequency

E = Expected frequency

TABLE 3.26
OVERALL FACILITIES AND SERVICES
AVAILABLE ON MOBILE WALLETS
(AGE WISE)

Age Level	Excellent	Good	Average	Bad	Total
Below 20 years	2(1.5)	7(6.0)	-	-	9
20 years – 30 years	4(4.1)	14(16.1)	6(3.4)	-	24
30 years – 40 years	4(3.7)	17(14.7)	-	1(0.3)	22
Above 40 years	2(2.5)	9(10)	4(2.1)	-	15
Total	12	47	10	1	70

Source: Primary Data

NULL HYPOTHESIS (H):

There is no significant relationship between overall facilities and services available on mobile wallets and age wise classification.

ALTERNATIVE HYPOTHESIS (H):

There is significant relationship between overall facilities and services available on mobile wallets and age wise classification.

Particulars	Chi square	Significant value
Chi square	12.6	21.13

$$\text{DEGREES OF FREEDOM} = (r - 1) (c - 1)$$

$$= (4 - 1) (3 - 1)$$

$$= 6$$

INFERENCE:

The table value for 6 degrees of freedom at 5% level of significance is 12.6. The calculated value is 21.13. The calculated value is less than the table value. Hence, the result is independent. Thus it is concluded that there is a no relationship between age wise classification and overall facilities services available on mobile wallets.

TABLE 3.27
OVERALL FACILITIES AND SERVICES
AVAILABLE ON MOBILE WALLETS
(INCOME WISE)

Income Level	Excellent	Good	Average	Bad	Total
Below 20000	2(3.6)	15(14.1)	3(3)	1(0.3)	21
20000-30000	4(3.7)	13(14.7)	5(3.1)	-	22
30000-40000	5(2.9)	11(11.4)	1(2.4)	-	17
Above 40000	1(1.7)	8(6.7)	1(1.4)	-	10
Total	12	47	10	1	70

Source: Primary Data

NULL HYPOTHESIS (H):

There is no significant relationship between overall facilities and services available on mobile wallets and income wise classification.

ALTERNATIVE HYPOTHESIS (H):

There is significant relationship between overall facilities and services available on mobile wallets and income wise classification.

Particulars	Chi square	Significant value
Chi square	12.6	21.76

$$\text{DEGREES OF FREEDOM} = (r - 1) (c - 1)$$

$$= (4 - 1) (3 - 1)$$

$$= 6$$

INFERENCE:

The table value for 6 degrees of freedom at 5% level of significance is 12.6. The calculated value is 21.76. The calculated value is less than the table value. Hence, the result is independent. Thus it is concluded that there is a no relationship between income wise classification and overall facilities services available on mobile wallets.

CHAPTER IV



&



FINDINGS AND SUGGESTIONS

CHAPTER IV

FINDINGS AND SUGGESTIONS

This chapter discusses the major findings of the study besides having a few suggestions put down by the researcher. These findings and suggestions are based on the study entitled **‘CUSTOMER PERCEPTION TOWARDS MOBILE WALLET AMONG YOUTH IN THOOTHUKUDI DISTRICT’**.

FINDINGS:

Findings are statements of factual information based upon the data analysis. The answers to the research question are,

- 35.71% of the respondents are aged between 20 years to 30 years
- Majority (71.43%) of the respondents are male.
- 28.57% of the respondents are qualified as graduates.
- 57.14% of the respondents are unmarried.
- 22.87% of the respondents are employed in Business.
- 32.86% of the respondents earn a monthly income between Rs.20, 000 – Rs.30, 000.
- 42.86% of the respondents are 4 members in the family.
- half (57.14%) of the respondents are in joint type of family.
- 42.86% of the respondents are around town center.
- 47.14% of the respondents are using debit card mode of payment.
- More than half (64.28%) of the respondents are partly aware of functionality of mobile wallets.
- 32.86% of the respondents face server problems while using mobile wallets.
- 32.86% of the respondents use mobile wallets twice per month.
- 50% of the respondents load Rs.500-1000.
- 25.71% of the respondents use mobile wallets for the purpose of bill payments.
- 37.14% of the respondents benefit themselves by learning new skills.
- 38.57% of the respondents prefer mobile wallets for time saving.
- 24% of the respondents use a time limit range from 13 months to 2 years.
- half 53% of the respondents use IOS or Android type of mobile device.

- 34% of the respondents have choice consideration as Alternate choice for mobile wallets.
- Majority of the respondents inherit yes or no questions that smart phone usage towards respondents is at 100%.
- Majority of the respondents give ratings for making payments of mobile wallet services.
- Majority of the respondents give ratings for the instant payment as the decision in choosing mobile wallets.
- Majority of the respondents give ratings for available discounts as the best option for using mobile wallets.
- Majority of the respondents give ratings for Saves time as the major reason for using mobile wallets.

SUGGESTIONS:

The suitable suggestions are,

- ❖ Understanding how users perceive current mobile wallets and what drives their satisfaction and dissatisfaction is important for mobile payment providers' merchants and consumers.
- ❖ Mobile payment providers develop more successful future applications and improve existing solutions.
- ❖ Study should be done on larger population representing different age groups and also people from different socioeconomic categories.
- ❖ As the technologies are evolving at a rapid rate studies should be done at regular intervals to check the changes in customer satisfaction with changing times.
- ❖ Mobile wallets systems consist of different categories like money transfer, online Payments, paying in stores and also paying bills.
- ❖ It is advisable to conduct studies in each category of payment to have more realistic view on satisfaction/dissatisfaction among the users of these payment portals.
- ❖ Researches also need to be done on merchants perspective to have different angle of view on the payment portals.

- ❖ Money transactions are essential part of every person's day to day life. Government should encourage more local payment portals to initiate as startups with new technology and give financial assistance to deserving candidates to thrive and flourish.

CHAPTER V



CONCLUSION

CONCLUSION:

Today's world is absorbed with digital technology and developments, from daily bread to business, home to office implementation of electronic gadgets have become the part and parcel of the life. Mobile Wallet has changed the world's payments system by providing multiple digital services right from utility payment to e-tailing. In India, the growing adoption of the smart phone's and mobile internet has given a boost to the mobile wallet industry in India.

Thus, study on customer perception towards mobile wallets among youth in Thoothukudi district users showed some interesting findings. As the respondents were mostly in the late teens, 20's or 30's they are mostly technology driven. Around 80% of the study, population had a positive view of various parameters of customer satisfaction, sources of dissatisfaction are mostly because of feeling of complexity in the system and also because of a feeling that the system is inefficient.

As time goes by new technologies will be added and the mobile wallets system is bound to improve as far as the government and central banks are concerned, with the new technology, there is less requirement for printing of currency and also less currency in the circulation. As the transactions are easy, secure and speed of money transfer is rapid whether it is paying a bill, transferring money from one account to another or online shopping, more and more people will use the technology for money transfers.

At present people in different walks of life whether rich or poor, young or old are using smart phones, online payment system has come to stay and is bound to improve the quality of life of future generations.

In this work, the customer experiences and perceptions towards mobile wallets methods have been investigated with respect to customer satisfaction sources using the critical incident technique. Digital cashless alternatives are increasingly present in the everyday life and progressively reach different types of customers. The present research pioneers in studying the relationship between users and current mobile wallets solutions and offers guidelines for developers in creating and updating their products and merchants in choosing mobile payment solutions that suit their businesses.

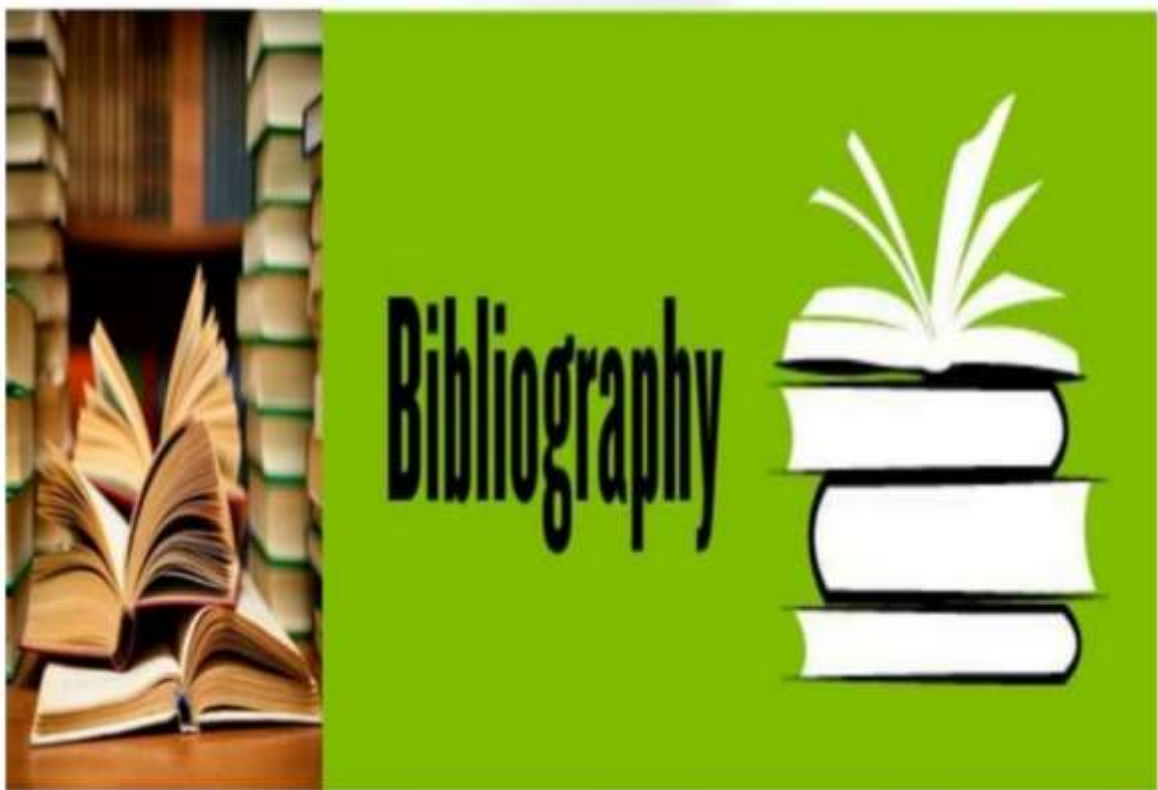
The present research has extended the existing understanding of customer satisfaction and dissatisfaction sources with respect to technology. While satisfaction determinants with technological products were widely discussed previously (e.g. Meuter et al., 2000; Bauer et al. 2006), none of these works reached mobile wallets. Overall, it has been found that the main sources of satisfaction in this context are convenience, ability to deliver the expected function, ability to guarantee secure transactions and function when other payment methods fail. Convenience, which was found to be the greatest satisfaction source, has been described as the ability to conduct payments quickly, easily and independent of the possession of cash and cards.

Based on the research findings, general guidelines have been created for application developers and merchants. Providers should focus on convenience, efficacy, safety and cross-platform interoperability while designing their applications. The same attributes should be used in promotional activities to market mobile wallets. In addition, the positive perception of the users should motivate merchants to accept mobile wallets.

Mobile wallets are getting more trending among the customers. It is performing well by doing online transactions from one to another at any time or place. These are very convenient to the customers and Mobile Wallet is the best in transaction application compare to others. As per our survey, most of them are preferring mobile wallets that major factors which include are Easy to use, Online Transactions and Mode of Payment and the Obstacles they are facing is of security issues due to this they are losing their confidential information which may get disclosed. Therefore, the mobile wallet providers need to understand and meet the users trust and expectations. So, mobile wallet is performing well in terms of privacy, transaction time, discounts, offers and customer satisfaction.

Mobile wallets are growing in INDIA as the consumers are relying upon the digital life style to make things convenient, faster and the consumers are embracing digital-wallet with open arms.

ANNEXURE I



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ANNEXURE II



QUESTIONNAIRE

QUESTIONNAIRE

CUSTOMER PERCEPTION TOWARDS MOBILE WALLET AMONG YOUTH IN THOOTHUKUDI DISTRICT

1. Name: _____

2. Age:

- | | |
|------------------------|------------------------|
| a) Below 20 years | b) 20 years – 30 years |
| c) 30 years – 40 years | d) Above 40 years |

3. Gender:

- a) Male b) Female

4. Educational qualification:

- | | |
|---------------------|--------------------|
| a) Higher secondary | b) UG |
| c) PG | d) Diploma |
| e) Professional | f) Others, specify |

5. Marital status:

- | | |
|-------------|--------------|
| a) Married | b) Unmarried |
| c) Divorcee | d) Spinster |

6. Occupation:

- | | |
|---------------------|-------------------------|
| a) Student | b) Self – employed |
| c) Private employed | d) Government employed |
| e) Business | f) White Collar workers |

7. Monthly Income:(in Rs.)

- | | |
|--------------------------|--------------------------|
| a) Below Rs.20,000 | b) Rs.20,000 – Rs.30,000 |
| c) Rs.30,000 - Rs.40,000 | d) Above Rs.40,000 |

8. Size of the family:

- | | |
|------|------|
| a) 2 | b) 3 |
| c) 4 | d) 5 |

9. Nature of the family:

- | | |
|------------|----------|
| a) Nuclear | b) Joint |
|------------|----------|

10. Place of residence:

- | | |
|---------------------|-----------------------|
| a) Rural | b) Urban |
| c) Edge of the town | d) Around town center |

11. Do you use smart phone ?

- | | |
|--------|-------|
| a) Yes | b) No |
|--------|-------|

12. Have you used a smartphone for making online payment?

- | | |
|--------|-------|
| a) Yes | b) No |
|--------|-------|

13. Which mode of payment do you prefer the most?

- | | |
|------------------|--------------------|
| a) Debit Card | b) Credit card |
| c) Mobile wallet | d) Others, specify |

14. Which of these mobile wallet payment gateways are you aware of?

- | | |
|-------------------|--------------------|
| a) Paytm | b) Phonepe |
| c) USSD | d) AEPS |
| e) BHIM Interface | f) UPI |
| g) Google Pay | h) Others, specify |

15. Would you prefer to continue using a mobile wallet?

- | | |
|--------|-------|
| a) Yes | b) No |
|--------|-------|

16. Are you aware of the functionality of mobile wallets?

- | | |
|----------------|-----------------|
| a) Fully aware | b) Partly aware |
| c) Not aware | |

17. Do you face any problems while using mobile wallets?

- a) Yes
- b) No

18. If yes, mention the problems faced while using a mobile wallet?

- a) Network Issues
- b) Server Problem
- c) Transaction Error
- d) Data theft
- e) Hacking
- f) Data leak
- g) Malware attack
- h) Others, specify

19. How often do you use mobile wallet? (Per Month)

- a) Daily
- b) Once
- c) Twice
- d) Thrice

20. If your problems are addressed while using mobile wallet, would you plan to use it further?

- a) Yes
- b) No

21. Are mobile wallet services useful as mode of payment?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly Dissatisfied

22. Do you think mobile wallet should be widely available in India?

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

23. How much money do you load in mobile wallet on a monthly basis?

- a) Less than Rs.500
- b) Rs.500- Rs.1000
- c) More than Rs.1000

24. Rank the options available while using mobile wallets?

S.NO	RANK
1. Available discounts	
2. Premium offers	
3. Cashback	
4. Coupons	
5. Reward cards	

25. Do you use mobile wallet for financial transactions?

- a) Yes b) No

26. What is the purpose of using mobile wallets?

- a) Bill payments (DTH, electricity, water, broadband, cable, etc.)
- b) Buying tickets for flights, buses or trains
- c) Purchasing movie tickets, buying groceries
- d) Transferring money

27. How often do you use mobile wallets?

- a) Regularly b) Often
c) Occasionally d) Sometimes
e) Rarely

28. How would you rate the overall services and facilities on mobile wallets?

- a) Excellent b) Good
c) Average d) Bad

29. Do you recommend others to use mobile wallet services?

- a) Yes b) No

30. Do you believe your transactions are secured?

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

31. Are you a member of multiple mobile wallets?

- a) Yes
- b) No

32. How many mobile wallets do you use?

- a) 1
- b) 2
- c) 3
- d) More than 3

33. What are the personal benefits of using mobile wallets?

- a) Entertainment
- b) Staying connected with people
- c) Learn new skills
- d) Digital reputation
- e) Others, specify

34. Why do you prefer mobile wallet over other modes of payment?

- a) Time Saving
- b) Ease to use
- c) Security
- d) Convenience
- e) 24 hours accessibility

35. Is the mobile payment system helpful for you during the covid-19 situation?

- a) Yes
- b) No

36. How long have you been using mobile wallet payment?

- a) Less than 3 months
- b) 3 to 6 months
- c) 7 to 12 months
- d) 13 months to 2 years
- e) More than 2 years

37. For what purposes are you using the mobile payment?

- a) Paying in store after purchase
- b) For online shopping
- c) To pay bills
- d) To buy ticket
- e) Transferring money to another person

38. Rank the mobile wallets services that you have used?

SI. NO	SERVICES	HIGHLY DISSATISFIED (1)	DISSATISFIED (2)	NEUTRAL (3)	SATISFIED (4)	HIGHLY SATISFIED (5)
1.	Make Payments					
2.	Rewards and offers					
3.	Sharing purchase information					
4.	Receive real time Incentives					
5.	Privacy					

39. How important is each of the following factors in your decision in choosing mobile wallet as a mode of payment?

SI. No	ITEMS	VERY IMPORTANT (5)	IMPORTANT (4)	NETURAL (3)	NOT IMPORTANT (2)	NOT VERY IMPORTANT (1)
1.	Instant Payment					
2.	Convenience					
3.	Ease to use					
4.	Security					
5.	24 hours Accessibility					
6.	Discount Offer					

40. What type of mobile device you prefer to use mobile wallets?

- a) Tablet b) IOS or Android or Windows smartphone
- c) Other smartphone /PDA d) Simple cellular phone

41. Do you agree traditional payment system has been affected due to mobile wallets?

- a) Yes b) No

42. How do you consider mobile wallet against other sort of payment methods?

- a) Alternate choice b) Substitutes
- c) Supportive instrument d) Others, specify _____

43. Rate the following reasons while using the mobile wallets payment services.

Sl. NO	Reasons	STRONGLY DISAGREE (1)	DISAGREE (2)	NEUTRAL (3)	AGREE (4)	STRONGLY AGREE (5)
1.	The availability of mobile payment services.					
2.	Convenience of the mobile payment services.					
3.	Comfortable with the security					
4.	Availability, acceptance of services					
5.	Saves time					
6.	Privacy					

A STUDY ON CUSTOMER SATISFACTION TOWARDS ELECTRIC VEHICLE IN THOOTHUKUDI

Project Submitted to Department Of Commerce

ST.MARY'S COLLEGE (AUTONOMOUS)

THOOTHUKUDI

Affiliated to Manomaniam Sundaranar University, Tirunelveli,

In partial fulfilment of the requirements of

BACHELOR OF COMMERCE

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(Reaccredited with 'A+' Grade by NAAC)

April 2023

DECLARATION

We have declared that the project entitled” A STUDY ON CUSTOMER SATIFICATION TOWARDS ELECTRIC VEHICLE IN THOOTHUKUDI” Is submitted in partial fulfillment of the requirements for the degree in our original work done under the guidance and supervision of Ms. S. MEENA PATTU REVATHI, M.Com., M.Phil. This project has not previously formed the bases of award of any similar titles and it represents entirely an independent work.

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CHAPTER-I

INTRODUCTION AND DESIGN OF THE STUDY



1.1 INTRODUCTION

Customer satisfaction is defined as a measurement that determines how happy customers are with the company's products, services and capabilities. An organization main focus must be to satisfy its customers and increased its sales, for this it is important to understand the voice of the customer which provides detailed insights as to what their customers want and better tailor their services are products and in turn help the business improve or change its products and services.

Customers are the important concept in marketing. It is being hard to please the presents day customers. They checkout the competitors with similar or at times even better offers. Customers are the king and without satisfying their needs none can exist in the corporate competitive world.

An electric scooter is a two-wheeler vehicle like any other motorbike or scooter; the only difference is that an electric scooter does not run on petrol or diesel. Instead, an electric motor and a battery power it. Electric scooters cause zero-emission and zero noise pollution – making this category of two-wheelers the most viable alternative to deal with pollution.

Now a days there is great demand for electric vehicles due to its advantages related to pollution and use of energy. Electric vehicles uses electric motor instead of internal combustion engines. Two types of motors are used in electric bike are brushed motor and brushless motor. This electric motor gets electric charge from batteries. Electric charge is been generated from several sources (i.e solar energy by installing the solar panel or by wall charging which is provided in house) there by making use of conventional resources. Variation in batteries depend upon voltage, number of cells, weight etc and type of usage decides the life of battery. Electric vehicle doesn't produce any Exhaust gases there by helping to reduce the pollution.

1.2 STATEMENT OF THE PROBLEM

The initial problem for designing this project which is to design the product that wasn't similar to the current market. One common concern involves dangerous speeds that electric

scooters can suddenly or unexpectedly accelerate. This can create an unstable situation, as the scooter may pitch the rider off balance.

1.3 TWO-WHEELER INSURANCE FOR ELECTRIC SCOOTERS

When it comes to e-vehicles, Indians have widely accepted the e-rickshaws, but the market for electric two-wheelers and EVs is still small. Despite the monetary benefits from the government, customers are shying away from these vehicles. This may be one reason why the government had not laid out any definitive rule or guideline for electric scooters' insurance (especially for the low-speed ones). However, there are other electric scooters in India - mighty beasts with high-powered motors that generate huge torque and power. In terms of top speed, these electric scooters are equivalent to their petrol counterparts and can reach up to a rate of 80-90kmph.

1.4 TYPE OF TWO-WHEELER INSURANCE FOR E-SCOOTER

If an owner of a two-wheeler vehicle wants to buy a two-wheeler insurance policy, there are two main options to choose from:

Third-party insurance policy for electric scooters: Third-party insurance is a two-wheeler insurance policy covering only the third-party liabilities. In case of an accident where you hurt someone or damage third party property, this policy will cover the expenses – medical expenses in case of an injury caused to a third-party as well as other damages caused to the victim's vehicle or property. This type of insurance policy does not cover damage to your own scooter.

Comprehensive insurance policy for e-bikes or electric scooters: In simpler words, this is a more inclusive two-wheeler insurance policy. A comprehensive two-wheeler insurance policy provides optimum cover for the insured vehicle against any man-made or natural disaster. Apart from third party liability.

1.5 BACKGROUND OF STUDY

Electric scooter is a vehicle empowered by electric motor in order to move. It is also known as e-scooter. For the power source of the electric motor, certain country used different power, because it depends on the Law of the country. Basically, rechargeable batteries

that used for the e-scooter is 40 to 65 km/h. The invention of the electric scooter is as a proof that the engineering field keeps advancing, the invention of the electric scooter makes it replace the old scooter in the market. Although the electric scooters are using electric motor, it is still called as scooter rather than motorcycle. This is because its identity as scooter is still fixed which is most of its parts belong to scooter. So, it is not included in transportation law which requires the certification and operation as on good motor vehicle. It is not needed to have a license to ride the electric scooter. The electric scooter is not a fully motorized vehicle, it's just a semi motorized scooter, which still has brake and frame design and so on. This electric scooter uses NiMH which is a common power supply used on the electric scooter. This kind of battery is rechargeable and a lighter and denser capacity battery which makes the designing of an electric scooter more handy and easier. The electric scooter is not like a motorcycle in many concepts, either its design or its power supply. Besides that, the electric motor is also used with lower power compared to motorcycle which is the scooter. There is some type of electric scooter that is commonly used by all the people in terms of weight and frame material type. Weight of the scooter also plays an important role in the speed of the scooter. The weight of the scooter depends on the purpose of the scooter being used, it is either for competition so there is a few of common weight that has been used for the scooter. On the older scooter, the weight of the scooter is about 50 or 60 kg, this kind of weight was back older days before the technology of the scooter still not growing. Now, the weight of the scooter has improved, the weights of the scooter have been reduced about to 35 and 45 kg. The improvement of the weight of the scooter is for the purpose of scooter handling and speed of the scooter. Next is frame or chassis of the scooter, there are few materials that are popular to develop the scooter frame, its purpose is to make the scooter lighter and strong frame. The type of materials that are commonly used to develop scooter frame are Carbon fibre, Steel, and Titanium. Most popular material used in develop scooter frame is carbon fibre, the term of carbon fiber describes this material have various different composites that include different polymers, carbon and graphite that are linked by an epoxy-resin matrix which is sometimes containing metals or ceramics. This carbon fibre is one of the advanced composites which offers great possibilities for light weight and high-performances in many ways, this is because layer of composite can be inserted only where it needed to be placed. Fibre also called whiskers of material used to stabilize dynamic forces due to different degrees and direction on different parts of the scooter frame. Steel which also commonly used to develop the scooter frame.

Steel is the material which is used for many scooter frames. Lots of scooter designers have used their many years of experience in refining the design of steel scooter. Steel offers a comfortable ride and a frame made up from steel can act as a spring to store energy when the rider causes the frame to flex at different parts. The stored energy by the steel can be released and converted to forward motion. Steel frame can be repaired with low cost and when there is damage, steel scooter can show or reveal frame stress injuries before the frame breaks. Steel scooter frame breaks slowly compared to aluminium frame which breaks suddenly when there is failure on the frame. Most of the high quality scooter frames are made of steel tubing which has been alloyed with chromium and molybdenum, sometimes also alloyed with manganese and molybdenum. 3. Besides carbon fibre and steel frame, Titanium is also one of the popular materials used to develop scooter frame. The characteristic of the Titanium as scooter frame is almost similar to steel but it has more advantages than both carbon fibre and steel. Titanium is lighter than the carbon fibre and steel, also the strength to overcome the stress by force or impact is higher than steel and fatigue life of the titanium is more than steel.

1.6 SCOPE OF STUDY

The scope of study is to understand the customer's attitude towards the product, services, satisfaction obtained from the product and the variations between the actual product and their expectations.

1.7 OBJECTIVES OF STUDY

1. To study the perception and expectations of electric scooter.
2. To study the current threats, this is causing slow growth of electric/hybrid scooter.
3. To charge their batteries instead of using fossil fuels like petrol or diesel.
4. To study the preference of customers on different varieties of electric scooter.
5. To give suitable conclusions and recommendations for findings.

1.8 OBJECTIVES OF STUDY

E-SCOOTER

This paper presents a literature review of the known functions, uses, benefits, costs, and injury trends that have been reported with the emergency of electric scooters (e-scooters) in the

united states. With the rise in e-scooter use and the more widespread availability of these devices they have shown themselves to be a convenient alternative to the traditional means of transportation. However, they also are associated with many costs, such as jeopardizing pedestrian safety and causing personal harm to users. Additionally, there is evidence that these scooters may not be used as originally designed and this is also a personal and public safety issue. Injury trends in particulars are a significant portion of the cost associated with the use of these devices. This paper outlines many trends associated with e-scooter injuries; some that are explored are demographic, gender, age, substance use, as well as injury types, locations, and outcomes.

1.9 LIMITATIONS OF STUDY

- 1.The study was confined Thoothukudi District; hence the outcome cannot be generalized.
2. Sample size was limited in number respondents were chosen because of time constraints.
3. Some of the response was biased.

1.10 RESEARCH DESIGN

Research is done to collect essential information which helps problems related to customer's preference, satisfaction and overall happiness over e scooters effectively.

1.11NATURE OF POPULATION

This study is conducted on customer satisfaction of e scooters customers in Thoothukudi District and the population is infinite as the total number of e scooters customers is impossible to determine.

1.12 NATURE OF STUDY

The study is descriptive in nature.

1.13 NATURE OF MARKET

“India Electric Two-Wheeler Market, By Vehicle Type, By Battery Type, By Voltage Capacity, By Battery Capacity, By Range, By Region, Competition, Forecast & Opportunities,

2018-2028F”Tweet this India electric two-wheeler market is anticipated to grow at a CAGR of 29.07% during the forecast period to reach USD1,028.04 million by 2028. Anticipated growth in the market can be attributed to increasing initiatives toward green energy coupled with central and state subsidies. Rapidly increasing development of charging stations, road infrastructure and increase in battery capacity will lead to the growth of India electric two-wheeler market in the upcoming years. India has recognized the need to bring down pollution levels produced by automobiles. Thus, the government of India is speeding up the acceptance of electric two-wheelers in the market by providing various central and state subsidies.

Electric two-wheelers do not have an internal combustion engine. Instead, they have rechargeable battery, which in many cases is removable. Furthermore, factors such as ease of travel, comfort, efficiency, low operating cost, etc., have increased the demand for electric two-wheelers.

The COVID-19 outbreak made an impact on public health and led to economic crisis across the world. Production and supply chain was severely impacted by the pandemic. The supply of lithium-ion batteries got disturbed due to restrictions imposed by the government of India on shipments coming from China, resulting in stagnant sales of electric two-wheelers compared to the year 2020. According to the Society of Manufacturers of Electric Vehicles (SMEV), the government is taking initiatives for faster adoption of electric vehicles. Due to the lockdown imposed by the government to prevent the spread of COVID-19, almost all the automotive sectors, including factories, showrooms and workshops, were closed, witnessing a monumental decline in overall production and overall sales of automobiles, although sales of electric two-wheelers have increased due to their rise in popularity among young generation.

1.14 NATURE OF DATA

Primary and secondary data is collected in order to obtain relevant information to conduct the research.

Primary data : Data was collected from current users of e scooters of Thoothukudi District using a questionnaire in order to obtain relevant information.

Secondary Data : Data was collected by browsing magazines, newspaper, article and papers related to e scooters in India.

1.15 SAMPLING METHOD

The sampling method used in this study is snowball sampling under the non –probability sampling method.

1.15.1 SAMPLE UNIT

To study the whole base of e scooters customers in Thoothukudi District is impossible as the population is infinite. Therefore sampling method is used in order to collect data.

1.15.2 SAMPLE SIZE

Information has been collected from 75 respondents of Thoothukudi District comprising both male and female.

1.16 SOURCES OF DATA

1.16.1 PRIMARY DATA

Primary data is collected from e scooters customers in Thoothukudi District by the use of questionnaire.

1.16.2 SECONDARY DATA

Secondary data is collected from magazines, newspapers, etc.

1.17 TOOLS FOR ANALYSIS

Questionnaires were created in order to receive the necessary response required from the sample to achieve the study objective. The main statistical and analytical tools used for analysing Primary data and the relational dependence between variables are like scale in questionnaire, percentage and graphs.

1.18 REGISTRATION AND LICENSE: ELECTRIC SCOOTERS IN INDIA

Many prominent automobile manufacturers have introduced their electric scooters in India. And most of them do not require the rider to hold a two-wheeler license to ride e-scooters. Moreover, some e-scooters do not even need registration, which is a mandate for conventional motorcycles.

The primary reason behind such exclusion is the amount of power the motors produce. Most of the electric scooters in India come fitted with a 250watt motor and can go up to 25kmph. This relatively timid nature of electric scooters eliminates any possibility of over-speeding and, therefore, makes them less vulnerable to possibly fatal accidents.

1.19 RECENT ECONOMIC DEVELOPMENT E-SCOOTER.

The electric scooter registration of eight companies which represent 95 percent of the market have seen a sharp fall of over 24 per cent in May. They have registered 32,680 electric scooter against 43,098 in April according to VAHAN data from the ministry of road transport and highways available till the evening of 31 May.

Auto analysts say the fall is a reflection of the initial pent up demand in the market for such vehicles, which was evinced in huge bookings, being met. The numbers will become even more 'realistic', they say.

The registration numbers in May have seen Ola Electric cede its number one position which it achieved in April to Okinawa. Ola registration numbers hit 8704, a fall of over 31 per cent from April. Okinawa had 8894 registrations though it too saw a fall of 19 per cent from April. Hero Electric has continued its sharp slide downwards. Month to month demand but Mehta it is currently using only 30 per cent of capacity. Hero Electric declined and Ola Electric did not respond to queries.

The February and March figures had prompted analysts to make ambitious projections. In February, registrations were up 15 per cent over January. In March, they were up by a staggering 58 per cent over February.

Ather energy, which recently received \$128 million of fresh funding from the national investment and infrastructure fund and hero motocorp (which has a 35 per cent equity) , Saw registrations rise by 26 per cent in may over the previous month. But even with the rise, the figure still stood at only 3110 vehicles.

The numbers do not include those of bajaj auto and TVS which do not report it separately on VAHAN site.

Harshvardhan sharma, head of the auto retail consulting practice in nomura, said pent up demand seems to have been satisfied. “ It is the natural buoyancy of the market which is at play now after the fizz,” he said.

Based on these figures, analysts projected that, despite the chip shortage, electric scooters would hit 0.7-0.8 million vehicles at the end of the calender year. This would have represented an inflexion point for the industry; it would have represented a 13 per cent share of the overall scooter market (ICE and electric scooter).

Analysts had also estimated that in 2023, electric scooters would go up to 1.5-2 million, marking another mileston by becoming 10 per cent of the totel two wheeler market (scooters and mobikes)bwhich is around 18-20 million per annum.

This veiw needs to be revised. Growth stagnated in april, although it held on to march levels. In may the average registration of the first five months of the year stood at 34,700 vehicles per month. The average monthly figure the industry needs is over 61,000 in order to reach even 0.6 million for this calender year.

1.20 REVIEW OF LITERATURE E-SCOOTER

This paper presents a literature review of the know function uses benefits, costs, and injury trends that have been reported with the emergency of electric scooters (e-scooters) in the united states. With the rise in e-scooter use and the more widespread availability of these devices they have shown themselves to be a convenient alternative to the traditional means of transportation. However, they also are associated with many costs, such as jeopardizing pedestrian safety and causing personal harm to users. Additionally, there is evidence that these scooters may not be used as originally designed and this is also a personal and public safety

issue. Injury trends in particulars are a significant portion of the cost associated with the use of these devices. This paper outlines many trends associated with e-scooter injuries; some that are explored are demographic, gender, age, substance use, as well as injury types, locations, and outcomes.

1.21 CHAPTERISATION

CHAPTER I : Introduction and design of the study

CHAPTER II : Profile of the study

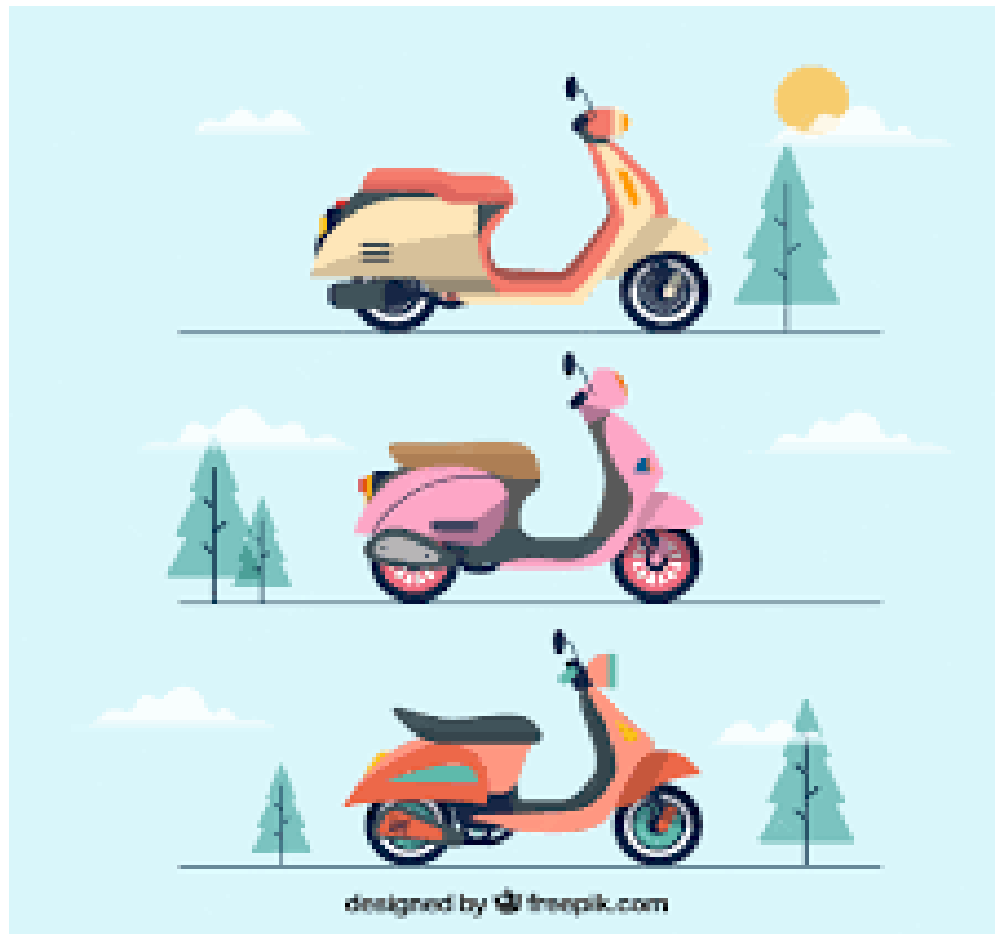
CHAPTER III : Data Analysis and Interpretation

CHAPTER IV : Finding and Suggestions

CHAPTER V: Conclusion

CHAPTER-II

PROFILE OF THE STUDY



2.1 INTRODUCTION

Electric scooter are a technology rapidly on the rise.the eco-friendly nature and convenience of their use fuels a market growing an in incredible pace across the globe. Many are unaware that modern scooter can trace their heritage as far back as 1895,when the first patents for electrically-powered personal transportation devices were filed.knowing the history of electric scooters might not get you to work any faster but it'll surely make for interesting watercooler conversation ..

2.2 HISTORY OF E-SCOOTER IN WORLD

The velocipede was the brainchild german inventor,baron karl von drais de sauerbrun,and its unique design paved the way for bicycles,kick scooters,and the autoped-the first electric scooter.In 1996,the first mass produced electric scooter,Peugeot scoot'elec was released.it used nickel cadmium batteries and a range of 40km(25mi).

2.3 TYPES OF ELECTRIC SCOOTERS IN WORLD

Electric scooters are not new. They're as old as—if not older than—cars. The only challenge was that they did not enjoy the kind of mainstream popularity that cars got. However, the invention of modern electric scooters has put a little twist on that narrative.

Different types of electric scooters have since flooded the market, and redefined micromobility in urban areas. Electric scooters provide an easy way to navigate through traffic-laden roads. In such a busy and overpopulated city, going to work on an e-scooter could be faster than sitting in traffic.

Apart from this convenience, many governments have also made legislations for the use of e-scooters to reduce greenhouse gas emission. This is because electric scooters are eco-friendly, sustainable and a good way to stay active.

There are different types of electric scooters out there, but they all share some similarities. All types of electric scooters have a deck for standing, a handlebar that serves as

steering, a battery, suspension, and an electric motor. Below is a breakdown of the different e-scooter types. The Autoped – The First Electric Scooters

Electric scooter types differ based on their range, target users, and smart function, etc. E-scooters made for children, for instance, do not have the same range as adult e-scooters. Similarly, those designed for regular urban riding, cannot be used for stunt-riding. The different electric scooter types include:

➤ **Electric Kick Scooters**

This is the simplest type of e-scooter. They're small, lightweight and portable. Electric kick scooters also have a standing deck and handlebar for navigation.

They're designed for smooth roads, flat terrain and city centers. They're not ideal for riding on rough or bumpy surfaces. Due to their nature, this e-scooter type isn't as fast as other smarter and more advanced e-scooters. This, in turn, makes them suitable for children.

➤ **Foldable Electric Scooters**

Just as the name implies, foldable e-scooters are types of e-scooters you can fold. They're portable, so you can take them along for your daily commute, and fold them together when not in use. Foldable e-scooters are also lightweight, making them easily portable.

➤ **Three-Wheeled Electric Scooters**

Three-wheeled electric scooters have an extra wheel either in front or at the back. This extra wheel serves to increase balance and stability. These e-scooter types are typically designed for children, as they're unable to navigate two-wheeled scooters without falling off.

There are also adult e-scooters with three wheels, but they're quite cumbersome to ride. They're also not ideal for maneuvering through traffic-laden streets.

➤ **Seated E-Scooters**

These are just like kick scooters, but with a seat. If you have a problem with standing for long, but still want to enjoy the e-scooter fun, this is a great pick! They have all the

characteristics of regular electric scooters and even more. They're lightweight, and some models are foldable, so you can carry them along into your office or class.

Seated e-scooters are more resilient and can carry weights of up to 180 kg. Their tires can navigate through rough roads, and the aircraft aluminum body gives them extra durability.

➤ **Off-Road E-Scooters**

Off-road e-scooters have two large wheels with reinforced tires, a heavier frame and powerful suspensions for shock absorption. Their wheels of 200 mm or larger, a higher profile and higher watt motors for power, is great for rocky and muddy roads. The sturdy nature of off-road scooters makes them ideal for cruising.

2.4 HISTORY OF E-SCOOTER IN INDIA

The first electric scooter by India's Hero Moto Corp has been launched. Named Hero Vida V1, price, prebooking, specs here. India's largest two-wheeler manufacturer Hero MotoCorp has finally stepped into the electric vehicle segment with the launch of its first electric scooter.

2.5 TYPES OF E-SCOOTERS IN INDIA

There are mainly –two types of two-wheelers available in India. They are motorcycle, e-scooters

2.6 HISTORY OF E-SCOOTER

The history of electric scooters is marked by many failed attempts, many lesser-known models, and often hard-to-verify details of companies that no longer exist. Early models of electric scooters, even up until the late nineteen-nineties, were mostly the large-form designs often referred to as mopeds. These larger designs allowed the housing of the large batteries requires for long-range operations. The surging popularity of electric kick scooters, such as the Zoom Stryder, can be attributed partly to advances in battery technology.

2.7 GOVERNMENT PROMOTION AND INCENTIVES

INDIA

In January 2013, the Indian government announced a plan to provide subsidies for hybrid and electric vehicles. The plan will have subsidies up to ₹ 1,50,000 (Approximately US\$2,200) for cars and ₹ 50,000 on two wheelers. India aimed to have seven million electric vehicles on the road by 2020. But the scheme was launched in **April 2019** by the name of FAME, or Faster Adoption and Manufacturing of (Hybrid and) Electric vehicles.

TAIWAN

The premier of the Republic of China (Taiwan) Liu Chao-shiuan said in 2008 that the government-financed Industrial Technology Research Institute (ITRI) will help domestic manufacturers mass-produce 100,000 electric motorcycles in four years.

SENEGAL

In March 2022, Tamir Faye, Director General of ANPEJ, signed an agreement for the creation of 50,000 jobs to provide opportunities for young people by using electric motorcycles to strengthen the transport industry.

2.8 ELECTRIC SCOOTER PARTS

Electric scooters have a handful of different parts, but the major ones are: batteries, brakes, controller, deck, handlebars, lights, motor, stem, suspension, and tires.

Batteries

Electric scooter battery packs are made up of many individual cells that are assembled together.

Batteries are the “gas tank” of an electric scooter. They store the energy that is consumed by the electric motor and other accessories, including lights.

Most electric scooters will have a battery pack comprised of lithium-ion battery cells, though some electric scooters for kids and other inexpensive scooters actually have lead-acid batteries.

Batteries are rated in watt-hours, abbreviated Wh, which is a measure of their capacity. Battery capacity is one of the important factors that determine electric scooter range. A typical budget scooter will have a capacity of around 250 watt-hours while monster scooters can have capacities of almost 3,000 watt-hours.

Brakes

A quality braking system, such as the disc brake picture above, is essential for staying safe and in control while riding an electric scooter.

Like those on a car or bicycle, brakes are what slow the electric scooter down. Electric scooter brakes can be broken down into two categories: mechanical and electronic.

Mechanical brake systems are those that rely on a physical mechanism to slow the scooter down and are: disc, drum, and foot brakes.

Electronic braking systems rely on using the motor itself for braking and include strictly electronic and regenerative braking systems.

Typically mechanical braking systems will offer much stronger braking than electronic systems. However, electronic systems benefit from not requiring any periodic adjustments or maintenance.

Many scooters will have a combination of both electronic and mechanical braking systems. For safety reasons, we recommend scooters that have at least two braking systems in case one fails.

Controller

The speed controller sends power to the motor based on accelerator input.

The speed controller is an electronic component buried deep inside of the scooter that controls the flow of current from the battery to the motor. They typically look like rectangular metal cans with many wires coming out of them. The metal enclosure serves as a heat sync. The controller receives inputs from the accelerator and (electronic) brake controls and translates that into a current that is sent to the motor.

Controllers are rated based on the voltage and current they are able to regulate. Scooters with more powerful motors will have controllers with higher max voltage and higher max current ratings.

Controllers are one of the most under-appreciated parts of the electric scooter because they quietly do their job most of the time. They can be a huge source of headache (or make the scooter unsafe) when things go wrong. On some poorly designed scooters controllers are known to fail or malfunction.

Deck

The deck is the platform you stand on while riding. Many are rubberized to provide better traction.

The electric scooter deck — like that of a skateboard — is the thing you stand on. Some electric kick scooters have the battery pack built into the deck.

Most decks have some type of textured finish that provides better grip between your shoes and the scooter. Some scooters, like the Rev pictured above, have a sloped deck that gives you more space to place your feet.

The typical scooter deck size is 14" by 5" inches and gives a few inches of ground clearance.

Handlebars

The handlebars are your main connection with the scooter. They are fitted with all the controls, including the accelerator, brakes, speed/settings display, and power buttons.

The most portable electric scooters will have folding handlebars that greatly reduce their width and get the scooter down to a very transportable and storable size.

Lights

Good scooter lighting is important for seeing and staying visible at night. Unfortunately, many of the scooters we test have lackluster built-in lighting.

Nearly every electric scooter comes with at least one LED headlight and a brake-activated tail light. Additionally, many scooters are also including multi-colored LEDs that wrap around or shine from under the deck. We like to call this type of lighting swag lighting.

Swag and deck lighting are good for increasing visibility and cool factor of your scooter, but no substitute for powerful headlight and taillights.

Unfortunately, many electric scooters have sorrowfully weak lights. This is why we nearly always recommend additional lighting for safely riding at night.

Motor

Adult electric scooters have hub motors built into one or both wheels. The powerhouse Wide Wheel pictured above has dual 500-watt motors.

Electric scooters have brushless direct current (BLDC) electric motors that are built into the hub of wheels. All electric kick scooters have at least one motor while more powerful ones will have two.

Electric motors are rated based on their power consumption which is expressed in units of watts. More powerful motors will have greater wattage.

An average electric scooter, like the Mi M365 will have a 250 watt motor; an intermediate scooter like the Horizon will have a 500 watt motor; extreme performance scooters, like the Wolf Warrior will have dual 1200 watt motors.

Stem

The stem is the folding metal tube that connects that handlebars to the front wheels. On some electric scooters the folding mechanism is a source of frustration due to instability.

The stem or neck of the electric scooter is the long tube that is connected to the front wheel and extends up to the handlebars.

Nearly every scooter has a folding mechanism built into the stem to allow easy carrying and storage. In our e-scooter reviews, we often spend a lot of time focusing on this unsuspecting part. Yet, this is for good reason. The folding mechanism can be difficult work or worse it can be loose or unstable. When you apply force to the handlebars, you'll notice the whole stem rocking back and fourth — a condition we call *stem wobble*. This is one of the huge downsides to folding electric scooters.

Unfortunately, its not just the low-end scooters that suffer from poor stem folding mechanisms. The high-end Dualtron scooters are notorious for this issue, despite their otherwise immense quality.

Suspension

Many electric scooters have no suspension, while high performance ones, like the Zero 8X pictured above feature a beefy coil-over-hydraulic suspension.

The suspension of the electric scooter, like that on motor vehicle or bicycle, helps to improve ride quality and dampin bumps in the road.

There are three main types of suspension systems that are typically found on electric scooters: spring, hydraulic or air piston, and rubber suspension. Scooters with the best

suspension will have some combination of spring and piston — a combination called coil-over-hydraulic or coil-over-air.

Many scooters forgo suspension in favor of large pneumatic tires that provide damping effects. Large pneumatic tires can offer be a better form of suspension than cheap spring suspensions.

Tires

Tires give you traction to accelerate or brake in an emergency. Airless tires, like those pictured above, do not perform as well as pneumatic tires.

Tires are your connection to the road and influence ride quality, traction, range, and braking performance of your electric kick scooter.

Tires come in basically two types: pneumatic (airfilled) and airless. There are a few varieties of airless tires and these include: honeycomb, polymer-filled, and solid.

We always recommend pneumatic tires because they give better ride quality (with or without suspension) and their supple rubber performs much better in adverse road conditions.

2.9 E-SCOOTER USES IN EARLY DAYS

Technology is often invented many years before it finds mainstream interest or commercial viability. While having no direct influence on the performance of current electric scooters, it's intriguing to understand where current models trace their lineage to. The commercial development of electric motorcycles and bikes drove the early years of this technology but as modern battery technologies advanced electric scooters quickly became (and are still becoming) popular. It can be astounding to recognize that only two decades ago the first electric scooter was invented—weighing nearly 250 pounds

2.10 THE BEGINNING OF E-SCOOTER

2.10.1 FIRST GENERATION

The history of electric-powered transportation devices began back in 1740 when experimenters like Benjamin Franklin and Andrew Gordon created the very first electric motors. These first motors were very simple and could only be powered by an external power source. In 1799, Italian physicist Alessandro Volta (the guy that the “volt” is named after) invented the practical batteries that could provide a constant source of power for electric motors. These initial batteries were also rather weak and could not provide much power, but they set the stage for advancements in battery and electric motor tech.



2.10.2 SECOND GENERATION

1800sIn 1859, French physicist Gaston Planté invented the first lead-acid batteries, the kind of batteries we now use in cars. These batteries were much more efficient and could provide enough power to use for human transportation. The early 1800s saw the invention of several electric devices for human transportation, such as the electric tricycle invented by Gustave Trouvé in 1881 and the famous “electric carriage” built by William Aryton & John Perry a year later. These early battery-powered devices could reach speeds up to 25 mph.

We do not actually know when the very first electric bike was ever invented, but the first recorded patent for an electric bicycle was filed by American inventor Ogden Bolton Jr. back in 1895. The text of the patent states that Ogden’s model was supposed to be an improvement in electric bicycles, which indicates electric bikes existed previously.

Various electric bikes and mopeds were invented in the next 20 years, including Humber’s famous electric tandem bicycle and the invention of smaller nickel-cadmium batteries in 1899. At the time, gas-powered engines were still very inefficient so electric scooters, bikes, and mopeds were seriously considered for daily transportation.



2.10.3 THIRD GENERATION

In 1911, the magazine Popular Mechanics showcased an ebike that could reach a max speed of 35 mph—a full 40% faster than the best gas-powered scooters available at the same time. This ebike could reach distances of up to 100 miles on a single battery charge. In 1911, British agricultural company Ransomes, Sims, and Jeffries released the first electric motorcycle with a sidecar that carried the batteries.

Developments in electric scooters stalled for the next 20 or so years after a Long-Island based company released the Autoped, a competent gas-fueled scooter that saw many sales in the US and Germany. The development of new more efficient gas-powered engines saw many companies manufacture gas-powered scooters. Unfortunately, these gas-powered scooters were often seen as low class and it took a few decades for people to change their minds on the product.

Developments in electric ebikes saw a small spike during the years of WWII, spurred on by petrol shortages in Germany and the US. A handful of these companies, such as ParCar, are still making electric bikes to this day.



2.10.4 FOURTH GENERATION

During the 1940s, many companies hopped on the wagon of making gas-powered scooters. These scooters were a rather big success and some models were even adopted by the US military. Although these products sold relatively well, they weren't by any means popular consumer goods and most common people didn't bother buying one.

The rise of environmentalism in the 1960s saw new developments in ebikes. In 1967, Austria chemist Karl Kordesch made the first gas/electric hybrid motorcycle and in 1975, American inventor Mike Corbin invented the City Bike, a street-legal electric bike that could reach speeds up to 30 mph. In fact, a year earlier, Mke Corbin set the electric motorcycle land speed record with his custom-built QuickSilver that could reach a top speed of 165 mph. This record was not beaten until 2012.



2.10.5 FIFTH GENERATION

The past few decades have seen even more advancements in electric scooter technology. The first mass-produced electric scooter called the Scoot'Elec was invented in 1996 by Peugeot and had a top speed of 31 mph and a range of 29 miles. Nowadays, there are dozens of electric scooter manufacturers in several countries and they are becoming a common sight in most cities. Several rideshare companies like Uber and Lime have electric scooters you can rent for one-off trips. People favor electric scooters due to their portability, ease of use, low environmental footprint, less maintenance, and fewer regulations compared to more traditional methods of transportation. The fuel cost of a gas-powered scooter is almost 4 times as high as an electric scooter and gas-powered scooters actually emit more greenhouse gasses than cars proportional to their size. The current fastest electric scooter on the market is the NANROBOT LS7 which can reach a top speed of 52 mph, almost highway speeds.



2.10.6 AT PRESENT

Okaya Wins 'Electric Scooter of the Year' Award 2021. Within six months of its launch, Okaya Electric Vehicle has won the title for the 'Electric Scooter of the Year' award at the E-Charge Forum held at the EV Expo 2021 in Greater Noida. January 05, 2022 By Manu Tayal. Within six months of its launch, Okaya Electric Vehicle has won the title for the 'Electric Scooter of the Year' award at the E-Charge Forum held at the EV Expo 2021 in Greater Noida. Okaya's 'Faast F4' e-scooter, launched in December 2021, comes as India's first affordable high-performance e-Scooter with a massive range of up to 200 kms per charge disbursed through its 72V 60Ah Lithium batteries. In addition to the huge range, the Fast also offers a top speed of 60-70 kmph, all LED lights, DRL, Digital Instrument Cluster, Combi Braking System.



2.11 FIRST PUBLICATION

During this era in human history, one of the largest trade shows was the Stanley Cycle Show located in London, England. During the 1896 Cycle show, then bicycle manufacturer Humber made the first public display of a commercial electric bike. This ebike was powered by an array of batteries powering the rear wheel, and the invention was crudely controlled by a variable resistance device positioned on the handlebars. In October of 1911, the still riveting Popular Mechanics ran a piece covering an electric motorcycle and reported it capable of 75 miles range in a single charge, able to reach top speeds of 35 miles per hour (MPH) and able to be recharged between uses. The specifics of this device aren't known but illustrate the era in which public awareness of electric transport begins to take form.

2.12 FIRST RECORD OF E-SCOOTER

Records show that the first patent for an electric personal transport device, an electric motorcycle by chance, was filed in late 1895 by inventor Ogden Bolten Jr. of Ohio, United States. Ogden's design is crude by today's standards, but it was revolutionary at the time of its conception.

2.13 FIRST STANDUP E-SCOOTER MODEL

In early 1915 the Long-Island-based Autoped introduced their flagship product, the Autoped. This was a gasoline-powered device but marked the first commercial offering of such smaller-framed transportation devices that resemble the modern day electric kick scooters. This design was popular in New York by traffic cops at the time. The Autoped was eventually taken over by German manufacturer Krupp in 1919 but only continued production for two years.

2.14 E-SCOOTER INDUSTRY

There are many e-scooter manufactures in India. Major players in the e-scooter industries are the Hero Electric Vehicles Pvt. Ltd, Okinawa Autotech Pvt. Ltd, Greaves Electric Mobility Pvt.

Ltd,Ather Energy Pvt. Ltd,PurEnergyPvt. Ltd,Ola Electric Technologies Pvt. Ltd,TVS Motor Company Ltd,Revolt IntellicorpPvt. Ltd,Benling India Energy and Technology Pvt. Ltd,Bajaj Auto Ltd.

2.15 OPPORTUNITIES IN ELECTRIC SCOOTER INDUSTRY

We all know that we are wasting our money on buying petrol daily. We can save our money by buying an electric scooter. It could be the best turn for us. So now we need to know about the electric scooter. Electric Scooters are plug-in electric vehicles with two or more wheels. The electricity is stored on board in a rechargeable battery which drives one or more electric motors. Electric scooters are distinct from motorcycles. Where motorcycles take petrol to drive and electric scooters don't need fuel to drive. So you can choose a better way for your future savings. An electric scooter will offer the same profit as a petrol scooter at 15% of the cost of one litre of fuel. They provide you with long-distance rides with a limited number of charging stations. An electric scooter will almost solely work for your commute if you have under 12 miles or so. The whole commute could be much longer if you end up using other forms of transportation. They add up to 1456 mills annually and have savings of \$874 compared to travelling by Bike/Car.

2.16 FIRST ELECTRIC MOTORCYCLE COMPANY

Sovovel Electric motorcycle company, a moniker for a very long name, was founded in 1936 by two brothers living in Brussels. This company continued production during the German occupation and found some remarkable success, for the time, due to the rationing of fuel. Unfortunately, even this unique market opportunity wasn't enough to sway consumers away from more conventionally-powered devices after the war.

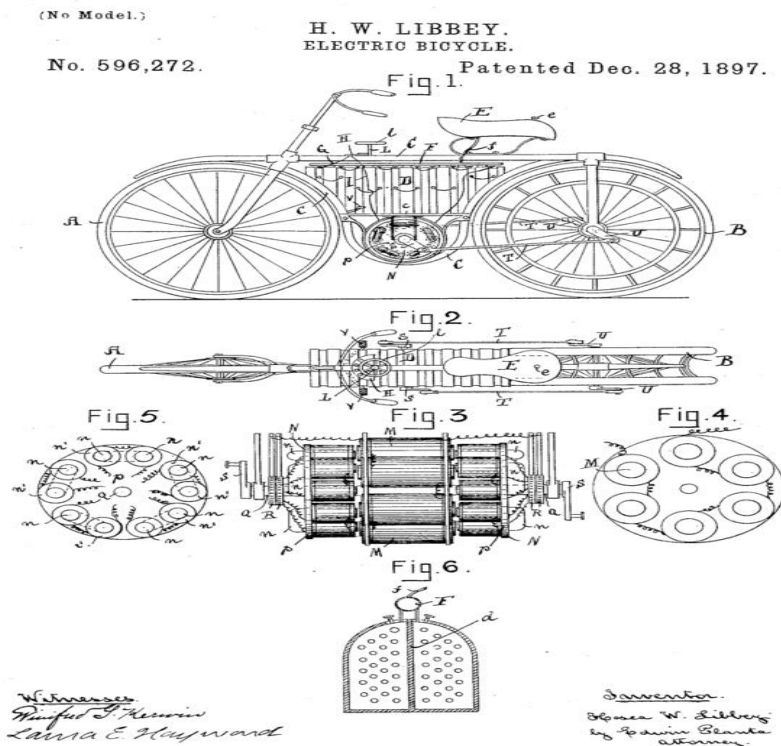
2.17 RANGE

Riding a fast and functional e-scooter can make your commute a lot easier. An e-scooter's range depends on the batteries, engine and controller. To get the best experience, look out for e-scooters with 500 watt-hour lithium-ion battery, range minimum of 30km and a top speed of up to 25 km/h.

Note that the range of an e-scooter on a single charge can be different considering various external factors. Starting from the weight of the rider, the lifetime of the battery, the tyre pressure, all up to the weather, the inclination and the terrain.

2.18 SPEED RECORDS

The technology of these electric-powered devices continued to evolve and diverge in different ways. The official recognition of Karl Kordes' electric motorcycle land speed record of 165 MPH is regarded as a historical landmark of when this alternative powered tech hit mainstream awareness among consumers.



2.19 ADVANTAGES OF ELECTRIC SCOOTER

The industry of the electric vehicles is eventually revolutionising the automobile sector with more efficient and powerful electric vehicles that are being released every year. There are several advantages that the electric scooters and bikes offer. Here are a few of them.

❖ ENVIRONMENTALLY FRIENDLY

One of the core selling points of electric bikes is that they are environmentally friendly. They neither burn fossil fuels nor produce smoke, thereby curbing the air pollution in the process. This, however, is under debate as the electricity required for charging these scooters is majorly produced by burning coal, which is the largest source of electricity in the country. Unless the government comes up with cleaner sources of electricity, this may not be the best eco-friendly alternative. That being said, electric vehicles are significantly more environmentally friendly as compared to fuel-powered vehicles.

❖ LOWER RUNNING COST

While electric bikes and scooters are a little more expensive to purchase as compared to the regular two-wheelers, the amount of money you will save on fuel in the long term makes this an extremely economical choice. With the rising fuel costs, more and more people are turning to electric vehicles for lower running costs.

❖ MAINTENANCE

One of the major pros of the electric scooters is the involvement of zero complex mechanisms. As a result of this, the maintenance cost of such bikes is much lower in comparison to that of the regular vehicles.

❖ STORAGE SPACE

Electric scooters do not house as many mechanical parts as regular bikes and scooters. Therefore, they have a large storage space that can be used to transport a variety of objects.

❖ **LOW NOISE**

Most vehicles produce a lot of noise while being driven. When you step out on a busy street, you can hear dozens of vehicles contributing to noise pollution. Another point in the list of advantages of electric bikes is that they barely make any sound.

❖ **LIGHTWEIGHT**

Electric scooters are relatively simpler and have fewer mechanical parts as compared to the regular bikes. This makes them compact and easy to park. The lightweight also makes it easy for a driver, since the heavier the vehicle, the more difficult it is to drive it. The lightweight and the compact structure of the e-bike makes it possible for you to keep your scooter indoors during the rains.

2.20 DISADVANTAGES OF ELECTRIC SCOOTER

Every coin has two sides to it. Along with a list of advantages, e-bikes have certain disadvantages to offer. Some of them are as follows:

❖ **BATTERY LIFE**

Electric batteries need to be replaced once they are damaged or no longer provide a good range. Batteries usually last for a year, and cost between the range of Rs.13,000 - Rs. 20,000, depending on the rating, brand, quality, and warranties.

❖ **RANGE OF THE E-BIKE**

The range of an electric scooter is the distance that it covers in a single charge. The average range of the top electric scooter models in India is usually about 100 km. Moreover, the range decreases as the life of the battery increases. It takes about 5 hours to recharge the battery, so it might not be a great option for long-distance travel.

❖ **REPAIR AND MAINTENANCE**

Repairs of the e-bike can be a matter of concern as very few repair centres or spare parts dealers are available for this new mode of transport. However, since the popularity of e-

bikes has been rising, the number of repair centres will also increase and shall become easily accessible.

❖ **LACK OF INFRASTRUCTURE**

In many developed countries where electric vehicles are mainstream, charging stations are available every few kilometres. People can stop and charge their e-cars or e-bikes at the charging stations. However, India barely has any such infrastructure for such services, so taking your electric vehicles for a long ride may become very difficult.

❖ **POWER**

When electric vehicles were first introduced in India, they had very low power and could not be driven at high speeds. Eventually, faster e-bikes and e-scooters have been introduced but their speeds still can't compete with that offered by the fuel-powered two-wheelers. Low driving speed is one of the major disadvantages of an electric scooter.

2.21 BENEFITS OF USING E SCOOTERS

Electric scooters are growing in popularity now more than ever — they've become the symbol of modern urban transport in cities like Chile, Seoul, Madrid, San Francisco, and more. This trend is solely due to the many benefits of using an electric scooter. However, there are still many people who remain unconvinced about these supposed advantages. If you consider yourself to be part of this category, read on and perhaps our list can change your mind.

- ❖ Safe, convenient, and easy to use
- ❖ Light and portable
- ❖ Relatively eco-friendly
- ❖ Low operating costs
- ❖ Easy repair and maintenance
- ❖ Perfect for short distances
- ❖ Can skip traffic jams
- ❖ Less noise pollution
- ❖ No need for permits or a license

❖ Mobility for those with health issues

➤ **SAFE, CONVENIENT, AND EASY TO USE**

Every means of travel has some kind of risk attached to it. However, when you compare an electric scooter to other portable modes of transport (such as cycling, roller skating, and others) they come out as possibly the safest option. Additionally, they require little to no skill to operate — all you need is some balance! This is a convenient choice for those who want to travel without any fear of danger.

Some electric scooters come with added features for the user's well-being. Simply Moving's electric scooters in particular are designed to meet the needs of any rider. With LED ambient lights, slip-resistant baseboards, robust braking systems, and suspension, our Ninebot KickScooter by Segway ES2 ensures your ride will be safe and smooth every time.

➤ **LIGHT AND PORTABLE**

Electric scooters, despite their mechanical and electronic parts, are light and easy to fold up. This makes them portable so you can store them in your trunk or your home. Electric scooters can also be carried anywhere you can think of, and be quickly unfolded when needed.

Our KickScooters all use a one-step folding system, which is useful for those taking their electronic scooters to public transportation. With this mechanism, you can fold up our electric scooter in a matter of seconds, and bring it along with you on your journey.

➤ **RELATIVELY ECO-FRIENDLY**

A list of advantages to owning an electric scooter is simply not complete without mentioning how eco-friendly they are. In this era of drastic climate change, many people are searching for ways to reduce their impact on the environment, including changing their modes of transport.

Electric scooters are one of the most eco-friendly options to date. Apart from zero emissions, electric scooters also run on low quantities of electricity. They are more efficient at moving commuters — they take only a fraction of the energy compared to a car or SUV.

Moreover, technology for electric scooters has improved remarkably over the last two years, further improving their eco-friendliness.

➤ **LOW OPERATING COSTS**

When it comes to operating costs, electric scooters come out on top. They are quite cheap to use when compared to other modes of transportation. All they need is some charge, and they can bring you quite a distance. Plus, they only need a small amount of electricity to run and can be quickly replenished at home or in a charging station. They are also much cheaper to use than taking public transportation. All in all, they are an affordable option for daily travel.

➤ **EASY REPAIR AND MAINTENANCE**

A side from cheaper operating costs, electric scooters are also much easier to service than other transport options. For example, a problem with your car will probably require an inspection, professional repair, replacement parts, and more.

But when it comes to an electric scooter, their design is relatively uncomplicated and is therefore much easier to repair and maintain. You only have a few parts of concern: the motor, the battery, the tires, and the controller, which rarely need repair or replacement. Many electric scooters even come with additional benefits, like the non-pneumatic tires of the KickScooter ES4, which completely prevents the issue of flat tires.

➤ **PERFECT FOR SHORT DISTANCES**

While the range of electric scooters is rather limited compared to taking the train or the bus, they are perfect for users who need to frequently travel short distances. This could mean commuting to your office a few kilometers away or visiting your friends in another subdivision.

They are also easier to use for taking shortcuts and passing through areas that cars and other vehicles are not allowed on. For these short distances, electric scooters are much cheaper and quicker to use than other options, such as a tricycle.

➤ **CAN SKIP TRAFFIC JAMS**

The motor and battery technology used in electric scooters allows the rider to cover several kilometers with little effort. Additionally, the scooter itself is compact, meaning riders can take advantage of cycle lanes, walkways, and other paths that are traffic-free. This is especially useful in areas like Metro Manila, whose roads are congested nearly daily.

➤ **LESS NOISE POLLUTION**

Driving and silence rarely go hand in hand. Conventional methods of travel, like taking your car, a jeep, or a tricycle come with a substantial amount of noise pollution. This is especially true for older vehicle models, which can be incredibly loud. This noise pollution is considered a nuisance for many people. Thankfully, an electric scooter offers a much quieter mode of transport and can get you home quietly without disturbing anyone.

➤ **NO NEED FOR PERMITS OR A LICENSE**

Electric scooters have lower speeds than gas-powered scooters and bikes and are much easier to drive and maneuver. Thus, they do not require special licensing, permits, or other insurances to use. This is great for younger users who need a mode of transportation but are unable to apply for a license. However, there are a few laws every rider should still abide by while using an electric scooter. Ensure you comply with driving laws before going out on a ride.

➤ **MOBILITY FOR THOSE WITH HEALTH ISSUES**

Electric scooters also give increased mobility to individuals who suffer from various health issues. These conditions may make it difficult for them to walk, bike, drive or use other modes of transportation. In these cases, electric scooters provide the best replacement. This is because they require no peddling or frequent movement, which means users rarely get fatigued using it.

Additionally, an electric scooter also opens up other options for users. Most disabled people find it difficult to walk to public transport stations. However, with an electric scooter, they can travel and access these stations much easier.

➤ KEY TAKEAWAY

The benefits of using an electric scooter make it one of the most usable options for commuters everywhere. They are safe, eco-friendly, and drive effortlessly — allowing even younger or disabled people to use them with ease. These benefits are why the electric scooter is so popular in urban use.

If you're interested in finding out more about this transportation option, and how it can help you, check out Simply Moving's extensive catalog of electric scooters — no matter what your transportation needs are, we have a scooter for everyone!

2.22 LOOKING TOWARDS THE FUTURE

We live in exciting times. Technology is advancing at a pace that is mind boggling when compared to our history. The Digital Age is largely described in the context of smartphones, Internet technology, and computational power. One of the often-overlooked by-products of all the exciting gadgets we have today is the advances in battery technology they've driven. Much of these advances in consumer technology can be attributed to advances in battery technology. Electric scooters have been limited in the past by cumbersome batteries or otherwise under performing lead-acid designs.

The advances in lithium-ion technology have offered a smaller, more powerful, longer-lasting option helping to propel foldable electric scooters to the forefront of personal transportation technology.

2.23 UPCOMING ELECTRIC SCOOTERS IN INDIA

SCOOTER MODELS	EXPECTED PRICE	LAUNCH DATE
Yamaha E01	Rs. 1.15 Lakh	February 2023
Husqvarna Vektorr concept	Rs. 1.30 Lakh	March 2023
Bajaj Blade	Rs. 1.50 Lakh	March 2023
Hero Electric AE-29	Rs. 85.00 K	March 2023

CHAPTER-III

DATA ANALYSIS AND INTERPRETATION



ANALYSIS AND INTERPERTATION OF DATA

3.1 INTRODUCTION

Analysis of data is a process of inspecting, transforming and modelling data with discovering useful information, providing suggestions, arriving conclusion and supporting decision making.

Analysis is must for any researcher to derive at a conclusion. Analysis of data Plays a predominant role in detecting the result of brief study about

Each question in the questionnaire is analysis individually, sufficiently tabulated and represented graphically. The sample size of the data collected is 75.

In the present study, the researcher has made the following tools as follows,

- ❖ percentage analysis.
- ❖ Bar diagrams/charts
- ❖ Pie chart

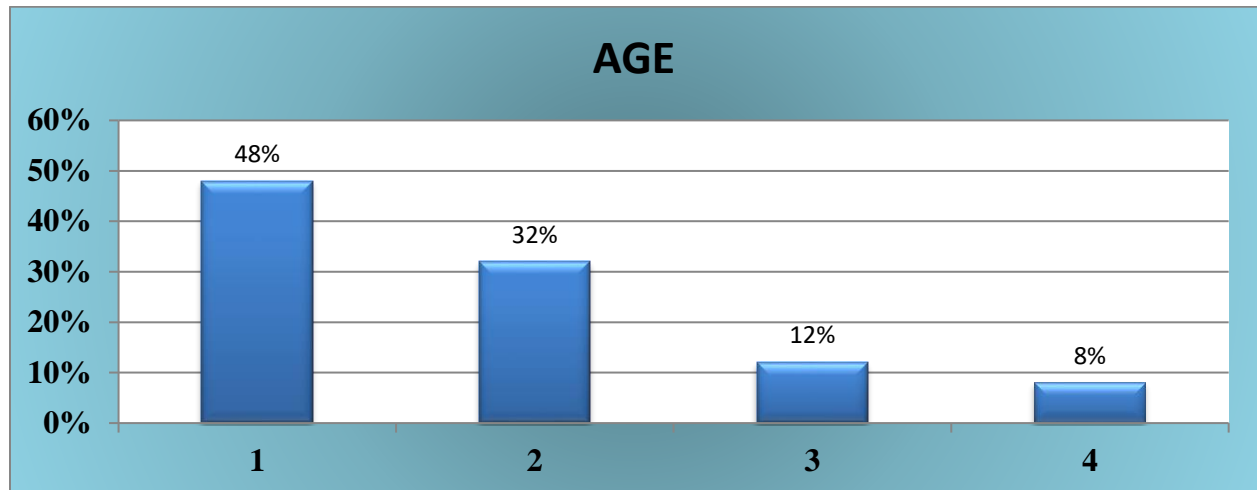
Table 3.1

AGE	NO OF RESPONDENTS	PERCENTAGE
18-24	36	48%
25-29	24	32%
30-35	9	12%
ABOVE35	6	8%
TOTAL	75	100%

AGE WISE CLASSIFICATION

SOURCE: Primary data

FIGURE 3.1



INFERENCE:

From the above table 3.1 it is inferred that out of 75 respondents , 48% of the respondents belong to age group 18-24 ,32% of the respondents belong to age group of 25-29 , 12% of respondents of the age group 30-35, 8% of the respondents belong to age group of above 35.

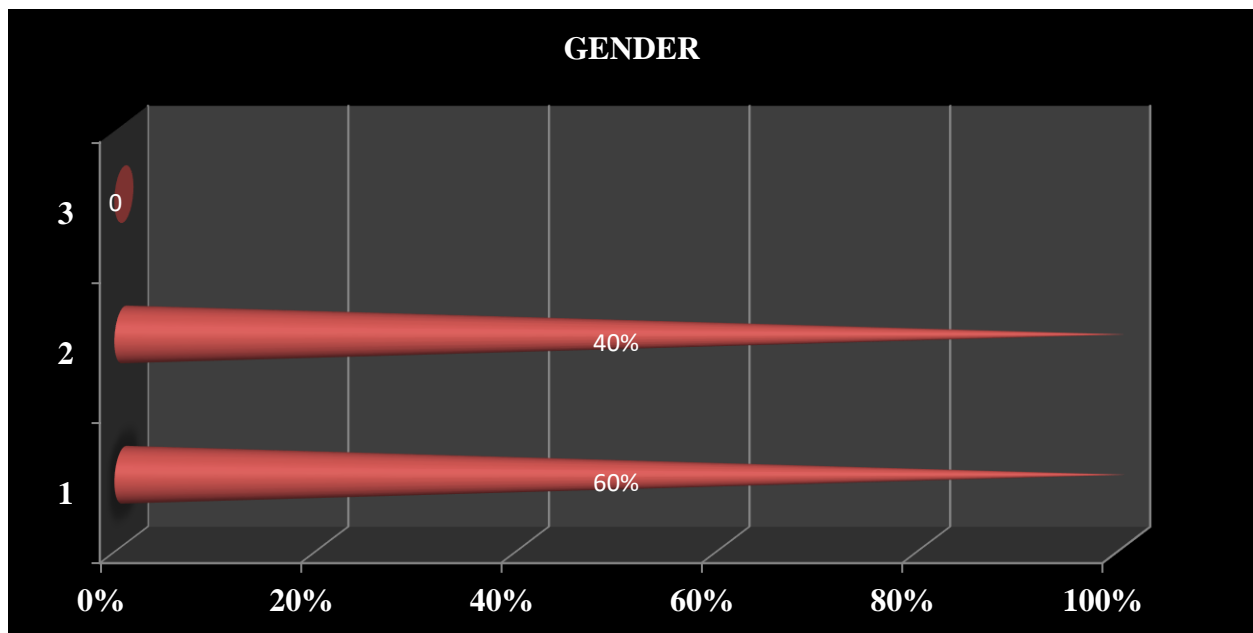
The majority of the respondents are age group of 18-24 is 48%.

TABLE 3.2
GENDER WISE RESPONDENTS

GENDER	NO:OF:RESPONDENTS	PERCENTAGE
MALE	40	60%
FEMALE	30	40%
OTHERS	0	0
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.2



INFERENCE:

From the above table 3.2 it is inferred that out of 75 respondents 60% of the respondents are male, 40% of the respondents are female. There are no respondents of others.

The majority of the respondents are male is 60%.

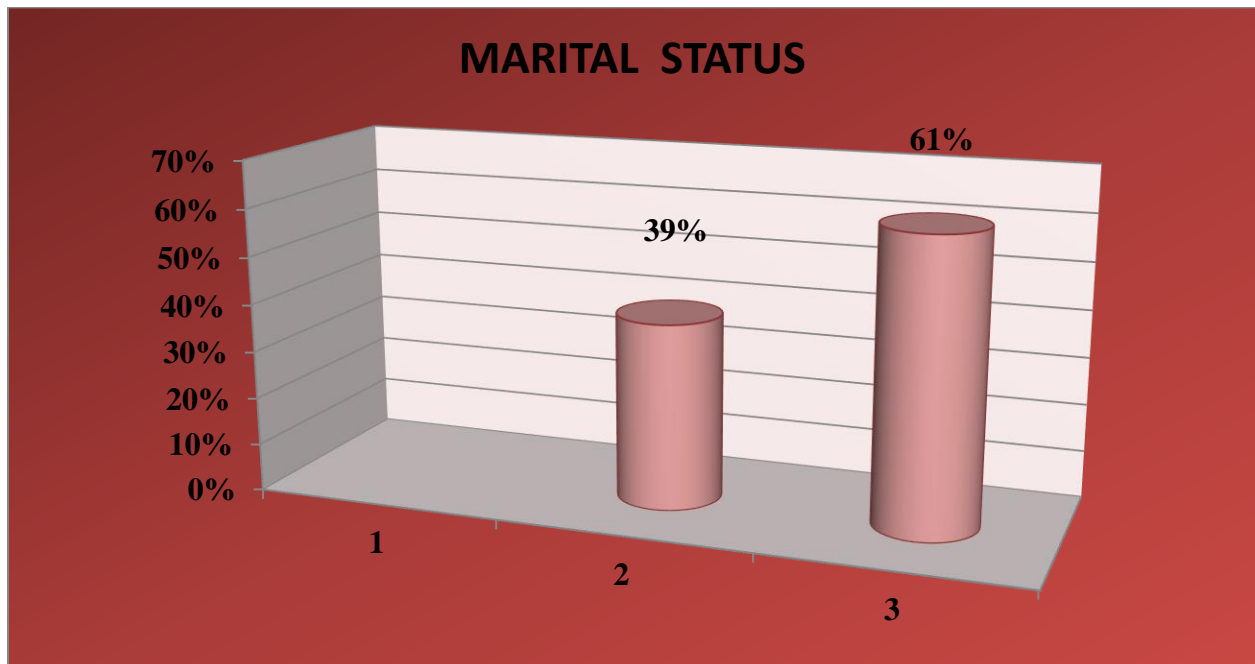
TABLE 3.3

MARITAL STATUS

MARITAL STATUS	NO OF RESPONDENTS	PERCENTAGE
MARRIED	29	39%
UNMARRIED	46	61%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.3



INFERENCE:

From the above table 3.3 it is inferred that out of 75 respondents 39% of the respondents are married, 61% of the respondents are unmarried.

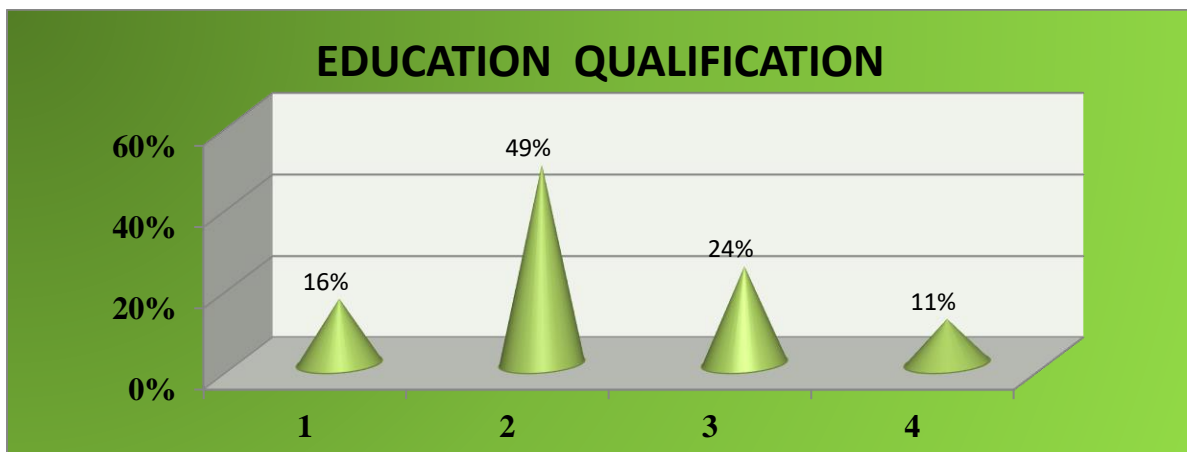
The majority of the respondents are unmarried is 61%.

TABLE 3.4
EDUCATIONAL QUALIFICATION

EDUCATION QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
HIGHER SECONDARY	12	16%
GRADUATE	37	49%
POST GRADUATE	18	24%
DIPLOMO	8	11%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.4



INFERENCE:

From the table 3.4 it is inferred that out of 75 respondents 16% of the respondents belong to education of higher secondary , 49% of the respondents belongs to the education of graduate , of the respondents belong to the education of post graduate is 24% , of the respondents belong to the education of diploma is 11% .

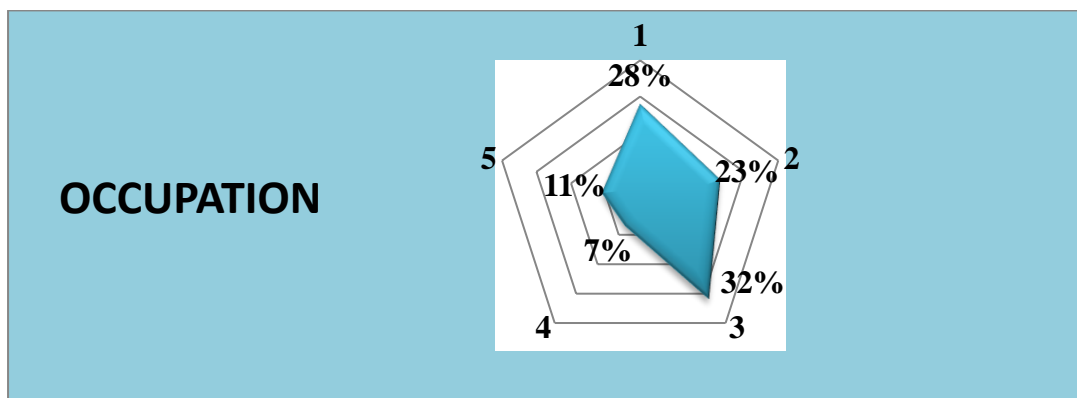
The majority of the respondents are graduate is 49%.

TABLE 3.5
OCCUPATION OF THE RESPONDENTS

OCCUPATION	NO OF RESPONDENTS	PERCENTAGE
STUDENT	21	28%
SELF-EMPLOYED	17	22%
PRIVATE EMPLOYEE	24	32%
GOVT EMPLOYEE	5	7%
OTHER	8	11%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.5



INFERENCE:

From the above table 3.5 it is inferred that out of 75 respondents 28% of the respondents belong to the occupation of student 23% of the respondents belong to the occupation of self employed 32% of the respondents belong to the occupation of private employee , 7% of the respondents belong to the occupation of govt employee , 11% of the respondents belong to the occupation of others.

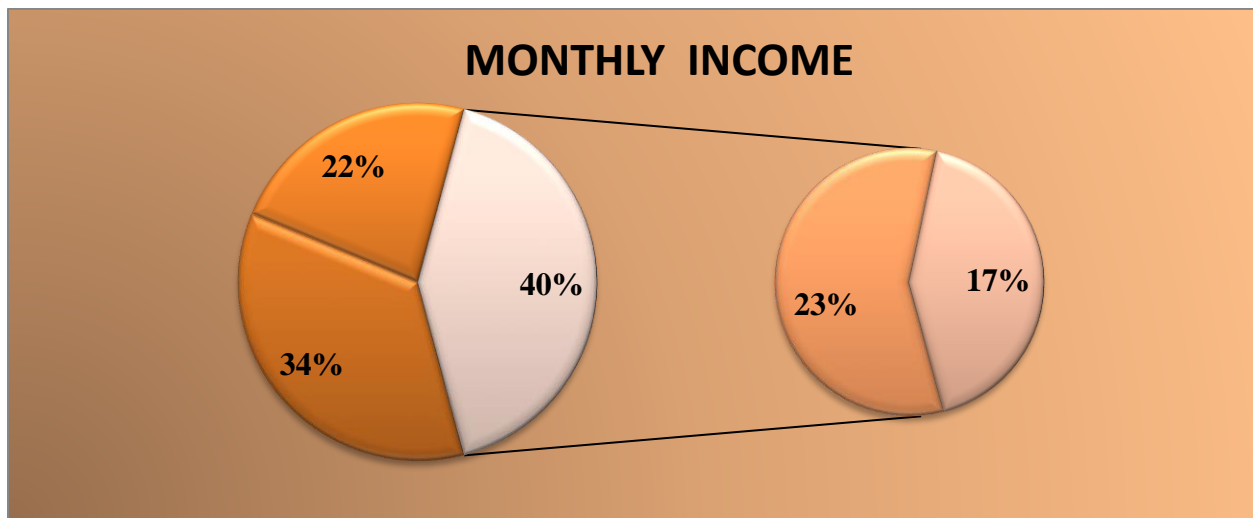
The majority of the respondents are students 32%.

TABLE 3.6
INCOME WISE CLASSIFICATION

MONTHLY INCOME	NO OF RESPONDENTS	PERCENTAGE
BELOW10000	25	34%
10000-20000	20	22%
20000-30000	17	23%
ABOVE40000	13	17%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.6



INFERENCE:

From the above table 3.6 it is inferred that out of 75 respondents 34% of the respondents belong to the monthly income of below 10,000 , 22% of the respondents belong to the monthly income of between 10,000-20,000 , 23% of the respondents belong to the monthly income of between 20,000-30,000 , 17% of the respondents belong to the income of above 40,000.

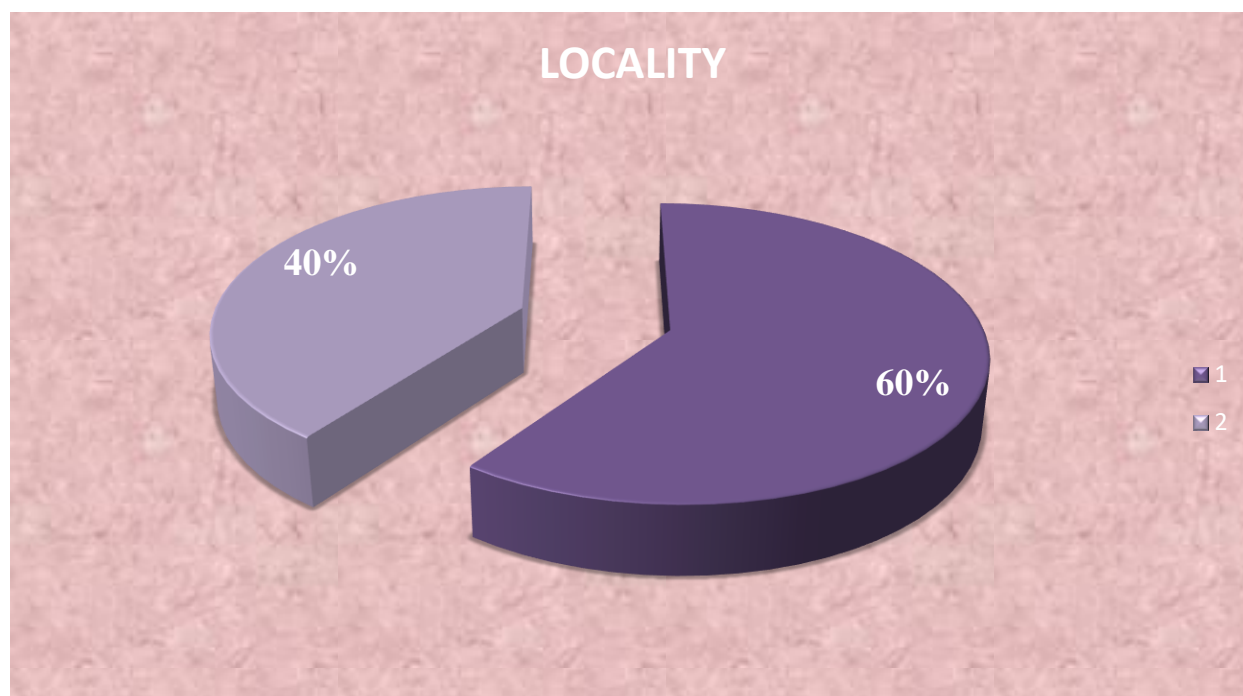
The majority of the respondent are below 10000 is 34%.

TABLE 3.7
PLACE OF RESIDENCE

LOCALITY	NO OF RESPONDENTS	PERCENTAGE
URBAN	45	60%
RURAL	30	40%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.7



INFERENCE:

From the above table 3.7 it is inferred that out of 75 respondents 60% of the respondents belong to the locality of urban, 40% of the respondents belong to the locality of rural.

The majority of the respondents are urban is 60%.

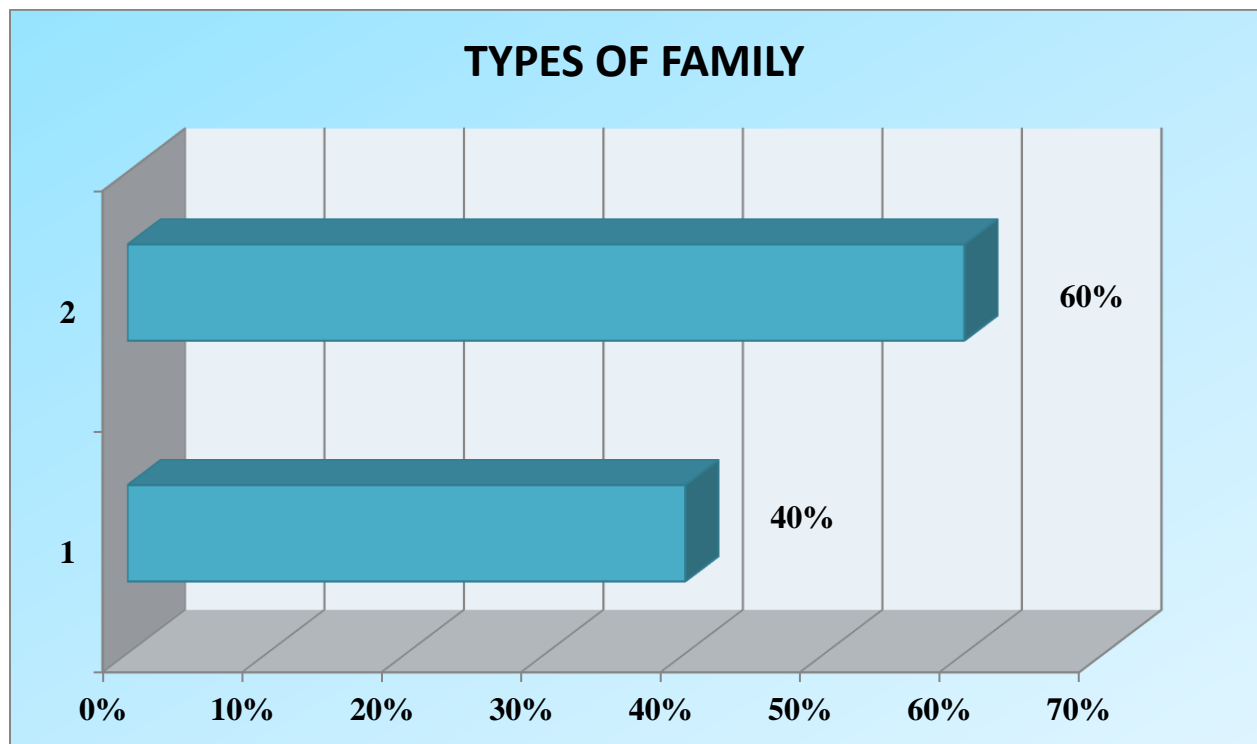
TABLE-3.8

NATURE OF FAMILY

TYPES OF FAMILY	NO.OF.RESPONDENTS	PERCENTAGE
JOINT FAMILY	30	40%
NUCLEAR FAMILY	45	60%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.8



INFERENCE:

From the above table 3.8 it is inferred out of 75 respondents 40% of the respondents belong to the types of joint family, 60% of the respondents belong to the types of nuclear family.

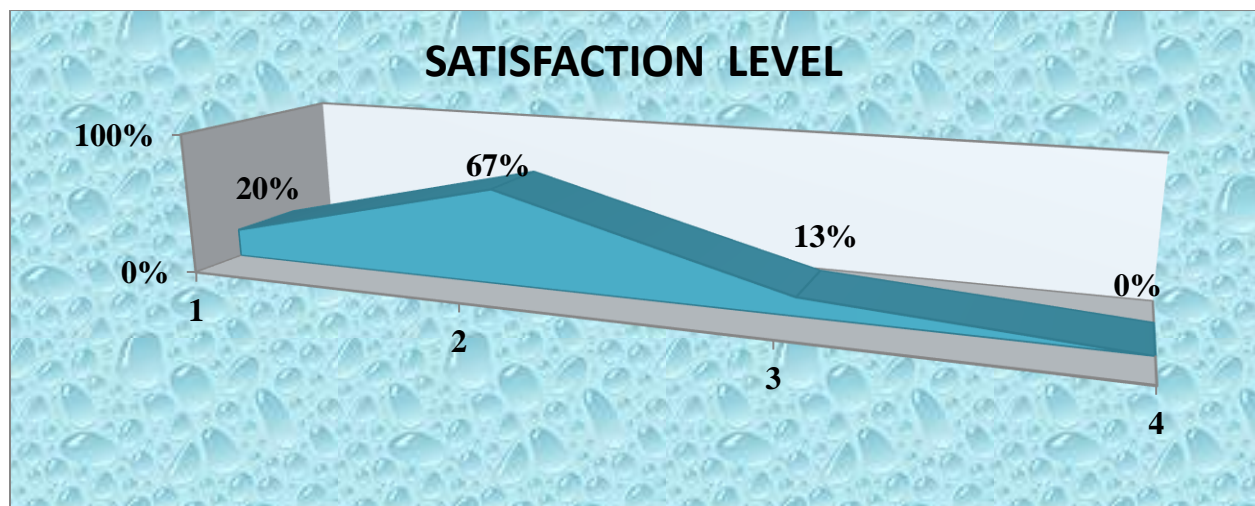
The majority of the respondents are nuclear is 60 %.

TABLE-3.9
SATISFACTION WITH E-SCOOTER

SATISFACTION LEVEL	NO.OF RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	15	20%
SATISFIED	50	67%
DISSATISFIED	10	13%
HIGHLY DISSATISFIED	0	0%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.9



INFERENCE:

From the above table 3.9 it is inferred that out of 75 respondents 20% of the respondents belong to satisfaction level of highly satisfied, 67% of the respondents belong to the satisfaction level of satisfied. 13% of the respondents are dissatisfied. There is no respondent of highly dissatisfied.

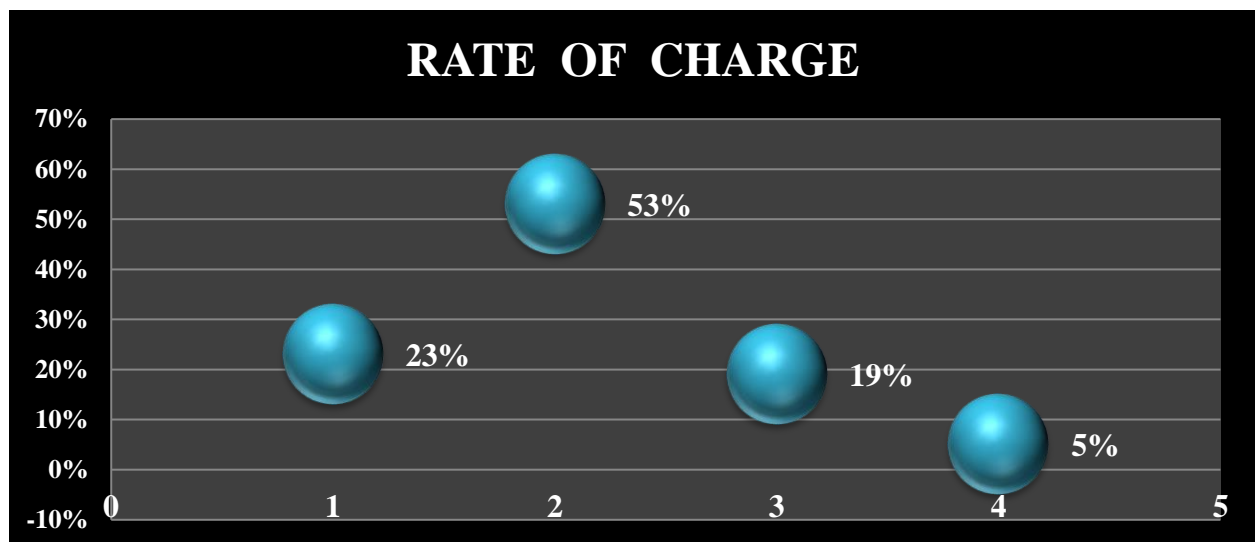
The majority of the respondents are satisfied is 67%.

TABLE 3.10
RATE OF CHARGE CONSUMPTION

RATE OF CHARGE	NO. OF RESPONDENTS	PERCENTAGE
LOW	17	23%
AVERAGE	40	53%
HIGH	14	19%
VERY HIGH	4	5%

SOURCE: Primary data

FIGURE 3.10



INFERENCE:

From the above table 3.10 it is inferred that out of 75 respondents 23% of the respondents belong to the rate of charge is low 53% of the respondents belong to the rate of charge is average 19% of the respondents belong to the rate of charge is high 5% of the respondents belongs to the rate of charge is very high .

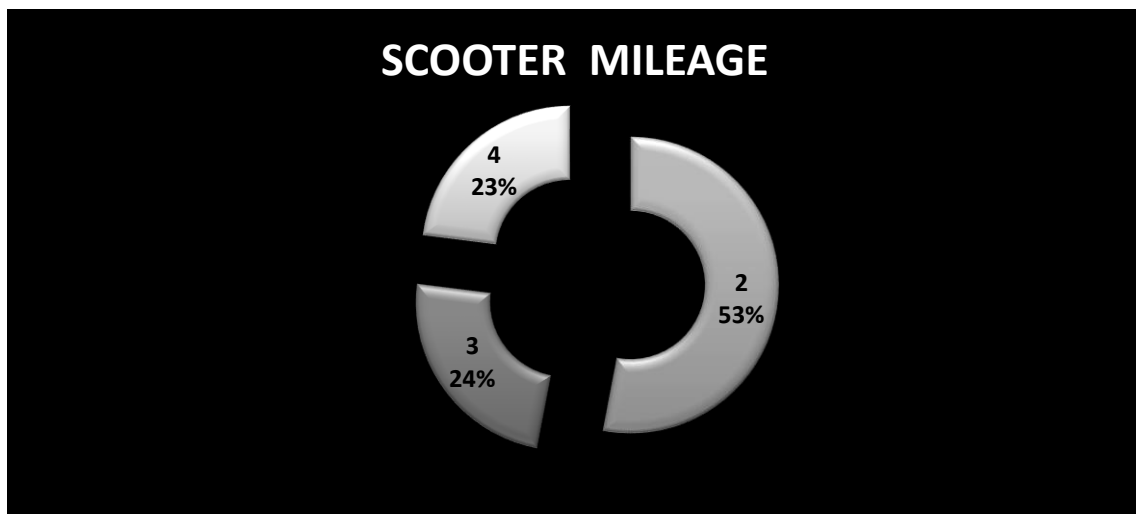
The majority of the respondents are average is 53%.

TABLE 3.11
SATISFACTION OF SCOOTER MILEAGE

SCOOTER MILEAGE	NO OF RESPONDENTS	PERCENTAGE
YES	40	53%
NO	18	24%
CAN'T SAY	17	23%
TOTAL	75	100

SOURCE: Primary data

FIGURE 3.11



INFERENCE:

From the above table 3.11 it is inferred that out of 75 respondents 53% of the respondents belong to the mileage is yes 24% of the respondents belong to the mileage is no , 23% of the respondents belong to the mileage is can't say.

The majority of the respondents is yes is 53%.

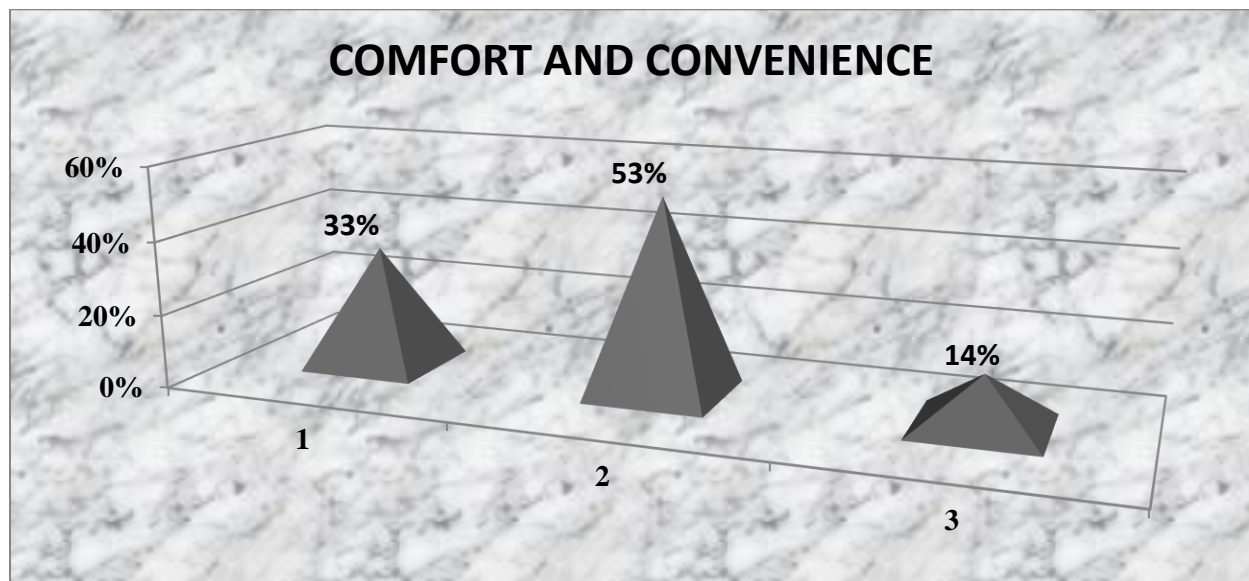
TABLE 3.12

COMFORT AND CONVENIENCE

COMFORT AND CONVENIENCE	NO OF RESPONDENTS	PERCENTAGE
VERY COMFORTABLE	25	33%
AVERAGE	40	53%
NOT COMFORTABLE	10	14%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.12



INFERENCE:

From the above table 3.12 it is inferred that out of 75 respondents 33% of the respondents belong to very comfortable 53% of the respondents belong to average , 14% of the respondents belong to the not comfortable .

The majority of the respondents are very comfortable is 53%.

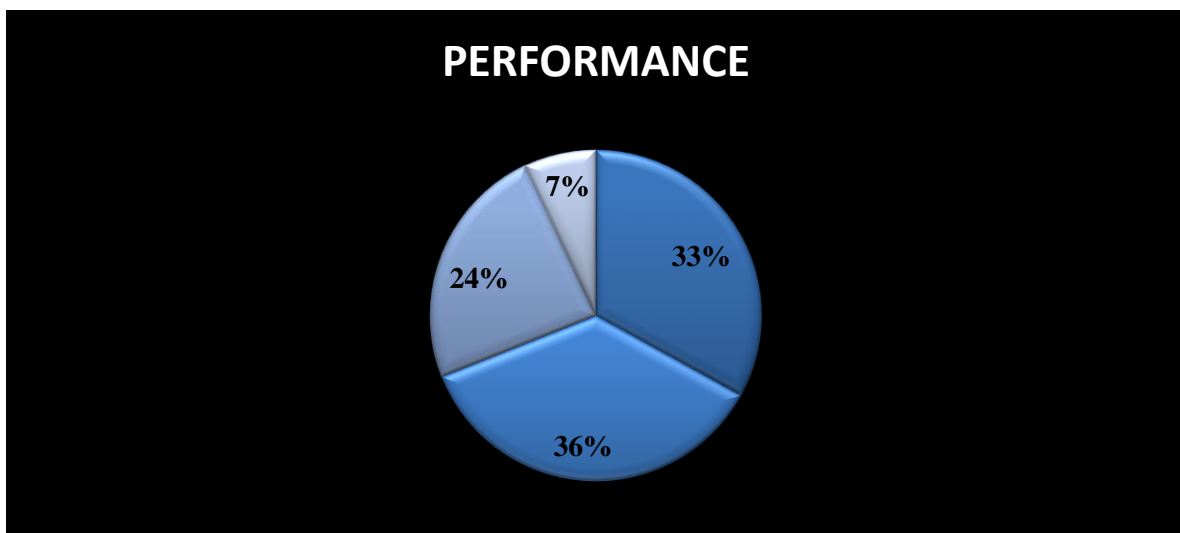
TABLE 3.13

PERFORMANCE OF E-SCOOTER

PERFORMANCE	NO OF RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	25	33%
SATISFIED	27	36%
DISSATISFIED	18	24%
HIGHLY DISSATISFIED	5	7%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.13



INFERENCE:

From the above table 3.13 it is inferred that out of 75 respondents 33% of the respondents belong to the highly satisfied , 36% of the respondents belong to satisfied,24% of the respondents belong to the dissatisfied,7% of the respondents belong to highly dissatisfied,

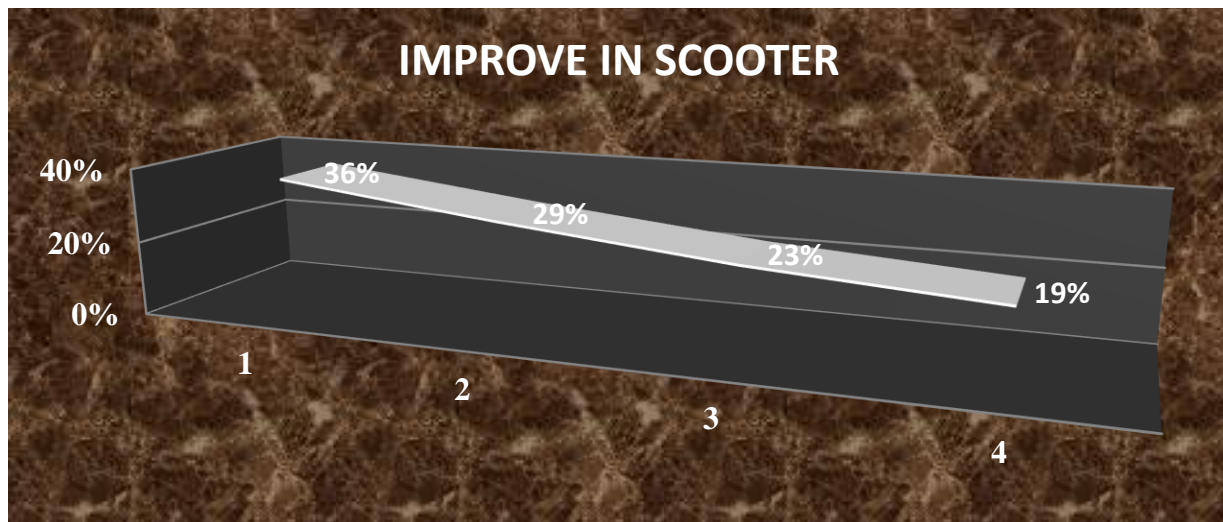
The majority of the respondents are satisfied is 36%.

TABLE 3.14
IMPROVE IN E- SCOOTER

IMPROVE IN SCOOTER	NO OF RESPONDENTS	PERCENTAGE
SPEED	27	36%
MILEAGE	22	29%
LOOK	19	23%
NO NEED TO CHANGE	7	19%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.14



INFERENCE:

From the above table 3.14 it is inferred that out of 75 respondents 36% of the respondents belong to improve in scooter of speed, 29% of the respondents belong to the improve in the scooter of mileage, 23% of the respondents belong to the improve in scooter of look, 19% of the respondents belong to the improve in the scooter of no need to change.

The majority of the respondents are speed is 36%.

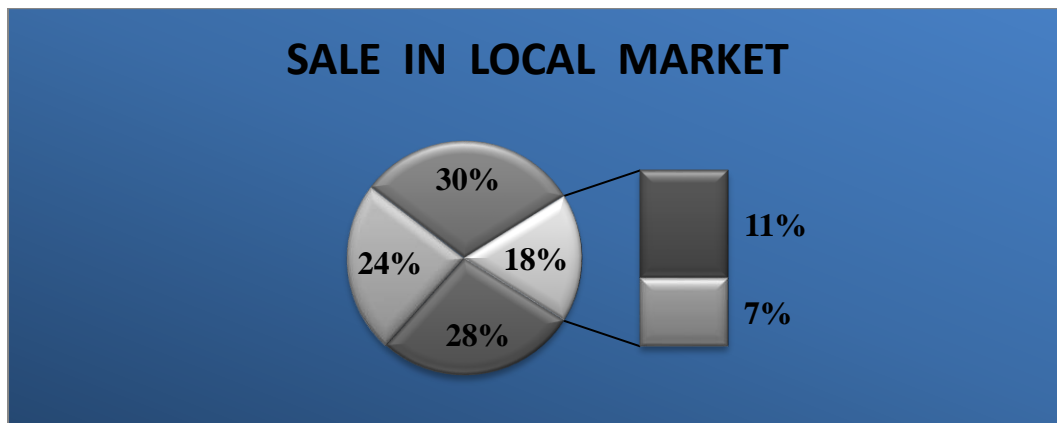
\TABLE-3.15

IMPROVE OF SALE IN LOCAL MARKET

SALE IN LOCAL MARKET	NO OF RESPONDENTS	PERCENTAGE
ADVERTISE MORE	21	28%
PROVIDE BETTER SERVICE	18	24%
IMPROVE QUALITY	23	31%
SHOULD REDUCE PRICES	8	11%
NO NEED TO IMPROVE	5	7%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.15



INFERENCE:

From the above table 3.15 it is inferred that out of 75 respondents, 28% of the respondents belong to opinion of advertise more, 24% of the respondents belong to the opinion of provide better service, 31% of the respondents belong to the opinion of improve quality, 11% of the respondents belong to the opinion of should reduce price, 7% of the respondents belong to opinion of no need to improve.

The majority of the respondents are improve quality is 31%.

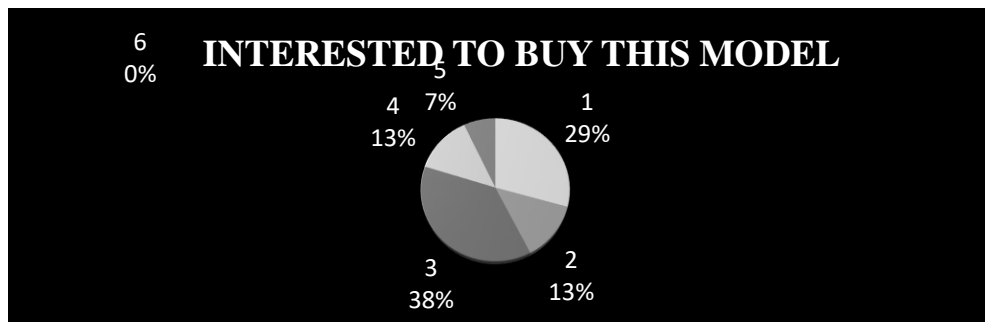
TABLE-3.16

INTERESTED TO BUY THIS E-SCOOTER MODEL

INTERESTED TO BUY THIS MODEL	NO OF RESPONDENTS	PERCENTAGE
PERFORMANCE	22	29%
STATUS SYMBOL	10	13%
RIDING COMFORTABLE	28	37%
SPECIAL PURPOSE	10	13%
MAINTENANCE	5	7%
PRICE	0	0
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.16



INFERENCE:

From the above table 3.16 it is inferred that out of 75 respondents, 29% of the respondents interest to buy the bike of performance, 13% of the respondents interest to buy the scooter for status symbol, 37% of the respondents interest to buy the scooter for riding comfortable 13% of the respondents belong to buy the scooter for special purpose, 7% of the respondents interest to by the scooter for maintenance, 0% of the respondents interest to by the scooter for price.

The majority of the respondents are riding comfort is 37%.

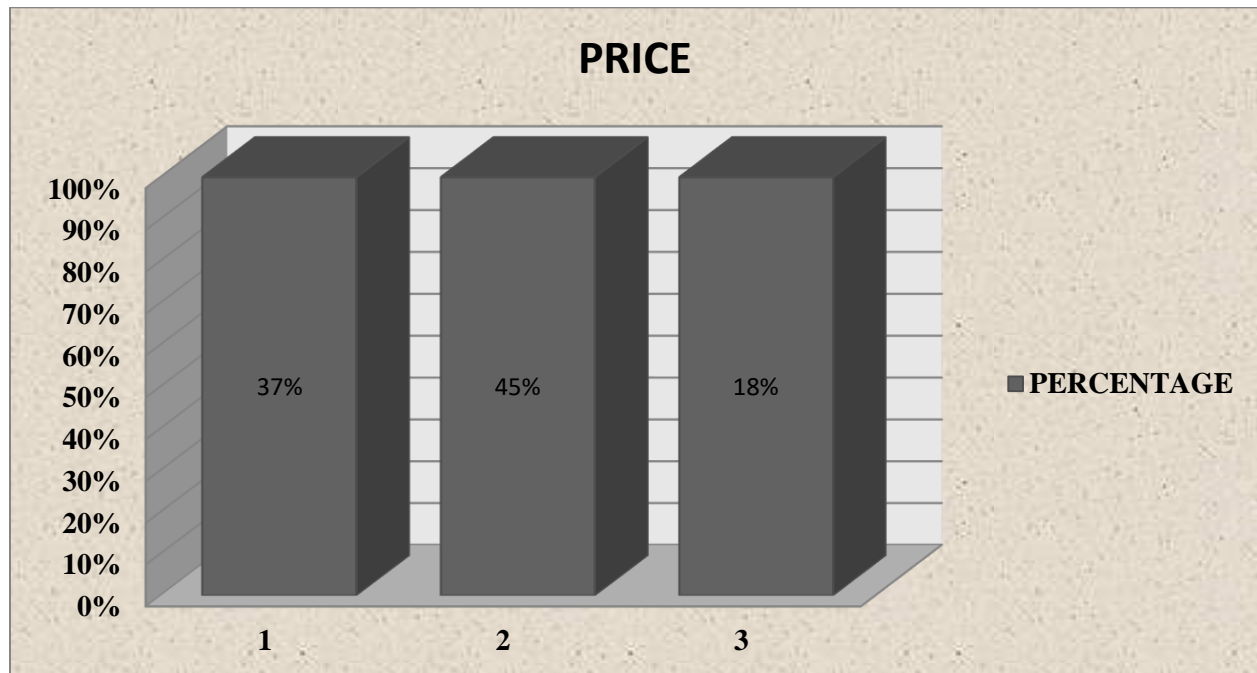
TABLE-3.17

DETERMINATION OF COST

PRICE	NO.OF RESPONDENTS	PERCENTAGE
EXPENSIVE	28	37%
AFFORDABLE	34	45%
CHEAP	38	18%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.17



INFERENCE:

From the table 3.17 it referred that out of 75 respondents , 37% of the respondents belong to the price of the scooter is expensive, 45% of the respondents belong to the price of the scooter is affordable, 18% of the respondents belong to the price of the scooter is cheap .

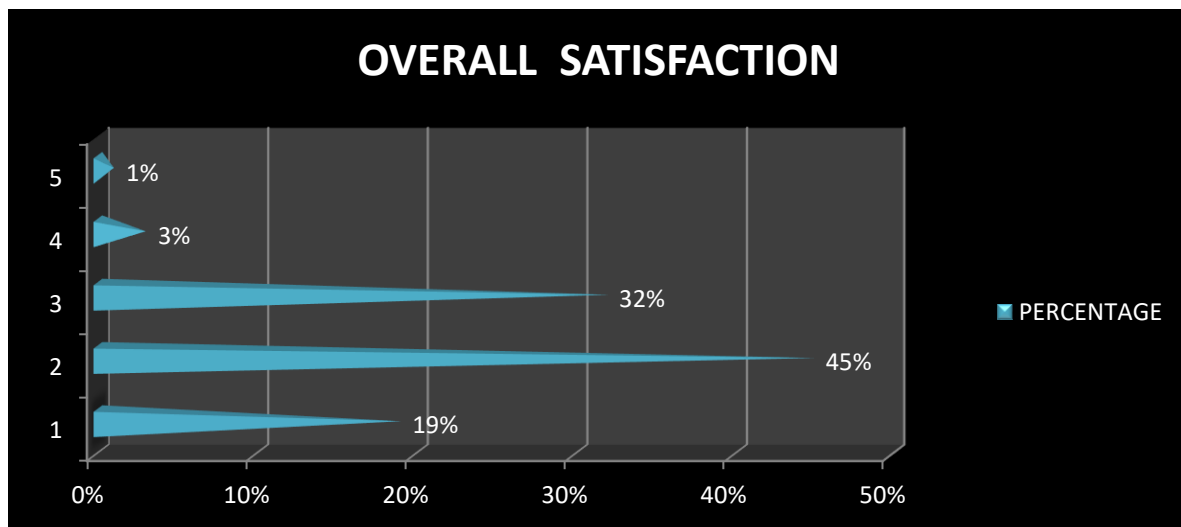
The majority of the respondents are the scooter is affordable 45%.

TABLE 3.18
OVERALL SATISFACTION

OVERALL SATISFACTION	NO.OF.RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	15	20%
SATISFIED	34	45%
NEUTRAL	24	32%
UNSATISFIED	2	3%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.18



INFERENCE:

From the above table 3.18 it is referred that out of 75 respondents 20% of the respondents belong to satisfaction of highly satisfied, 45% of the respondents belong to satisfaction of satisfied, 32% of the respondents belong to satisfaction of neutral, 3% of the respondents belong to the satisfaction of unsatisfied.

The majority of the respondents are satisfaction of satisfied is 45%.

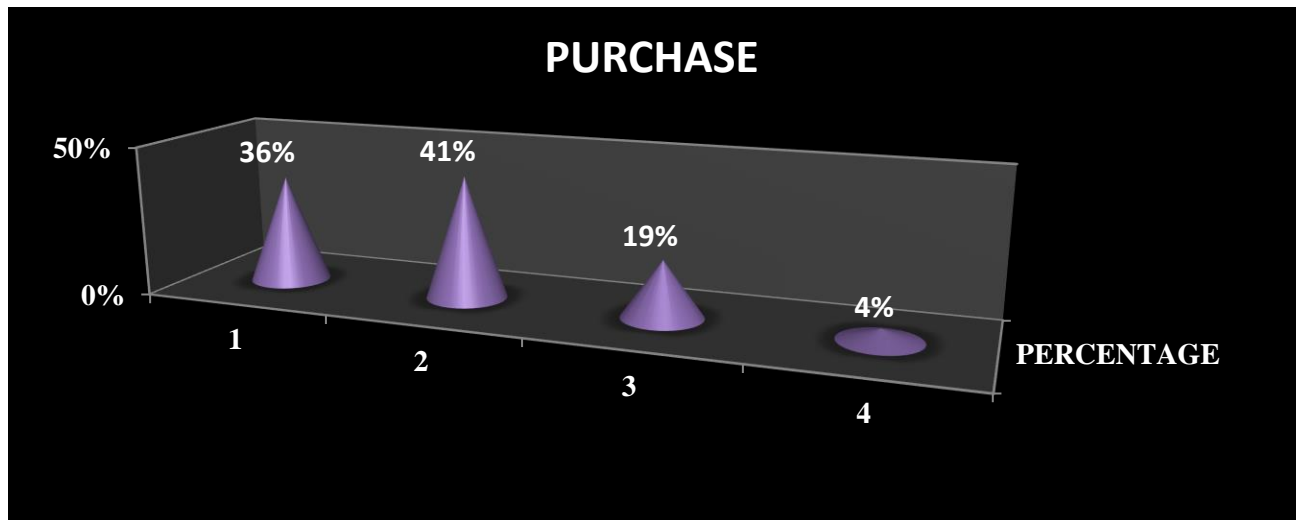
TABLE- 3.19

MODE OF PURCAHSE

PURCHASE	NO.OF.RESPONDENTS	PERCENTAGE
FULL CASH	27	36%
INSTALLMENT PAYMENT	31	41%
LOAN OR EMI	14	19%
GIFT FROM PARENTS	3	4%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.19



INFERENCE:

From the above table 3.19 it is inferred that out of 75 respondents, 36% of the respondents purchase the scooter in full cash, 41% of respondents purchase the scooter in installment payment, 19% of the respondents purchase the scooter in loan or EMI 4% of the respondents scooter is gifted by the parents.

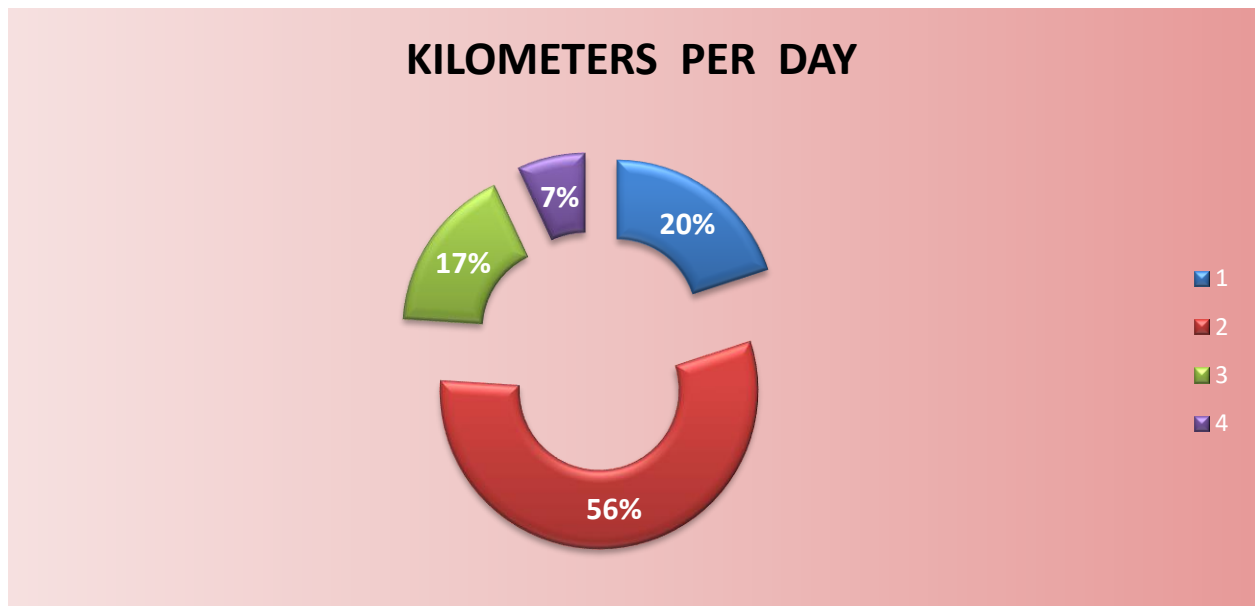
The majority of the respondents are the scooter in installment payment is 41%.

TABLE- 3.20
AVERAGE KM PER DAY

KILOMETERS PER DAY	NO.OF.RESPONDENTS	PERCENTAGE
LESS THAN 10KMS	15	20%
10KMS-25KMS	42	56%
50KMS-80KMS	13	17%
80KMS AND ABOVE	5	7%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.20



INFERENCE:

From the above table 3.20 it is inferred that out of 75 respondents, 20% of the respondents drive less than 10kms per day, 56% of the respondents drive 10kms-25kms per day, 17% of the respondents drive 50kms-80kms per day, 7% of the respondents drive above 80kms per day.

The majority of the respondents are 10kms-25kms per day is 56%.

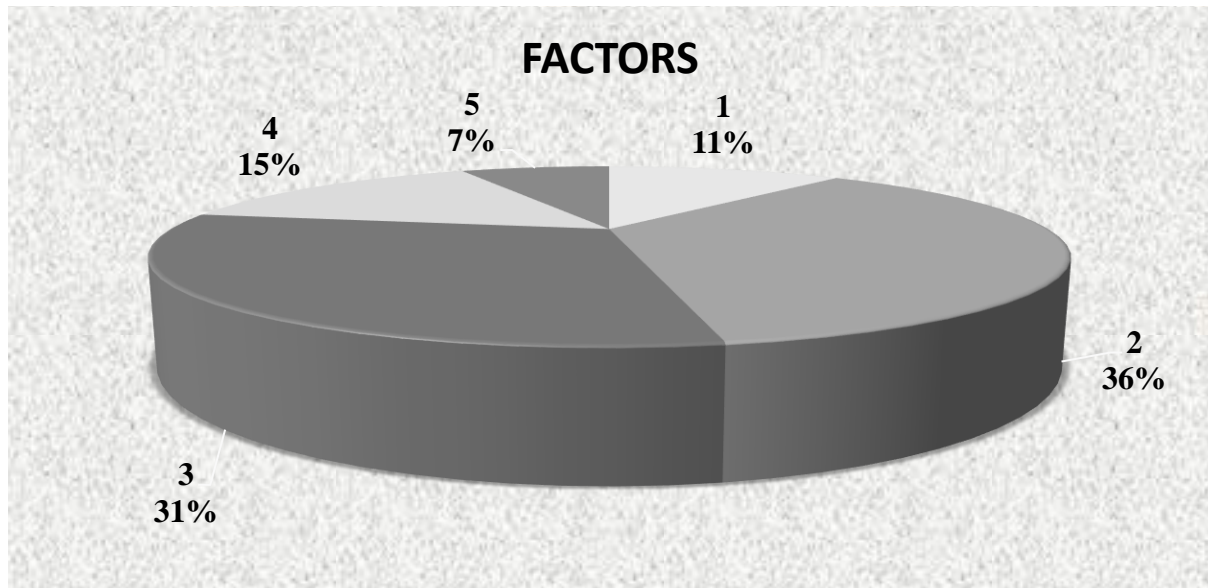
TABLE- 3.21

FACTORS OF ELECTRIC SCOOTER

FACTORS	NO.OF.RESPONDENTS	PERCENTAGE
BRAND&PRICE	9	11%
SAFETY&COMFORT	27	36%
DESIGN& PERFORMANCE	23	31%
MILEAGE& MAINTENANCE	11	15%
OTHERS	5	7%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.21



INFERENCE:

From the above table 3.21 it is inferred that out of 75 respondents, 11% of the respondents are purchasing the scooter for particular is brand and price, 36% of respondents are purchasing scooter for particular factor is safety and comfort, 31% of the respondents are purchasing for design and performance, 15% of the respondents are purchasing for mileage and maintenance, 7% of the respondents are purchasing for factor of others.

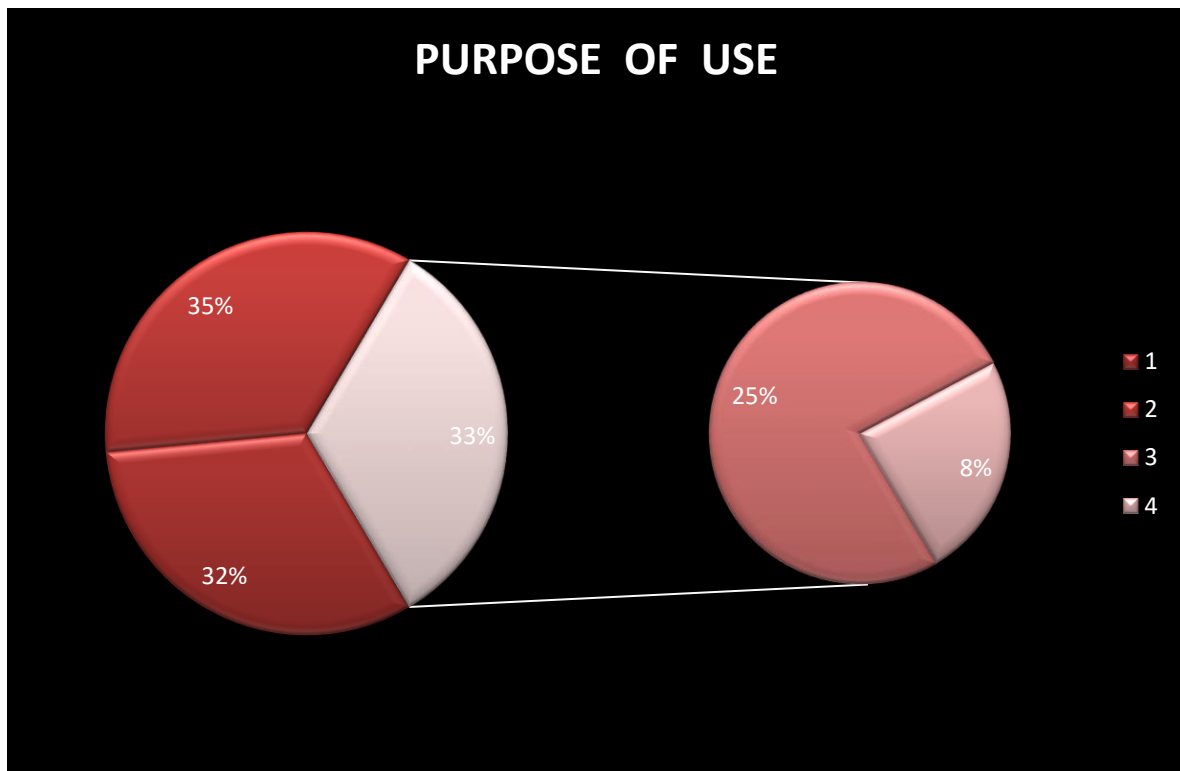
The majority of the respondents are safety and comfort is 36%.

TABLE 3.22
PURPOSE OF USE OF ELECTRIC SCOOTER

PURPOSE OF USE	NO.OF.RESPONDENTS	PERCENTAGE
POWER OF SCOOTER	24	32%
MILEAGE	26	35%
MAINTENANCE	19	25%
OTHERS	6	8%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.22



INFERENCE:

From the above table 3.22 it is inferred that out of 75 respondents, 32% of the respondents use the scooter for power of scooter, 35% of the respondents use the scooter for mileage, 25% of the respondents use scooter for maintenance, 8% of the respondents use the scooter for others.

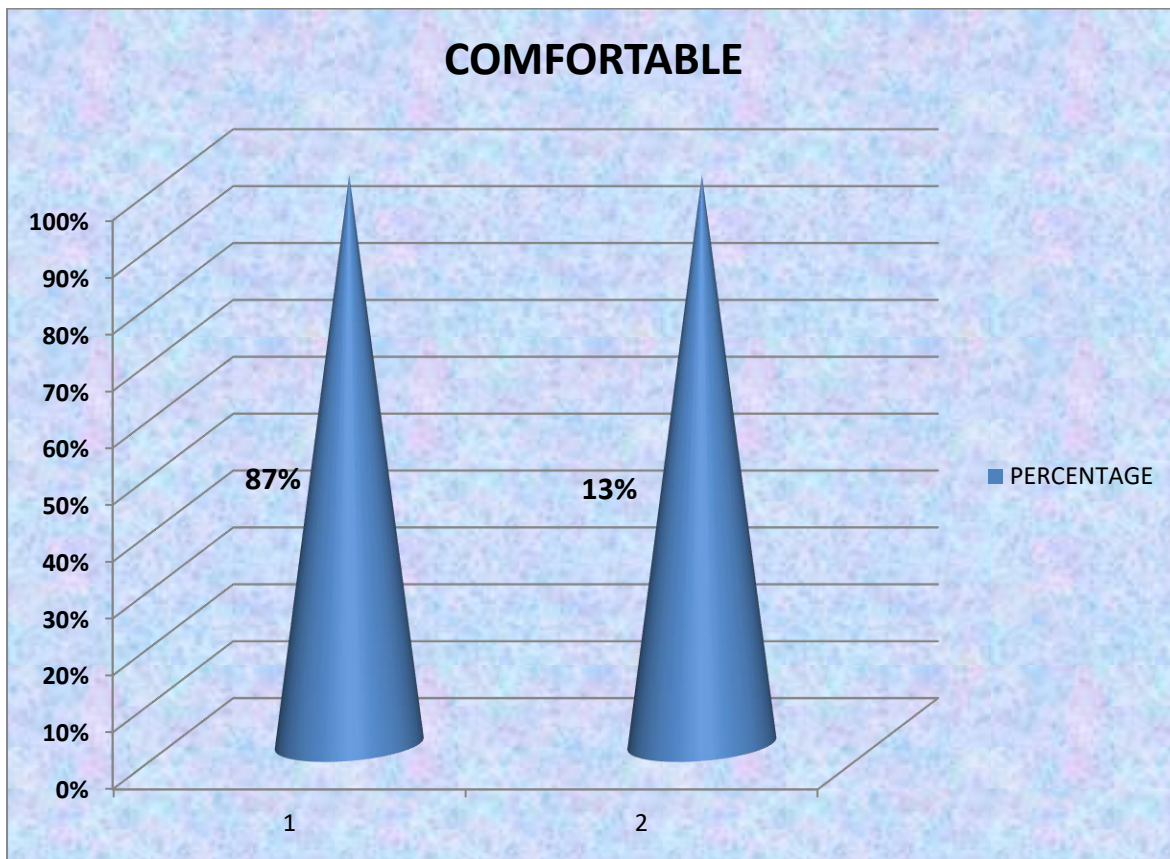
The majority of the respondents are scooter for mileage is 35%.

TABLE- 3.23
COMFORTABLE OF E-SCOOTER

COMFORTABLE	NO.OF.RESPONDENTS	PERCENTAGE
YES	65	87%
NO	10	13%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.23



INFERENCE:

From the above 3.23 it is inferred that out of 75 respondents, 87% of the respondents are comfortable with the scooter, 13% of the respondents are not comfortable with the scooter.

The majority of the respondents are yes is 87%.

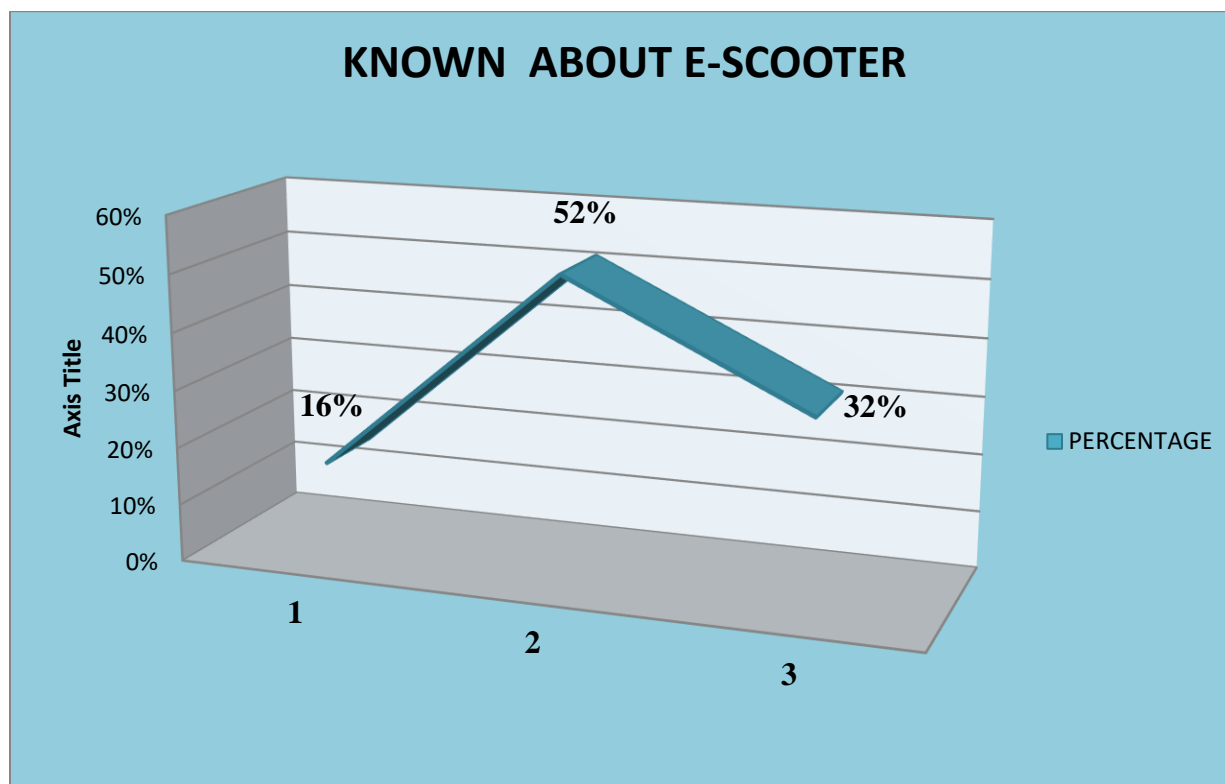
TABLE 3.24

CLASSIFICATION OF KNOWN ABOUT E-SCOOTER

KNOWN ABOUT E-SCOOTER	NO.OF.RESPONDENTS	PERCENTAGE
NEWSPAPER	12	16%
ADVERTISEMENT	39	52%
FRIEND&RELATIVES	24	32%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.24



INFERENCE:

From the above table 3.24 it is referred that out of 75 respondents 16% of the respondent are known about the scooter in newspaper, 52% of the respondents are known about the scooter in advertisements, 32% of the respondents are known about the scooter friends & relatives.

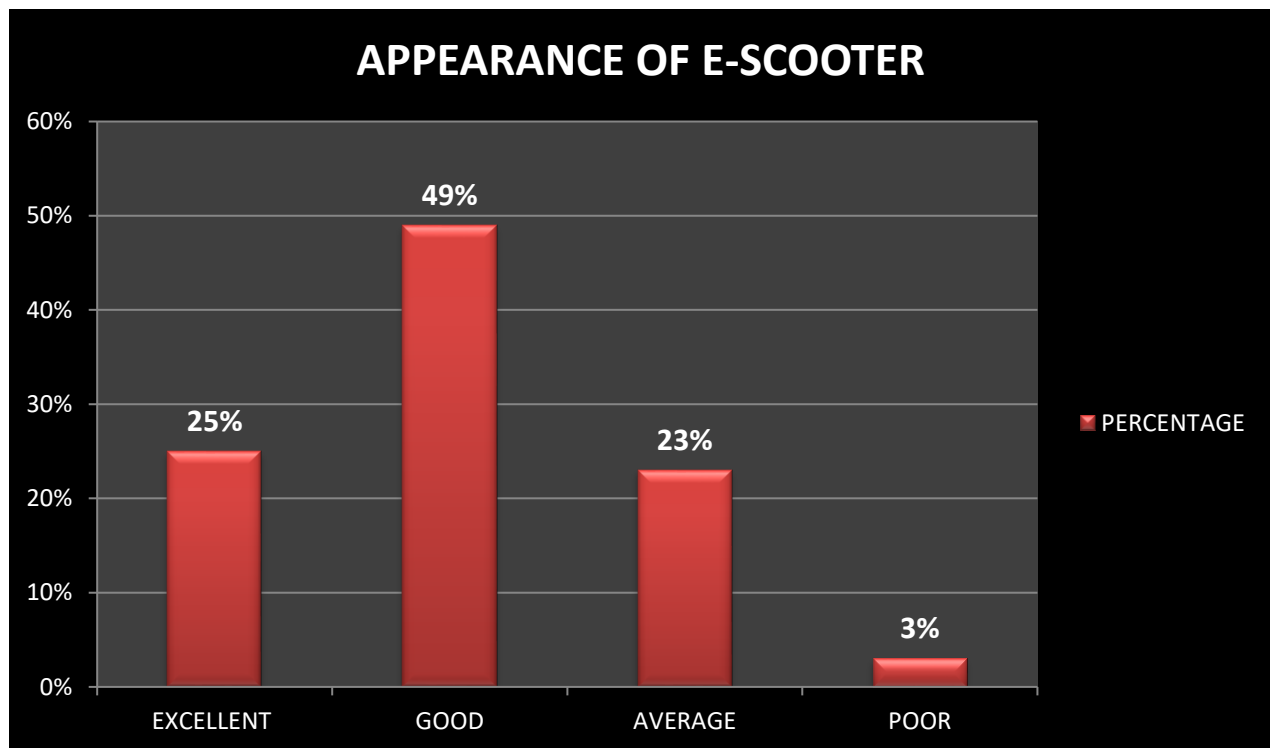
The majority of the respondents are advertisements is 52%.

TABLE 3.25
APPEARANCE OF E-SCOOTER

APPEARANCE OF E-SCOOTER	NO.OF RESPONDENTS	PERCENTAGE
EXCELLENT	19	25%
GOOD	37	49%
AVERAGE	17	23%
POOR	2	3%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.25



INFERENCE:

From the above table 3.25 it is referred that out of 75 respondents ,25% of the respondents e-scooter appearance is excellent ,49% of the respondents e-scooter appearance is good 23% of the respondents e-scooter appearance is average,3% of the respondents e-scooter appearance is poor.

The majority of the respondents are good is 49%.

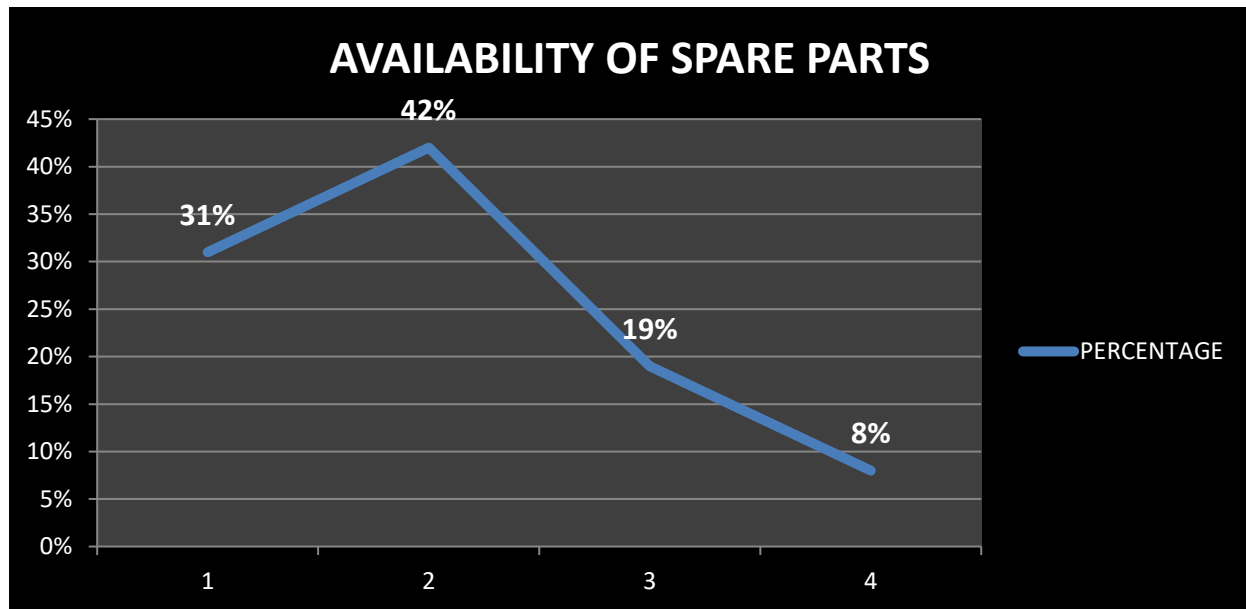
TABLE 3.26

AVAILABILITY OF SPARE PARTS

AVAILABILITY OF SPARE PARTS	NO.OF RESPONDENTS	PERCENTAGE
READILY AVAILABLE	23	31%
DON'T GET THEM READILY	32	42%
DON'T HAVE GOOD SPARES SUPPLY	14	19%
MAJOR HEADACHE	6	8%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.26







INFERENCE:

From the above table 3.26 it is referred that out of 75 respondents 31% of the respondents opinion about the spare parts is readily available 42% of the respondents opinion about the spare parts is don't get them readily 19% of the respondents opinion about the spare parts is don't have good spares supply 8% of the respondents opinion about the spare parts is major headache.

The majority of the respondents are don't get them readily is 42%.

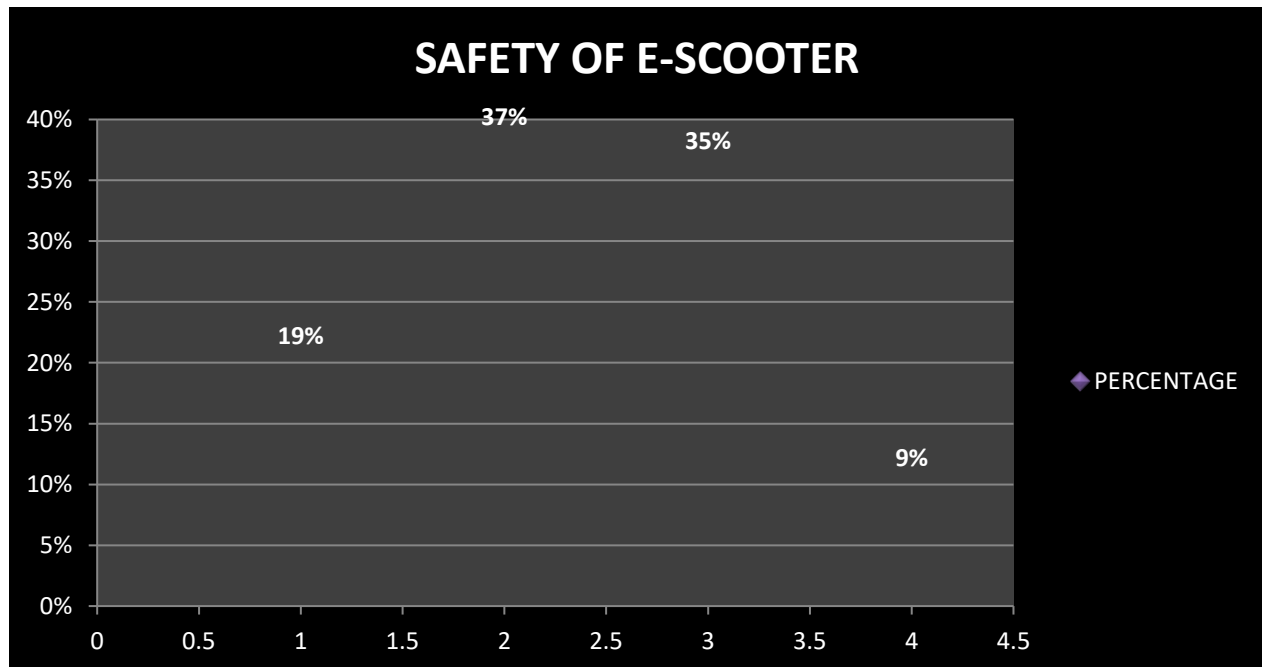
TABLE 3.27

RATE OF COMFORT AND SAFETY OF E-SCOOTER

SAFETY OF E-SCOOTER	NO.OF RESPONDENTS	PERCENTAGE
	14	19%
	28	37%
	26	35%
	7	9%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.27



INFERENCE:

From the above table 3.27 it is referred that out 75 respondents 19% of the respondents satisfaction level is ,37% of the respondents satisfaction level is ,35% of the respondents satisfaction level is ,9% of the respondents satisfaction level is .

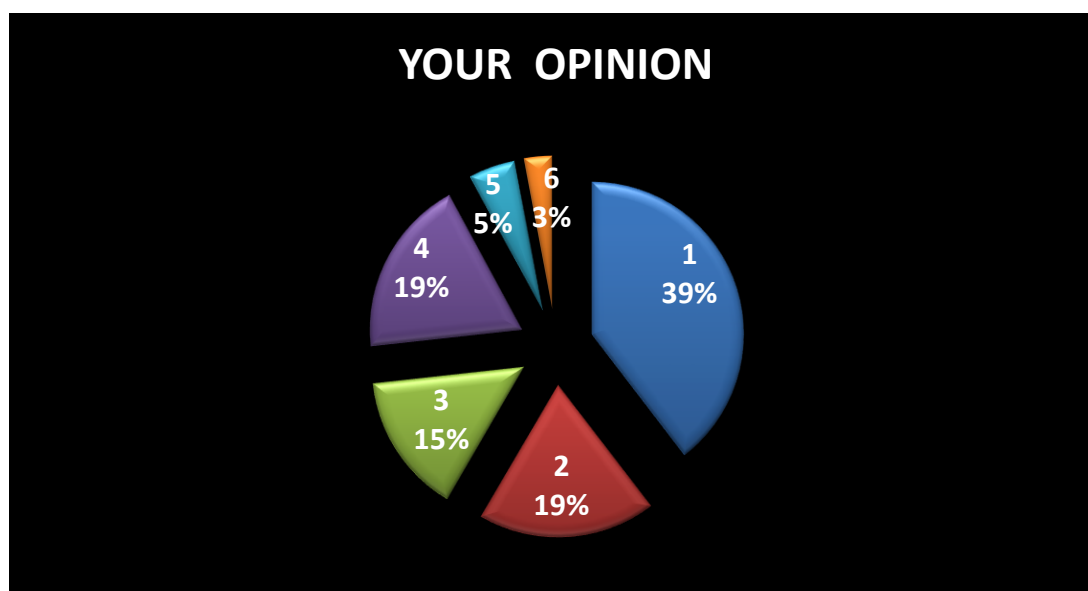
The majority of the respondents are is 37% 

TABLE 3.28
FRIEND OPINION

YOUR OPINION	NO. OF RECONDENTS	PERCENTAGE
TRENDY	30	40%
MACHO	14	19%
HIGH COST	11	15%
LOW MILEAGE	14	19%
EXPENSIVE SPARE PARTS	4	5%
OTHERS	2	3%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.28



INFERENCE:

From the above table 3.29 it is referred that out of 75 respondents ,40% of the respondents friends say about their e-scooter is trendy,19% of the respondents friends say about their e-scooter is macho,15% of the respondents friends say about their e-scooter is low mileage,19% of the respondents friends say about their e-scooter is high cost,5% of the respondents friends say about their e-scooter is expensive spare parts ,3% of the respondents friends say about their e-scooter is other.

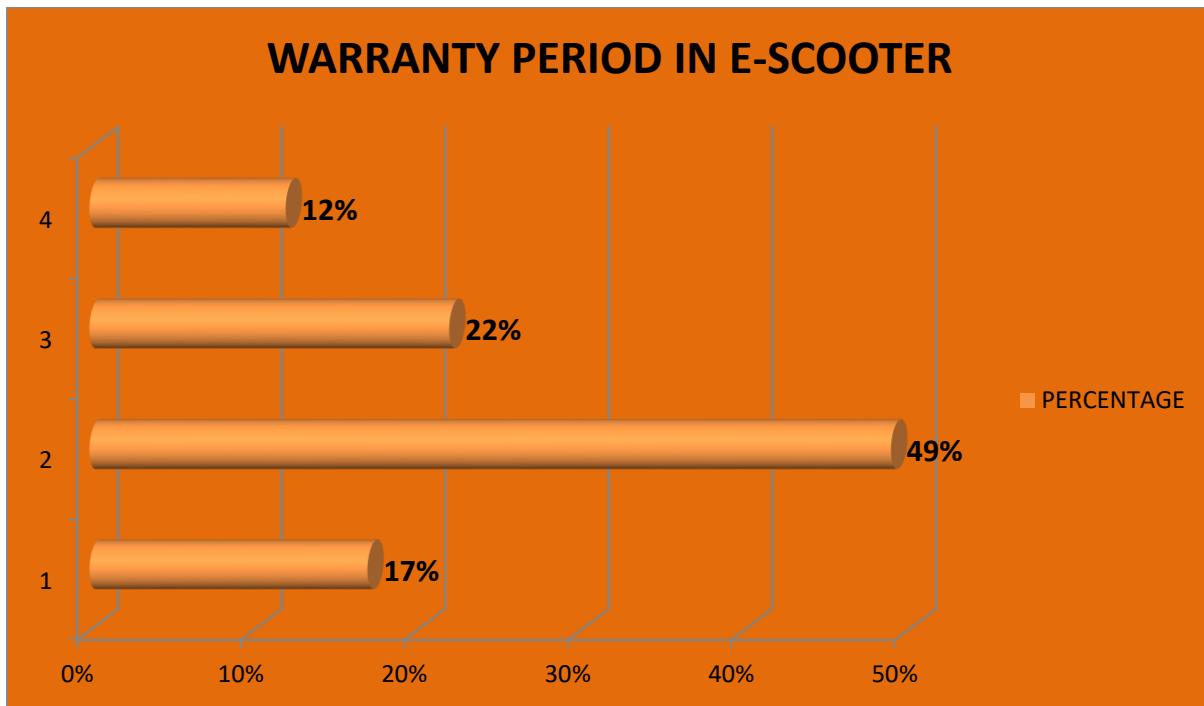
The majority of the respondents are trendy is 40%.

TABLE 3.29
WARRANTY PERIOD OF E-SCOOTER

WARRANTY PERIOD IN E-SCOOTER	NO.OF RESPONDENTS	PERCENTAGE
1 YEARS	13	17%
2 YEARS	37	49%
3YEARS	16	22%
4YEARS	9	12%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.29



INFERENCE:

From the above table 3.29 it is referred that out of 75 respondents 49% of the respondents warranty period in e-scooter is 2years,22% of the respondents warranty period in e-scooter is 3 years,17% of the respondents warranty period in e-scooter is 1 years,12% of the respondents warranty period of in e-scooter is 4 years.

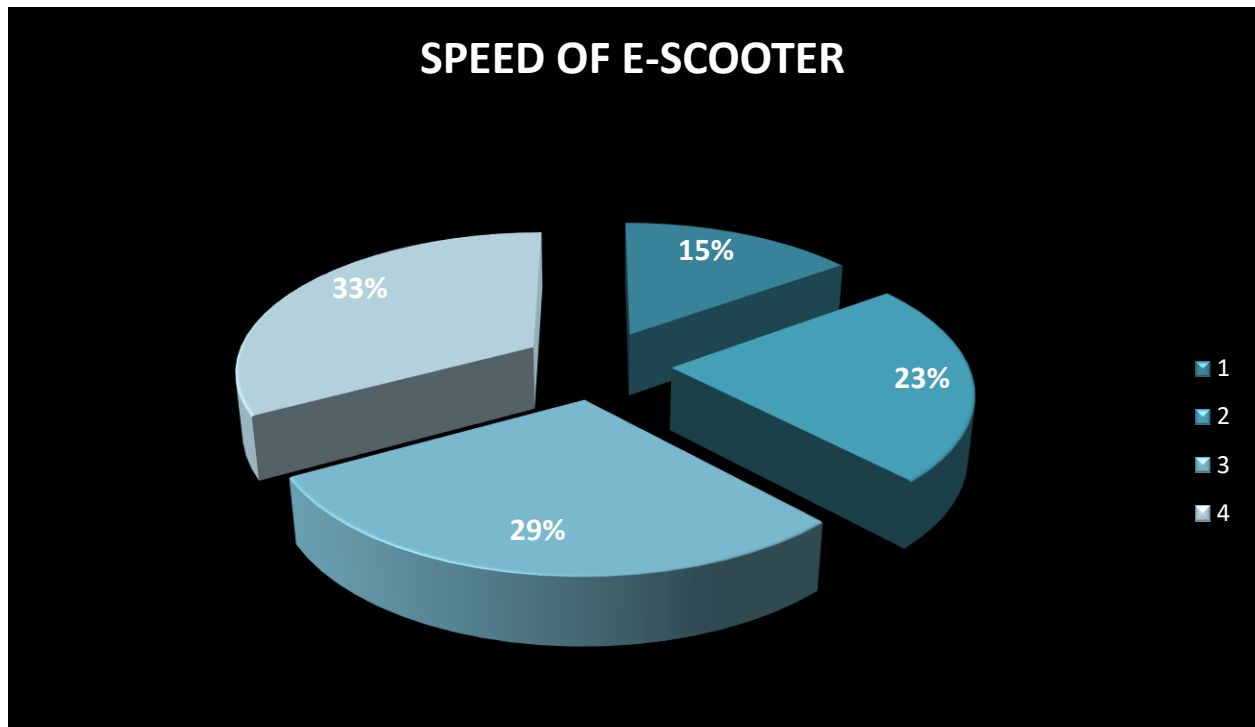
The majority of the respondents are 2years is 49%.

TABLE 3.30
SPEED OF E- SCOOTER

SPEED OF E-SCOOTER	NO.OF RESPONDENTS	PERCENTAGE
20-30	11	15%
30-40	17	23%
40-50	22	29%
MORE THAN 50	25	33%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.30



INFERENCE:

From the above table 3.30 it referred that out of 75 respondents ,33% of the respondents belong to the speed of e-scooter is more than 50,29% of the respondents belong to the speed of e-scooter is 40-50,23% of the respondents belong to the speed of e-scooter is 30-40,15% of the respondents belong to the speed of e-scooter is 20-30.

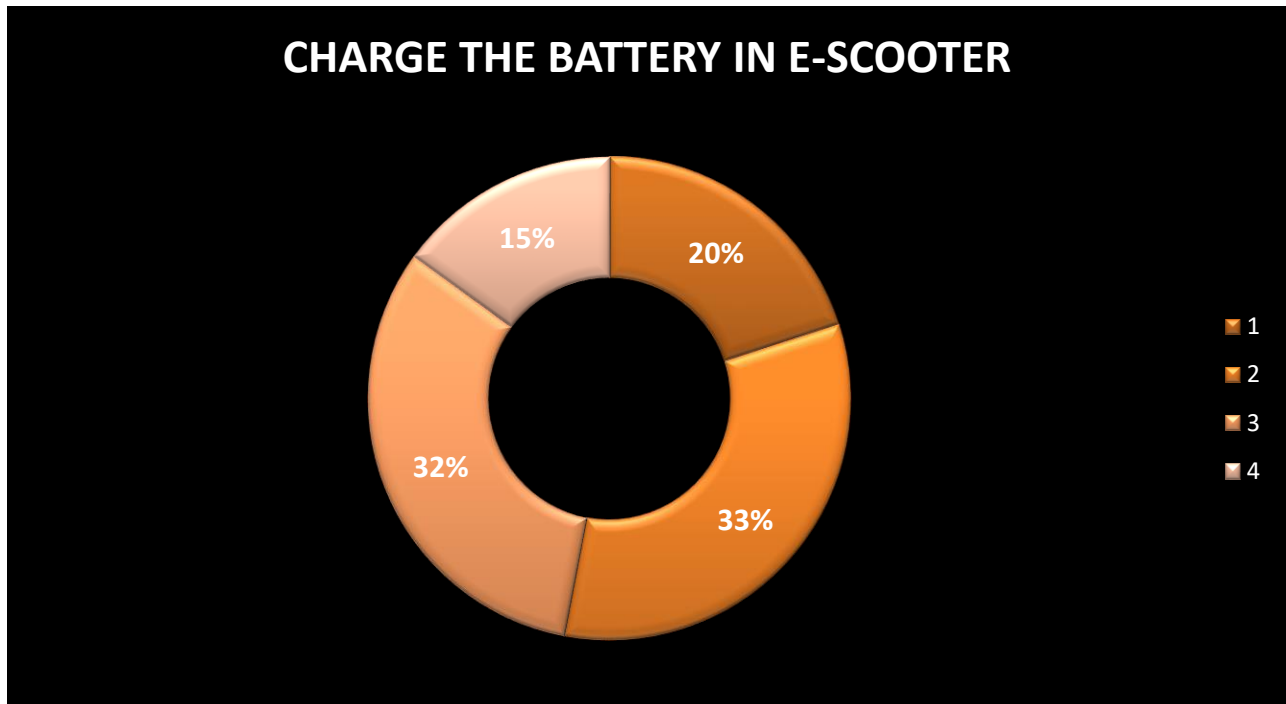
The majority of the respondents are more than 50 is 33%.

TABLE 3.31
TIME OF CHARGING THE BATTERY

CHARGE THE BATTERY IN E-SCOOTER	NO.OF RESPONDENTS	PERCENTAGE
1-2 HOURS	15	20%
2-3HOURS	25	33%
3-4 HOURS	24	32%
4-5 HOURS	11	15%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.31



INFERENCE :

From the above table 3.31 it is inferred that out of 75 respondents 33% of the respondents belong to hours in e-scooter is 2-3 hours, 32% of the respondents belong to hours in e-scooter is 3-4 hours, 20% of the respondents belong to hours in e-scooter is 1-2 hours, 15% of the respondents belong to hours in e-scooter is more the 4 hours.

The majority of the respondents are 2-3hours is 33%.

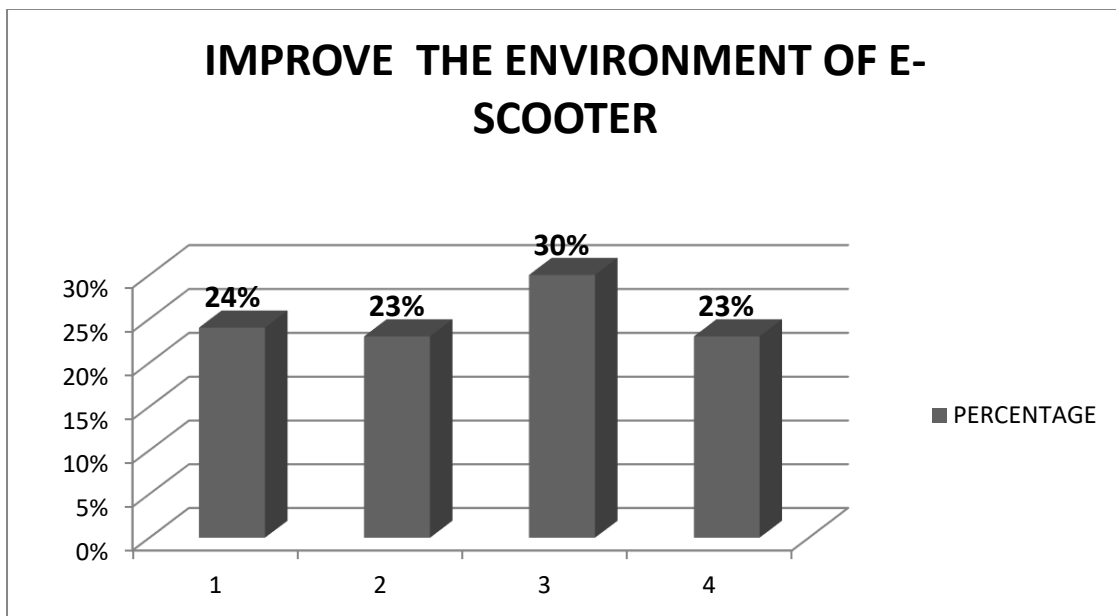
TABLE 3.32

IMPROVE THE ENVIRONMENT OF E-SCOOTER

IMPROVE THE ENVIRONMENT	NO.OF RESPONDENTS	PERCENTAGE
NOT AT ALL	18	24%
UNSURE	17	23%
SOMEWHAT AN IMPROVEMENT	23	30%
DEFINITELY	17	23%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.32



INFERENCE :

From the above table 3.32 it is referred that out of 75 respondents,30% of the respondents improve the environment of e-scooter is somewhat an improvement,24% of the respondents improve the environment of e-scooter is not at all,23% of the respondents improve the environment of e-scooter is unsure,23% of the respondents improve the environment of e-scooter is definitely.

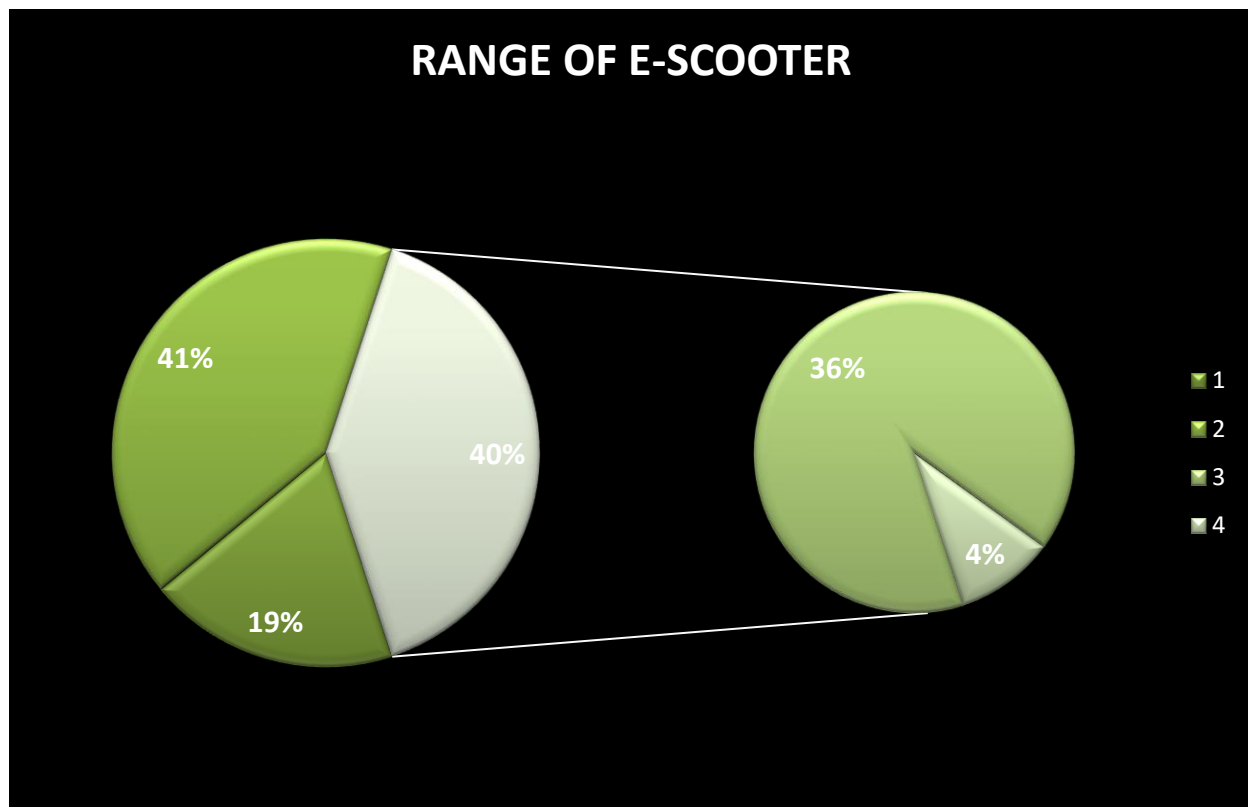
The majority of the respondents are somewhat an improvement is 30%.

TABLE 3.33
RANGE OF E-SCOOTER

RANGE OF E-SCOOTER	NO.OF.RESPONDENTS	PERCENTAGE
LESS THEN 100 KM	14	19%
100-150 KM	31	41%
150-200 KM	27	36%
OTHER	3	4%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.33



INFERENCE:

From the above table 3.34 it is referred that out of 75 respondents ,60% of the respondents are scooter applicable or not is yes,40% of the respondents are scooter applicable or not is no.

The majority of the respondents are yes is 60%.

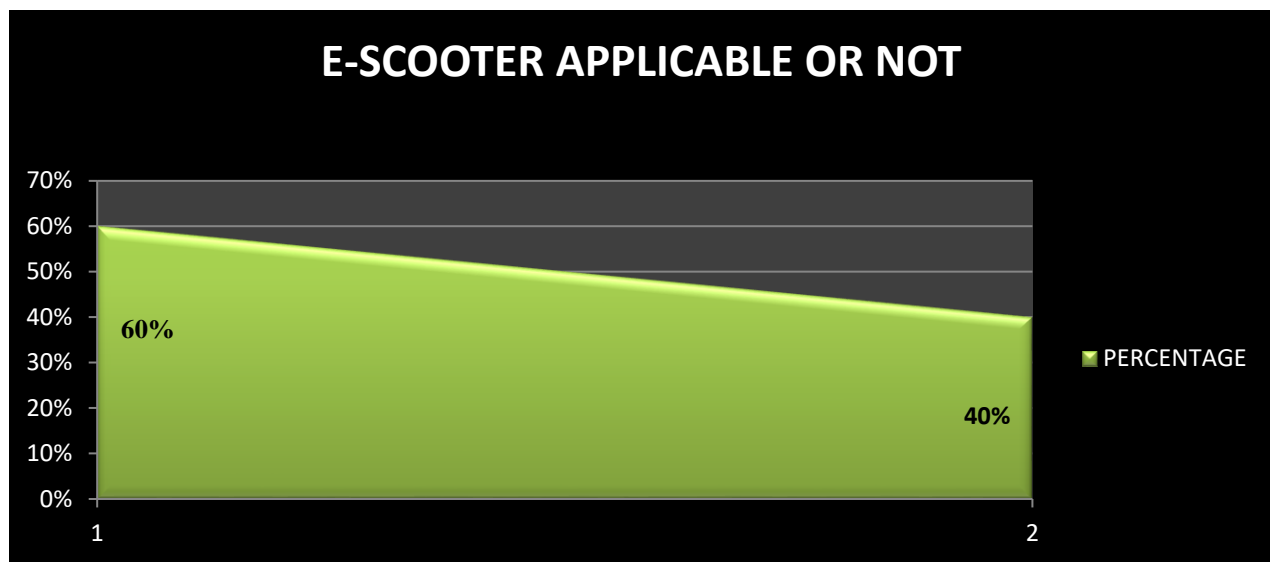
TABLE 3.34

GST FOR E-SCOOTER APPLICABLE OR NOT

E-SCOOTER APPLICABLE OR NOT	NO.OF RESPONDENTS	PERCENTAGE
YES	45	60%
NO	30	40%
TOTAL	75	100%

SOURCE: Primary data

FIGURE 3.34



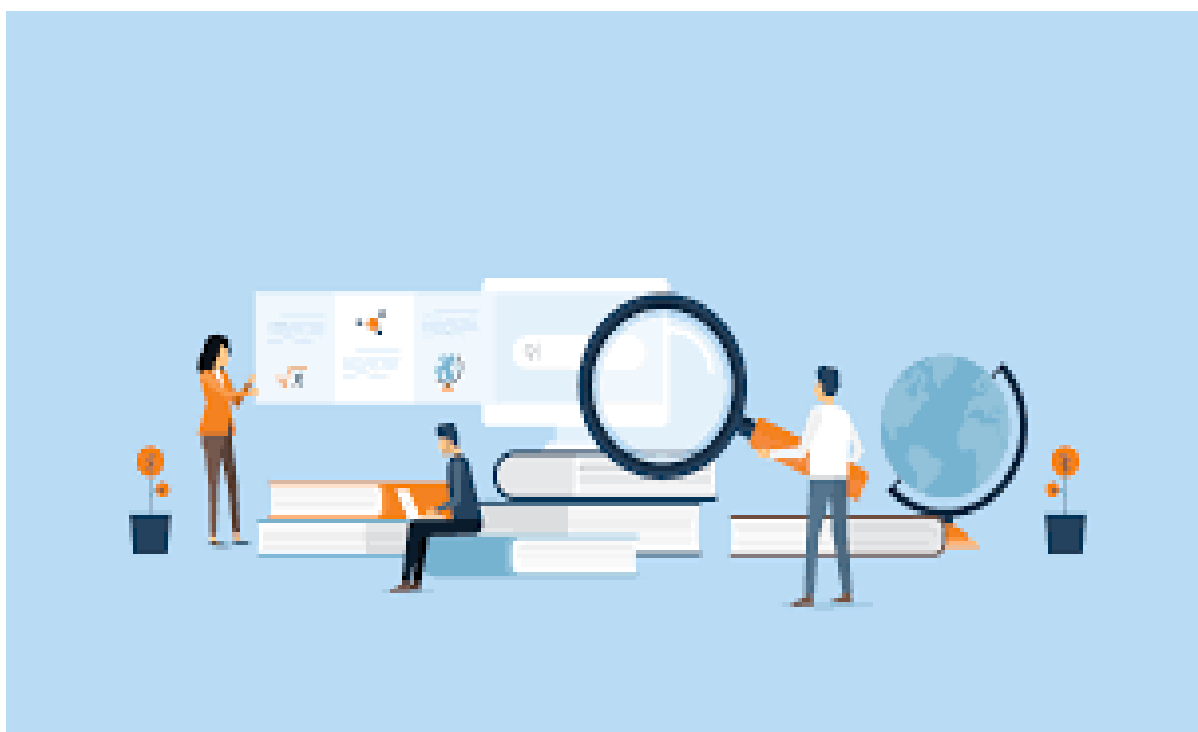
INFERENCE:

From the above table 3.34 it is referred that out of 75 respondents ,60% of the respondents are scooter applicable or not is yes,40% of the respondents are scooter applicable or not is no.

The majority of the respondents are yes is 60%.

CHAPTER-IV

FINDINGS AND SUGGESTIONS




4.1 INTRODUCTION:

Findings, conclusions, suggestions and plan of actions are the last parts of the theses. Findings are statements section, upon which they are based upon the data analysis. Conclusions are answer to the question raised, or the statements of acceptance or rejection of the hypotheses proposed. The conclusions do not need to repeat the evidence on which they are based, but extreme care should be exercised to present them with whatever limitations and qualification are necessary. Besides findings and conclusion, suggestions are also required for the researcher. Suggestions are brief statements of a limited numbers of recommendations for further consideration. These suggestions are to be given at the end of the report. They must be exhaustive and should take into consideration all the difficulties that may arise in implementing them and plan of action will give ideas for further research study. In this study, an attempt has been made to recapitulate the findings of the present study. The collected data is analyzed on three major factors like Profile of the respondents, entrepreneurial aspects and empowerment aspects. The finding of the study is as follows:

4.2 FINDINGS:

The following paragraph, the findings arrived at by the analyzing the data collected from the customers who are in thoothukudi district.

- ❖ The majority of the respondents 60% are male.
- ❖ 48% of the respondents are age group of 18-24.
- ❖ It is inferred that 61% of the respondents are unmarried.
- ❖ 49% of the respondents are graduates.
- ❖ The majority of the respondents 32% are students.
- ❖ 34% of the respondents are below 10000.
- ❖ The majority of the respondents 60% are urban.
- ❖ 60% of the respondents are nuclear.
- ❖ It is inferred that 67% of the respondents are satisfied.
- ❖ The majority of the respondents 53% are average.
- ❖ 53% of the respondents are satisfied.
- ❖ It is inferred that 25% of the respondents are very comfortable.
- ❖ The majority of the respondents 36% are satisfied.

- ❖ 36% of the respondents are speed.
- ❖ The majority of the respondents 31% are improve quality.
- ❖ It is inferred that 37% of the respondents are riding comfortable.
- ❖ 45% of the respondents are the e-scooter is affordable.
- ❖ The majority of the respondents 45% are satisfied.
- ❖ It is inferred that 41% of the respondents are the e-scooter in installment payment.
- ❖ 56% respondents are 10kms-25kms per day.
- ❖ The majority of the respondents 36% are safety and comfort.
- ❖ It is inferred that 35% of the respondents are scooter for mileage.
- ❖ 87% of the respondents are comfortable with e-scooter.
- ❖ The majority of the respondents 52% are advertisements.
- ❖ It is inferred that 49% of the respondents are good.
- ❖ 42% of the respondents are don't get them readily.
- ❖ The majority of the respondents 37% 
- ❖ It is inferred that 30% of the respondents are trendy.
- ❖ 49% of the respondents are 2years.
- ❖ The majority of the respondents 33% are more than 50.
- ❖ It is inferred that 33% of the respondents are 2-3hours.
- ❖ 30% of the respondents are somewhat an improvement.
- ❖ The majority of the respondents 41% are 100-150 km.
- ❖ It is inferred that 60% of the respondents are yes.

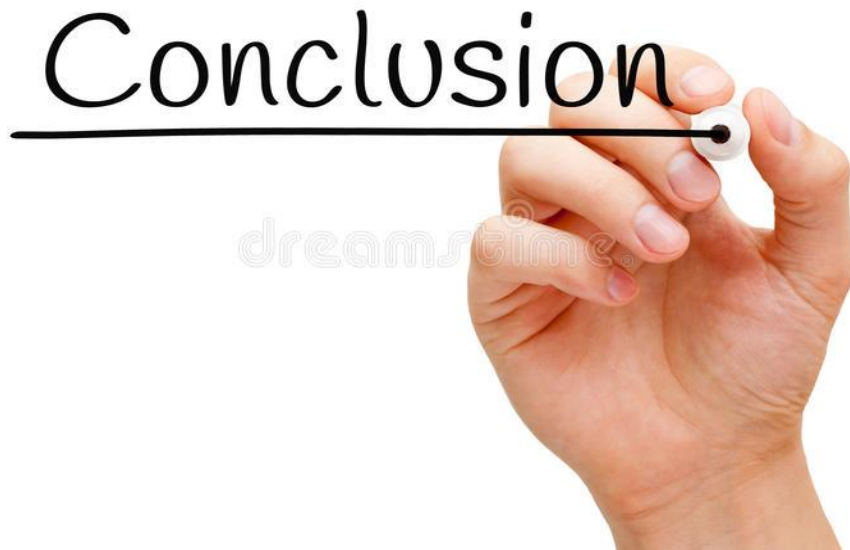
4.3 SUGGESTIONS:

- Conserve its energy- Make it a habit to switch that off when it is not under service. Switch of your electric scooter every time you cross walks, or wherever to answer a contact. It will keep its battery power from being depleted.
- Alter its pace rarely- Do not abruptly change the speed of your electric scooter when driving it. You must not significantly raise its pace to full if it has only begun. In addition, unless you are struck in a traffic jam, you must prevent needless and repeated brakes.

- Overloading should be avoided- Assess your vehicles payload capacity. The capability varies depending on the scooter. Therefore, first and foremost, verify its payload capacity to ensure that it does not raise the maximum limit.
- Fully charge the battery- Let's see with the most apparent one. Check that your battery is completely charged. We bring this up since it is all too easy to overlook to charge the battery after a long shift. Make it a habit to charge batteries as soon you arrive back.
- Properly fill air in tires- The less inflated the tire is when driving the greater the surface comes into contact with the road. Therefore filling the tires will increase your range.
- Decrease the amount of weight that the bike must handle- The greater load your bike can lift, the greater energy it must consume in a smaller duration of time. Hence the more energy it consumes in a shorter period, the shorter the range.

CHAPTER-V

CONCLUSION



5.1 CONCLUSION:

The study has helped dealers to understand whether the customers are satisfied or not. If not what are the main reasons for dissatisfaction of customers towards the dealer and what are the ways of improving the satisfaction level of customers towards dealer. We can conclude younger generation and middle age are more interested in e-scooter. E-scooter should concentrate on its advertising campaign to reach the customers, mileage of e-scooter is very economical. E-scooter has an excellent satisfaction level within the customer for its power, pick up, comfort, safety and with after sales service. The e-scooter checks at the complaints registered by their customers on regular basis to maintain its brand value. Due to the problems of congestion, pollution and urban mobility, new modes of transportation (electric scooter) transportation devices, increasingly seem to be an alternative widespread automobile use. However electric scooter is designed for a broader segment of the population and is meant to meet a wider variety of mobility requirements in urban transfers to alternative forms of mobility and use for short distances. The survey results clearly shows a large majority of test participants found all scooter movements are easy to perform. In future we can use flexible sitting arrangement also we can see advance braking and suspension system. This scooter can be modified according to once interest.

ANNEXURE



ANNEXURE – I

BIBLIOGRAPHY



ANNEXURE-I

BIBLIOGRAPHY

WEBSITE REFERRED:

- ❖ www.eprajournals.com
- ❖ www.researchgate.net
- ❖ www.doccity.com
- ❖ www.sciencedirect.com
- ❖ www.thepharmajournal.com

ANNEXURE-II

QUESTIONNAIRE



ANNEXURE-II

QUESTIONNAIRE

CUSTOMER SATISFACTION TOWARDS ELECTRIC

VEHICLE IN THOOTHUKUDI

1. Name:
2. Age :
 - a) 18-24 b) 25-29 c) 30-35 d) Above 35
3. Gender:
 - a) Male b) Female c) Others
4. Marital Status:
 - a) Married b) Unmarried
5. Education Qualification:
 - a) Higher secondary b) Graduate c) Post graduate d) diploma
6. Occupation:
 - a) Student b) Self-employed c) Private employee d) Govt employee
 - e) others
7. Monthly Income:
 - a) Below 10000 b) 10000-20000 c) 20000-30000 d) Above 40000
8. Locality:
 - a) Urban b) Rural
9. Type Of Family:
 - a) Joint family b) Nuclear family
10. How you rate for your satisfaction level with respect to after sales service of your e-scooter?
 - a) Highly satisfied b) Satisfied c) Dissatisfied d) Highly dissatisfied

11. What is the rate of charge consumption for e-scooter?
a) Low b) Average c) High d) Very high
12. Are you satisfied with the e-scooter mileage?
a) Yes b) No c) Can't say
13. When it comes to comfort and convenience the e-scooter is
a) Very comfortable b) Average c) Not comfortable
14. Are you satisfied with the performance of the e-scooter?
a) Highly satisfied b) Satisfied c) Dissatisfied d) Highly dissatisfied
15. What is the one thing you want to improve in scooter?
a) Speed b) Mileage c) Look d) No need to change
16. According to your opinion what can be done to improve e-scooter sale in
tuticorin?
a) Advertise more b) Provide better service c) Improve quality
d) Should reduce prices e) No need to improve
17. Why are you interested to buy this model?
a) Performance b) Status symbol c) Riding comfort
d) Special purpose e) Maintenance f) price
18. What is your opinion about the price of e-scooter
a) Expensive b) Affordable c) cheap
19. Overall satisfaction of e-scooter?
a) Highly satisfied b) Satisfied c) Neutral d) Unsatisfied
e) Highly unsatisfied
20. How did you purchase the e-scooter?
a) Full cash b) Installment payment c) Loan/EMI d) Gift from parents
21. How many kms on an average do you drive per day?
a) Less than 10kms b) 10kms-25kms c) 50kms-80kms
d) 80 and above

22.What are the factors that you considered while purchasing this particular model of e-scooter?

- a) Brand & price b) Safety & comfort c) Design & performance
- d) Mileage & maintenance e)Other

23.For what purpose you use your e-scooter?

- a) Power of scooter b) Mileage c) Maintenance d) others

24.Are you comfortable with your e-scooter?

- a) Yes b) No

25.How did you come to know about it

- a) Newspaper b) Advertisements c) Friends&relatives

26.How is the appearance of your scooter

- a) Excellent b) Good c) Average d) poor

27.What do you think about the availability of spare parts?

- a) Readily available b) Don't get them readily
- c) Don't have good spares supply d) Major headache

28.How many stars will you rate for your satisfaction level with respect to comfort and safety of your e-scooter ?

- a)  b)  c)  d) 

29.How does your friend say your e-scooter?

- a) Trendy b) Macho c) High cost d) Low mileage
- e) Expensive spare parts f) Other

30.How many years of warranty period in e-scooter ?

- a)1years b)2years c)3years d)4years

31.Maximum speed of a e-scooter is ?

- a)20-30 b)30-40 c)40-50 d)More then 50

32.How many hours will be taken to charge the battery in e-scooter ?

a)1-2houes b)2-3hours c)3-4hours d)More the 4hours

33.Do you feel that electric scooter improve the environment?

a)Not at all b)Unsure c)Somewhat an improvement d)Definitely

34.What should be the range of an electric scooter when fully charged?(In approx.)

a)Less then 100km b)100-150km c)150-200km d)Other (please specify)

35.Is there GST for e scooter applicable or not ?

a)Yes b)No

36.Do you have any suggestions to improve the standard of e-scooter?

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
TECHNOLOGICAL SERVICES OF KARUR VYSYA BANK IN
THOOTHUKUDI**

Project submitted to Department of Commerce

**ST. MARY'S COLLEGE (AUTONOMOUS)
THOOTHUKUDI**

Affiliated to Manonmaniam Sundaranar University Tirunelveli
In partial fulfilment of the requirements of

BACHELOR OF COMMERCE

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APRIL 2023

DECLARATION

We have declared that the project entitled "CUSTOMER SATISFACTION TOWARDS TECHNOLOGICAL SERVICES OF KARUR VYSYA BANK IN THOOTHUKUDI" is submitted in partial fulfilment of the requirements for the degree in our original work done under the guidance and supervision of **Dr. G. Maria Delicia Helina M.com., M.Phil., Ph.D.** This project has not previously formed the bases of award of any similar titles and it represent entirely an independent work.

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CERTIFICATE

It is certified that this short-term project work entitled "**CUSTOMER SATISFACTION TOWARDS TECHNOLOGICAL SERVICES OF KARUR VYSYA BANK IN THOOTHUKUDI**" is submitted to St. Mary's College (Autonomous) affiliated to **Mononmaniam Sundaranar University** is partial fulfilment of the requirements for the degree of **Bachelor of Commerce** and is a record of work done in the **Department of Commerce (SSC)**. St.Mary's College (Autonomous), Thoothukudi during the year 2022 - 2023 by the following students.

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CHAPTER I



INTRODUCTION AND DESING OF THE STUDY

CHAPTER-1

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

The present days banking business very much depends upon the ability of the banks to develop close relationship with their customer. The banking industry has to focus on the technology-oriented innovation that offer ease to the customer. The recent trend shows that most brick and mortar bank are shifting from a profit centric model to a customer centric models they develop their new e-banking capabilities. Over an extended point in time, they have been updated to via electronic and telecommunication networks for delivering a board variety of assessment, additional products and services. The deliverance channels embrace through dial up connections; confidential networks, community networks and the devices include telephone and personal communication including the automated teller machines.

Since 1991 Indian banking scenario has been process of transfer mantra and consolidation. Banks in India have conventionally presented collection banking products. Indian banking industry has leveraged technology to the scope achievable in conditions of achieving prepared effectiveness and preamble of new products and conveniences like ATM, Tele-banking, Debit card, most ordinary deposit products contain savings deposit, Current deposit, term deposit, and lending made such as cash credit and term loans, personal loans including consumer loan, housing loan and vehicle loans have been introduced by a number of banks corporates are also deriving benefits from the increased variety of products and competition among the banks for its business.

Banks is focused on three areas: meet customer service expectations, customer costs and manage competition. For this, banks are exploring original financial products and service option that would assist them produce lacking after accessible customers and any new financial product or service that a bank offers will be fundamentally associated to technology computerization in the basic object those banks need having in place. It involves a grouping of centralized networks, operations and a core banking application. Automation enables banks to offer 24x7x365 service by using lesser man power but to be really competitive, banks need to think beyond just basic automation. The changes after liberalization and globalization process initiated since 1991 in India have a profound and significant impact on the financial system, particularly on the banking industry. The fast pace of changes has radically and perceptibly

transformed the operational environment of the banking sector. It is rightly said that change is the only constant factor in a bid to develop sound and efficient banking system in India at par with international banking standards and practices

Banks now-a-days plan to put down better anxiety on consumer trade in the upcoming years with a view to complete higher market diffusion and productivity. Technology has paved way for expanding the horizon of consumer banking and has smartened up the staid business of banking. Now-a-days, the scenario is totally different. Banks determined by the ever mounting contest have offhand on existing features and created new conveniences that are additional customers friendly. Growing Indian middle class people today has a disposable of surplus income and aspires for a better life style. The busy business executive needs cash at anytime, at all places and is willing to pay extra for this service.

Now-a-days technology has become an integral part of banking operation. Now a customer can open his account with any bank in any residence location and also can complete the transaction sitting comfortably at his residence. Technology has a role to play in ensuring a fair return to the shareholders by facilitating in ensuring greater profits to the banking sector. The technology has made banking transaction for clients.

1.2 STATEMENT OF THE PROBLEM

A Customer generally expects speedy uninterrupted expect. Counter service during business hours for carrying out business transactions. But, it is a well-known fact that many counters remain unattended during business hours. Waiting for an inordinately long period to carry out a simple transaction has continued to be a vexing problem in a bank branch thereby generating deep dislike amongst a vast majority of customers. Job security, trade unionism and lack of the responsibility on the part of the employees are some of the dominant causes for the indifferent attitude of the employees towards the customers. With increased in the competition in the banking industry, the quality of customer services determines the flow of customer preferences. Different age group may have different preferences. The younger age group may prefer faster and non-personal services, whereas senior citizens may opt for slower but personalized services. Bank cannot choose customer. They have to cater to a heterogeneous mass. Banks have to design special program which can teach customers the use of modern technology services. The researcher has undertaken the study with specific objectives. It is hoped that the present study will contribute towards a better understanding of the banking service rendered by Karur Vysya bank in Thoothukudi.

- 1.What are the technological services provided by the banks?
2. How far the technological cater to the needs of the customers?
- 3.To what extent the technological services are utilized by the customers?
- 4.What are the problems faced by the customers?

To succeed, a bank must distinguish itself from its competitors not just in the quality of the core product but also in how it manages the services of the banks. Every interaction with a customer provides an opportunity to be “unique” and to “Go beyond the call of duty”. Hence the present study has been carried out to examine the above enquiries and offer solutions.

1.3 REVIEW OF LITERATURE

Aijaz A Shaikh, Helikki Karjalvoto,(2015), In their article, “Mobile banking adoption” tell about the Telematics and informatics, Electronic commerce continues to have a profound impact on the global business environment, but technologies and applications also have begun to focus more on mobile computing, the wireless web, and mobile commerce.

Anukool Manish Hyde,(2015), In his journal “E-Journal of management & Research” tell about the feature of banking industry across the globe has been that it is increasingly become turbulent and competitive, characterised by an increasing trend towards internationalization, mergers, takeovers and consolidation of the banking industry. Moreover a number of nonbanking companies are entering the banking industry by offering financial products.

Anbuoli Parthasarathy, Thiruvenkatraj Ramasamy (2015), In their conferences “International disciplinary research in engineering and technology” has discussed about the customer’s awareness on CRM policies in canara Bank was similar regardless of demographic variables. The customer perception on customer relationship Management practices adopted by the canara bank is agreed about 9 practices.

Alnsour & Khalil al-hear(2016), In his article “Internet banking and Jordanian Corporate customers: issues of security and trust” tell about the examined that technology and unnovation have very high response behaviour, yet it is considerably classified and split particularly in developing nations like Jordan. Their study attempts to provide gainful visions

regarding two key factors that arise in the recognition of online banking by Jordanian consumers, specifically, security and trust.

A George (2018), In his article “International journal of research and development” tell about the study examines the perceptions of Internet Banking (1B) users in kerala using technology acceptance model (TAM) by incorporating service quality as external variable. The study found that both the TAM variables-perceived ease of use (PEOU) and perceived usefulness (PU) have a direct effect on 1B use, and (PEOU) also has such as fulfilment, efficiency, reliability, website attributes responsiveness and privacy also have indirect effect through TAM variables on 1B use.

Armend Salihu, Hasan Metin,(2017), In their article “Journal of Internet banking and commerce” tell about the emerging development of information and communication technology has brought many changes in almost all aspect of life. Newly developed electronic banking services like ATM cards and e-banking are replacing the traditional banking practices.

Abdullah Alkhwaiter, (2020), In his article “International journal of information management” tell about the Global spread and use of internet and mobile contributed to the development of digital payments and banking there is a lack of research which provides comprehensive synthesis and analysis of factors affecting the use and adoption of digital banking and payment methods in GCC countries.

Fintech revolution started with the introduction of credit cards in 1960 and have been revolutionized with blockchain technologies integration of fintech based solution with Islamic finances has gained interest among academics. The lack of literature evidence on this issue has motivated us to conduct a systematic identified fourteen documents relevant to the context of the study and conducted the content and thematic analysis.

A Hemalatha(2020), In her journal "International Journal of Management" Investment is a kind of self-restriction from spending the entire income to stabilize the regular financial flow of human beings during some inevitable time hindrance. Investment is considered that to sacrifice certain present value of money in anticipation of a reward. India needs very high rate of investments to attain high level of growth. Since the beginning of planning, the prominence was on investments the primary instruments of economic growth and increase in national income A variety of investment avenues are available such as shares, bank deposits, companies, gold and silver, real estate, life insurance, postal savings and so on.

Amit Shankar, Charles, Jebarajakirthy, MD Ashaduzzaman,(2020), In their journal “Journal of Retailing consumer services” discuss about the Mobile banking is the fastest

growing and most cost effective channel for delivering banking services. Electronic word of mouth (EWOM) plays a crucial role in the success of ecommerce. Therefore the main purpose of this study is to investigate a comprehensive moderated mediated mechanism for M-banking adoption behaviour through positive ewom triggers using the elaboration likelihood model (EIM).

Aalwan, A.A, Dwivedi, Y.K. and Rana, N.P (2017), The study applies the unified theory of acceptance and use of technology (UTAUT) to investigate the entrepreneurial usage of mobile banking services. Mobile phones have a deep penetration in the emerging markets and so its role in facilitating the banking needs of the entrepreneurs.

Barquin. S., & Vinayak. H.V (2015), The banks have been using digital technologies to help transform various areas to their business. Digital becomes not merely an additional feature but a fully integrated many financial technology players are already taking advantage of opportunities, offering and simplified banking services at lower costs.

Bekele Abraham Diro(2014), In his journal "international journal of management" tell about the an appropriate capital structure is a critical decision for any business organization to be taken by business organization for maximization of shareholders wealth and sustained growth. The main objectives this study was investigating the determinants of capital structure of the selected private Bank in India. Thus, the major focus of this study was to investigate empirically firm specific factors such as, Size, Tangibility, Profitability, Dividend Payout Ratio, Taxation, and Risk. In this study, only secondary data was used. The data collected from the annual report published by the Bank.

Chacha Magasi((2015), In the third middle east conference "Global Business, economics, finance and Banking" has discussed about the study found that satisfaction with bank, services, image of the bank, availability of electronic banking services and perceived service quality were the determinants of loyalty. Customer retention is extremely vital for business to remain competitive. It has recently become more significant compared to customer acquisition.

Cand. Aarela Ramaj (2015), In his article "European journal of economics& business studies" discusses about the efficient management of information provided by the customer is a key point of a customer relationship management system, which demonstrates that the same bank employees consider it imperative to implement CRM system. Finally, it was observed that the majority of workers, come either in a direct or indirect contact with customers.

Cisco (2017), Retail Banking is changing at breath taking speed. Historically, banks rarely wanted to be “First Movers” but given the speed of digital transformation at the age of being a “Fast Follower” may be over.

Dr. Gayathri Chopra (2017), Explained that the various procedures of banks should be transparent and accurate in order to retain the old ones and attract the new customers. It is crystal clear from the study that the current customers are delighted by the tangibles and assurance provided by the bank.

D. Srinivas and Prof: N. Hanomantha Rao (2018), Examined that the dissatisfied customers find responsiveness and Empathy dimension as the twin concept that is lacked by the banks so far as the satisfied customers and concerned. There exist a long gap between the expected service quality and actual service quality.

Doris Neuberger(1998), In his Journal “International journal of the Economic of Business” traces the empirical research about structure, conduct and performance in banking markets has developed mostly independently from the microeconomic theory of banking.

G.Jorge, Peral. P, Begona & Ramon. J. M (2015), The inclusion of the elderly in the digital era could positively impact their social and economic welfare. The study aims to explain the internet use in the segment capturing the heterogeneity across gender in the technology acceptance model (TAM).

Haitham Mohamed Elsaid,(2021) In his paper entitled “Qualitative Research in financial markets”, 2021, tell about the paper provides a review of literature directions regarding the potential impact of fintech operators on the financial services market globally.

Haitham Mohamed Elsaid(2021), In his article “Fintech firms on the banking industry” tell about the review of literature is to provide a review of literature directions regarding the potential impact of fintech operators on the financial services market globally. The paper also provides guidance for fruitful research on the impact of fintech activities on social and economic welfare in future.

H.Iberahmi, NK Mohd Taufik, As Mohd Adzmir, H saharuddm (2016), In their journal “Procedia economics and finance” tell about the selfservice technology (SST) is a required feature in retail banking industry. The interface facilitates communication between human and machine is important in our daily lives as a result of swift-technology advancement Automated-Teller machine (ATM) has been one of the best options for self-service banking services

Leen Hussam Alsaad, Quais Ahmed Almaamari (2020), In their article “International journal of management” tell about the aims of this paper is to examine the

driving factors of the performance of the Bank, Specially the paper focuses on the extent to which the quality of service, creativity, technology, employee engagement, banking impact of bank performance.

Mugdha Y. keskar, Neeraj Pandey (2016), In their journal “Journal of Internet commerce traces” the review of literature on the current developments in Internet banking. It provides an overview of the changes as well as the ongoing Research of Internet banking.

Mrs. M. Ester and Major Dr. R. Rajesekaran (2015), In their book “A study on customer awareness towards banking services in Coimbatore city” discussed about the today bank had operate in highly globalized liberalized, privatized and a competitive environment. Its main objective is to identify the customer level of awareness towards banking sources.

Mahaswar Sahu, Sweta Leena Hota (2015), In their article “International journal of Research and development” tells about the CRM is one of the tools which helps in Meeting the customer’s expectations and improve the service quality of the banks thus leading to retention of the customers and improve profitability. Banks have realised that CRM is that magical tool which will help them to build stronger and more profitable relationship with their clients. The study helped to understand that CRM helped in establishing customer relationship with clients and will go a long way in developing a lifelong relationship.

Montaremi A.R & Qahri-Saremi H (2015), Despite the potential benefits that online banking offers consumers it has low adoption rate. We systematically review online banking adoption literature to propose two research models of factors affecting pre-adoption and post adoption of the online banking to test our proposed models. We applied a two stage random effects meta-analytic structural.

Nizar Souiden, Riadh Ladhari, Walid Chaouali,(2021), In their journal “International journal of Bank Marketing” tell about the study is a systematic review of mobile banking service. It main objectives is to provide a state of the art review of this particular growing type of services. It inventories and assesses the most significant determinants of and barriers to consumer’s adoption of mobile banking. Moreover it identifies the most common consequences of this adoption.

NaghmeH Niknejad, Waidahismail, Imran Ghani, Behzad Nazari, Mahadi Bahri, (2021), In their “Journal of Information system” tell about the services oriented Architecture has emerged as an architectural approach that enhances the services delivery performance of existing traditional systems while still retaining their most important features. This approach due to its flexibility of adoption, has gained the attention of both academic and business entities.

Nai Sathijavany, Shanmugathas Shivany,(2018), In their article “International Journal of humanities Invention” discuss about the today the increasing digitalization makes the services industry like bank provide e-banking services or online banking in order to access the competitive advantages and dedicate much market share for themselves as it has crucial role in increasing the organizational.

OE Oruc, C Tatar (2017), In their investigation, “Computer in human behaviour “ tell about the banks get an opportunity of serving to their customers without the restriction of location and time. But some customers still do not use it, because of different reasons. In order to understand this problem a structural equation model of internet banking use in Dokuz Eylul University’s academicians was developed.

Phan D.H.B, Narayan P.K, Rahman R.E, & Huta barat A.R (2019), In their article “Pacific journal” tell about, We develop a hypothesis that the growth of financial technology negatively influences bank performance. We study the Indonesia market, Where Fintech growth has been impressive.

P. Thirumoorthi and V. Manjula (150)(2015), In their article “Asia pacific journal of research” tell about the Banking sector has been facing stiff competition among intra and inter-banks on one side and foreign banks on other side after economic reforms. They have realized that managing customer relationships is a very important factor for their success in the long-run. CRM strategy in the banking sector is of strategic importance. The Challenges faced by banks and their customers are many but the trick lies in de-mystifying complex financial relationship.

P. Sopna, R. Saravanan (2015), The study revealed that the efficiency of a banking sector depends upon how best it can be provided to the customer and differentiated by the service provider from the rest of the service providers if it poses some unique selling proposition.

P Vimal Kumar, V Mekala(2015), In their article "International Journal of Interdisciplinary" Banking in India originated in the last decades of the 18th century. The banks were The General Bank of India which was started in 1786. The three were merged in 1921 to form Imperial Bank of India, Which upon India’s independence becomes the State Bank of India. But, the banking functions became an effective force only after the first decade of 20th century. The first NET BANKING SERVICES was implemented by ICICI Bank. Later on the other banks also introduced the NET BANKING SERVICES to the customers.

Rashedul Hasan, Mohammad Kabir Hassan, Sirajo Aliyu,(2020), In their article “Fintech and Islamic finance” tell about the literature review and research agenda customer experience in digital banking. A review and future research directions.

Rajagopal subashini,(2016), In her journal “The journal of Internet banking and commerce” tell about the dynamics of service quality and satisfaction of customer on banks situated in various countries indicates that earlier studies offered no consensus over the subject. Now a days all banks play a vital role in retail banking.

Rahis, Ghani M.A., & Ngah A.H (2019), The Banking sector has evolved in information technology for their internal and external business operations. In effect user acceptance of internet banking is considered as one of the most fundamental issue banking sector.

Robert Anuforo, Bashir M. Ogungbanghe and Georgina Edeoga(144) (2015), In their journal “Journal of Social economics” tell about the study revealed that the impact of customer relationship management on bank growth in Nigeria, with special focus on one first generation bank. The study recommended that management of commercial banks in Nigeria should pursue customer relationship management programmes with vigour to achieve their business objectives. The study results indicate a strong positive relationship between banks performance and CRM programme Implementation. The study finally stated that CRM strategies and marketing management of their service products have a direct relationship with the survival of commercial banks in Nigeria.

Soumya Sreedhar. V and Jancy Dary, (2015), In their article “International journey of commerce” tell about the CRM is a sound business strategy to identify the bank’s most profitable customers and prospects, and devotes time and attention to expanding account relationships with those customers through individualized marketing, reprising, discretionary decision making, and customized service-all delivered through the various sales channels that the bank uses.

Sharif and Raza (2017), emphasized that hedonic motivation, trust, self-efficiency and habit were significant to predict behavioural intention whereas habit and behavioural intention could be used to explain adoption intention of enhancing customers skills of using internet banking screens and adding extra innovative interface to attract more customers.

S Ayyappan, M Sakthivadivel, D Prashanth(2015), In their article" International Journal of Engineering"tell about the technological and economical changes brought with it new mix of players in the form of public sector banks, private sector banks and foreign banks. The banking industry is facing intense competition due to the entry of private sector and foreign

banks in India. Private sector banks in India were the first to introduce internet for banking services in the country. Due to the late ingress into the field, private sector banks understood that reaching the customers in the inaccessible corners of the country is a very intricate task. The expectations are more with the private sector and foreign banks because they are the new entrants on the banking scene with better technology, faster delivery, and customer centric policies. The private sector banks have advantage over public sector units in terms of technology, innovation of services and the present study evaluates various factors and its influence of e-banking services towards selected private and public sector banks in Erode district.

Shivani Malhan (2015), In her article “International journal of management” discussed about the study revealed that customers enjoy complete luxury in terms of customized technical solutions and banks use the same to cement long-term, mutually-beneficial relationships.

Sandhya P (2015), In her article “American International Journal of research” tell about the study revealed that customer relationship management in banks has evolved from a customer facing application to a customer-centric strategy that manages the complete cycle from customer interactions to branch operations through central operations.

Shilpa Chauhan, Asif Akshtas, Ashish Gupta, (2022), In their journal “International journal of quality service” tell about the study aims to demonstrate digital bankings influence on customers evaluation of service experience and develop a framework identifying the most significant variables of digital banking that influences the financial performance of banks.

S Rani, Nitu Maurya, Salauddeen Shaika, A Pankajam(2022), In their article "ECS transactions" discuss about the Nowadays private sector banks are giving new dimension of the banking chapter. Private banks are quickly adopting the technology for banking operations and customer satisfaction. Because of the heavy competition in the banking industry, private banks are forced to do the technology advancements and customer satisfaction. The researcher tried to find out the Karur Vysya bank customers expectation through a well-defined interview schedule. The challenging business process in the budgetary service pressurized banks to introduce an alternative delivery channel to pull customers and improve customers perception.

Thuy Thu Nguyen, Hien Thi Nguyen, Hong Thi Mai, Tram Thi Min Tram (2020), Digital banking is one of the latest applications that integrates all services of traditional banks via digitized technology. By using the modified unified theory of acceptance and use of technology and the eight constructing factors have been selected to examine their influences.

T Nadeera, P Vidhyapriya(2015), In their article "European Journal of Business and Management" tell about the The study at Karur Vysya Bank is mainly done to measure the customer awareness level towards the technology products. Indian banks today are as technology-savvy as their counterparts in developed countries. Branch networking coupled with ATM networks has resulted in expansion of banking services across the country. Introduction of new technology based products and services have put the banking industry on a new growth trajectory. The purpose of this research is to study the extent of usage of various banking products and services by customers. Field surveys with structured questionnaires (interview schedule) were used to collect primary data from the customers on random sample basis in Erode Branches

Van Dinh, Uyenle and Phuong Le, (2015), In their article "The journal of Internet Banking and commerce" has discussed about the Internet Banking is an innovative service in banking industry. The main objective of this study is to evaluate the impact of internet banking to performance of bank. The study uses random effect model (REM) and fixed effect model (FEM) to estimate relationships between internet indicators and banks performance.

Vikram B.B and Anuradha (2015), In their article, "International Journal of innovative research" tell about the study revealed the close relationship with customers will require a strong coordination between IT and Marketing departments to provide a long-term retention of selected customers. Customers relationship management systems have been adopted to have better relationships with customers by having detailed knowledge of their requirements through using different information technologies. Banks have large numbers of customers and to fulfil their customer requirements most banks have adopted CRM systems.

Vikas sangwan, Puneet Prakash, Shveta singh,(2020), In their article "Economics and finance" traces the paper undertake the matic review of academic paper on financial technology to identify three broad categories for the purpose of classifying extant literature the paper summarire the research and findings in this emerging field. Thereafter, it identifies the gaps and provides directions for further research.

Varda Sardana, Shubham Singhania (2018), In their article "International Journal of innovative research" tell about the theoretical literature on the growth of digital and information technology in the indian banking industry digital banking technologies have escalated over the years, with the availability of a large portfolio of products such as deposits, ATM, debit cards, mobile payments.

Wan-Rung Lin, Yr-Hsien Wang, Yi-Min-Hung (2015), The main purpose of this study is to propose a research model to explore the key factor's affecting consumer's willingness to use online banking. The structural equation modelling (SEM) was used to explore the key factors of consumers actual use of online banking.

Zhuming Chen, Yushan Lei, Yawen Wu, Junjun Luo (2017), The development of financial technology in areas such as mobile internet, cloud computing, big data, search engines, and blockchain technology have significantly changed the financial industry. This study adopts a comparative case study method to contrast and analyse the industrial and commercial bank of china (ICBC) and Citibank.

1.4 OBJECTIVES OF THE STUDY

Basically, this study intends access, compare, test and analyse the customers perception regarding banking services in thoothukudi. The study has the following objectives:

1.To Assess the level of awareness among the customers of Karur Vysya Bank and its technological services.

2.To Analyse the satisfaction of customer on the technological services rendered by Karur Vysya Bank.

3.To Offer suitable Suggestions for enhancing the level of satisfaction of customers of Karur Vysya Bank.

1.5 RESEARCH METHODOLOGY

The research design emphasizes the merits in qualitative research for as data collection is concerned, recording procedures and instrument of research is concerned.

1.6 CONSTRUCTION OF TOOLS

70 copies of questionnaire were taken and distributed among the respondents. A copy of questionnaire was appended.

1.7 FRAME WORK ANALYSIS

The data collected through questionnaire was analysed though various statistical tools. The statistical tools was for deriving a conclusion and getting better results. The following are the statistical tools which are used for analysis

- Percentage analysis
- Pie chart
- Bar diagram
- Ranking
- Chi-Square
- Friedman Rank Test

1.8 NEED OF THE STUDY

The present study confines the customer services of Karur Vysya Bank. It is ascertained that a comparison of banking services of this kind would help to bring out the factors associated with need and unneeded functioning of the banks. Before one goes for evaluation, there is also a need to know the factors that drive the efficiency and effectiveness to which the bankers pay due attention. Efforts are also made in the study to suggest relevant strategies and solutions for a proper workable and efficient system in future in the backdrop of the problems identified, so as to enable the bankers to improve their services. Many changes take place continuously and unless we make a constant study of the impact of these changes and their influences, it may not be possible to assess correctly and comprehensively the trends in the service expected by the respondents and satisfaction of different banks.

1.9 SCOPE OF THE STUDY

The study has been undertaken to pressure the customer perception towards technological services in KV Banks. The study also explores the perception, preference and satisfaction of the various technological based on service provided by the KV Banks, their reasons for selection of the Bank, the internet-based services commonly used by them. The study is limited to Thoothukudi. The sample KVB customers is the selected respondents. As such, there is a scope to examine whether the technological Oriented services provided by the banks cater to the needs of various sectors of customers.

1.10 AREA AND PERIOD OF STUDY

The Area of Study is limited with the geographical area in Tuticorin. The Research work was done during the period of March. The respondents were interviewed in the college and public during the leisure hours since this very limited period researchers did a comprehensive study.

1.11 SAMPLING DESIGN

By adopting Random Sampling respondents were selected among college students and public the questionnaire distributed among them to elicit primary data.

1.12 SOURCES OF DATA

The primary objective of the study is to analyze the customer satisfaction towards KVB technological services in Thoothukudi. This study covered both primary and secondary data. The primary data were collected through structured questionnaire. The secondary data were collected from different sources like newspapers, magazines, journals, books, websites.

1.13 LIMITATIONS OF THE STUDY

Limitations are common for all studies based on social survey. The conclusions arrived at this study are not without limitations, even though the study is innovative and extensive in some aspects of service in Indian Banking Industry. The customers of elected Karur Vysya Banks were the simply spotlight of the revise. Other banks were disqualified. The study is restricted to Thoothukudi only and the findings are applicable to the study area only.

1.14 CHAPTERISATION

Chapter 1: Introduction and Design of the study.

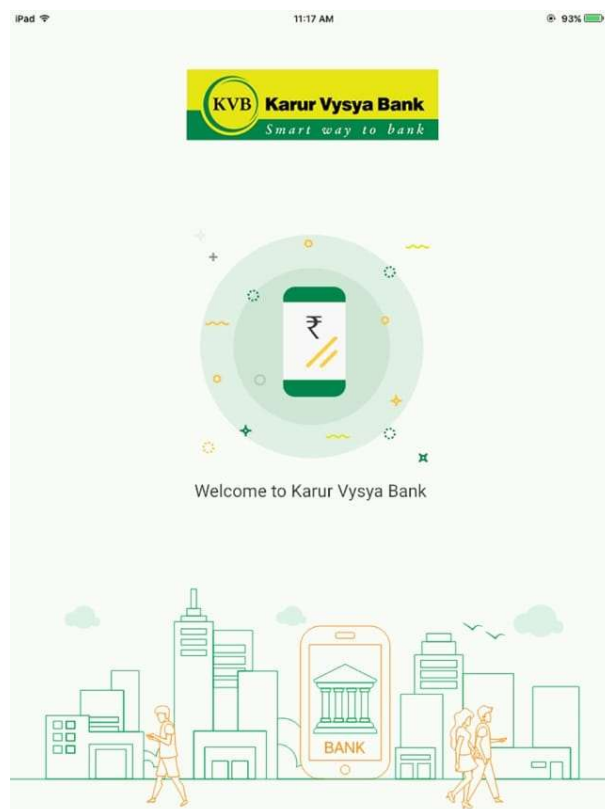
Chapter 2: Profile of the study.

Chapter 3: Analysis and Interpretation.

Chapter 4: Finding & Suggestion.

Chapter 5: Conclusion.

CHAPTER II



PROFILE OF THE STUDY

CHAPTER-II

PROFILE OF THE STUDY

History of Karur Vysya Bank



Karur Vysya Bank is a privately held Indian bank headquartered in Karur in Tamil Nadu. The company operates in four business segments: treasury operations corporate / wholesale banking operations retail banking operations and other banking operations. The company's investments are categorized into three categories held to maturity held for trading and available for sale. Karur Vysya Bank was incorporated on June 22 1916. The Bank commenced their operations on July 1 1916 in the aftermath of the First World War with a view to revive agriculture trade and Industry in and around Karur. In January 17 1927 they opened their first branch at Dindigul. In the year 1952 the Bank became a scheduled bank. In the year 1963. Selvavidhi Bank Ltd was amalgamated with the Bank. Also in the year 1964 Salem Shri Kannika Parameswari Bank Ltd Kombai were amalgamated with the Bank. In the year 1965 Coimbatore Bhagyalakshmi Bank Ltd merged with the Bank. In the year 1980 the Bank got the license to deal in foreign currencies and to transact foreign exchange business. They established International Division for forex operations. In the year 1995 the Bank issued 2000000 bonus shares in the ratio of 1:1 which was followed by rights issue in the ratio of 1:2 at a premium of Rs 25 per share during the year 1996. In the year 2003 the company obtained license to act as a Corporate agent for the purpose of procuring or soliciting life insurance business and general insurance business. They made a tie up for bancassurance with Bajaj Allianz General Insurance to hawk their non-life insurance products through their branches. In the year 2004 they completed 100% computerization of branches and offices. In the year 2005 they implemented CBS in all branches. During 2004-05 the Bank introduced 6 new loan products namely KVB Kisan Mitra Scheme Easy Trade Fin Scheme KVB Happy Kisan Scheme and Gold Card Scheme for Export Constituents of the Bank. Also they launched a new product; 'Cash Passport' which is similar to ATM / Debit card and this product is offered in pursuance of the agreement entered into with

Travellex' which is engaged in travel related services all over the world. During the year the Bank entered into an agreement with MITR consortium in which the customer can use the ATMs of Punjab National Bank Oriental Bank of Commerce Indian Bank and UTI Bank. Also the Bank implemented RTGS facility for instant funds transfer across the country in 26 centres. During the year 2005-06 the Bank launched Mobile Top-up facility to re-charge the cell phone of all service providers through the ATM. They opened new branches at Ludhiana Chandigarh Trichy-Srirangam Nerul-Mumbai Krishnagiri Noida and Amristar. In the year 2008 the Bank won the prestigious CFBP Jamnalal Bajaj Award for Fair Business Practices. In the year 2009 the Bank received Banking Technology Excellence Award 2008 for the best use of IT for customer service in Semi Urban and Rural Areas given by the IDRBT. During the year 2008-09 the company opened 23 new branches and upgraded one extension counter into a full-fledged branch. They entered into tie-up with Religare Securities Ltd for providing trading facility to the Demat customers. Also they entered into tie-up arrangement with LIC Mutual Fund for distributing their products. During the year 2009-10 the company expanded their network in order to increase the market share. They opened 23 new branches and 54 new ATMs. The Bank received the Gold CIO award in more than Rs 1000 crore category of the Enterprise Connect Awards '09 instituted by CIOL (Cyber Media India Online Ltd). They Received Banking Technology Excellence Award Instituted by IDRBT for under the category 'Best IT Infrastructure Management' for the year 2009. As of December 31 2010 the Bank set up 360 branches 437 ATMs 7 satellite offices 13 service centers and 24 administrative offices. They have implemented core-banking solutions across all its branches. They bank has set up a Disaster Recovery Site (DRS) at Cyber Pearl Hi-Tech City Hyderabad. The Bank is ensuring less than 30 minutes old data backup of the Primary Data Centre Databases at this DRS using a Disaster Recovery Automation Solution. During the financial year 2013-14 Bank opened 21 Branches and added 345 ATMs. With this as at the end of March 31 2014 the Bank has a total network of 572 branches and 1617 ATMs with PAN India presence. The aggregate customer outlets of the Bank (both Branch network and ATMs installed) rose to 2189. To facilitate remittance of cash on real time basis to customers' accounts your Bank has introduced 153 cash Deposit Machines or Bunch Note Acceptors (BNA). The Bank has 667 branches and 1655 ATMs as on 31 March 2016. The bank had added 38 branches and 10 ATMs during the year to improve its footprint throughout the country including un-banked centres in tune with RBI guidelines. The Board of Directors at its meeting held on 19th September 2016 considered and approved the sub-division of one equity share of the Bank having face value of Rs 10/- each into five equity shares of face value of Rs 2/- each and consequential alteration in the relevant

clauses of Memorandum and Articles of Association of the Bank and the same was approved by the Members of the Bank through postal ballot on October 27 2016. Board of Directors of the Bank fixed November 18 2016 as Record Date for the purpose of subdivision of face value of equity shares of the Bank. Accordingly equity shares of face value of Rs 2/- each were issued to all the members who were holding equity shares of Rs 10/- each on November 18 2016. The Bank has 711 branches and 1747 ATMs as on 31 March 2017. The Bank had added 44 branches and 115 ATMs during the year to improve its footprint throughout the country including un-banked centres in tune with RBI guidelines accounted for technology initiatives. During the fiscal 2017-18 the Bank has successfully raised capital by way of Rights Issue in the ratio of one Rights Share for every six shares held on the record date (i.e. October 13 2017) along with Employee Reservation Portion of 117317101 Equity Shares of face value of Rs 2/- each for cash at a price of Rs 76/- per Equity Share (including a premium of Rs 74/- per Equity Share) aggregating to Rs 891.61 Crore. The Rights Issue was over subscribed by 1.53 times which shows the belief and confidence on the Bank's business and its future. The Rights Shares allotment was made on 22nd November 2017. During the FY 2017-18 Bank has opened 79 branches including 2 digital branches and 1 extension counter. The Bank has also opened 6 Corporate Business Units (CBU) 5 Central Loan Processing Cells (CLPC) 3 Asset Recovery Branches (ARB) and a currency chest at Hyderabad. The total number of branches as on 31 March 2018 stood at 790. The Bank has 1795 ATMs and 533 BNA Recyclers meant for serving the customers of the Bank as on 31st March 2018 which includes 78 ATMs and 90 BNA Recyclers installed during the year under report.

BOARD OF DIRECTORS OF KVB



Dr Meena HemchandraM.A., (Economics), Ph.D.,(Economics), EDP on Advanced Risk Management for Leadership Roles - Wharton (USA), CFA (India), C.A.I.I.B.

DIN: 05337181

Role: Non-executive Independent (Part-time) Chairperson

Experience: Career Central Banker with 35+ Years of Experience & Retired Executive Director of RBI

Sectorial Representation on the Board: Economics, Banking, Agricultural and Rural Economy, Finance & Business Management, Treasury Operations and Payments & Settlements System, Information Technology & Cyber Security, Risk Management & supervision and Business analytics (“Majority Sector”)

Date of Appointment: May 26, 2022



Shri B Ramesh BabuM. Com., (with specialization in Banking); C.A.I.I.B., Diploma in International Factoring” by Factors Chain International, Netherlands.

DIN: 06900325

Role: Managing Director and Chief Executive Officer

Experience: An astute Banker with four decades of all-round experience.

Sectorial Representation on the Board: Accountancy, Banking, Human Resources, Payments & settlements systems, Strategic Planning and Treasury (“Majority Sector”)

Date of Appointment: July 29, 2020



Shri M V Srinivasamoorthi B.Sc., (Chemistry).

DIN: 00694618 Role: Non-Executive Non-Independent Director

Experience: More than three decades of experience in Export of Garments

Sectorial Representation on the Board: Business Management and MSME (“Majority Sector”)

Date of Appointment: August 27, 2015



Dr K S Ravichandran M.Com., F.C.S., L.L.B., Ph.d., Diploma in Electronics & Radio Communication Engineering, and Diploma in Technology.

DIN: 00002713 Role: Non-Executive Independent Director

Experience: Expert in Company Laws, Securities Laws and FEMA etc., having around three decades experience as practicing Company Secretary and his areas of specialization include governance, Board process, corporate restructuring, and dispute resolution, IPRs, Mergers & Acquisitions and IBC etc.,

Sectorial Representation on the Board: Accountancy, Audit, Credit Recovery, Governance and Law (“Majority Sector”)

Date of Appointment: May 26, 2016



Shri R Ramkumar B.C.S., M.B.A (Human Resources).

DIN: 00275622

Role: Non-Executive Non-Independent Director
Experience: Having more than a decade of experience in Textile Business and also has a business interest in certain finance firms

Sectorial Representation on the Board: Business Management, Finance and Human Resources (“Minority Sector”)

Date of Appointment: June 25, 2018



Shri K G Mohan B.Tech (Chemical Engineering) - IIT Madras Post Graduate Diploma in Industrial Engineering.

DIN: 08367265 Role: Non-Executive Independent Director

Experience: More than four decades of corporate working experience with large multinationals as well as independent technology professional post retirement.

Sectorial Representation on the Board: Business Management, Cyber Security and Information Technology (“Majority Sector”)

Date of Appointment: February 01, 2020

WHAT THEY SAID ABOUT KVB

Dr. Manmohan Singh on the occasion of KVB's Platinum Jubilee celebrations in 1991, - "The performance of KVB in the matter of productivity is to be emulated by public sector banks."

Sri P. Chidambaram during the 80th Anniversary celebrations of KVB in 1996 - "KVB is to be congratulated for its standing as one of the leading Banks in the private sector. KVB is one of the safest banks."

Dr. C. Rangarajan, while inaugurating KVB Towers at Chennai in 2001 - "KVB can be regarded as a fine example of how a medium sized bank can effectively play its part in promoting the regional development and attending to the needs of small and medium entrepreneurs."

Smt. Shyamala Gopinath, Deputy Governor, Reserve Bank of India on the occasion of the 90th Anniversary celebrations of KVB in 2006 - "KVB is almost on par with new generation private banks in technology. It has implemented Core Banking Solution across the bank including rural branches. Using this technology platform, it has enabled multiple delivery channels viz., ATM network, VISA Debit Cards, Mobile Banking and Internet Banking. All these initiatives are indeed a fitting tribute to the visionary founders of KVB."

A P J Abdul Kalam, Chief Guest at the Founders' Day celebration in 2007 - "I would like to quote Mahatma Gandhi who had said "The difference between what we do and what we are capable of doing would suffice to solve more of world's problems." This has been proved by the Karur Vysya Bank by rising to the occasion, facing challenges and coming out gloriously from every situation."

OUR VISION

DELIGHT THE CUSTOMERS CONTINUALLY BY BLENDING TRADITION WITH TECHNOLOGY TO DELIVER INNOVATIVE PRODUCTS AND SERVICES AT AFFORDABLE RATES THROUGH A PAN INDIA BRANCH NETWORK

ORIGIN

Karur Vysya Bank was started in the year 1916 in Karur, then a small textile town with a vast agricultural background, by two illustrious sons of the soil – Sri M.A. Venkatarama Chettiar and Sri Athi Krishna Chettiar. What started as a venture with a seed capital of Rs. 1.20

lakh has grown into a leading financial institution that offers a gamut of financial services, under one roof, to millions of its customers.

Ways To Bank-KVB e-Book

KVB e-BOOK

KVB'S e-book App helps you in viewing your banking transactions anytime anywhere. KVB e-Book is available in all major Mobile platforms to cater to the needs of our customers.



Features

Favorites Screen

This allows you to choose your favorite option for faster navigation. You can access your favorite option (or) edit your favorites

Cheque Return Reason

Now you can view the reason for your Cheque return if any in e-Book account statement.

Anmol Reward Points

Now you can view your available Anmol reward points, Mini statement and Statement of a transaction for a particular period of your debit cards in e-Book.

Alerts

In addition to RD maturity alert after login, we have also enabled alerts for standing instruction failure and Locker arrears. In addition to this, we have enabled SMS / email alerts when you access your e-book from a different device.

Call Back Service

(Pride, Prestige & Sr. Citizen Customers)

Now you have a privilege to get the callback service from our customers care representative during working hours.

Refer a Friend

Now you can refer your friend to make use of e-Book application.

Netbanking Claims

Now you can submit your Netbanking claims from your e-Book.

Rate Conversion Calculator

Now you can calculate the conversion rate for INR for your foreign exchange transactions.

Insurance Scheme Details

Now you can request to open / view your Insurance schemes.

- Social Security Scheme
 - Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY)
 - Pradhan Mantri Suraksha Bima Yojana (PMSBY)
 - Atal Pension Yojana (APY)
- General Insurance (Coming Soon)
- Life Insurance (Coming Soon)

Notification Service

Now you can get the Bank's promotional offers and schemes info in your app.

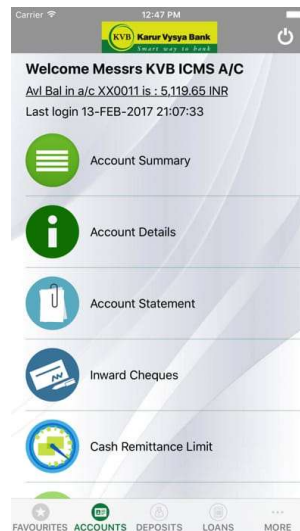
Other Features

Accounts:	Utilities:
Account Details	Calculator
Account Summary	RD Calculator
Account Statement	Deposit Calculator
Inward Cheques	Loan EMI Calculator
Cash Remittance Limit	Housing Loan Eligibility Calculator
Uncleared Funds	Reverse EMI Calculator
Cheque Status Enquiry	Cash Certificate Calculator
Domestic Transfer Enquiry	
Debit Card View & Hotlist	

Deposits: Term Deposit Summary Term Deposit Details Term Deposit Interest Rate Deposit Statement Form 16 A	Locker Details DEMAT Details Holding Details Statement of Transactions Billing Statement DEMAT Account Details
Loans: Loan Summary Loan Details Loan Statement Gold Loan Rates HSL Interest Certificate Loan Schedule	Locator Locate by City Name Locate Nearest ATM / Branch / CDM Locate by a place's Pincode
Requests: Apply Online E-Statement Registration E-Statement Deregistration Alerts Registration Set Favorite Account Cheque Book Request	Products Products & Services Mobile Banking Netbanking E-Commerce Features KVB ATM Features Cash Recycler Features POS Machine Features KVB SBI Cards Features Y-Pay Cash Features Payment Gateway Features
Info corner: Branch Details Notifications Forex Rates Contact us Holiday Calendar Sunday Working Branches	Demos Internet Banking demo Mobile Banking demo Upgrade

How to download KVB e-Book:

- Register your mobile number with the Bank.
- Download the application from Google Play Store or iOS App Store.
- Accept the Terms and Conditions.
- ‘KVB e-Book’ icon will be created in the Mobile on successful installation.
- Customer ID and mobile number to be entered.
- Mpin will be generated and sent to the registered mobile number for the first login.
- The App will be launched on successful validation of mpin.



Service Charges & Fees > Technology Services Charges

Technology Service Charges

The charges regarding the technology services are listed here (Effective from 01.11.2022)

Nature of Services	Individuals / Sole Prop. / Partnership firms / Companies / Trust and Others in Non – Rural Areas	Senior Citizens, Pensioners and Individuals in Rural Areas
1. E-Commerce		

Surcharge for railway ticket booking through Debit card	PG Charges applicable	PG Charges applicable
Surcharge for railway ticket booking through Netbanking	Free	Free
Bill pay	Free	Free
Mobile top-up	Free	Free
2. Internet Banking		
Retail customer	Free; If opted for security token – Rs. 800/-	Free; If opted for security token – Rs. 800/-
Corporate customer	Free including security token	Free including security token
Third Party transfer within the bank for both retail & corporate customers	Free	Free
Transfer to other bank through NEFT for both retail & corporate customers	Free	Free
IMPS outward	Free – Up to Rs. 1,000/- Beyond Rs. 1,000/--Rs. 5/-	Free – Up to Rs. 1,000/- Beyond Rs. 1,000/--Rs. 5/-
Transfer to other bank through RTGS for both retail & corporate customers	Rs. 2 lakhs to Rs. 5 lakhs – Rs. 14.50/-	Rs. 2 lakhs to Rs. 5 lakhs – Rs. 14.50/-
	Above Rs. 5 lakhs – Rs. 29.50/-	Above Rs. 5 lakhs – Rs. 29.50/-
Stop Payment through internet banking	SB Accounts – Rs. 50/- Other Accounts – Rs.70/-	SB Accounts – Rs. 50/- Other Accounts – Rs.70/-
	For a series of instruments: SB Accounts – Rs. 150/- Others Accounts – Rs. 250/-	For a series of instruments: SB Accounts – Rs. 150/- Others Accounts – Rs. 250/-

3. Gift cards		
Sale of Gift cards through Netbanking	Rs. 50/-	Rs. 50/-
4. Mobile Banking		
All eligible customers	Free	Free
Annual Maintenance	Free	Free
IMPS outward MPAY	Free – Up to Rs. 1,000/- Beyond Rs. 1,000/-- Rs. 5/-	Free – Up to Rs. 1,000/- Beyond Rs. 1,000/-- Rs. 5/-
Outward through KVBUI APP	Free – Up to Rs. 1,000/- Beyond Rs. 1,000/-- Rs. 5/-	Free – Up to Rs. 1,000/- Beyond Rs. 1,000/-- Rs. 5/-
5. IRCTC ticket booking		
IRCTC ticket booking through KVB Internet Banking	Rs. 10/- per transaction plus GST	Rs. 10/- per transaction plus GST
6. E C S		
Debit returns	Applicable return charges as mentioned for cheques	Applicable return charges as mentioned for cheques
Credit returns	Free	Free
SWIFT	Rs. 1,000/-	Rs. 1,000/-
NACH Mandate processing	Rs. 100/- except kalpatharu, Jan Dhan, Gramajyothi	Rs. 100/- except kalpatharu, Jan Dhan, Gramajyothi
NACH Debit returns / Standing Instruction failures / Drawdown instructions failure in loan accounts	Rs. 500/- Plus GST	Rs. 500/- Plus GST
7. E-Statement		
Daily	Rs. 100/- per month	Rs. 100/- per month
Weekly / Fortnightly / Monthly	Free	Free
8. SMS Alret Charges		

<p>A. FOR SB</p> <p>Accounts</p> <p>waived for</p> <p>1) Kalpatharu</p> <p>Accounts</p> <p>2) Grama Jyothi</p> <p>SB Accounts</p> <p>3) Senior Citizen</p> <p>Accounts</p> <p>(173)</p> <p>4) Staff</p> <p>Accounts</p> <p>5) Pride</p> <p>6) Prestige</p> <p>Accounts</p> <p>7) Prime</p> <p>Minister Jan</p> <p>Dhan Yojana</p> <p>Accounts</p> <p>8) Student</p> <p>accounts</p> <p>9) Jumbo</p> <p>accounts</p>	<p>SMS Charges @Rs.0.25 paise</p> <p>per sms on chargeable alerts for</p> <p>the entire quarter plus GST.</p> <p>Waived for the First Quarter of</p> <p>the account opening.</p> <p>The upper ceiling of Rs.20/- per</p> <p>quarter is removed.</p> <p>For SB accounts where the</p> <p>monthly average balance is Rs.</p> <p>2 lacs, SMS charges are</p> <p>waived. The charges will be</p> <p>collected if the required balance</p> <p>is not maintained in the</p> <p>particular month</p>	<p>SMS Charges @Rs.0.25 paise</p> <p>per sms on chargeable alerts</p> <p>for the entire quarter plus</p> <p>GST. Waived for the First</p> <p>Quarter of the account</p> <p>opening.</p> <p>The upper ceiling of Rs.20/-</p> <p>per quarter is removed.</p> <p>For SB accounts where the</p> <p>monthly average balance is</p> <p>Rs. 2 lacs, SMS charges are</p> <p>waived. The charges will be</p> <p>collected if the required</p> <p>balance is not maintained in</p> <p>the particular month</p>
<p>B. Current</p> <p>accounts</p>	<p>An upper limit of Rs. 50 per</p> <p>quarter for all applicable</p> <p>accounts. [SMS Charges @ Rs.</p> <p>0.50 per sms on chargeable</p> <p>alerts for the entire quarter of</p> <p>Rs. 50/- Plus GST for a quarter</p> <p>whichever is lower] waived for</p> <p>the First Quarter of the account</p> <p>opening</p>	<p>An upper limit of Rs. 50 per</p> <p>quarter for all applicable</p> <p>accounts. [SMS Charges @</p> <p>Rs. 0.50 per sms on</p> <p>chargeable alerts for the entire</p> <p>quarter of Rs. 50/- Plus GST</p> <p>for a quarter whichever is</p> <p>lower] waived for the First</p>

		Quarter of the account opening
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Technological Accomplishments

KVB is one of the earliest banks in the country to achieve full networking of its branches under Core Banking Solutions. The Bank has always been a frontrunner in adopting and leveraging on technology to offer products and services to its customers. The Bank was one of the pioneers in deploying ATMs, Bunch Note Recycler Machines, fully automated passbook printers & Cheque Deposit Kiosks as a move towards self- service banking. The Bank also set a blazing trail in implementing Internet Banking and Mobile Banking to its customers. The Bank is also the first to taken up fully end-to-end digital processing of retail and commercial loans making it a thoroughly paperless process.



Banking Products and Services

KVB offers full-fledged counter services through all its branches. The Bank also offers the best in class services backed by technology.

Internet Banking

- User friendly Internet Banking
- Self-service modes to process Internet banking user id activation, lock, unlock, Reset password, etc.
- Real Time Gross Settlement (RTGS) and National Electronic Funds Transfer (NEFT), Immediate Payment Service (IMPS) funds transfer facilities through both Retail/Corporate Net Banking Login
- Facility to transfer funds of over Rs. 25 lakhs per day through Internet Banking for retail customers and unlimited amount for corporate customers
- Online payment of taxes
- On-line utility bill payments and shopping facilities
- e-ASBA facility for applying for IPOs / Rights Issue
- Direct debit facility for payment of Tamil Nadu Electricity (TNEB) bills through Net Banking
- e-commerce facilities
- On-line rail and air ticket booking using KVB VISA Debit card



DLite (Mobile Banking Application) – For Android & iOS

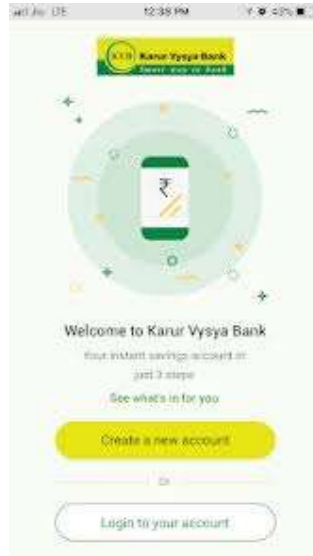
General Options:

- Savings Account Opening in just three easy steps
- Unified Payment Interface (UPI)

- E-ASBA
- Bharat QR
- Bill Pay
- Recharges (DTH & Mobile)
- Instant Funds Transfer via IMPS (P2A & P2P)
- NEFT/RTGS
- Alert Maintenance
- E-Statement Maintenance
- Debit Card Hotlist
- Demat Services

Apart from the above the following features are also available:

- Debit Card Management – Toggle (Customer can control their Debit Cards usage pattern including activation/deactivation of International usage).
- Green PIN - where customers can set their Debit card PIN instantly.
- Fastag – Wallet Issuance & Recharge (Customer can access their Fastag details / Recharge using this option).
- Customized Menu Placement (Personalization).
- Finger Print Integration for DLite Login - Customers can login the app using their biometric.
- Account Opening option in Pre login Screen.
- Mobile Banking Registration & mPIN reset via IB Credentials.
- Facility to pay TNEB electricity bills
- My Profile – To update Name, PAN, Aadhaar, address, accounts details with share option and enable finger print
- Locator Navigation Screen Addition



Cards

- Over 4.5 million VISA and MasterCard Debit Card holders
- OTP Based authentication for debit cards E-commerce transactions
- PIN based debit transactions at POS
- Access to over 1660 KVB ATMs, over 560 Cash Recyclers, over 200000 domestic ATMs and over 1 million VISA/Master/DFS ATMs worldwide
- Card to Card and Card to Account transfer of funds through KVB ATMs
- VISA enabled Gift card
- Rupay enabled KVB Centenary Prepaid Card
- Visa enabled reloadable Multicurrency Travel Cards in 8 currencies (US Dollar, Euro, Singapore Dollar, Canadian Dollar, British Pound, Japanese Yen, Swiss Francs, Swedish Kroner)
- Co-branded KVB credit cards as add on facility to customers
- Anmol Rewards for use of KVB Debit card for POS and e-POS transactions
- RFID cards, an innovation from the Bank that is issued to corporates / Institutions / entities. It is a multipurpose card which can be used as Identity card, Access card, as normal debit card at ATM / POS / e-commerce transactions, and also in closed loop POS terminals within premises of the corporate / institution.



Gift Cards

KVB offers Prepaid Gift Card to make gifting and receiving a pleasurable experience. The KVB Gift Card is authenticated by VISA and is acceptable at over 7,50,000 merchant outlets that display the logos of KVB / VISA.



Forex Travel Card

KVB offers the KVB Multicurrency Travel Card specially designed to make foreign travel convenient and risk-free. The KVB Multicurrency Travel Card is an EMV Chip Card authenticated by VISA and is acceptable at over 1.7 million VISA enabled ATMs and 24 million VISA enabled merchant outlets across the globe. The unique feature of KVB Multicurrency Travel Card is loading of eight currencies (USD, SGD, EURO, CAD, GBP, JPY, CHF, SEK) simultaneously in a single card.



Reloadable Card - KVB Centenary Prepaid Card (KCPC)

Reloadable Card, also known as KVB Centenary Prepaid Card (KCPC) is a special card designed by KVB exclusively for the corporate segment for specific purposes such as salary, performance incentive, commissions & reimbursement.

KVB Corporate Credit Card

Corporate Credit Card from KVB offers smart and flexible expense management solution for MSMEs and Corporates. Proprietors, Partners, Directors and Employees can use the cards for their business spends. KVB Corporate Card has universal acceptance, flexibility and offers security and control for all business payments



e-Kiosks

- Cash Deposit Machines for quick anytime cash remittance and Self Service Kiosks for updating Passbook, knowing account balance and Cheque Status
- BNA recyclers where Cash Deposit Machines double up as an ATM
- Payment of institutional fees through ATMs



Green PIN

- “Green PIN” is an initiative, through which PIN mailer printing is abolished and customers will be given option through KVB ATM itself to set up their PIN for Debit Cards with the help of OTP (One Time Password)
- Available at 24X7 basis
- Utility is made available to for more than 7,00,000 customers in the bank
- This facility can also be used for setting up new PIN when the customers have forgotten their debit card pin

Point of Sale Machines

- Handheld GPRS and Mobile Point of Sale machines deployed at merchant establishments
- Digital POS or Green POS – Handheld GPRS POS machine without printer

- Digital POS has the facility of sending E-receipt to both customer and Merchant through SMS and E-mail.



FASTag

- Perfect solution for a hassle free trip on national highways
- It is a simple, reloadable tag which enables automatic payment of toll charges and lets the vehicle pass through toll plazas without stopping for the cash transaction



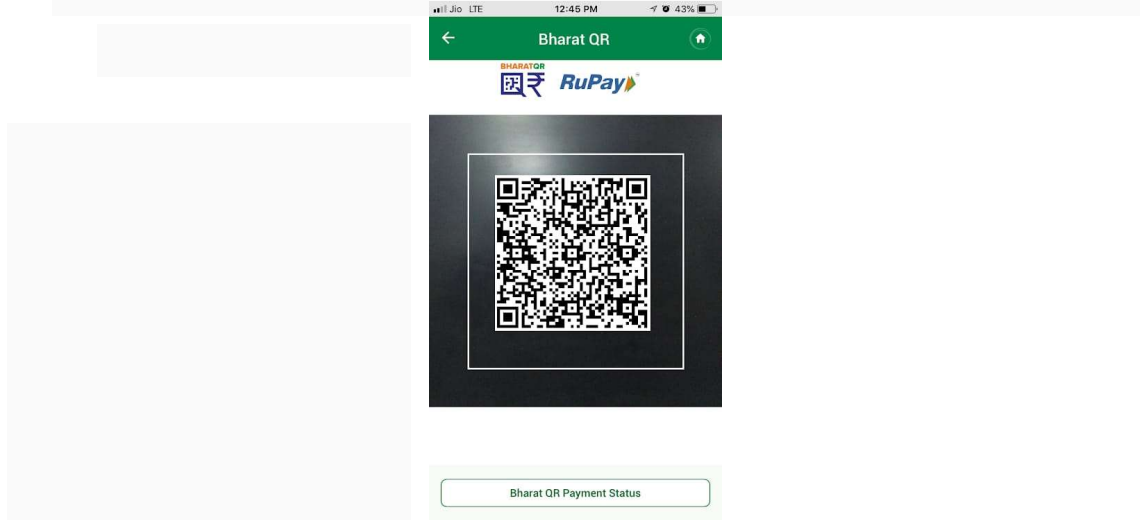
BBPS (Bharat Bill Payment System)

- It is a medium to connect multiple billers and agents through various Operating Units
- Aggregated various billers to provide a single platform to make all types of payments

Bharat QR (BQR)

- Bharat QR (BQR), is an initiative of the National Payments Corporation of India (NPCI) in the payment system

- Bharat QR aims to increase the merchant based digital transaction by displaying their QR at their outlets
- The Mobile application is available to facilitate both merchants and customers towards making the payments



BHIM AADHAAR PAY

- Merchant's mobile phone is loaded with KVB BHIM Aadhaar Pay app and connected to a Bio-Metric scanner
- Upon completing the purchase, the customers have to enter their Aadhaar number in the KVB BHIM Aadhaar Pay app available in the Merchant's mobile
- The merchant / customer can choose their bank which will be listed in the merchant app to initiate payment
- The customer's finger print is used as the password for authenticating the transaction
- The application is downloaded in the Merchant's mobile phone itself and hence an exclusive Point-of-Sale machine is not required
- Availability and the usage of the finger-print scanner are made easier when compared to the Point-of-Sale machine
- The wait time at the counter is much reduced as minimal input is being taken from the customer for performing the transaction
- Merchant can transact with any customer regardless of the Bank account

- Merchant's account is credited instantly and hence he/she need not wait for the funds to settle in T+1 or T+2 days
- Customer need not carry any mobile device or cards (debit/credit/prepaid) or to download any application to make the payment at the merchant location
- Customer need not remember any password(s) for performing this transaction



AePS (Aadhaar enabled Payment System)

AePS is a bank led model which allows online interoperable financial inclusion transactions at PoS (MicroATM) through the Business correspondent of any bank using Aadhaar authentication. It empowers the customer to use Aadhaar to perform basic banking transactions like cash deposit, cash withdrawal, intra and interbank funds transfers, balance inquiry and obtain a mini statement through a Business Correspondent.

AePS allows a customer to carry out

- Interbank Transactions
- Intra-bank Transactions
- eKYC
- Best Finger Detection
- Demographic Authentication
- BHIM Aadhaar Pay

- Tokenization
- Aadhaar Seeding Status

The only inputs required for a customer to push a transaction are

- IIN (Identifying the Bank to which the customer is associated)
- Aadhaar Number
- Fingerprint captured during their enrolment



Loan Opening Systems (LOS)

- Initiated as strategic journey towards digitization in lending process
- End to end (from application to document execution and disbursal) paperless automated process
- Rule based systems
- Real time basis with quick turnaround time.

Tablet Based Account Opening

- On-line opening of Savings and Current accounts for individuals using tablet systems
- Based on Aadhaar details to enable immediate enrolling of customers at their doorstep for all the branches.

CASH MANAGEMENT

- Collection – Paper Based Cash and cheque collection services extended to corporate customers
- Collection – Electronic Direct debit and Virtual account facilities are offered to corporate customers for collection and reconciliation
- Payments Cheque, DD printing and bulk payment file upload solution to corporate clients.



Help Desk

- 24x7 professional help desk services (in 6 languages) for all transactions carried out through ATM, Internet Banking, Mobile Banking (KVB mPay), e-commerce, product features, etc.
- Self-service banking with IVRS for funds transfer facilities

CHAPTER III



ANALYSIS AND INTERPRETATION OF DATA

CHAPTER III

ANALYSIS AND INTERPRETATION OF DATA

Analysis of data is a process of inspecting, transforming and modelling data with the goal of discovering useful information, providing suggestion, arriving conclusions and supporting decision making.

Data analysis has multiple facts and approaches, encompassing diverse techniques variety of names, in different business, science and social science domains.

Each question in the questionnaires is analysed individually, sufficiently and tabulated and represented graphically. The sample size of the data collected is 70.

In the present study the researcher has made the following analysis which are as follows,

- Percentage Analysis
- Bar Diagrams
- Pie Charts
- Chi-Square
- Friedman Rank Test

TABLE 3.1**Gender and Perception based on the usage of Technological Services-Chi-Square Test*****H₀*: Gender and Perception based on the usage of Technological Services**

PERCEPTION BASED ON THE USAGE OF TECHNOLOGICAL SERVICES						
GENDER	>5 YEAR	4 YEAR	3YEAR	2YEAR	<2 YEAR	TOTALS
MALE	6	4	15	9	6	40
FEMALE	2	6	6	10	6	30
TOTALS	8	10	21	19	12	70

Table 3.1 shows the association between the Gender and Perception based on the usage of Technological services. As per rejection of null hypothesis $p=0.289$ ($p<0.05$), The perception based on the usage of technological services is associated with the gender. Therefore, it is clear that the perception based on the usage of technological services of the KVB Customers depend on their gender.

FACTOR	VALUE	DF	SIGNIFICANCE VALUE
PEANSON CHI-SQUARE	4.9829	6	0.289*
NO.OF.VALID CASES	70		

**Significant at 5 percent level*

TABLE 3.2**Preference for selection of bank-Friedman rank test**

S.NO	FACTORS	5	4	3	2	1	MEAN RANK	RANK
1	NEAREST TO HOUSE/OFFICE	165	52	89	14	4	3.91	V
2	FRIENDLINESS OF EMPLOYEES	60	100	48	22	6	3.37	I
3	EFFICIENT SERVICE	70	84	57	24	4	3.41	II
4	QUICK WITHDRAWAL	120	96	36	18	1	3.87	IV
5	SAVINGS AND INVESTMENT PURPOSE	110	180	27	12	13	3.45	III

Source: Primary data

From the table it is clear that, Friendliness of employees has scored first rank with mean score 3.37, Efficient service has scored second with mean score 3.41, Savings and Investment Purpose has scored third rank with mean score 3.45, Quick withdrawal has scored fourth rank with mean score 3.87, Nearest to House/Office has scored fifth rank with mean score 3.91.

TABLE 3.3**Opinion on Technological services facilitate easier transaction – Friedman Rank test**

PREFERENCE	4	3	2	1	MEAN RANK	RANK
ATM	200	51	6	0	3.67	I
ANY WHERE BANKING	68	105	34	1	2.97	VII
DEBIT CARD	148	45	32	2	3.24	V
MOBILE BANKING	148	60	14	6	3.25	IV
FIANICAL SERIVCE	92	72	34	6	2.91	VIII
HOUSING LOAN	72	90	32	6	2.85	IX
FIXED DEPOSIT	168	51	18	2	3.41	III
RECURRING DEPOSIT	100	78	30	4	3.02	VI
SAVING DEPOSIT	176	63	6	2	3.52	II
MINOR DEPOSIT SCHEME	72	84	34	7	2.81	X
					100	

Source: Primary data

From the table it is clear that ATM has scored first rank with mean score 3.67, Saving deposit has scored second rank with mean score 3.52, Fixed deposit has scored third rank with mean score 3.41, Mobile banking has scored fourth rank with 3.25, Debit card has scored fifth rank with mean score 3.24, Recurring Deposit has scored sixth rank with mean score 3.02, Any where banking has scored seventh rank with mean score 2.97, Financial service has scored eighth rank with mean score 2.91, Housing loan has scored ninth rank with mean score 2.85, Minor deposit scheme has scored tenth rank with mean score 2.81.

TABLE 3.4**Purpose of visit the bank**

PURPOSE OF VISIT	5	4	3	2	1	MEAN RANK	RANK
FOR MEGA SIZE DEPOSIT/WITHDRAWAL	135	56	42	12	9	3.57	II
FOR GETTING LOANS & ADVANCES	65	100	48	26	3	3.45	IV
FOR MAKING COMPLAINT	95	44	39	30	12	3.14	V
TO HAVE FACE TO FACE RELATION WITH BANKERS	105	92	21	24	7	3.55	III
TO ACCESS SAFETY LOCKER	160	68	27	6	9	3.85	I
TOTAL						100.00	

Source: Primary data

From the table it is clear that To access safety locker has scored first rank with mean score 3.85, For mega size deposit/withdrawal has scored second rank with mean score 3.57, To have face to face relation with bankers has scored third rank with mean score 3.55, For getting loans & advances has scored fourth rank with mean score 3.45, For making complaint has scored fifth rank with mean score 3.14.

TABLE 3.5**Problems faced by customer through e-channels-Friedman rank test**

FACTORS	SA	A	NS	DA	SDA	MEAN RANK	RANK
E-BANKS SERVICE CHARGE MORE HIDDEN COST	160	108	24	4	1	4.24	I
MORE FORMALITIES ARE REQUIRED TO GET ISSUED FROM THE BANKS	70	132	48	14		3.77	II
SMART CARD SOMETIME CREATES TECHNICAL HURDLES TO MAKE PAYMENTS	70	76	69	26	1	3.45	IV
LACK OF ATM SERVICES, CROWD IN PEAK HOURS AND RESTRICTION IN WITHDRAWAL	95	80	27	38	3	3.47	III
UNAUTHORIZED ACCESS WITHIN THE NETWORK AND LOSS OR DAMAGE OF DATA BY HACKERS	50	68	42	30	14	2.91	V

Source: Primary data

From the table it is clear that E-banks service charge more hidden cost has scored first rank with mean score 4.24, More formalities are required to get issued from the banks has scored second rank with mean score 3.77, Lack of ATM services crowd in

peak hours and Restriction in withdrawal has scored third rank with mean score 3.47, Smart card sometime creates technical hurdles to make payments has score fourth rank with mean score 3.45, Unauthorized access with the network and loss or damage of data by hackers has scored fifth rank with mean score 2.91.

TABLE 3.6**Opinion about using technological service-Friedman Test**

FACTOR	EXCELLENT	V.G	GOOD	POOR	VERY POOR	MEAN RANK	RANK
CHECKING BALANCE ONLINE	240	76	9			4.64	I
E-TICKETING	135	120	39			4.20	II
ONLINE SHOPPING	140	76	60	6		4.02	
PREPAID MOBILE RECHARGE	140	84	48	10		4.02	II
ONLINE BILL PAYMENT	160	68	51			4.07	IV
DOWNLOAD PREVIOUS BANK TRANSACTION HISTORY	135	80	54	10		3.98	V
APPLYING FOR CUSTOMER LOAN	105	60	72	14	3	3.62	VI
SAVINGS IN TIME	155	68	57	4	1	4.07	IV
EASY ACCESSIBILITY	170	76	42	6		4.20	II
ANY TIME ACCESSIBILITY	175	60	42	6	3	4.08	III
TOTAL							

Source: Primary data

From the table, it is clear that checking balance online has score first rank with mean rank 4.64, E-ticketing has score second rank with mean rank 4.20 and Easy accessibility has score second rank with mean rank 4.20, Any time accessibility has score third rank with mean rank 4.08, Online bill payment has score fourth rank with mean rank 4.07 and Saving in time has scored fourth rank with mean rank 4.07, Download previous bank transaction history has fifth rank with mean score 3.98, Applying for customer loan has score sixth rank with mean rank 3.62.

TABLE 3.7

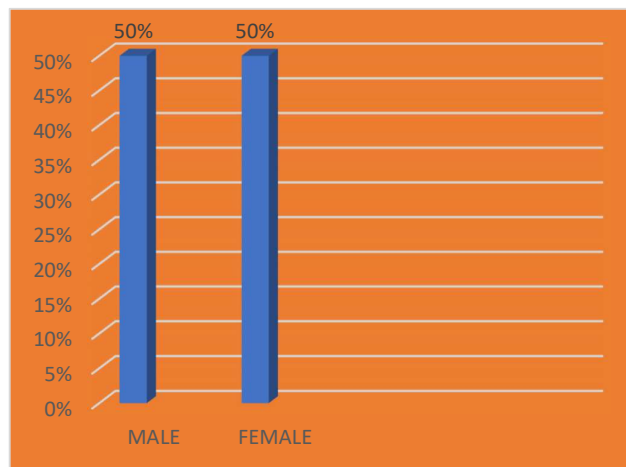
Gender wise classification of the respondents

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	35	50%
FEMALE	35	50%
TOTAL	70	100

Source: Primary data

Figure 3.7

Gender wise classification of the respondents



INFERENCE

From the above table, it is found that 50% of the respondents are male and 50% of the respondents are female. The respondents is equal.

TABLE 3.8

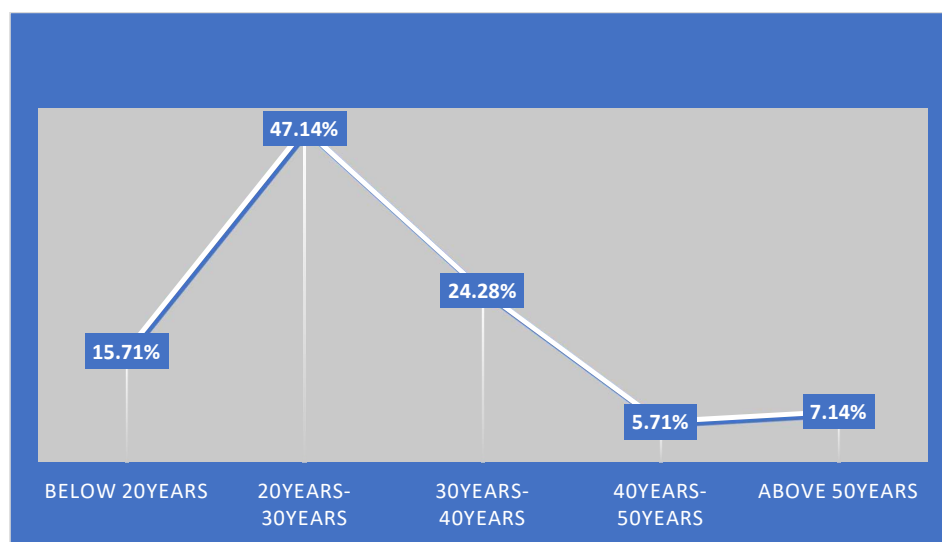
Age wise classification of the respondents

AGE	NO. OF RESPONDENTS	PERCENTAGE
BELOW 20 YEARS	11	15.71%
20YEARS-30YEARS	33	47.14%
30YEARS-40YEARS	17	24.28%
40YEARS-50YEARS	4	5.71%
ABOVE 50 YEARS	5	7.14%
TOTAL	70	100

Source: Primary data

Figure 3.8

Age wise classification of the respondents



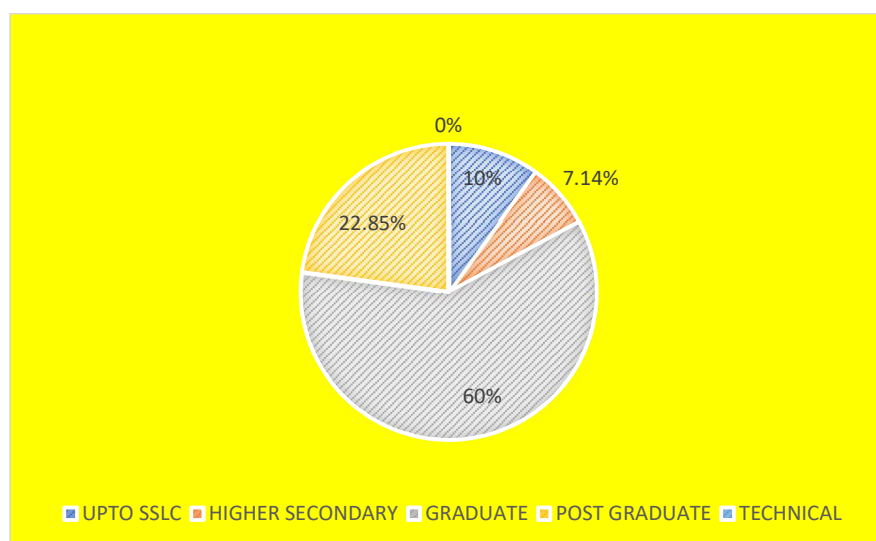
INFERENCE

It is found that majority 33% of the respondents belong to the age group of below 20-30 years, 11 (15.71 percent), 20 years – 30 years, 33 (47.14 percent), 30 years – 40 years, 17 (24.28 percent), 40 years – 50 years, 4 (5.71 percent), Above 50 years, 5 (7.14 percent). Majority of the respondents are belongs to 20 years – 30 years (47.14 percent).

TABLE 3.9**Educational qualification**

EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
UPTO SSLC	7	10%
HIGHTER SECONDARY	5	7.14%
GRADUATE	42	60%
POST GRADUATE	16	22.85%
TECHNICAL	0	0%
TOTAL	70	100

Source: Primary data

Figure 3.9**Educational qualification****INFERENCE**

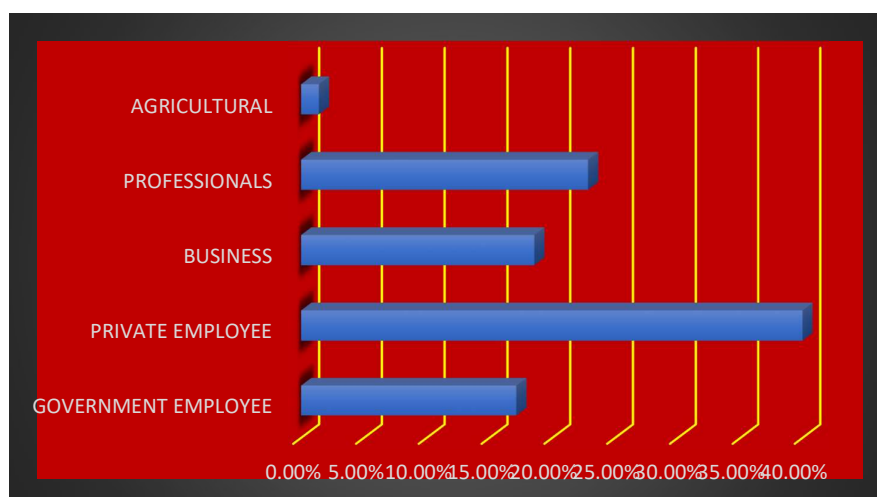
It is clear that the educational level of the 7 respondents upto SSLC (10 percent), 5 respondents are Higher Secondary (7.14 percent), 42 respondents are graduate (60 percent), 16 respondents are post graduate (22.85 percent). Majority of the respondents belong to the graduate (60 percent).

TABLE 3.10**Occupational status**

OCCUPATIONAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
GOVERNMENT EMPLOYEE	12	17.14%
PRIVATE EMPLOYEE	28	40%
BUSINESS	13	18.57%
PROFESSIONALS	16	22.85%
AGRICULTURAL	1	1.42%
TOTAL	70	100

Source: Primary data

Figure 3.10

Occupational status**INFERENCE**

The above table shows that respondents occupational Level of the government 12 are government employee (17.14 per cent), 28 respondents are private employee (40 per cent), 13 respondents. Business (18.51 percent) p, 16 respondents are professionals (22.85), 1 respondents are agricultural (1:42 per cent). Majority of the respondents private employee (40 percent).

TABLE 3.11

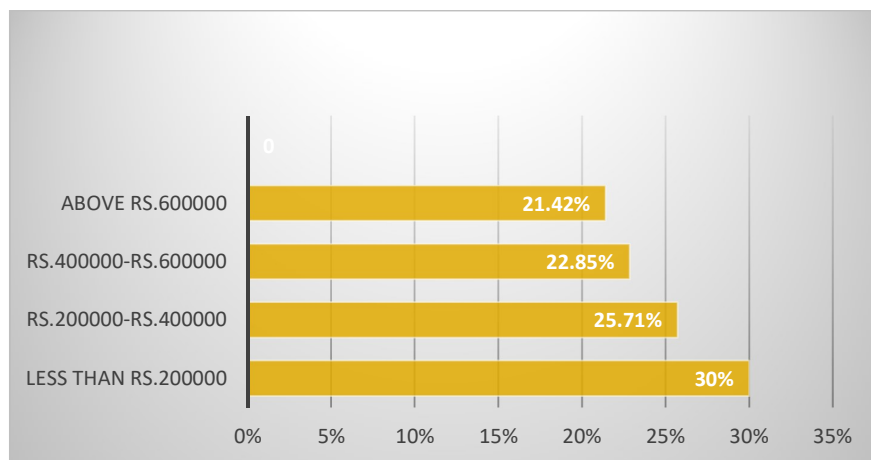
Annual income

ANNUAL INCOME	NO. OF RESPONDENTS	PERCENTAGE
Less than Rs.200000	21	30%
Rs. 200000 – Rs.400000	18	25.71%
Rs.400000 – Rs.600000	16	22.85%
Above Rs.600000	15	21.42%
TOTAL	70	100

Source: Primary data

Figure 3.11

Annual Income



INFERENCE

The table reveals that respondents annual income level of the 21 respondents are less than rs. 2,00,000 (30 percent), 18 respondents are rs. 2,00,000 to rs. 4,00,000 (25.71 percent) 16 respondents are rs. 4,00,000 to rs. 6,00,000 (22.85) 15 respondents are above rs. 6,00,000 (21.42). The majority of the respondents are rs. 2,00,000 to rs. 4,00,000 (25.71).

TABLE 3.12

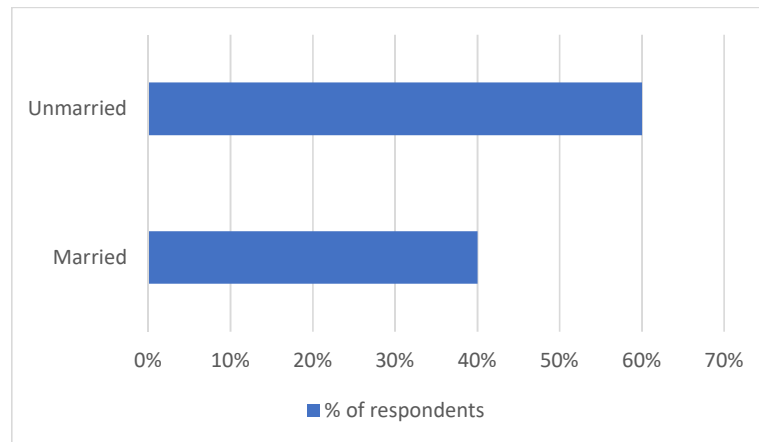
Marital status

MARITAL STATUS	NO. OF RECONDENTS	PERCENTAGE
MARRIED	28	40%
UNMARRIED	42	60%
TOTAL	70	100

Source: Primary data

Figure 3.12

Marital Status



INFERENCE

It is clear that respondents marital Status of the one 28 respondents are married (40 percent), 42 respondents are unmarried (60 per cent). Majority of the respondents are unmarried (60 percent)

TABLE 3.13

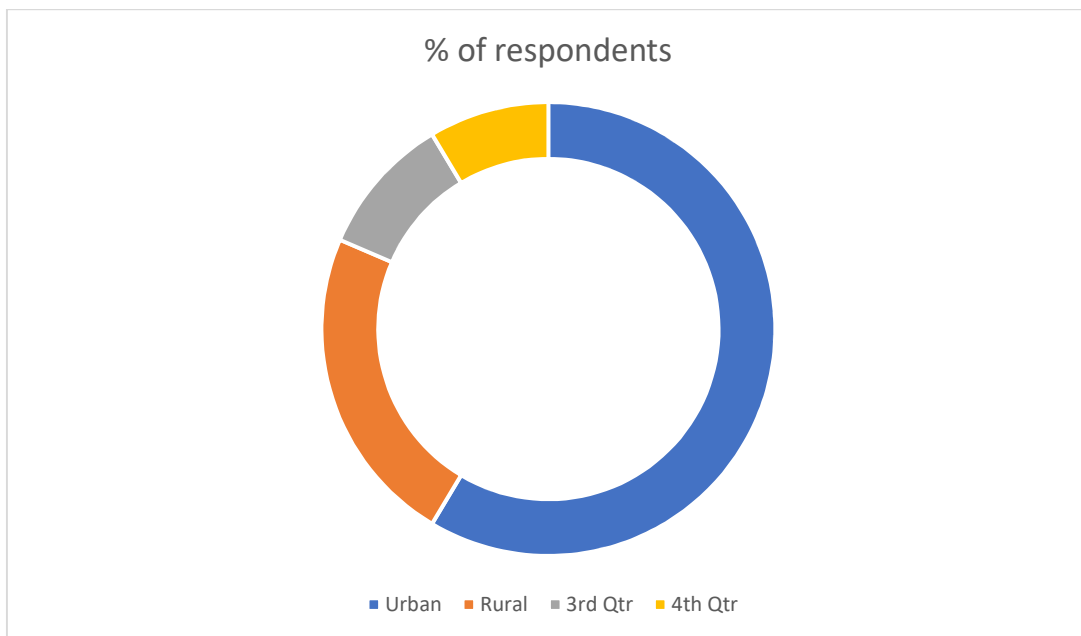
Residential area wise classification

RESIDENTIAL AREA	NO. OF RESPONDENTS	PERCENTAGE
URBAN	40	57%
RURAL	30	43%
Total	70	100

Source: Primary data

Figure 3.13

Residential area wise classification



INFERENCE

The above table shows that as to the classification of residential area 40 respondents are urban (57.14 percent) and 30 respondents are Rural (42.85percent) The majority of the respondents are urban (57.14 percent)

TABLE 3.14

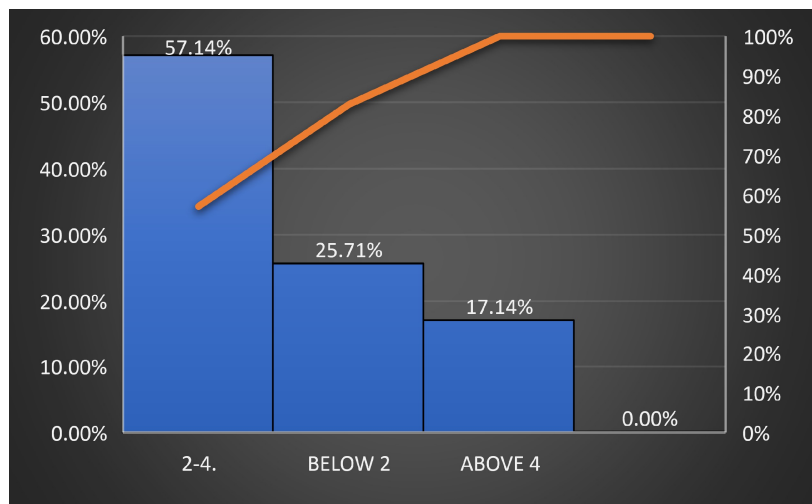
Family member bank account

FAMILY MEMBER BANK ACCOUNT	NO. OF RESPONDENTS	PERCENTAGE
Below 2	18	25.71%
2-4	40	57.14%
Above 4	12	17.14%
TOTAL	70	100

Source: Primary data

Figure 3.14

Family member bank account



INFERENCE

It is clear that respondents of family member of bank A/C of the 18 respondents are Below-2 (25.11 percent", 40 respondents are 2-4 (57.14per cent), 12 respondent are above 4 (17.14 per cent). The majority of the respondents are 2-4(57.14 per cent)

TABLE 3.15

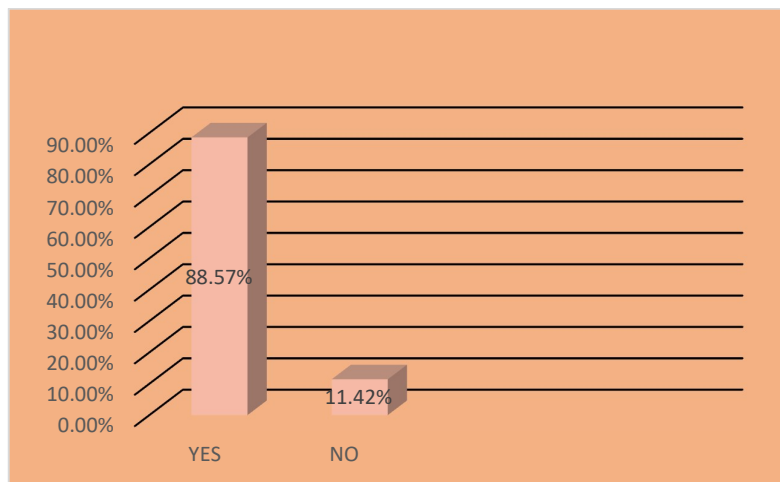
Account transaction with multiple banks

ACCOUNT TRANSACTION CONNECTION IN MULTIPLE BANK	NO. OF RESPONDENTS	PERCENTAGE
Yes	62	88.57%
No	8	11.42%
TOTAL	70	100

Source: Primary data

Figure 3.15

Account transaction with multiple banks



INFERENCE

It is clear that respondents of connection with multiple bank of the 62 respondents are Yes (88.57 percent) 8 respondents are No (11.42 percent). The majority of the respondents are Yes (88.57 percent).

TABLE 3.16

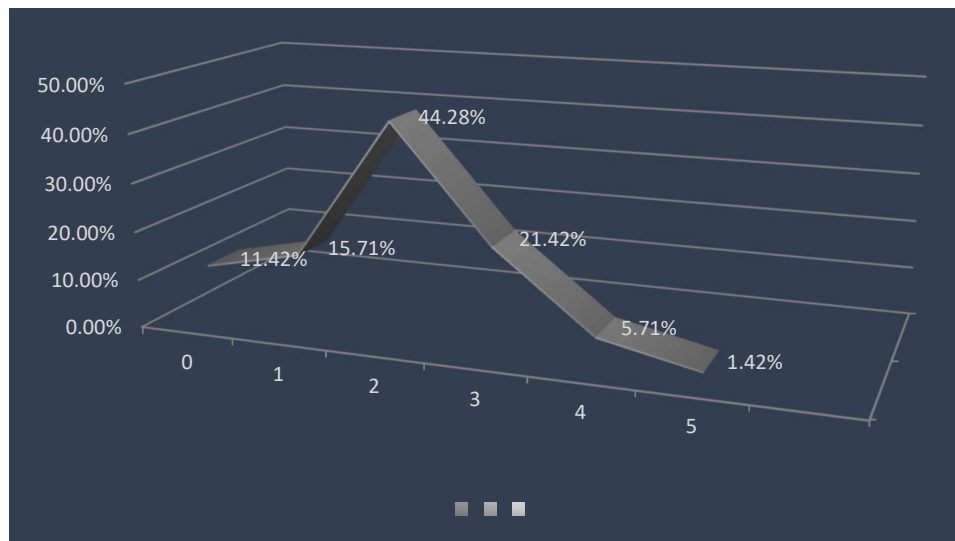
Customer transaction with other banks

CUSTOMER TRANSACTION WITH OTHER BANKS	NO.OF RESPONDENTS	PERCENTAGE
0	8	11.42%
1	11	15.71%
2	31	44.28%
3	15	21.42%
4	4	5.71%
5	1	1.42%
TOTAL	70	100

Source: Primary data

Figure 3.16

Customer transaction with other banks



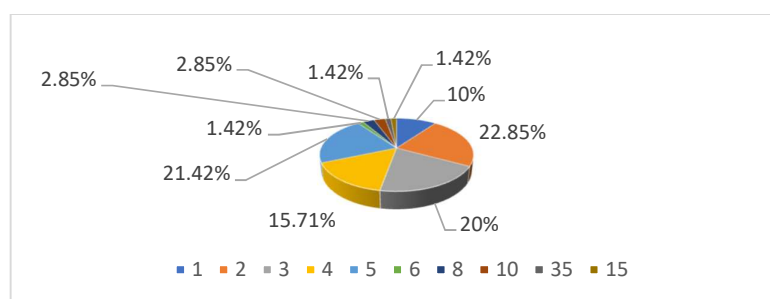
INFERENCE

It is clear that respondents of If yes, with how many banks 8 respondents are 0(11.42 percent), 11 respondents are 1(15.71 percent), 31 respondents are 2(44.28 percent), 15 respondents are 3(21.42 percent), 4 respondents are 4(5.71 percent), 1 respondents are 5(1.42 percent). The majority of the respondents are 2(44.28 percent)

TABLE 3.17**Term of operation of account with the bank**

TERM OF OPEATION	NO. OF RESPONDENTS	PERCENTAGE
1	7	10%
2	16	22.85%
3	14	20%
4	11	15.17%
5	15	21.42%
6	1	1.42%
8	2	2.85%
10	2	2.85%
35	1	1.42%
15	1	1.42%
TOTAL	70	100

Source: Primary data

Figure 3.17**Term of operation of account with the bank****INFERENCE**

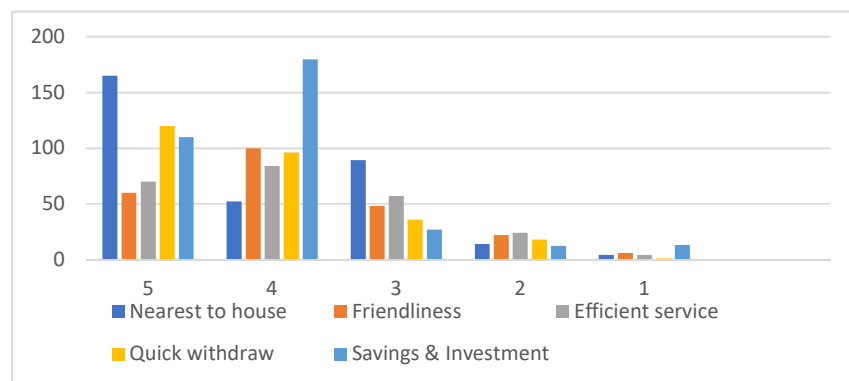
It is clear that respondents of operating your account with bank of 7 respondents are 1 year (10 percent), 16 respondents are 2 year (22.85 percent), 14 respondents are 3 years (20 percent), 11 respondents are 4 years (15.17 percent), 15 respondents are 5 years (21.42 percent), 1 respondents are 6 years (1.42 percent), 2 respondents are 8 years (2.85 percent), 2 respondents are 10 years (2.85 percent), 1 respondents are 15 years (1.42 percent), 1 respondents are 35 years (1.42 percent).

TABLE 3.18**Factors for selecting KVB**

PREFERENCE	5	4	3	2	1	TOTAL SCORE	AVG SCORE	RANK
NEAREST TO HOUSE	165	52	89	14	4	274	21.71	I
FRIENDLINESS	60	100	48	22	6	236	18.70	V
EFFICIENT SERVICE	70	84	57	24	4	239	18.93	IV
QUICK WITHDRAW	120	96	36	18	1	271	21.47	II
SAVINGS & INVESTMENT	110	180	27	12	13	242	19.17	III
TOTAL						1262	100	

Source: Primary data

Figure 3.18

Factors for selecting KVB**INFERENCE**

The table reveals that respondents of selecting this bank are majority of the respondents have given first rank to “Nearest to house” with the highest average score of 21.71, second rank to “ Quick withdrawal”, Third rank to “Savings & investment”, Fourth rank to “Efficient service”, Fifth rank to “Friendliness of employees”, with the lowest average score (18.70 percent). Majority of the respondents have given first rank to “Nearest to house” with the highest average score of 21.71 percent and the least importance has been given to “ Friendliness of employees” (18.70 percent).

TABLE 3.19

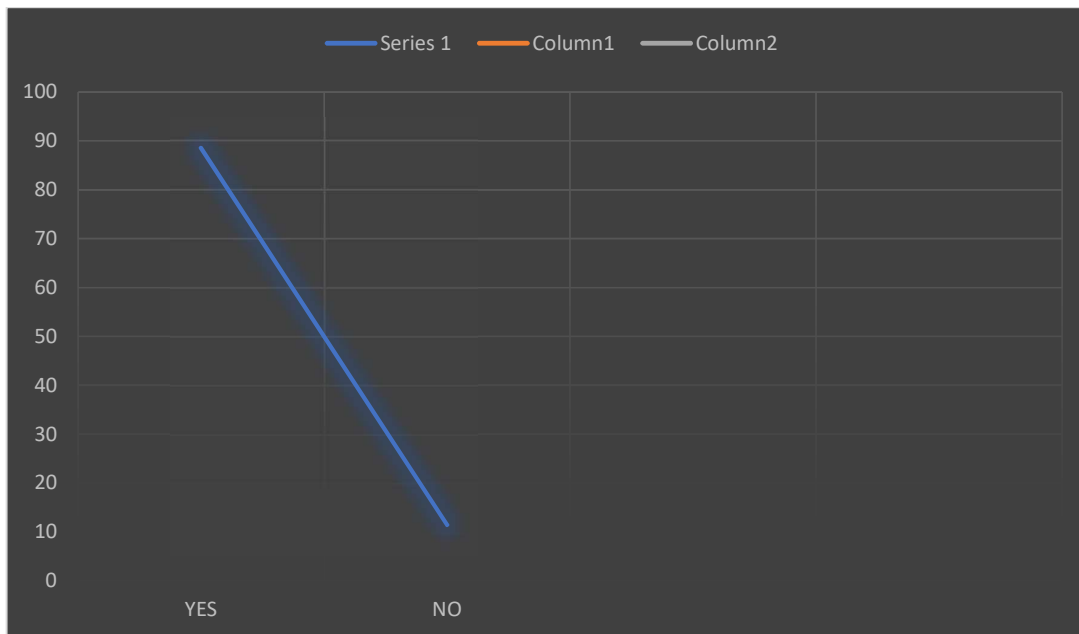
Technological services facilitate easier Transaction

OPINION	NO.OF.RESPONDENTS	PERCENTAGE
Yes	62	88.58
No	8	11.42
Total	70	100.00

Source: Primary data

Figure 3.19

Technological services facilitate easier Transaction



INFERENCE

The table reveals that respondents of technological services facilitate easier transaction with Bank of the 62 respondents are yes (88.58 percent) 8 respondents are No (11.42 per cent). the majority of the respondents are (88.58per cent).

TABLE 3.20

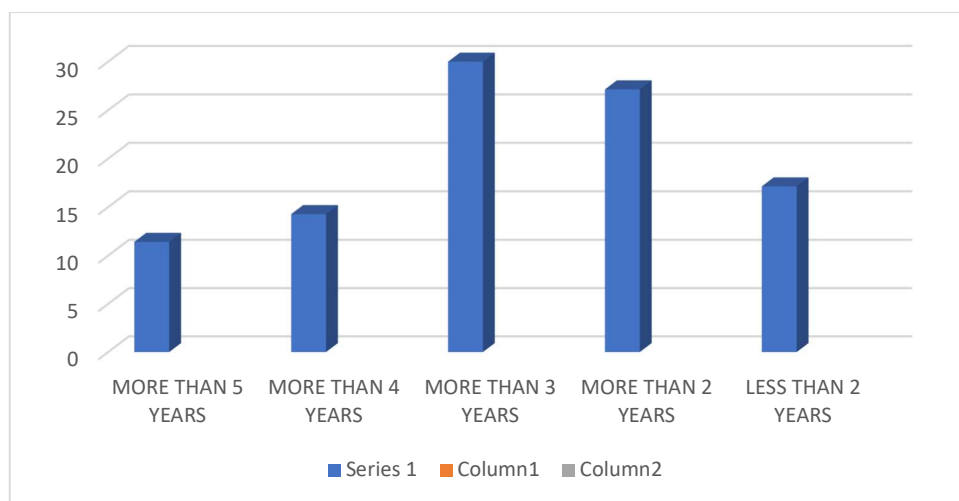
Usage of Technological services in KVB

Usage of Technological services in KVB	NO.OF RESPONDENTS	PERCENTAGE
MORE THAN 5 YEARS	8	11.42
MORE THAN 4 YEARS	10	14.28
MORE THAN 3 YEARS	21	30
MORE THAN 2 YEARS	19	27.14
LESS THAN 2 YEARS	12	17.14
TOTAL	70	100

Source: Primary data

Figure 3.20

Usage of Technological services in KVB



INFERENCE

The table reveals that respondents of technological Services banking facility are of the 8 respondents are more than 5 years. (11.42).10 respondents are 4 years(14.28 percent), 21 repondents are 3 year are (30 per cent), 19 respondents are 2 years (27.14 percent) 12 respondent are less than 2 year (17.14 per cent at) The majority of the respondents are 3 years(30 per cent).

CHAPTER IV



FINDINGS AND SUGGESTIONS

CHAPTER IV

FINDINGS AND SUGGESTIONS

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

FINDINGS

The following are the findings in regard to various responses from the respondents.

- From the above table, it is found that 50% of the respondents are male and 50% of the respondents are female. The respondents are equal.
- Majority of the respondents are belongs to 20 years – 30 years (47.14 percent).
- Majority of the respondents belong to the graduate (60 percent).
- Majority of the respondents private employee (40 percent).
- Majority of are unmarried (60 per cent)
- Majority of the respondents are urban (57.14 percent)
- Majority of the respondents are 2-4(57.14 per cent)
- Majority of the respondents are Yes (88.57 percent).
- Majority of the respondents are 2(44.28 percent).
- Majority of the respondents are 2 year (22.85 percent)
- The table reveals that respondents of selecting this bank are majority of the respondents have given first rank to “Nearest to house” with the highest average score of 21.71
- Majority of the respondents have given first rank to “Nearest to house” with the highest average score of 21.71 percent
- Majority of the respondents have given first rank to "ATM"(8.87 per cent).
- The table reveals that respondents of visit of your bank are majority of the respondents have given first rank to “Access safety locker” with the highest average of 21.93 percent
- Majority of the respondents have given first rank to “Access safety locker” with highest average score of (21.93 percent)
- Majority of the respondents are (88.58per cent)
- The table reveals that respondents of satisfaction level towards technological Services are the majority of the respondents have given first rank to " Mobile Banking" the highest average of 23.33 (Percent)

- Majority of the respondents have given first rank to " E-banks service charge more Hidden cost"(23.76 per cent).
- Majority of the respondents have given first rank to Checking Balance online(11.33 per cent).
- Majority of the respondents are 3 years(30 per cent).

SUGGESTIONS

KVB Customer technological services are a new concept in the Banking Sector and are fast growing and demanding. Here are some suggestions to make it more attractive.

Adequate Business opportunity

It is identified from the customer of Karur Vysya Banks that they prefer the bank for more safety and security than other bank. It is great and positive sign for public sector bank to sell their financial products and services to its customers very easily. It is suggested for public sector banks to utilize positive attitude for their products. Enhancement of customer care, technology based services may give adequate potential business opportunity.

Greater Customer Orientation

In today's aggressive situation, Banks will have to struggle to draw and keep clients by introducing inventive products, pretty the excellence of client service and promotion a diversity of products during varied channels targeted at detailed client groups. Students and Married respondents, Female respondents, have low level of perception on technological services (portfolio management services, financial adviser services, Door step banking services, Multicity cheque and Advisory services). So KVB have to meet the customer expectations on service and various technological services provided.

Creating Awareness

Lack of Awareness is one of the major factors which lead to the higher level of dissatisfaction. Respondents who are below 20 years customers are not aware of Debit card, Mobile banking, Agriculture loan, Cash credit/over draft and Savings deposit. 20 years to 30years customers are not aware of Cash credit/over draft, Minor deposit schemes and anywhere banking. SSLC customers are not aware of Mortgage loan, Portfolio management to customers and

Marriage/educational saving schemes. Hence the KVB can increase the level of customer satisfaction through the measures like financial services, portfolio management, credit counseling and improvement in information dissemination. The recent initiative by RBI regarding setting up of financial literacy cum counseling centre (FLCC) is a set up in this direction. Female respondents are with low level of awareness. The bankers have to take a comprehensive view of their delivery channels. Integrated Delivery channels could further enhance successful adoption of technology like portfolio management, financial advisory services etc., Advertising the products and explaining the products elaborately will help in attracting more and more people. They must be gradually shifted from the concept of Brick Banking to Click Banking.

Sharpening Skills

The changes in the Banking as well as economic division need a basic transfer in skills necessary for Banking. To meet increased competition, the need for specialized banking functions, using information technology as a competitive tool is required. Special skills in should required for this bank retail banking, foreign exchange, etc., will have to be nurtured with care and built upon. Thus, the identical pillars of the banking division i.e., human income and IT will have to be strengthened. Proper practical preparation to organization must be provided to switch disaster situations.

Outsourcing

With the rising advertise direction of the economic scheme and to face struggle and profit accrued by technological developments, banks are creation enlarged use of outsourcing for reducing expenses and rising competence. A essential condition in this circumstance is that synchronized entities seeking to subcontract actions has in place a complete plan and program to deal with the outsourced actions and the connection with the service contributor.

Cost Benefit – Increased Profitability

Certain technological services like E-banking / mobile banking, door step banking must be provided free of cost or at a cost less than the amount involved in regular banking transactions. Certain Services can also be provided free, if the customer has availed another service. This will facilitate customers to use more on line banking services provided and not to visit the bank

physically. Higher electronic transaction volumes will boost profits. Banks can also utilize their time for better purposes.

Customer Grievances

Customers understand not only inconsistencies in services, but also aggravate free boundary with expertise. The stage of aggravation and disappointment escalates when client encounters problems due to expertise also while transacting commerce on site or off site. Customer expectation more data privacy and confidentiality, Unsuitable location of ATM, Unauthorized access within the network and loss or damage of data by hackers has important problems faced by KVB customers of this

District. The KVB authority should help to customers create more satisfaction of these services. When clients case objection, it must be determined instantly. If not, a proper feedback must be provided to the customer regarding the status of the problem.

Nowadays customers can directly approach the grievances cell, Banking Ombudsman, Consumer Forum for redressed of their complaints.

Formulating Marketing Strategies

Marketing strategies must be formulated within the overall framework of corporate objectives and strategy of a KVB. Strategic marketing must begin with the effort to identify an attractive set of opportunities for the bank. The Banker must embark upon aggressive marketing of its products, particularly at the time of launching a new product, which will inform the prospective customers regarding the product and at the same time relieve staff at the branch level from explaining the product to all customers.

Customizing the Relationship

The Banks do not have any database on customer's lifestyle, information and specific preferences and characteristics. Banks have to come up with a scheme where they ask the customers to give certain information while opening of their account. A proper database should be available about the lifestyle information and personal information. The Banks have to use the database, as personal messages like birthday and anniversary can be sent. Bank also must send greeting cards on certain occasions with advertisement of new added services and various products.

Retention of Customers

According to the bank management, there is no special set up or policy for encouraging the customers. Bank management thinks that because of their reliability, existence, and facilities customers automatically are lured so there is no need to make retention programmer and policy. Banks believe in the old adage that “old is gold” and Banks keeps track of all accounts on a regular basis. There is no proper check to know the status of various accounts. If the customer wants to close the account, concerned employee asks the question to know the valid reason for closure, hence maintaining and retaining the existing customers.

Security Awareness, Training and Education

Security risk is one of the very important issues in technological services because most of the banking services activities are closely related with Internet Banking systems. In Internet Banking, information is considered as an asset and so worthy of protection. Firewalls should be frequently used on Internet Banking systems as security measure to protect internal systems and should be considered for any system connected to an outside network. Firewalls are a combination of hardware and software placed between two networks through which all traffic must pass, regardless of flow direction. They provide gateway to guard against unauthorized individuals gaining access to the Banks network. Therefore, responsiveness between the Internet Banking clients as well as acceptance of safety instrument is necessary. The bank should put in place proper and tested IT infrastructure and software.

Personal Interaction among Bank Staff and Customers

In view of the lack of personal interaction among the KVB staff and the customers in the Value-Added Services like Internet Banking scenario, the Know Your Customers (KYC) norms may not be implemented successfully as finance convey communication of uncertain environment may be completed by the offenders without much of hassles. Money laundering behavior in less significant chunks over a session may be approved out during Internet Banking. So, banks must take necessary steps to safeguard themselves and the interest of genuine customers.

CHAPTER V

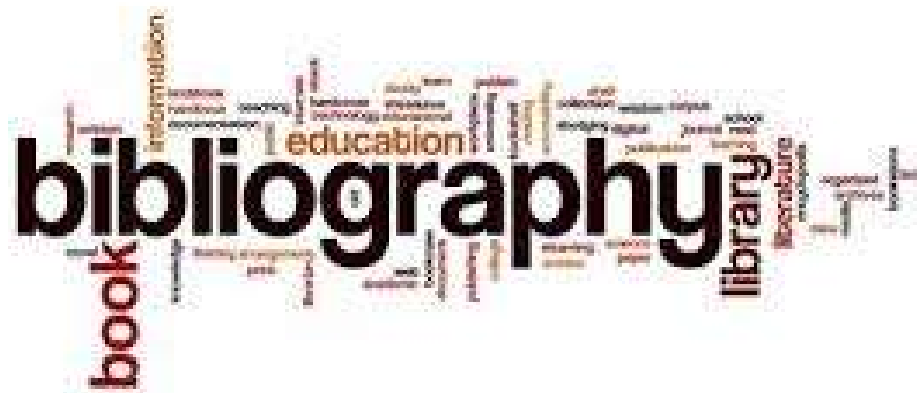


CONCLUSION

CHAPTER V

CONCLUSION

This study aims at making an innovative input to the existing information by examining the technological services towards of customer's satisfaction in Erode district. The various advantages and disadvantages of technological banking services that were considered in the research work, Effectiveness, Internet Availability, Cost, Awareness, Secrecy, Reliability, security, data access etc. The study revealed that most voted advantage for technological banking adoption is „simple to operate“ immediately followed by „low risk of carrying cash“. Whereas the least perceived advantage is low transaction cost. Also, empirical results show that information security is the biggest perceived disadvantage followed by the probability of technical problem in a financial transaction and the least perceived risk is the data loss probability in technological services though using internet banking. Also, prime factors that stimulate a customer for adopting internet banking are Security and ease of use. After finding out the importance of factors in the study, it provides bank managers and policymakers an opportunity to plan and design their strategies and efforts most successfully and efficiently so as to enhance the sustainability of bank business and to attract, maintain and retain the customers.



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QUESTIONNAIRE

**A CUSTOMER SATISFACTION TOWARDS TECHNOLOGICAL
SERVICES OF KARUR VYSYA BANK WITH SPECIAL REFERENCE
TO THOOTHUKUDI**

PERSONAL INFORMATION

1) Name of the respondent

2) Gender

a. Male

b. Female

3) Age

a. Below 20 years

b. 20 years-30 years

c. 30 years- 40 years

d. 40 years-50 years

e. Above 50 years

4) Educational Qualification

a. UPTO SSLC

b. Higher Secondary

c. Graduate

d. Post Graduate

e. Technical

5) Occupational Status

a. Government Employee

b. Private Employee

c. Business

d. Professionals

e. Agricultural

6) Annual Income

a. Less than Rs. 2,00,000

b. Rs 2,00,001 to Rs. 4,00,000

c. Rs. 400,000 to 6,00,000

d. Above Rs.6,00,000

7) Marital Status

a. Married

b. Unmarried

8) Residential area

a. Urban

b. Rural

9) How many of your family members have Bank Account?

a. Below 2

b. 2-4

c. Above 4

BANKING OPERATIONS:

10. Name of your branch: -----

11. Do you have accounts transactions connections with multiple bank. Yes() No ()

a) If yes, with how many banks? -----

12) How long you are operating your account with the bank: -----

(Years) 13) Please Rank the order of preference for selecting this bank:

Reason for selection	5	4	3	2	1
Nearest to House/Office					
Friendliness of employees					
Efficient service					
Quick withdrawal					
Savings and Investment Purpose					

13. Please rank the purpose of visit of your bank:

Purpose of Visit	5	4	3	2	1
For Mega Size deposit/ withdrawal					
For getting loans and advances					
For making Complaints					
To have face to face relation with bankers					
To access safety lockers					

Awareness

14. State Your Level of awareness about the following services provided by the banks

particulars	Fully Aware	Partly aware	Just Aware	Not Aware
ATM				
Anywhere Banking				
Debit Card				
Mobile Banking				
Financial Services				
Housing Loans				
Fixed deposit				
Recurring deposit				
Savings deposit				
Minor deposit schemes				

Perception on Technological services

16. How long you are using Technological services banking facility: -----
Years.

More than 5 yr, 4 yr, 3 yr, 2 yr, less than 2yr.

17. Does Technological services facilitate easier transaction with bank? Yes/no

18. What is your opinion about using Technological services facility?

Particulars	Opinion				
	excellent	Very Good	good	poor	Very poor
Checking balance online					
E-ticketing					
Online Shopping					

Prepaid mobile charges					
Online bill payment					
Download previous bank transaction history					
Applying for customer loan					
Savings in Time					
Easy accessibility					
Any time accessibility					

Satisfaction level towards technological services

19) Please provide your satisfactory level with the following services

PARTICULARS	Opinion about service charges				
	VH	MH	H	ML	VL
ATM					
Mobile Banking					
Anywhere Banking					
International Debit Card					
Credit Card					

HS-Highly Satisfied S-Satisfied NS-Not Sure DS-Dissatisfied HDS- Highly Dissatisfied

20. Tick your opinion regarding problems faced by the customers while using the technical services through e-channels

S.NO	FACTORS	SA	A	UD	DA	SDA
1	E-banks service charge more hidden cost					
2	More formalities are required to get issued from the banks.					
3	Smart card sometime creates technical hurdles to make payments.					

4	Lack of ATM services, Crowd in peak hours and Restriction in withdrawal.					
5	Unauthorized access within the network and loss or damage of data by hackers					

21. Your suggestions for improvements in future

**A STUDY ON FUNCTIONING OF SUPERMARKET TO INFLUENCE CUSTOMER
BUYING BEHAVIOUR**

Project submitted to Department of Commerce
ST. MARY'S COLLEGE (AUTONOMOUS)

THOOTHUKUDI

Affiliated to Manonmaniam Sundaranar University, Tirunelveli,
In partial fulfilment of the requirements of

BACHELOR OF COMMERCE

Submitted by

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Under the supervision of

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DEPARTMENT OF COMMERCE (SSC)

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI.

(Reaccredited with 'A+' Grade by NAAC)

APRIL 2023

DECLARATION

We have declared that the project entitled "A STUDY ON FUNCTIONING OF SUPERMARKET TO INFLUENCE CUSTOMER BUYING BEHAVIOUR" is submitted in partial fulfilment of the requirements for the degree in our original work done under the guidance and supervision of Ms. T. Manuel Infany M.Com., NET This project has not previously formed for the bases of award of any similar titles and it represents entirely an independent work.

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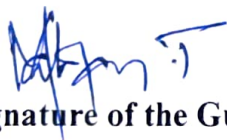
Place: Thoothukudi

Date: 01.04.2023

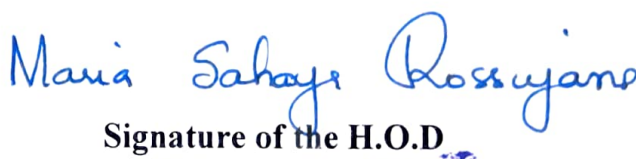
CERTIFICATE

It is certified that this short-term project work entitled "A STUDY ON FUNTIONING OF SUPERMARKET IN CUSTOMER BUYING BEHAVIOUR" is submitted to St. Mary's College (Autonomous), affiliated to Manonmaniam Sundaranar University, is partial fulfilment of the requirements for the degree of Bachelor of Commerce and is a record of work done in the Department of Commerce (SSC), St. Mary's College (Autonomous), Thoothukudi during the year 2022-2023 by the following students:

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1.1 INTRODUCTION OF THE STUDY

A supermarket is a self-service shop offering a wide variety of food, beverages and household products, organized into sections. This kind of store is larger and has a wider selection than earlier grocery stores, but is smaller and more limited in the range of merchandise than a hypermarket or big-box market. In everyday usage, however, "grocery store" is often used to mean "supermarket".

Most supermarkets are very large stores, which stock a wide range of product. Supermarkets sell food and other household product to customers. Customers select the items that they want to buy from shelves as they go around a store. After a customer has selected the items he wants to purchase he takes them to a till where he must pay for them. In most area of country customers can choose to shop at several different supermarkets. . Therefore the supermarket owners must compete with each other to attract new customers and to keep their existing customers

The supermarket typically has places for fresh meat, fresh products dairy, baked items etc...A larger full service supermarket combined with a department store is sometimes known as a hypermarket. Other services may include those of banks, cafes, childcare, insurance, mobile phone services, photo processing, video rentals, pharmacies, and gas stations. If the eatery in a supermarket is substantial enough, the facility may be called a grocerant, a blend of grocery and restaurant.

The traditional supermarket takes a large amount of floor space, usually on a single level. It is usually situated near a residential area in order to be convenient to consumers. The basic appeal is the availability of a broad selection of goods under a single roof, at relatively low prices. Other advantages include ease of parking and frequently the convenience of shopping hours that extend into the evening or even 24 hours of the day. Supermarkets usually allocate large budgets to advertising, typically through newspapers. They also prevent elaborate in-shop displays of products.

Supermarkets typically are chain stores, supplied by the distribution centers of their parent companies, thus increasing opportunities for economies of scale. Supermarkets usually offer products at relatively low prices by using their buying power to buy goods from manufacturers at lower prices than smaller stores can. They also minimise financing costs by

paying for goods at least 30 days after receipt and some extract credit terms of 90 days or more from vendors. Certain products (typically staple foods such as bread, milk and sugar) are very occasionally sold as loss leader so as to attract shoppers to their store. Supermarkets make up for their low margins by a high volume of sales, and with of higher-margin items bought by the attracted shoppers. Self-service with shopping carts (trolleys) or baskets reduces labor costs, and many supermarket chains are attempting further reduction by shifting to self service and checkout.

1.2 LAYOUT

Most merchandise is already packaged when it arrives at the supermarket. Packages are placed on shelves, arranged in aisles and sections according to type of item. Some items, such as fresh produce, are stored in bins. Those requiring an intact cold chain are in temperature-controlled display cases.

While branding and store advertising will differ from company to company, the layout of a supermarket remains virtually unchanged. Although big companies spend time giving consumers a pleasant shopping experience, the design of a supermarket is directly connected to the in-store marketing that supermarkets must conduct to get shoppers to spend more money while there.

Every aspect of the store is mapped out and attention is paid to color, wording and even surface texture. The overall layout of a supermarket is a visual merchandising project that plays a major role. Stores can creatively use a layout to alter customers' perceptions of the atmosphere. Alternatively, they can enhance the store's atmospherics through visual communications (signs and graphics), lighting, colors, and even scents. For example, to give a sense of the supermarket being healthy, fresh produce is deliberately located at the front of the store. In terms of bakery items, supermarkets usually dedicate 30 to 40 feet of store space to the bread aisle.

Supermarkets are designed to "give each product section a sense of individual difference and this is evident in the design of what is called the anchor departments; fresh produce, dairy, delicatessen, meat and the bakery". Each section has different floor coverings, style, lighting and sometimes even individual services counters to allow shoppers to feel as if there are a number of markets within this one supermarket.

Marketers use well-researched techniques to try to control purchasing behaviour. The layout of a supermarket is considered by some to consist of a few rules of thumb and three layout principles. The high-draw products are placed in separate areas of the store to keep drawing the consumer through the store. High impulse and high margin products are placed in the most predominant areas to grab attention. Power products are placed on both sides of the aisle to create increased product awareness, and end caps are used to receive a high exposure of a certain product whether on special, promotion or in a campaign, or a new line.

1.3 FEATURES OF SUPERMARKET TO INFLUENCE CUSTOMER BUYING BEHAVIOUR

1. Self service

The most distinctive feature of the supermarket is the absence of sales man and shop assistants to help the customers. These stores are operated on a self-service basis. Customers themselves choose and carry the products. They solve their own buying problems. They wheel the trolley to make payment.

2. Low price appeal

Self-service combined with the large buying power and the low percentage of profit margins means that supermarkets can sell at low prices. This low price appeal is an important of supermarket.

3. Offer services

Supermarkets usually offer services such as laundry, dry cleaning, shoe repair, check cashing and bill paying video rentals, restaurants, delicatessens, financial institutions, and pharmacies.

4. Variety of products

All varieties of goods including other non-food items such as medicines, cosmetics, ready-made garments, household goods are sold out from supermarkets.

5. Limited services to customers

Supermarkets do not provide services to customers as departmental stores provide. It provides nominal limited services to customers free of charge.

6. Separate departments

In supermarkets, separate departments are operated for certain items (product lines). Supermarkets are organized and operated on department basis.

7. Deals in pre-packed goods:

Super market normally deals in pre-packed goods or products. It uses latest and up-to-date packing material to protect quality and quantity. On all packages, prices, weights, particulars of goods, grade and quality are specified.

8. Deals in necessities of life:

Super market deals in commodities, which are required regularly. Thus, they deal in tinned products of well-known brands, groceries and provision, readymade garments, fruits, etc. The turnover is quick as the demand for the necessities of life is a continuous one.

9. Needs huge capital to operate:

Super market is a large retail trading organization. It requires a substantial amount of capital for big premises, huge warehousing, ample parking and stocking of a wide variety of commodities.

10. Centrally located in big premises:

Super markets are normally opened in a central locality where ample space is available. It is housed in big premises.

TYPICAL SUPERMARKET PRODUCE

Larger supermarkets in North America and in Europe typically sell many items among many brands, sizes and varieties. U.S. publisher *Supermarket News* lists the following categories,

For example Hypermarkets have a larger range of non-food categories such as clothing, electronics, household decoration and appliances.

- Bakery (packaged and sometimes a service bakery and/or onsite bakery)
- Beverages (non-alcoholic packaged, sometimes also alcoholic if laws permit)
- Nonfood & Pharmacy (e.g. cigarettes, lottery tickets and over-the-counter medications (as laws permit))
- DVD rentals, books and magazines, including supermarket tabloids greeting cards, toys, small selection of home goods like light bulbs, housewares (typically limited))
- Personal care e.g. cosmetics, soap, shampoo
- Produce (fresh fruits and vegetables)
- Floral (flowers and plants)
- Deli (sliced meats, cheeses, etc.)
- Prepared Foods (packaged and frozen foods)
- Meat (fresh packaged, frozen, sometimes with a butcher service counter)
- Seafood (fresh packaged, frozen, sometimes with a butcher service counter)
- Dairy (milk products and eggs)
- Center store (e.g. detergent, paper products, household cleaning supplies)
- Multicultural (ethnic foods)
- Bulk dried foods
- Animal foods, toys and products

1.4 STATEMENT OF THE PROBLEM

Supermarket market research is vital when starting a new business or expanding an existing one. The market research also helps with the business plan. Furthermore, it enables your company to know your customer's thinking and buying patterns. Also, it helps to look into the dos and don'ts of the business place, so you can make it the ideal place for your business.

1.5 REVIEW OF THE STUDY

1. Martineau :

He was the first researcher to work on store attributes. He described store attributes as factors responsible for store image formation. Further, he opined that the supermarket image leads to create personality of the store in the mind of customers and customers' decisions are influenced by the picture of the entire store. The image of the supermarket is formed in customer mind by some store attributes like: Layout and Architecture, Symbols and Colours, Advertising, and Sales personnel matched with various patterns of consumer behaviour.

2. Hansen and Deutscher :

He used a base of 485 consumers in Ohio and examined the relative importance of the various aspects of retail image to different consumer segments. They made comparison of different attributes across departmental and grocery stores to indicate congruence and concluded that the same attributes are important across different types of stores.

3. Westbrook :

He used some range of non product related factors and identified eight variables Sales personnel, Store environment, Merchandising, Services, Product satisfaction, Store clientele, Value-price, and Special sales that may influence customer satisfaction and dissatisfaction. Among them he concluded that Sales persons, Store sales, Product satisfaction, Value price relationship, and Store environment were most influential variables of retail customer satisfaction.

4. Levy and Weitz

. In this respect they found that traditional supermarkets use strategies to compete successfully by differentiating their products and services from other competitors. This they do by emphasising the freshness of perishables; focusing on the needs and wants of health-conscious and multi-cultural consumers; offering superior value with reduced cost private-label merchandise; and providing customers a shopping experience better than those of competitors

5. K M. Makhitha

This study has found that convenience of the store is the most important attribute the consumers consider when selecting a supermarket, followed by price and service. The findings imply that supermarket owners and managers can influence consumer's supermarket choice by incorporating these important attributes in their supermarket marketing strategy. The study has also found that demographic factors such as supermarket selection. Since the marital status of consumers influence supermarket selection, supermarket managers must adopt attributes that attract consumers who are married and those that are unmarried.

6. Rachael Pechey

The extent of use of low or high price supermarkets had limited effects on outcomes. More frequent trips and fewer small trips were associated with healthier purchasing for both outcomes; visiting more store chains was associated with higher percentages of energy from

fruit and vegetables. Although both supermarket choice and shopping behaviours are associated with healthfulness of purchases, neither appears to contribute to socioeconomic differences. Moreover, differences between supermarket environments may not be primary drivers of the relationship between supermarket choice and healthfulness of purchases.

7. Abdulla M. Alhemoud

The study focused on the perceptions of consumers towards the importance of a range of attributes deemed significant in creating the supermarket image in the minds of consumers. However, it is important to suggest a need for further research to relate the importance ratings of the key attributes to customer satisfaction. From a strategic perspective, such an examination is essential for gaining feedback about how well the consumer's expectations are exceeded or at least met. The availability of such information allows the supermarket management to align its efforts to particular elements perceived important by consumers. Failing to meet consumers' expectations would result in consumer dissatisfaction, increasing the likelihood that a certain proportion of current customers would shop elsewhere.

8. Lumpkin :

He examined the purchase behaviour in the context of apparel and found that the respondents have patronized the store rather than the brands of the products in their studies. He reached the conclusion that there was a clear difference in the reasons for patronizing these stores with the types of products purchased. In case of food and grocery store purchases, issues pertaining to convenience, closeness to home, 83 percent respondents have responded

9. Schiff Man et al :

They have also studied purchase behaviour regarding activities, interests and opinions (Ala) in the context of various products. They reached the conclusion that store are patronized. Further the outcome of their studies reflect that respondents were very conscious about price and quality/guarantee of the products.

10. Sproles :

His study provides eight central decision-making dimensions to explain why shoppers in certain ways. One of the most important assumptions of this approach is that each individual consumer has a specific decision-making style resulting from a combination of their individual decision making dimensions.

11. Parasurama :

In his study on supermarket customer service and marketing excellence discussed the meaning and measurement of service quality and offered managerial guidelines for delivering superior service by invoking key insights from a multi-year, multi sector stream of research on customer service. He developed a model called SERQUAL, which consisted of five dimensions like reliability, responsiveness, assurance, empathy and tangibles. He concluded that reliability to be the most important of the five SERQUAL dimensions. He also concluded that a company should effectively blend external marketing with customer service to deliver.

1.6 OBJECTIVES OF THE STUDY

1. To know about the reason why customers prefer supermarket than retail shops.
2. To study the factor influencing customer satisfaction.
3. To analyse the performance of supermarket functioning.
4. To study about the pros and cons of supermarket to influence customer buying behaviour.

1.7 SCOPE OF THE STUDY

The study has been conducted to know the functioning of supermarket to influence customer buying behaviour.

1.8 RESEARCH METHODOLOGY

This section attempts to describe the methodology of the present study. It includes period of the study sampling techniques, collection of the data and analysis of the data.

1.9 Area and period of study

A study on functioning of supermarket to influence customer buying behaviour was conducted in the area of thoothukudi. The study was carried out over from February to May 2023.

1.6.2 Collection of data

The study is made with the help of both primary data and secondary data. The data were collected through questionnaire and secondary data were collected from books, journals, website and other periodicals.

1.6.3 Sampling design

The data collected are original in nature. A sample of respondents residing in various parts of Thoothukudi was selected by convenient sampling techniques. The questionnaire was prepared.

1.6.4 Construction of tools

60 copies of questionnaire were taken and distributed among the respondents. A copy of questionnaire was appended.

1.6.5 Frame work analysis

The data collected through questionnaire was analysed through various statistical tools. The statistical tools was for deriving a conclusion and getting better results. The following are the statistical tools which are used for analysis

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

1.7 LIMITATIONS OF THE STUDY

In order to make this project a veritable and well found one all the aspects of the Topic was kept in mind. The major limitations are

- Time is one of the main hindrance which limits the effective data collection.
- The number of respondents is limited to 60.
- The area of study to Thoothukudi so the study doesn't suit for other cities.
- The reliability and accuracy if the study depends upon the respondent's trueness and response towards the questionnaire.

2.1 HISTORY OF SUPERMARKET

In the early days of retailing, all products had to be fetched by an assistant from shelves on one side of a counter while the customers stood on the other side and pointed to what they wanted. Also, many foods did not come in the individually wrapped consumer-size packages taken for granted today, so an assistant had to measure out the precise amount desired by the consumer. These practices were obviously labor-intensive and therefore quite expensive. The shopping process was slow, as the number of clerks employed in the store limited the number of customers who could be attended at one time.

The concept of a self-service grocery store was developed by Clarence Saunders and his Piggly Wiggly stores. His first store opened in Memphis, Tennessee in 1916.

Saunders was awarded several patents for the ideas he incorporated into the Piggly Wiggly stores. The stores were a financial success and Saunders began to offer franchises. A&P was another successful early chain in Canada and the United States, having become common in North American cities in the 1920s.

The general trend in retail since then has been to stack shelves at night and let the customers get their own goods and bring them to the front of the store to pay for them. Although there is a higher risk of shoplifting, the costs of appropriate security measures will be ideally outweighed by the economies of scale and reduced labor costs.

According to the Smithsonian Institution, the first true supermarket in the United States, and the world, was opened by ex-Kroger employee Michael J. Cullen, on August 4th, 1930, in a 6,000 square foot former garage in Jamaica, Queens, New York. The store, King Kullen, named for King Kong, operated under the slogan "Pile it high. Sell it low." The main difference between this store and the Piggly Wiggly stores was that Cullen's store was much larger, and they stocked national brands of food that were not easily found at neighborhood markets. The rise of the refrigerator also gave Cullen the idea to install a parking lot near the supermarket so people could buy large quantities of food for storage. When Cullen died in 1936, there were 17 stores in operation.

Existing grocery chains like Kroger and Safeway at first resisted Cullen's idea, but eventually were forced to build their own supermarkets as the North American economy sank further into the Great Depression and consumers became price-sensitive to a degree never seen before. Kroger took the idea one step farther and pioneered the first

supermarket surrounded on all four sides by a parking lot. Soon, other supermarkets popped up, using the ideas that Cullen had originated to attract many consumers.

Supermarkets proliferated in Canada and the United States after World War II. Throughout the 1950s, supermarkets spread into Europe. The rest of the world accepted supermarkets throughout the 1960s, 1970s, and 1980s, with some parts of Asia accusing the major supermarket chains of promoting westernization. Supermarkets rose to prominence in Africa in the 1990s, spreading rapidly through eastern and southern Africa.

“A “supermarket revolution” has been underway in developing countries since the early 1990s. Supermarkets (here referring to all modern retail, which includes chain stores of various formats such as supermarkets, hypermarkets, and convenience and neighborhood stores) have now gone well beyond the initial upper- and middle-class clientele in many countries to reach the mass market. Within the food system, the effects of this trend touch not only traditional retailers, but also the wholesale, processing, and farm sectors. The supermarket revolution is a “two-edged sword.” On the one hand, it can lower food prices for consumers and create opportunities for farmers and processors to gain access to quality differentiated food markets and raise incomes.

On the other hand, it can create challenges for small retailers, farmers, and processors who are not equipped to meet the new competition and requirements from supermarkets. Developing-country governments can put in place a number of policies to help both traditional retailers and small farmers pursue “competitiveness with inclusiveness” in the era of the supermarket revolution. Some countries are already taking such steps, and their experiences offer lessons for others.”

2.2 TOP SUPERMARKET IN OTHER COUNTRIES

WALMART



Walmart is an American multinational retail corporation that operates a chain of supermarket, discount department stores, and grocery stores in the United States, headquartered in Bentonville, Arkansas. Walmart was the largest United States grocery retailer in 2019, and 65 percent of Walmart's US\$510.329 billion sales came from U.S. operations. The company was incorporated as Wal-Mart, Inc. on October 31, 1969, and changed its name to Wal-Mart Stores, Inc. in 1970. The same year, The company opened a home office and first distribution center in Bentonville, Arkansas. It had 38 stores operating with 1,500 employees and sales of \$44.2 million. The company's business model is based on selling a wide variety of general merchandise at low price. Unlike many others, Walmart does not charge slotting Fees to suppliers for their products to appear in the store. Instead, it focuses on selling more popular products and provides incentives for store managers to drop unpopular products.

COSTCO



Costco is the second-largest supermarket after Walmart, and the world's largest retailer of specific products such as organic food, rotisserie chicken, and prime beef. The company manages and operates a chain of membership-only warehouse clubs that sell

groceries, frozen goods, clothing, and electronics. Costco's business model focuses on lowering costs to offer competitive product pricing to consumers. As of early 2021, there are 795 Costco locations across the world. Nearly 600 of these are in the United States, with the remaining spread across mostly Canada, Mexico, and the United Kingdom. It also owns a single location in both China and New Zealand. Costco is currently looking to expand aggressively in China and tap into the country's massive customer base.

7-ELEVEN



7-Eleven is a multinational chain of stores that operates, licenses, and franchises a total of 71,000 locations across 17 countries. In the United States, 7-Eleven typically doesn't sell any groceries. Their primary products are snacks, soft drinks, and deli items such as sandwiches and salads. Other popular items sold at 7-Eleven include coffee and Slurpee's, a partially-frozen sugary drink. In Asian countries, however, 7-Eleven stores are often much more expansive and offer a greater variety of food items. Japanese locations have full grocery aisles, packed with fresh fruits, vegetables, and meats. They also often sell precooked and fully prepared meals for purchase.

SPAR



SPAR was founded in 1932 in Amsterdam, Netherlands. The chain is in over 13,500 locations in 35 countries. The retail franchise serves mostly the European market in Austria, Japan, Czech,UK, Belgium, Poland, Switzerland, Croatia, Norway, Italy, France, Ireland, Sweden, Slovenia, Portugal, Spain, Hungary and Germany. Other outlets are in South Africa, Zambia, India, Zimbabwe, Namibia, Montenegro, Japan, Romania, Australia and Mauritius.

KROGER



Nearly 140 years later, the Kroger Company is still particular about how we serve customers and community, how we innovate and who we hire. As the nation's largest supermarket with nearly 2,800 stores in 35 states operating under 28 different names, we meet our customers' changing needs by making fresh food accessible to all. Our current practices are rooted in Barney Kroger's early efforts to serve customers through food freshness, low prices and innovation—fundamentals that remain at the heart of our Kroger mission today.

PENNY



PENNY is the discount store at the centre of people's lives that offers high-quality products, customer-focused ranges with a large choice of fresh products and favourable prices at all times. PENNY operates successfully in Austria, the Czech Republic,

Germany, Hungary, Italy and Romania. In each country, PENNY acts as a national discounter with country specific ranges.

ALDI



Aldi is the common company brand name of two German multinational family owned discount supermarket chains operating over 10,000 stores in 20 countries. The chain was founded by brothers Karl and Theo Albrecht in 1946, when they took over their mother's store in Essen.

MERCADONA



Mercado is an Spanish supermarket chain. Mercado has 1,636 stores in all the 17 Spanish regions, Ceuta, Melilla and in PoMercado was ranked the 9th most reputable company in the world in 2009, by the Reputation Institute as listed in Forbes magazine. Mercadona dedicates much of its resources to eliminating unnecessary costs in its packaging.

According to economists, the chain has saved €2.2 billion by reducing packaging materials. This included opting out of a glossy finish on packaging which company

leaders deemed unnecessary, and adding a plastic lid to a can of tuna, making it easier to open and more appealing to purchase.

INTERMARCHÉ



Intermarché is the brand of a general commercial French supermarket, part of the large retail group Les Mousquetaires founded in 1969 under the name EX Offices, by Jeanpierre Le Rocha. EX Offices was renamed Intermarché in 1972. Intermarché specializes in fresh products such as fruits and vegetables, dairy products, baked goods, meat. Stores belonging to this chain have also their own bakeries, smokehouses and butcheries, so that customers can purchase traditional products, produced on the spot according to the Polish recipes. The network also offers ecological and bio products and about 2000 own brand products of equal quality to the leading brands, priced at a more competitive level.

MARKET BASKET



Market Basket supermarket stores offer outstanding value on grocery foods including fresh produce, quality meats, delicious bakery goods and beautiful floral arrangements.

We also provide pharmacy services in select grocery store locations. Currently, Market Basket employs more than 2,000 supermarket associates. To serve our valued customers well, Market Basket provides innovative supermarket solutions and a full assortment of grocery products to keep pace with your evolving needs.

2.3 HISTORY OF SUPERMARKET IN INDIA



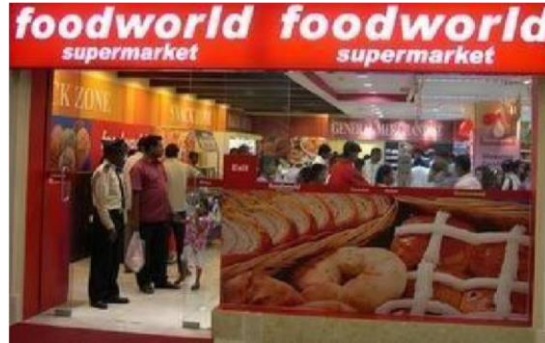
The first grocery store framed in quite a while was nil iris which was built up in 1971 in Bangalore. The first historically speaking store chain built up in quite a while was Food world. In India, markets were retailers who furnish high volume of product with efficient valuing with self-help choice and having an assigned territory in the scope of 4002500 sq.mt. India saw a progressive change in the mid 1990s which was in accordance with the happenings in the US and Europe. The advancement began as a procedure from little shops, asphalt merchants and neighbourhood wet markets to the cutting edge and in vogue general stores.

The Indian grocery stores had a decent association with agribusiness, which had a place with 60% of the Indian populace, because of which the way of life of the ranchers expanded according to the Dept. of horticulture and collaboration. The advancement of Stores help the ranchers to sell their items financially. As per Maslow's chain of command of requirements, nourishment is considered as an essential need and the store assumed a major job to address

The issues of nourishment. Markets could gather items from an assortment of sellers including wholesalers, ranchers and makers (Joseph, Soundararajan, Gupta, and Sahu, 2008). The general stores make the shopping exceptionally helpful for the client. The value added services helped the grocery stores to hold their clients with them.

2.4 SUPERMARKET CHAINS OF INDIA

Food world



In 1995, Food world was joined as a JV of RPG Enterprises and Hong-Kong based Dairy farming. They began 93 stores in 2002, yet in 2005 the JV got isolated and the Food world brand went under the control of Dairy Farm International. The present status of nourishment world is that the quantities of general stores in India are 67 and there are 42 in Bangalore.

Reliance fresh



Dependence Fresh is under the Mukesh Ambani gathering of Reliance and their essence in retail advertise is noticeable. A Reliance Fresh outlet for the most part has 3000-4000 sq. ft. cover zone and it focuses on an assistance territory of 2-3 kms. Right now, the quantity of stores which are opened in India numbers to 886 and Bangalore has 47 general stores

Aditya Birla Retail Limited (ABRL)



ABRL is the retail division of Aditya Birla Group. In South India, Aditya Birla Retail has taken more than 172 retail stores of Trinethra and Fabmall set up together. It's present all over India under the brand name "More" with two organizations More Supermarket and More hypermarket.

In 2007 ABRL took over TSR, which around then had just 35 stores in Bangalore. However, after the takeover in March 2008, the include is 655 stores in India in which there are 61 grocery stores in Bangalore

Food Bazaar

Future Group's nourishment and staple retail division is Food Bazaar. Future gathering has an assortment of retail arranges which incorporates Pantaloons, Big Bazaar, Food Bazaar Home Town, e-zone and Central. It began its tasks in the year 2002 in April. The spread of these stores are available in excess of 70 urban communities in India with a functioning operational region of in excess of 9 million sq.ft. As of now the count is 163 Big Bazaar and 186 Food Bazaar.

Nilgiris



Nilgiris was the primary grocery store which got fused in the sorted out part in 1905 in Bangalore and the following retail shop branch was added by them in 1936. In 1945, the

retailer added to the item extend in nourishment and staple. Nilgiris is presently found in excess of 90 retail branches under the marking "Nilgiris 1905". In November 2014 the Future gathering took over Nilgiris and the present include of grocery stores is 38 in Bangalore.

Spencer's



Since 1863 Spencer's shaped an a vital part of Indian retail area and the main Spencer's retail store was opened in 1895. Following scarcely any years it turned into a piece of the RPG gathering and turned into the main market network in 1980. Spencer's presently have a place with the broadened RPG bunch which works roughly 350 stores from a system of 50 nations and the representative quality surpasses 6000.

Safal



Safal is the foods grown from the ground division of Mother Dairy which is supported by the NDDB began in 1986. Right now Safal has 400 outlets in the Delhi locale and 30 retail outlets in Bangalore. There is an arrangement of expanding 40 additional stores in the NCR zone and 10 more are getting added to the current number in Bangalore.

2.5 TOP SUPERMARKET IN THOOTHUKUDI

Velavan Hyper Market



Since 1998 with a small effort by the founder Mr.A.ThangavelNadar, who dedicates his ajanta to give life to the word ‘Ultimate level of Customer Service’. He understands the value of customer’s need and he decided to enrich it in dedicated manner, by his greatest observation towards the need of City he established “Velavan Stores” in 1998 which is fully committed to satisfy the customer’s need and want. Since 1998 only Velavan Stores can able to reach all level of people and satisfies the heart of customers through its high level of Quality and timely response to the customer’s need& want. This initiations continues, in 2000 we have started food wear shop for travel to accomplish the people’s need.

‘Velavan Hyper Market’ which was established by our Velavan Stores family. This is very most fortunate thing for people because now almost we have the capability to serve the whole state with a wide variety of product line under one single roof. Velavan Hyper Market is the only place where people can purchase anything in a single place. Almost we have has all customer needed apparels. People can see an entirely different level of Hyper Market which consist of biggest Jewellery section, a multi-level Textile shop, biggest Supermarket, separate Vessels section, Books & Stationary shop, Electronic apparels and medical shop.

Rani Stores Supermarket



Rani Stores Super Market in Thoothukudi is one of the leading businesses in the Supermarkets. Also known for Supermarkets, Rani super market is a self-help type of store that sells a large range of food, drinks, household goods, and personal hygiene items. These items are grouped into and have a section dedicated to them, which makes it easier to find them. When compared to a general store, rani store is bigger and offers more selections. Supermarkets in Thoothukudi is known to provide all consumer goods under one roof, which is why they attract a lot of people.

Maharaja supermarket



Maharaja Super Market in Pudukottai, Thoothukudi is a top player in the category Supermarkets in the Thoothukudi. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Thoothukudi. Over the course of its journey, this business has established a firm foothold in it's industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future,

this business aims to expand its line of products and services and cater to a larger client base. In Thoothukudi, this establishment occupies a prominent location in Pudukottai. It is an effortless task in commuting to this establishment as there are various modes of transport readily available.

Mangai Supermarket



Mangai Super Market in Thoothukudi is one of the leading businesses in the Grocery Stores. Also known for Supermarkets, Departmental Stores, Salt Retailers, Provision Stores, General Stores, Milk Retailers, Rice Retailers, Snacks Retailers and much more.

It fulfil our utility as well as food requirements in one place, then Grocery Stores are the place to go! From food items to household items to personal care items, a grocery store houses everything under one roof. This saves you many trips to the different stores, saving you a lot of time and money. It is situated just Near Gandhi Statue and is a popular go-to choice for people living in the vicinity. Mangai Super Market is a store that will fulfil all your requirements.

2.6 FEATURES OF SUPERMARKET

1. Self Service



The most distinctive feature of the supermarket is the absence of salesmen and shop assistants to help the customers. These stores are operated on a self-service basis. Customers themselves choose and carry the products. They solve their own buying problems. They wheel the trolley to make payment.

2. Low Price Appeal



Self-service combined with the large buying power and the low percentage of profit margins means that supermarkets can sell at low prices. This low price appeal is an important feature of supermarkets.

3. Pricing policy



Most supermarkets emphasize price. Some use price offensively, featuring low prices to attract customers. Others use price defensively, relying on leader pricing to avoid a price disadvantage

4. Thin Gross Margin



Having very thin gross margins, supermarkets need high levels of inventory turnover to achieve satisfactory returns on invested capital.

5. Parking Space



They are located in a place where consumers are given facilities like parking. Some supermarkets are successful without providing space. The trend, however, is to provide more parking spaces

6. Advertisement



They use heavy advertisements and mass displays of merchandise.

7. Credit



No credit facilities are offered by these supermarkets.

8. Low Operational Expenses



The operational expense in the case of a supermarket is less as compared to other similar retail trade organizations.

9. Attractive Packaging



Packaging of goods is given more attention in the supermarket because the customer is not guided by the salesmen in buying goods.

10. Central Location



It must have a central location and expert management to secure a very high turnover.

11. Company Form



All supermarkets at present are usually run by limited companies.

12. Discount



Selling At present, discount selling in food articles is also undertaken by the supermarkets.

13. Novel Form



A supermarket is a novel form of retail organization specializing in necessities and convenience goods.

2.7 FUNCTIONS OF SUPERMARKET

For a supermarket business to flourish and grow, the business owner and the manager must focus on the core business functions. This includes functions such as human resources, business accounting, department operations, shipment & delivery, parking, security, etc.

Identify Department

There are an array of products being sold under the same roof in the supermarket business model. It is important to identify what products you want to sell and then make sections accordingly. Also, with such an assortment of products, it makes sense to have a staff who can properly manage all the departments to offer the best services to the customers conveniently.

Manage Employees

When it comes to supermarkets, your staff should have a high level of accountability and must be reliable. They should be honest and must perform their duties can so that there is little monitoring required and at the same time, excellent customer services are offered.

Supermarket Accounting Operations

This comprises cash management procedures to count and record cash register sales and to execute banking functions. Supermarket Accounting Operations also takes care of accounting for operational expenses, handling employee payroll and supermarket procurement needs.

Monitor Shipping

It is important to monitor the shipment and delivery so that there are no issues of overstocking and understocking products. Inventory needs should be monitored, especially for products that have short expiration dates. Moreover, the manager should keep a tab on the expected delivery dates.

Online delivery services

Many supermarkets have started offering online deliveries primarily to customers that live within a designated distance from the store. Most of the time, products are offered at reduced prices to encourage online deliveries.

Parking and Security

Safe and convenient parking should be made available to the customers, and tight security should be there in case of any emergency at the supermarket store. This also includes the staff security employee. Hence regular meetings should be scheduled to communicate the security concerns with your employees.

2.8 TYPES OF SUPERMARKET

Traditional Market



Stores offering a full line of groceries, meat, and produce with at least 2 million USD in annual sales and up to 15% of their sales in general merchandise (GM) and health & beauty care (HBC). These stores typically carry anywhere from 15,000 to 60,000 SKUs (depending on the size of the store) and may offer a service deli, a service bakery, and/or a pharmacy.

Fresh Format



Different from traditional supermarkets and traditional natural food stores, fresh stores emphasize perishables and offer center-store assortments that differ from those of traditional Retailers especially in the areas of ethnic, natural, and organic, e.g., Whole Foods, The Fresh Market, and some independents.

Wholesale



A membership retail/wholesale hybrid with a varied selection and limited variety of products presented in a warehouse-type environment. These approximately 120,000 squarefoot stores have 60% to 70% GM/HBC and a grocery line dedicated to large sizes and bulk sales. Memberships include both business accounts and consumer groups, e.g., Sam's Club, Costco, and BJ's.

Supercenters



A hybrid of a large traditional supermarket and a mass merchandiser. Supercenters offer a wide variety of food, as well as non-food merchandise. These stores average more than square feet and typically devote as much as 40% of the space to grocery items, e.g., Walmart Supercenters, Super Target, Meijer, and The Kroger Marketplace stores.

Military



A format that looks like a conventional grocery store carrying groceries and consumables but is restricted to use by active or retired military personnel. Civilians may not shop at these stores

E-Commerce Store



Food and consumable products ordered using the internet via any devices, regardless of the method of payment or fulfillment. This channel includes Amazon and Peapod as well

as the E-Commerce business generated by traditional brick & mortar retailers, e.g., Coborns

ShopRite. The other non-traditional retail segments above include their E-Commerce business.

2.9 BEST PRACTICES FOR PROMOTING SUPERMARKET

Create Or Claim Business Pages Online

Customers that go online to find out about your store should be able to access reliable information. Even if you already have a website for your store, creating or claiming digital business pages allows you to ensure that customers can find accurate information no matter where they go.

Develop A Social Media Presence

Every successful business needs to have a social media presence. It's the best way to directly communicate with your customers and update them about your store. Additionally, customers can easily reach out to you with questions or concerns.

Offer tastings or free samples

If you have specific sales or products you want to market, offer tastings or free samples of that product. While you can't do this for all products, it's a great way to showcase special items and advertise promotions. Additionally, if you have your brand of product, samples allow you to share that product with your customers.

Have Branded Reusable Products

Branded reusable products allow you to provide your customers with practical items while advertising your store. One of the most common products offered by grocery stores is reusable shopping bags. With a rising increase in environmental awareness, more and more customers opt for reusable bags rather than plastic or paper.

Offer digital coupons

Coupons are always great for encouraging customers to buy more, but nowadays, most customers prefer digital coupons. Digital coupons are much easier for customers to use, as they only have to pull them up on their mobile devices and show them at checkout.

Have in-store advertising

In-store advertising lets you reach your current shoppers and let them know about promotions, loyalty programs, or special offers. You can hang posters and signs around your store, and you can also advertise promotions over the PA system if you have one.

2.9 ADVANTAGES OF SUPERMARKET

Supermarket is large retail food stores selling groceries, fruits, vegetables, dairy and foods products. Therefore, A large retail business unit, selling mainly food and grocery items on the basis of low margin appeal, wide variety and assortments, selfservice, and heavy emphasis on merchandise appeal.

1. Freedom of Selection



Customers enjoy full freedom of selection in supermarkets. As salesman are not appointed in these markets, customers select goods of their choice on their own.

2. Fixed Prices



Prices of all the goods at these stores are always fixed. No bargaining is allowed in prices. Hence, these markets win the faith and favor of customers.

3.Lower Prices



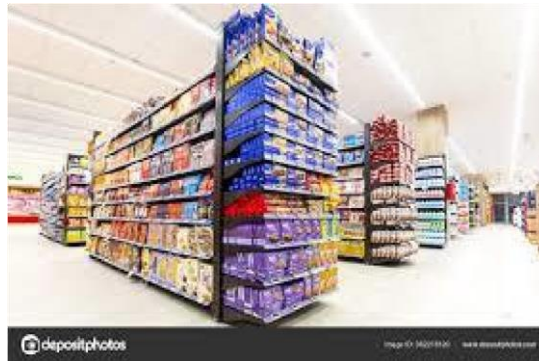
Prices of goods are generally kept low at the supermarket. Thus, these markets are suitable for both rich and poor people.

4.Availability of all the Goods of Daily Need



Supermarkets provide almost all the goods of daily and regular needs to the consumers under one roof. Thus, they have not to move from one place to another for making their purchases.

5. Availability of Variety Goods



Supermarkets maintain a large variety of all the goods and thus, help customers in the selection of best goods.

6. Availability of Standard Goods



Supermarket deal only in standard goods. Customers believe that they are paying the right price for the right goods of the right quantity.

7. More Profits



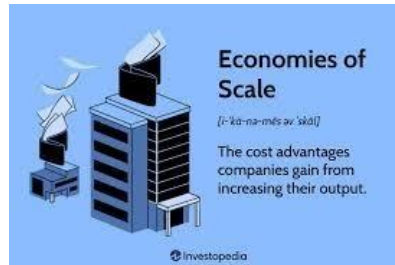
Through the margin of profit at supermarkets is kept very low, but the total amount of profit becomes very high.

8. No-Risk of Bad Debts



As Supermarket sells only for cash there is no risk of bad debts.

9. Economics of Large Scale Operation



As a Supermarket is a large scale retail organization, it gets many economies of large scale operations.

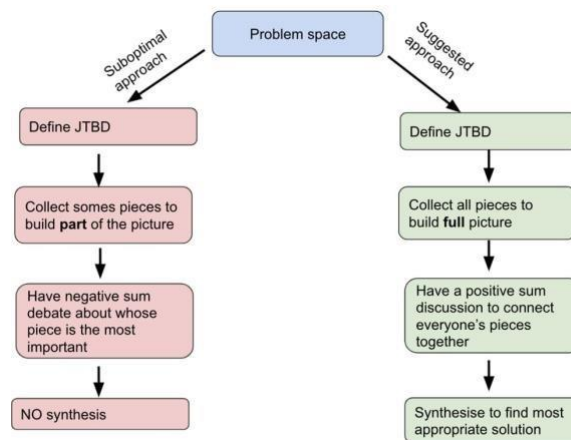
2.10 DISADVANTAGES OF SUPERMARKET

1. Need for Huge Amount of Capital



As Supermarket is a large scale retail organization and it deals in almost all the goods and services of daily use of consumers, it needs huge amount of capital to be invested.

2. Problem of Required Space



Supermarket required a large space and that too in the heart of big cities, but it is very difficult to find such a place in a big city these days.

3. Difficult for Customers in Making Selections



No salesman is appointed in the supermarket, and thus, the customers have to select on their own. It becomes very difficult for customers to do so without any aid.

4. Not Suitable for the Sales of Goods of Technical Nature



For supermarkets, it is not very practical to provide after-sale services. Therefore, goods of Technical nature cannot be sold in supermarkets.

5. Possibility of Spoil of Perishable Goods



As Supermarket deals in many perishable goods like vegetables, fruits, dairy products, etc. These goods may be spoiled if not sold within a limited time.

5. Lack of the Facility of Credit



The supermarket sells goods only for cash. Thus, the customers want to purchase on credit, cannot do so from supermarkets.

6. Fewer Opportunities for Employment



As no salesman are appointed in supermarkets, least employment opportunities are provided by these markets.

7. Minimum Satisfaction of Consumers



Customers have to select the goods on their own without any aid and no extra facility is provided to them in these markets, and they feel least satisfied.

2.11 STRATEGIES OF SUPERMARKET

It is no secret that supermarkets have long been pouring large quantities of money into marketing their businesses in the hopes of increasing their customer expenditure. By taking into account customer and social behaviors, you can build a successful supermarket marketing plan that will increase your sales and boost your profits. Not only that, but there are new methods and technologies to create these promotions that are not widely known.

Using high productivity marketing applications, promotional campaigns that wouldn't have been realistic now make sense as a sustainable way of building a retail business.

Seasonal Campaigns



Supermarket owners might be under the impression that seasonal campaigns can only happen when moving from fall into winter. Well – you no longer have to wait between seasons for Halloween, Christmas, and Thanksgiving to come around for you supermarket to cash in.

Newspaper & Magazine Ads



If you've already created circulars and flyers, you can repurpose some of those designs into ads of various sizes. Try using odd shaped ads where the editorial of the newspaper or magazine flows around the ads.

Email & WhatsApp Flipbooks



More supermarkets are now offering online purchasing options which offer really interesting options for a completely digital marketing options.

Advertise Multi-Use Products



Often supermarkets will make the majority of their revenue from existing customers, already know the shop's quality and the brands they offer. Because of this, the majority of new sales and increase in sales will come from convincing existing customers to spend more – rather than attracting new customers.

Promotional Prices



There's no denying that everyone loves a good discount. Even though it's far from subtle. One of the best marketing techniques for supermarkets is to offer promotional discounts when you can. If your supermarket offers discounts for a limited time only, people will likely buy in bulk.

Charity Work



Suppose you work hard to affiliate your business with prominent charities. In that case, this will help you to gain a positive reputation as a supermarket that cares not only about sales – but also about your local community.

2.12 TERMS AND CONDITIONS OF SUPERMARKET

Delivery Service



When placing an order, we use all reasonable efforts to deliver at the time of choosing or by 5:00 pm on the day of arrival. Once placed order by telephone, fax, email, or online, supermarket will act as bailee for the ordered products.

Price and Availability



From time to time, products ordered may be unavailable. If they are unable to fulfill entire order, supermarket will make every reasonable effort to substitute the closest product.

Payment



We accept only credit/debit cards. In the event your card is declined, we reserve the right to collect funds for any uncollected transactions owed should a payment made via credit card be declined

Copyright and Ownership



All Site content, design, text, graphics, and interfaces; the collection, selection, and arrangement thereof; and all software are the property of, or duly licensed to, All Seasons Grocery, LLC. Consent is granted to view all of such things for the sole purpose of placing an order with us.

DATA ANALYSIS AND INTERPRETATION

Analysis of data is a process of inspection, transforming and modelling data with the goal of discovering useful information, providing suggestions, arriving at conclusion and supporting decision making. Data analysis has multiple facts and approaches, encompassing diverse techniques under variety of names in different science and social science domains.

This chapter deals with the analysis and interpretation of data regarding functioning of supermarket to influence customer buying behavior. Data are collected from 65 respondents and tabulated for easy understanding and good presentation which assists the researcher to analysis the data efficiently.

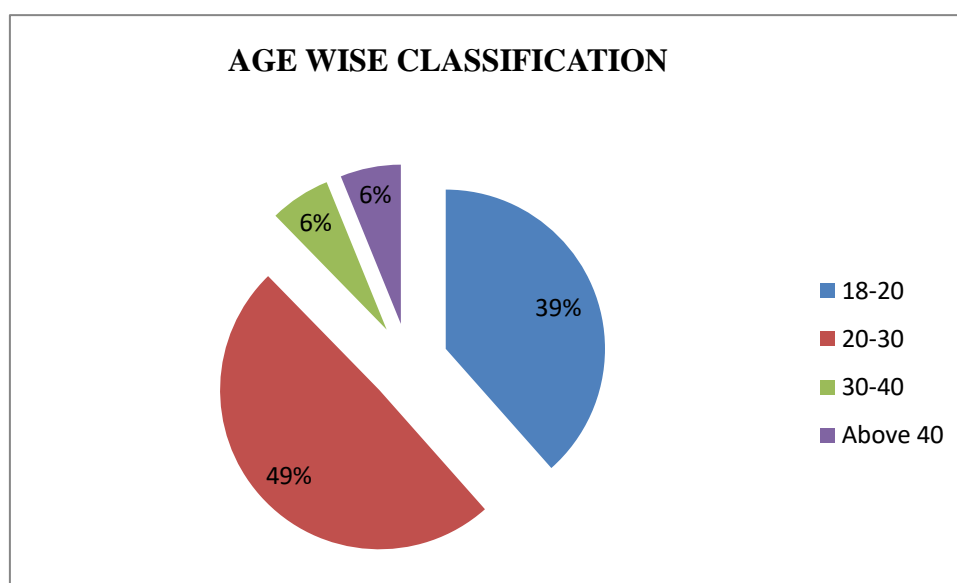
The data collected are have been analysed by using the following statistical tools

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

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

TABLE 3.1
AGE WISE CLASSIFICATION

Age	NO.OF RESPONDENTS	% OF RESPONDENTS
18-20	25	39
20-30	32	49
30-40	4	6
Above 40	4	6
Total	65	100



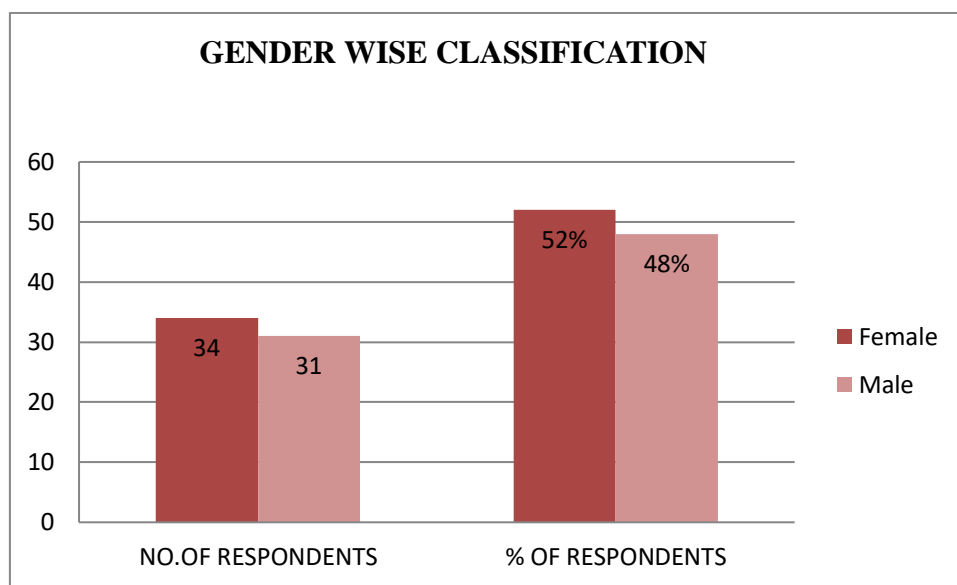
Source: primary data

INFERENCE

From the above chart it is cleared that, 49% of the respondents comes under 18-20 years of age category and 39% of the respondents comes under 20-30 years of age category remaining 49% of the respondents comes under 30-40 & above 40 years of age category. Majority i.e. 49% of the respondents are under 20-30 years of age category.

TABLE 3.2
GENDER WISE CLASSIFICATION

GENDER	NO.OF RESPONDENTS	% OF RESPONDENTS
Female	34	52
Male	31	48
Total	65	100



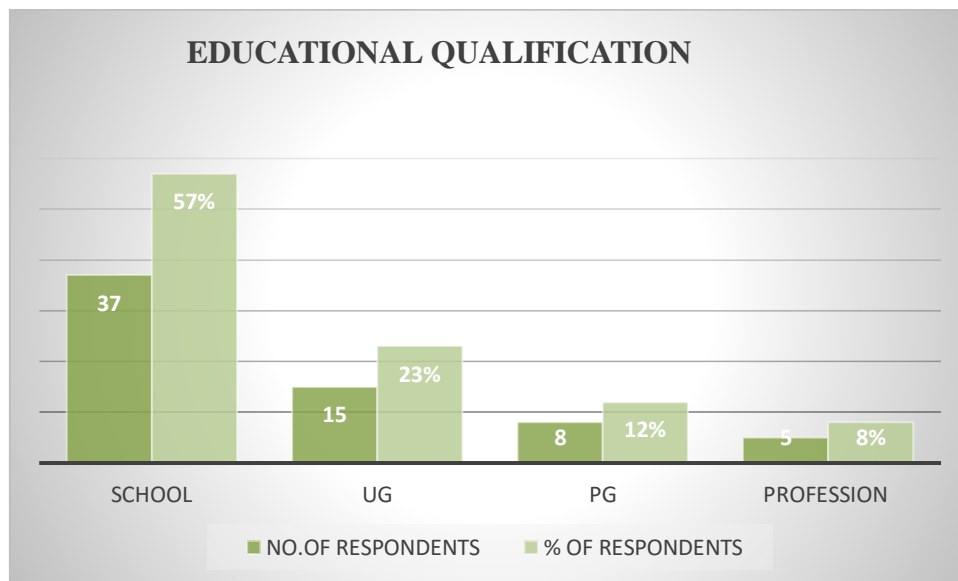
Source: primary data

INFERENCE

From the above chart it is clear that, 52% of the respondents are female and 48% of the respondents are male. Majority 52% of the respondents are female.

TABLE 3.3
EDUCATIONAL QUALIFICATION

EDUCATIONAL QUALIFICATION	NO.OF RESPONDENTS	% OF RESPONDENTS
School	37	57
UG	15	23
PG	8	12
Profession	5	8
Total	65	100



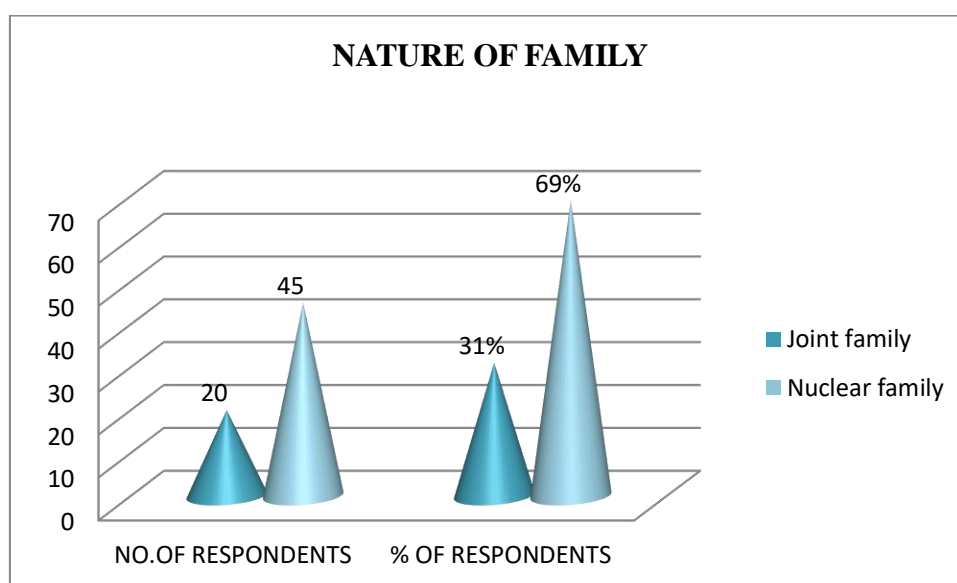
Source: primary data

INFERENCE

From the above table it is clear that, 57% of the respondents have completed their schooling, 23% of the respondents are undergraduates and 12% of the respondents are post graduates remaining, 8% of the respondents are professional. Majority 57% of the respondents completed their schooling.

TABLE 3.4
NATURE OF FAMILY

NATURE OF FAMILY	NO.OF RESPONDENTS	% OF RESPONDENTS
Joint family	20	31
Nuclear family	45	69
Total	65	100



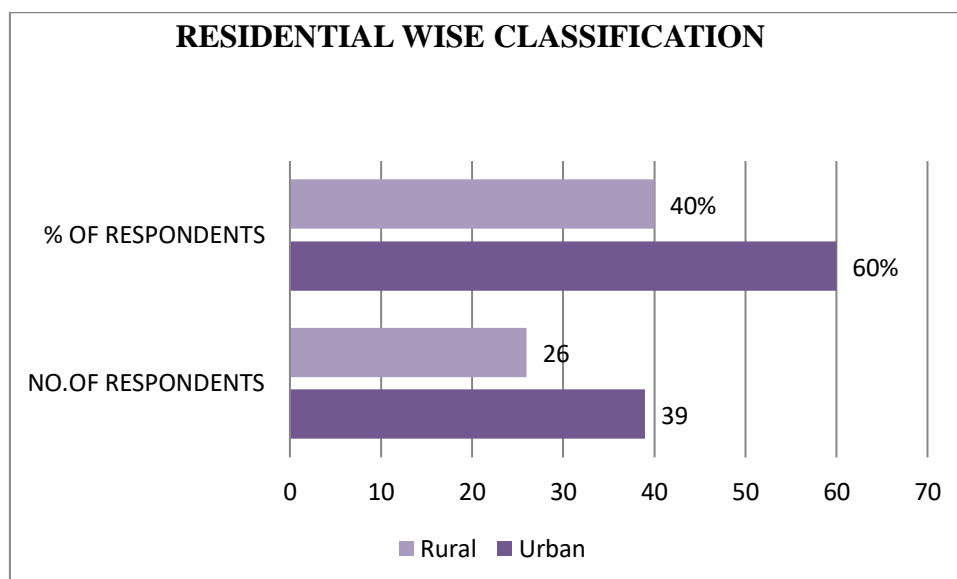
Source: primary data

INFERENCE

From the above chart it is cleared that, 31% of the respondents are in joint family and remaining 69% of the respondents are in nuclear family. Majority 69% of the respondents are in nuclear family.

TABLE 3.5
RESIDENTIAL WISE CLASSIFICATION

PLACE OF RESIDENCE	NO.OF RESPONDENTS	% OF RESPONDENTS
Urban	39	60
Rural	26	40
Total	65	100



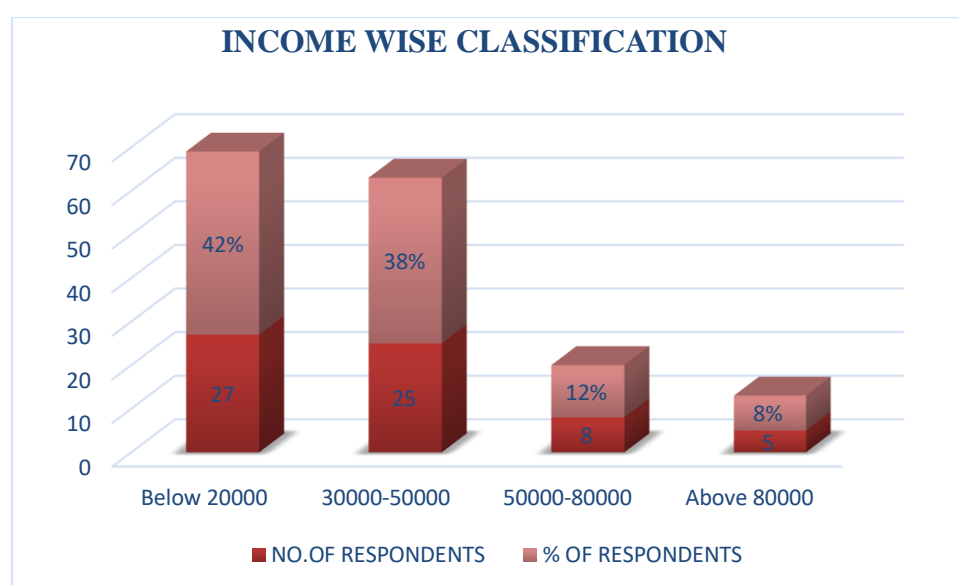
Source: primary data

INFERENCE

From the above chart it is cleared that, 60% of the respondents are from urban area and remaining 40% of the respondents are from rural area. Majority 60% of the respondents are from urban area.

TABLE 3.6
INCOME WISE CLASSIFICATION

INCOME	NO.OF RESPONDENTS	% OF RESPONDENTS
Below 20000	27	42
30000-50000	25	38
50000-80000	8	12
Above 80000	5	8
Total	65	100



Source: primary data

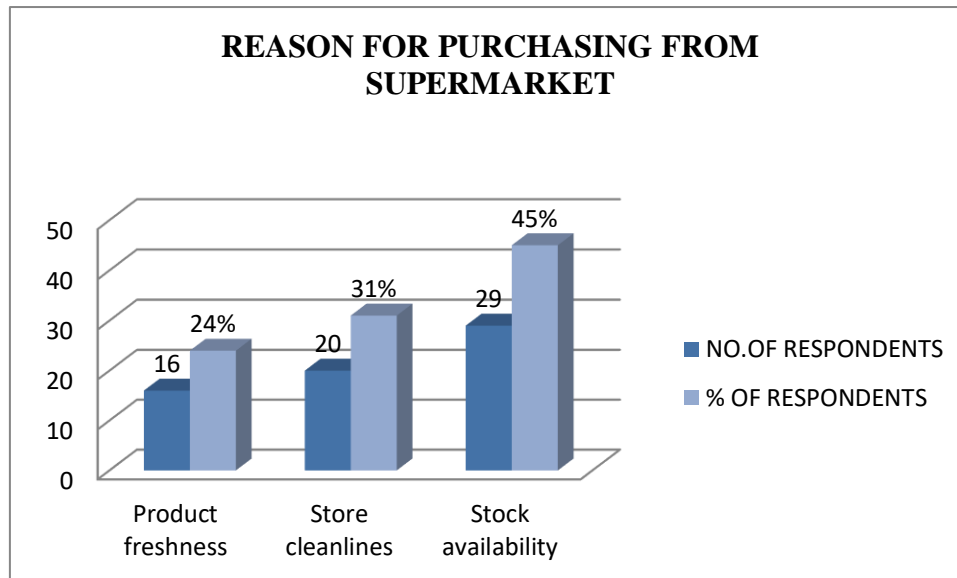
INFERENCE

From the above chart it is clear that, 42% of the respondents earns below Rs.20,000 and 38% of the respondents' income is between Rs.30,000-50,000 and 12% of the respondents are earning between Rs.50,000-80,000 and remaining 8% of the respondents earning above Rs.80000. Majority 42% of the respondent's income is below Rs.20000.

TABLE 3.7

REASON FOR PURCHASING FROM SUPERMARKET

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Product freshness	16	24
Store cleanliness	20	31
Stock availability	29	45
Total	65	100



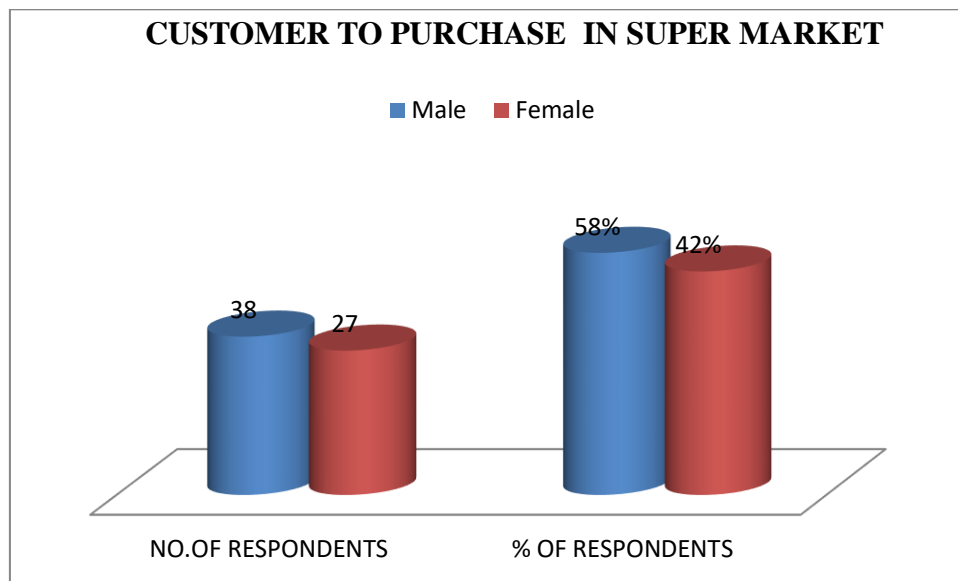
Source: primary data

INFERENCE

From the above chart it is clear that, 45% of the respondents shop for stock availability, 31% of the respondents choose store cleanliness and remaining 24% choose product freshness. Majority 45% of the respondents purchase from super market for its stock availability.

TABLE 3.8
ADVANCE PLANNING LIST OF CUSTOMERS TO PURCHASE IN
SUPER MARKET

RESPONSE	NO.OF RESPONDENTS	%OF RESPONDENTS
Yes	38	58
No	27	42
Total	65	100



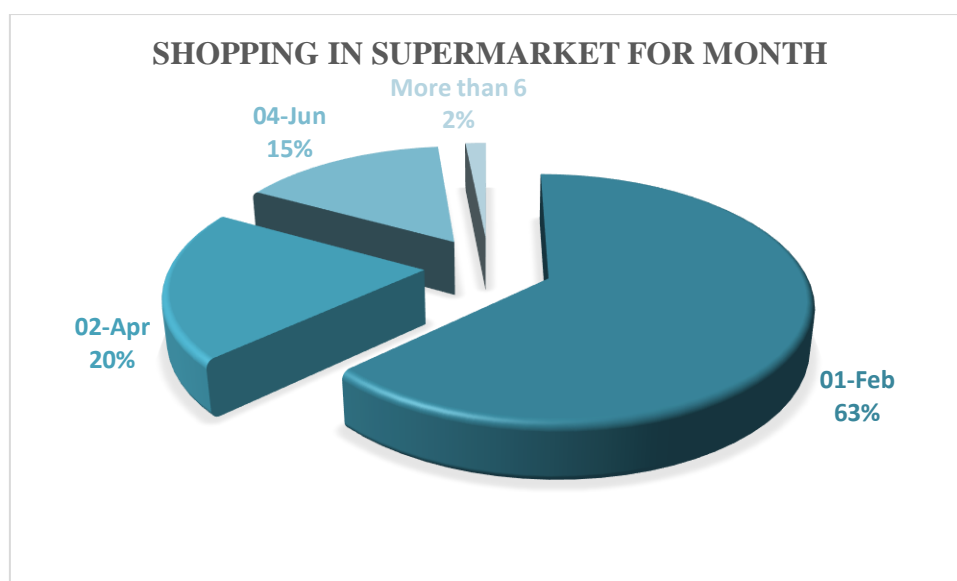
Source: primary data

INFERENCE

From the above chart it is clear that, 58% of the respondents agree that they prepare shopping list and 42% of the respondents disagree the same". Majority 58% of the respondents prepare shopping list before purchase.

TABLE 3.9
FREQUENCY OF SHOPPING IN SUPERMARKET FOR MONTH

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
1-2	41	63
2-4	13	20
4-6	10	15
More than 6	1	2
Total	65	100



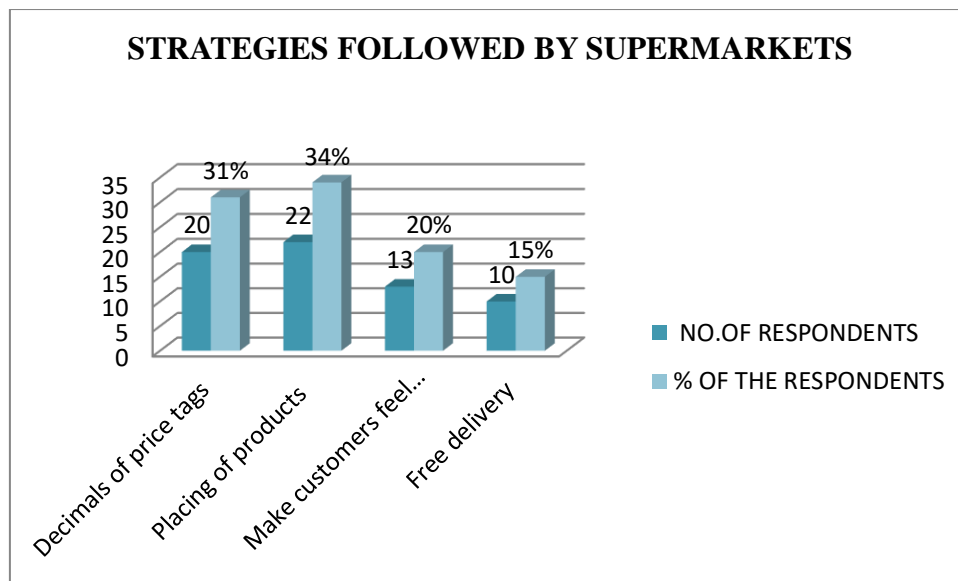
Source: primary data

INFERENCE

From the above chart it is clear that, 63% of the respondents purchase 1-3 times in a month, 20% of the respondents purchase 2-4 times a month and 15% of the respondents purchase 4-6 times a month and remaining 2% of the respondents purchase more than 6 times a month. Majority 63% of the respondents purchase 1-3 times in a month from super market.

TABLE 3.10
STRATEGIES FOLLOWED BY SUPERMARKETS

RESPONSE	NO.OF RESPONDENTS	% OF THE RESPONDENTS
Decimals of price tags	20	31
Placing of products	22	34
Make customers feel special	13	20
Free delivery	10	15
Total	65	100



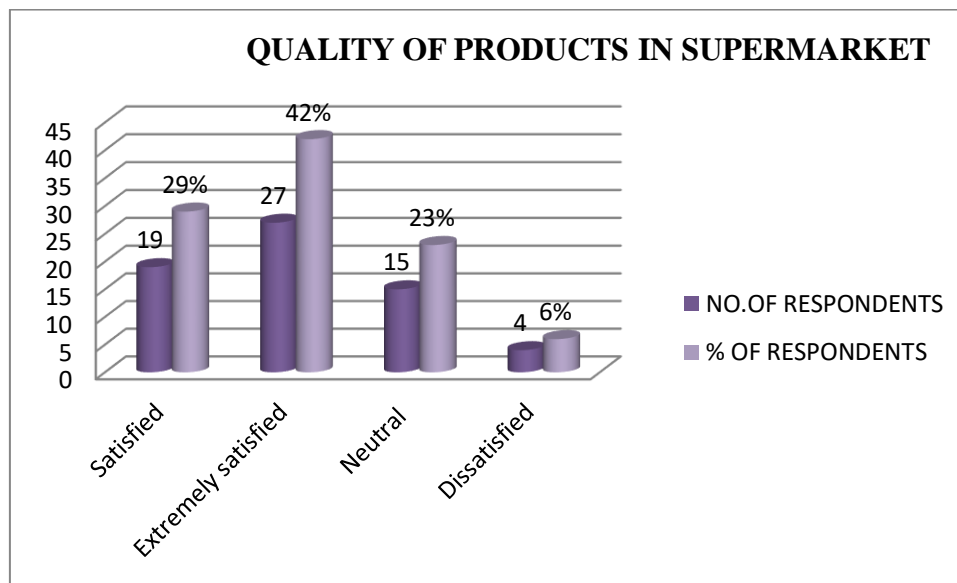
Source: primary data

INFERENCE

From the above chart it is clear that, 34% of the respondents choose placing of product, 31% of the respondents choose decimals of the price tags and 20% of the respondents choose make customer feel special and remaining 15% of the respondents choose free delivery. Majority 34% of the respondents select placing of product is the strategy followed in super market.

TABLE 3.11
RATING THE QUALITY OF PRODUCTS IN SUPERMARKET

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Satisfied	19	29
Extremely satisfied	27	42
Neutral	15	23
Dissatisfied	4	6
Total	65	100



Source: primary data

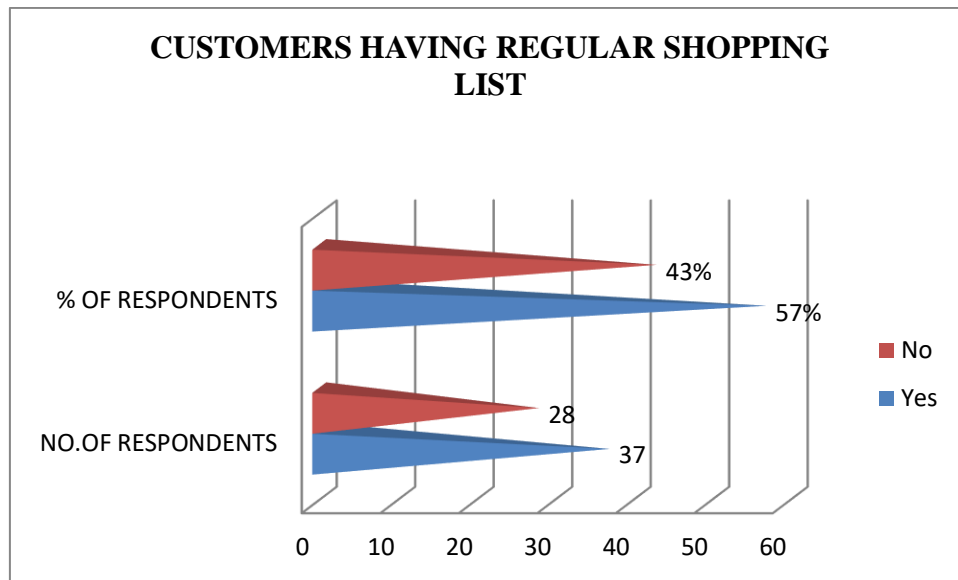
INFERENCE

From the above chart it is clear that, 42% of the respondents are extremely satisfied with the quality of products, 29% of the respondents are satisfied and 23% of the respondents stays in neutral position remaining 6% of the respondents are dissatisfied with the quality of products. Majority 42% of the respondents were extremely satisfied with the quality of products in supermarket.

TABLE 3.12

FREQUENCY OF CUSTOMERS HAVING REGULAR SHOPPING LIST

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Yes	37	57
No	28	43
Total	65	100



Source: primary data

INFERENCE

From the above chart it is clear that, 57% of the respondents have an regular shopping list and remaining 43% of the respondents does not have any regular shopping list. Majority 57% of the respondents have regular shopping list while purchasing in supermarket.

TABLE 3.13
CUSTOMERS PREFERABLE TIME TO VISIT SUPERMARKET

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Morning	20	31
Afternoon	4	6
Evening	39	60
As per convenience	2	3
Total	65	100



Source: primary data

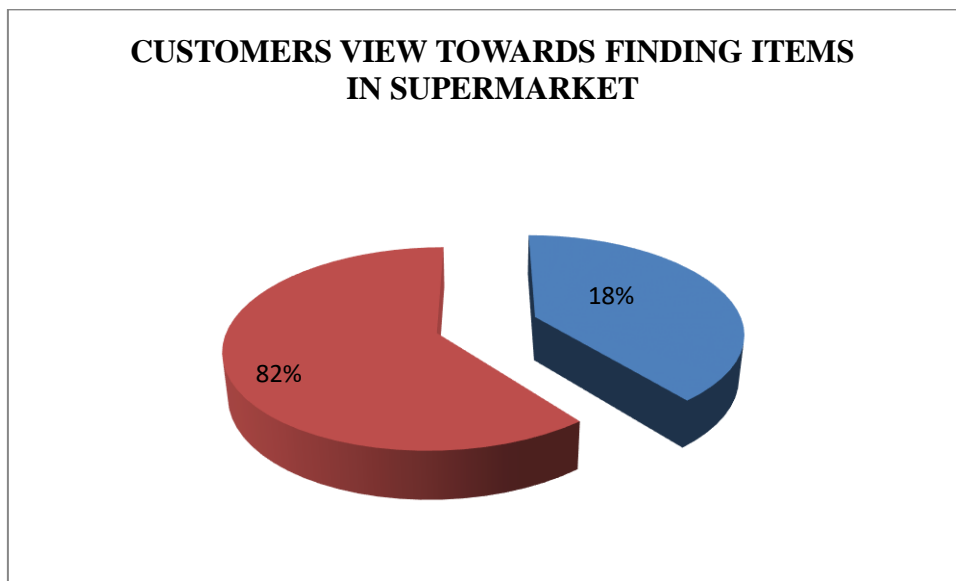
INFERENCE

From the above chart it is clear that, 60% of the respondents prefer evening time to visit supermarket, 31% of the respondents prefer morning time and 6% of the respondents prefer afternoon time and remaining 3% of the respondents visit as per their convenience. Majority 60% of the respondents prefer evening time to visit supermarket.

TABLE 3.14

CUSTOMERS VIEW TOWARDS FINDING ITEMS IN SUPERMARKET

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Yes	53	82
No	12	18
Total	65	100



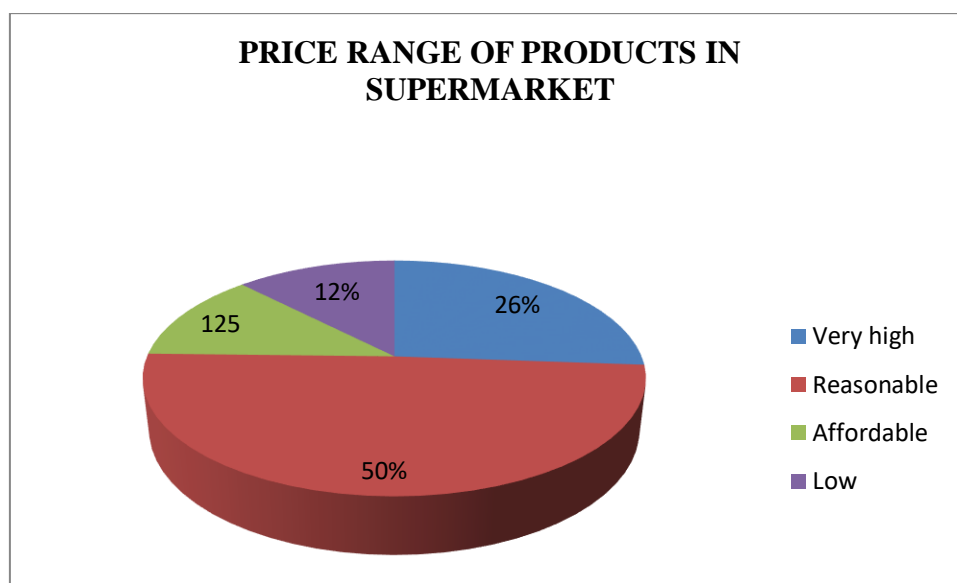
Source: primary data

INFERENCE

From the above chart it is clear that, 82% of the respondents were comfortable to find the products and remaining 18% of the respondents finds it uncomfortable to find the products. Majority 82% of the respondents are comfortable in finding the items in supermarket.

TABLE 3.15
CUSTOMERS VIEW TOWARDS PRICE RANGE OF PRODUCTS IN
SUPERMARKET

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Very high	17	26
Reasonable	32	50
Affordable	8	12
Low	8	12
Total	65	100



Source: primary data

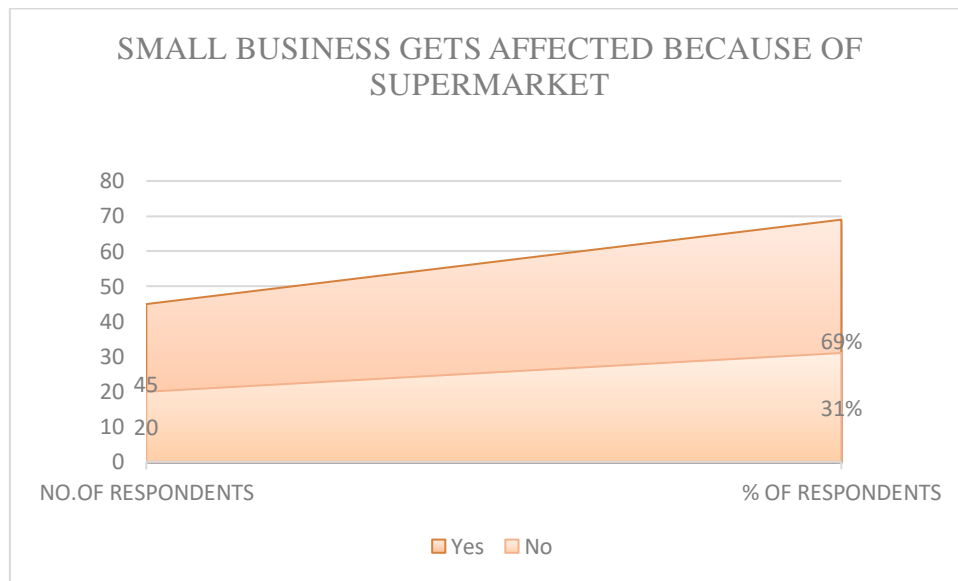
INFERENCE

From the above chart it is clear that, 26% of the respondents says the price range of products is very high, 50% of the respondents says it is reasonable and remaining 12% of the respondents says the price range is affordable & low. Majority 50% of the respondents says the price range of products is reasonable in supermarket.

TABLE 3.16

SMALL BUSINESS GETS AFFECTED BECAUSE OF SUPERMARKET

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Yes	45	69
No	20	31
Total	65	100



Source: primary data

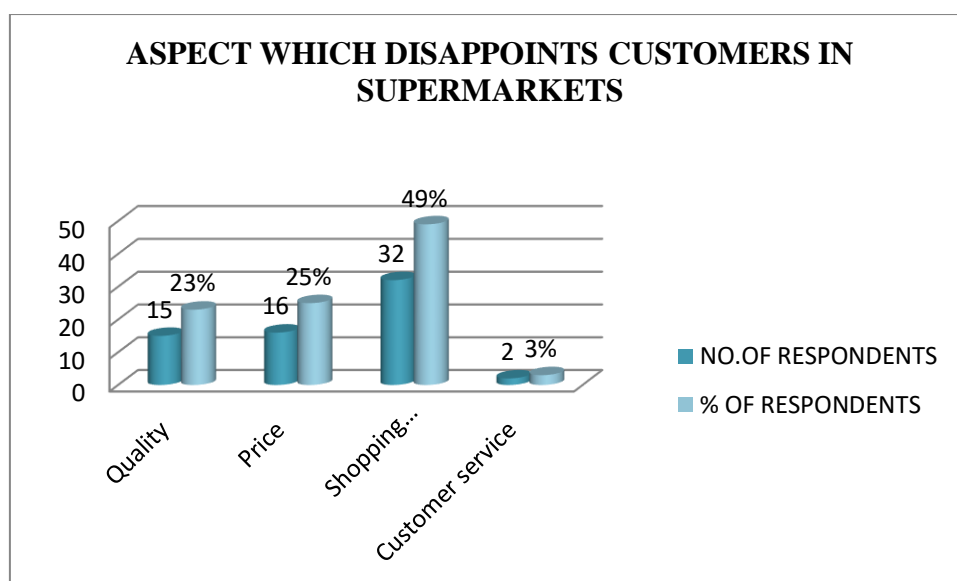
INFERENCE

From the above chart it is clear that, 69% of the respondents agrees that small business are affected by supermarkets remaining 31% of the respondents disagree the fact. Majority 69% of the respondents agrees that small business gets affected by supermarkets.

TABLE 3.17

ASPECT WHICH DISAPPOINTS CUSTOMERS IN SUPERMARKETS

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Quality	15	23
Price	16	25
Shopping experience	32	49
Customer service	2	3
Total	65	100



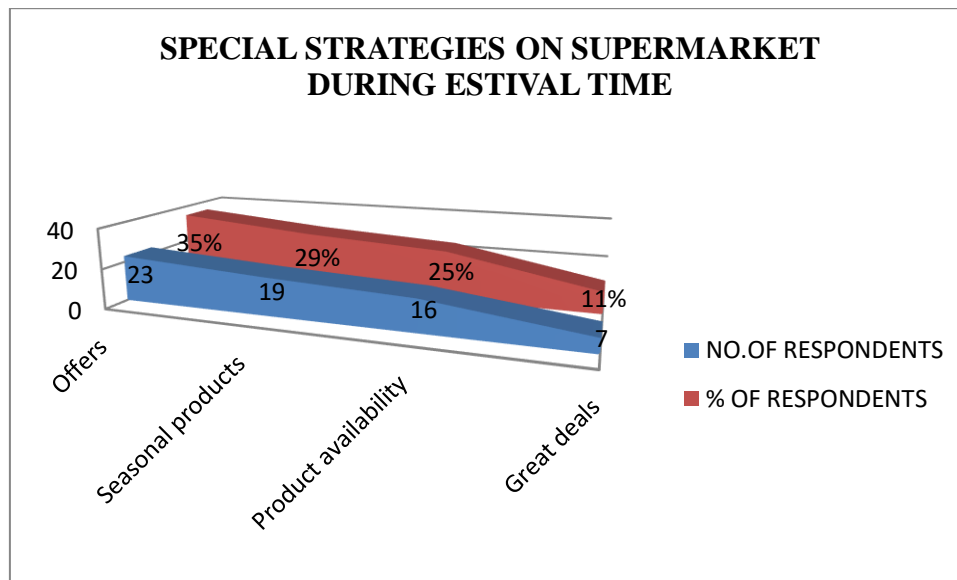
Source: primary data

INFERENCE

From the above chart it is clear that, 49% of the respondents are disappointed with shopping experience, 25% of the respondents are disappointed with price and 23% of respondents are disappointed with quality and remaining 3% of the respondents are disappointment with customer service. Majority 49% of the respondents are disappointed with shopping experience in supermarket.

TABLE 3.18**SPECIAL THINGS ON SUPERMARKET DURING FESTIVAL TIME**

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Offers	23	35
Seasonal products	19	29
Product availability	16	25
Great deals	7	11
Total	65	100



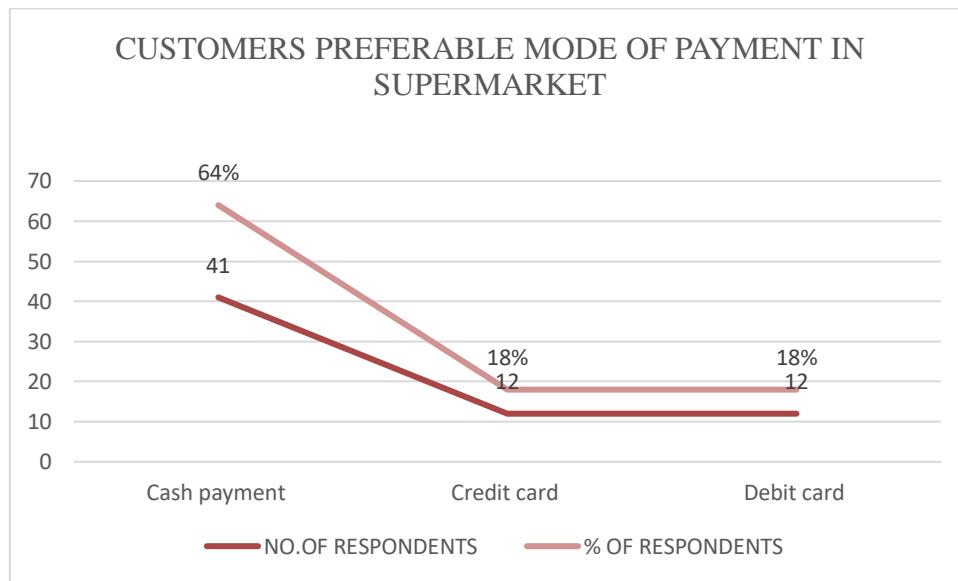
Source: primary data

INFERENCE

From the above chart it is clear that, 35% of the respondents choose offer, 29% of the respondents choose seasonal products and 25% of the respondents choose product availability and remaining 11% of the respondents choose great deals. Majority 35% of the respondents prefer offer as a special strategy on supermarket during festival time.

TABLE 3.19
CUSTOMERS PREFERABLE MODE OF PAYMENT IN
SUPERMARKET

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Cash payment	41	64
Credit card	12	18
Debit card	12	18
Total	65	100



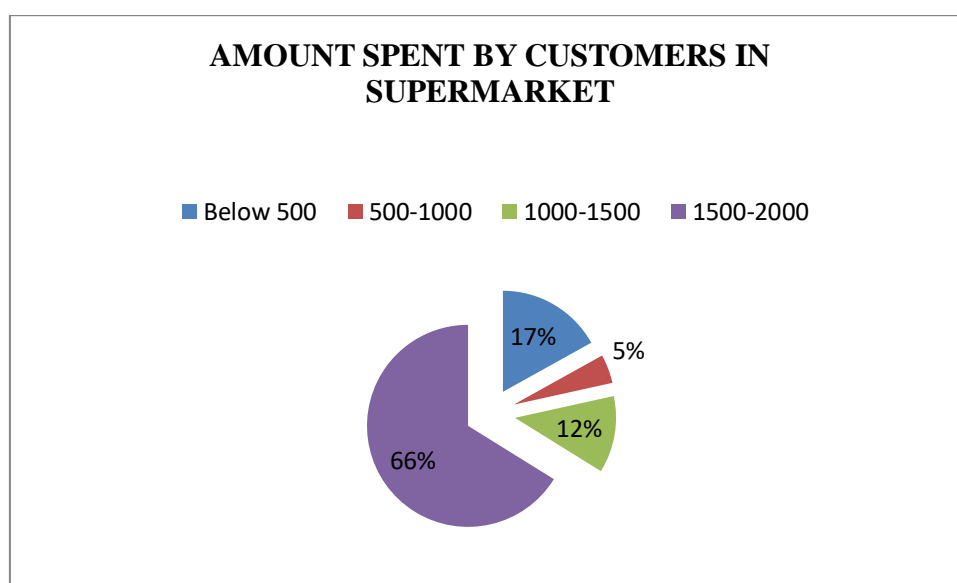
Source: primary data

INFERENCE

From the above chart it is clear that, 64% of the respondents prefer cash as a mode of payment and 18% of the respondents choose credit card & debit card as a mode of payment. Majority 64% of the respondents prefer cash payment.

TABLE 3.20
AMOUNT SPENT BY CUSTOMERS IN SUPERMARKET

RESPONSE	NO.OF RESPONDENTS	% OF RESPONDENTS
Below 500	11	17
500-1000	3	5
1000-1500	8	12
1500-2000	43	66
Total	65	100



Source: primary data

INFERENCE

From the above chart it is clear that, 5% of the respondents spent Rs.500-1000 in supermarket, 17% of the respondents spent below Rs.500 in supermarket and 12% of the respondents spent rs.1000-1500 in supermarket and Majority 66% of the respondents spent rs.1500-2000 in supermarket.

TABLE 3.21**RANKING THE CONCERN ON AVAILING DELIVERY SERVICES**

PARTICULARS	I	II	III	IV
Good packaging	20	10	15	20
Free delivery	15	20	25	5
On time delivery	20	20	15	10
Honest deliver partner	10	25	10	20

PARTICULARS	4	3	2	1	TOTAL	% OF SCORE	RANK
Good packaging	80	30	30	20	160	23.8	III
Free delivery	60	60	50	5	175	26.1	II
On time delivery	80	60	30	10	180	26.8	I
Honest delivery partner	40	75	20	20	155	23.1	IV
					670	100	

Source: Primary Data

The respondents were asked to rank the take on ranking the concern on availing delivery services at given scale of 1 to 4 the parameters consider are Good packaging, Free delivery, On time delivery, Honest delivery partner. For computing the total score rate as been assigned as follows.

Rank 1-4 point

Rank 2-3 point

Rank 3- 2 point

Rank 4-1 point

By multiplying these weights with the corresponding number of respondents the total score is arrived at. The percentage of the score of each factor is calculated. The feature with highest percentage is given the top rank followed by the other feature in the descending order

INFERENCE

It is inferred that from the above table “On time delivery” gives the greater satisfactory level and took the first place followed by other customer Good packaging, Free delivery, Honest delivery partner

.This chapter deals with major findings and suggestions for the study this chapter is discussion a concise and summary format rather than descriptive form.

FINDINGS

The following are findings in regard to various responses from the respondents regarding the study on functioning of supermarket to influence customer buying behavior.

- ✓ Majority of the respondents are female.
- ✓ The study reveals that respondents from age group of 20-30 years of age category.
- ✓ Majority of the respondents are school students.
- ✓ The most of respondents are in nuclear family.
- ✓ The most of the respondents select urban area.
- ✓ Majority of the respondents' income is below Rs.20,000.
- ✓ The respondents purchase from supermarket for its stock availability.
- ✓ Majority of the respondents prepare shopping list before purchase.
- ✓ It is observed that most of the respondent's purchase 1--3 times in a month from supermarket.
- ✓ Majority of the respondents select placing of product is a strategy followed in supermarket.
- ✓ The study reveals that most of the respondents were extremely satisfied with the quality of products in supermarket.
- ✓ The most of respondents have regular shopping list while purchasing in supermarket.
- ✓ Majority of the respondents prefer evening time to visit supermarket.
- ✓ The respondents are comfortable in finding the items in supermarket.
- ✓ Majority of the respondents says the price range of products is very high in Supermarket.
- ✓ The study reveals that most of the respondents says that small business gets affected by supermarkets.
- ✓ Majority of the respondents are disappointed with shopping experience in supermarket.
- ✓ The most of the respondents prefer offer as a special strategy on supermarket during festival time.

- ✓ Majority of the respondents prefer cash payment.
- ✓ Majority of the respondents spent Rs.1500-2000 in supermarket.

SUGGESTIONS

Following are suggestions based on the research work

- ❖ The product quality packaging etc. has to be improved.
- ❖ As majority of customers are educated. Thus advertisement can be improved; it will help in easy communication.
- ❖ Most of the customers visit more evening time. So coming up with an offer which gives offer for those members will satisfy the customers.
- ❖ Majority of customer look for Variety of products. So more should keep different variety in the product and enough stock.
- ❖ Provide convenient parking space for customers to use.
- ❖ More stores have a need for some more cash counters, to serve quickly without making customer wait.
- ❖ Introducing return policy can attract customers.
- ❖ The employees of more should serve the customer with happy heart and more enthusiastically. By this gap in empathy can be covered.
- ❖ Catalogue of supermarket is required by customer.
- ❖ Price reduction on total purchase is required by customer.
- ❖ Supermarket must be spacious enough to move around.
- ❖ Customer need regularly offer like discounts free gifts to add to their benefit.

CONCLUSION

Supermarkets are designed to “ give each product section a sense, of individual difference and this is evident in the design of what is called the anchor department; fresh produce, dairy, delicacies, meat and the bakery”. Each section has different floor coverings, style , lighting and sometimes even individual services counters to allow shoppers to feel as if there are a number of markets within this one supermarket.

Consumer psychologists suggest that most buyers tend to enter the store and shop to their right first. Some supermarkets, therefore, choose to place the entrance to the left-hand side as the consumer will likely turn right upon entry, and this allows the consumer will likely turn right upon entry, and this allows the consumer to do a full anticlockwise circle around the store before returning to the checkouts.

This suggests that supermarket marketers should use this theory to their advantage by placing their temporary displays of products on the right- hand side to entice you to make an unplanned purchase. Furthermore, aisle ends are extremely popular with product manufacturers, who pay top dollar to have their products located there. These aisle ends are used to lure customers into making a snap purchase And to also entice them to shop down the aisle.

The most obvious place supermarket layout influences consumers are at the checkout. Small displays of chocolates, magazines, and drinks are located at each checkout to tempt shoppers while they wait to be served. Supermarket is a new trend in the emerging commercial and business environment .it is concept widely accepted by the general public.

Now a days many whole sales store are being converted in to a supermarket marketing channels are increasingly designing and lounging new store formats targeted to different life style groups. The supermarkets in Thoothukudi should be design customer retention programmers other by giving reward points or by making them as members of customer club etc.

The management of supermarkets should advice about the free home delivery benefits extended to customer and increases their awareness levels. The endeavor has been made here to show along what lines and with what techniques studies of customer behaviour can be

made in retail stores, possible of the results for the solution of marketing problems have been suggested or indicated current extremely competitive retail environment necessitates excellent customer service to remain competitive ever.changing customer demands of today compel supermarket to continuously review and restructure customer service strategies to meet and exceed these demands and remain successful.

**A STUDY ON INVESTORS PERCEPTION TOWARDS MUTUAL
FUNDS IN THOOTHUKUDI DISTRICT**

Project submitted to Department of Commerce

ST. MARY'S COLLEGE (AUTONOMOUS)

THOOTHUKUDI

Affiliated to Manonmaniam Sundaranar University, Tirunelveli.

In partial fulfilment of requirements of

BACHELOR OF COMMERCE

Submitted by

NAME	REGISTER NO.
C. Devi Priya	20SUCB12
M. Essaki Meena	20SUCB13
M. Esther Rani	20SUCB14
A. Hasena Fathima	20SUCB15
D. Maria Siji Malar	20SUCB29
M. Xavier Infanta	20SUCB60

Under the supervision of

Ms. D. SARANYA, M.Com., M.Phil., SET,



DEPARTMENT OF COMMERCE (SSC)
ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI
(Re-accredited with A+ Grade by NAAC)

APRIL 2023

DECLARATION

We have declared that the project entitled "A Study on Investor's perception towards Mutual Fund in Thoothukudi district" submitted in partial fulfilment of the requirements for the degree in our original work done under the guidance and supervision of Ms. D. SARANYA M.Com., M.Phil., SET. This project has not previously formed the basis for the award of any similar titles, and it represent entirely as independent work.

Name of Students	Register. No	Signature of the students
C. Devi Priya	20SUCB12	C. Denipriya.
M. Essaki Meena	20SUCB13	M. Essaki Meena
M. Esther Rani	20SUCB14	M. Esther Rani
A. Hasena Fathima	20SUCB15	A. Hasena Fathima.
D. Maria Siji Malar	20SUCB29	D. Maria Siji Malar
M. Xavier Infanta	20SUCB60	M. Xavier Infanta.

PLACE: THOOTHUKUDI.

DATE: 01.04.2023

CERTIFICATE

It is certified that this short time project entitled "A Study on Investor's Perception towards Mutual Fund in Thoothukudi" submitted to St. Mary's College (Autonomous), affiliated to Manonmaniam Sundaranar University is partial fulfilment of the requirements for the degree of Bachelor of Commerce and is a recorded work done in Department of Commerce (SSC), St. Mary's College (Autonomous), Thoothukudi during the year 2022-2023 by the following students.

Students Name

C. Devi Priya

M. Essaki Meena

M. Esther Rani

A. Hasena Fathima

D. Maria Siji Malar

M. Xaiver Infanta

Register No

20SUCB12


20SUCB13

20SUCB14

20SUCB15

20SUCB29

20SUCB60


Signature of the Guide




Signature of the HOD

Coordinator,
Department of Commerce (SSC),
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Thoothukudi - 628 001


Signature of the Director
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Self Supporting Courses
St. Mary's College (Autonomous)
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Signature of the Principal
Principal
St. Mary's College (Autonomous),
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Signature of the External Examiner

Dr. JEYA ANI . J

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CHAPTER -1



INTRODUCTION OF THE STUDY

CHAPTER – 1

INTRODUCTION OF THE STUDY

1.1 INTRODUCTION

Investments are made to achieve a specific objective and savings are made to meet an unforeseen event. There are various avenues of investments in accordance with individual preferences. Investments are made in different asset classes depending on an individual's risk and return characteristics investment choices are physical assets and financial assets. Gold and real estates are example of physical assets, which have a physical form to them. There is a strong preference of these assets, as these assets can be purchased with cash and held for a long term. Financial assets are securities, which are certificates embodying a financial contract between parties. Bonds, equity shares deposits and insurance policies are some of the examples of financial asset. In financial asset investors only hold the proof of their investment in the form of a certificate or account.

Another avenue of investment is mutual funds. It is created when investors put their money together. It is therefore, a pool of the investor's funds. The most important characteristics of a mutual fund is that the contribution and the beneficiaries of the fund are the same class of people, namely the investors. The term mutual fund means that investors contribute to the pool. There are no other claimants to the funds. The pool of funds held mutually by investors is the mutual fund.

1.2 INVESTMENT PATTERN

People generally invest in fixed income securities such as bonds, corporate debentures, government securities and money market instruments. Such funds are less risky compared to equity scheme.

i. Fixed income securities:

Fixed income securities are debt instrument that pay a fixed amount of interest, in the form of coupon payments, to investors. The interest payment is commonly distributed semi-annually, and the principal is returned to the investor at maturity bonds are the most common form of fixed income securities.

ii. **Bonds:**

A bond is a loan from an investor to a borrower such as a company or government. The borrower uses the money to fund its operations and the investor receives interest on the investment the market value of a bond can change over time.

iii. **Corporate debentures:**

Debentures are unsecured bonds issued by corporations to raise debit capital because they are not backed by any form of collateral, they are inherently riskier than an otherwise identical note that is secured.

iv. **Government securities:**

Government securities are government debt issuances used to fund daily operations and special infrastructure and military projects they grantee the full repayment of invested principal at the maturity of the security and often pay periods coupon or interest payments.

v. **Money market instrument:**

Money market instruments are short term financing instruments which can be converted easily to cash interbank loans, money market mutual funds, commercial paper, treasury bill and securities lending and repurchase agreements.

INVESTMENT IN MUTUAL FUNDS:



A Mutual Fund is promoted by a sponsor and run by a trust that pools the savings of a number of retail investors who share a common financial goal. The money collected by selling units of mutual funds is invested by the fund manager in different types of securities depending according to the objective of the scheme. These could range from shares to debentures to money

market instruments. For an individual investor a Mutual Fund offers diversified, professionally managed portfolio at a relatively low cost. The Anybody with an investible surplus of as little as a few thousand rupees can invest in Mutual Funds. Each Mutual Fund scheme has a defined investment objective and strategy. From its inception the growth of Indian mutual funds industry was very slow and it took really long years to evolve the modern-day mutual funds. Primary motive behind mutual fund investments is to deliver a form of diversified investment solution. Over the years the idea developed and people received more and more choices of diversified investment portfolio through the mutual funds. The credit goes to unit trust of India (UTI) for introducing the first mutual fund in India. Recent years, Indian money and capital market has shown tremendous growth and expanded its reach to wider geographical limits. Indian regulators in money and capital market have actively participated in framing regulations which gives confidence to both individual and institutional Institutions for participation. Progressive reforms have taken place with the initiative of Security Exchange Board of India (SEBI), capital market regulator in India which facilitates savings. As a financial intermediary mutual fund has played a significant role in the development and growth of capital markets in India. According to the various surveys, conducted in India by SEBI, National Council of Applied Economic Research (NCAER) and asset management companies (AMCs), small salaried investors generally go for bank deposits, government sponsored small savings schemes or endowment life policies for tax saving purpose, which do not provide hedge against inflation and often land up earning negative real returns. With the passage of time, India has witnessed many new and innovative mutual funds. However, there has been a paradigm shift in the methods and ways of selling these funds also changed with time. It is continuing to evolve to a better future, where the investors will get newer opportunities. In this era of globalization and competition, the success of this industry is determined by the market performance of its stock. During the period of this study, performance of mutual fund industry was not as per the expectation, because of the underperformance of the secondary market and imposition of ceiling on the expense ratio and entry load charges by capital market regulator. With regenerated combined efforts of the brokerage houses and the fund managers and with the backing of market regulators, and extensive awareness program for investors, investments in mutual funds schemes bound to get boost. Mutual funds as an area of knowledge has drawn interest from academic as well as practitioner communities. Literature reviews have been done related to Fund Selection Behaviour. Under Risk”, individuals make decisions based on the potential value of losses and gains rather than the final outcome, and people evaluate these losses and gains using interesting heuristics. of participating in investor education programs

sponsored by employees. In India, SEBI started such awareness program for small investors, which has started giving benefits, in terms of value investing and informed investing from retail investors. performance of the funds and money flows into winning funds more rapidly than they flow out of losing funds. Performance records, brand name, expense ratio, portfolio of investment, reputation portfolio manager, withdrawal/exit facility, products with tax benefits and load charges for taking decision on investment. by funds and also wished for higher tax rebates on investment in Mutual Funds. Schemes are preferred over growth schemes and close-ended schemes during the prevalent market conditions. Investors look for Safety of Principal, Liquidity and Capital Appreciation in order of importance in the selection of mutual funds. Phillip (1995) reported changes in financial decision-making and investor behaviour as a result.

1.3 MEANING OF MUTUAL FUND

Mutual fund is a pool of money, invested by many investors. The money is invested in stock, bonds, money market instrument, etc. The fund is managed by experienced and expert professionals. Mutual fund is set up in the form of trust. The trust is set up in the form of trust. The trust is registered with Securities and Exchange board of India (SEBI). The asset management company is also approved by SEBI. The asset management company is responsible for managing the investment for the various schemes operated by mutual fund.

1.4 IMPORTANCE OF MUTUAL FUND

- ❖ Mutual funds offer diversification or access to a wider variety of investments than an individual investor could afford to buy. There are economies of scale in investing with a group. Monthly contributions help the investor's assets grow. Funds are more liquid because they tend to be less volatile.
- ❖ There are economies of scale in investing with a group.
- ❖ Monthly contributions help the investor's assets grow.
- ❖ Funds are more liquid because they tend to be less volatile.
- ❖ The investor gets professional investment management services.
- ❖ The ownership is in the hands of the investor who have pooled in their funds.
- ❖ It is managed by the team of investment professionals and other service providers.
- ❖ The pool of the funds is invested in a portfolio of marketable investment.
- ❖ The investors share is denominated by 'units' whose value is called as net asset value which changes every day.

- ❖ The investment portfolio is created according to the stated investment objectives of fund.
- ❖ Mutual fund are mobilizers of saving of the small investors in instruments like stock and money market instrument.
- ❖ Mutual funds are corporation that accept money from investors and use this money to buy stocks, long term bonds, short term debt instrument issued by business or government.
- ❖ Mutual fund shareholder or a unit holder is a part owner of the fund's asset.
- ❖ Mutual funds offer diversification or access to a wide variety of investments than an individual investor could afford to buy.

1.5 REVIEW OF LITERATURE

- ❖ Manjari Sagar (2021), on the topic “*A Study of Critical Analysis of the Factors Affecting Mutual Fund Investment and Retail Investor Inclination*” has stated that, Mutual Funds offer a platform for a investor to engaged in the Indian stock market through experienced fund managers. This industry in India is steadily expanding day by day. Mutual funds are less expensive than buying the stocks directly. The research aims to discover the variable that influence mutual fund investment decision and their priority over the institutional investors. The results would aid mutual fund firms identifying areas in which they should develop. It will assist mutual fund firms in developing creative products based on customer preference.
- ❖ Kandi D.V and Anil Kumar K. [2020] on the topic, “*A Study on Investment in Mutual Funds It's Investor Choice*” stated that, Mutual funds are key investors avenue for retail investors. The study identifies different factors influencing the investors perception while investing in mutual funds. The study assists the Asset management requirements of investors. The retail investors are unique and are an extremely heterogeneous group. Hence investors mutual fund selection also chiefly differs. The fund houses need to understand the selection behaviour of the investors to develop useful funds which meets the changing financial
- ❖ Abiy Jogi (2017) on the topic “*A Study of Mutual Fund Investor Perception on Investment*”. The different elements impacting choice in mutual fund plans. It are contemplated found that age and instructive capability doesn't influence the investment disposition. The paper shows that transient investment period is more liked than to hang tight for exceptional yield at cost of high risk. The paper upheld for mutual fund

investments for better enhancement. Retirement pay plans are more liked by investors relying on their assignment choices as investment portfolios by giving applicable monetary data.

1.6 OBJECTIVES OF THE STUDY

1. To analyse the performance of mutual fund companies.
2. To study the various schemes involved in mutual fund.
3. To find out the investment level of investors in mutual funds.
4. To analyse the investment return of the investors.
5. To evaluate the risks handled by investors.

1.7 STATEMENT OF THE PROBLEM

In today's upcoming world people have a higher thought of investing their salaries in various schemes of investment depending upon its future benefits is in it. A mutual fund investor may invest his funds on the advice of the broker, agents or other banking or online fund institution. During the past four and a half decade, the Indian mutual fund industry has witnessed major transformation. It has grown several folds in terms of resource mobilization, number of mutual fund scheme, asset under management, number of investors. With entry of private sector and foreign mutual funds the industry has become far more competitive. The range of financial assets available to the house hold sector compete with each other for the attraction of small investors. So, to analyse the need of investment this study focuses on the investor's perception in mutual funds requirements of the retail investors. A detail analysis of how the investors face the growth and the risk involved in it are analysed.

1.8 METHODOLOGY

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

1.9 PRIMARY DATA

The primary data has been collected through questionnaire method.

1.10 SECONDARY DATA

The secondary data has been collected through websites, media & Journals.

1.10.1 SCOPE OF THE STUDY

The exploration of this paper basically focuses on investors point of view towards the mutual fund schemes and it also focus on the risk factors involved which restricts investors in investing in mutual funds. Thus, the study provides a complete picture of investors intention on the mutual fund which includes its risk analyses, various schemes, they have invested, profit earned or any losses incurred.

1.10.2 PERIOD OF STUDY

This study on Investors Perception towards Mutual Fund in Thoothukudi is studied from Jan 2023 to March 2023

1.10.3 SAMPLING DESIGN

By adopting random sampling method, the investors were selected from various parts of Thoothukudi and the questionnaire were distributed to get the primary data.

1.11 PROCESSING OF DATA

After collecting primary data, the data so collected has been thoroughly verified and arranged for further analysis. A master table has been prepared to sum up all the information contained in questionnaire. Adequate number of tables are formed there from.

The data collected through questionnaire were tabulated, classified and analysed on the basis of pie chart, bar diagram, percentage analysis, Garrett ranking, Chi-square test and Likert's five-point scale.

HYPOTHESIS TO BE TESTED:

H_0 = There is no significant relationship between occupation & the amount of mutual fund invested on a year.

H_1 = There is a significant relationship between occupation & the amount of mutual fund invested on a year.

1.12 FRAMEWORK OF ANALYSIS

The following framework has been used in the analysis to represent the different views of analysis.

- ✓ Percentage Analysis
- ✓ Bar Diagram
- ✓ Pie Diagram
- ✓ Garret Ranking
- ✓ Likert's Scale
- ✓ Chi-square test

1.13 LIMITATIONS OF THE STUDY

- The study was conducted with the basic assumption that the information given by the respondents is factual and represents their true feelings & behaviour.
- The sample taken for the purpose of study comprises only from Thoothukudi.
- The number of respondents is limited.
- The time allotted to finish the project is limited.

1.14 CHAPTERIZATION SCHEME:

UNIT 1: Introduction of the study.

UNIT 2: Profile of the study

UNIT 3: Analysis and Interpretation of Data

UNIT 4: Finding and Suggestions of the study

UNIT 5: Conclusion

CHAPTER - II



PROFILE OF THE STUDY

CHAPTER 2

PROFILE OF THE STUDY

2.1 MEANING OF MUTUAL FUNDS

Mutual fund is an investment program funded by shareholders that the trader is diversified holding and professionally managed. A mutual fund works by pooling money from multiple investors and then investing amongst different securities. As a result, it provides greater liquidity, diversification, lower risk etc., A mutual fund is a financial intermediary that pools the savings of investors for collective investment in a diversified portfolio of securities. A fund is "mutual" as all of its returns, minus its expenses, are shared by the fund's investors. Mutual fund is a collective savings scheme. Mutual funds play an important role in mobilizing the savings of small investors and channelising the same for productive ventures in the Indian economy.

2.2 HISTORY OF MUTUAL FUNDS IN INDIA

A strong financial market with board participation is essential of a developed economy .With this board objectives India's first mutual funds was established in 1963,namely,Unit Trust of India, at the initiative of the government of India and Reserve Bank of India 'with view to encouraging saving and investment and participation in the income ,profits and gains accruing to the Corporation from the acquisition, holding, management and disposal of securities' In the last few years the MF Industry has grown significantly. The history of Mutual Funds in India can be broadly divided into five distinct phases as follows:

i. First Phases - 1964-1987

The Mutual Fund industry in India started in 1963 with formation of UTI in 1963 by an Act of Parliament and functioned under regulatory and administrative control of the Reserve Bank of India. In 1978 UTI was de-linked from the RBI and the Industrial Development Bank of India took over the regulatory and administrative control in place of RBI. Unit Scheme 1964 (US'64) was the first scheme launched by UTI. At the end of 1988, UTI had Rs 6700crores of Asset Under Management.

ii. Second Phases-1987 – 1993

The year 1987 market and entry of public sector mutual funds set up the public sector bank and Life Insurance Corporation of India and General Insurance Corporation of India. SBI

Mutual Funds was the first 'non-UTI, mutual fund established in June 1987, followed by Can bank Mutual Funds (Dec 1987), Punjab National Bank Mutual Funds (Aug 1989), Indian Bank Mutual Funds (Nov 1989), Bank of India (Jun 1990), Bank of Baroda Mutual Funds (Oct 1992). LIC established its mutual funds in June 1989, while GIC had set up its mutual funds in December 1990. At the end of 1993, the MF industry had assets under management of RS.47,004 crores.

iii. Third Phase – 1993-2003

The Indian securities market gained greater importance with the establishment of SEBI in April 1992 to protect the interests of the investors in securities market and to promote the development of, and to regulate, the securities market. In the year 1993, the first set of SEBI Mutual Funds Regulations came into begin for all mutual funds, except UTI. The erstwhile Kothari Pioneer (now merged with Franklin Templeton MF) was the first private sector MF registered in July 1993. With entry of private sector funds in 1993, a new era began in India MF industry, giving the Indian investor a wider choice of MF products. The initial SEBI MF Regulations were revised and replaced in 1996 with a comprehensive set of regulations, viz., SEBI (Mutual Funds) Regulations, 1996 which I currently applicable.

iv. Fourth Phases – 2003–2014

In February 2003, following the repeal of the Unit Trust of India Act 1963, UTI was bifurcated into two separate entitles, viz., the Specified Undertaking of the Unit Trust of India (SUUTI) and UTI Mutual Funds which functions under SEBI MF Regulations. With the bifurcations of the erstwhile UTI and several mergers taking place among different private sectors fund, the MF industry entered its fourth phase of consolidation.

Followings the global melt-down the year 2009, securities market overall the world had tanked and so was the case in India. Most investors who had entered the capital market during the peak, had lost money and their faith in MF products was shaken greatly. The abolition of Entry Load by SEBI, coupled with the after-effects of the global financial crisis, deepened the adverse impact on the India MF Industry, which struggled to recover and remodel itself for over two years, in an attempt to maintain its economic viability which is evident from the sluggish growth in MF.

v. Fifth Phases- Since 2014

Taking cognizance of the lack of penetration of MF's, especially in tier II and tier III cities, and the need for greater alignment of the interest of various stakeholders, SEBI introduced several progressive measures in September 2012 to “re-energize” the Indian Mutual Funds industry and increase MF's penetrations. In due course, the measures did succeed in reversing the negative trend that had set in after the global melt-down and improved significantly after the new Government was formed at the centre. Since May 2014, the industry has witnessed steady inflows and increase in the AUM as well as the number of investor folios (accounts).

2.3 Features of Mutual Funds

1. Convenience:

With the popularisation of online investment in mutual funds, we do not need to visit a fund house physically. We can invest in any fund of our choice using our phone or computer. All we need to do is visit the portal or app of the AMC and Log in here to make a purchase.

2. Flexibility of Investment:

This is one of the attractive features that mutual funds have to offer. We can opt for any mode between SIP or lumpsum to invest our money in mutual funds.

3. Liquidity:

We can also withdraw or redeem our funds to meet any emergency. Depending on our scheme, we will receive the amount within 3-4 business days. Liquid funds transfer this amount to our account in the following business day. Hence, mutual funds carry decent liquidity as investors can redeem them anytime.

4. Income Tax Benefits:

With a long-term investment in mutual funds, we can pay less taxes due to their high tax efficiency. We can also get income tax deductions by investing in ELSS funds while earning high returns.

5. Minimal Charges:

Mutual funds are also affordable for every earning individual. We need to pay a small amount, known as the expense ratio, to our fund houses to invest in mutual funds. The expense

ratio and other additional charges might vary between fund houses. The costs are less than other managed funds.

6. Regulated by SEBI:

Every fund house must register itself under SEBI before launching a mutual fund scheme. SEBI overlooks the transparency and accountability of fund houses and protects investors. By doing so, SEBI prevents any arbitrary use of investors' money. This makes mutual funds safe from fraud and malpractices.

7. Operated by Professionals:

Every fund house employs professionals known as fund managers to operate mutual funds. They study the market pattern and invest your money in equities or debts according to the scheme's objectives.

8. Good for Portfolio Diversification:

Mutual fund schemes allow us to avoid placing all our eggs in one basket. They uniformly invest in high and low-risk mutual investments on our behalf to balance our profit and losses. This lets us access a diversified portfolio, which can deliver profits even during periods of economic downturns.

2.4 Types of Mutual Fund

i. Money market fund:

Money market fund invests in short-term fixed income securities. Example of short-term fixed income securities would be Government bonds, Treasury bills, Commercial paper, and Certificates of deposit. These types of funds are generally a safer investment but with a lower potential return than other mutual funds.

ii. Fixed income fund:

Fixed income funds buy investment that pay a fixed rate of return. This type of mutual fund focuses on getting returns coming into the fund primarily through interest.

iii. Equity fund:

Equity funds invest in stocks. Furthermore, there are different types of equity funds such as funds that specialize in growth stocks, value stocks, large cap stocks, small cap stocks, or a combination of these stocks.

iv. Balanced fund:

Balanced funds invest in a mix of equities and fixed income securities typically in a 40% equity 60% fixed income ratio. The aim of these funds is to generate higher returns but also mitigate risk through fixed income securities.

v. Index fund:

Index funds aim to track the performance of a specific index. Index fund follow the index and go up when the index goes up and goes down when the index goes down. Index funds are popular as they typically require a lower management fee compared to other funds.

vi. Specialty fund:

Specialty funds focus on a very small part of a market such as energy, telecommunications, healthcare, industrials, etc.

2.5 TYPES OF SCHEMES IN MUTUAL FUNDS:



1. Open-Ended Scheme

Open ended scheme is perpetual and open for subscription and repurchase on a continuous basis on all business days at the current (NAV) Net Asset value.

2. Close-Ended Scheme

Close ended scheme has a fixed maturity date. The units of close-ended schemes are mandatorily listed to provide exit route before maturity and can be sold/traded on the stock exchanges.

3. Interval Schemes

Interval schemes allow purchase and redemption during specified transaction periods (intervals). The transaction period has to be for a minimum of 2days and there should be at least a 15days gap between two transaction periods. The units of interval schemes are also mandatorily listed on the stock exchanges.

4. Active Funds

In an Active Fund, the Fund Manager is 'Active' in deciding whether to buy, hold, or sell the underlying securities and in stock selection. Active funds adopt different strategies and styles to create and manage portfolio. The investment strategy and style are described upfront in the scheme information documents (offer document. Active fund expects to generate better return (alpha) than the benchmark index. The risk and return in the fund will depend upon the strategy adopted. Active funds implement strategies to 'select' the stocks for the portfolio.

5. Passive Funds

Passive Funds hold a portfolio that replicates a stated index or Benchmark, example

- i. Index Funds
- ii. Exchange Traded Funds (ETFs)

In a passive Fund, the fund manager has a passive role, as the stock selection/ Buy, Hold, sell decision is driven by the Benchmark Index and the fund manager / dealer merely needs to replicate the same with minimal tracking error.


6. Growth Fund

Growth Funds are schemes that are designed to provide capital appreciation. Primarily invest in growth-oriented assets, such as equity. Investment in growth –oriented funds require a medium to long-term investment horizon. Historically, Equity as an asset class has outperformed most other kind of investments held over the long term. However, returns from Growth funds tend to be volatile over the short-term since the prices of the underlying equity shares may changes. Hence investors must be able to take volatility in the returns in the short-term.


7. Income Fund

- i. The objectives of the income fund are to provide regular and steady income to investors.
- ii. Income funds invest in fixed income securities such as corporative bonds, debentures, and Government securities.
- iii. The funds return is from the interest income on these investments as well as capital gain from any change in the value of securities.
- iv. The fund will distribute the income provided the portfolio generates the required returns. There is no guarantee of income.
- v. The return will depend upon the tenor and credit quality of the securities held.


8. LIQUID /MONEY MARKET MUTUAL FUNDS

 Liquid schemes, overnight funds and money market mutual funds are investment option for investor seeking liquidity and principal protection, with commensurate returns

- i. The funds invest in money market instruments* with maturities not exceeding 91 days.
- ii. The return from the funds will depend upon the short-term interest rate prevalent in the market.

 These are ideal for investors who wish to park their surplus funds for short period.

- i. Investors who use these funds for longer holding periods may be sacrificing better returns possible from produces suitable for a longer holding.

 Mutual funds product can be classified based on their underlying portfolio composition

- i. The first level of categorization will be on the basis of the asset class the funds invests in, such as equity/debt/money market instruments are gold.
- ii. The second level of categorization is on the basis of strategies and styles used to create the portfolio, such as, Income fund, Dynamic Bond Fund, Infrastructure fund, Large-cap/Mid-cap/Small-cap Equity fund, Value fund, etc.
- iii. The portfolio composition flows out of the investment objectives of the schemes.

2.6 TERMS USED IN MUTUAL FUND.



1. Net Asset value (NAV)

❖ NAV stands for Net Asset Value. The performance of a mutual fund scheme is denoted by its NAV per unit. NAV per unit is the market value of securities of a scheme divided by the total number of units of the scheme on a given date. Stocks, where the price is driven by the stock market and changes from minute-to-minute, NAVS of mutual fund schemes are declared at the end of each trading day after markets are closed, in accordance with SEBI Mutual Fund Regulations. Further, Units of mutual fund schemes under all scheme (except Liquid & Overnight funds) are allotted only at prospective NAV, i.e., the NAV that would be declared at the end of the day, based on the closing market value of the securities held in the respective schemes. A mutual fund may accept applications even after the cut-off time, but you will get the NAV of the next business day. Further, the cut-off time rules apply for redemptions too.

2. Direct Plan

❖ One may invest in mutual funds DIRECTLY without involving or routing the investment through any distributor/agent in a 'Direct Plan'. Or one may choose to invest in mutual funds with the help of a Mutual Fund distributor/agent in what is termed as a 'Regular Plan'. 'Direct Plan' and 'Regular Plan' are both part of the same mutual fund scheme, have the same / common portfolio and are managed by the same fund manager, but have different expense ratios (recurring expenses that is incurred by the mutual fund scheme). Direct Plan has lower expense ratio than the Regular Plan, as there is no distributor/agent involved, and

hence there is saving in terms of distribution cost/commissions paid out to the distributor/agent, which is added back to the returns of the scheme. Hence, a Direct Plan has a separate NAV, which is higher than the "Regular" Plan's.

❖ In due course, the lower expense ratio of Direct Plan translates to higher returns on the investments which keeps compounding over the years. Thus, the investment in Direct Plan would be worth more over a period, in comparison to investment in Regular Plan of the same scheme. It should be however borne in mind that the difference between NAV of Direct Plan and Regular Plan tends to be marginal. Direct Plans are for those who prefer to invest DIRECTLY in a mutual fund scheme without the help of any distributor/agent. Investing in a Direct Plan is like buying a product from the manufacturer directly, whereby the cost to customer would be lower. Except that, investing in a mutual fund scheme directly is not as simple as buying some item from a factory outlet, because choosing a mutual fund scheme requires adequate knowledge and awareness of the mutual fund product, especially the risks that are associated with the potential rewards.

3. AUM - Asset Under Management

AUM or Asset Under Management, indicates the total sum of investors and the size of the assets controlled by the AMC. The AUM of the fund keeps fluctuating through the day, due to the new investments made, and the redemptions that are done every day. It is one of the most important parameters that the investors must consider for judging the performance and credibility of the AMC.

4. STP - Systematic Transfer Plan

A Systematic Transfer Plan gives the flexibility to use the funds in a disciplined manner. If we invest Rs. 1 lakh in equity mutual funds, instead of investing the entire amount at once, and being exposed to high-risk, we can invest the amount in debt funds of the same fund house and choose STP. When we do this, a predetermined amount will be transferred to an equity fund at a fixed interval (either weekly or monthly) as decided by we. Over a period, the full amount gets transferred to equity funds and thus safeguards your investment from market volatility. After specific years, if we feel that we have not earned enough returns from your investment in equity funds, we can again opt for STP and transfer the amount to debt funds.

5. SIP - Systematic Investment Plan

The Systematic Investment Plan is one of the most commonly used mutual fund terms. SIP is essentially a method of investing in mutual funds wherein we can invest a small

amount at periodic intervals (it can be weekly, monthly or quarterly). It is an excellent option for small investors like daily wage earners to get exposure to investing in mutual funds. Today, investors can start a SIP with as little as Rs. 500 per month. Another significant feature of SIP is that it allows us to link our bank account to our investment account, and the pre-decided amount gets automatically deducted at the specific date.

2.7 ADVANTAGES OF INVESTING IN MUTUAL FUNDS



1) Professional Management

Investors may not have the time or the required knowledge resources to conduct their research and purchase individual stocks or bonds. A mutual fund is managed by full-time, professional money managers who have the expertise, experience and resources to actively buy, sell, and monitor investments. A fund manager continuously monitors investments and rebalances the portfolio accordingly to meet the scheme's objectives. Portfolio management by professional fund managers is one of the most important advantages of a mutual fund.

2) Risk Diversification

Buying shares in a mutual fund is an easy way to diversify our investments across many securities and asset categories such as equity, debt and gold, which helps in spreading the risk - so we won't have all our eggs in one basket. This proves to be beneficial when an underlying security of a given mutual fund scheme experiences market headwinds. With diversification, the risk associated with one asset class is countered by the others. Even if one investment in the portfolio decreases in value, other investments may not be impacted and may even increase in value. In other words, we don't lose out on the entire value of our investment if a particular

component of our portfolio goes through a turbulent period. Thus, risk diversification is one of the most prominent advantages of investing in mutual funds.

3) Affordability & Convenience (Invest Small Amounts)

For many investors, it could be more costly to directly purchase all of the individual securities held by a single mutual fund. By contrast, the minimum initial investments for most mutual funds are more affordable.

4) Liquidity

We can easily redeem(liquidate) units of open ended mutual fund schemes to meet our financial needs on any business day (when the stock markets and/or banks are open), so we have easy access to our money. Upon redemption, the redemption amount is credited in our bank account within one day to 3-4 days, depending upon the type of scheme e.g., in respect of Liquid Funds and Overnight Funds, the redemption amount is paid out the next business day.

5) Low Cost

An important advantage of mutual funds is their low cost. Due to huge economies of scale, mutual funds schemes have a low expense ratio. Expense ratio represents the annual fund operating expenses of a scheme, expressed as a percentage of the fund's daily net assets. Operating expenses of a scheme are administration, management, advertising related expenses, etc. The limits of expense ratio for various types of schemes have been specified under Regulation 52 of SEBI Mutual Fund Regulations, 1996.

6) Well-Regulated

Mutual Funds are regulated by the capital markets regulator, Securities and Exchange Board of India (SEBI) under SEBI (Mutual Funds) Regulations, 1996. SEBI has laid down stringent rules and regulations keeping investor protection, transparency with appropriate risk mitigation framework and fair valuation principles.

7) Tax Benefits

Investment in ELSS upto ₹1,50,000 qualifies for tax benefit under section 80C of the Income Tax Act, 1961. Mutual Fund investments when held for a longer term are tax efficient.

2.8 DISADVANTAGES OF INVESTING IN MUTUAL FUND



a. Fluctuating returns

Mutual funds do offer fixed guaranteed returns in that we should always be prepared for any eventuality including depreciation in the value of our mutual fund. In other words, experts does not insulate we from bad performance of our fund.

b. No Control

All types of mutual funds are managed by fund managers. In many cases, the fund manager may be supported by a team of analysts. Consequently, as an investor, we do not have any control over our investment. All major decisions concerning our fund are taken by our fund manager. However, we can examine some important parameters such as disclosure norms, corpus and overall company (AMC). investment strategy followed by an Asset Management.

c. Past performance

Ratings and advertisements issued by companies are only an indicator of the past performance of a fund. It is important to note that robust past performance of a fund is not a guarantee of a similar performance in the future. As an investor, we should analyze the investment philosophy, transparency, ethics, compliance and overall performance of a fund house across different phases in the market over a period of time. Ratings can be taken as a reference point.

d. Cost

The value of a mutual fund may fluctuate depending on the changing market conditions. Furthermore, there are fees and expenses involved towards professional management of a mutual fund which is not the case for buying stocks or securities directly in the market. There is an entry load which has to be borne by an investor when buying a mutual fund. Furthermore, some companies charge an exit cost as well when an investor chooses to exit from a mutual fund.

e. Diversification

Diversification is often cited as one of the main advantages of a mutual fund. However, there is always the risk of over diversification, which may increase the operating cost of a fund, demands greater due diligence and dilutes the relative advantages of diversification.

f. Fund Evaluation

Many investors may find it difficult to extensively research and evaluate the value of different funds. A mutual fund's net asset value (NAV) provides investors the value of a fund's portfolio. However, investors have to study various parameters such as sharp ratio and standard deviation among others to ascertain how one fund has fared compared to another which can be complicated to some extent.

g. CAGR

The performance of a mutual fund vis-à-vis the **COMPOUNDED ANNUALIZED GROWTH RATE (CAGR)** neither provides investors adequate information about the amount of risk facing a mutual fund nor the process of investment involved. It is therefore, only one of the indicators to gauge the performance of a fund but is far from being comprehensive.

h. Fund managers

According to experts, as an investor, we would do well not to be carried away by the so-called 'star fund managers'. Even a highly skilled manager can make a positive difference in the short-term but cannot dramatically change the performance of a fund in the long-term. Also, there is always the likelihood of a star fund manager joining another company. It is, therefore, more prudent to examine the processes which are followed by a fund house rather than the star appeal of just one individual.

2.9 RISK FACTORS:

1. STANDARD RISK FACTORS

- i.** Mutual Fund Schemes are not guaranteed or assured return products. Investment in Mutual Fund Units involves investment risks such as trading volumes, settlement risk, liquidity risk, default risk including the possible loss of principal.
- ii.** As the price / value / interest rates of the securities in which the Scheme invests fluctuates, the value of investment in a mutual fund Scheme may go up or down.
- iii.** In addition to the factors that affect the value of individual investments in the Scheme, the NAV of the Scheme may fluctuate with movements in the broader equity and bond markets and may be influenced by factors affecting capital and money markets in general, such as, not limited to, changes in interest rates, currency exchange rates, changes in Government but policies, taxation, political, economic or other developments and increased volatility in the stock and bond markets.
- iv.** Past performance does not guarantee future performance of any Mutual Fund Scheme.

2. SPECIFIC RISK FACTOR

i. Risk of losing money:

Investments in equity and equity related instruments involve a degree of risk and investors should not invest in the equity schemes unless they can afford to take the risk of possible loss of principal.

ii. Price Risk:

Equity shares and equity related instruments are volatile and prone to price fluctuations on a daily basis.

iii. Liquidity Risk for listed securities:

The liquidity of investments made in the equities may be restricted by trading volumes and settlement periods. Settlement periods may be extended significantly by unforeseen circumstances. While securities that are listed on the stock exchange carry lower liquidity risk, the ability to sell these investments is limited by the overall trading volume on the stock exchanges. The inability of a mutual fund to sell securities held in the portfolio could result in potential losses to the scheme, should there be a subsequent decline in the value of securities

held in the scheme portfolio and may thus lead to the fund incurring losses till the security is finally sold

iv. Event Risk

Price risk due to company or sector specific event.

3. Debt Securities

Debt is subject to the risk of an issuer's inability to meet principal and interest payments on the obligation (Credit Risk) on the due dates and may also be subject to price volatility due to such factors as interest rate sensitivity, market perception of the creditworthiness of the issuer and general market liquidity (Market Risk). The timing of transactions in debt obligations, which will often depend on the timing of the Purchases and Redemptions in the Scheme, may result in capital appreciation or depreciation because the value of debt obligations generally varies inversely with the prevailing interest rates.

4. Interest Rate Risk

Market value of fixed income securities is generally inversely related to interest rate movement. Generally, when interest rates rise, prices of existing fixed income securities fall and when interest rates drop, such prices increase. Accordingly, value of a scheme portfolio may fall if the market interest rate rises and may appreciate when the market interest rate comes down. The extent of fall or rise in the prices depends upon the coupon and maturity of the security. It also depends upon the yield level at which the security is being traded.

5. Credit Risk

This is risk associated with default on interest and/or principal amounts by issuers of fixed income securities. In case of a default, scheme may not fully receive the due amounts and NAV of the scheme may fall to the extent of default. Even when there is no default, the price of a security may change with expected changes in the credit rating of the issuer. It may be mentioned here that a government security is a sovereign security and is safer. Corporate bonds carry a higher amount of credit risk than government securities. Within corporate bonds also there are different levels of safety and a bond rated higher by a rating agency is safer than a bond rated lower by the same rating agency.

6. Spread Risk

Credit spreads on corporate bonds may change with varying market conditions. Market value of debt securities in portfolio may depreciate if the credit spreads widen and vice versa. Similarly, in case of floating rate securities, if the spreads over the benchmark security / index widen, then the value of such securities may depreciate.

7. Liquidity Risk

Liquidity risk refers to the ease with which securities can be sold at or near its valuation yield-to-maturity (YTM) or true value. Liquidity condition in market varies from time to time. The liquidity of a bond may change, depending on market conditions leading to changes in the liquidity premium attached to the price of the bond. In an environment of tight liquidity, necessity to sell securities may have higher than usual impact cost. Further, liquidity of any particular security in portfolio may lessen depending on market condition, requiring higher discount at the time of selling. The primary measure of liquidity risk is the spread between the bid price and the offer price quoted by a dealer. Trading volumes, settlement periods and transfer procedures may restrict the liquidity of some of these investments. Different segments of the Indian financial markets have different settlement periods, and such periods may be extended significantly by unforeseen circumstances. Further, delays in settlement could result in temporary periods when a portion of the assets of the Scheme are not invested and no return is earned thereon or the Scheme may miss attractive investment opportunities. At the time of selling the security, the security may become illiquid, leading to loss in value of the portfolio. The purchase price and subsequent valuation of restricted and illiquid securities may reflect a discount, which may be significant, from the market price of comparable securities for which a liquid market exists.

8. Counterparty Risk

This is the risk of failure of the counterparty to a transaction to deliver securities against consideration received or to pay consideration against securities delivered, in full or in part or as per the agreed specification. There could be losses to the fund in case of a counterparty default.

9. Prepayment Risk

This arises when the borrower pays off the loan sooner than the due date. This may result in a change in the yield and tenor for the mutual fund scheme. When interest rates decline,

borrowers tend to pay off high interest loans with money borrowed at a lower interest rate, which shortens the average maturity of Asset-backed securities (ABS). However, there is some prepayment risk even if interest rates rise, such as when an owner pays off a mortgage when the house is sold or an auto loan is paid off when the car is sold. Since prepayment risk increases when interest rates decline, this also introduces reinvestment risk, which is the risk that the principal may only be reinvested at a lower rate.

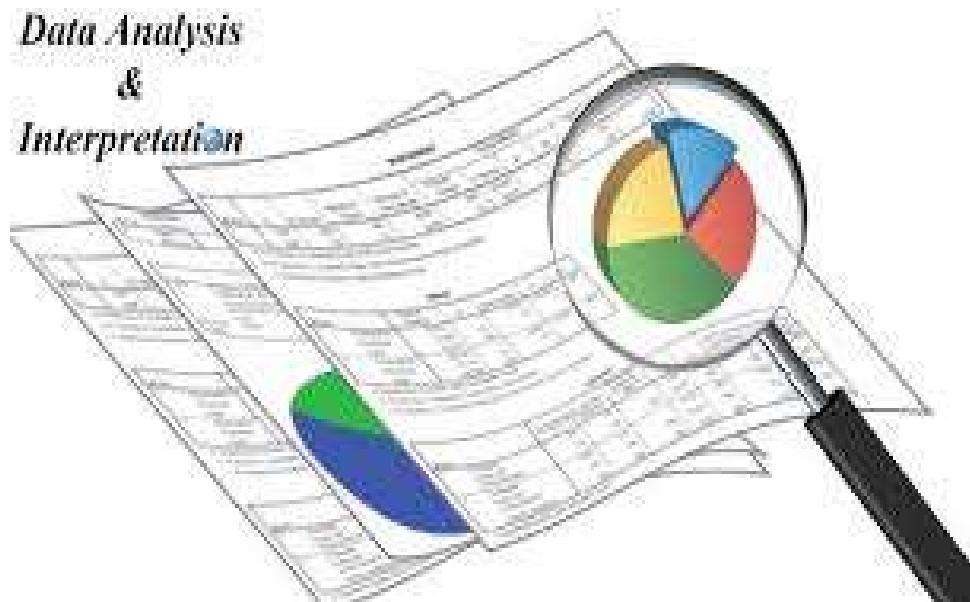
10. Re-investment Risk

Investments in fixed income securities carry re-investment risk as the interest rates prevailing on the coupon payment or maturity dates may differ from the original coupon of the bond (the purchase yield of the security). This may result in final realized yield to be lower than that expected at the time. The additional income from reinvestment is the "Interest on Interest" component. There may be a risk that the rate at which interim cash flows can be reinvested are lower than that originally assumed.

2.10 GROWTH OF MUTUAL FUNDS IN CURRENT YEAR

Average Assets Under Management of Indian Mutual Fund Industry for the month of January 2023 stood at 40,80,311 crores. Assets Under Management of Indian Mutual Fund Industry as on January 31, 2023 stood at 39.62,406 crores. The AUM of the Indian MF Industry has grown. from 8.26 trillion as on January 31, 2013 to 39.62 trillion as on January 31, 2023 around 5fold increase in a span of 10years.The MF Industry's AUM has grown from 22.41 trillion as on January 31, 2018 to 239.62 trillion as on January 31, 2023, around 2fold increase in a span of 5 years. The Industry's AUM had crossed the milestone of 10 Trillion (10LakhsCrores) for the first time in May 2014 and in a short span of about three years, the AUM size had increased more than two folds and crossed 20 trillion (20LakhsCrores) for the first time in August 2017. The AUM size crossed 30 trillion (30LakhsCrores) for the first time in November 2020. The Industry AUM stood at 39.62 Trillion (39.62LakhsCrores) as on January 31, 2023.The mutual fund Industry has crossed a milestone of 10crore folios during the month of May 2021.The total number of accounts or folios as per mutual fund parlance as on January 31, 2023 stood at 14.28crores (142.8 million), while the number of folios under Equity, Hybrid and Solution Oriented Schemes, wherein the maximum investment is from retail segment stood at about 11.43crores (114.3 million).

CHAPTRE - III



ANALYSIS AND INTERPRETATION OF DATA

CHAPTER – 3

ANALYSIS AND INTERPRETATION OF DATA

INTRODUCTION:

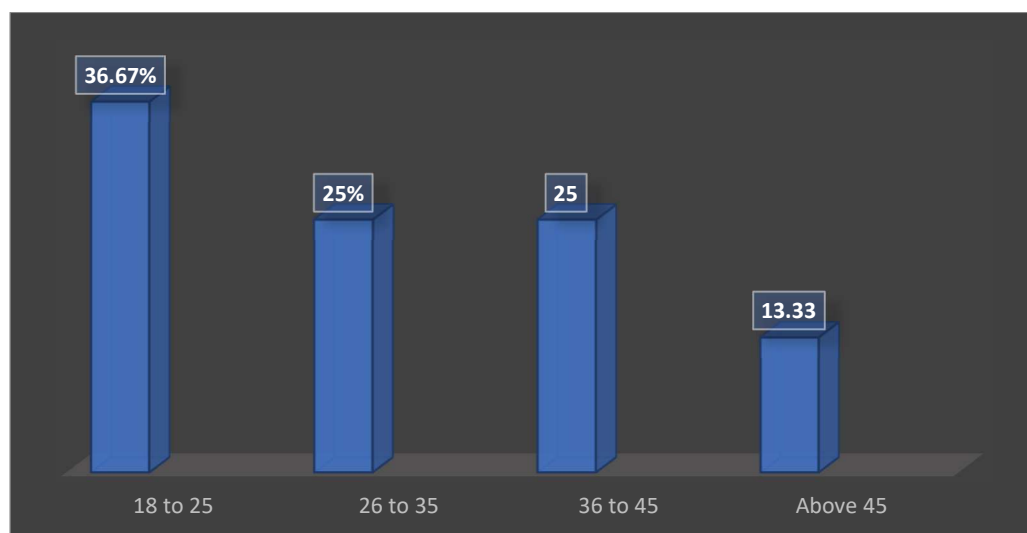
Mutual fund is a gateway to invest funds and get benefitted. People may have common aspects about mutual fund but they are different in demographic characteristics and their personal opinion differs regarding mutual fund. Hence this chapter is an attempt made to examine the study of investors perception towards mutual fund in Thoothukudi.

The data were collected from 60 respondents through questionnaire and analysis has been made and interpreted. The interpretation of the data was made through Percentage analysis, Chi-square test, Garrett Ranking, Likert's five-point scale, etc., Graphical diagram like pie charts and bar diagrams were used to give an exact idea about the character of the data.

TABLE 3.1
CLASSIFICATION BASED ON AGE

S.NO	AGE GROUP	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	18 to 25	22	36.67
2.	26 to 35	15	25
3.	36 to 45	15	25
4.	Above 45	8	13.33
	TOTAL	60	100

SOURCE: PRIMARY DATA



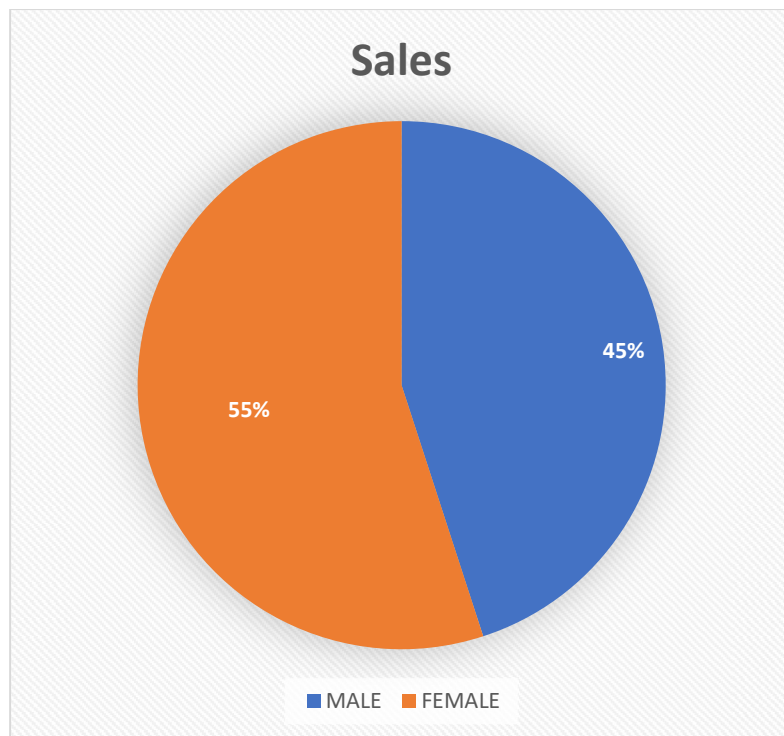
INFERENCE:

It is revealed that 36.67 % of the respondents belong to the age group of 18-25, 25% of the respondent belong to the age group of 26 – 35, 25 % of the respondents belong to the age group of 36 – 45 and 13.33% of the respondents are above the age of 45. Majority of the respondents are of the age group 18 – 25.

TABLE 3.2
CLASSIFICATION BASED ON GENDER

S.NO	GENDER	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	MALE	27	45
2.	FEMALE	33	55
	TOTAL	60	100

SOURCE: PRIMARY DATA



INFERENCE:

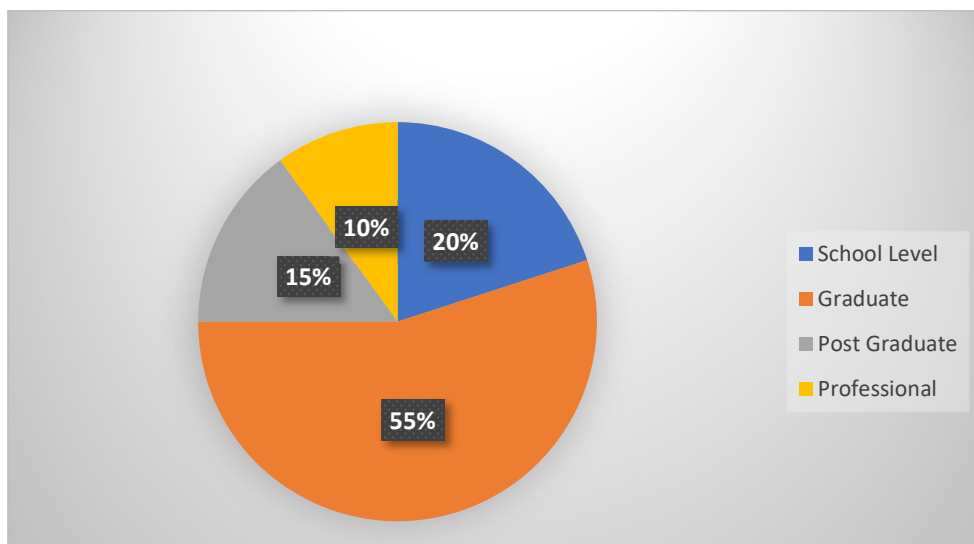
From the above table, it is found that 55% of the respondents are Female and 45% of the respondents are Male. The majority of the respondents are Female.

TABLE 3.3

CLASSIFICATION BASED ON EDUCATIONAL QUALIFICATION

S.NO	EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	School Level	12	20
2.	Graduate	33	55
3.	Post Graduate	9	15
4.	Professional	6	10
	TOTAL	60	100

SOURCE: PRIMARY DATA



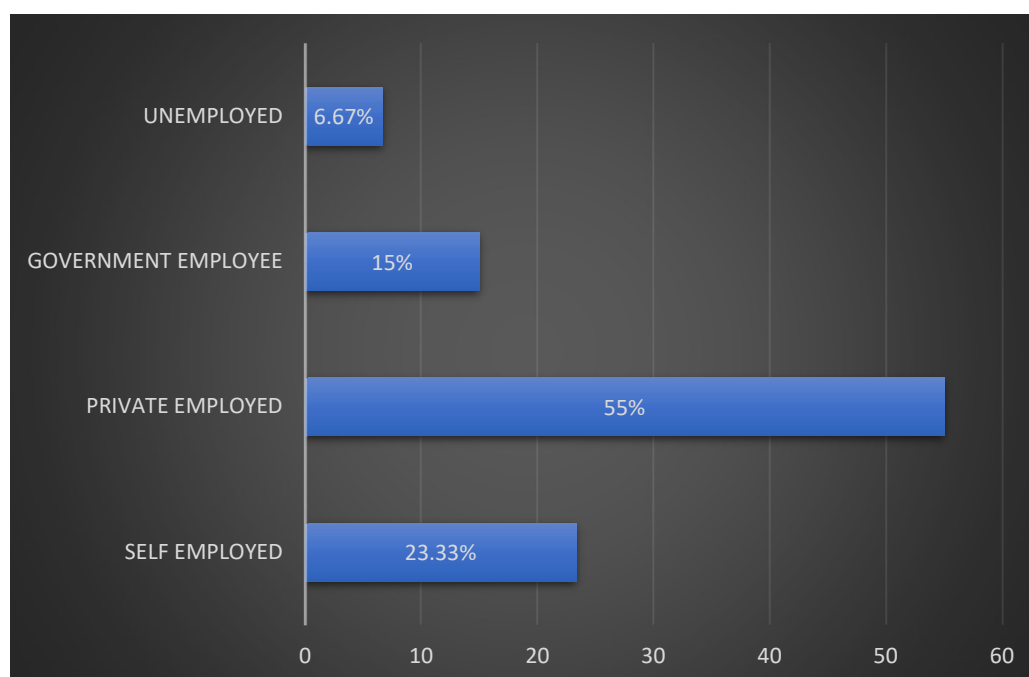
INFERENCE:

From the above table, it is found that 55% of the respondents are graduates, 20% have completed their school level education, 15% of the respondents are post graduates and 10% are Professionals. Majority of the respondents are graduates.

TABLE 3.4
CLASSIFICATION BASED ON OCCUPATION

S.NO	OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Self Employed	14	23.33
2.	Private Employed	33	55
3.	Government Employee	9	15
4.	Unemployed	4	6.67
	TOTAL	60	100

SOURCE: PRIMARY DATA



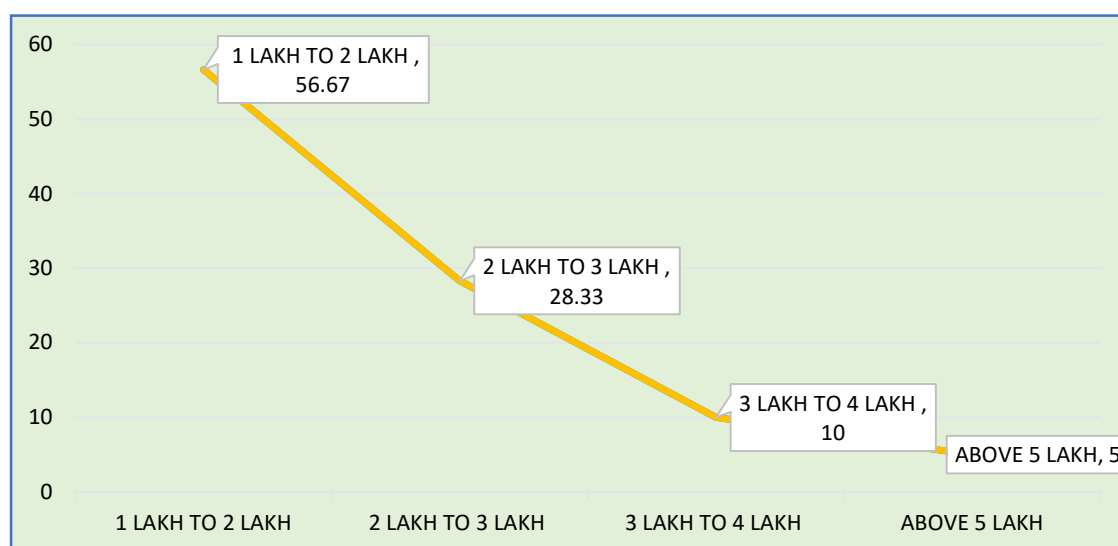
INFERENCE:

It shows that 55% of the respondents are private employed, 23.33% of the respondents are self-employed, 15% are government employee and 6.67% are unemployed. Majority of the respondents are private employees.

TABLE 3.5
CLASSIFICATION BASED ON INCOME

S.NO	ANNUAL NCOME	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	1lakhs to 2 lakhs	34	56.67
2.	2 lakhs to 3 lakhs	17	28.33
3.	3 lakhs to 4 lakhs	6	10
4.	Above 5 lakhs	3	5
	TOTAL	60	100

SOURCE: PRIMARY DATA



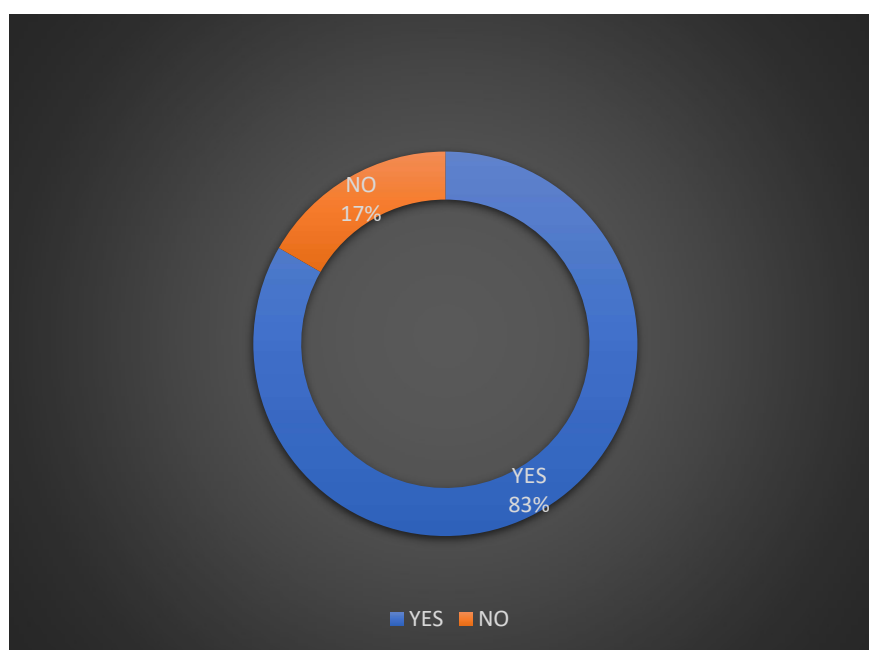
INFERENCE:

It reveals that 56.67% of the respondents has an annual income of Rs.1 lakh to Rs.2 lakh, 28.33% has an annual income of Rs.2 lakh to Rs.3 lakh and 10% has an annual income between Rs.3 lakh to Rs.4 lakh and 5% has a annual income above Rs. 5lakh. Majority of the respondent's annual income is Rs.1 lakh to Rs.2 lakh.

TABLE 3.6
INTEREST TO INVEST IN MUTUAL FUND

S.NO	OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Yes	50	83.33
2.	No	10	16.67
	TOTAL	60	100

SOURCE: PRIMARY DATA



INFERENCE:

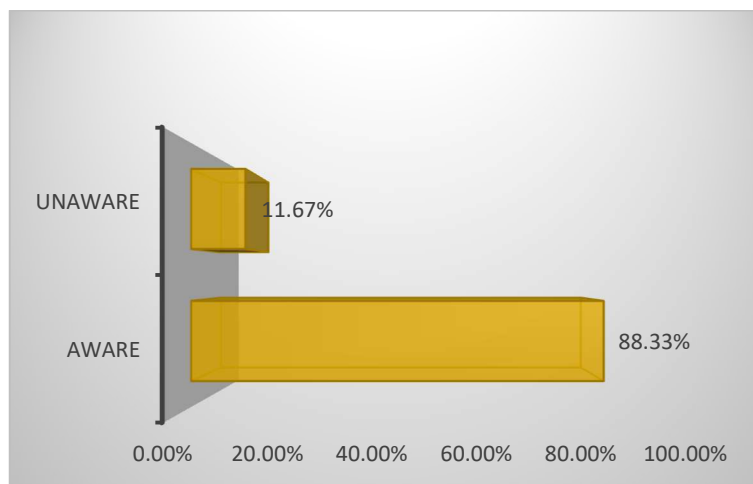
It is clear that 83% of the respondents think that interest to invest in mutual fund levied according to the respective funds and 17% of the respondents think that interest in invest in mutual fund are not levied according to the respective funds. Majority of the respondent's opinion is interest to invest in mutual fund.

TABLE 3.7

AWARENESS ABOUT MUTUAL FUND

S.NO	AWARENESS	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Aware	53	88.33
2.	Unaware	7	11.67
	TOTAL	60	100

SOURCE: PRIMARY DATA

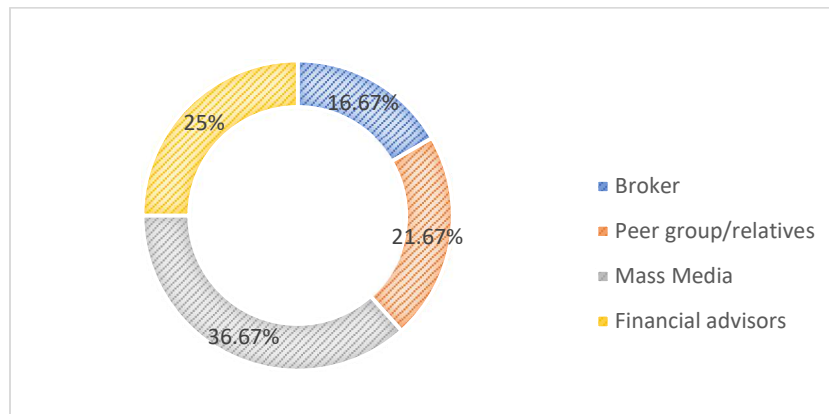


INFERENCE:

It is inferred that 88.33% of the respondents have awareness about mutual fund, 11.67% of the respondents are not sure about their awareness towards mutual funds. Majority of the respondents have awareness about mutual funds.

TABLE 3.8**SOURCE OF KNOWLEDGE ABOUT MUTUAL FUND**

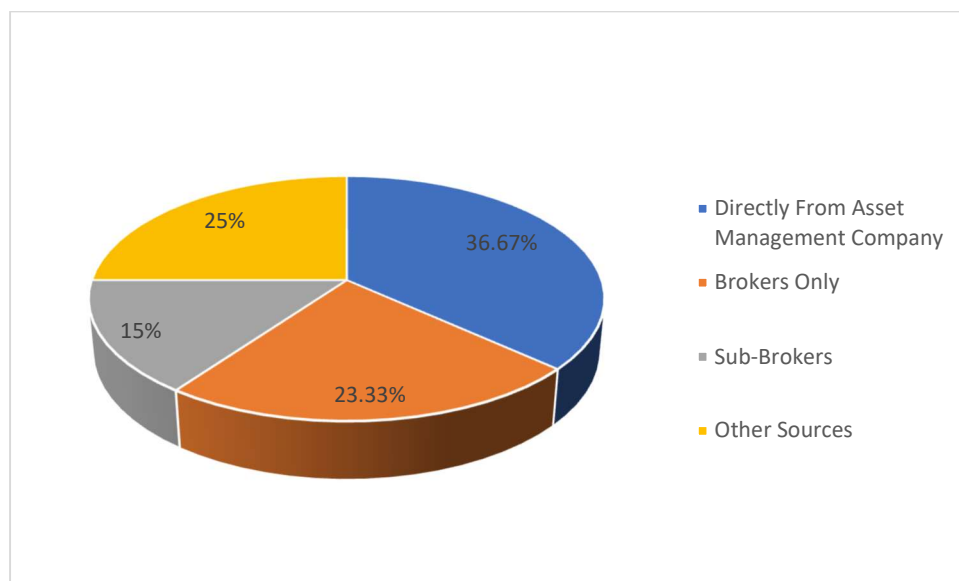
S.NO	SOURCE	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Brokers	10	16.67
2.	Peer Group/Relative	13	21.67
3.	Mass Media	22	36.67
4.	Financial Advisors	15	25
	TOTAL	60	100

SOURCE: PRIMARY DATA**INFERENCE:**

It revealed that 36.67% of the respondents get to know about mutual fund through mass media, 21.67% of the respondents get to know from their peer group/relative, 25% of the respondents through financial advisors, 16.67% of the respondents through broker. Majority of the respondents get to know about mutual fund through mass media

TABLE 3.9**PURCHASING MEDIUM OF MUTUAL FUND**

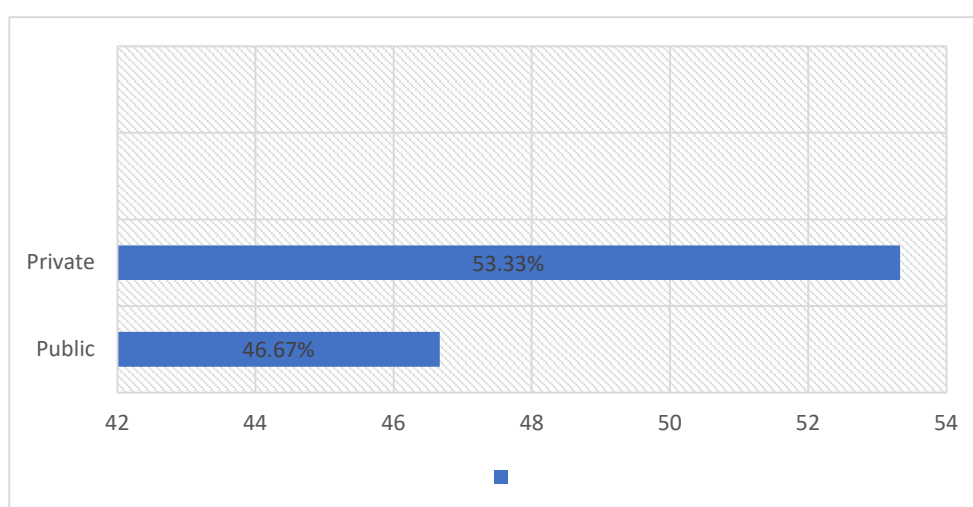
S.NO	PURCHASING	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Directly From Asset Management Company	22	36.67
2.	Brokers Only	14	23.33
3.	Sub-Brokers	9	15
4.	Different source	15	25
	TOTAL	60	100

SOURCE: PRIMARY DATA**INFERENCE:**

It is inferred that 36.67% of the respondents purchase method funds directly from directly from asset management company, 25% of the respondents purchase mutual funds from different sources, 23.33% of the respondents purchase mutual funds through brokers and 15% of the respondents purchase mutual funds through sub-broker. Majority of the respondents are directly from asset management through mutual funds.

TABLE 3.10**MUTUAL FUND INVESTMENT SECTORS**

S.NO	SECTOR	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Public	28	46.67
2.	Private	32	53.33
	TOTAL	60	100

SOURCE: PRIMARY DATA**INFERENCE:**

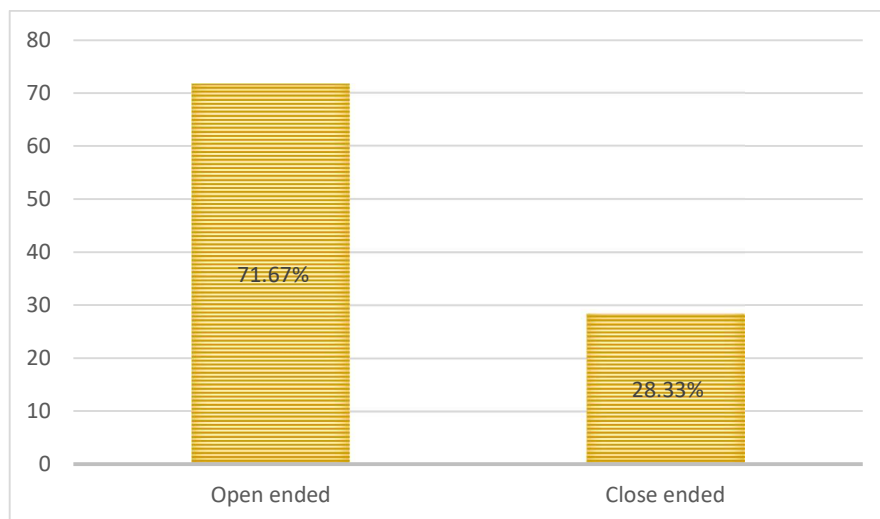
It is cleared that 53.33% of the respondents are facing private opinion, 46.67% of the respondents are facing public opinion. Majority of the respondents feel that mutual fund has high opinion in private sector.

TABLE 3.11

TYPES OF INVESTMENT IN MUTUAL FUND

S.NO	INVESTMENT	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Open Ended	43	71.67
2.	Close Ended	17	28.33
	TOTAL	60	100

SOURCE: PRIMARY DATA

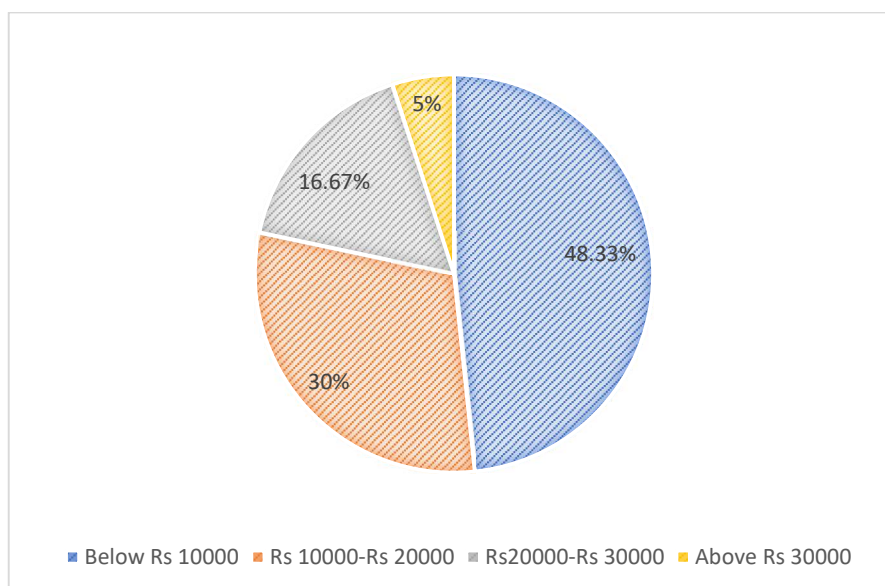


INFERENCE:

It is revealed that 71.67% of the respondents think mutual fund has open ended, 28.33% of the respondents think there is no change in close ended. Majority of the respondents has a opinion that mutual fund has open ended.

TABLE 3.12**AMOUNT OF MONEY INVESTED IN MUTUAL FUND**

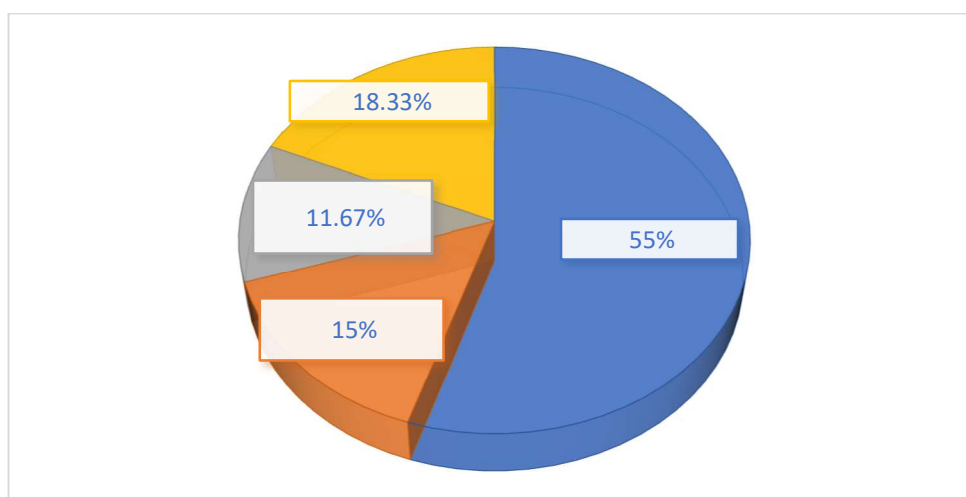
S.NO	OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Below Rs 10000	29	48.33
2.	Rs 10000-Rs 20000	18	30
3.	Rs 20000-Rs 30000	10	16.67
4.	Above Rs 30000	3	5
	TOTAL	60	100

SOURCE: PRIMARY DATA**INFERENCE:**

It reveals that 48.33% of the respondents has a money invested in mutual fund Below Rs.10000, 30% of the respondents has a money invested in mutual fund Rs.10000-Rs.20000, 16.67% of the respondents have money invested in a mutual fund between Rs.20000-Rs.30000 per annum and 5% of the respondents have money invested above Rs.30000 per annum in the mutual fund. Majority of the respondent's amount of money invested in the mutual funds is BelowRs.10000 per annum.

TABLE 3.13**PERIOD OF INVESTMENT IN MUTUAL FUND**

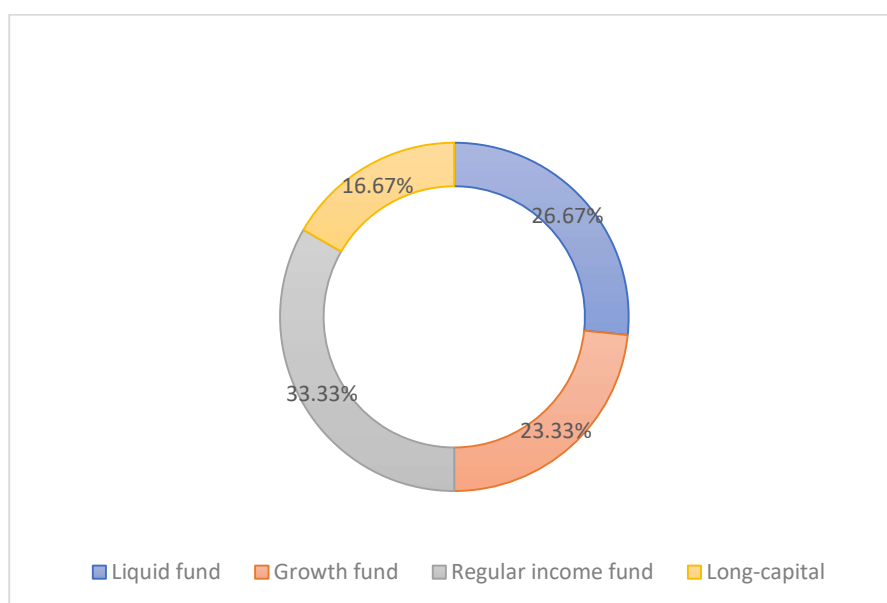
S.NO	PERIOD OF INVESTMENT	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Monthly	33	55
2.	Quarterly	9	15
3.	Half yearly	7	11.67
4.	Yearly	11	18.33
	TOTAL	60	100

SOURCE: PRIMARY DATA**INFERENCE:**

It is reveals that 55% of the respondents invest monthly in mutual fund, 18.33% of the respondents invest yearly in mutual fund, 15% of the respondents invest quarterly in mutual fund and 11.67% of the respondents invest half-yearly in mutual fund. Majority of the respondent's invest each month in mutual funds.

TABLE 3.14**FUND SCHEME INVESTED IN MUTUAL FUND**

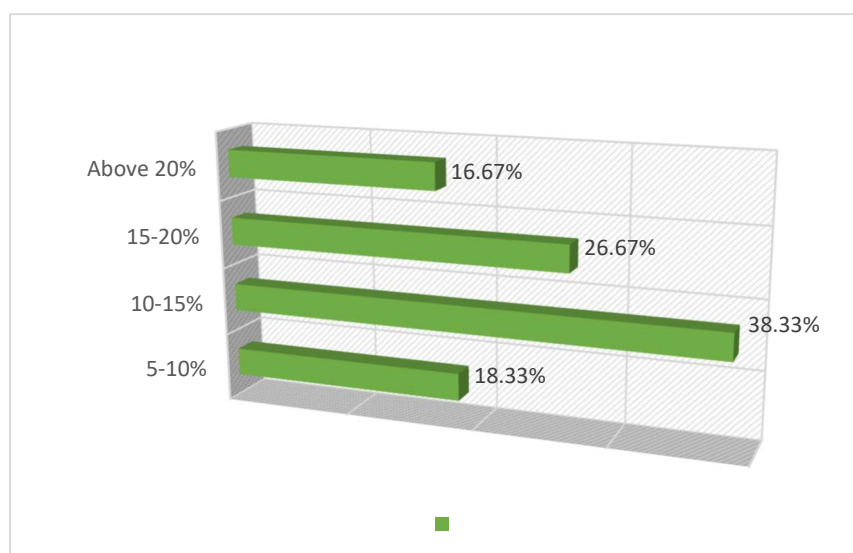
S.NO	SCHEME	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Liquid Fund	16	26.67
2.	Growth Fund	14	23.33
3.	Regular Income Fund	20	33.33
4.	Long-Capital	10	16.67
	TOTAL	60	100

SOURCE: PRIMARY DATA**INFERENCE:**

It is clear that 33.33% of the respondents invest in regular income fund scheme, 26.67% of the respondents invest in liquid fund scheme, 23.33% of the respondents invest in growth fund and 16.67% of the respondents invest in long-capital fund scheme. Majority of the respondents invest in regular income funds.

TABLE 3.15**PERCENTAGE OF RETURN IN MUTUAL FUND**

S.NO	PERCENTAGE OF RETURN	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	5-10%	11	18.33
2.	10-15%	23	38.33
3.	15-20%	16	26.67
4.	Above 20%	10	16.67
	TOTAL	60	100

SOURCE: PRIMARY DATA**INFERENCE:**

It is found that 38.33% of the respondents receive 10-15% of returns from mutual fund, 26.67% of the respondents receive 15-20% of return from mutual fund, 18.33% of the respondents receive 5-10% return of mutual fund and 16.67% of the respondents receive above 25% of the return from mutual funds. Majority of the respondents receive 10-15% of return from mutual fund.

TABLE 3.16**REASONS TO INVEST IN MUTUAL FUND**

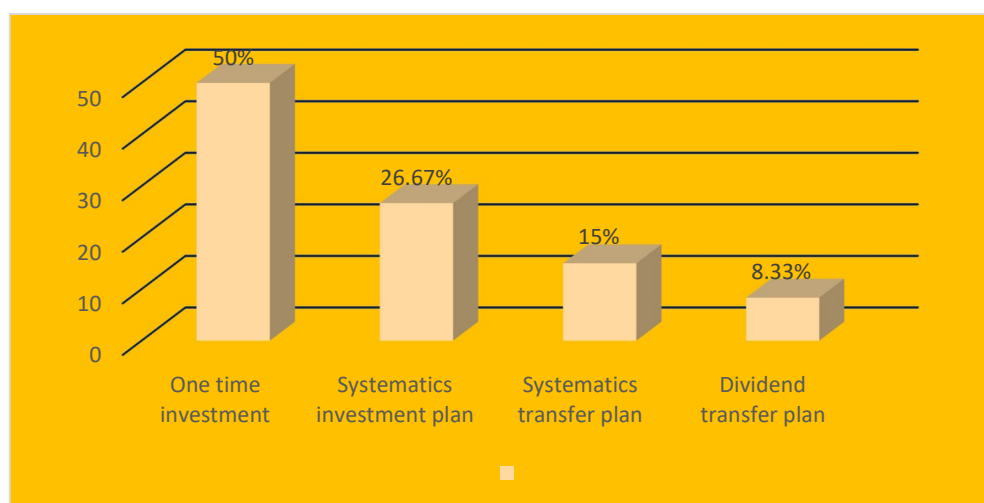
S.NO	REASONS	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Better return and safety	37	61.67
2.	Reduction in risk and transaction	6	10
3.	Regular income	12	20
4.	Tax benefit	5	8.33
	TOTAL	60	100

SOURCE: PRIMARY DATA**INFERENCE:**

It is inferred that 61.67% of the respondents main reason to invest in mutual fund is better return and safety, 20% of the respondents invested in mutual fund to receive regular income, 10% of the respondents invest as there is reduction in risk and transaction, 8.33% of the respondents invest due to receive tax benefit. Majority of the respondents invest in mutual fund to receive better return and safety.

TABLE 3.17**MODE OF INVESTMENT PREFERRED IN MUTUAL FUND**

S.NO	MODE OF INVESTMENT	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	One Time Investment	30	50
2.	Systematics Investment Plan	16	26.67
3.	Systematics Transfer Plan	9	15
4.	Dividend Transfer Plan	5	8.33
	TOTAL	60	100

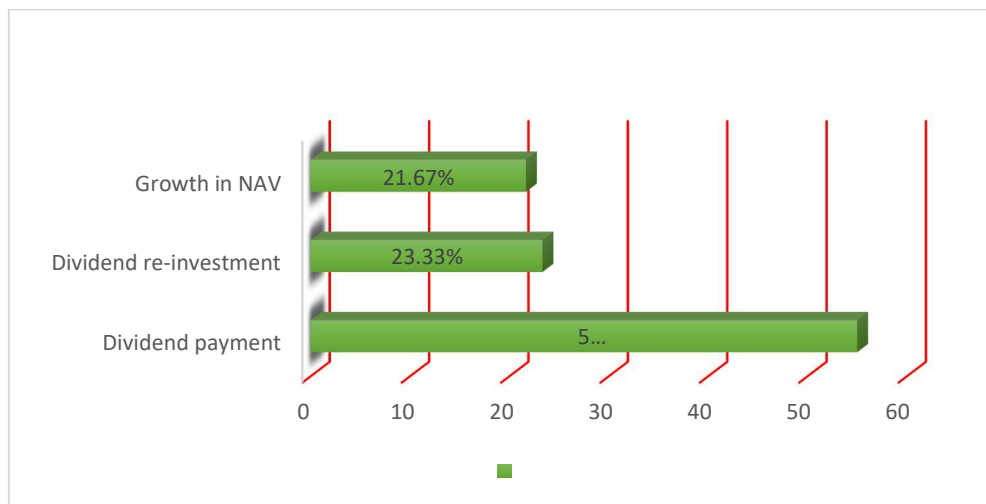
SOURCE: PRIMARY DATA**INFERENCE:**

It is found that 50% of the respondents prefer one time investment, 26.67% of the respondents prefer systematics investment plan, 15% of the respondents prefer systematics transfer plan and 8.33% of the respondents prefer dividend transfer plan. Majority of the respondents prefer one time investment to invest in mutual fund.

TABLE 3.18
MODE OF RETURN RECEIVED

S.NO	MODE OF RETURN	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Dividend Payment	33	55
2.	Dividend Re - Investment	14	23.33
3.	Growth in NAV	13	21.67
	TOTAL	60	100

SOURCE: PRIMARY DATA

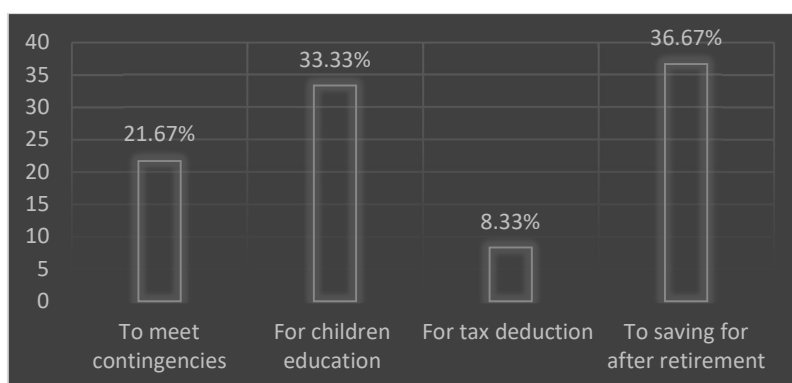


INFERENCE:

It is found that 55% of the respondents are interested to receive dividend payment in mutual fund, 23.33% of the respondents are interest to receive dividend re-investment in mutual fund and 21.67% of the respondents are interested to receive growth in NAV in mutual fund. Majority of the respondents are interested to receive the return in form of dividend payment in mutual fund.

TABLE 3.19**REASONS FOR SAVING FUNDS THROUGH INVESTMENT**

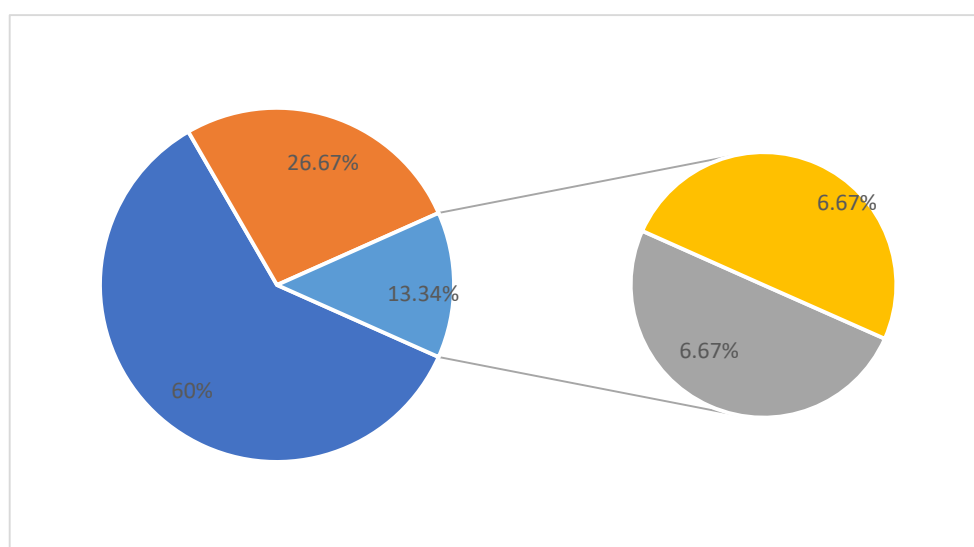
S.NO	REASONS	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	To Meet Contingencies	13	21.67
2.	For Children Education	20	33.33
3.	For Tax Deduction	5	8.33
4.	To Save for After retirement	22	36.67
	TOTAL	60	100

SOURCE: PRIMARY DATA**INFERENCE:**

It is clear that 36.67% of the respondent's main reason to invest in mutual fund is to save after retirement, 33.33% of the respondents invest in mutual fund for children education, 21.67% of the respondents invest to meet contingencies in mutual fund and 8.33% of the respondents invest in mutual for tax deduction purpose. Majority of the respondents invest in mutual fund to save money after retirement.

TABLE 3.20**YEARS OF EXPERIENCE BY INVESTING IN MUTUAL FUND**

S.NO	YEARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Less than 3 years	36	60
2.	3-5 years	16	26.67
3.	5-10 years	4	6.67
4.	More than 10 years	4	6.67
	TOTAL	60	100

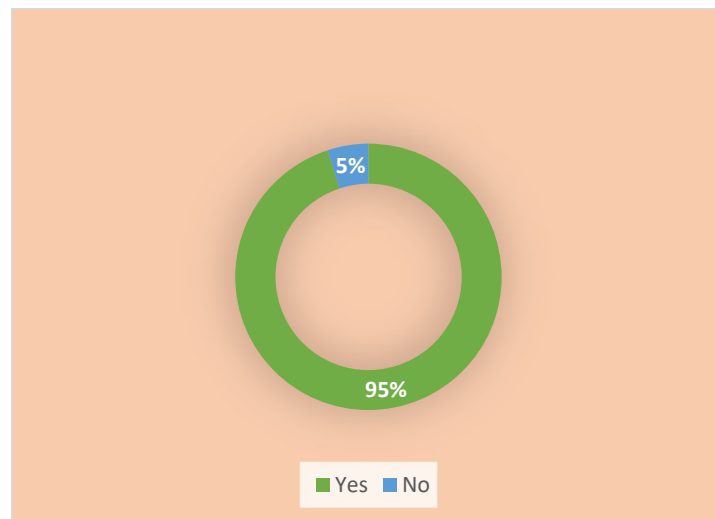
SOURCE: PRIMARY DATA**INFERENCE:**

It is reveals that 60% of the respondents have less than 3 years of experience in investing in mutual fund, 26.67% of the respondents have 3-5 years of experience, 6.67% of the respondents has 5-10 years of experience and has more than 10 years' experience each. Majority of the respondents have less than 3 years of experience in investing in mutual fund.

TABLE 3.21
MUTUAL FUND IS BENEFICIAL

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

SOURCE: PRIMARY DATA



INFERENCE:

From the analysis, it is found that 95% of the respondents have an opinion that, mutual fund is beneficial and 5% of the respondents has an opinion that, mutual fund is not beneficial. Majority of the respondents feel that mutual fund is beneficial.

TABLE 3.22**PERFERENCE TOWARDS MUTUAL FUND**

S.NO	PARTICULARS	SA	A	N	DA	SDA	TOTAL	RANK
a.	Mutual funds are useful for small investors.	145	88	12	8	1	254	I
b.	Mutual funds gives higher return than other investment.	55	88	60	16	1	220	III
c.	Mutual funds with large corpus of fund perform better.	55	68	84	2	1	210	IV
d.	Public sector mutual fund perform better.	55	92	24	26	4	201	V
e.	Mutual fund acts as a flexible investment option.	85	68	54	28	4	239	II

INFERENCE:

From the analysis of, the respondents' preference towards mutual fund using Likert's five points scale, the respondents have highly agreed that Mutual funds are useful for small investors and is ranked first followed by, Mutual fund acts as a flexible investment option, Mutual funds gives higher return than other investment, Mutual funds with large corpus of fund perform better, public sector mutual fund perform better. It is inferred that the majority of the respondents have highly agreed that Mutual funds are useful for small investors.

TABLE 3.23**OPINION WITH REGARD TO MUTUAL FUND**

S.NO	PARTICULARS	HS	S	N	DS	HDS	TOTAL	RANK
1.	Level of risk while investing in mutual fund.	110	60	42	10	4	226	IV
2.	Level of safety while investing in mutual fund.	50	136	60	8	1	255	II
3.	Amount of return in beneficial	70	100	120	0	0	290	I
4.	Scheme in mutual funds.	100	76	36	16	1	229	III
5.	Mutual fund is the best destination for investment.	40	80	57	6	10	193	V

INFERENCE:

From the analysis of, the respondent's opinion with regard to mutual fund using Likert's five points scale is that, the respondents have highly agreed that amount of return and is ranked first followed by the level of safety while investing in mutual fund, scheme in mutual funds, level of risk while investing in mutual fund, mutual fund is the best destination for investment. It is inferred that the majority of the respondents have highly agreed that amount of return while investing in mutual fund is more beneficial.

TABLE 3.24**RANKING THE PREFERENCE OF SAVINGS AVENUE**

S.NO	PARTICULARS	GARRETT MEAN SCORE	RANK
1.	Bank deposit	56.11	I
2.	Gold	55.8	II
3.	Pension and provident fund	46.01	IV
4.	Mutual fund	38.7	VI
5.	Insurance	48.3	III
6.	Postal saving	45.25	V

INFERENCE:

From the analysis of the respondent's opinion with regard to the preference of savings avenue using Garrett Ranking it is found that, depositing in bank is the highly preferred savings avenue by the respondents and it is ranked first followed by the other savings avenue like bank deposit, second followed by the other savings avenue like gold, third followed by the other savings avenue like insurance, fourth followed by the other savings avenue like pension and provident fund, fifth followed by the other savings avenue like postal saving, sixth followed by the other savings avenue like mutual fund.

TABLE 3.25**RANKING THE SCHEME OF MUTUAL FUND PREFERRED TO INVEST BY THE RESPONDENTS**

S.NO	PARTICULARS	GARRETT MEAN SCORE	RANK
1.	Growth fund	59.96	I
2.	Income fund	54.45	III
3.	Money market fund	57.55	II
4.	Diversified fund	49.36	V
5.	Balance fund	53.21	IV
6.	ETF-Exchange Traded Fund	39.68	VII
7.	ELSS-Equity Linked Saving Schemes	41.86	VI

INFERENCE:

From the analysis of the respondent's opinion with regard to the preference of savings avenue using Garrett Ranking it is found that, depositing in bank is the highly preferred savings avenue by the respondents and it is ranked first followed by the other savings avenue like growth fund, second followed by the other savings avenue like money market fund, third followed by the other savings avenue like income fund, fourth followed by the other savings avenue like balance fund, fifth followed by the other savings avenue like diversified fund, sixth followed by the other savings avenue like ELSS- equity linked saving schemes, seventh followed by the other savings avenue like ETF- exchange traded fund.

TABLE 2.26**CHI – SAQUARE TEST****RELATIONSHIP BETWEEN OCCUPATION AND INVESTED IN MUTUAL FUNDS**

Occupation Invested In Mutual Fund	Self Employed	Private Employed	Government	Unemployed	Row Total
Below Rs.10000	5	13	3	4	25
Rs.10000-Rs.20000	7	11	3	0	21
Rs.20000-Rs.30000	4	3	2	2	11
Above Rs.30000	0	2	1	0	3
Colum Total	16	29	9	6	60

SOURCE: PRIMARY DATA

H_0 = There is no significant relationship between occupation & the amount of mutual fund invested on a year.

H_1 = There is a significant relationship between occupation & the amount of mutual fund invested on a year.

Rows & Colum's	O	E	(O-E)	(O-E) ²	$\frac{(O-E)^2}{E}$
R ₁ C ₁	5	6.6	-1.6	2.56	0.3878
R ₂ C ₁	7	5.6	1.4	1.96	0.35
R ₃ C ₁	4	2.9	1.1	1.21	0.4172
R ₄ C ₁	0	0.8	-0.8	0.64	0.8
R ₁ C ₂	13	12.08	0.92	0.8464	0.0700
R ₂ C ₂	11	10.15	0.85	0.7225	0.0711
R ₃ C ₂	3	5.3	-2.3	5.29	0.9981
R ₄ C ₂	2	1.45	0.55	0.3025	0.2086
R ₁ C ₃	3	3.75	-0.75	0.5625	0.15
R ₂ C ₃	3	3.15	-0.15	0.0225	0.0071
R ₃ C ₃	2	1.65	-1.3	1.69	1.0242
R ₄ C ₃	1	0.45	0.55	0.3025	0.6722
R ₁ C ₄	4	2.5	1.5	2.25	0.9
R ₂ C ₄	-	2.1	-2.1	4.41	2.1
R ₃ C ₄	2	1.1	-0.9	0.81	0.7363
R ₄ C ₄	0	0.3	-0.3	0.09	0.3
					X ² =9.1926

DEGREE OF FUNCTIONS

$$df = (r-1) (c-1)$$

$$= (4-1) (4-1)$$

$$=9$$

INFERENCE:

At 5% level of significance, the table value for a degree of freedom is 16.919. The calculated value is 9.1926, which is less than the table value. Therefore, Null Hypothesis (H₀) is accepted.

CHAPTER - IV



FINDING AND SUGGESTION

CHAPTER-4

FINDINGS AND SUGGESTIONS

INTRODUCTION:

A mutual fund is a vehicle to mobilize money from investors. The money collected is invested in equities, bonds, short term liquid instruments, gold etc to give the investors the benefit of growth, wealth creation, stability, regular income, liquidity or a mix of all. Every mutual fund scheme has an objective and its core purpose is to adhere to this objective. By investing in mutual fund, an investor can get access to markets that may otherwise be unavailable to them and avail of the professional fund management services offered by an asset management company. The concept of mutual fund is based on the twin ideas of diversification of risk and professional management. Direct equity investing is limited by the size of our corpus and by collecting funds from thousands of individuals, the mutual fund overcomes that problem.

4.1 FINDINGS

- ✓ The findings of the study based on the inferences of the data analysis are stated below:
- ✓ Majority of the respondents (36.67%) in the study belongs to the age group of 18 – 25.
- ✓ From the study, majority of the respondents (55%) are female.
- ✓ Majority of the respondents in the study are graduates and are well educated. Most of the respondents are private employed.
- ✓ Majority of the respondents (83%) in the study are interested to invest in mutual fund.
- ✓ Majority of the respondents (88.33%) are aware about mutual funds.
- ✓ Nearly 36.67% of the respondents came to know about mutual funds through Mass Media.
- ✓ About 36.67% of the respondents purchase mutual funds directly from asset management company.
- ✓ Majority of the respondents (53.33%) have invested in private sector mutual funds
- ✓ Majority of the respondents (71.67%) has a opinion that mutual fund has open ended.
- ✓ Majority of the respondent's (48.33%) invest in the mutual funds is below Rs.10000 per annum.
- ✓ (55%) of the respondents prefer to invest every month in mutual funds.
- ✓ Majority of the respondents (33.33%) invest in regular income funds.

(38.33%) of the respondents have responded that they receive 10-15% of the return from mutual fund.

- ✓ Majority of the respondents (16.67%) invest in mutual fund to receive better return and safety.
- ✓ Majority of the respondents (50%) prefer one time investment to invest in mutual fund. (55%) are interested to receive their return in form of dividend payment in mutual fund.
- ✓ From the study Majority of the respondents (36.67%) invest in mutual fund to save money after retirement.
- ✓ The analysis shows that 60% of the respondents have less than 3 years of experience in investing in mutual fund.
- ✓ Majority of the respondents (95%) feel that mutual fund is beneficial.
- ✓ The respondents are feeling good about mutual fund slab rates.
- ✓ Most of the respondents feel that bank deposit in mutual fund scheme is easy and good.

4.2 SUGGESTION:

- ❖ Based on the findings, the research team has made an attempt to give the following suggestions.
- ❖ Mutual fund companies have to provide more awareness to classes of people.
- ❖ Mutual fund investment is subject to market risk so it is necessary that the funding companies should clearly explain all scheme and documents clearly the investors.
- ❖ The growth of mutual fund industry is prominent only in metros and other developed cities of India. It is suggested from the study that mutual fund companies need to penetrate to rural areas
- ❖ Mutual fund companies have to educate investors relating to returns and the cost of investment than other features of the product which requires the attention of the companies to concentrate on these issues.
- ❖ It is found from the study that more risk is associated with private sector funds and so the private sector companies can take necessary steps to solve this a major issue.
- ❖ It is suggested that private sector funds should adopt appropriate strategy for minimizing the risk for the investors and to gain the confidence of the investors.
- ❖ In mutual fund industry, equity-oriented schemes are found to be dominated. But the debt-oriented schemes tend to gain more attraction in the near future in order to satisfy the needs of the customers.

- ❖ More investor awareness programs can be organized by SEBI and other mutual fund companies.
- ❖ The young generation with surplus income prefers to invest in mutual funds. Therefore, the companies and target those investors.
- ❖ It is very important for the fund houses to keep a track on investors behaviour and expectations, as the investors change frequently according to the changes in their life style, earnings, attitude and preferences.
- ❖ Investors should be taught about how that they can gather the information regarding mutual fund scheme and its past performance from various websites and newspapers.
- ❖ Investors can be taught to keep track on their investment by registering on the mutual fund website and finding the NAV and total fund value of their investment.
- ❖ Mutual fund companies should more investors understand the various types of mutual fund schemes and risk associated with them and help than to take decision regarding investments.
- ❖ Advertisement on television is the main source of attraction so the company must advertise its products heavily and Product must be improved.
- ❖ Investment made by the investors needs to be prioritized in respect to their objectives.
- ❖ Investors should be given information to look for long term capital appreciation and invest in diverse asset class.
- ❖ Mutual Fund is the best platform to invest in the market with minimum risk and maximum return. This awareness should be given by the companies to get more investors.

CHAPTER - V



CONCLUSION

CHAPTER – 5

CONCLUSION

Mutual fund is a financial vehicle that pools the assets to invest in securities. Based on the analysis of the study, the research term has given the following conclusion regarding the customer's perception of mutual fund. This study highlighted the overall perception of investors towards mutual fund in thoothukudi. In Indian market where financial instruments are capturing almost every unit of society, Mutual fund industry has a great scope if it gives more attention to some factors which will ultimately lead to satisfaction of investors which will help the mutual fund industry to boom up. The organizations to boost the mutual fund company shall educate the private to the benefits of the mutual fund through the advertisement, publicity, campaign, conducting exhibitions etc. The District Adoption Program (DAP) and the Investor Awareness Program (IAP) done by each AMC are aimed at improving awareness about mutual fund in location that have minimal penetration of mutual fund.

There is a regulatory comfort in mutual fund because SEBI has mandated strict checks and balance in the structure of mutual fund and their activities. Most of the investors prefer to invest in mutual fund because of low risk and high return. This has instilled greater confidence among investors who are investing more into the market through the mutual fund route than ever before.

QUESTIONNAIRE



EVALUATION

<input checked="" type="checkbox"/>	Outstanding
<input type="checkbox"/>	Very Good
<input type="checkbox"/>	Satisfactory
<input type="checkbox"/>	Marginal
<input type="checkbox"/>	Unsatisfactory

A Study of Investors Perception Towards Mutual Fund in Thoothukudi.

Questionnaire

1. Name:
2. Age :
 - a. 18-25 ☐
 - b. 26-35 ☐
 - c. 35-45 ☐
 - d. above 45 ☐
3. Gender :
 - a. Male ☐
 - b. Female ☐
4. Education Qualification :
 - a. School level ☐
 - b. Graduate ☐
 - c. Post Graduate ☐
 - d. Professional ☐
5. Occupation :
 - a. Self employed ☐
 - b. private employed ☐
 - c. government.employed ☐
 - d. Student ☐
 - e. unemployed ☐
6. Annual income :
 - a. 1lakh-2lakh ☐
 - b. 2lakh-3lakh ☐
 - c. 3lakh-4lakh ☐
 - d. above 5lakh ☐
7. No. of members in the family :
 - a. 2 ☐
 - b. 3 ☐
 - c. 4 ☐
 - d. 5 ☐
8. Place of residence :
 - a. Rural ☐
 - b. Urban ☐
9. Are you interested to invest your money in mutual fund?
 - a. Yes ☐
 - b. No ☐
10. Are you aware about mutual funds.
 - a. Aware ☐
 - b. Unaware ☐
11. How did you get knowledge about mutual fund?
 - a. Brokers ☐
 - b. Peer Group / Relatives ☐
 - c. Mass Media ☐
 - d. Financial Advisors ☐
12. Where do you purchase mutual funds?
 - a. Directly From Asset Management Company ☐
 - b. Brokers Only ☐
 - c. Sub-Brokers ☐
 - d. Other Sources ☐
13. Which kind of mutual fund company you would like to invest ?
 - a. Public ☐
 - b. Private ☐
14. In which mutual fund you have invested in thoothukudi ?
 - a. Thoothukudi Permanent Ltd. ☐
 - b. LIC ☐
 - c. Tharani Mutual Benefit Nidhi Ltd ☐
 - d. City Union Bank ☐
15. What type of mutual fund you have invested :
 - a. Open Ended ☐
 - b. Close Ended ☐

16. What is the mode of payment ?
a. Cash ☐ b. Cheque ☐ c. Online Transactions ☐
17. How much money you have invested in mutual fund in a year ?
a. Below Rs 10000 ☐ b. Rs.10000-Rs.20000 ☐
c. Rs.20000-Rs.30000 ☐ d. Above Rs.30000 ☐
18. What is your duration of investment in mutual funds scheme?
a. less than 3 years ☐ b. 3-5 years ☐
c. 5-10 years ☐ d. above 10 years ☐
19. How often you invest in the mutual funds ?
a. Monthly ☐ b. Quarterly ☐
c. Half Yearly ☐ d. Yearly ☐
20. Which mutual fund scheme have you used ?
a. Liquid Fund ☐ b. Growth Fund ☐
c. Regular Income Fund ☐ d. Long-Capital ☐
21. The minimum amount you invested in mutual fund ?
a. rs.6000 ☐ b. rs.500 ☐
c. rs.100 ☐ d. rs,5000 ☐
22. What is your expected rate of return ?
a.5-10% ☐ b. 10-15% ☐
c. 15-20% ☐ d. above 20% ☐
23. What are the reasons for investing in mutual funds:
a. High Return ☐ b. Safety ☐
c. Low Cost /Profitability ☐ d. Tax Exemption ☐
24. What is the reason to invest in mutual fund ?
a. Better Return And Safety ☐ b. Reduction In Risk And Transaction ☐
c. Regular Income ☐ d. Tax Benefit ☐
25. What mode of investment will you prefer ?
a. One Time Investment ☐ b. Systematic Investment Plan ☐
c. Systematic Transfer Plan ☐ d. Dividend Transfer Plan ☐
26. How would you like to receive the return every year ?
a. Dividend Payment ☐ b. Dividend Re-Investment ☐ c. Growth in NAV ☐
27. What are the objectives of savings in investment ?
a. To Meet Contingencies ☐ b. For Children Education ☐
c. For Tax Deduction ☐ d. To Saving For After Retirement ☐
28. What are your most preferred scheme by investment objectives ?
a. Growth Scheme ☐ b. Income Scheme ☐ c. Tax Saving Scheme ☐
29. Mention your experience of investment in mutual funds :
a. less than 3 years ☐ b. 3-5 years ☐
c. 5-10 years ☐ d. more than 10 years ☐
30. Do you face any problems while investing in mutual funds ?
a. Lack Of Information In Advertisement ☐ b. No Clear Idea About Public Issue ☐
c. Insufficient Agent And Brokers ☐ d. Other ☐

31. Is investing money in mutual fund useful and beneficial to you ?

a. Yes ☐ b. No ☐

32. Give your preference for the statement towards mutual funds.

Particular	SA	A	N	DA	SDA
a. Mutual funds are useful for small investors.					
b. Mutual funds give higher return than other investment.					
c. Mutual fund with large corpus of fund perform better.					
d. Public sector mutual fund perform better.					
e. Public sector mutual funds are more secured than private sector mutual funds.					

33. Give your opinion ,risk and safety regarding mutual fund :

Particular	HS	S	N	DS	HDS
a. Level of risk while investing in mutual fund.					
b. Level of safety while investing in mutual fund.					
c. Amount of return.					
d. Mutual fund provide its service of being lack of confidence.					
e. Mutual fund is the best destination for investment.					

34. Rank the preference of savings avenue:

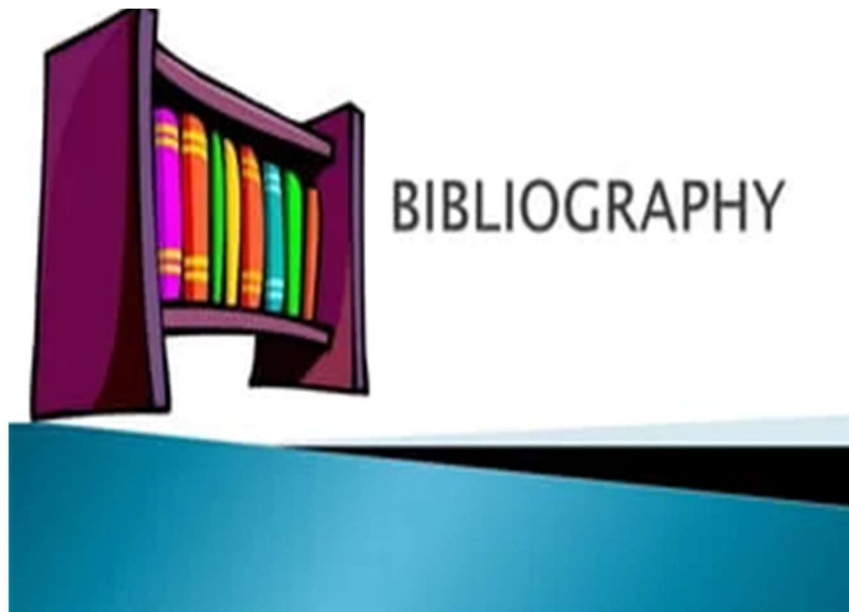
Particular	Rank
a. Bank Deposit	
b. Gold	
c. Pension And Provident Fund	
d. Mutual Fund	
e. Insurance	
f. Postal Saving	
g. Any Other	

35. Which scheme of mutual fund you prefer to invest ? please give the rank :

Particular	Rank
a. Growth	
b. Income	
c. Money Market	
d. Diversified	
e. Balanced	
f. ETF	
g. ELSS	

36. Give your suggestion toward mutual funds :

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ANNEXURE – II

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www.amfiindia.com

www.5paisa.com

www.google.com

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2. Think like your Customer-A Winning Strategy to Maximize Sales by

understanding How and Why Your Customers Buy

Author: Bill Stinnett

Published by: McGraw-Hill

3. The Customer Experience EDGE

Author: Reza Soudagar

Published by: Tata McGraw-Hill Edition 2012

ANNEXURE – III

STATISTICAL CALCULATIONS

3.34 RANKING THE SCHEME OF MUTUAL FUND PREFERRED TO INVEST BY THE RESPONDENTS

FACTORS	RANK							TOTAL
	1	2	3	4	5	6	7	
Growth Fund	24	8	7	6	4	6	5	60
Income Fund	7	20	6	5	9	10	3	60
Money Market Fund	11	11	13	11	11	2	1	60
Diversified Fund	3	9	12	10	10	12	4	60
Balanced Fund	6	9	15	11	9	8	2	60
ETF– Exchange Traded Fund	6	3	4	4	8	13	22	60
ELSS- Equity Linked Saving Scheme	4	5	5	8	4	20	14	60

$$\text{Percent position} = 100(R_{ij} - 0.5) N_{ij}$$

$$100(1 - 0.5)/7 = 7.14$$

$$100(2 - 0.5)/7 = 21.42$$

$$100(3 - 0.5)/7 = 35.71$$

$$100(4 - 0.5)/7 = 50$$

$$100(5 - 0.5)/7 = 64.28$$

$$100(6 - 0.5)/7 = 78.57$$

$$100(7 - 0.5)/7 = 92.85$$

PERCENT POSITION	x (value from table)
7.14	78
21.42	66
35.71	58
50	50
64.28	43
78.57	35
92.85	22

I. FACTORS:

x (table value)	f (No. of respondents)	fx
78	24	1872
66	8	528
58	7	406
50	6	300
43	4	172
35	6	210
22	5	110
	60	3598

$$\begin{aligned}
 X &= \frac{\sum fx}{\sum f} \\
 &= \frac{3598}{60} \\
 &= 59.96
 \end{aligned}$$

II. FACTORS:

x (table value)	f (No. of respondents)	fx
78	7	546
66	20	1320
58	6	348
50	5	250
43	9	387
35	10	350
22	3	66
	60	3267

$$\begin{aligned}
 X &= \frac{\sum fx}{\sum f} \\
 &= \frac{3267}{60} \\
 &= 54.45
 \end{aligned}$$

III. FACTORS:

x (table value)	f (No. of respondents)	fx
78	11	858
66	11	726
58	13	754
50	11	550
43	11	473
35	2	70
22	1	22
	60	3453

$$X = \frac{\sum fx}{\sum f}$$

$$= \frac{3453}{60}$$

$$= 57.55$$

VI. FACTORS:

x (table value)	f (No. of respondents)	fx
78	3	234
66	9	594
58	12	696
50	10	500
43	10	430
53	12	420
22	4	88
	60	2962

$$X = \frac{\sum fx}{\sum f}$$

$$= \frac{2962}{60}$$

$$= 49.36$$

V. FACTORS:

x (table value)	f (No. of respondents)	fx
78	6	468
66	9	594
58	15	870
50	11	550
43	9	387
35	8	280
22	2	44
	60	3193

$$X = \frac{\sum fx}{\sum f}$$

$$= \frac{3193}{60}$$

$$60$$

$$= 53.21$$

VI. FACTORS:

x (table value)	f (No. of respondents)	fx
78	6	468
66	3	198
58	4	232
50	4	200
43	8	344
35	13	455
22	22	484
	60	2381

$$X = \frac{\sum fx}{\sum f}$$

$$= \frac{2381}{60}$$

$$60$$

$$= 39.68$$

VII. FACTORS:

x (table value)	f (No. of respondents)	fx
78	4	312
66	5	330
58	5	290
50	8	400
43	4	172
35	20	700
22	14	308
	60	2512

$$X = \frac{\sum fx}{\sum f}$$

$$= \frac{2512}{60}$$

$$60$$

$$= 41.86$$

3.35 RANKING THE PREFERENCE OF SAVINGS AVENUE

FACTORS \ RANK	1	2	3	4	5	6	TOTAL
Bank Deposit	17	14	10	5	6	8	60
Gold	11	18	9	9	12	1	60
Pension and provident fund	6	5	12	15	10	12	60
Mutual fund	9	10	10	13	10	8	60
Insurance	7	11	9	11	12	10	60
Postal saving	8	9	9	6	9	19	60

$$\text{Percent position} = 100(R_{ij} - 0.5) / N_{ij}$$

$$100(1-0.5)/6 = 8.33$$

$$100(2-0.5)/6 = 25$$

$$100(3-0.5)/6 = 41.66$$

$$100(4-0.5)/6 = 58.88$$

$$100(5-0.5)/6 = 75$$

$$100(6-0.5)/6 = 91.66$$

PERCENT POSITION	x (value from table)
8.33	77
25	63
41.66	54
58.33	46
75	37
91.66	23

I. FACTORS:

x (table value)	f (No. of respondents)	fx
77	17	1309
63	14	882
54	10	540
46	5	230
37	6	222
23	8	184
	60	3367

$$\begin{aligned}
 X &= \frac{\sum fx}{\sum f} \\
 &= \frac{3367}{60} \\
 &= 56.11
 \end{aligned}$$

II. FACTORS:

x (table value)	f (No. of respondents)	fx
77	11	847
63	18	1134
54	9	486
46	9	414
37	12	444
23	1	23
	60	3348

$$\begin{aligned}
 X &= \frac{\sum fx}{\sum f} \\
 &= \frac{3348}{60} \\
 &= 55.8
 \end{aligned}$$

III. FACTORS:

x (table value)	f (No. of respondents)	fx
77	6	462
63	5	315
54	12	648
46	15	690
37	10	370
23	12	276
	60	2761

$$\begin{aligned}
 X &= \frac{\sum fx}{\sum f} \\
 &= \frac{2761}{60} \\
 &= 46.01
 \end{aligned}$$

IV. FACTORS:

x (table value)	f (No. of respondents)	fx
77	9	693
63	10	630
54	10	540
46	13	598
37	10	370
23	8	184
	60	2322

$$\begin{aligned}
 X &= \frac{\sum fx}{\sum f} \\
 &= \frac{2322}{60} \\
 &= 38.7
 \end{aligned}$$

V. FACTORS:

x (table value)	f (No. of respondents)	fx
77	7	539
63	11	693
54	9	486
46	11	506
37	12	444
23	10	230
	60	2898

$$\begin{aligned} X &= \frac{\sum fx}{\sum f} \\ &= \frac{2898}{60} \\ &= 48.3 \end{aligned}$$

VI. FACTORS:

x (table value)	f (No. of respondents)	fx
77	8	616
63	9	567
54	9	486
46	6	276
37	9	333
23	19	437
	60	2715

$$\begin{aligned} X &= \frac{\sum fx}{\sum f} \\ &= \frac{2715}{60} \\ &= 45.25 \end{aligned}$$

**A STUDY ON JOB SATISFACTION OF BANK EMPLOYEES WITH
SPECIAL REFERENCE TO TAMILNADU MERCANTILE BANK IN
THOOTHUKUDI DISTRICT**

Project submitted to Department of Commerce

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

in partial fulfillment of the requirements of

BACHELOR OF COMMERCE

Submitted by

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DEPARTMENT OF COMMERCE (SSC)

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

(Reaccredited with A+ Grade by NAAC)

APRIL 2023

DECLARATION

We have declared that the project entitled " A STUDY ON JOB SATISFACTION TOWARDS BANK EMPLOYEES WITH SPECIAL REFERENCE TO TAMILNADU MERCANTILE BANK IN THOOTHUKUDI DISTRICT" is submitted in partial fulfillment of the requirements for the degree is our original work done under the supervision of **Dr. A. INDRA REFLINE MISSIER, M.com., M.Phil., HDCA., P.HD.** This project has not previously formed for the bases of award of any similar titles and it represents entirely an independent work.

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-The Group

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CHAPTER I



INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

TamilNadu Mercantile Bank Ltd., focused its attention on the customers from the very beginning and the bank is known for its personalized service. The team of management and staff members of the bank has the practice of meeting people from various walks of life and hears their requirements on a regular basis.

The bank was having only 4 branches until the year 1947 at Tuticorin, Madurai, Sivakasi & Virudunagar. The bank had also a branch at Colombo in the year 1937 and the same was closed in the year 1939. The bank has now 509 full – tied branches all over India. 12 Regional offices, 11 Extension counters, 2 Central processing centers, 1 Service branch, 4 currency chests, 1141 Automated Teller Machines, 282 cash Recycle Machines, & 101 E – lobbies. All the 509 branches are computerized and interconnected. The first branch outside the state of TamilNadu was opened in the year 1976 at Bangalore. The first fully computerized branch was opened at WGC Road, Tuticorin on December 1984. The Bank had established its first currency chest in 1993 at Madurai & has industrial finance branches at Coimbatore, Chennai and Secunderabad. The bank has launched ATM card from Nov 11, 2003, currency chest at Pudukkottai, Thoothukudi is functioning in our fully automatic environment under robotics. It has the distinction at first currency chest among private sector banks in South India facilitated with robotics.

Now people can purchase Demand Drafts on 667 additional locations throughout our tie – up arrangements with HDFC Bank (531 locations) and IDBI Bank (136) locations gives an effective branch network of 1176. In all these locations, we can send the cheques for collection at no extra cost.

The bank has had a vision of extending banking services to common people of rural areas, hitherto neglected, with all humility. The bank noted more and more non – metro centres with branches thereby extending its service area in range, variety and magnitude. Out of 509 branches, 457 branches are located at rural, semi urban (& urban non – metro) centers. As on 31. 03. 2021, 149 banks are engaged.

1.1.1 IMPORTANCE OF THE STUDY

It was based on the opinions and views from the stand of the bank employees alone. This study analyzed the structure of the mental frame work of the bank employees to motivate and create a good ambience for working effectively. This also helped in providing the employees a better chance of exposure and job satisfaction for the employees in the banking sector. It would greatly help the bank and also benefit the employees and also provide the employees valuable information on the level of job satisfaction.

1.1.2 OPERTATIONAL DEFINITIONS

Core banking system:

Core banking is a banking service provided by a group of networked bank branches where customer may access their bank account and perform basic transaction from any of the member branch offices.

Ganter defines a core banking system as a back-end system that processes daily banking transactions and posts updates to other financial records. Core banking systems typically include deposit, loan and credit processing capabilities, with interfaces to general ledger systems and reporting tools

1.2 STATEMENT OF THE PROBLEM

Due to globalization, today's world has become a single village. And never had it been before and after people have been interacting to one another without considering their culture, value, norms, attitudes and race, as today. These interactions are not only in trade, diplomatic, social political and communication network. But also in banking sector rather the needs and motivation as for as and all these make a today's world more competitive and challenging than never before. Never before it has been so, working performance has been driven by needs and motivation so as to satisfy employees. In order to satisfy employees there are number of things or factors to consider. Therefore, this study will investigate as to what extent job satisfaction has lead to good working performance in formal organization. The study will examine the concept of job satisfaction in relation to the factors which influence employee's job satisfaction in organization.

1.3 REVIEW OF LITERATURE

Khan, Ramzan and Butt (2013), conducted a study to find out that the job satisfaction of banks operational staff determined through organizational climate, occupational stress, age and gender. They found that organizational climate and occupational stress have significant impact on the level of job satisfaction.

Older workers appear to evidence greater satisfaction with their employment than younger workers. **Spector (1997)** proffers the view that older workers may have jobs that use their skills better, work under better job condition, benefit from advancements and promotions, and appreciate fringe benefits more than younger, less experienced employees.

There are number of studies focused on job satisfaction and it was found that there are several factors which may affect the satisfaction level of an employee such as salary, workplace environment, colleagues, age and gender. On Contrary, some studies indicated that variables like age and gender are not associated to satisfaction level of employees.

Job satisfaction is defined as all the fillings that an individual has about his/her job. Researchers have attempted to identify the various components of job satisfaction measure the relative important of each components of job satisfaction and examine what effects these components have on workers' productivity.

Maslow (1954) suggested that human needs from a five – level hierarchy ranging from physiological needs, safety, belongingness and love. Esteem to self –actualization Based on Maslow's theory, job satisfaction has been approached by some researchers from the perspective of needs fulfillment (Kuhlen, 1963 word 1970 Conrad et al 1985).

Herzberg et l (1959) formulated the two – factors theory of job satisfaction and postulated that satisfaction and dissatisfaction or two separate criteria and something even unrelated phenomena. Intrinsic factor named motivators (that is factors intrinsic to the nature and experience of doing work) were found to be job satisfiers and included achievement , recognition, work and responsibility.

Moody (1996) reported a relationship between number of years teaching in the institution and satisfaction with the job, salary and coworkers.

Spector (1997) has reviewed the most popular job satisfaction instrument and summarized the following facets at job satisfaction appreciation, communication, coworker itself, the nature of the organization itself, an organization's growth, promotion opportunities, recognition security and supervision and its relation factors. He also felt that, the above approach become less popular with increasing emphasis on cognitive processes rather than on underlying needs so that perspective has become predominant in the upcoming years.

1.4 OBJECTIVES OF THE STUDY

The main objectives of the study are,

- To study the demographic profile of the respondents towards job satisfaction in TMB in Thoothukudi district.
- To study the socio economic status of employees of deposit schemes in TMB in Thoothukudi district.
- To analyse the factors influencing work style of employees of TMB in Thoothukudi district..
- To review the deposit schemes provided by TMB bank in Thoothukudi district.
- To analyze the job satisfaction of employees in relation to working conditions of TMB in Thoothukudi district.
- To study the level of customer satisfaction towards deposit schemes of TMB in Thoothukudi district.
- To offer suitable suggestions and recommendations for improving satisfaction level of bank employees of TMB in Thoothukudi district.

1.5 SCOPE OF THE STUDY

It was identified that promotion and work environment plays a vital role for job satisfaction of the employees. The present study is focused on analyzing the job satisfaction of Bank Employees whose Work culture is different to other type of employees. This study

also aimed to analyze the various factors which positively impact the job satisfaction of employees. The study can be further extended to educational institutions also.

1.5.1 AREA OF THE STUDY

A study on job satisfaction towards banking employees of TMB bank was conducted in the area of Thoothukudi district. It is a port city and an industrial city of the Indian state of Tamil Nadu. The city lies in the Coromandel coast of Bay of Bengal. Thoothukudi is known as “Pearl City” due to the pearl fishing carried out in the town. It is a commercial seaport which serves the inland cities of Southern India and is one of the sea gateways of Tamil Nadu. This study is conducted for various classes of people who are scattered in different areas of Thoothukudi district.

1.5.2 PERIOD OF THE STUDY

The study was carried out from February 2023 to April 2023. The questionnaire was circulated from February 2023. The data were collected during the month of February to March for the employees in the study area of Thoothukudi district.

1.6 COLLECTION OF DATA

To know the employee preference towards employee satisfaction, the study was done on the employee variables towards job satisfaction in banking sector. The data for the study was collected through survey. Data is of two types.

1. Primary Data

2. Secondary Data

1. Primary Data

The primary data was collected by framing a questionnaire. A questionnaire was prepared and given to selected public to know their views.

2. Secondary Data

The secondary data was collected from magazines and web data has also been collected. Daily web news paper was a competent tool in collecting secondary data.

1.7. SAMPLING DESIGN

A sample of some respondents residing in various parts of Thoothukudi district was selected on a random basis. The questionnaire was useful for collecting a great source of information. The data collected were original in nature. It is first hand information. For collection of data, 60 respondents were chosen and selected. Random sampling method was used for employee's convenience.

1.8. CONSTRUCTION OF TOOLS

The researcher had a discussion with group of consumers. Based on the discussion, the researcher constructed a questionnaire. Then, it was pretested and necessary changes were incorporated in the revised questionnaire. A copy of the questionnaire is appended.

1.9. FRAME WORK OF ANALYSIS

The main object was to collect appropriate data, which act as a base for drawing conclusion and were analyzed through the following statistical tools.

- Percentage analysis
- Pie charts
- Bar diagrams
- Ranking method
- Chi – Square test

1.10 LIMITATIONS OF THE STUDY:

The limitations of the study are,

- ✓ This study was carried out only among the employees of TamilNadu Mercantile Bank in Thoothukudi district.

- ✓ The sample size is restricted to 70. Due to time constraint, the most essential information has been taken for the study.
- ✓ Some of the respondents could not answer, hence the researcher had to use the interview method for collecting questionnaire.

1.11 CHAPTER SCHEME:

The project report is classified into five chapters:

Chapter I – Introduction and Design of the study

Chapter II- Profile of the study units.

Chapter III- Analysis and Interpretation of data.

Chapter IV – Summary of findings and suggestions.

Chapter V – Conclusion

Annexure 1 – Bibliography.

Annexure 2 – Questionnaire.

CHAPTER II



Be a step ahead of life

PROFILE OF THE STUDY UNITS

History of Tamilnadu Mercantile Bank

Tamilnadu Mercantile Bank Limited (TMB) is a bank headquartered at Thoothukudi, Tamil Nadu, India. TMB was founded in 1921 as the Nadar Bank, but changed its name to Tamilnad Mercantile Bank in November 1962 to widen its appeal beyond the Nadar community. For the financial year 2018–2019, the bank reported a net profit of 2585 million. The bank currently has 509 full branches throughout India, 12 Regional offices and eleven Extension Counters, six central processing centres, one Service Branch, four Currency Chests, 19 e-Lobby centres and 1094 Automated Teller Machines (ATM). The bank has been expanding its footprint all over India.

TMB was rated as the fastest growing Private Sector Bank continuously for the five years from 2010 to 2015. It was also rated as the Best Bank in the years 2013, 2014 and 2015, due to its robust growth. During the years of 2018 and 2019, it did total business of 616 billion rupees. The bank's planned outlay for the financial year is to reach business worth 600 billion rupees, add an additional 24 branches, and increase its ATMs to 1150. The bank has won the Lokmat BFSI Best Private Sector Bank 2014-15 award.

A group of dedicated men with shrewd acumen and sound integrity had been constituted as Board of Directors and they elected Shri M.V. Shanmugavel Nadar as Chairman on Nov 04, 1921. The bank was opened by Shri T.V. Balagurusamy Nadar, the then President of the Nadar Mahajana Sangam and the bank threw open its door to the public on Nov 11, 1921 at 9am in Ana Mavanna Building at South Raja Street, Tuticorin.

Tamilnadu Mercantile Bank Ltd., focused its attention on the customers from the very beginning and the bank is known for its personalized service. The team of management and staff members of the bank are having the practice of meeting people from various walks of life and hear their requirements on a regular basis.

The bank, which had a Net Profit of Rs. 6,984.00 in the year 1921 had spurted its profit to Rs. 5.05 Lakhs in the year 1971 and Rs. 250.90 Crores for the year ended March 2011. The high level of profit earned by the bank enabled to build up and sustain the high level of reserve base. The Profitability trend continues this year also. Tamilnad Mercantile Bank Ltd., is one of the very few banks having very high reserve base and its earnings per share remains the highest.

Tamilnad Mercantile Bank Ltd., is the only bank in India declaring consistently higher rate of dividend to its shareholders from the very beginning. The bank had declared 6% dividend to its shareholders in 1921. The rate of dividend has been on increasing trend. The Bank declared a dividend of 1000% for each of the financial year ended on Mar 31, 2006 and 2007. The dividend proposed by the Board of Directors for the financial year ended Mar 31, 2008 was 5000%. Further an interim dividend of 9000% was also proposed in Oct 2011.

Augmenting the deposit base is the vital objective of the banks. The bank had introduced novel deposit schemes and continued its efforts towards deposit mobilization and succeeded. The bank which had a deposit base of Rs. 21,010.00 in the year 1921 increased it to Rs. 27 Lakhs during 1946 and Rs. 182 Lakhs during 1971. Deposit Level of the bank as on March 31, 2022 is Rs. 44,933.11 Crores. which pronounces the confidence of the public reposed on the bank.

The bank has had a vision of extending banking service to common people of rural areas/hitherto neglected, with all humility. The bank dotted more and more non metro centre with its branches thereby extending its service area in range, variety and magnitude. Out of 509 branches, 457 branches are located at rural, semi urban & urban (non - metro) centres as on 31.03.2021, 149 BCs are engaged.

Tamilnad Mercantile Bank Ltd., concentrated its efforts to meet the genuine requirements of various sectors of the economy and advanced to the needy sectors of the society. The bank has taken it as a challenge to participate in various Government sponsored schemes and extended its support in uplifting the downtrodden in the society. The bank has taken up, the assistance to various industrial and export sectors, as a thrust area and granted loans to the needy clients. The level of advances which stood at Rs. 52 Lakhs in the year 1962 has spurted to above Rs.33748.17 Crores as on March 31, 2022. The bank has a sound portfolio of advances consisting a wide basket of retail finance. The bank as a matter of policy grants advances to retail segments consisting of retail traders and business enterprises.

Savings Account

The first private bank to computerize branch operation, it provides cutting edge banking technology to make its customers banking experience a convenient and smooth one.

Customers can also make use of the e-passbook service available through the bank's mobile app to keep track of their account.

Keeping up with its tradition of providing its customers with services that suit their individual needs, they have introduced a number of savings accounts with attractive benefits and interest rates, so account holders earn through their savings.

Tamilnadu Mercantile Bank Ltd., is very fortunate in having dedicated employees at all levels who have been energetic and working with untiring zeal for the good growth and prosperity of the institution for the past 100 years. The name and fame of the bank are in a large measure, due to the efficient and diligent service of the highly loyal staff members and officers. This has enabled the bank to adopt the official motto "Totally Motivated Bank".

Types of Savings Account:

(1) Savings (AWB) Account:

The most basic savings account, the account is aimed at helping customers to begin saving and have access to their funds wherever they are. The account provides holders with 20 cheque leaves free as well as free cash remittance up to Rs. 3,00,000 a day. Holders will also not have to pay for folio charges for 6 months.

(2) SB Savings Account:

A classic salary savings account, all salaried employees earning Rs. 5,000 and above per month are eligible for this account which provides holders with a free passbook and credit card. It also enjoys free ECS and SMS banking. The Avail of sweep in facility when account balance is above Rs.10,000. A minimum number of 10 Savings Accounts have to be opened.

(3) SB Premium Savings Account:

It enjoys a number of benefits and privileges with this account, where people receive free cash remittances and personal accident insurance amounting to Rs. 1,00,000. They enjoy a fee waiver on a credit card for 2 years and 60 cheques free each year. It avails free ATM cum Debit card without having to pay for renewal or annual charges.

(4) Value Increased Savings Account (VISA):

With this account, it enjoys the benefits of a fixed deposit with the privileges of a savings account. Sweep out would be done when account balance crosses Rs. 10,000, with the amount converted into Fixed Deposits, (in multiples of Rs. 5,000). It receives simple interest on fixed deposits, on which TDS is applicable.

(5) Mahila Subha SB Savings Account:

It is exclusively for women this account comes with benefits such as a Debit Card and insurance cover for the account holder free of charge. We enjoy free anywhere banking, TMB e-connect and SMS banking facilities. Holders will also receive 40 free cheque leaves a year and waiver on charges for cash remittances at satellite and parent charges.

(6) Happy Family Savings Accounts:

Through this account, family members can club their individual savings accounts under the umbrella of “**Family ID**” and avail the benefits associated with this. A minimum of 3 and maximum of 6 individual accounts can be grouped under this account. The privileges of this kind of account include 50 cheque leaves for every family member every year. Account holders will also be eligible to maintain the minimum balance in only one of the accounts. Each member also receives accidental insurance amounting to Rs. 3,00,000 each free of cost.

(7) Little Super Star Savings Accounts:

It is designed for children, this account comes with benefits and features targeted at children between 10 to 18 years. The features include a free ATM/Debit card and 10 free withdrawals every month. Account holders also receive 10 cheque leaves free each year and a daily Debit card limit of Rs. 2,500. We can make net banking transactions amounting up to Rs.2,500 per day at no charge.

(8) Dynamic Youth SB Savings Account:

It is targeted at students and professionals between 18-35 years of age, this account provides them with a base to save for their future. The account comes equipped with features such as free ECS and internet banking facilities. Account holders also enjoy a free International ATM plus Debit card and 40 free cheque leaves a year. They can also avail 5 free Demand Drafts/Pay Orders totaling Rs. 25,000 a month.

Types of Bank Deposit Account:

1) Simple Savings Bank Deposit Account:

This Zero Balance account can be opened by any individual, with holders enjoying 10 free withdrawals every month and no charges for ATM/Debit card. Holders also enjoy free internet banking and unlimited cash withdrawal and remittances at satellite as well as parent branches.

2) Small Savings Bank Deposit Account:

A basic savings account for those without valid documents necessary to open an account, such accounts are valid for a year and can be extended for 1 year provided the individual submits proof he has applied for documentation. Account holder can avail of SMS alerts and receive an ATM card. At any point, the balance cannot exceed Rs. 1 lakh.

Types Of TamilNadu Mercantile Bank FD Schemes:

1. Fixed Deposit Account:

1. Tenure 15 days to 10 years.

- Nomination facility is available.
- Depositors can avail loan against deposit amount.
- Monthly and Quarterly pay-out option is available.
- Premature withdrawn facility is available.

2.Muthukuvial Fixed deposit:

- This is the investment scheme where in depositors can earn higher interest income on their deposit.
- Minimum deposit amount: Rs 1000 thereafter in multiples of Rs 1000.
- Tenure: 1 year to 10 years.
- Nomination Facility is available.
- Loan can be availed against deposit amount.
- Premature withdrawn of deposits is allowed.

3.Cash Certificate:

- Cash certificate are available in Rs 1000, Rs 5000, Rs 10000, Rs 25000, Rs 50000 & Rs 1 lakh
- Tenure :1 year to 10 years.
- Nomination facility is available.
- Loan against deposit facility is also available.
- Compounding of interest is applicable depending upon the duration of deposit.

3.Tax Saving Deposit:

- Deposits under this scheme are eligible for tax deduction of up to Rs 1.5 lakh under section 80C in each financial year deposit amount minimum - 100 maximum Rs 1-5lakh.

Tenure:5 years to 10 years.

Lock in period:5 years.

5. Muthukuvial Fixed Deposit:

This is among our most popular reinvestment plans earning a higher rate of interest on our savings. Further, loans against such deposits are provided. Deposits can be made for periods ranging from 12 months to 10 years Nomination facility is also available.



Features of TMB Muthukuvial Fixed Deposit Scheme:

- Reinvestment plan
- Maturity range: 1 year to 10 years
- Nomination facility is available.
- Minimum deposit: Rs.1,000
- Interest is compounded for select tenures
- Penalty is imposed for premature encashment
- You can get loans against the Muthukuvial Deposit

Tamilnad Mercantile Bank Recurring Deposit Rate:

Save money while enjoying a higher interest rate with Tamilnad Mercantile Bank Recurring Deposits. Tamilnad Mercantile Bank Recurring Deposit Interest Rates differ for resident and NRI customers. Tamilnad Mercantile Bank Senior Citizen RD Interest Rates are higher.

Introduction:

A Recurring Deposit (RD) account is one, which lets us deposit a fixed amount every

month for a fixed period. Each time we make a deposit the amount is added to the principal, and begins earning interest. The interest amount may also be reinvested into the scheme. Thus at the end of the period called tenure or term, we get a substantial lump sum amount. A recurring deposit is similar to a fixed deposit, even interest rates are same with most banks - the only difference being that in a Fixed Deposit we have to deposit a large amount at a time while a recurring deposit lets us make periodic smaller deposits.

Tamilnad Mercantile Bank offers several different types of recurring deposit accounts.

1. ERD Online Recurring Deposit
2. Kids Recurring Deposit
3. Navarathnamala Recurring Deposit
4. Siranjeevee Recurring Deposit
5. Basic Recurring Deposit

1) ERD Online Recurring Deposit

- The account tenure can be 12 to 120 months in multiples of 12 only.
- The account can be closed on short notice. When closed, there might be a penalty depending on the cause.
- Nomination facility is available.
- Loans higher than the amount in deposit may be availed subject to certain conditions.
- If no deposits are made for 3 consecutive months, the account will be closed automatically.
- Depositors are required to pay their monthly instalments within 30 days of the due date.
- Recurring deposits can be opened with a deposit of INR 10 or multiples thereof.

ERD Online Recurring Deposit:

Tamilnadu Mercantile Bank E-connect lets us access the funds and transaction information anywhere in world. The ERD facility allows us to open a recurring deposit account online. Here are some of the features -

Tamilnadu Mercantile Bank account holders with an E-connect internet banking facility can open an ERD account. The operative savings account will be linked to the recurring deposit. Retail Inquiry and Retail NRI customers are not eligible for the ERD Online Recurring Deposit account. Premature closure is only permitted at branches. Deposit Account (DA) opened via Tamilnad Mercantile Bank E-connect facility cannot be transferred to other branches. Minimum deposit is INR 100 and the maximum is 50 lakhs. Only an e-receipt will be issued for ERD accounts.

2) Kids Recurring Deposit:

The cost of education is rising every day. With a view to providing relief to parents, Tamilnad Mercantile Bank offers its customers a Kids Recurring Deposit, which allows them to deposit small amounts periodically with a view to receiving a lump sum payment at the time when it is required for higher education of the children. Some of the features of the scheme include. Minimum amount of deposit is INR 58. There is no maximum limit to for monthly deposits. The Minimum target sum at maturity is Rs. 10,000. 10 years is the minimum tenure available.

3) Navarathnamala RD:



- Lump Sum Maturity amount in multiples of ₹10,000.
- Standing Instruction / ECS facility available.
- Loans against the deposited amount.
- Premature Closing is allowed.
- Nomination facility available.
- Account can be opened through online also.



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This product is a cross between fixed and recurring deposits. Key features include. The interest under the scheme is reinvested into the recurring deposit account as additional installments. Installments can be paid for 36, 48, or 60 months. An account may be opened for 60 months with 36 installments being paid by the depositor and 24 installments being paid by way of interest reinvestment. Similarly, under a recurring deposit of 120 months, the depositor may opt for 36 / 48 / 60 monthly deposits and reinvestment for 84 / 72 / 60 months respectively. Accounts may be opened singly, jointly, or by parents on behalf of minors. ECS facility is available. Pre-closures are allowed subject to certain conditions. Non-resident individuals can access the scheme.

Siranjeevee Recurring Deposit:

This scheme is offered in collaboration with Reliance Life Insurance Company. Under this scheme, Tamilnadu Mercantile Bank offers its customers life insurance in addition to interest on deposit. Key features include -

- Minimum monthly deposit should be INR 100.
- Maximum installments of INR 10000 are permitted.
- No medical check-up is required for insurance.
- Loan may be availed against the amount of deposit.
- Nomination facilities are available.
- Tax rebates as applicable are available under the policy as far as insurance premium is concerned.

Benefits of Tamilnadu Mercantile Bank Recurring Deposit Account:

The following are the benefits of a Tamilnadu Mercantile Bank recurring deposit account

1. It allows us to make small investments every month.
2. It is the perfect solution for those who want to set aside a small amount each month.
3. Tenure ranges from 6 months to several years.
4. Interest rates are comparable to fixed deposits.
5. There is no exposure to stock market risk.
6. Interest rate remains fixed throughout the tenure.
7. Nomination facility is available.
8. We can convert the maturity amount directly into a Fixed Deposit by giving instructions to the bank.

Who can open a Recurring Deposit account with Tamilnad Mercantile Bank?

Following are the people who can open and recurring deposit account with Tamilnad Mercantile Bank.

- All Indian residents
- Members of Hindu Undivided Families (HUF)

- Private and public limited companies
- Trusts and societies

Advantages of Opening a Recurring Deposit account:

1. Ideal for people who cannot deposit a large initial lump sum for a fixed deposit but want to deposit small amounts on a regular basis.
2. A recurring deposit account can be opened with small minimum amount.
3. Lump sum received at maturity, along with the accrued interest amount.
4. The rate of interest is higher as compared to an ordinary saving bank account
5. Interest Rate earned is generally equal to that of an FD
6. Flexible tenures to suit the budget of the individual
7. Recurring deposit Interest rate is fixed and there is a steady return
8. Loan / overdraft facility available with some banks.
9. More liquid than most investment instruments

Disadvantages of Opening a Recurring Deposit account:

1. If there is need to withdraw from the recurring deposit due to a financial crunch, we might need to pay a penalty.
2. The interest earned might be lower than other, riskier, forms of investment, say investing in mutual funds, etc. However, the money is safe and secure from market fluctuations.

Tamilnadu Mercantile Bank Gold Loan Interest Rates:

The gold loan from Tamilnadu Mercantile Bank is an 'insured loan that a lessee obtains from a moneylender rather than using gold jewellery like gold gems. The loan amount that banks authorize is normally at a certain level of the gold's value. We will take care of it by making your regular payments and then we will receive our gold things back.

TMB Gold Loan Interest Rate 2023

TMB Bank jewel loan interest rate 7.30%

Tamilnad Mercantile Bank RD Interest Rates for NRI customers:

Tenure	Interest rates per annum for NRI's
6 Months	N.A
9 Months	N.A
12 Months	7.30%
15 Months	7.30%
24 Months	7.30%
27 Months	7.40%
36 Months	7.40%
39 Months	7.25%
48 Months	7.25%
60 Months	7.25%
90 Months	6.50%
120 Months	6.50%

Tamilnad Mercantile Bank Senior Citizen RD Interest rates:

Senior citizens have high rate of interest on Tamilnadu Mercantile Bank Recurring deposit account when compared to normal deposit account. Below are the Interest rates that is currently applicable on Tamilnadu Mercantile Bank Recurring deposit account.

Tenure	Senior Citizen rates (per annum)
6 Months	6.75%
9 Months	7.25%
12 Months	7.80%
15 Months	7.80%
24 Months	7.80%
27 Months	7.90%
36 Months	7.90%
39Months	7.75%
48 Months	7.75%
60 Months	7.75%
90 Months	7.00%
120 Months	7.00%

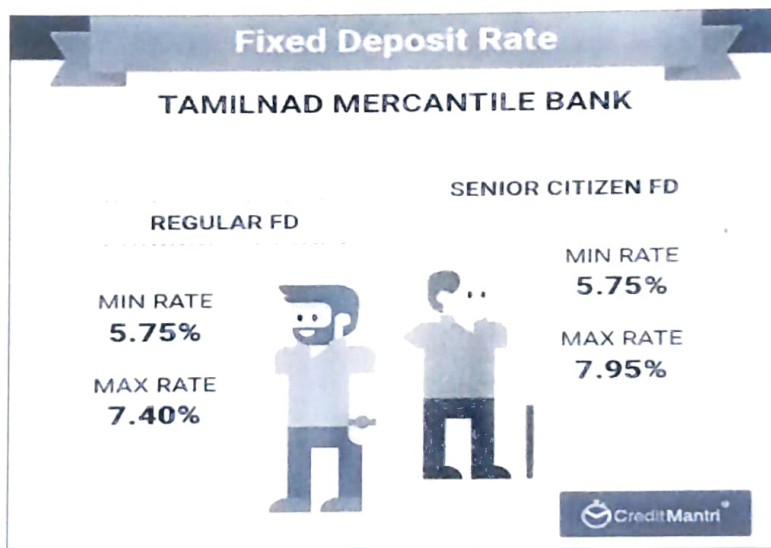
TamilNadu Mercantile Bank Fixed Deposit:

Tamilnadu Mercantile Bank Ltd. or TMB brings to customers savings products in the form of fixed deposit term accounts that offer interest at higher rates than current or savings accounts. These deposit accounts are easily accessible, do not require high initial investments and provide returns at rates that are competitive.

Types of Tamil Mercantile Bank (TMB) Term Deposit Schemes:


- Basic Fixed Deposit scheme
- Muthukuvial Fixed Deposit scheme
- Cash Certificate Deposit scheme
- Santhosh Term Deposit scheme
- Tax Saving Fixed Deposit scheme
- Pearl Deposit scheme
- 20:20 Deposit scheme

Features of TMB Basic Fixed Deposit Scheme:



- Range of maturities available: 15 days to 10 years
- Facility to nominate a beneficiary
- Interest is calculated as Simple Interest
- We can secure a loan against this deposit.
- Monthly or quarterly interest payment

Fixed Deposit form:

 <div style="clear: both;"></div> <p style="text-align: center;">Be a step ahead of life</p>	<p style="text-align: right;">Form No. 1</p> <p>Branch Name _____</p> <p>A/c Operated on _____</p> <p>Customer ID _____</p> <p>A/C No _____</p>												
<p>Regd. Office: 57, V.E. Road, Thiruvallur - 620012 Website: www.tmb.in</p>													
<p>TERM DEPOSIT ACCOUNT OPENING FORM</p>													
<p>To, <u>The Manager, Tamilnad Mercantile Bank Ltd.</u> Please open a Deposit Account in the following Name:</p>													
<p>DEPOSITORS NAME AND PERMANENT ADDRESS</p>													
<p>_____</p> <p>_____</p> <p>_____</p>													
<p>Phone _____</p>													
<p>DEPOSITOR CATEGORY <input type="checkbox"/> Minor <input type="checkbox"/> Adult <input type="checkbox"/> Senior Citizen</p>													
<p><input type="checkbox"/> If the depositor is a Minor: Date of Birth _____ Name of Guardian: _____</p>													
<p><input type="checkbox"/> If the depositor is a Senior Citizen: Provide age proof and details _____</p>													
<p>DEPOSIT SCHEME</p> <table border="0" style="width: 100%;"> <tr> <td><input type="checkbox"/> FIXED DEPOSIT</td> <td><input type="checkbox"/> MUTHUKKUVIAL</td> <td><input type="checkbox"/> PEARL</td> <td><input type="checkbox"/> TMB DOUBLE</td> </tr> <tr> <td><input type="checkbox"/> PORKKUVIAL</td> <td><input type="checkbox"/> CASH CERTIFICATE</td> <td><input type="checkbox"/> TMB TSD MALLIGAI</td> <td><input type="checkbox"/> TMB TSD MULLAI</td> </tr> <tr> <td><input type="checkbox"/> KIDS RD</td> <td><input type="checkbox"/> RD</td> <td><input type="checkbox"/> NMD</td> <td></td> </tr> </table>		<input type="checkbox"/> FIXED DEPOSIT	<input type="checkbox"/> MUTHUKKUVIAL	<input type="checkbox"/> PEARL	<input type="checkbox"/> TMB DOUBLE	<input type="checkbox"/> PORKKUVIAL	<input type="checkbox"/> CASH CERTIFICATE	<input type="checkbox"/> TMB TSD MALLIGAI	<input type="checkbox"/> TMB TSD MULLAI	<input type="checkbox"/> KIDS RD	<input type="checkbox"/> RD	<input type="checkbox"/> NMD	
<input type="checkbox"/> FIXED DEPOSIT	<input type="checkbox"/> MUTHUKKUVIAL	<input type="checkbox"/> PEARL	<input type="checkbox"/> TMB DOUBLE										
<input type="checkbox"/> PORKKUVIAL	<input type="checkbox"/> CASH CERTIFICATE	<input type="checkbox"/> TMB TSD MALLIGAI	<input type="checkbox"/> TMB TSD MULLAI										
<input type="checkbox"/> KIDS RD	<input type="checkbox"/> RD	<input type="checkbox"/> NMD											
<p>Deposit Amount ₹ _____ (Rupees) Deposit Period: _____ ROI: _____ %</p>													
<p>In case of RD / NMD ₹ _____ pm _____ months Deposit Maturity Amount ₹ _____</p>													
<p>OPERATION INSTRUCTIONS</p> <p><input type="checkbox"/> Single <input type="checkbox"/> Either or Survivor <input type="checkbox"/> Former or Survivor <input type="checkbox"/> Any one or Survivor</p> <p><input type="checkbox"/> Jointly by all <input type="checkbox"/> _____</p>													
<p>On Maturity of Deposit: <input type="checkbox"/> Renew principal interest <input type="checkbox"/> Renew principal only <input type="checkbox"/> Do Not renew <input type="checkbox"/> Pay Cash</p> <p style="text-align: right;">(If maturity value is < ₹ 20000/-)</p> <p><input type="checkbox"/> Issue local Draft / DD <input type="checkbox"/> Credit to account No. _____</p>													
<p>Auto renewal / If no renewal mandate If there is no renewal mandate, the amount will be reinvested for the same period of original deposit.</p>													
<p>For Regularized Payment <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Half Yearly <input type="checkbox"/> Yearly <input type="checkbox"/> WAVE TDS (Form 15G/15H enclosed)</p> <p style="text-align: right;">(to be submitted for every financial year along with PAN copy)</p> <p><input type="checkbox"/> Issue Local Draft / DD <input type="checkbox"/> Credit to account No. _____</p>													
<p>For ECS Credit: A/C No. _____ MICR code _____ Bank _____</p>													
<p>TDS Operative A/C No. _____ Do you want to receive duo advice: <input type="checkbox"/> Yes <input type="checkbox"/> No</p>													
<p>Standing Instruction</p> <p>I/We hereby authorize you and execute this instructions to debit my / our account no. _____ maintained with you with the sum of _____ (Rupees) _____ only on _____ of every month from _____ of _____ and remit the same to the credit of _____ Recurring Deposit NMD / BND _____ of _____ \$/₹/€MIL _____ with your _____ branch until further instructions.</p> <p>I/We further undertake to maintain sufficient balance in my/our above said account to enable you to carry out the said standing instructions on the above specified date.</p> <p style="text-align: right;">Signature of Account Holder (Debit Account) _____</p>													
<p>1/ I/We have read and understood the rules relating to Tamilnad Mercantile Bank Ltd., Deposit Scheme and agree to comply with and be bound by them.</p> <p>2/ We also agree that, the interest rate applicable for renewal of overdraft deposits and for premature closure of deposits will be subject to the Bank's prevailing rules which may change from time to time. Rules and Regulations regarding this deposit have been explained to me / us.</p>													
<p>Depositor's Name _____</p> <p>1. _____</p> <p>2. _____</p>	<p style="text-align: center;">Signature _____</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p style="text-align: center; background-color: #f0f0f0;">For Bank Use</p> <p><input type="checkbox"/> Existing Customer <input type="checkbox"/> New Customer</p> <p>Customer ID: 1 _____</p> <p>Customer ID: 2 _____</p> <p>Deposit A/c No. _____</p> </div>												

SMS Alert:

The bank is ushering in to the new area of technology. We are delighted to introduce SMS Banking to all our customers. Presently SMS Alert facility is free to the customers. There are two types of services available namely SMS PUSH Alerts and SMS PULL Alerts. The bank is introducing the Push Alert facility, initially and the Pull Alerts Services will be

Introduced later. The eligible Push Alert services are as follows,

Other than the listed alerts, facilities like changing the Access Code, Temporarily disabling of Service / Enabling of Service will be provided in phased manner.

- To send an alert when the account balance goes above the maximum balance specified by the customers.
- To send an alert when the transaction amount credited is Rs. 10,000 and above or the amount specified by the customer, whichever is higher.
- To send an alert when the transaction amount debited is Rs. 10,000 and above or the amount specified by the customer, whichever is higher.
- To send an alert when a cheque is bounced.
- To send an alert when the outstation cheque is realized.
- To send an alert when a cheque deposited by the customer gets returned unpaid.
- To send the end of day balance of the specified account given by the customer (CA / OD / CC).
- To send reminding alert seven days before the maturity of the term deposit accounts (Amount may not be mentioned).
- To send reminding alert seven days before the instalment due date for the loan accounts (Amount may not be mentioned).

TMB Mobile Banking Registration:

1. Download the app from Google Play Store or Apple App Store.
2. Enter the registered mobile number and MPIN received from the bank.
3. After entering the details, one will receive an OTP on his/her mobile device, which is to be entered to validate the account.
4. Once the account is validated, one needs to authenticate his/her account with the credentials for debit card/ TMB internet banking.

TMB Mobile Banking Activation:

After authentication, account holder will be redirected to a login page where he/she has to create and confirm the login ID and password. Once the password is set successfully, account holder can use the app. Following are some of the services that we can use

- TNEB Bill Payment – Customers can pay their electricity bills to TNEB using TMB mobile banking apps
- Mobile Alerts – TMB account holders can receive information regarding their transactions, the status of their cheques, enquiry of the account balance in the form of SMS on their mobile in the form of alerts or enquiry
- Rewards – Customers can avail various offers, discounts redeemable reward points via the TMB Rewards app
- Requests – Customers can use the “Requests” menu in the TMB M-Connect app to make various requests like hot listing a lost debit card, stopping cheque payments, place a request for a new chequebook, etc.

TMB mobile banking is convenient for its customers in many ways. Here are few of the benefits:

- User-friendly interface.
- Customers can avail various offers, discounts, redeemable reward points that they can use for shopping.
- Customers can personalize their digital passbook, maintain a ledger, add remarks on transactions and filter the transactions and much more, through TMB E-Passbook.



DigiLobby:

DigiLobby is a convenient and secure applications for TMB customers, which allows them to view all their accounts, balances and transactions on their mobile device for single customer ID. Customers can also create a personal ledger using the applications and transactions can be linked to the personal ledger to view the transactions breakup separately. The app offers much more than a physical passbook. This application can be downloaded from Google play store for Android devices, Apple app store for iOS devices and windows market for windows devices.



Switch to the
banking of the future.

TMB DigiLobby.

TMB Tamilnad Mercantile Bank Ltd.

#ForwardTogether

TMB Net Banking:

Net banking has brought a drastic change in the way banks provide services to customers. We can bank more conveniently & effortlessly 24x7. Tamilnad Mercantile Bank Net Banking system allows us to avail of an extensive range of banking products and services

at our convenience from our house or workspace. Using Tamilnad Mercantile Net Banking, we can make online fund transfers via NEFT, RTGS, or IMPS, check the account balances, make utility bill payments, etc.

What Are the Steps to Register for Tamilnadu Mercantile Bank Net Banking?

To avail of the various banking services offered under the TMB net banking, we should follow the below-listed steps to register for net banking:

Step 1:

The first step is to request the nearest Tamilnadu Mercantile Bank branch to provide the bank account details & registered mobile number.

Step 2:

Fill in the net banking form with accurate details.

Step 3:

Submit the duly filled form at the TMB branch.

Step 4:

The bank will take a while to activate the form.

Step 5:

After activation, visit the login page of TMB Net Banking and press the 'Register for New User' button.

Step 6:

We need to read & accept the terms and conditions by pressing the 'Agree' button.

Step 7:

Mention the bank account number, date of birth, PAN details and verification code and press the "Continue" button.

Step 8:

We need to mention the One Time Password (OTP) sent on the registered mobile number to activate the TMB net banking account.

What Are the Steps to Transfer Funds Using Tamilnadu Mercantile Bank?

If a Tamilnadu Mercantile Net Banking user, we can transfer funds through NEFT, RTGS, or IMPS services. We need to add a beneficiary by mentioning essential beneficiary information like account number, IFSC code, bank and branch name, etc. The following are the steps we need to follow to proceed with transferring funds using the TMB Net Banking service:

- Log in to the Tamilnadu Mercantile Bank net banking page.
- Choose the 'Transfers' option for the main menu and press the 'NEFT or RTGS or IMPS' options.
- We need to pick the 'Make a New Payment' option.
- If the beneficiary is added, choose the beneficiary's name and continue. In case we have already added the beneficiary, press the 'Register beneficiary' option to add the beneficiary information like name, account number, bank name, branch, and IFSC code. The payee will receive the Tracking ID in their registered mobile number.
- Mention all the required details and press the 'Pay' option.
- Mention the transaction password and then 'Validate' details
- After a successful transfer, we will receive a confirmation message on the registered mobile number.

What Are the Features & Services of Tamilnadu Mercantile Bank Net Banking?

Features of TMB Net Banking:

1. Fund Transfer

- We can transfer funds within accounts held with TMB or for the accounts maintained in other banks.
- Transfer of funds to own accounts or with IMPS payment mode.
- We can do Quick Fund Transfer when customized within the 'Favourites' Tab.

2. Dashboard

- We can access the Available balance with every account with the bank easily.
- We can use the "Quick Pay Widget" option to make payments and transfer funds.
- Check the Transaction history.
- We can Customize the Dashboard.

3. Fixed Deposit:

Using TMB net banking, we can open a Fixed Deposit account/Recurring Deposit account/Navarathnamala Deposit/20-20 Deposit/ Special 555 Deposits/ Muthukuviyal Deposit accounts.

4. Recharge:

Through TMB, we can recharge DTH/**Data card**/ prepaid mobile charges.

5. Paying Bills Online:

We can pay the utility bills like electricity, insurance, property tax, etc.

6. Online tax payment:

Using TMB net banking service, pay the direct and indirect tax online anytime.

7. Make a Service Request:

- Prepaid card top-up.
- Request for a new chequebook, debit card and a statement.
- Reset the debit card PIN, net banking login password and transaction password.

Services Of TMB Net Banking

- We can check the account balance and transaction history. Also, view mini statements.
- We can do fund transfers within TMB or with other bank accounts.
- We can check for TMB loan eligibility and apply for any type of loan via its net banking facility.
- Locate the nearest ATM or TMB branch through its net banking service.

- We can purchase insurance plans or invest in mutual funds.
- The TMB net banking will manage the Demat account online and proceed with SMS banking.
- Get digital passbook
- We can register for an Aadhaar card online and update the Aadhaar & PAN card details through TMB net banking portal.
- Instant opening of Fixed and recurring deposit accounts online.
- Pay the tax and utility bills online.
- We can request a Demand draft to the bank via this portal.

What Are the Steps to Reset the Password of Tamilnadu Mercantile Bank Net Banking?

If we forget our TMB net banking password, we can reset the password online or offline. Below are the steps to reset the TMB net banking password online and offline:

Steps to Reset Password Online

- Visit the login page of TMB net banking.
- Press the 'Forgot Password' option.
- Mention the account number.
- We need to answer the secret questions that were previously set by the customers.

Steps to Reset your Password Offline

- Visit the login page of Tamilnadu Mercantile Bank net banking.
- Press the 'Forgot Password, & choose the 'Set Offline' option.
- Mention the user ID, bank account number, email id and mobile number in the essential fields & press the continue button.
- We request to reset the password will be sent to the bank branch.

The Following Are the Precautionary Measures for Tamilnadu Mercantile Bank Net Banking:

1. It is advisable to keep the password secret. The bank staff is not authorized to ask or know the password.

2. We should update the TMB branch when we change the mobile number. The Bank will frequently send SMS to confirm its identity. Also, it updates about the account details often.

3. After completing the transaction, always log out from the net banking service.

4. To use the TMB net banking, we can type the website address directly in the browser. Never press the link to use net banking. If we press the fraudulent link, user id and password may be misused to loot the money.

5. It is advisable not to use public Wi-Fi to access the net banking portal. Instead, we can access the TMB net banking portal using the mobile data or data card.

6. Phishing attacks are a usual way of looting net banking credentials. We should avoid replying to a phone, email, or SMS that inquires about the credentials.

7. To find the correct website, see whether the browser address starts with HTTPS.

TMB Titanium Credit Card Features

1. Redeem Online:

We can easily track and redeem the cashback online by logging in credit card online.

2. Flexible Credit Card Limits:

Get flexible card limits as per customer's requirements.

3. No annual fee was charged.

4. Personalized Cards:

The Customer's get an EMV chip and Personalized Photo to the customers.

5. Free Credit Period:

Get a free credit period of up to 45 days.

6. Security and Protection:

Extended Warranty Protection multiplies the original manufacturers or stores brand warranty for up to two years.

7. Convenience:

We can easily withdraw money.

No rotating categories to enrol in or keep track of.

TMB Titanium Credit Card Limit

- Minimum Card Limit of up to – Rs. 20,000/-
- Maximum Card Limit of up to – Rs. 5,00,00/-
- Cash Advance Limit – 25% of the sanctioned credit card limit

How to Apply for TMB Titanium Credit Card

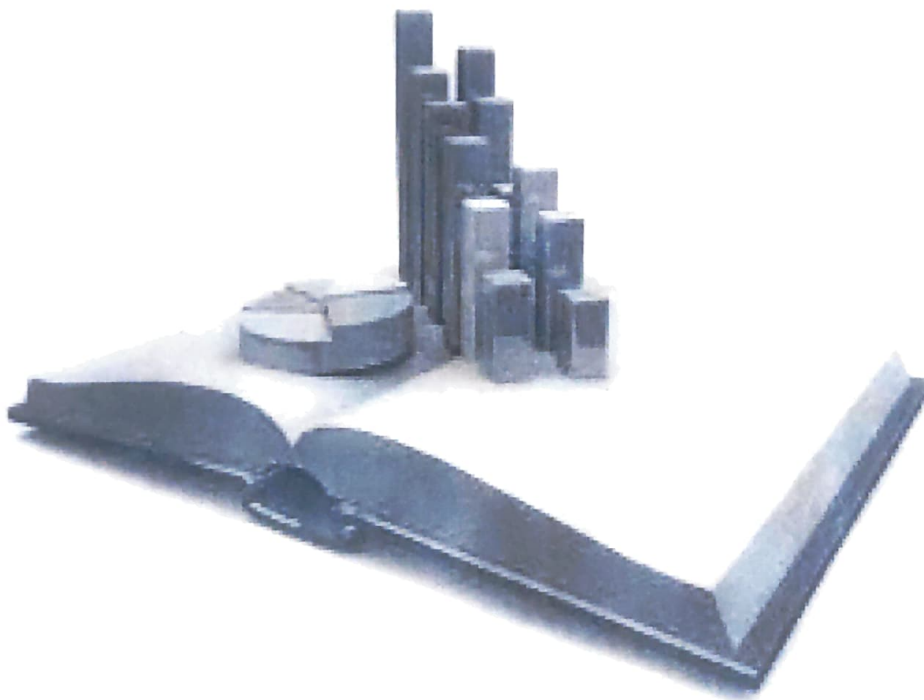
Give below are the steps involved while applying for TMB Titanium Credit Card:

1. First, visit the Diala bank website.
2. Select TMB Titanium Credit Card.
3. Fill in the required information in the application form for that card.
4. Fill in all the necessary personal details correctly.
5. Check the eligibility and if it is eligible then we can complete the online application.

CONCLUSION:

Today banking services are vital for the people. It is the bank employees who help the customer in procuring quality banking services at a faster rate and enable the profitability of the banks. Their importance is a major factor which decides the success of the banks. By the research work, an old private sector bank – Tamilnad Mercantile Bank limited was studied for its labour productivity and the results were found to be favourable to the bank regarding its practices. These types of researches in public sector banks new private sector banks, foreign banks and other financial sector will surely give reliable information by Reserve Bank of India.

CHAPTER III



ANALYSIS AND INTERPRETATION OF DATA

ANALYSIS AND INTERPRETATION OF DATA

Analysis of data is a process of inspecting, transforming and modeling data with the goal of discovering useful information, providing suggestions, arriving at conclusions and supporting decision making.

Data analysis has multiple facts and approaches, encompassing diverse techniques under a variety of names, in different business, science and social science dominance.

Analysis is a must for any researcher to derive at a conclusion. Analysis of data plays a predominant role in detecting the result of a brief study on Job satisfaction of banking employees special reference TMB bank.

Each question in the questionnaire is analysed individually, sufficiently tabulated and represented graphically. The sample size of the data collected is 70.

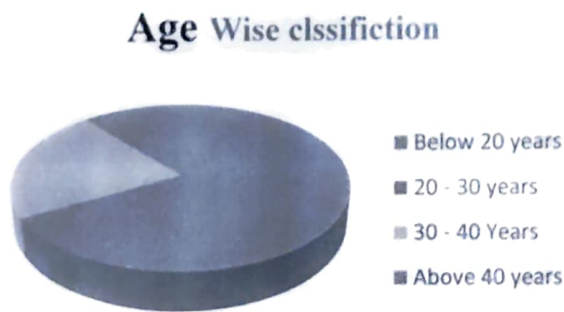
In the present study, the researcher has made the following analysis which are as follows,

- Percentage analysis
- Bar diagrams
- Pie charts
- Ranking method
- Chi square test

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

TABLE 3.1
AGE WISE CLASSIFICATION

AGE	NO. OF RESPONDENTS	% OF RESPONDENTS
Below 20 years	4	7
20 - 30 years	42	60
30 - 40 years	16	22
Above 40 years	8	11
Total	70	100%



Source: Primary Data

INTERPRETATION:

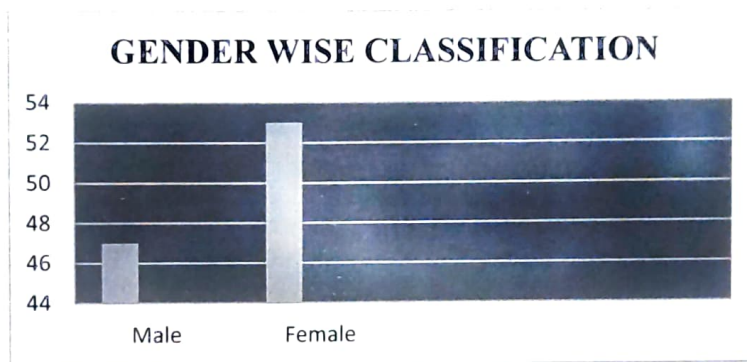
From the above pie chart Table 3.1, it indicates that out of 70 respondents, more than half (60%) of the respondents come under the category between 20 – 30 years, (22%) of the respondents are aged between 30 - 40 years, (11%) of the respondents are aged Above 40 years and (7%) of the respondents come under the category below 20 years.

INFERENCE:

Thus, it is inferred that more than half (60%) of the respondents belong to the age category of 20 years to 30 years.

TABLE 3.2
GENDER WISE CLASSIFICATION

GENDER	NO. OF RESPONDENTS	% OF RESPONDENTS
Male	33	47
Female	37	53
Total	70	100%



Source: Primary Data

INTERPRETATION:

From the above bar chart Table 3.2 it is inferred that, out of 70 respondents, half (53%) of the respondents are female and (47%) of the respondents are male customers.

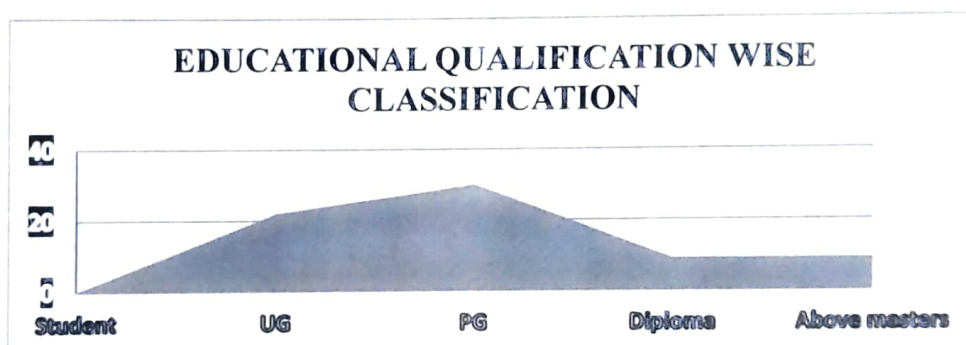
INFERENCE:

Thus, it is inferred that half (53%) of the respondents are male.

TABLE 3.3

EDUCATIONAL QUALIFICATION WISE CLASSIFICATION

EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	% OF RESPONDENTS
Student	-	-
UG	22	31
PG	30	43
Diploma	9	13
Above master's	9	13
Total	70	100%



Source: Primary Data

Interpretation:

From the above area chart Table 3.3, it is clearly inferred that, out of 70 respondents, (44%) of the respondents are undergraduates, (25%) of the respondents have completed their post graduate degree, (21%) of the respondents have completed diploma and (10%) of the respondents have completed their higher secondary.

Inference:

Thus, it is inferred that (44%) of the respondents have completed their undergraduates.

TABLE 3.4

MARITAL STATUS WISE CLASSIFICATION

MARITAL STATUS	NO. OF RESPONDENTS	% OF RESPONDENTS
Married	33	47
Unmarried	37	53
Divorcee	-	-
Spinster	-	-
Total	70	100%



Source: Primary Data

INTERPRETATION:

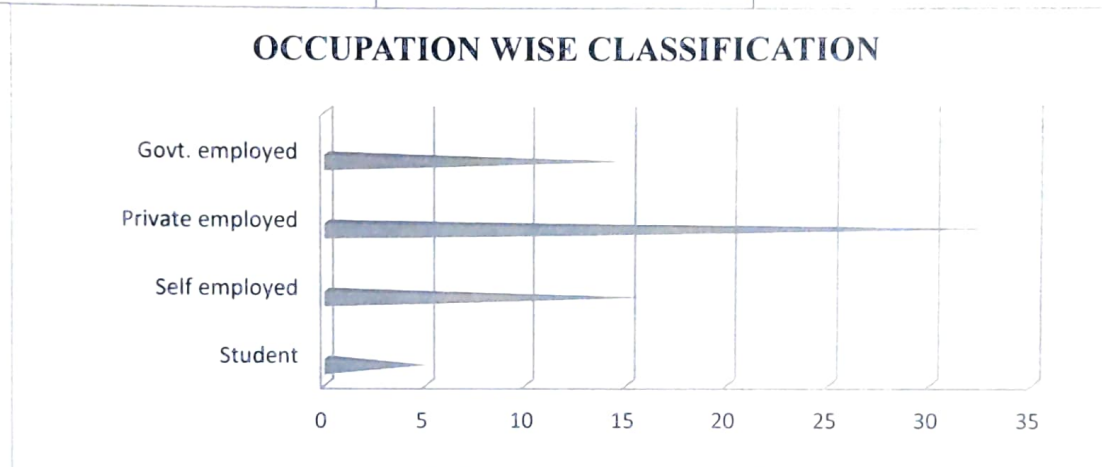
From the above pie chart Table 3.4, it shows that out of 70 respondents 47% of the respondents are married, 53% of the respondents are unmarried, and none of the respondents are divorcee and spinsters.

INFERENCE:

Thus, it is inferred that more than half (47%) of the respondents are married.

TABLE 3.5
OCCUPATION WISE CLASSIFICATION

OCCUPATION	NO. OF RESPONDENTS	% OF RESPONDENTS
Student	5	9
Self – employed	16	22
Private employed	34	48
Govt. employed	15	21
Total	70	100%



Source: Primary Data

INTERPRETATION:

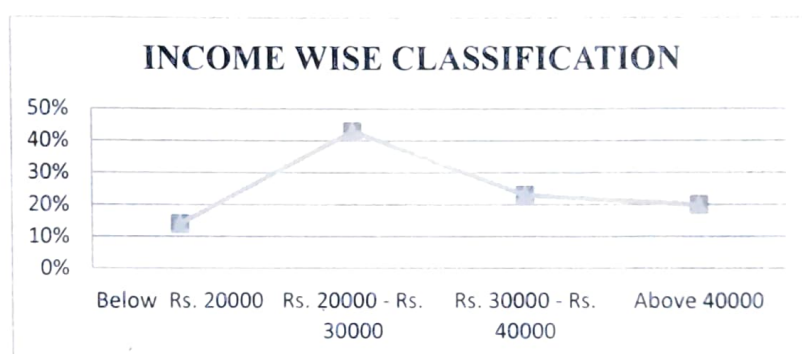
From the above bar chart table 3.5, it shows that, out of 70 respondents, (48%) of the respondents are private employed, (22%) of the respondents are self – employed, (21%) of the respondents are government employed and (9%) of the respondents are students.

INFERENCE:

Thus, it is inferred that (48%) of the respondents are private employed.

TABLE 3.6
INCOME WISE CLASSIFICATION

MONTHLY INCOME	NO. OF RESPONDENTS	% OF RESPONDENTS
Below Rs. 20000	10	14
Rs. 20000 – Rs. 30000	30	43
Rs. 30000 – Rs. 40000	16	23
Above 40000	14	20
TOTAL	70	100%



Source: Primary Data

INTERPRETATION:

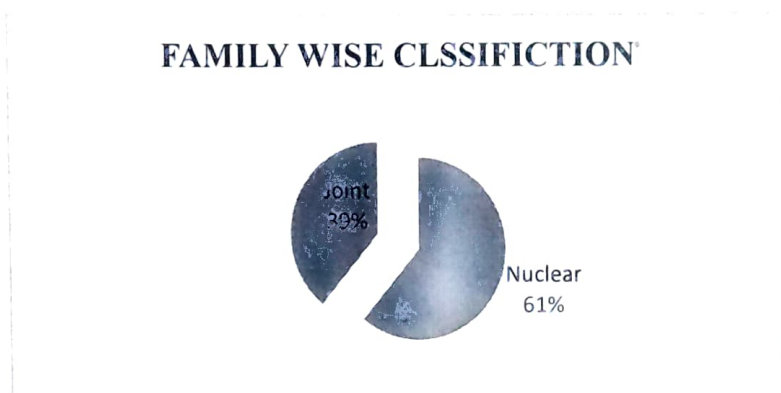
From the above line chart Table 3.6, it shows that, out of 70 respondents, (43%) of the respondents earn monthly income between Rs.20,000 – Rs. 30,000, (23%) of the respondents are earn monthly income between Rs. 30,000 – Rs. 40,000, (20%) of the respondents earn a monthly income Above Rs. 40,000 and (14%) of the respondents earn a monthly income below Rs. 20,000.

INFERENCE:

Thus, it is inferred that majority (43%) of the respondents earn a monthly income between Rs. 20,000 – Rs. 30,000.

TABLE 3.7
FAMILY WISE CLASSIFICATION

NATURE	NO. OF RESPONDENTS	% OF RESPONDENTS
Nuclear	43	61
Joint	27	39
Total	70	100%



Source: Primary Data

INTERPRETATION:

From the above pie chart 3.7, it shows that out of 70 respondents, more than half (61%) of the respondents are coming from a nuclear family and (39%) of the respondents are coming from a joint family.

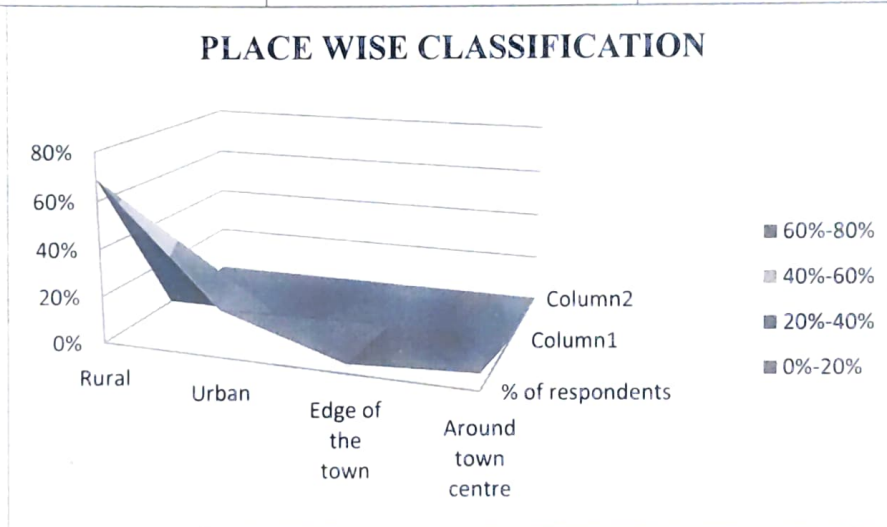
INFERENCE:

Thus, it is inferred that more than half (61%) of the respondents are coming from a nuclear family.

TABLE 3.8

PLACE WISE CLASSIFICATION

PLACE	NO. OF RESPONDENTS	% OF RESPONDENTS
Rural	48	69
Urban	14	20
Edge of the town	3	4
Around town centre	5	7
TOTAL	70	100%



Source: Primary Data

INTERPRETATION:

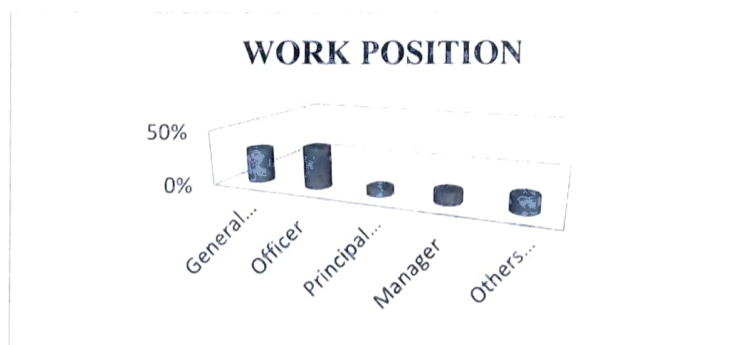
From the above surface chart 3.8 out of 70 respondents, it shows that more than half (69%) of the respondents reside in Rural area, (20%) of the respondents reside in urban re , (7%) of the respondents reside around town centre and (4%) of the respondents reside in Edge of the town .

INFERENCE:

Thus, it is inferred that more than half (69%) of the respondents reside in Rural areas.

TABLE 3.9
WORK POSITION

POSITION	NO. OF RESPONDENTS	% OF RESPONDENTS
General staff	22	31
Officer	26	37
Principal officer	4	7
Manager	8	11
Others, specify	10	14
Total	70	100%



Source: Primary Data

INTERPRETATION:

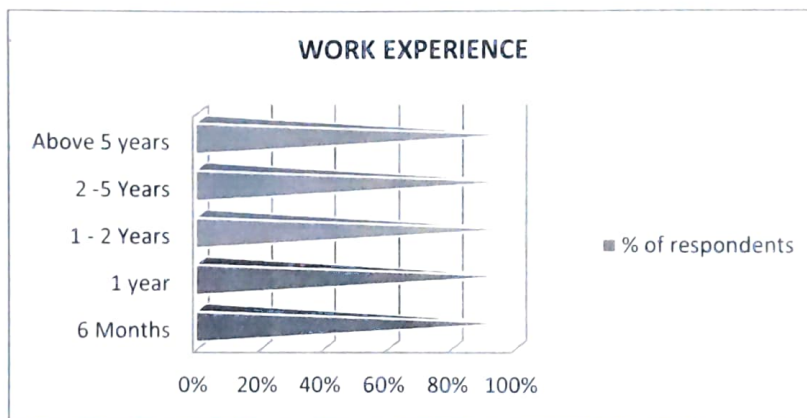
From the above column chart 3.9, it shows that, 37% of respondents are Officers, 31% of respondents are General staffs, 14% of the respondents are Other specify, 11% of the respondents are Manager and 7% of the respondents are Principal Officers.

INFERENCE:

Thus, it is inferred that 37% of the respondents are officers.

TABLE 3.10
WORK EXPERIENCE

EXPERIENCE	NO.OF RESPONDENTS	% OF RESPONDENTS
6 Months	22	31
1 Year	26	37
1 – 2 Years	4	7
2 – 5 Years	8	11
Above 5 Years	10	14
Total	70	100%



Source: Primary Data

INTERPRETATION:

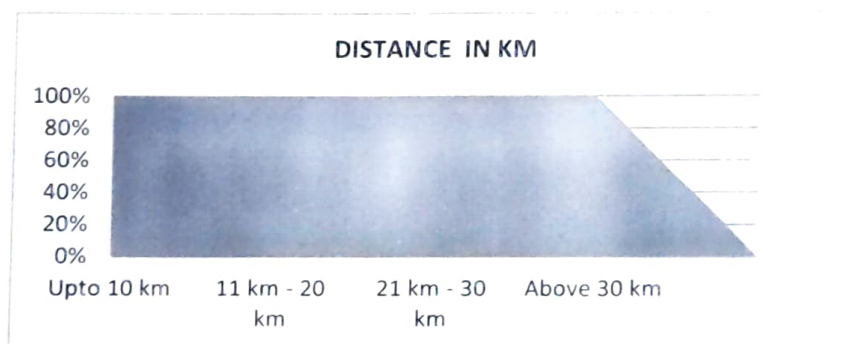
From the above Bar chart, out of 70 respondents, it shows that (37%) of the respondents have 1 Year experience, (31%) of the respondents have half experience, (14%) of the respondents have an experience above 5 years , (11%) of the respondents have an experience of 2 – 5 Years experienced and (7%) of the respondents have 1 – 2 Years experience.

INFERENCE:

Thus, it is inferred that (37%) of the respondents have 1 Year of experience.

TABLE 3.11
DISTANCE OF WORK PLACE

DISTANCE IN Km	NO. OF RESPONDENTS	% OF RESPONDENTS
Upto 10 km	34	49%
11 km – 20 km	13	20%
21 km – 30 km	19	27%
Above 30 km	3	4%
TOTAL	70	100



Source: Primary Data

INTERPRETATION:

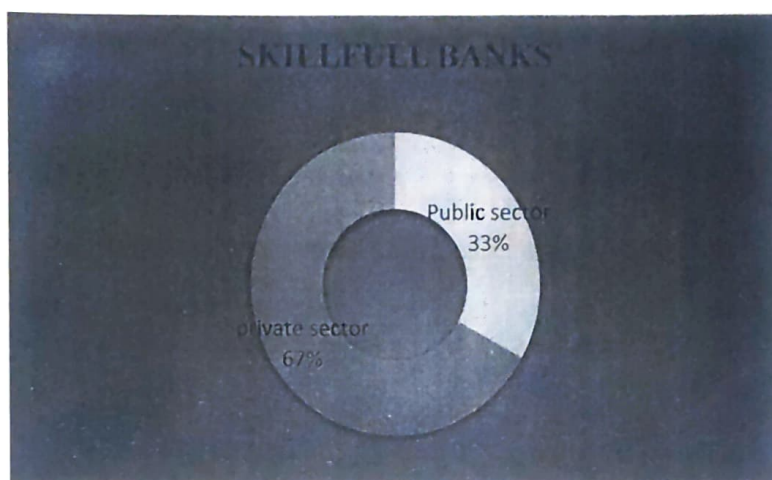
From the above area chart Table 3.11, it shows that, (49%) of the respondents come from the distance upto 10 km, (27%) of the respondents come from the distance between 21 km – 30 km, (20%) of the respondents come from the distance between 11 km – 20 km and (4%) of the respondents come from the distance Above 30 km.

INFERENCE:

Thus, it is inferred that (49%) of the respondents come from the distance upto 10 km.

TABLE 3.12
SKILLFULL BANKS

SKILLFULL BANKS	NO. OF RESPONDENTS	% OF RESPONDENTS
Public sector	23	33
Private sector	47	67
TOTAL	70	100%



Source: Primary Data

INTERPRETATION:

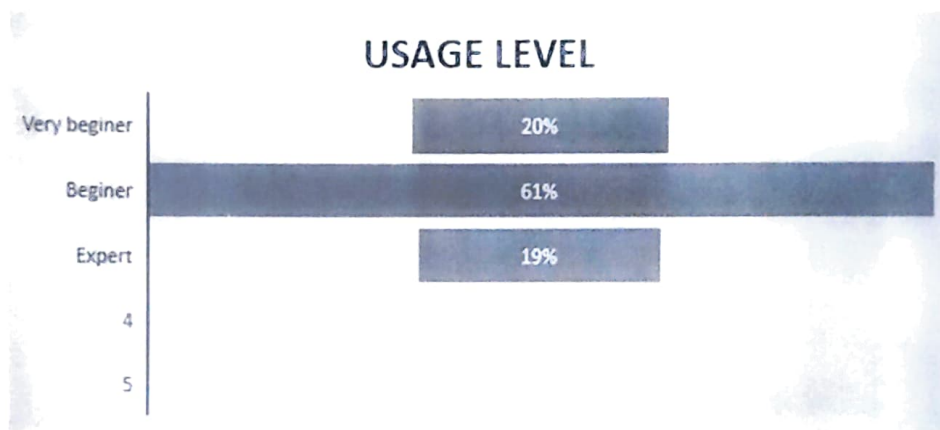
From the above pie chart 3.12, out of 70 respondents, it is inferred that more than half (67%) of the respondents give the opinion that private sector banks behave skillfully and (33%) of the respondents give the opinion that public sector banks behave skillfully.

INFERENCE:

Thus, it is inferred that, more than half (67%) of the respondents give the opinion that private sector banks behave skillfully.

TABLE 3.13
COMPUTER USAGE LEVEL

USAGE LEVEL	NO. OF RESPONDENTS	% OF RESPONDENTS
Very beginner	14	20
Beginner	43	61
Expert	13	19
Total	70	100%



Source: Primary Data

INTERPRETATION:

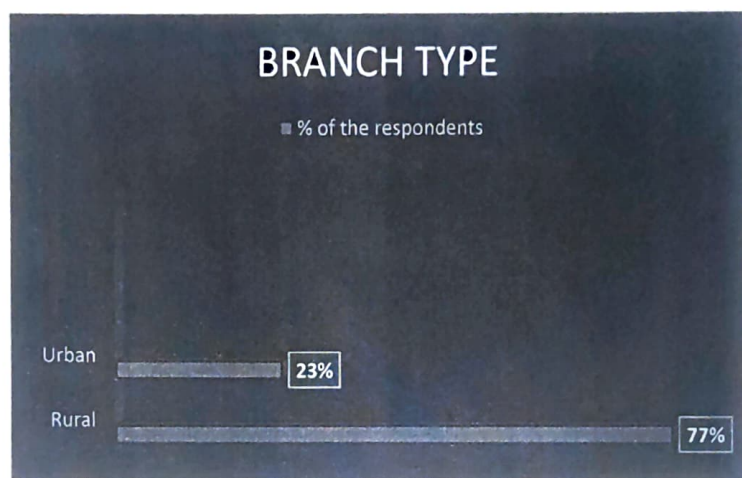
From the above funnel chart 3.13, out of 70 respondents, it is inferred that more than half (61%) of the respondents are beginners in computer usage level, 20% of the respondents are Very beginners in computer usage level and 19% of the respondents are Experts in computer usage level.

INFERENCE:

Thus, it is inferred that, more than half (61%) of the respondents are beginners in computer usage level.

TABLE 3.14
TYPE OF BRANCH

BRANCH	NO. OF RESPONDENTS	% OF RESPONDENTS
Rural	54	77
Urban	16	23
Total	70	100%



Source: Primary Data

INTERPRETATION:

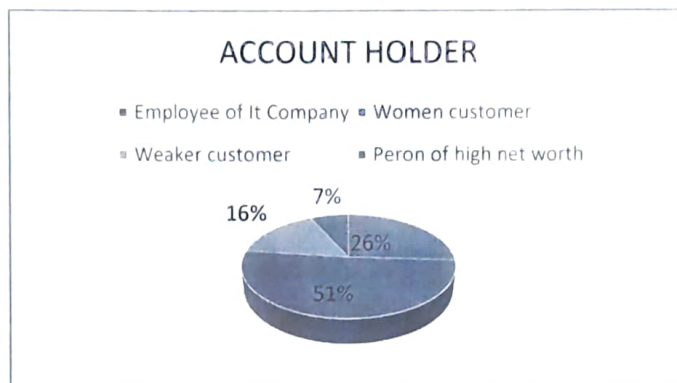
From the above Bar chart 3.14, out of 70 respondents, it is inferred that majority (77%) of the respondents work in Rural areas, (23%) of the respondents work in Urban areas.

INFERENCE:

Thus, it is inferred that, majority (77%) of the respondents work in Rural areas.

TABLE 3.15
ZERO BALANCE SAVINGS ACCOUNT

A/C HOLDER	NO. OF RESPONDENTS	% OF RESPONDENTS
Employee if IT company	18	26
Women customer	36	51
Weaker customer	11	16
Person of high net worth	5	7
Total	70	100%



Source: Primary Data

INTERPRETATION:

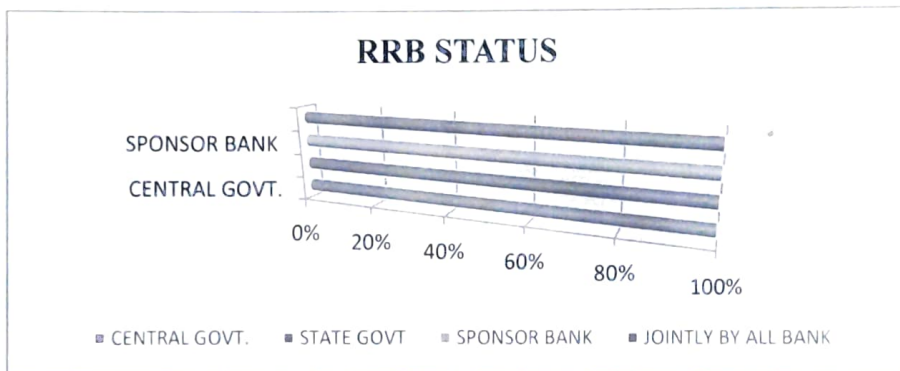
From the above pie chart table 3.15, out of 70 respondents, it shows that (51%) of the respondents give the opinion that Women customers can open the zero balance A/c, (26%) of the respondents give the opinion that Employees of IT company can open the Zero balance A/c, (16%) of the respondents give the opinion that weaker customers can open Zero balance A/c, (7%) of the respondents give the opinion that Persons of high net worth can open zero balance A/c.

INFERENCE:

Thus, it is inferred that (51%) of the respondents give the opinion that women customers can open zero balance account.

TABLE 3.16
RRB STATUS

RRB STATUS	NO. OF RESPONDENTS	% OF RESPONDENTS
Central Government	39	56
State Government	18	26
Sponsor Bank	8	11
Jointly By All Bank	5	7
Total	70	100%



Source: Primary Data

Interpretation:

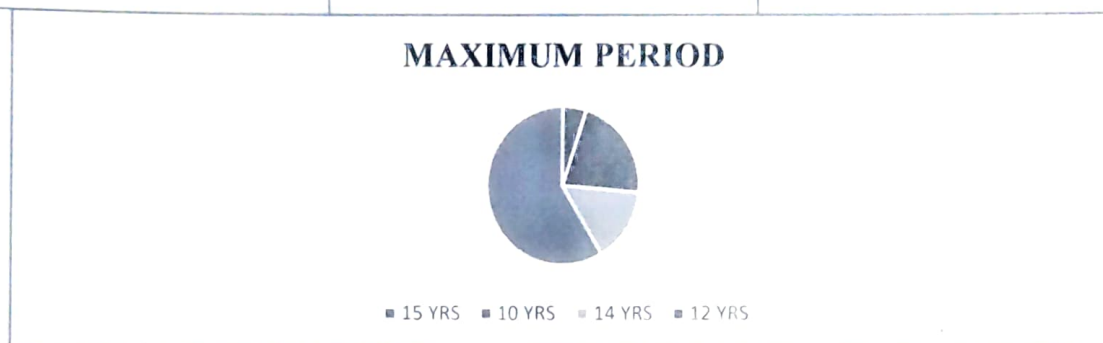
From the above pie chart Table 3.16 it shows that out of 70 respondents half (56%) of the respondents status towards RRB Central Government, (26%) of the respondents status towards RRB State Government, (11%) of the respondents status towards RRB Sponsor Bank, (7%) of the respondents status towards RRB is all the banks.

Inference:

Thus it is inferred that half (56%) of respondents status towards RRBs is central government.

TABLE 3.17
MAXIMUM PERIOD

MAXIMUM PERIOD	NO. OF RESPONDENTS	% OF RESPONDENTS
15 Years	7	10
10 Years	31	44
14 Years	22	32
12 Years	10	14
Total	70	100%



Source: Primary Data

INTERPRETATION:

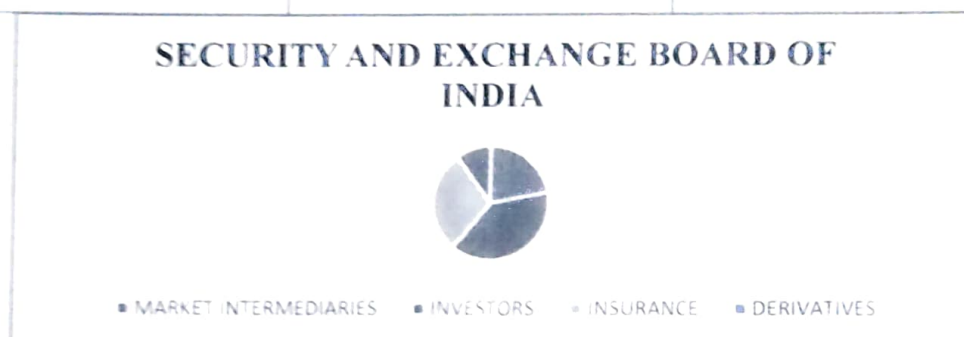
From the above pie chart Table 3.17 it shows that out of 70 respondents(44%) of the respondents give the opinion that the maximum period of fixed deposit is 10 years, (32%) of the respondents give the opinion that the maximum period of fixed deposit is 14 years,(14%) of the respondents give the opinion that the maximum period of fixed deposit is 12 years,(10%) of the respondents 15 give the opinion that the maximum period of fixed deposit is 15 years.

INFERENCE:

Thus it is inferred that (44%) of respondents give the opinion that maximum period of fixed deposit is 15 years.

TABLE 3.18
SECURITY AND EXCHANGE BOARD OF INDIA

SECURITIES	NO .OF RESPONDENTS	% OF RESPONDENTS
Market Intermediates	16	22
Investors	27	39
Insurance	20	29
Derivatives	7	10
TOTAL	70	100%



Source: Primary Data

INTERPRETATION:

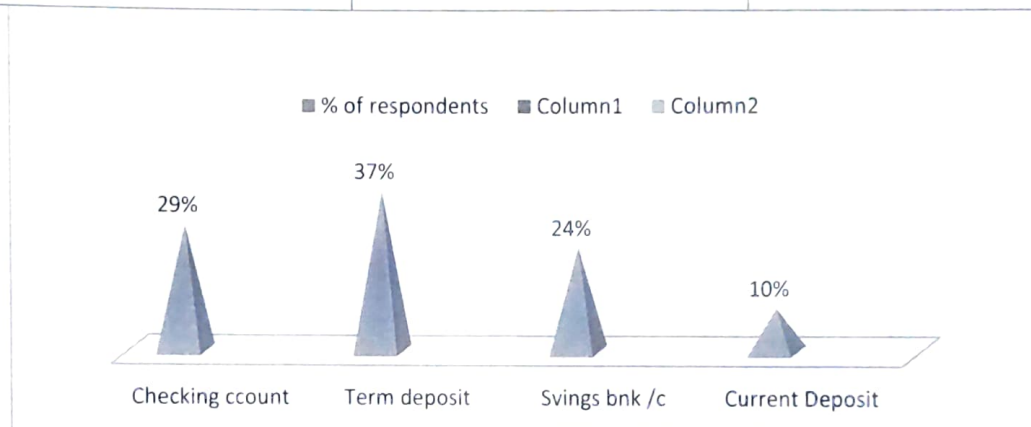
From the above pie chart Table 3.18 it shows that out of 70 respondents, (39%) of the respondents give opinion that Investors are not controlled by the Securities and Exchange Board of India, (29%) of the respondents give opinion that Insurance are not controlled by the Securities and Exchange Board of India, (22%) of the respondents are give opinion that Market Intermediates not controlled by the Securities and Exchange Board of India and (10%) of the respondents give opinion that Derivatives not controlled by the Securities and Exchange Board of India. .

INFERENCE:

Thus it is inferred that (39%) of the respondents give the opinion that Investors are not controlled by the Securities and Exchange Board of India.

TABLE 3.19
PRESENT FIXED DEPOSIT

MONEY DEPOSITED	NO. OF RESPONDENTS	% OF RESPONDENTS
Checking account	20	29
Term Deposit	26	37
Savings bank deposit	17	24
Current Deposit	7	10
TOTAL	70	100%



Source: Primary Data

INTERPRETATION:

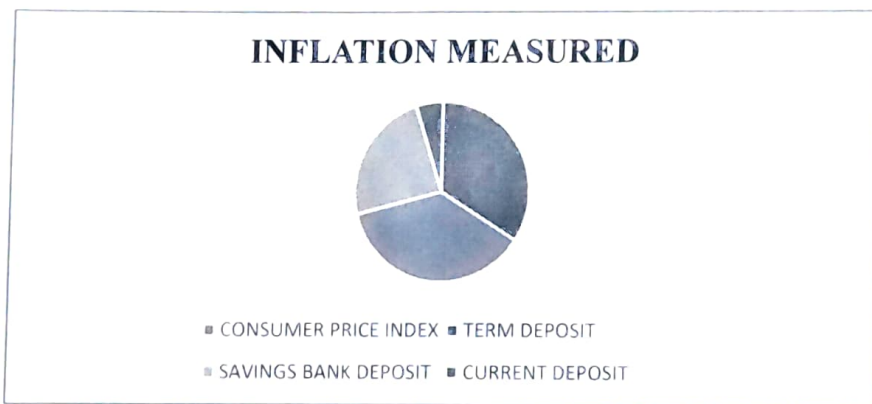
From the above pie chart Table 3.19 it shows that out of 70 respondents(.37%) of the respondents give the opinion that money deposited in Checking account cannot be withdrawn for present fixed period, (29%) of the respondents give the opinion that money deposited in Term Deposit cannot be withdrawn for present fixed deposit, (24%) of the respondents give the opinion that Savings bank account cannot be withdrawn for present fixed deposit and (10%) of the respondents give the opinion that Current deposit cannot be withdrawn for present fixed deposit.

INFERENCE:

Thus it is inferred that (37%) of the respondents give the opinion that money deposited in Checking account cannot be withdrawn for present fixed deposit.

TABLE 3.20
INFLATION MEASURES

INFLATION	NO.OF RESPONDENTS	% OF RESPONDENTS
Consumer Price Index	24	34
Term deposit	26	37
Savings Bank Deposit	17	24
Current Deposit	3	5
Total	70	100 %



Source: Primary Data

INTERPRETATION:

From the above pie chart Table 3.20 it shows that out of 70 respondents (37%) of the respondents use consumer price index as the Inflation method, (34%) of the respondents are use Term Deposit as the Inflation method, (24%) of the respondents use Savings Bank account as the Inflation method and (5%) of the respondents given use Current Deposit as the Inflation method.

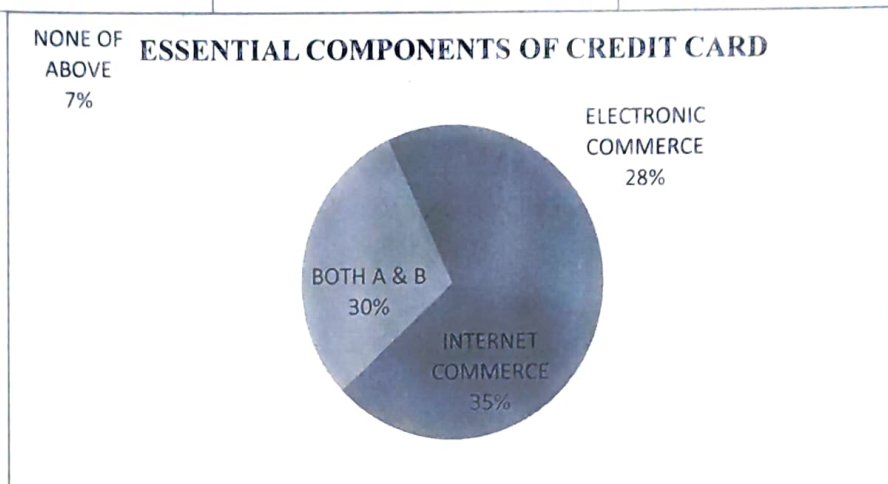
INFERENCE:

Thus it is inferred that (37%) of respondents use Consumer price index as the Inflation method.

TABLE 3.21

ESSENTIAL COMPONENTS OF CREDIT CARD

CREDIT CARD	NO.OF RESPONDENTS	% OF RESPONDENTS
Electronic Commerce	19	28
Internet commerce	25	35
Both A&B	21	30
None of above	5	7
TOTAL	70	100%



Source: Primary Data

INTERPRETATION:

From the above pie chart Table 3.21, it shows that out of 70 respondents majority (35%) of the respondents use Internet commerce as the essential component of credit card, (28%) of the respondents use Electronic commerce as the essential component of credit card, (30%) of the respondents use Both A & B as the essential component of credit card and (7%) of the respondents use None of the above as the essential component of credit card.

INFERENCE:

Thus it is inferred that (35%) of the respondents use Internet Banking as the essential component for credit card.

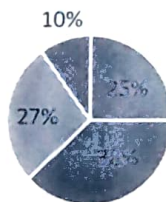
TABLE 3.22

PUBLIC SECTOR BANKS IN INDIA

PUBLIC SECTOR BANKS	NO.OF RESPONDENTS	% OF RESPONDENTS
12	17	25
19	27	38
22	19	27
21	7	10
TOTAL	70	100%

PUBLIC SECTOR BANKS

■ 12 ■ 19 ■ 22 ■ 21

**Source:** Primary Data**INTERPRETATION:**

From the above pie chart Table 3.22 it shows that out of 70 respondents 38% of the respondents opinion is that there are 19 public sector bank is in India, 27% respondents opinion is that there are 22 public sector bank is in India, 21% respondents opinion is that there are 12 public sector banks is in India, 10% respondents opinion is that there are 21 public sector banks in India.

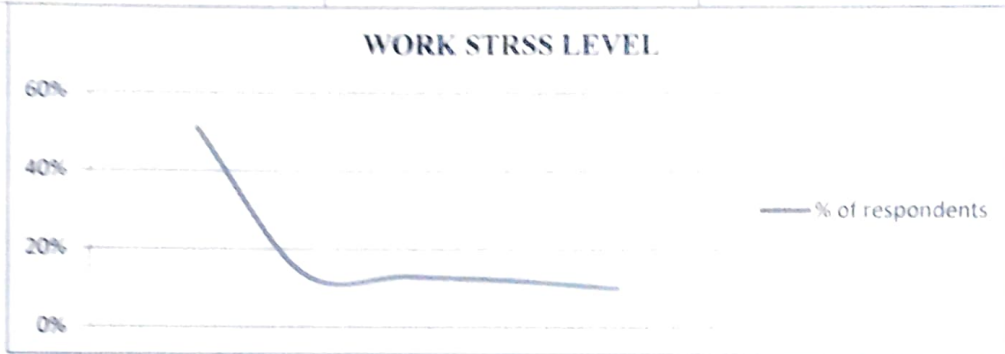
INFERENCE:

Thus, it is inferred that (38%) of the respondents opinion is that there are 12 public sector bank is in India.

TABLE 3.23

WORK STRESS DUE TO RESPONSIBILITY

STRESS LEVEL	NO. OF RESPONDENTS	% OF RESPONDENTS
Very high	36	51
High	10	14
Moderate	9	13
Low	7	12
Very low	6	10
Total	70	100%



Source: Primary Data

INTERPRETAION:

From the above x y scatter chart, out of 70 respondents it is said that, half (51%) of the respondents feels that the work stress due to responsibility is very high, (14%) of the respondents feels that work stress due to responsibility is High, (13%) of the respondents feels that work stress due to responsibility is Moderate, (12%) of the respondents feels that work stress due to responsibility is Low and (10%) of the respondents work stress due to responsibility is Very low.

INFERENCE:

Thus, it is inferred that half (51%) of the respondents feel that work stress due to responsibility is Very high.

TABLE 3.24

RELATIONSHIP BETWEEN CO – WORKERS AND SUPERVISORS

RELATIONSHIP LEVEL	NO. OF RESPONDENTS	% OF REpondENTS
Very strong	6	9
Strong	5	7
Neutral	26	37
Poor	13	19
Very poor	20	28
Total	70	100%

RELATIONSHIP LEVEL

■ Very Strong ■ Strong ■ Neutral ■ Poor ■ Very poor



Source: Primary Data

INTERPRETATION:

From the above donut chart, out of 70 respondents it is said that, (37%) of the respondents relationship level with co-workers and supervisor is Neutral, (28%) of the respondents relationship level with co-worker and supervisor is Very poor, (19%) of the respondents relationship level with co-worker and supervisor is poor, (9%) of the respondents relationship level with co-worker and supervisor is Very strong and (7%) of the respondents relationship level with co-workers and supervisor is Strong.

INFERENCE:

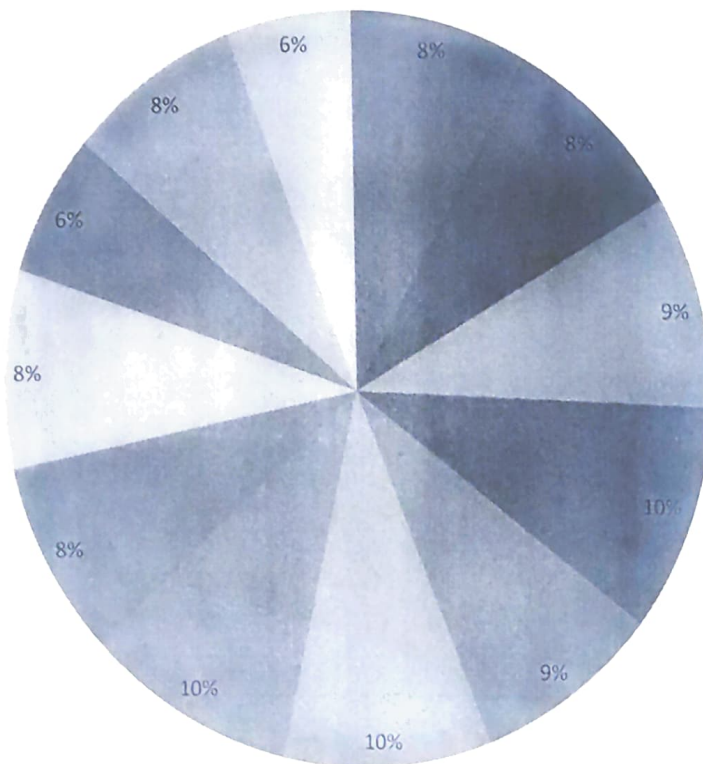
Thus, it is inferred that (37%) of the respondents relationship level with co-workers and supervisors is Neutral.

TABLE 3.25
STRATEGIES TOWARDS BANK EMPLOYEES

STRATEGIES	YES	NO
Satisfied with wages paid	46 (66%)	24 (34%)
Secured about your job	49 (70%)	21 (30%)
Bank provide any training to improve your performance	52 (74%)	18 (26%)
Satisfied with the training provide	57 (81%)	13 (19%)
Satisfied with the present working environment	50 (71%)	20 (29%)
Personal relations with the manager and supervisors	55 (79%)	15 (21%)
Have an account in your bank	48 (69%)	22 (31%)
Do you feel valued for your contribution	49 (70%)	21 (30%)
Member of any trade union	35 (50%)	35 (50%)
Problem due to competitive nature of the job	52 (74%)	18 (26%)
Remedial measures taken by the management to reduce work issue	46 (66%)	24 (34%)
Work more than 8 hours	33 (47%)	37 (53%)

STRATEGIES TOWARDS BANK EMPLOYEES

- Satisfied with wages paid
- Secured about your job
- Bank provide any training to improve your performance
- Satisfied with the training provide
- Personl relation with the manager and supervisor
- Personal relations with the manager and supervisors
- Have an account in your bank
- Feel valued for your contribution
- a member of trade union
- any problem due to competitive nature of the job
- lany remedial measures taken by the management to reduce work issue
- work more than 8 hours



Source: Primary Data

INTERPRETATION:

From the above pie chart, (66%) of the respondents are satisfied with the wages paid, (70%) of the respondents are secured about the job, (81%) of the respondents give the opinion that their bank provide training to improve the performance, (74%) of the respondents are satisfied with the training provided, (71%) of the respondents are satisfied with the present working conditions and environment, (79%) of the respondents have good relations with the manager and supervisors, (74%) of the respondents have problem due to competitive nature of the job, (66%) of the respondents give the opinion that the bank provide remedial measures taken by the management to reduce work stress, (47%) of the respondents work more than 8 hours.

INFERENCE:

Thus, it is inferred that majority of the respondents inherit the strategies that (79%) of the respondents have good relations with the managers and supervisors.

CHI – SQUARE TEST:

The χ^2 test is used to understand the accuracy of the variables used and find out whether they are independent or dependent. It is applied to validate the results of the study. Arithmetic mean and standard deviation σ of the total levels were computed and the respondents were put in one of the three levels, High or Medium or Low level, according to their scores.

1. Above($\bar{x} + \sigma$) = High Level
2. Between ($\bar{x} - \sigma$ and $\bar{x} + \sigma$) = Medium Level
3. Below ($\bar{x} - \sigma$) = Low level

χ^2 tests also used to find out whether or not there is a significant relationship between the customer satisfaction with perfumes in relation to age.

Chi square formula:

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Where,

O – Observed frequency

E – Expected frequency

TABLE 3.26
SATISFACTION OF BANK EMPLOYEES (AGE WISE)

Satisfaction Level Age				
	Satisfactory	Neutral	Not satisfied	Total
Below 20years	4 (4.37)	3(3.34)	2(1.28)	9
20 years – 30 years	15 (15.5)	13 (11.8)	4 (4.57)	32
30 years – 40 years	8 (7.7)	6 (5.94)	2 (2.28)	16
Above 40 years	7 (6.31)	4 (4.82)	2 (1.85)	13
Total	34	26	10	70

SOURCE: Primary Data

Figures in bracket are expected frequencies.

Expected frequency = Row total x Column total

Grand total

NULL HYPOTHESIS (H₀):

There is no significant relationship between employee's satisfaction with bank job and age wise classification.

ALTERNATIVE HYPOTHESIS (H₁):

There is no significant relationship between employee's satisfaction with bank job and age wise classification.

Particulars	Table value	Calculated
Chi square	12.6	8.3

DEGREES OF FREEDOM

$$v = (r - 1) (c - 1)$$

$$v = (4 - 1) (3 - 1)$$

$$v = 6$$

INFERENCE:

The table value for 6 degree of freedom at 5% level of significant is 12.6. The calculated value is 8.3. The calculated value is less than the table value. Hence, the result is independent. Thus, it is concluded that there is no relationship between age wise classification and computer usage level of employees.

TABLE 3.27
SATISFACTION OF BANK EMPLOYEES (INCOME WISE)

Satisfaction Level Income				
	Satisfactory	Neutral	Not satisfied	Total
Below Rs. 20,000	6 (16.4)	4 (16.24)	6 (16.4)	16
Rs. 20,000 – Rs. 30000	15 (31.4)	6 (17.14)	10(25.44)	31
Rs. 30,000 – Rs. 40,000	4(10.4)	3(10.24)	3(10.35)	10
Above Rs. 40,000	3(13.4)	4(17.2)	6(25.2)	13
Total	28	17	25	70

Source: Primary Data

Figures in the bracket are expected frequencies.

Expected frequency = Row total X Column total

Grand Total

NULL HYPOTHESIS (H_0):

There is no significant relationship between consumer's satisfaction with different brands of perfumes and their monthly income.

ALTERNATIVE HYPOTHESIS (H_1):

There is a significant relationship between consumer's satisfactions with different brands of perfumes and their monthly income.

Particulars	Table value	Calculated
Chi square	12.6	3.20

DEGREES OF FREEDOM

$$v = (r - 1)(c - 1)$$

$$v = (4 - 1)(3 - 1)$$

$$v = 6$$

Inference:

The table value for 6 degree of freedom at 5% level of significant is 12.6. The calculated value is 3.20. The calculated value is less than the table value. Hence, the result is independent. Thus, it is concluded that there is no relationship between income wise classification and computer usage level of employees.

TABLE 3.28
JOB SATISFACTION OF TMB EMPLOYEES

Factors	I	II	III	IV	V	Total score	% of Rank	Rank
Opportunity To use skills & ability	60	64	75	14	10	223	17	II
Promotion	50	80	48	28	10	216	17	IV
Monetary benefit	40	40	96	22	9	207	16	V
Job Rotation	40	100	75	14	5	234	18	I
Job recognition	70	52	60	26	10	218	17	III
Recognition for creativity	50	100	30	14	8	202	15	IV
Total						1300	100	

INTEPRETATION:

The respondents were asked to rank the factors which influence them on a given scale. By multiplying these weights with the corresponding number of respondents, the researchers arrived at individual scores and the total score for the concerned factors. The Job rotation had the highest total score (234) and is therefore ranked I, opportunity to use skills and ability gets ran II, Job recognition gets the rank III, Promotion gets the rank IV. Monetary benefits get the rank V, recognition for creativity get rank VI.

Inference:

Thus, it is inferred that most of the respondent's employee's priority in bank job is job rotation.

TABLE 3.29

INFLUENTIAL FACTORS TOWARDS TMB BANK EMPLOYEES

Factors	I	II	III	IV	V	Total score	% of score	Rank
Supervisor respect the subordinate	14	20	39	85	60	217	24	IV
Quality of work environment	12	18	66	52	70	218	25	III
Work condition	6	24	42	100	65	237	26	I
Manager helps employees	8	20	60	80	60	228	25	III
Total						900	100	

INTERPRETATION:

The factors were asked to rank the factors which influence them in employees environment on a given scale. By multiplying these weights with the corresponding number of respondents, the researcher arrived at individual scores and the total score for the concerned factors. Work condition of the job had the highest total score (237) and therefore ranked I, manager helps the employees get the rank II, Quality of work condition get the rank III, Supervisor respect the subordinate gets the rank IV.

INFERENCE:

Thus, it is inferred that most of the respondents re influenced by Working conditions of the job.

CHAPTER IV



FINDINGS AND SUGGESTIONS

FINDINGS AND SUGGESTIONS:

This chapter discusses the major findings of the study besides having a few suggestions put down by the researcher. These findings and suggestions are based on the study entitled **“A STUDY ON JOB SATISFACTION OF BANK EMPLOYEES WITH SPECIAL REFERENCE TO TAMILNADU MERCANTILE BANK IN THOOTHUKUDI DISTRICT.**

Findings:

Findings are statements of factual information based upon the data analysis. They are answer to the research questions.

- (40%) of the respondents belong to the age category of 20 – 30 years.
- (54%) of the respondents are female customers.
- (44%) of the respondents have completed their undergraduates.
- (63%) of the respondents are married customers.
- (48%) of the respondents are private employed.
- (43%) of the respondents earn a monthly income between Rs.20,000 – Rs. 30,000
- (61%) of the respondents are coming from a nuclear family.
- (69%) of the respondents reside in urban areas.
- (37%) of the respondents are General Officers.
- (37%) of the respondents have 1 year experience.
- (49%) of the respondents are come from the distance upto 10 km.
- (47%) of the respondents give opinion that private banks behave skillfully.
- (43%) of the respondents are beginners in Computer usage level.

- (54%) of the respondents work in Rural type of branch.
- (36%) of the respondents give the opinion that women customers can open zero balance account,
- (56%) of the respondents give the opinion that RRB's are owned by Central Government.
- (44%) of the respondents are 15 years.
- (39%) of respondents give opinion that insurance is not controlled by the Securities and Exchange Board of India.
- (37%) of respondents give opinion that money deposited in Checking account cannot be withdrawn for present fixed period.
- (38%) of the respondents given their opinion that 12 public sector bank are in India.
- (37%) of respondents use Consumer Price Index as Inflation method.
- (35%) of the respondents give the opinion that Internet Banking is the essential component for credit card.
- (51%) of the respondents feels that work stress due to responsibility is Very high.
- (37%) of the respondents relationship level with co-workers and supervisor is Neutral.
- Majority of the respondents inherit the strategies that (79%) of the respondents have good relations with the manager and supervisors.

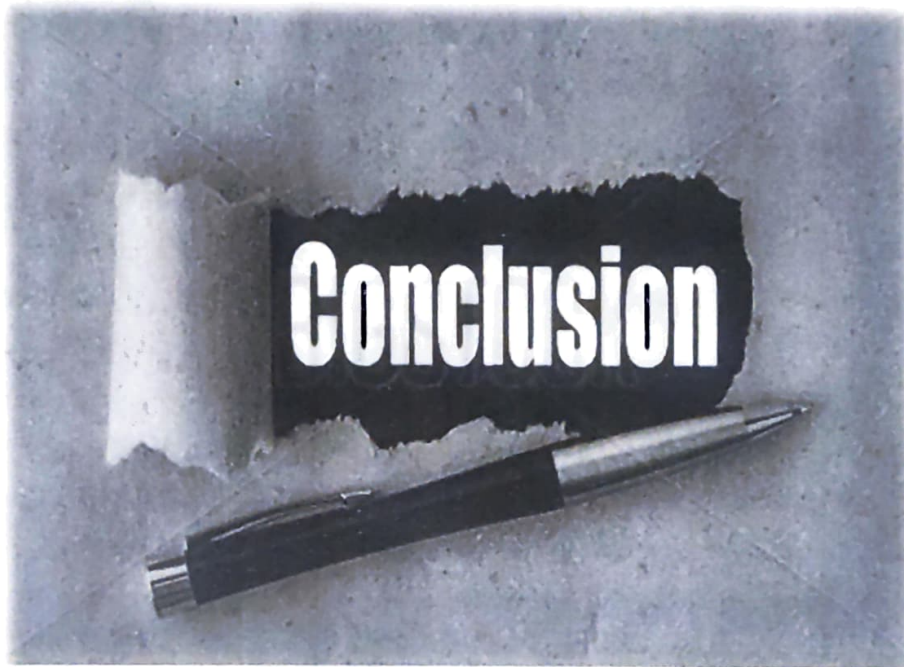
SUGGESTIONS:

The suitable suggestions are,

- TMB may approach and make use of the external training agencies to train their employees on utilization of computers, language abilities, work culture of similar banks and so on.

- TMB can make use of Open house discussions, employee-management meets, suggestion boxes and ideas capture tools such as critical Incidents Diaries can help the management to identify and develop talent of the employees.
- TMB can plan for the implementation of the Goal sharing process in their bank for the purpose of ensuring employee motivation and satisfaction.
- HR department of TamilNadu Mercantile Bank is advised to get awareness about the changing age and social profile of their employees and tailor their policies accordingly. The "One size fits all" approach will not succeed in future.
- The bank can recreate a congenial working atmosphere that can serve as an implicit compensation for the employees and can act as a potent retaining force.
- The bank may conceptualize and nurture its brand value as an employer so as to attract the best people to work for them.
- The bank can evaluate the HR function itself by specific goals and measuring achievements against them.

CHAPTER V



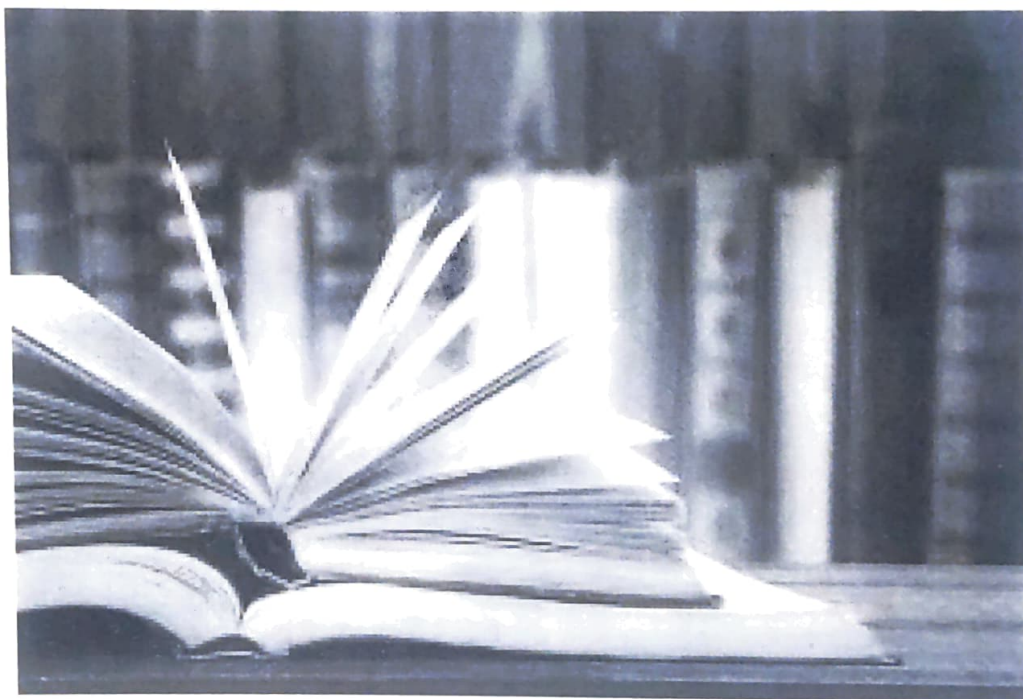
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CONCLUSION

CONCLUSION:

This study concentrates on Job Satisfaction of TamilNadu Mercantile Bank employees and analysed the job satisfaction's two main parameters – Work condition and Bank Promotion in bank. Job satisfaction was analyzed therefore with respect to designation, work experience and educational qualification of respondents. The insights gained by this differential analysis have brought out areas of improvement and has given a clear path to personnel managers to improve Job Satisfaction among TamilNadu Mercantile Bank employees. The study has a broader appeal and can be extended to other banks and financial institutions to gain helpful insights into Job Satisfaction to the employees. Today banking services are vital for the people. It is the bank employees who help the customers in procuring quality banking services at a faster rate and enable the profitability of the banks. Their importance is a major factor which decides the success of the banks. By the research work, an old private sector bank – TamilNadu Mercantile Bank limited was studied for its labour productivity and the results were found to be favourable to the bank regarding its practices. These types of researches in public sector banks new private sector banks, foreign banks and other financial sector banks will surely give reliable information by Reserve Banks of India. In conclusion, employee satisfaction is the key element for banks. In modern world of technology, internet banking sector which depend on core banking services. Core banking services is a new delivery channel which has become available to customer in the banking industry. Online and mobile banking lies in offering personalized internet-based services that are not only valued by their customers but are also unique to them. This study focused on the factors that affected Job satisfaction in Banks. The central objective of this study was to establish the impact of the chosen variables such as work conditions, pay, fairness, promotion and relationships on employee Job satisfaction in Banks. A literature survey was made from the theoretical premises for the study. The rationale for the study was simply an observation that some employees seem better adjusted and happier at work and are able to cope well with the demands of the working environment while others are not. Another observation is that management seems not to be aware of what motives their subordinates and to strategically utilize these motivational tools to maintain high levels of job satisfaction, high productivity and morale.

ANNEXURE I



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ANNEXTURE II



QUESTIONNAIRE

**A Study on job satisfaction of bank employees with special reference
to TamilNadu Mercantile Bank in Thoothukudi district.**

Demographic profile:

1. Name:
2. Age:
 - a) Below 20 years b) 20-30 years c) 30-40 years d) Above 40 years
3. Gender:
 - a) Male b) Female
4. Educational Qualification:
 - a) Student b) UG c) PG d) Diploma e) Any other degree
5. Marital status:
 - a) Married b) Unmarried c) Divorcee d) Spinster
6. Occupation:
 - a) Student b) Self- employed c) Private- employed d) Govt.-employed
7. Monthly income:
 - a) Below Rs.20,000 b) Rs.20,000_ Rs.30,000 c) Rs.30,000_ Rs.40,000 d) Above 40,000
8. Size of the family:
 - a) 3 b) 4 c) 5 d) Above 5
9. Nature of the family:
 - a) Nuclear b) Joint
10. Place of residence:
 - a) Rural b) Urban c) Edge of the town D) Around town centre
11. Your work position?
 - a) General Staff b) Officer c) Principal Officer d) Manager e) Others , specify.
12. Your work experience?
 - a) 6 Months b) 1 year c) 1-2 years d) 2-5 years e) More than 5 years

13. Distance in Km from work place?

- a) Upto 10 km b) 11km -12km c) 21km -30km d) Above 30 km

14. Which category of the banks behave skillfully?

- a) Public Sector b) Private Sector

15. How familiar are you with computer usage level of your bank?

- a) Very beginner b) Beginner c) Expert

16. Type of your branch?

- a) Rural b) Urban

17 Do your manager value your feedback?

- a) Yes b) No c) Maybe

18. Does your bank aim to serve customers via all available sales channels?

- a) Yes b) No c) Maybe

19. The Adequate drinking water facilitates provided by the management?

- a) Yes b) No c) Can't say

20. Saving account with zero balance can be opened for?

- a) Employee of IT companies b) Women customers c) Weaker customers d) Persons of high net worth

21. RRB's are owned by?

- a) Central Government b) State Government c) Sponsor bank d) Jointly by all the bank

22. The maximum period for which a fixed deposit can be accepted by a commercial bank is

- a) 15 years b) 10 years c) 14 years d) 12 years

23. Which of the following is not controlled by the Securities and Exchange Board of India?

- a) Market intermediates b) Investors c) Insurance d) Derivatives

24. A money deposited at a bank that cannot be withdrawn for a present fixed period of times is known as?

- a) Checking account b) Term deposit c) Savings Bank deposit d) Current deposit

25. Inflation is measured in India on the basis of which index?

a) Consumer Price index b) Wholesale Price index c) Retail Price Index d) Market forces

26) Which of the following is an essential component for credit card?

a) Electronic commerce b) Internet commerce c) Both A & B d) None of the above

27. How many public sector banks are there in India presently?

a) 12 b) 19 c) 22 d) 21

28. Are you satisfied with the wages paid ?

a) Yes b) No

29. Are you secured about your job?

a) Yes b) No

30. If yes, are you satisfied with the training provided?

a) Yes b) No

31. Does the bank provide any training to improve your performance?

a) Yes b) No

32. Are you satisfied with the present working conditions and environment?

a) Yes b) No

33. Do you have good personal relations with the manager and supervisors?

a) Yes b) No

34. Do you have account in your bank?

a) Yes b) No

35. Do you feel valued for your contribution?

a) Yes b) No

36. Are you a member of any trade union?

a) Yes b) No

37. Tick the best alternative that suits the features in your bank.

S. No	Particulars	HS	S	N	DS	HDS
1.	Salary and allowance granted in the job are reasonable					
2.	Promotion opportunities provided in the job are appreciable.					
3.	Union activities in the bank are cordial					
4.	Work load assigned in the bank					
5.	Training programme conducted in the bank					

38. What is your opinion about amount of work stress due to the responsibility given to you in the bank?

a) Very high b) High c) Moderate d) Low e) Very low

39. Do you have any problem due to competitive nature of the job?

a) Yes b) No

40 Rank the preference of job satisfaction of TMB employees.

S. No	Particulars	Rank
1.	Opportunity to use skills and abilities in the job	
2.	Promotion opportunities in the bank	
3.	The fairness of monetary benefit in the bank	
4.	Job rotation in the job	
5.	The recognition for a well done job	
6.	The recognition of creativity in the job	

41. How is the relation with co- workers and supervisors?

a)Very strong b) Strong c) Neutral d) poor e) Very poor

42. Is there any remedial measures taken by the management to reduce work stress?

a) Yes b) No

43. Do your work more than 8 hours?

a) Yes b) No

44. Give the preference for the statement towards job satisfaction of IMB employees.

S. No	Factors	SA	A	N	DA	SDA
1.	Good communication from managers to employees					
2.	Co – workers are helpful and friendly					
3.	I feel motivated and engaged in my job.					

45. Give your preference for the statement toward job satisfaction of TMB employees.

S. No	Factors	SA	A	N	DA	SDA
1.	Bank supervisors respect the subordinates					
2.	The bank is of good quality work environment					
3.	The bank have good work condition					
4.	The bank manager always help employees					

46. Any suggestions specify _____

**A COMPARATIVE STUDY ON E-BUYERS' SATISFACTION TOWARDS ONLINE
INDIVIDUAL WEBSITES IN THOOTHUKUDI DISTRICT**

*A project submitted in partial fulfilment of the
requirement for the award of the degree of*

BACHELOR OF COMMERCE

Submitted by

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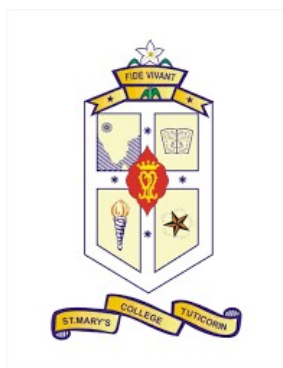
Under the supervision of

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DEPARTMENT OF COMMERCE (SSC)

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

(Reaccredited with 'A+' Grade by NAAC)

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

April 2023

DECLARATION

We hereby declared that the project entitled "A COMPARATIVE STUDY ON E-BUYERS' SATISFACTION TOWARDS ONLINE INDIVIDUAL WEBSITES IN THOOTHUKUDI DISTRICT" submitted in partial fulfilment of the requirements for the award of the degree of Bachelor of Commerce is our original work done under the guidance and supervision of Dr.B. GEETHA MAHESWARI, M.COM., M.PHIL., PH.D., NET., MBA., This project has not previously formed the basis for the award of any other degree or other similar titles and it represent entirely an independent work.

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Place: Thoothukudi


Date: 01.04.2023


CERTIFICATE

It is to certify that this short term project work entitled "A COMPARATIVE STUDY ON E-BUYERS' SATISFACTION TOWARDS ONLINE INDIVIDUAL WEBSITES IN THOOTHUKUDI DISTRICT" submitted to St. Mary's College (Autonomous) affiliated to Manonmaniam Sundaranar University is done in the partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce and is a record of work done in the Department of commerce(SSC), St. Mary's College (Autonomous), Thoothukudi during the year 2022-2023 by the following students.

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CHAPTER-I

INTRODUCTION AND DESIGN OF THE STUDY



INTRODUCTION AND DESIGN OF THE STUDY

1.1 Introduction:

In the current world, business houses focus on customer satisfaction for reaping profit for survival and for customer loyalty, organizations are working their level best to make their customers satisfied as they consider it as the key sector for the growth and development of their business. Customer satisfaction is different in different situations. In this study “A Comparative study is conducted among E-Buyer’s towards their satisfaction of purchase of products in individual website viz., Flipkart, Amazon, Meesho, Myntra with special reference to the people in Thoothukudi district quality of products, satisfaction of the customer on the service and availability is measured in their respect.

The introduction of internet revolutionized the people and make a huge impact on e-business. Ecommerce opens a globally spread market and provide varieties of facilities and options to select the correct product/services. E-commerce is more convenient and provide 24×7 shopping facility in which the customer can shop anything at any time and from anywhere. Internet is becoming powerful tool day by day. Now it has become a basic tool for everyone’s need, Online shopping has made everything very easy with convenient buying of things, and so on. To examine the comparison of Amazon, Myntra, Meesho, Flipkart in relation to customers satisfaction with special reference to the people in thoothukudi and an attempt has been made. Data for the study is collected from the customers of Amazon, Meesho, Myntra, Flipkart who resides in Thoothukudi district. A Comparative study on E-Buyer’s satisfaction towards Amazon, Meesho, Myntra, Flipkart with reference to the people in Thoothukudi district gives information about the factors affecting customer satisfaction among the people in Thoothukudi District.

1.2 STATEMENT OF THE PROBLEM:

Online marketing has gained a lot of online business importance in the present marketing conditions. 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 product on display. The mail is open on 365×24×7. So, time does not act as a barrier, wherever the vendor and buyers are. Online consumers can track the order status delivery status and tracking of shipping. A 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.

E-commerce companies have grown beyond expectation and are the life common people today. Though, there are many E-Commerce companies currently, the companies namely Amazon, Flipkart, Meesho and Myntra are taken for the study. In this study the factors responsible for the level of satisfaction of customers of the above four companies are analysed. Customer 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. 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. But along with vital growth, the number of scams, fraudulent practices and cheating also increased. Such cheating activities had created fear in the minds of customers and also adverse impact in the attitude of consumers towards online purchases.

Fraud in online shopping is the biggest disadvantage of online shopping. Many people are attracted by great offers which seem too good to be true. Fake online shopping portals display some great products on the website and attract customers to buy the product. Usually, website which sell fake products instead of the genuine article, do not accept cash on delivery and request customers to make an online payment. But, in the end, customers will either receive the fake product or they will not receive the product at all. There are many cases of cybercrime where customers debit and credit cards details are misused to make fraudulent transactions.

Hence the research team has made an attempt to analyze the consumers' satisfaction and attitudes towards online shopping and try to find out the factors that influence customers to shop online and those factors will help the marketers to formulate their strategies towards online marketing in the study area.

1.3 OBJECTIVES:

The objectives of the research study are as follows.

- To analyse the demographic characteristics of the respondents of the study.
- To examine the impact of services quality dimension towards E-Buyers' satisfaction in Online Individual website.

- To make a comparative analysis of E-Buyers' satisfaction on online individual websites.
- To analyze the trend of online individual website in the study area.
- To examine the problems faced by the E-Buyers' while doing online shopping in specific individual websites in the study area
- To analyze and examine the satisfaction level of E-Buyers' towards Online Individual Websites.
- To give valuable suggestions to improve the services quality of online websites in the study area.

1.4 SOCPE OF STUDY

E-Commerce is growing at a rapid speed among the E-Commerce companies functioning in India. Amazon, Flipkart, Myntra, Meesho are the most preferred ones. In this study the customer satisfaction factors responsible for the preference of people among these most preferred Online Websites are analyzed and compared.

1.5. RESEARCH METHODOLOGY:

This section attempts to describe the methodology of the present study. It includes the period of study, sampling techniques, collection of data and analysis of data.

1.5.1. AREA AND PERIOD OF STUDY:

This study is conducted for various classes of people who are scattered in different areas of Thoothukudi. The primary data is collected during the month of February 2023 from the E-Buyers' of online individual websites in Thoothukudi, the study area.

1.5.2. SAMPLING DESIGN:

The data collected are original in nature. It is first-hand information. For the collection of data, 61 respondents were collected by using Convenience Sampling method.

1.5.3.COLLECTION OF DATA:

The data required for the study has been obtained both from primary and secondary sources. The primary data are collected through questionnaires filled in by the respondents

selected in Convenience Sampling method and secondary data are collected through journals, magazines, internet and the like.

1.5.4. PROCESSING OF DATA:

After collecting the primary data, the researcher has thoroughly verified the data and arranged them for further analysis. A master table has been prepared to sum up all the information contained in the questionnaire. A required number of tables are formed there from. Thus, the data collected through questionnaires were tabulated, classified and analyzed on the basis of Pie Chart, Bar Diagram, Percentage Analysis, Simple Ranking and the like.

1.5.5 FRAME WORK ANALYSIS:

After collecting the primary data, the researcher has thoroughly verified the data and arranged them for further analysis. A master table has been prepared to sum up all the information contained in the questionnaire. A required number of tables are formed therefrom. Thus the data collected was analysed through questionnaire by using the following statistical tools namely,

- Percentage analysis
- Pie chart
- Bar diagram
- Simple ranking method
- Five Point Scaling method

In the research, the respondents were asked to rank about some special features of online entrepreneurship opinion on the basis of Five Point Scaling technique. The parameters considered in Five Point Scaling Table are rated according to the opinion of the respondents. For computing the total score, certain weights have been assigned to various degree of opinion like 1st- Highly Satisfied (HS), 2nd- Satisfied(S), 3rd rank-moderate(M), 4 rank -Dissatisfied (DS), 5th rank - Highly Dissatisfied (HDS). By multiplying these weights with corresponding number of respondents to get individual scores give a total for concerned factors. From the Total Score of Total Response, Average Score is computed by dividing the total no of respondents. Then, the

ranks are assigned on basis of Average Weighted Score. This is the representative of different respondents' opinion.

1.6 IMPORTANCE OF THE STUDY

- Online businesses are incredibly flexible.
- Online Business can be operated from anywhere.
- E-Commerce doesn't need any heavy operating cost.
- Online Business can be assessed by worldwide customers.
- Online Business makes the marketing easier.
- Online Business is more profitable than offline business.

1.7 LIMITATIONS OF STUDY:

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

- A sample size of 61 respondents is not enough to gauge their views and satisfaction of online entrepreneurs in their business.
- The data was collected using a questionnaire; the interviewer's inability to understand and record the responses correctly is possible.
- The sample selected may not represent the exact characteristics of the entrepreneurs.
- The behaviour of the entrepreneurs is unpredictable which may result in the lacking of accuracy in the data collected.
- Many of the respondents were hesitating to give their personal details.

1.8. CHAPTER SCHEDULE:

This project has been organised and presented in four chapters.

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

- Bibliography
- Questionnaire

CHAPTER-II

PROFILE OF THE STUDY



PROFILE OF THE STUDY

2.1. INTRODUCTION:

Online shopping is the process whereby consumers directly buy goods from a seller interactively in real-time without an intermediary over the Internet. Online shopping is the process of buying goods and services from Merchants who try to sell their products to people who surf the internet. Shoppers can visit web stores from the comfort of their homes and shop as they Sit in front of the computer. Consumers buy a variety of items from online Stores. Online shopping has become a popular method for purchasing and selling Goods due to many reasons. Because of the busy schedule of people, they face the problem of time management. As a solution for that problem, people tend. To use online shopping, because of limited time; consumers have ability to get Complete information about the product which they plan to purchase, and they Can review variety of products and can choose most compatible item from them. There are no domestic or international barriers in the online shopping. Therefore, people can purchase and consume not only domestic product but also product from foreign countries.

2.2.1 AMAZON

Amazon is an American multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is one of the Big Five companies in the U.S. information technology industry, along with Google, Apple, Microsoft, and Facebook. The company has been referred to as "one of the most influential economic and cultural forces in the world", as well as the world's most valuable brand.

Amazon is known for its disruption of well-established industries through technological innovation and mass scale. It is the world's largest online marketplace, AI assistant provider, livestreaming platform and cloud computing platform as measured by revenue and market capitalization. Amazon is the largest Internet company by revenue in the world. It is the second largest private employer in the United States and one of the world's most valuable companies. As of 2020, Amazon has the highest global brand valuation.

Amazon distributes downloads and streaming of video, music, and audio books through its Amazon Prime Video, Amazon Music, Twitch, and Audible subsidiaries. Amazon also has a publishing arm, Amazon Publishing, film and television studio Amazon Studios, and a cloud computing subsidiary, Amazon Web Services. It produces consumer electronics including Kindle e-readers, Fire tablets, Fire TV, and Echo devices



2.2.2 HISTORY:

Jeff Bezos founded Amazon in July 1994. He chose Seattle because of technical talent as Microsoft is located there. In May 1997, Amazon went public. It began selling music and videos in 1998, at which time it began operations internationally by acquiring online sellers of books in United Kingdom and Germany. The following year, Amazon began selling items including video games, consumer electronics, home improvement items, software, games, and toys.

In 2002, Amazon launched Amazon Web Services (AWS), which provided data on website popularity, Internet traffic patterns and other statistics for marketers and developers. In 2006, Amazon grew its AWS portfolio when Elastic Compute Cloud (EC2), which rents computer processing power as well as Simple Storage Service (S3), that rents data storage via the Internet, were made available. That same year, Amazon started Fulfillment by Amazon which managed the inventory of individuals and small companies selling their belongings through the

company internet site. In 2012, Amazon bought Kiva Systems to automate its inventory-management business, purchasing Whole Foods Market supermarket chain five years later in 2017.

In January 2021, Amazon invested with over \$278 million by opening two new centers in Italy (Novara and Modena) and creating over 1100 jobs.

On February 2, 2021, Amazon announced that Jeff Bezos would be stepping down as CEO and transition to Executive Chair of Amazon's board in Q3 of 2021. Andy Jassy, who is currently CEO of AWS, will succeed Bezos as CEO of the company.



2.2.3 Branches

Amazon is an American technology company that has a multinational presence with offices and facilities around the world. The company is based in Seattle, Washington and has over 800,000 U.S. employees. Amazon's global headquarters are in more than 40 owned and leased buildings spread across Seattle's adjacent South Lake Union, Denny Triangle, and Downtown neighborhoods. The company was previously headquartered in rented space within the Pacific Medical Center, located in the city's Beacon Hill neighborhood, from 1998 to 2011.

On August 21, 2019, Amazon opened its largest campus in the world at Nanakramguda in Hyderabad, India. It is the first Amazon-owned campus located outside the United States and features the single largest Amazon-owned building in the world. The 9.5 acre campus houses over 15,000 employees.

2.2.4 SWOT ANALYSIS:

SWOT analysis is one of the most popular strategic analysis models. It involves looking at the strengths and weaknesses of your business' capabilities, and any opportunities and threats to your business.

Once you identify these, you can assess how to:

- capitalize on your strengths.
- minimize the effects of your weaknesses.
- make the most of any opportunities.
- reduce the impact of any threats.

2.2.4.1 AMAZON'S STRENGTHS:

2.2.4.1.1 Strong brand name:

As a global e-commerce giant, Amazon has a strong position and successful brand image in the market.

2.2.4.1.2 Low cost structure

By mainly selling online, Amazon doesn't incur huge costs related to running physical retail outlets. Online marketplaces also potentially allow for selling more units without any increase in marginal costs. Amazon constantly invests in both additional fulfillment centers and to existing centers to enable a reduction in order fulfillment times and shipping costs. These time and cost savings result in lower prices that are passed on to consumers.

2.2.4.1.3 Third Party Sellers:

Amazon's business model includes accommodating third party sellers who are able to offer their own merchandise on Amazon's sites and whose products therefore compete against Amazon's. At the beginning, third party sellers were mainly attracted to the Amazon Marketplace because of the high traffic to its stores. Now the main drivers are such programs as 'Fulfilled by Amazon' and Prime. Third party sellers often offer products that are not available through Amazon's retail division.

2.2.4.1.4 Customer oriented :

Amazon caters to a large number of customers for everyday needs at inexpensive prices. This has made it a customer-oriented brand.

2.2.4.1.5 Go Global and Act Local strategy

This strategy has benefitted Amazon the most. Amazon develops partnerships with local supply chain companies that help it in competing against domestic e-commerce rivals. It understands the local needs and launches its services as per the country's culture.

2.2.4.2 Amazon's Weaknesses:

2.2.4.2.1 Work Culture:

Employees describe Amazon's work culture as hyper-competitive, critical, insensitive, and unfair. They also cite a lack of praise, disregard for work-life balance, and lack of benefits as other aspects with which they aren't satisfied.

2.2.4.2 .2Quality Focus:

Amazon has its eyes on optimizing product search, ease of buying, and delivery speed. As a result, Amazon is not able to monitor the validity of claims or the quality of products sold on its platform. This could result in people migrating to platforms with higher reliability.

2.2.4.2.3 Limited brick-and-mortar presence :

Amazon owns very limited physical stores. This sometimes hinders to attract customers buy things which are not sellable on online stores.

2.2.4.2.4 Tax Avoidance Controversy :

Tax avoidance in Japan, UK and US has sparked negative publicity for Amazon. President Trump criticized Amazon over taxes on social media.

2.2.4.2.5 Losing Margins in Few Areas :

In few areas such as India, Amazon has faced losses. It's free shipping to customers can be one of the reasons that expose the risks of losing margins in some markets.

2.2.4.2.6 Language Barrier:

The online store could only be used in either English or Hindi language. As India is a very diverse country, many states in southern India speak and write in their regional languages only. There is a large part of population in India which didn't know at least any one of the both languages stated above.

2.2.4.3 Amazon's Opportunities:

- By expanding physical stores, Amazon can improve competitiveness against big box retailers and engage customers with the brand.
- More acquisitions of e-commerce companies can increase the company's market share and reduce the competition level.
- Launch of electric rickshaws in India– Amazon pledges to make a positive impact on the environment. With this vision in mind, Amazon plans to deploy 10,000 electric rickshaws for delivery in India by 2025.
- Amazon Alexa, a cloud-based voice service that powers Echo range of smart speakers, also understands proper nouns in various languages such as Hindi, Marathi, Gujarati, Kannada, Bengali, Tamil, Telugu, among others.

2.2.4.4 Amazon's Threats:

- Increasing cybercrime can affect the network security system of the company.
- Government regulations can also threaten the business proceedings of Amazon in some critical countries. Amazon does not ship to Cuba, Iran, North Korea, Sudan, and Syria.

- **Economic Recession:**

Amazon is not immune to an economic recession. If economic uncertainty worsens, it can impact Amazon's sales.

- **Fake reviews :**

Amazon has an overwhelming amount of fake reviews, and the problem has worsened in recent times due to the pandemic. Product reviews are a critical indicator of quality and authenticity, and customers rely heavily on reviews to make purchases.

- **Competitors:**

Walmart-owned Flipkart had introduced Hindi interface for customers last year, and added Tamil, Telugu and Kannada in July last year. Smaller rival Snapdeal app is now available in eight languages, including Hindi, Tamil, Kannada, Telugu, Malayalam, Gujarati, Punjabi and Marathi, in addition to English.

2.3 FLIPKART:

Flipkart has launched its own product range under the name “digiflip”, Flipkart also recently launched its own range of personal healthcare and home appliances under the brand “citron”. During its initial years, Flipkart focused only on books, and soon as it expanded, it started offering other products like electronic goods, air conditioners, air coolers, stationery supplies and life style products and e-books. Legally, Flipkart is not an Indian company since it is registered in Singapore and majority of its shareholders are foreigners. Because foreign companies are not allowed to do multi-brand e-retailing in India, Flipkart sells goods in India through a company called was retail. Other third-party sellers or companies can also sell goods through the Flipkart platform. Flipkart now employs more than 15000 people.

Flipkart allows payment methods such as cash on delivery, credit or debit card transactions, net banking, e-gift voucher and card swipe on delivery. Flipkart is presently one of the largest online retailers in India, present across more than 14 product categories & with a reach in around 150 cities and delivering 5 million shipments per month."



2.3.1 HISTORY:

Flipkart was founded in October 2007 by Sachin Bansal and Binny Bansal, alumni of the IIT, Delhi and former Amazon employees. The company initially focused on online book sales with country-wide shipping. Flipkart slowly grew in prominence and was receiving 100 orders per day by 2008. In 2010, Flipkart acquired the Bangalore-based social book discovery service We Read from Lulu.com. In 2011, Flipkart acquired the digital distribution business Mime360.com and the digital content library of the Bollywood portal Chakpak. Following the acquisition, Flipkart launched their DRM-free online music store Flyte in 2012. Due to competition from free streaming sites, Flyte was unsuccessful and shut down in June 2013. With its eyes on India's retail market, Flipkart acquired Lets buy, an online electronics retailer, in 2012, and Myntra, an online fashion retailer, for US\$280 million in May 2014. Myntra continues to operate alongside Flipkart as a standalone subsidiary focusing on separate market segments.

In February 2014, Flipkart partnered with Motorola Mobility to be the exclusive Indian retailer of its Moto G smartphone. High demand for the phone following its midnight launch on

14 May caused the Flipkart website to crash. Flipkart subsequently held exclusive Indian launches for other smartphones, including the Xiaomi Mi 3 in July 2014 and the Redmi 1S and Redmi Note in late 2014. On 6 October 2014, coinciding with the company's anniversary and the Diwali season, Flipkart held a major sale that it promoted as "Big Billion Day". The event generated a surge of traffic, selling US\$100 million worth of goods in 10 hours. The event received criticism via social media over technical issues experienced during the event and stock shortages.

In April 2015, Flipkart acquired Appiterate, a Delhi-based mobile marketing automation firm. Flipkart stated that it would use Appiterate's technology to enhance its mobile services. In December 2015, Flipkart purchased a minority stake in the digital mapping provider Mapmy India. In October 2015, Flipkart reprised the Big Billion Days event as a multi-day event exclusive to the Flipkart app. Flipkart bolstered its supply chain and introduced more fulfillment centers to meet customer demand. Flipkart achieved a gross merchandise volume of US\$300 million during the event, with the largest volumes coming from fashion sales and the largest value coming from mobiles.

In 2016, Flipkart acquired the online fashion retailer Jabong.com from Rocket Internet for US\$70 million and the UPI mobile payments startup PhonePe. In 2022, when PhonePe moved its entire base to India, Flipkart separated the ownership of PhonePe and shareholders in India and Singapore and the respective shareholders purchased shares of PhonePe's India entity directly. It was announced that a cash payout of approximately \$700 was to the former and current employees who were holding PhonePe's shares.

In January 2017, Flipkart made a US\$2 million investment in Tiny Step, a parenting information startup. In April 2017, eBay announced that it would sell its Indian subsidiary, eBay.in, to Flipkart and invest US\$500 million in the company. While eBay suggested that the partnership would allow Flipkart to access eBay's network of international vendors, these plans never came to fruition.

In July 2017, Flipkart made an offer to acquire its main domestic competitor, Snapdeal, for US\$700 to 800 million. It was rejected by Snapdeal, which was seeking at least US\$1 billion. In 2017, Flipkart sold 1.3 million phones in 20 hours on 21 September during its Big

Billion Days promotion, doubling the number sold on the first day of the same event in 2016. Flipkart held a 51% share of all Indian smartphone shipments in 2017, overtaking Amazon India (33%).



2.3.2 SWOT ANALYSIS:

SWOT Analysis of Flipkart focuses on Strengths, weaknesses, opportunities, and threats. Strength and Weaknesses are internal factors and Opportunities and Threats are the external factors that influence the SWOT Analysis of Flipkart. On any list of the best Indian online businesses, Flipkart would undoubtedly be at the top of the list. Flipkart is one of the few Indian companies with a market capitalization greater than 2 billion dollars, and the company is currently valued at more than 11 billion dollars. The company was founded in 2007 by the Bansal brothers, Sachin and Binny, who took it to dizzying heights during their tenure. Walmart, a U.S.-based retailing giant, acquired a 77 percent controlling stake in Flipkart for US\$16 billion, valuing the company at approximately \$20 billion at the time of acquisition. SWOT analysis of Flipkart is presented in this article.

2.3.2.1 STRENGTH :

The strengths of Flipkart looks at the key aspects of its business which gives it competitive advantage in the market. Some important factors in a brand's strengths include its financial position, experienced workforce, product uniqueness & intangible assets like brand value. Below are the Strengths in the SWOT Analysis of Flipkart :

1. Innovative advertisements of Flipkart featuring kids who portray the role of adults. This increases brand awareness and also expands the customer base of online shoppers.
2. Flipkart is backed by global investors like Tiger Global, DST Global, and Naspers
3. Impressive list of acquisitions like Myntra ,LetsBuy,Chakpak, AdiQuity etc
4. Exclusive tie-ups with brands like Motorola Mobility, Xiaomi led to very successful product launches
5. Venturing into product manufacturing For eg- Digiflip tablets, Citron home appliances and health care devices.
6. Flipkart has a strong logistic support of eKart.
7. Flipkart is the first billion dollar ecommerce company in India.
8. Millions of people are registered users with the brand.
9. Strong presence of Flipkart due to extensive advertising, marketing etc.
10. Good customer support like helpline, online feedbacks, product replacements etc.

2.3.2.2 Flipkart Opportunities:

The opportunities for any brand can include areas of improvement to increase its business. A brand's opportunities can lie in geographic expansion, product improvements, better communication etc. Following are the opportunities in Flipkart SWOT Analysis:

1. Business expansion to other countries can be big boost for Flipkart.
2. Foray into furniture and fresh product business to increase its breadth of product categories.
3. Ever expanding internet penetration in India can be tapped by Flipkart.
4. Better online secure payments can instill more confidence in people to shop online.

2.3.2.3 Flipkart Threats:

The threats for any business can be factors which can negatively impact its business. Some factors like increased competitor activity, changing government policies, alternate products or services etc. can be threats. The threats in the SWOT Analysis of Flipkart are as mentioned:

1. Global competitors like Amazon making its foray in Indian online retail market can reduce Flipkart's market share.
2. Investigations by authorities to check its FDI regulations compliance.
3. Flipkart's business can be affected by fluctuating economy and unfavorable market conditions & govt policies.

2.3.2.4 Flipkart Weaknesses:

The weaknesses of a brand are certain aspects of its business which are it can improve to increase its position further. Certain weaknesses can be defined as attributes which the company is lacking or in which the competitors are better. Here are the weaknesses in the Flipkart SWOT Analysis:

1. Huge investment leading to losses over the years hurts the brand image of Flipkart .
2. Acquisition of loss making firms can add to its burden.

2.4. MEESHO:

Meesho is an Indian social e-commerce company situated in Bengaluru, Karnataka, India. Vidit Aatrey and Sanjeev Barnwal launched it in December 2015. Meesho is the abbreviated form for 'My E-shop'. It is an online platform where users can purchase and resell the products provided by the organization. It is now a part of WhatsApp business with the catalogue feature. It is available for download from both the Google play store and Ios app store, which allows anyone to establish a business with zero investment. This app is one of the India's most popular social commerce platforms, allowing anyone to launch an online business. In June 2019, Meesho became the first Indian startup to obtain funding from Facebook. It employs over 750 people.

According to the reports Meesho is the most downloaded app on Play store for July 2021. In April 2021, Meesho raised \$300 million led by Soft Bank Vision Fund giving it a valuation of \$2.1Billion. Its tagline says, “Not just a homemaker, a Meesho entrepreneur”. Meesho claims that their platform has connected them with more than 13 million entrepreneurs. Women make up the vast majority of business owners. Meesho is India's largest and most reliable platform for Resellers that sell things online via WhatsApp and Facebook. Meesho is trusted by over 50,000 resellers and helps them expand their online business by supplying hit items at low costs with excellent quality and a simple return policy. All around India, they deliver to your doorstep. Payment Options are available in both online and cash on delivery.

Meesho has helped thousands of people earn a living over the last two years by making it easier for them to establish and expand their online reselling businesses. Meesho has strict quality controls in place to ensure that only high-quality vendors are on boarded. They have a simple return and exchange policy in case the product quality isn't up to par. In addition, the team actively solicits user input on product quality and after-sales service. On the Product Details page, you can also see this feedback in the form of Ratings & Reviews. Meesho's quality control method is improved as a result of this feedback, and low-quality vendors are eliminated.

On the supply side, the corporation is also experimenting with new categories. For example, in the case of travel packages, resellers are attempting to sell travel packages to end users. Currently, the majority of them are women's and children's clothing, but Meesho is experimenting with travel, FMCG, and beauty, among other things. So far, Amazon Web Services (AWS) has met the company's cloud server needs, and the company's expansion into new categories is likewise based on this infrastructure.



2.4.1. HISTORY:

The company was founded by Sanjeev Barnwal and Vidit Aatrey in 2015. Startup Story Meesho was first launched in 2015 under the name FASHNEAR. Similar to Swiggy or Zomato, FASHNEAR operated on the same principle. Customers could purchase clothing and fashion accessories from local stores through FASHNEAR, which dealt with fashion-related commodities. Customers could order from these local stores using the FASHNEAR app, and delivery people were available to deliver the goods. Local businesses that offer clothing and accessories could register with the app. However, the FASHNEAR business model's weaknesses soon became apparent to the inventors. They noted that shoppers weren't particularly concerned about purchasing clothing from nearby stores as one of the primary negatives.

In addition, rather than selling their goods locally, the shop owners hoped to boost sales by selling their goods across the nation online. These issues motivated Vidit and Sanjeev to develop a more effective company strategy. The name Fashnear was changed to "Meesho" at the end of 2015. To learn about the issues facing retailers and resellers, the founders made numerous visits.

They observed that a large number of business owners were already selling things through WhatsApp, but their market reach was constrained because they only delivered locally. Additionally, they learned that majority of the MEESHO-registered businesses were run by women, who mostly marketed their products online rather than in actual stores. Because

Meesho's current business model has been developed with these realities and problems in mind, women may now start a reselling business from home without buying any inventory.

Additionally, the app now enables small retailers and producers to ship their products across the nation while taking care of product delivery, facilitating COD choices, and guaranteeing that customers can easily return the items if they want. As a result, Meesho acts as a link between suppliers (product makers and store owners who advertise their goods on Meesho), resellers, and customers. Meesho also helps suppliers manage their inventories.



2.4.2. SWOT Analysis of Meesho:

SWOT analysis of Meesho will determine the company's strengths, weaknesses, opportunities and threats and hence it is of immense importance for any company to work. It is a tried and true management paradigm that allows companies to compare their business and performance to competitors and the industry as a whole.

2.4.2.1 STRENGTH OF MEESHO:

Business strengths are competitive advantages that allow a company to thrive, generate value, and achieve efficiency. This means capturing more market share, attracting more customers, and maximising profits. The following are the strengths of Meesho:

- **Ranking:**

Meesho is ranked 1st in the top 10 reselling platforms in India.

- **Empowering Women Entrepreneurs:**

Meesho's great strength is empowering Indian women to run their home-based businesses and build new businesses and identities for themselves.

- **Easy to Become a Supplier:**

To become a Meesho supplier, you just need to download the Meesho app or open a website. Once you have selected the option "Become a Provider," you will be directed to a short form to complete your details. Once your account is set up, you can start promoting your business and delivering orders straight away via Meesho.

- **Start with Zero Investment:**

To join the hundreds of thousands of resellers who are making money through Meesho, you don't have to invest any amount of money. All you'll simply need is to establish a reseller account and begin reselling through Facebook, WhatsApp, and Instagram.

- **Customer Loyalty Program:**

Meesho introduced VIP Membership to encourage its resellers. In this membership, if any resellers complete 15+ orders within 30 days, they'll get an additional 10% discount on their products.

- **Community Building:**

Meesho wants to grow as a community. That's why they've launched a platform called Meesho Learning Hub, where resellers can learn to sell online and grow their business.

- **Meesho Mentorship Program:**

Meesho offers a 14days long Mentorship Program to new resellers to grow their business and achieve their first order. The training sessions consist of planned activities and certification sessions.

- **National Presence:**

Meesho has its presence almost everywhere in India. According to Meesho's website, it now covers 5000 cities and counting.

2.4.2.2 WEAKNESS:

Weaknesses are those areas where a business or brand needs improvements. Some of the major flaws of Meesho are as follows:

- **Low-Quality Products:**

Most of Meesho's suppliers are local and not registered brands, that's why most of the time the quality of the end products is very low.

- **No Free Website for Resellers:**

Most of Meesho's competitors like GlowRoad, Shop101, etc. are providing free personal websites to their resellers but Meesho hasn't adapted it yet. This can cause major problems for Meesho and its resellers in near future.

- **Pickup Problem:**

One of the common problems some resellers face on Meesho is the pickup problem. Sometimes no one comes to pick up products from retailers which causes orders to get cancelled which in turn results in a penalty being imposed on resellers.

- **Dependent on One Nation:**

Meesho is heavily dependent on India and is at risk from foreign players. Fraudulent Resellers: There are a large number of fraudulent resellers on Meesho. Despite Meesho's excellent efforts, these types of resellers continue to exist.

- **Technical Glitches:**

Technical problems occur on almost all websites. However, due to some technical issues, customers have a difficult time and thus this leads to dissatisfaction and affects the attitude of customers buying and selling habits.

2.4.2.3 OPPORTUNITIES:

Opportunities mean positive external factors that can give an organisation a competitive advantage over others. Meesho is one of the largest reseller platforms in India. Therefore, they might have many opportunities to approach them shortly. Some of these opportunities could be:

- **Augmented Reality:**

The use of Augmented Reality can allow customers to have real-time interaction with products while remaining in their environment. This can ultimately result in higher conversion rates and lower return rates for Meesho's products.

- **Crypto as A Payment Option:**

Shortly, crypto can become a common payment option for Meesho. This can result in a fast transaction of cash and a reduction in digital transaction frauds.

- **Establishing in Other Countries:**

Meesho can slowly start to expand outside of India, which will help them increase their revenue.

- **High Availability:**

Customers can buy anything at any time through Meesho. People who are busy in the daytime and cannot shop for themselves, have all the opportunity to buy anything during late-night hours.

- **Increasing No of Users:**

Numbers of internet users are increasing day by day. People are feeling more comfortable shopping online. That is why it has an opportunity to gain lots of users shortly.

2.4.2.4 THREADS:

Threats are external factors that can affect a company's ability to achieve its goals. Below are some of the threats of Meesho:

- **Frauds & Scams:**

Many online fraud activities can be a matter of concern to customers visiting a website. If the website has false representation and duplicate products and neglected security, the website's reach will be reduced and customers will no longer visit the website.

- **Competitors:**

Meesho faces competition from brands like DealShare, GlowRoad, Shop101, etc. Meesho needs to ensure that its price, quality, and technology remain at the forefront of these companies.

- **Changes in Demand:**

The needs of customers can change from time to time. Taking care of these many products can sometimes be difficult.

- **Data Concerns:**

Apart from the obvious fraud, there is a good chance that things will go wrong with online shopping especially when it comes to user data. Shopping online requires you to provide a lot of sensitive data, including your payment details, address, and various other information. If this information gets into the wrong hands, it can cause devastating consequences.

- **No Direct Interaction:**

In Meesho there is no direct interaction between customer and reseller. There is no scope for negotiation. People prefer to buy physically as compared to the internet for personal experience.

2.5.MYNTRA:

Myntra is an Indian E-Commerce fashion company which was established in the year 2007. The company has its headquarters in Bengaluru, Karnataka. The company was established by Mr. Mukesh Bansal, Mr. Ashutosh Lawania and by Mr. Vineet Saxena. During the initial stage of the company, they mainly operated in B2B model (2007-2010) and at that time the company allowed its customers to personalize products such as T-shirts, Mugs, etc.. But in the year 2011 Myntra started selling fashion and lifestyle products and thereby they moved away from personalization. The growth of the company was very fast and by 2012 the company was offering around 350 products of both domestic and international brands.

2.5.2.HISTORY:

The company got the opportunity to launch the brands like Fastrack watches and Being Human. In the year 2014, Myntra was acquired by Flipkart for Rs. 2000 Cr. by seeing the potential and the growth of the company. But Myntra functions and operates as independently, they continue to do business as a standalone brand under the ownership of Flipkart. The primary target of the company is those customers who are fashion conscious. By 2014 the company was dealing with more than 150000 products of over 1000 brands (both domestic as well as international) and also the company was delivering the products over 9000 pin codes in India.

On 10th May 2015 Myntra made an announcement which was really a shock to some of its customers. The announcement was that they are going to shutdown their website and they are going to serve their customers only through their mobile application (which is available in almost

all popular OS like :- For Android in playstore, for IOS in Apple store and for windows in windows store) beginning from 15th of may 2015. Myntra was having a clear justification for this decision that 95% of the traffic in their website came from mobile phones and about 70% of its purchases were from smartphones only. But the shutdown of the website got only mixed response from the customers and it resulted in 10% decline in sales. But later in February 2016 they realized the failure of the app based model only and they revived their website. The company serves and satisfies the fashion and lifestyle needs of different categories of people such as they have different categories for kids, Men, Women and a separate virtual area for lifestyle section also.

The company includes the products of the famous brands like Adidas, Nike, Puma, UCB, Catwalk, Inc 5 etc.. and also includes some recently introduced labels like Rodster, Sher Singh, Dressberry etc.. Some of the additional benefits that the company is giving to the customers are, 100% original guarantee for all products, free return of all products for 30 days after receiving the order, free delivery for all the orders above Rs. 1199 etc.. The company has an annual turnover Rs. 2000 Cr. according to the annual report of the financial year 2016-2017. The main competitors of the company are, YEPME, SHOPECLUES.COM, LimeRoad etc.. Some of the major achievements of the company are as follows,

- In 2016, the company was awarded with "India's Most Admired & Valuable Power Brand Award 2016".
- In 2016, Myntra positioned in top 4 startups in India's Startup Ranking.
- In 2011-2012, it was awarded by Puma India as a "Best E-Commerce Partner of the Year"



2.5.3. SWOT ANALYSIS OF MYNTRA:

SWOT analysis is a method used to evaluate the Strengths, Weakness, Opportunities, and Threats involved in a business or in a venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favourable and unfavourable to achieve that objective. SWOT analysis is a simple but a very useful tool or framework for analysing any organization's strengths and weakness, and the opportunities and threats that are faced by them. It helps the businesses to focus on their strengths, minimize threats, and take the greatest possible advantage of the opportunities available to them.

2.5.3.1 STRENGTHS:

The strengths of the Myntra is as follows;

- **Merger with Flipkart has increased the company's strength and capacity :**

The two companies have been in talks to merge their businesses in the light of Amazon's expansion of its services in the country. Secondly, there is pressure on existing players as Wal-Mart's entry into the Indian e-commerce market is imminent. Predatory and unrealistic pricing has also created a dent in margins with profits hard to come by.

Almost all e-commerce companies have a high capital expenditure and logistics continues to be a perennial problem. The combine entity of Flipkart and Myntra is expected to overcome many of the issues.

- **Retention of its independence even after the merger with Flipkart :**

Even after the merger with such a huge online retailer like Flipkart, Mytra has and advantage of making independent decisions which helps them in making their own strategy as well as it also helps Myntra to be a differentiated retailer who deals with fashion and lifestyle products only. Generally, when a merger happens, the two companies will come together and they will only have one website and they will only have one combined business but, in this case, it is entirely different because of the retention independence by Myntra even after its merger.

- **Offering both domestic and international brands:**

Generally, the customers who have a particular interest towards branded products, especially when it comes to the clothing and lifestyle products, so that myntra have clear advantage that it have a wide variety of brands which includes both international as well as domestic brands.

- **Efficient supply chain and delivery capability:**

Supply chain and delivery capability has a strong hand behind the success of every online retailer, the company will only get customers if their delivery and supply chain is good and fast when compared to the other competitors. In this case the myntra has a clear advantage that their supply chain is so effective and big which helps them to deliver products over 9000 pin codes in India. And also they are adding more pin codes to their supply chain by day by day.

- **Good advertising and marketing campaigns on TV, internet and print:**

Myntra is such a company who always try to bring new and effective ideas into their advertising campaigns. And also they are providing frequent offers and deals to their potentials customers with the help of analytics programs.

2.5.3.2 WEAKNESSES:

The weakness of Myntra are as follows;

- **Intense competition means limited market share growth:**

The online retailer field where mytra is doing business is having a huge competition which will affect the company's market share growth. But by the merger with the flipkart, who is one of the leader in the case of market share growth, myntra is trying to overcome this problem.

- **Consumer Mindset :**

As we all know the Indian customers generally have a typical mind set that fashion and lifestyle products are good only if they bought from physical store only. Because they have a doubt in the colour, quality, size of the products, which is actually a weakness for myntra as they are dealing with lifestyle and fashion products.

2.5.3.3 OPPORTUNITIES:

The opportunities of Myntra are as follows;

- **Selling private labels can increase their profit margin**

The company have a huge opportunity to maximize their profit through selling the private label brands. Because there is a lot of private label brands in the country with superb quality, so if they can introduce these brands through their sites then they can earn more profit.

- **Partnership with celebrity designer:**

Myntra has an opportunity to grow, that is by collaborating with famous movie stars and famous movies to promote their fashion appeals, which will definitely have a good impact in the sales because the customers generally likes to follow the trends introduced by movies and movie stars.

- **Bridal collection to tap the big wedding market in India:**

India is such a country which has a huge market for wedding collections, the customers generally spend a lot of money for purchasing bridal collections, so if Myntra can tap to that particular market then they can earn a good profit.

- **Expansion into global markets can boost business:**

There are so many opportunities for myntra in the foreign market, so if they can establish their business in foreign countries as well it will boost their business also. But it is not that much easy as there are so many well established brands in foreign countries.

2.5.3.4 THREATS

The threats that are faced by Myntra are mentioned below;

- **Global competitors like Amazon slowly making its foray**

A major threat for myntra is the growth of the global competitor Amazon, they are also dealing with lifestyle and fashion products which is actually a threat for the company because Amazon has a huge customer background.

- **Fashion segment is becoming popular leading to increased competition:**

As fashion segment is becoming a popular and leading segment in the Indian and Foreign countries, there is a lot of competition in this field which will actually affect the market share growth of the company.

- **Economic fluctuations and unfavourable government policies:**

Another threat for myntra is the economic fluctuations and the unfavourable government policies like the taxation policy and the like.

2.6 CONCLUSION

As the internet is truly a worldwide phenomenon. The number of internet users have grown, this growth and diverse internet population means the people having diverse taste and purposes are now going to web for information and to buy products and services. Now days internet is not just another medium to get in touch with customers, but it is an important channel to find potential Customers as well as channel to continue relationship with existing customers. Moreover, the study highlights the importance of factors such as website design, product quality delivery times, and customer service in influencing e-buyers satisfaction levels. Online retailers should focus on improving these factors to enhance the online shopping experience for consumers and increase their satisfaction levels. Essentially, the idea of online shopping is to lead customers to a convenient way of shopping, customers will be able to save their time and money, plus retrieve all the product information with just few clicks in a few minutes, plus Purchasing can be made anywhere, anytime according to their preferences.

REVIEW OF LITERATURE



REVIEW OF LITERATURE

Review of related literature is one of the first four steps in research process. It consists of summary of findings of research carried out in the past on the same directly and indirectly related topics. This review provides insight to the researches regarding what is already known and what remains to be tested regarding the topic of research. An empirical literature review examines past studies to answer a particular research question. Then we use statistical methods to come to an overall conclusion about the research question based on all studies we selected.

1. Hennig and Klee (1997) states in their article “Satisfaction of customers with special reference to Online shopping” that satisfaction of customers with Products and services of a company are considered as most important factor leading towards competitiveness and success of online marketing. Customer satisfaction is Actually how customer evaluates the ongoing performance. It was concluded that Customer satisfaction is very important in today’s business world as the ability of a service provider to create high degree of satisfaction which is crucial for product differentiation and developing strong relationship with customers.
2. Eshghi, Haughton and Topi (1997) state in their article”Brand Building towards Customers’ satisfaction” that satisfaction of the customers can help the brands to build long and Profitable relationships with their customers. Though it is costly to generate satisfied and loyal customers but that would prove profitable in a long run for a firm. Hence it was concluded that a firm should concentrate on the improvement of service quality and charge appropriate fair price in order to satisfy their customers who would ultimately help the firm to retain its customers.
3. R. L. Kenney (2001) states in the article “Online Shopping is the conduct of business via internet” which explains the activities of information searching, information sharing, purchasing or exchanging products and services; also maintaining customer relationship without face-to-face meeting unlike transaction done in traditional way. It was concluded that online shopping is wrongfully perceived as a way of doing business between web retailers and web end customers but rather e-commerce encompasses an entire range on

conducting online business whether it's the interaction between business to business, business to customer, and business to government.

4. Kim.L & Lasole.M (2007) argued in their article "Customers' satisfaction towards Online shopping" that online shopping has become the third most popular Internet activity, immediately following e-mail using instant messaging and web browsing. It is even more popular than seeking out entertainment information and news, two commonly thought of activities when considering what Internet users do when online. Of Internet users, 48.9 percent made online purchases in 2001 with three-quarters of purchasers indicating that they make 1-10 purchases per year.
5. Liang and Lai (2011) state in their article "Online Shopping vs. Traditional Shopping" that online shopping possesses five steps similar to those associated with traditional shopping behaviour. In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they go to the Internet and search for need related information. However, rather than searching actively, at times potential consumers are attracted by information about products or services associated with the felt need. It was concluded that the customers evaluate alternatives and choose the one that best fits their criteria for meeting the felt need. Finally, a transaction is conducted and post-sales services are provided.

CHAPTER-III

DATA ANALYSIS AND INTERPRETATION OF THE STUDY



DATA ANALYSIS & INTERPRETATION OF THE STUDY

3.1 INTRODUCTION:

Though people have many common aspects, they differ in many respects. The differences are usually significant. There are some differences in personal or demographic characteristics of individuals. Hence in this chapter, an attempt is made to examine the socio-economic profile of the respondents and their knowledge on the satisfaction of using online shopping through most preferred Online Shopping Websites. Analysis of data plays a dominant role in the completion of a project. Tables and diagrams assist the researchers to analyse the data. 61 respondents were met and data were collected through questionnaires. Each question in the questionnaire is analysed individually, sufficiently tabulated and represented graphically. This chapter is devoted to presenting the analysed data in an appropriate manner. For this purpose of analysis, statistical tool like,

- Percentage
- Bar diagrams
- Pie chart
- Simple Ranking Analysis
- Five - point scaling test have been used.

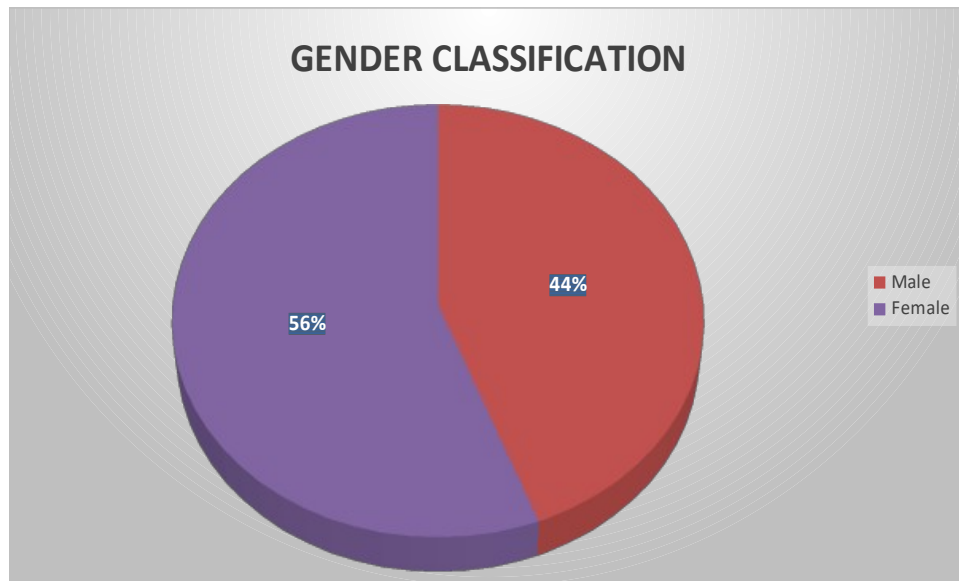
3.1. GENDER WISE CLASSIFICATION:

Table 3.1

GENDER	NO. OF RESPONDENTS	PERCENTAGE(%)
Male	27	44.26
Female	34	55.73
Total	61	100.00

SOURCE: Primary Data

Chart 3.1



INFERENCE:

From the above table 3.1, it is stated that out of total respondents taken for the study, 44.26percent of the respondents are male and the remaining 55.73 percent of the respondents are female.

Majority 5.73 percent of the respondents are female.

3.2 AGE WISE CLASSIFICATION:

Table 3.2

AGE (in years)	NO. OF RESPONDENTS	PERCENTAGE (%)
15-25	17	27.86
25-35	20	32.78
35-45	13	21.86
Above 45	11	18.03
Total	61	100.00

SOURCE: Primary Data

Chart 3.2



INFERENCE:

From the above table 3.2, it is referred that out of the total respondents taken for study 27.86 percent of the respondents belong to the age group of 15-25 years, 37.78 percent of the respondents belongs to the age group of 25-35 years, 21.66 percent of the respondents belongs to the age group of 35-45 years, 18.03 percent of the respondents belong to the age group of above 45 years.

Majority 32.78 percent of the respondents belong to the age group of 25 -35 years.

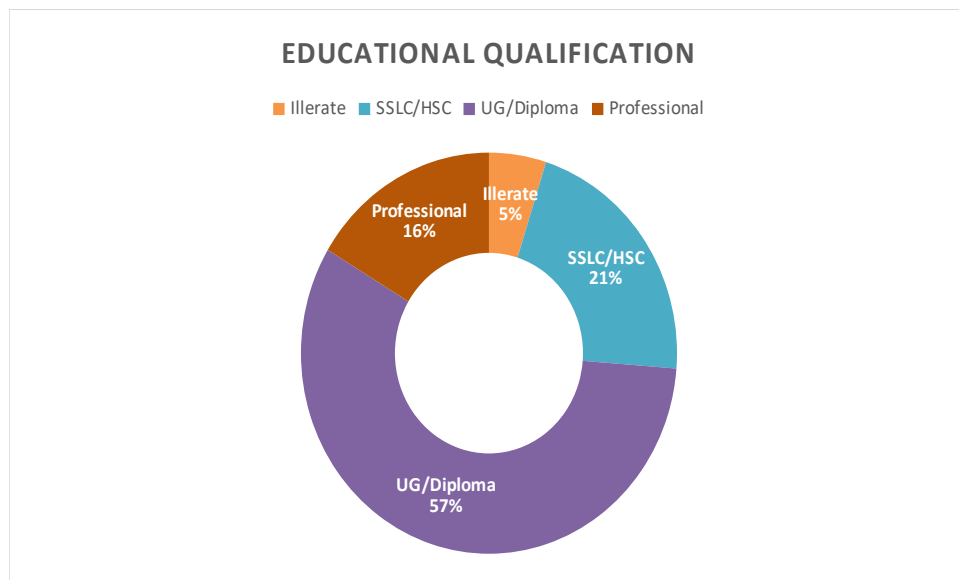
3.3 EDUCATIONAL QUALIFICATION:

Table 3.3

EDUCATION	NO. OF RESPONDENTS	PERCENTAGE (%)
Illiterate	3	4.91
Completed SSC/HSC	13	21.31
UG / Diploma	35	57.37
Professional	10	16.39
TOTAL	61	100

Source: Primary Data

Chart 3.3



INFERENCE:

From the above table 3.3, it is referred that out of total respondents taken for study, 4.91 percent of the respondents are illiterate people, 21.31 percent of the respondents have completed SSC/ HSC, 57.37 percent of the respondents are UG/ Diploma holders and the remaining 16.31 percent of the respondents are professional.

Majority 57.37 percent of the respondents are UG/ Diploma holders.

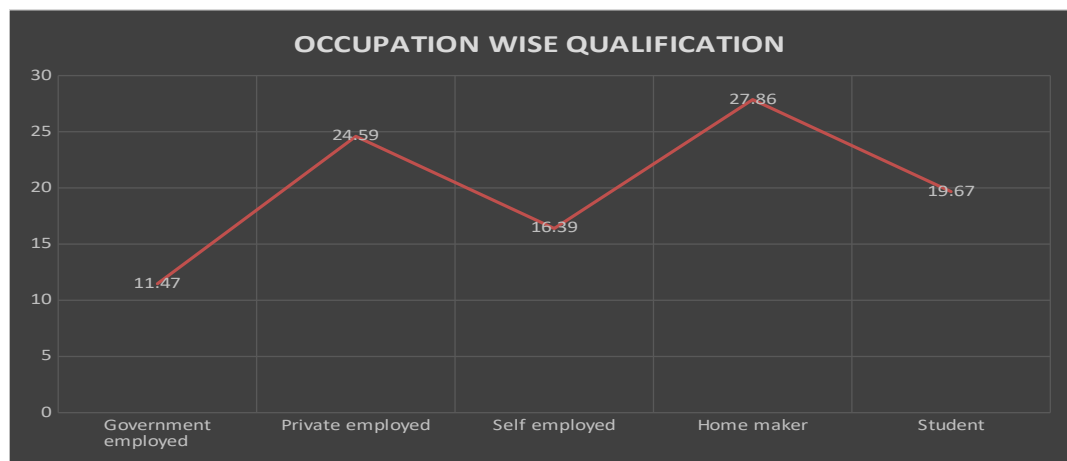
3.4. OCCUPATION WISE CLASSIFICATION:

Table 3.4

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE (%)
Government employed	7	11.47
Private employed	15	24.59
Self employed	10	16.39
Home maker	17	27.86
Student	12	19.67
TOTAL	61	100.00

SOURCE: Primary Data

Chart 3.4



REFERENCE:

From the above table 3.4, it is stated that out of the total respondents taken for study, 11.47 percent of the respondents are Government employed, 24.59 percent of the respondents are private employed, 16.39 percent of the respondents are self-employed, 19.67 percent of the respondents are students and the remaining 27.86 percent of the respondents are homemakers.

Majority 27.86 percent of the respondents are homemakers.

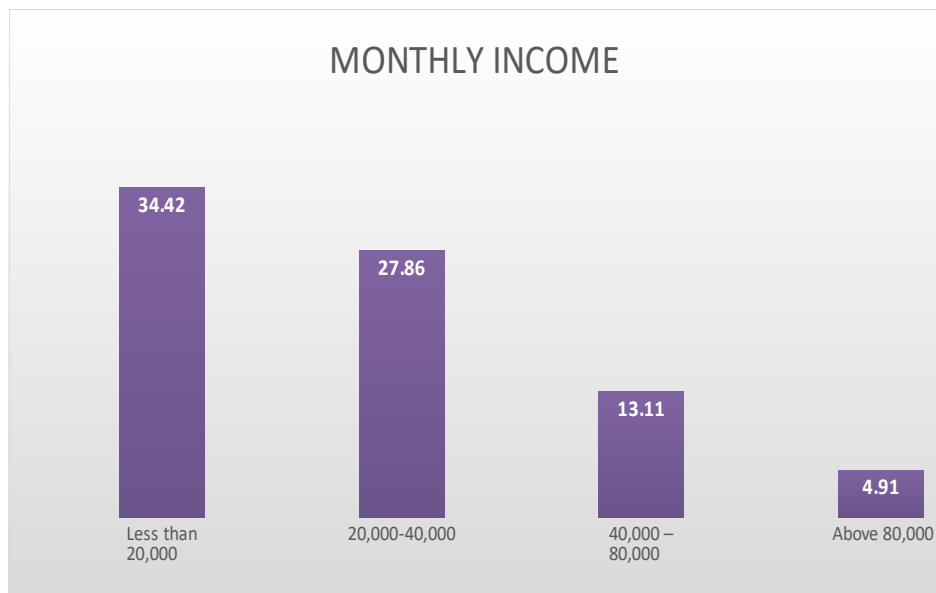
3.5 MONTHLY INCOME:

Table 3.5

MONTHLY INCOME	NO. OF RESPONDENTS	PERCENTAGE (%)
Less than ₹20,000	21	34.42
₹20,000 - ₹40,000	17	27.86
₹40,000 - ₹80,000	8	13.11
Above ₹80,000	3	4.91
TOTAL	61	100.00

SOURCE: Primary Data

Chart 3.5



INFERENCE:

From the above table, it is referred that out of the total respondents taken for study, 34.42 percent of the respondents earn less than ₹20,000, 27.86 percent of the respondents earn ₹20,000- ₹40,000, 21.31 percent of the respondents earn ₹40,000- ₹80,000 and the remaining 16.39 percent of the respondents earn above ₹80000.

Majority 34.42 percent of the respondents earn less than ₹ 20,000.

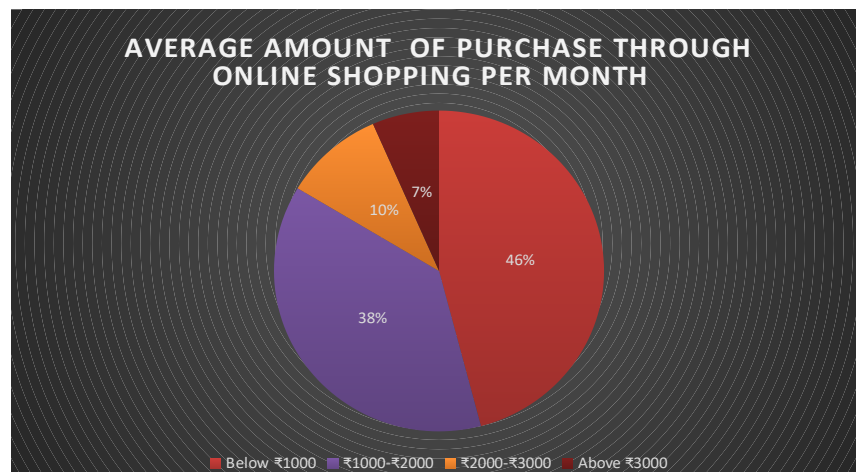
3.6 AVERAGE AMOUNT OF PURCHASE THROUGH ONLINE SHOPPING PER MONTH:

Table 3.6

AMOUNT	NO. OF RESPONDENTS	PERCENTAGE (%)
Below ₹1000	28	45.90
₹1000- ₹2000	23	37.70
₹2000- ₹3000	6	9.83
Above ₹3000	4	6.55
TOTAL	61	100.00

SOURCE: Primary data

Chart 3.6



INFERENCE:

From the above table, it is stated that out of the total respondents taken for study, 45.90 percent of the respondents are purchasing through online shopping below ₹1000 per month, 37.70 percent of the respondents are spending from ₹1000 - ₹2000 per month, 19.83 percent of the respondents are spending from ₹2000 - ₹3000 per month and the remaining 6.55 percent of the respondents are purchasing above ₹3000 per month.

Majority 45.90 percent of the respondents are purchasing through online shopping below ₹1000 per month.

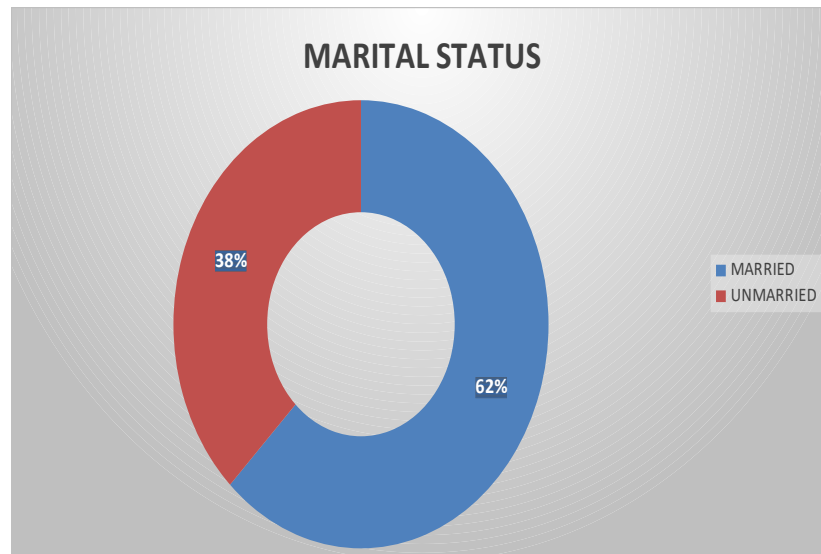
3.7 MARITAL STATUS:

Table 3.7

MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE(%)
Married	38	62.29
Unmarried	23	37.70
TOTAL	61	100.00

SOURCE: Primary Data

Chart 3.7



INFERENCE:

From the above table 3.7, it is stated that out of the total respondents taken for the study, 62.29 percentage of the respondents are married and the remaining 37.70 percentage of the respondents are unmarried .

Majority 62.29 percent of the respondents are married.

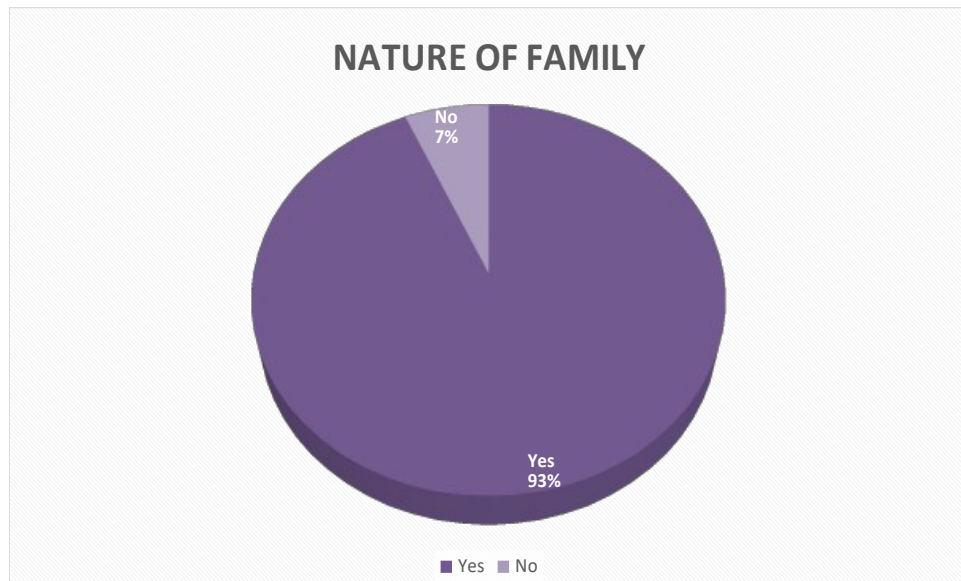
3.8 NATURE OF FAMILY:

Table 3.8

NATURE OF FAMILY	NO. OF RESPONDENTS	PERCENTAGE(%)
Joint family	43	70.49
Nuclear family	18	29.50
TOTAL	61	100.00

SOURCE: Primary Data

Chart 3.8



INFERENCE:

From the above table 3.8, it is stated that out of the total respondents taken for study, 70.49 percent of the respondents are living in Joint family and the remaining 29.50 percent respondents are living in the nuclear family.

Majority 70.49 percent of the respondents are living in joint family.

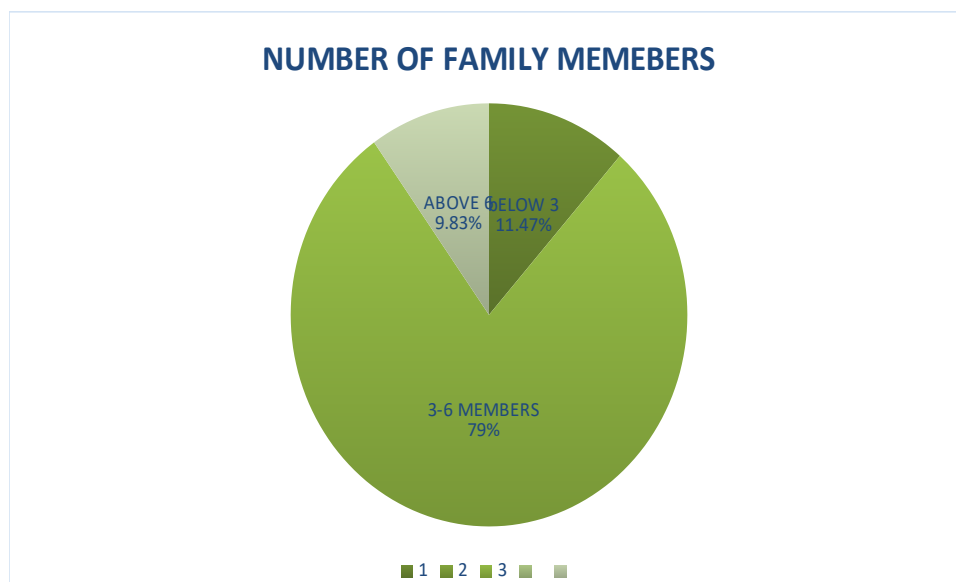
3.9 NUMBER OF FAMILY MEMBERS:

Table 3.9

FAMILY MEMBERS	NO. OF RESPONDENTS	PERCENTAGE (%)
Below 3	7	11.47
3-6	48	78.68
Above 6	6	9.83
TOTAL	61	100.00

SOURCE: Primary Data

Chart 3.9



INFERENCE:

From the above table 3.9 it is referred that out of the total respondents taken for study, there are less than 3 members in 11.44 percent of the respondent's family, there are 3-6 members in 78.68 percent of the respondents' family and the remaining 9.83 percent have more than 6 members in their family.

Majority there are 3-6 members in 78.68 percent of the respondents' family.

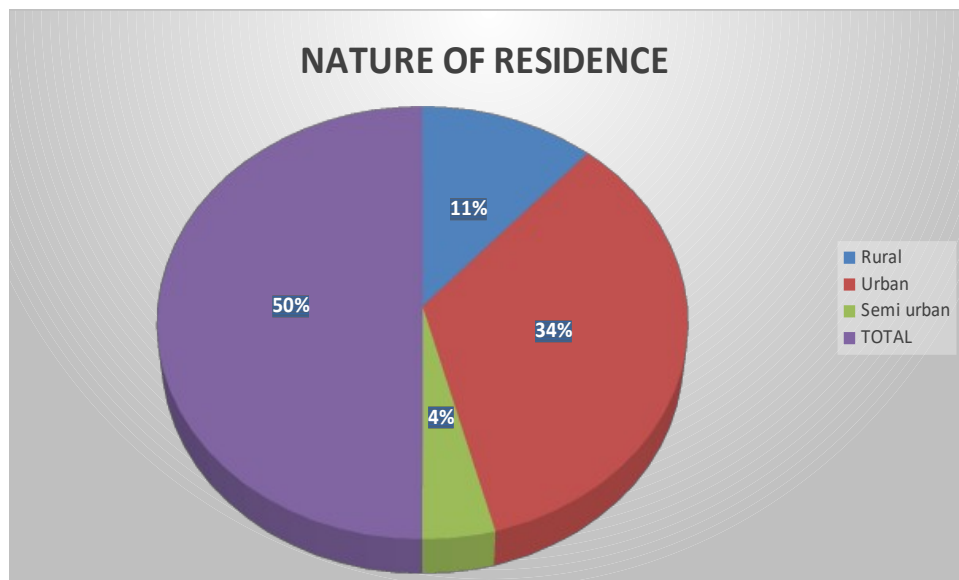
3.10 NATURE OF RESIDENCE:

Table 3.10

NATURE OF RESIDENCE	NO. OF RESPONDENTS	PERCENTAGE (%)
Rural	14	22.95
Urban	42	68.85
Semi urban	5	8.19
TOTAL	61	100.00

SOURCE: Primary data

Chart 3.10



INFERENCE:

From the above table 3.10, it is stated that out of the total respondents taken for study, 22.95 percent of the respondents live in rural areas, 68.85 percent of the respondents live in urban area and the remaining 8.19 percent of the respondents live in semi urban areas.

Majority 68.85 percent of the respondents live in urban area.

3.11 FREQUENCY OF SHOPPING IN ONLINE:

Table 3.11

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Daily	1	1.63
Once in a week	12	19.67
Once in a month	40	65.57
Once in a year	8	13.11
TOTAL	61	100.00

SOURCE: Primary Data

Chart 3.11



INFERENCE:

From the above table 3.11, it is inferred that out of the total respondents taken for study, 1.63 percent of the respondents shop in online daily, 19.67 percent of the respondents shop in online once in a week, 65.57 percent of the respondents shop through online once in a month and the remaining 13.11 percent of the respondents shop through online once in a year.

Majority 65.57 percent of the respondents shop in online once in a month.

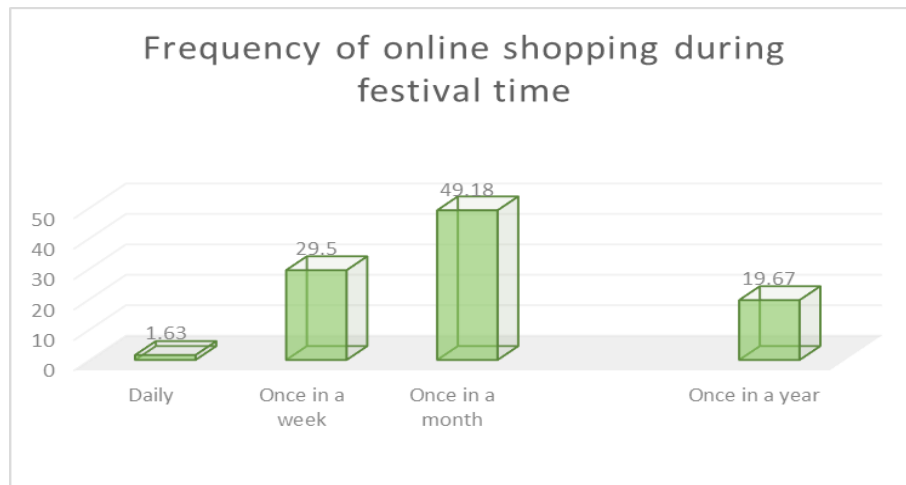
3.12 FREQUENCY OF ONLINE SHOPPING DURING FESTIVAL TIME:

Table 3.12

USAGE TIME	NO. OF RESPONDENTS	PERCENTAGE (%)
Daily	1	1.63
Once in a week	18	29.50
Once in a month	30	49.18
Once in a year	12	19.67
TOTAL	61	100.00

SOURCE: Primary data

Chart 3.12



INFERENCE:

From the above table 3.12, it is referred that out of the total respondents taken for study, 1.63 percent of the respondents are doing online shopping daily , 29.5 percent of the respondents are doing once in a week, 49.18 percent of the respondents are doing once in a month and the remaining 19.67 of the respondents are doing once in a year.

Majority 49.18 percent of the respondents doing online shopping once in a month.

3.13 FACTORS MOTIVATING TO CHOOSE ONLINE SHOPPING

Table 3.13

FACTORS	1 (6)	2 (5)	3 (4)	4 (3)	5 (2)	6 (1)	Total Response	Total Score	Average Score	Rank
Very convenient shopping	14 (84)	11 (55)	10 (40)	12 (36)	8 (16)	6 (6)	61	237	18.34	I
Time saving	9 (54)	6 (30)	15 (60)	7 (21)	10 (20)	14 (14)	61	199	15.40	V
Reasonable price	7 (42)	11 (55)	12 (48)	23 (69)	6 (12)	2 (2)	61	228	17.64	II
Product Variety	8 (48)	14 (70)	7 (28)	5 (15)	19 (38)	8 (8)	61	207	16.02	IV
Offers & Discounts	6 (36)	10 (50)	11 (44)	10 (30)	13 (26)	11 (11)	61	197	15.24	VI
Easy return bank policy	9 (54)	15 (75)	11 (44)	8 (24)	9 (18)	9 (9)	61	224	17.33	III

SOURCE: Computed Primary Data

INFERENCE:

The above ranking table 3.13 shows that the majority of the respondents have given First rank to “Very convenient shopping” with the highest average score of 18.34 and Second rank is given to “Reasonable price”, Third rank to “Easy return back policy”, Fourth rank to “Product variety”, Fifth rank to “Time saving” and the Last rank has been given to “Offers and discounts” with the least average score of 15.24.

Majority of the respondents have given First rank to “Very convenient shopping” with the highest average Score of 18.34 and the least importance has been given to “Offers and discounts” with the lowest average score of 15.24.

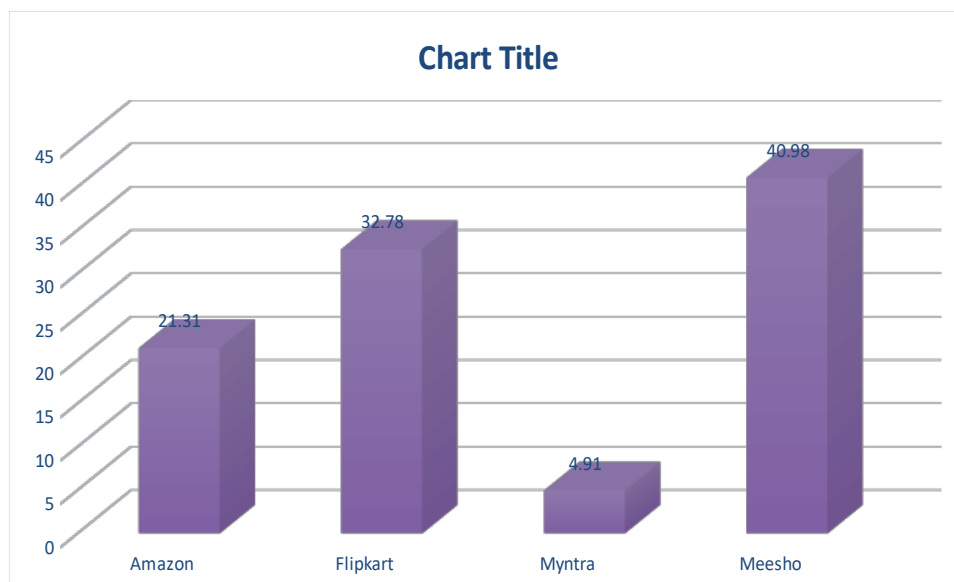
3. 14 MOST PREFERRED ONLINE SHOPPING

Table 3.14

ONLINE WEBSITES	NO. OF RESPONDENTS	PERCENTAGE (%)
Amazon	13	21.31
Flipkart	2	32.78
Myntra	3	4.91
Meesho	25	40.98
TOTAL	61	100.00

SOURCE: Primary Data

Chart 3.14



INFERENCE:

From the above table 3.14, it is clear that out of the total respondents taken for study 21.31 percent of the respondents use “Amazon” for online shopping, 32.78 percent of the respondents use “Flipkart” for Online shopping and 4.91 percent of respondents use “Myntra” for Online shopping and the remaining 40.98 percent of the respondents use “Meesho” for Online shopping.

Majority 40.98 percent of the respondents are using “Meesho” for Online shopping.

3.15 FOND OF ONLINE SHOPPING WEBSITE:

Table 3.15

FACTORS	1 (5)	2 (4)	3 (3)	4 (2)	5 (1)	Total Response	Total Score	Average Score	Rank
Easy in handling the website.	31 (155)	29 (116)	1 (3)	-	-	61	274	15.43	I
Fair price	7 (35)	34 (136)	19 (57)	1 (2)	-	61	230	13.37	VII
Brand image	17 (85)	22 (88)	17 (51)	5 (10)	-	61	234	13.61	VI
Frequency offer and discount	19 (95)	20 (80)	13 (39)	8 (16)	1 (5)	61	235	13.67	V
Easy return back and redressal queries	22 (110)	16 (64)	13 (39)	5 (20)	5 (5)	61	238	13.84	IV
User friendly	31 (155)	15 (60)	11 (33)	4 (8)	-	61	256	14.89	II
More varieties in product	20 (100)	33 (132)	4 (12)	4 (8)	-	61	252	14.65	III

SOURCE: Computed primary data

INFERENCE:

The above ranking table 3.15 shows that the majority of the respondents have given First rank to “Easy in handling the website” with the highest average score of 15.43 and Second rank is given to “User friendly”, Third rank to “More varieties in product”, Fourth rank to “Easy

return back and redressal queries”, Fifth rank to “Frequency offer and discount”, Sixth rank to “Brand image”, last rank has been given to “Fair price” with the least average score of 13.37.

Majority of the respondents have given First rank to “Easy in handling the website” with the highest average score of 15.43 and the least importance has been given to “Fair price” with the lowest average score of 13.37.

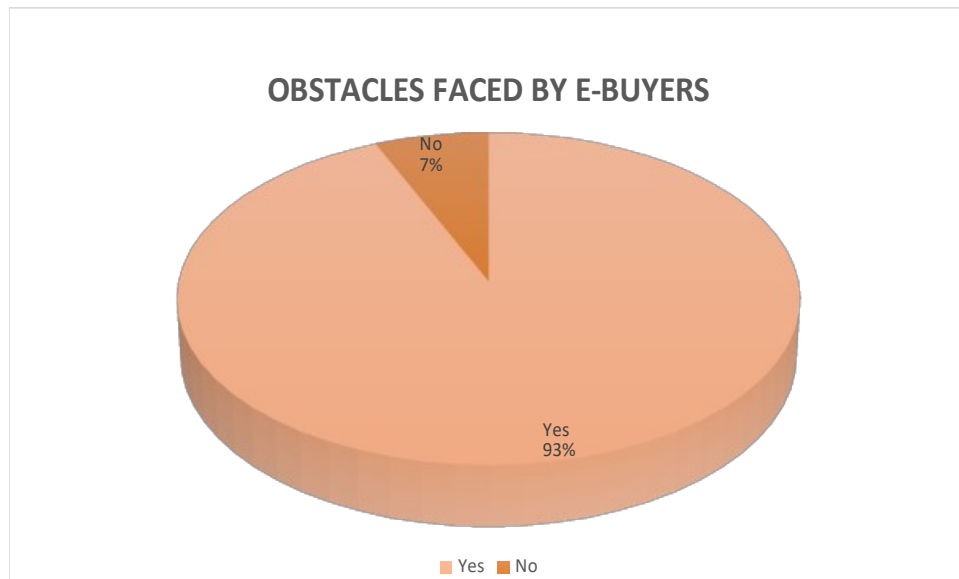
3.16 OBSTACLES FACED BY E-BUYERS:

Table 3.16

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Yes	47	77.04
No	24	39.34
TOTAL	61	100.00

SOURCE: Primary Data

Chart 3.16



INFERENCE:

From the above table 3.16, it is referred that out of the total respondents taken for study 77.04 percent of the respondents opined that they have faced obstacles during online shopping and the remaining 39.34 percent respondents opined that they have not faced any obstacles during online shopping.

Majority 77.04 percent of the respondents have faced obstacles during e-shopping.

3.17 REASONS FOR POOR ONLINE SHOPPING:

Table 3.17

FACTOR S	5 (1)	4 (2)	3 (3)	2 (4)	1 (5)	No. of Response	Total Score	Average Score	Rank
Delay in delivery	7 (35)	21 (84)	9 (27)	10 (20)		47	166	21.55	I
Failure of payment	10 (50)	15 (60)	7 (21)	13 (26)	2 (2)	47	159	20.64	III
Improper follow up	3 (15)	11 (44)	19 (57)	13 (26)	1 (1)	47	143	18.57	IV
Poor quality	9 (45)	51 (60)	14 (42)	6 (12)	3 (3)	47	162	21.03	II
No return policy	6 (30)	7 (28)	18 (54)	12 (24)	4 (4)	47	140	18.18	V

SOURCE: Computed Primary Data

INFERENCE:

The above ranking table 3.17, shows the reasons for poor online shopping that majority of the respondents have given First rank to “Delay in delivery” with the highest average score of 21.55 and Second rank is given to “Poor quality”, Third rank to “Failure of payment”, Fourth rank to “Improper follow up”, the last rank has been given to “No return policy” with the least average score of 18.18.

Majority of the respondents have given First rank to “Delay in delivery” as a reason for the poor Online shopping with the highest average score of 21.55 and the least importance has been given to “No return policy” with the lowest average score of 18.18.

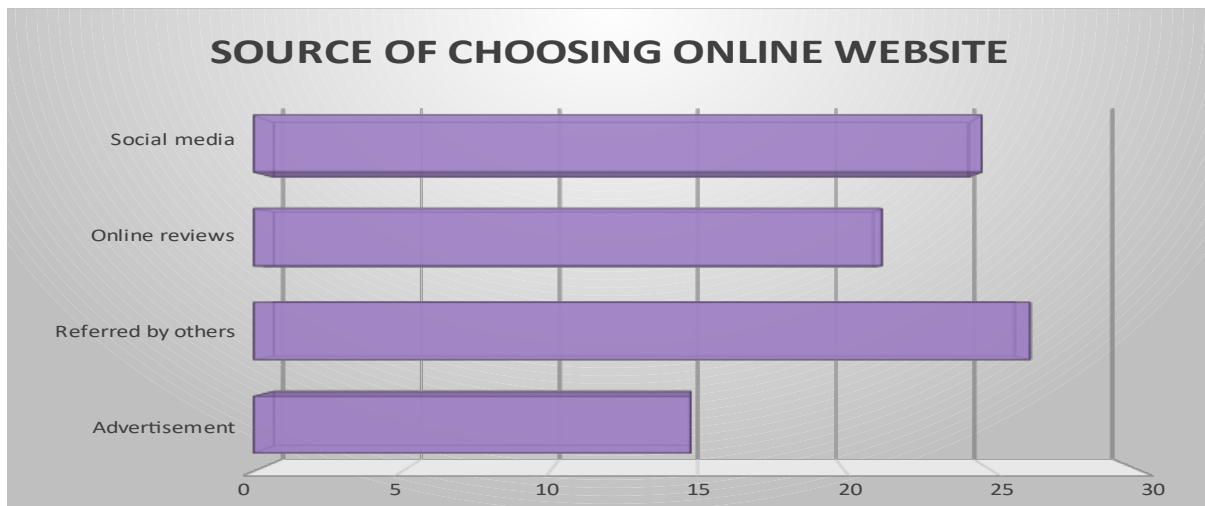
3.18 SOURCE OF CHOOSING ONLINE WEBSITE:

Table 3.18

SOURCES	NO. OF RESPONDENTS	PERCENTAGE (%)
Advertisement	11	18.03
Referred by others	18	29.50
Online reviews	15	24.59
Social media	17	27.88
TOTAL	61	100.00

SOURCE: Primary Data

Chart 3.18



INFERENCE:

From the above table 3.18, it is referred that out of the total respondents taken for study, 18.03 percent of the respondents have chosen this shopping website through advertisement 29.50 percent of the respondents are using shopping website referred by others, 24.59 percent of the respondents have chosen the shopping website through online reviews and the remaining 27.88 percent of the respondents through social media.

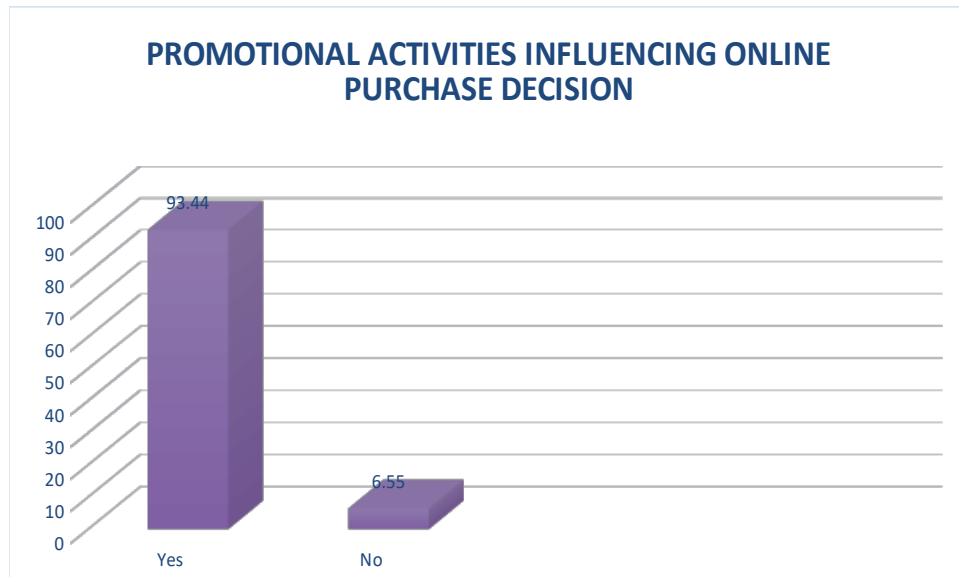
Majority 29.50 percent of the respondents have chosen this shopping website referred by others.

3.19 PROMOTIONAL ACTIVITIES INFLUENCING ONLINE PURCHASE DECISION:

	NO. OF PERCENTAGE	PERCENTAGE (%)
Highly satisfied	9	14.75
Satisfied	32	52.45
Neutral	17	27.86
Dissatisfied	3	4.91
Highly Dissatisfied	-	-
TOTAL	61	100.00

SOURCE: Primary Data

Chart 3.19



INFERENCE:

From the above table, it is referred that out of the total respondents taken for study, 14.75 percent of respondents got highly satisfied about the promotional activities of online shopping, 52.45 percent of the respondents satisfied with the promotional activities 27.86 percent of the respondents said “Neutral” about the promotional activities, 4.91 percent of respondents got satisfied about the promotional activities.

Majority 52.45 percent of respondents got satisfied with the promotional activities influencing purchase decision.

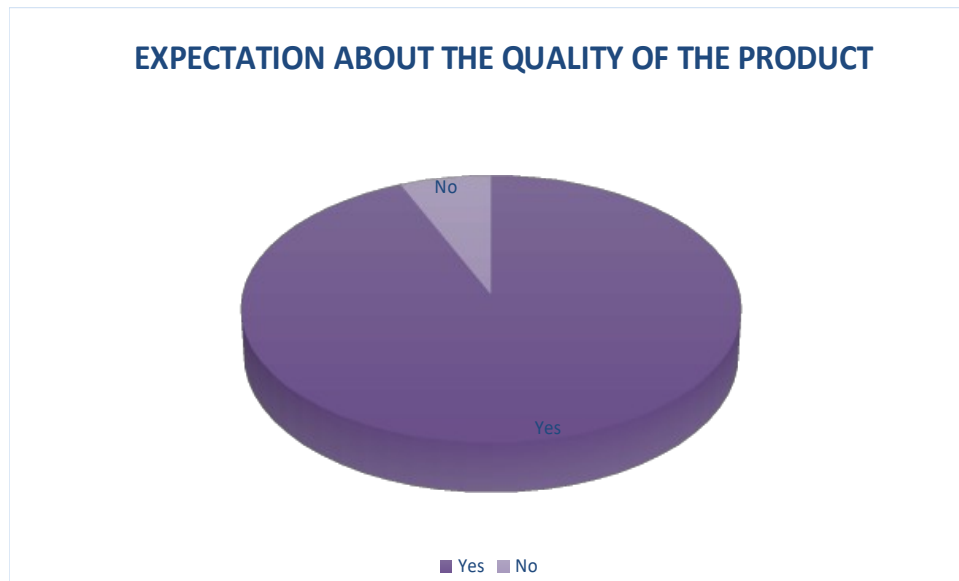
3.20 EXPECTATION ABOUT QUALITY OF THE PRODUCT:

Table 3.20

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Yes	12	19.69
No	49	80.32
TOTAL	61	100.00

SOURCE: Primary Data

Chart 3.20



INFERENCE:

From the above table 3.20, it is referred that out of the total respondents taken for the study, 19.69 percent of the respondents have premium membership and the remaining 80.32 percent of the respondents do not have premium membership.

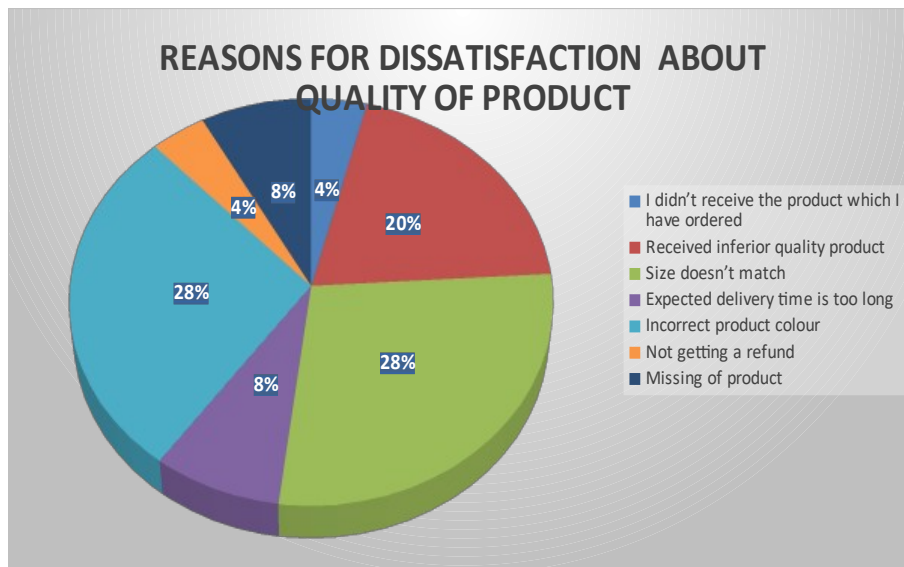
Majority 80.32 percent of the respondents do not have the premium membership for online shopping.

3.21 REASONS FOR DISSATISFACTION ABOUT QUALITY OF THE PRODUCT:

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
I didn't receive the product which I have ordered	1	4
Received inferior quality product	5	20
Size doesn't match	7	28
Expected delivery time is too long	2	8
Incorrect product colour	7	28
Not getting a refund	1	4
Missing of product	2	8
TOTAL	25	100.00

SOURCE: Primary Data

Chart 3.21



INFERENCE:

From the above table 3.21, it is referred that out of the total respondents taken for study 4 percent of the respondents didn't receive the product which they have ordered, 20 percent of the respondents receive inferior quality product, 28 percent of the respondents received incorrect colour product and size also doesn't match, 4 percent of the respondents have not been refunded, 8 percent of the respondents' products are missing.

Majority 28 percent of the respondents received incorrect colour product and size also doesn't match.

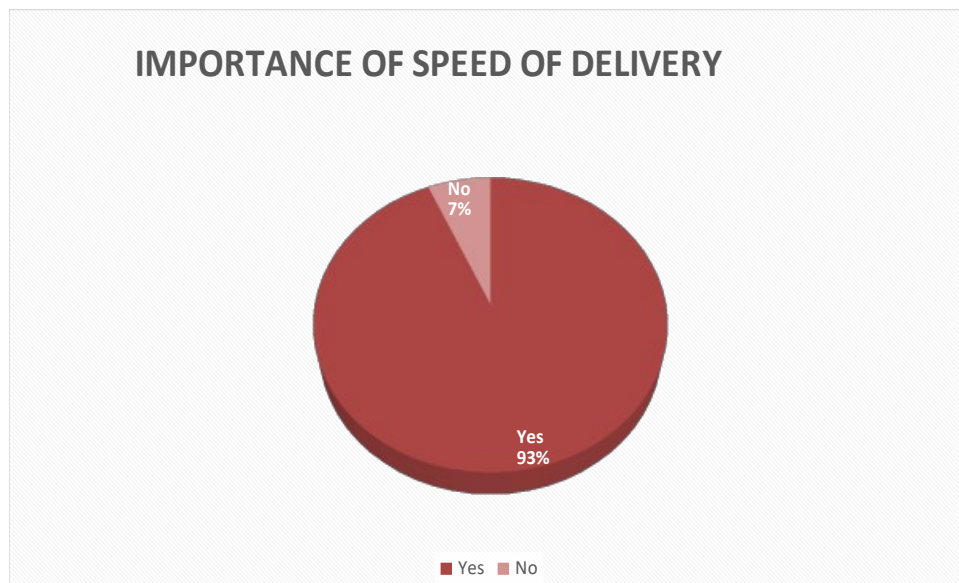
3.22 IMPORTANCE OF SPEED OF DELIVERY

Table 3.22

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Yes	57	93.44
No	4	6.55
TOTAL	61	100.00

SOURCE: Primary data

Chart 3.22



INFERENCE:

From the above table 3.16, it is referred that out of the total respondents taken for study, 93.44 percent told that the speed of delivery is an important factor in online shopping and the remaining 6.55 percent respondents have opined that delivery of speed is not an important factor in online shopping.

Majority of 93.44 percent of the respondents have opined that speed of delivery is important for the effective Online Shopping.

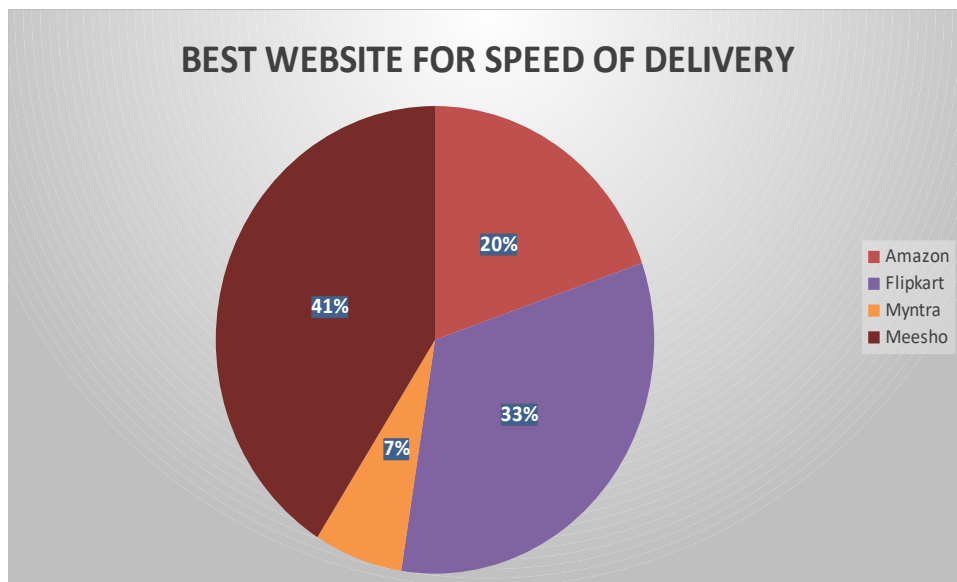
3.23 BEST WEBSITES FOR SPEED OF DELIVERY

Table 3.23

WEBSITE	NO. OF RESPONDENTS	PERCENTAGE (%)
Amazon	12	19.67
Flipkart	20	32.78
Myntra	4	6.55
Meesho	25	40.98
TOTAL	61	100.00

SOURCE: Primary Data

Chart 3.23



INFERENCE:

The above table 3.15 shows the analysis of best shopping website for Speed of Delivery and it is clear that out of the total respondents taken for study, 19.67 percent of respondents use “Amazon” for Online shopping, 32.78 percent of the respondents use “Flipkart” and 6.55 percent of respondents use Myntra for Online shopping and 40.98 percent of the respondents use Meesho for speed of delivery.

Majority 40.98 percent of the respondents use “Meesho” for its speed of delivery.

3.24 SATISFACTORY OPINION ABOUT ONLINE SHOPPING TOWARDS AMAZON:

Table 3. 24

FACTORS	1 (5)	2 (4)	3 (3)	4 (2)	5 (1)	Total Response	Total Score	Average Score	Rank
Customer care	17 (85)	23 (92)	12 (36)	-	-	61	213	17.27	V
Pricing of product	8 (40)	25 (100)	24 (72)	4 (8)	-	61	220	17.84	IV
Quality of products	11 (55)	26 (104)	26 (104)	3 (6)	1 (1)	61	226	18.32	III
Return back and refund policy	14 (70)	20 (180)	20 (80)	7 (14)	2 (2)	61	346	28.06	I
Delivery speed	14 (70)	29 (116)	29 (116)	4 (8)	4 (4)	61	228	18.49	II

SOURCE: Computed Primary Data

INFERENCE:

From the above ranking table 3.24 shows the factors influencing satisfactory opinion about online shopping towards Amazon. Out of the total respondents taken for study, the majority of the respondents have given First rank to “Return back and refund policy” with highest average score of 28.06 and the Second rank is given to “Delivery speed”, Third rank to “Quality of products”, Fourth rank to “Pricing pf product” and the Last rank has been given to “Customer care” with least average score of 17.27.

Majority of the respondents have given First rank to “Return back and refund policy” as the dominant factor influencing satisfactory opinion about online shopping towards Amazon with the highest average score of 28.06 and the least importance has been given to “Customer care” with the lowest average score of 17.27.

3.25 SATISFACTORY OPINION ABOUT ONLINE SHOPPING TOWARDS FLIPKART:

Table 3.25

FACTORS	5 (1)	4 (2)	3 (3)	2 (4)	1 (5)	No. of Response	Total Score	Average Score	Rank
Customer care service	14 (70)	25 (100)	18 (54)	2 (4)	2 (2)	61	230	20.48	I
Pricing of product	7 (35)	34 (136)	14 (42)	5 (10)	1 (1)	61	224	19.94	III
Quality of product	14 (70)	22 (88)	21 (63)	2 (4)	2 (2)	61	227	20.21	II
Return back and refund policy	11 (55)	25 (100)	15 (45)	8 (16)	2 (2)	61	218	19.41	IV
Delivery speed	13 (65)	25 (100)	15 (45)	6 (12)	2 (2)	61	224	19.94	V

SOURCE: Computed Primary Data

INFERENCE:

The above ranking table 3.13 shows the factors influencing satisfactory opinion about online shopping towards Flipkart. Out of the total respondents taken for study, the majority of the respondents have given First rank to “Customer care service” with the highest average score of 20.48 and Second rank is given to “Quality of product”, Third rank to “Pricing of product”, Fourth rank to “return back and refund policy” and the last rank has been given to “Delivery speed”, with the least average score of 19.94.

Majority of the respondents have given First rank to “Customer care service” as the dominant factor influencing satisfactory opinion about online shopping towards Flipkart with the highest average score of 20.48 and the least importance has been given to “Delivery speed” with the lowest average score of 19.94.

3.26 SATISFACTORY OPINION ABOUT ONLINE SHOPPING TOWARDS MYNTRA:

Table 3.26

STATEMENT	5 (1)	4 (2)	3 (3)	2 (4)	1 (5)	No. Of Response	Total Score	Average Score	Rank
Customer care service	13 (65)	25 (100)	17 (51)	5 (10)	1 (1)	61	227	20.05	III
Pricing of products	16 (80)	25 (100)	16 (48)	4 (18)	-	61	236	20.84	II
Quality of products	11 (55)	21 (84)	18 (54)	9 (18)	2 (12)	61	213	18.81	V
Return bank and refund policy	7 (35)	25 (100)	19 (57)	6 (24)	2 (2)	61	218	19.25	IV
Delivery speed	9 (45)	24 (96)	20 (66)	7 (28)	3 (3)	61	238	21.02	I

SOURCE: Computed Primary Data

INFERENCE:

The above ranking table 3.13, shows the factors influencing satisfactory opinion about online shopping towards Myntra. Out of the total respondents taken for study, the majority of the respondents have given First rank to “Delivery speed” with the highest average score of 21.02 and Second rank is given to “Pricing of product”, Third rank to “Customer care service”, Fourth rank to “Return back and refund policy” and the Last rank has been given to “Quality of products with the least average score of 18.81.

Majority of the respondents have given First rank to “Delivery speed” as the dominant factor influencing satisfactory opinion about online shopping towards Myntra with the highest average score of 21.02 and the Least importance has been given to “Quality of products” with the lowest average score of 18.81.

3.27 SATISFACTORY OPINION ABOUT ONLINE SHOPPING TOWARDS MEESHO:

Table 3.27

FACTOR S	5 (1)	4 (2)	3 (3)	2 (4)	1 (5)	No. Of Response	Total Score	Average Score	Rank
Customer care service	9 (45)	24 (96)	23 (169)	4 (8)	1 (1)	61	219	19.87	III
Pricing of product	10 (50)	23 (92)	16 (48)	12 (24)		61	214	19.41	V
Quality of products	16 (80)	18 (72)	22 (66)	5 (10)		61	228	20.68	I
Return back and refund policy	10 (50)	22 (88)	21 (63)	7 (14)	1 (1)	61	216	19.60	IV
Delivery speed	15 (75)	20 (80)	20 (60)	4 (8)	2 (2)	61	225	20.41	II

SOURCE: Computed Primary Data

INFERENCE:

The above ranking table 3.13, shows the factor influencing satisfactory opinion about online shopping towards Meesho out of the total respondents taken for study, the majority of the

respondents have given First rank to “Quality of product” with the highest average score of 20.68 and Second rank is given to “Delivery speed”, Third rank to “Customer care service”, Fourth rank to “Return back and refund policy”, the Last rank to “Pricing of product “ with the least average score of 19.41.

Majority of the respondents have given First rank to “Quality of Product” ” as the dominant factor influencing satisfactory opinion about online shopping towards Meesho with the highest average score of 20.68 and the least importance has been given to “Pricing of product ” with the lowest average score of 19.41.

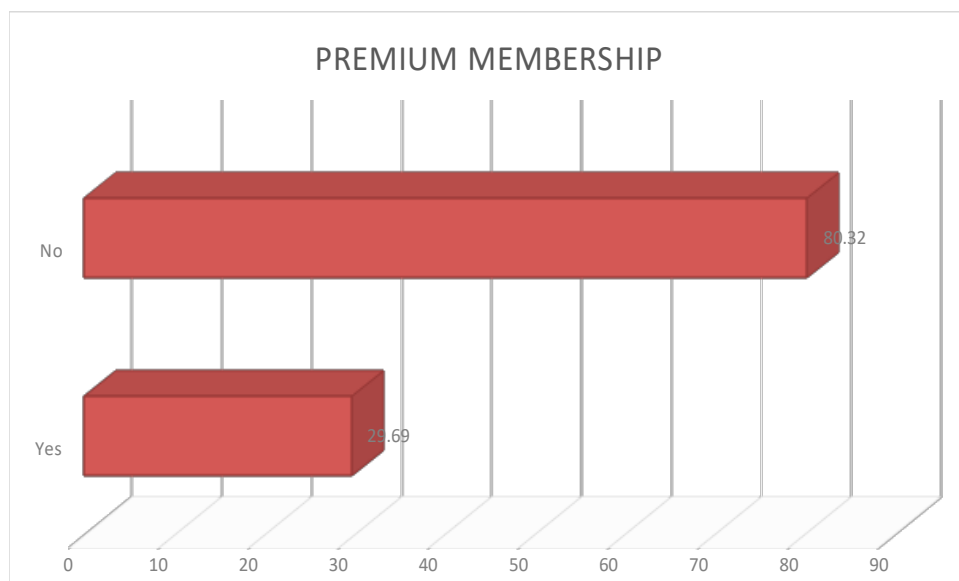
3.28 PREMIUM MEMBERSHIP:

Table 3.28

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Yes	12	29.69
No	49	80.32
Total	61	100.00

SOURCE: Primary Data

Chart 3.28



INFERENCE:

From the above table, it is inferred that out of the total respondents taken for the study, 19.69 percent of the respondents have premium membership and the remaining 80.32 percent of the respondents do not have premium membership.

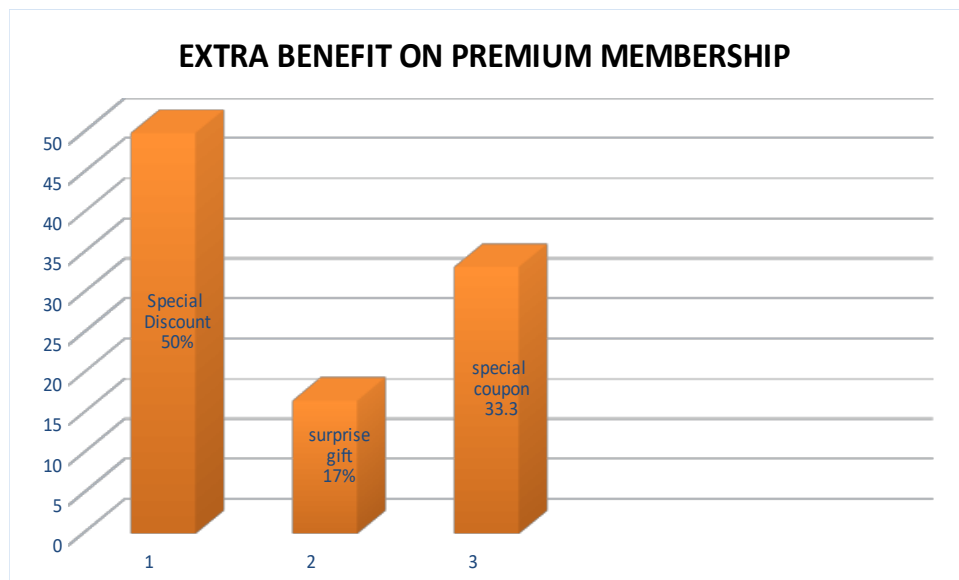
Majority 80.32 percent of the respondents do not have the premium membership for online shopping.

3.29 EXTRA BENEFITS ON PREMIUM MEMBERSHIP

BENEFITS	NO. OF RESPONDENTS	PERCENTAGE (%)
Special discount	6	50
Surprise gift	2	16.6
Special coupon	4	33.3
TOTAL	12	100

SOURCE: Primary Data

Chart 3.29



INFERENCE:

The above table 3.29 shows the opinion of 12 respondents having premium membership. It is stated that out of 12 respondents, 50 percent of the respondents receive special discount as extra benefits, 16.6 percent of the respondents receive surprise gift as extra benefit, 33.3 percent of the respondents receive special coupon as extra benefits.

Majority 50 percent of the respondents have received special discount as extra benefits.

3.30 WEBSITE SUITABLE FOR PURCHASE OF LOW PRICED PRODUCTS:

Table 3.30

WEBSITES	NO. OF RESPONDENTS	PERCENTAGE (%)
Amazon	5	8.19
Flipkart	7	11.47
Myntra	2	3.27
Meesho	47	77.04
TOTAL	61	100.00

SOURCE: Primary Data

Chart 3.30



INFERENCE:

From the above table 3.30, it is referred that out of the total respondents, 8.19 percent of the respondents have chosen Amazon as a suitable website for the purchase of low priced products, 11.47 percent of the respondents have chosen Flipkart, 3.27 of the respondents have chosen Myntra and the remaining 77.04 percent of the respondents have chosen Meesho.

Majority 77.04 percent of the respondents have chosen Amazon as a website suitable for low priced product.

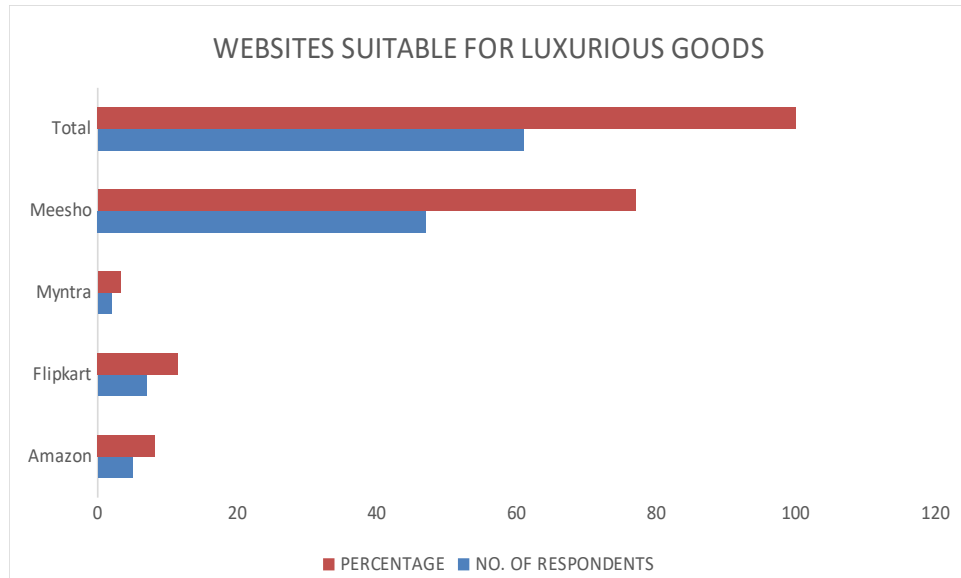
3.31 WEBSITES SUITABLE FOR LUXURIOUS GOODS:

Table 3.31

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Amazon	5	8.19
Flipkart	7	11.47
Myntra	2	3.27
Meesho	47	77.04
Total	61	100.00

SOURCE: Primary Data

Chart 3.31



INFERENCE:

From the above table, it is referred that out of total respondents taken for the study 8.19 percent of the customers choose Amazon, 11.47 percent of the customer choose Flipkart, 3.27 percent of the customers choose Myntra, 77.04 percent of the customers choose Meesho.

Majority 77.04 percent of the respondents of the customer choose Meesho as a overall satisfaction in online shopping.

3.32 OVERALL SATISFACTION TOWARDS ONLINE SHOPPING WEBSITE:

WEBSITES	5 (1)	4 (2)	3 (3)	2 (4)	1 (5)	Total Response	Total Score	Average Score	Rank
Amazon	12 (60)	32 (128)	14 (42)	2 (4)	1 (1)	61	235	26.64	II
Flipkart	20 (100)	24 (48)	11 (33)	3 (6)	3 (3)	61	190	21.54	IV
Myntra	12 (60)	14 (56)	22 (66)	13 (26)	1 (1)	61	209	23.69	III

Meesho	26 (130)	19 (76)	12 (36)	2 (4)	2 (2)	61	248	28.11	I
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SOURCE: Computed Primary Data

INFERENCE:

The above ranking table 3.32 shows overall satisfactory opinion towards Online Shopping Websites that the majority of the respondents have given First rank to “Meesho” with the highest average score of 28.11 and Second rank is given to “Amazon”, Third rank to “Myntra” and the Last rank has been given to “Flipkart“ with the least average score of 21.54.

Majority of the respondents have given First rank to “Meesho” as the dominant Online Shopping Website in the Comparative study with the highest average score of 28.11 and the least importance has been given to “Flipkart” with the lowest average score of 21.54.

CHAPTER-IV

FINDINGS AND SUGGESTIONS OF THE STUDY



SUMMARY OF FINDINGS AND SUGGESTIONS OF THE STUDY

4.1 INTRODUCTION :

With the rise of e-commerce, more and more consumers are turning to online shopping for their purchasing needs. This has led to an increase in the number of individual websites that offer products and services to customers. However, there is limited research on the satisfaction of e-buyers towards these individual websites. Therefore, there is a need for a comparative study that examines the satisfaction of e-buyers towards different individual websites. Finding for this

study can be obtained from various sources, including academic institutions, government agencies, private organizations, and research grants. The study can also be conducted in collaboration with e-commerce companies that are interested in improving their customer satisfaction. The first step in conducting a comparative study on e-buyers' satisfaction towards online individual websites is to identify the research question. The research question should be specific, measurable and relevant to the study. The research design should outline the methodology that will be used to collect and analyze data. This may include surveys, interviews, and observational studies. The sample should be representative of the target population, which in this case is e-buyers. A random sample of e-buyers can be selected from different regions, age groups and income levels. Data can be collected through various methods, including online surveys, email questionnaires, and phone interviews. The data collected should be reliable, valid, and relevant to the research question. This will help to identify patterns and trends in the data and to draw conclusions.

4.2.1 FINDINGS OF THE STUDY:

- Majority 5.73 percent of the respondents are female.
- Majority 32.78 percent of the respondents belong to the age group of 25 -35 years.
- Majority 57.37 percent of the respondents are UG/ Diploma holders.
- Majority 27.86 percent of the respondents are homemaker
- Majority 34.42 percent of the respondents earn less than ₹ 20,000.
- Majority 45.90 percent of the respondents are purchasing through online shopping below ₹1000 per month.
- Majority 62.29 percent of the respondents are married.
- Majority 70.49 percent of the respondents are living in joint family.
- Majority there are 3-6 members in 78.68 percent of the respondent's family.
- Majority 68.85 percent of the respondents lives in urban area.
- Majority 65.57 percent of the respondents shop in online once in a month.
- Majority 49.18 percent of the respondents doing online shopping once in a month.
- Majority 40.98 percent of the respondents are using "Meesho" for online shopping
- Majority 77.04 of the respondents have faced obstacles during e-shopping.

- Majority 29.50 percent of the respondents have chosen this shopping website referred by others.
- Majority 52.45 percent of respondents got satisfied with the promotional activities influencing purchase decision.
- Majority 52.45 percent of respondents got satisfied with the promotional activities influencing purchase decision.
- Majority of 93.44 percent of the respondents have opined that speed of delivery is important for them.
- Majority 40.98 percent of the respondents use Meesho for speed of delivery.
- Majority 80.32 percent of the respondents do not have the premium membership for online shopping.
- Majority 50 percent of the respondents have received special discount as extra benefits.
- Majority 77.04 percent of the respondents have chosen Amazon as a website suitable for low priced product.
- Majority 77.04 percent of the respondents of the customer choose Meesho as a overall satisfaction in online shopping.

4.2.2. FINDINGS OF RANKING ANALYSIS:

- Majority of the respondents have given First rank to “Very convenient shopping” with the highest average Score of 18.34 and the least importance has been given to “Offers and discounts” with the lowest average score of 15.24.
- Majority of the respondents have given First rank to “Easy in handling the website” with the highest average score of 15.43 and the least importance has been given to “Fair price” with the lowest average score of 13.37.
- Majority of the respondents have given First rank to “Delay in delivery” as a reason for the poor Online shopping with the highest average score of 21.55 and the least importance has been given to “No return policy” with the lowest average score of 18.18.
- Majority of the respondents have given First rank to “Return back and refund policy” as the dominant factor influencing satisfactory opinion about online shopping towards Amazon with the highest average score of 28.06 and the least importance has been given to “Customer care” with the lowest average score of 17.27.

- Majority of the respondents have given First rank to “Delivery speed” as the dominant factor influencing satisfactory opinion about online shopping towards Myntra with the highest average score of 21.02 and the Least importance has been given to “Quality of products” with the lowest average score of 18.81.
- Majority of the respondents have given First rank to “Quality of Product” ” as the dominant factor influencing satisfactory opinion about online shopping towards Meesho with the highest average score of 20.68 and the least importance has been given to “Pricing of product ” with the lowest average score of 19.41.
- Majority of the respondents have given First rank to “Meesho” as the dominant Online Shopping Website in the Comparative study with the highest average score of 28.11 and the least importance has been given to “Flipkart” with the lowest average score of 21.54.

4.3. SUGGESTIONS OF THE STUDY:

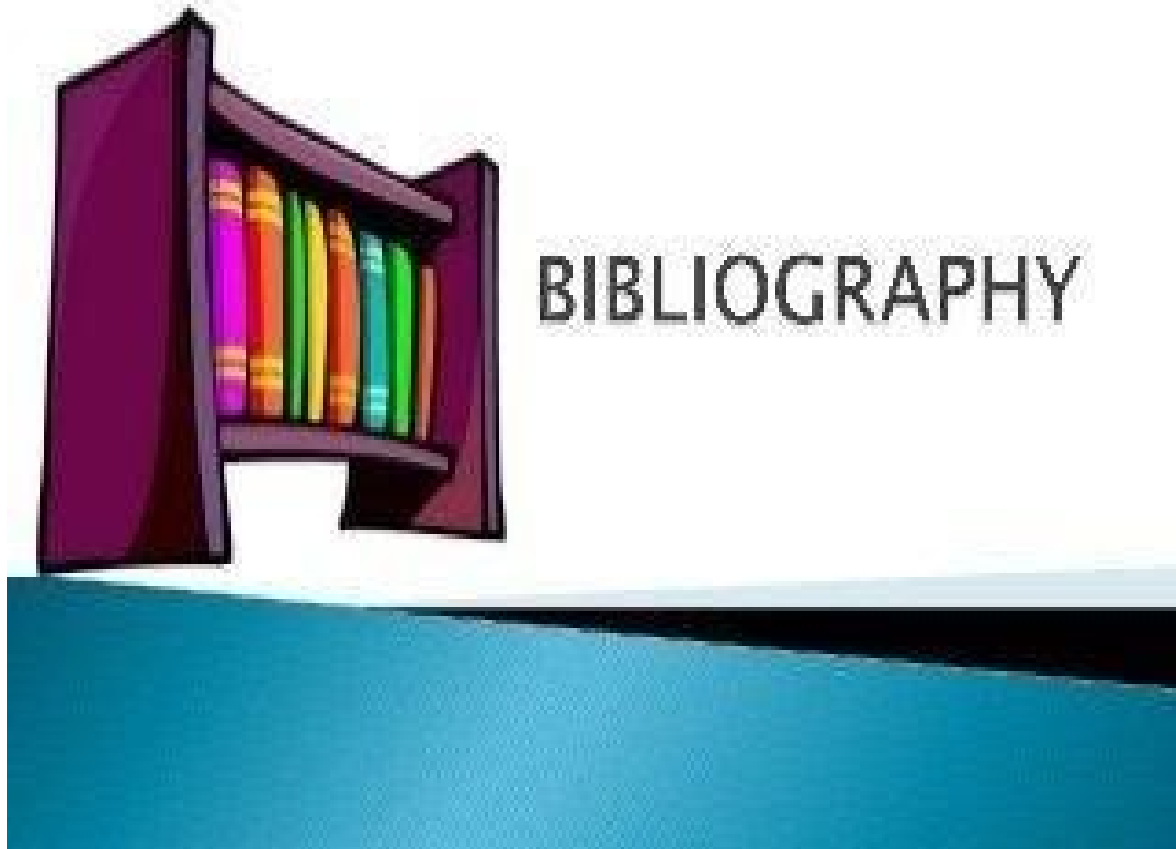
- Any e-store that promises too much at too low a price is suspicious. If the price is too low, consider whether the merchant came by the items legally.
- If the gift card is for someone else, be sure the store is legitimate, that the person uses the store, and that there are no hoops they will have to jump through.
- Expect to provide some method of payment, shipping address, telephone number, and email address, but if the merchant requests other information, walk away. We should not give them your bank account information, social security information, or driver’s license number.
- Some companies ask questions about your interests, but these should always be optional and you should be cautious about providing the information. Stick to the companies that respect your privacy.
- We will often be asked to create an account with a password when we make a purchase. Usually, we should not to do this, and unless we will use the e-store frequently, don’t create an account. If we do want an account, make sure to use a unique and strong password.

- Before entering any personal or credit card info onto a shopping site look to see if the web address on the page begins with "https:", not "http:" That little 's' tells you the website is secure and encrypted to protect your information.
- Do not use a debit card or check as these do not have the same security protections in place for you should a problem arise. Consider designating one credit card that is only for online shopping and transactions. This way, if the card gets compromised, you can quickly shut it down without impacting any other type of transactions.
- Some merchant's charge exorbitant shipping fees that can turn a shopping bargain into an expensive mistake. Look to see if they provide tracking and insurance. Understand what carriers they use, and be particularly cautious if the item won't be shipped within 10 days.
- The best way to stay safe online is still by using an effective internet security product. Shopping is no exception. Rather, with the increasing volume of goods and data being exchanged online, security features like real-time anti-phishing and identity theft protection are more important than ever.

4.4 CONCLUSION:

Based on the comparative study conducted on e-buyers' satisfaction towards online shopping, it can be concluded that online shopping has become increasingly popular among consumers worldwide. The study shows that online shopping offers several benefits, including convenience, accessibility, variety, and competitive pricing. The study also reveals that there are significant differences in e-buyers' satisfaction levels towards online shopping across different demographic groups, including age, gender, income, and education. The findings suggest that younger consumers and those with higher incomes and education levels are generally more satisfied with online shopping than older consumers and those with lower incomes and education levels. Overall the study concludes that factors to enhance the online shopping experience for consumers and increase their satisfaction levels. Overall, the study concludes that online shopping is a popular and convenient option for consumers worldwide. However, there is a need for online retailers to improve their services continually and tailor them to meet the diverse needs and preferences of their Customers.

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BIBLIOGRAPHY

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- THE SOUTHERN ECONOMIST

WEBSITE REFERRED:

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- https://ejmcm.com/pdf_10945_56280a9fdeec4.html

**A COMPARATIVE STUDY ON E-BUYERS' SATISFACTION TOWARDS ONLINE
INDIVIDUAL WEBSITES IN THOOTHUKUDI DISTRICT**

QUESTIONNAIRE

Name :

E-mails:

1. Gender

- a. Male b. Female

2. Age (in years)

- a. 15-20 b. 25-35 c. 35-45 d. above 45

3. Educational Qualification

a. Illiterate b. X STD/ XII STD c. UG/ PG d. Professional

4. Occupational

a. Student b. Government employee c. Private employee d. Business e. Homemaker

5. Monthly Income (in Rs.)

a. Less than 20,000 b. 20,000-40,000 c. 40,000-80,000 d. 1,20,000 above

6. Average amount of Purchase through Per month (in Rs.)

a. Below 1000 b. 1000-2000 c. 2000-3000 d. Above 3000

7. Material status

a. Married b. Unmarried

8. Nature of family.

a. Nuclear family b. Joint family

9. Number of family members:

a. 2 b. 3 c. 4 d. Above 4

10. Nature of Residence

a. Rural b. Urban. c. Semi – Urban

11. How frequently do you shop online?

a. Daily b. Once in a week c. Once in a month d. Once in a year e. Others

12. How frequently do you shop online during festivals times ?

a. Daily b. Once in a week c. Once in a month d. Once in a year e. Others

13. Rank the factors motivating you do choose the online shopping.

S.No	Factors	Rank
1.	Very convenient	

2.	Time saving	
3.	Reasonable price	
4.	Product variety	
5.	Offers & Discounts	
6.	Easy Return Bank Policy	
7.	Others	

14. Your overall satisfaction opinion on online shopping in

	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Amazon					
Flipkart					
Myntra					
Meesho					

15. Which site do you prefer the most to shop online

a. Amazon b. Flipkart c. Myntra d. Meesho

16. Why are you so fond of this website?

OPINION	Highly agree	Agree	Neutral	Disagree	Highly disagree
1.Easy in handling the website					
2. Fair price					
3. Brand image					
4. Frequent offers & Discount					
5. Easy Return back & Redressal queries					
6. User friendly					

7. More varieties in product					
------------------------------	--	--	--	--	--

17. Have you faced any obstacles during e-shopping?

a. Yes b. No

18. If yes obstacles faced during shopping

	Highly agree	Agree	Netural	Disagree	Highly disagree
Delay in delivery					
Failure of payment					
Improper follow up					
Poor quality					
No return					

19. How did you choose this online shopping website

a. Advertisement b. Refereed by others c. Online reviewers d. Social media e. Others

20. Do promotional activities of this website influence your purchasing decisions?

a. Highly agree b. Agree c. Neutral d. Disagree e. Highly disagree

21. Do every product meet the quality you expected?

a. Yes B. No

22. If No, Rank the major reason you queried with the individual websites

a. I didn't receive the product which I have ordered

b. Received inferior quality product

c. Size doesn't match

d. Expected delivery time is too long

e. Incorrect product colour

f. Not getting a refund

g. Missing of product

23. Is the speed of delivery is important to you?

a. Yes b. No

24. From your point of view, which website is best for speed of delivery in online shopping

a. Amazon b. Flipkart c. Myntra d. Meesho

25. Title your satisfaction level towards Amazon with reference to the following parameters.

OPINION	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Customer care service					
Pricing of products					
Quality of products					
Return back & refund policy					
Delivery speed					

26. Title your satisfaction level towards Flipkart with reference to the following para meters.

OPINION	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Customer care service					
Pricing of products					
Quality of products					
Return back & refund policy					
Delivery speed					

27. Title your satisfaction level towards Meesho with reference to the following parameters.

OPINION	Highly	Satisfied	Neutral	Dissatisfied	Highly
---------	--------	-----------	---------	--------------	--------

	satisfied				dissatisfied
Customer care service					
Pricing of products					
Quality of products					
Return back & refund policy					
Delivery speed					

28. Title your satisfaction level towards Myntra with reference to the following parameters.

OPINION	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Customer care service					
Pricing of products					
Quality of products					
Return back & refund policy					
Delivery speed					

29. Do you have premium membership.

- a. Yes b. No

30. If yes, mention the website _____. If yes, what are extra benefits you are enjoying

- a. Special Discounts
b. Surprise Gift
c. Special coupons.
d. Fast and free delivery

31. From your point of view, which website is most suitable for purchase of low priced products.

- a. Amazon b. Flipkart c. Myntra d. Meesho

32. From your point of view, which website is most suitable for purchase of luxurious goods.

a. Amazon b. Flipkart c. Myntra d. Meesho

A STUDY ON WORK LIFE BALANCE OF WOMEN EMPLOYEES IN BANKING SECTOR WITH REFERENCE TO THOOTHUKUDI

Project submitted to Department of Commerce

**ST.MARY'S COLLEGE (AUTONOMOUS)
THOOTHUKUDI**

Affiliated to Manomaniam Sundaranar University, Tirunelveli ,

In partial fulfilment of the requirements of

BACHELOR OF COMMERCE

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DEPARTMENT OF COMMERCE (SSC)

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI.

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

APRIL 2023

DECLARATION

We have declared that the project entitled "A STUDY ON WORK LIFE BALANCE OF WOMEN EMPLOYEES IN BANKING SECTOR WITH REFERENCE TO THOOTHUKUDI " is submitted in partial fulfilment of the requirements for the degree is our original work done under the guidance and supervision of Dr.A. Prathiba M.Com., M.Phil., PhD .This project has not previously formed for the bases of award of any similar titles and it represents entirely an independent work.

NAME OF THE STUDENTS	REGISTER NO.	SIGNATURE OF THE STUDENTS
SASIMITHA R.P	20SUCB43	R.P. Sasimitha
PUVISTA . S	20SUCB39	Puvista S
RENIFA EMOGEN . S	20SUCB40	Renifa Emogen . S
SAHAYA JOFFINA . A	20SUCB42	Sahaya Joffina
SATHYA . S	20SUCB44	Sathya . S

Place : Thoothukudi

Date : 01.04.2023

CERTIFICATE

It is certified that this short-term project work entitled "A STUDY ON WORK LIFE BALANCE OF WOMEN EMPLOYEES IN BANKING SECTOR WITH REFERENCE TO THOOTHUKUDI" is submitted to St. Mary's College (Autonomous), affiliated to Manonmaniam Sundaranar University is partial fulfilment of the requirements for the degree of Bachelor of Commerce and is a record of work done in the Department of Commerce (SSC), St. Mary's College (Autonomous), Thoothukudi during the year 2022- 2023 by the following students.

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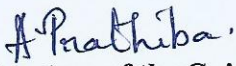
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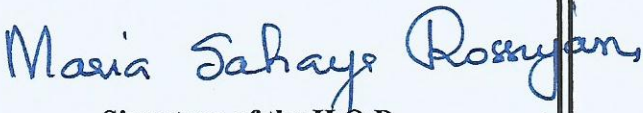
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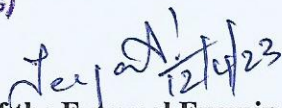
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CHAPTER – I



CHAPTER - I

1.1 INTRODUCTION

The term Work Life Balance is coined in 1956. The issue of work-life balance has become the hot topic in the current day scenario. Work life and personal life are two sides of a coin. Work-Life Balance focuses on two main aspects called achievement and enjoyment. This means that a woman should be able to have job satisfaction (Employment) and at the same time be able to grow up in her career (Achievement). When a working woman is able to achieve and enjoy her professional and personal life, it means she has a positive Work-Life Balance. Unfortunately working women compared to men are often at a higher risk of work life imbalance. Creating and managing a balance between the work and personal life is considered to be a work life balance issue. Increasing work pressure, globalization and work-life balance is a concept which includes proper technological advancement on prioritizing work, professional life and personal life.

Indian banking sector has witnessed explosive growth and expansion ever since the economic reforms were launched nearly two decades ago. This has created a new window of opportunities for women to find employment in the banking sector. In fact, the nationalization of the Indian banking sector in 1969 served as the first major step to reduce gender discrimination against women in banking jobs. The women job-seekers find jobs in banks more attractive and more suitable to their nature. Banks also were not only averse to taking them but even welcomed their entry because women have certain innate traits which fit in with the job requirements. Indian women are placed at the top most position of many major banks and they are proving themselves to be competitive. They are involved in taking major decisions; they are introducing innovative ideas and contributing everest towards the development of the economy. The leadership quality, managerial ability and the administrative skills are put together to make things happen.

Over a period of time women accomplished remarkable progress in every walk of life and made a noteworthy mark in the respective fields. Education has not only empowered

them but has also has given them robust careers. With brain power being the requisite skill in this knowledge era, rather than endurance or physical strength, the women workers seem to flood into every industry on par with men. But there is no significant change in performing the role of home maker.

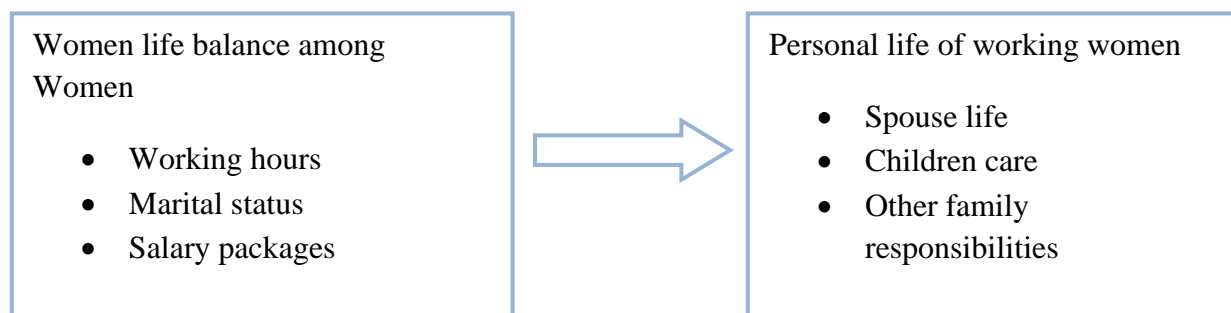
With increase in demand at work place and at home, the work-life balance of women employees is at stake. As working women get married, they have additional responsibilities and when they become mothers, they have to manage the primary care of children and extended family and are thus, under greater pressure to continue on a career path. Working mothers of today fulfill family responsibilities and also try to remain fully involved in their career coping up with the competing demands of their multiple roles. The caring responsibilities that working mothers lays a heavy stress on them when it is combined with their professional duties.

The attempt of working women to amalgamate, systematize various problems and activities in their different roles simultaneously puts them under tremendous pressure. It can lead to absenteeism from work, creative stress and lack of focus at work.

Concept of Work Life Balance

Work life balance can be defined as a balance between professional and person and a relationship between paid work and peoples lives outside of their employment, and the equilibrium between these two can be obtained, based on personal needs, expectations, and aspirations of a person. The work life balance proves to be a necessity for the personal satisfaction. As, now women are also in the corporate world so work life balance has grabbed even more attention.

FIGURE 1.1 Conceptual model of work–life balance and personal life



This is so because for women, its quite difficult and important that they need to balance both their professional and the personal life. The effects of work life balance can be different, and they may be different for both men and women. With the increase in number of professional working hours or the increase in the social activities, work life balance is affected.

1.2 STATEMENT OF THE PROBLEM

Due to industrialization, the pace of economy has been changing its colors. Human resource is also a part of it, affecting the very nature of organization. The various dimensions are practiced by management in maintaining harmonic relation between human resource and organization. It includes various issues at work and outside work. It is common element that the individuals often imbalance state of mind in fulfilling the activities either at work or outside the work environment. Undoubtedly, the work life balance is an essential element to make the worker effective and efficient. Though a number of studies and outcomes have been suggesting various solutions to balance work and life, yet there is gap between these two. The demand for work-life-balance solutions by employees and managers is expanding at an unprecedented rate. As a result, work-life balance is an increasingly hot topic in boardrooms and government halls today. Especially women employees have various roles to play at a time and the better imbalance between work and life can be visualized among women. The place of women employees though increasing in all areas of economy but it has a dominant share in certain activities like education, banking, insurance, IT sector etc. It is mainly because of activities to be performed in those sectors are exactly fit for physical as well as mental features of women. Thus, an attempt is proposed to study the work life balance among women employees in banking sector of Thoothukudi.

1.3 OBJECTIVES OF THE STUDY

- 1.** To study working environment in banks for women employees.
- 2.** To analyze the challenges associating with professional and personal life of the women employees in bank.
- 3.** To find out possible solutions to balance the work and family life of women employees in bank.

1.4 REVIEW OF LITERATURE

Kumar (2016) mentioned that in the banking sector, workers especially women in the cash have to work in pressure in order to completing account balancing which takes long hours leaving them stressed; the study also pointed out that managing daily household activities, child rearing and looking after the other family members were the prime factors which resulted in stress among female employees in the bank. Hence, these social factors causing stress are likely to have a negative impact on job satisfaction.

Wayne et al. (2017) states that the term 'balance' in 'work-life balance' asserts that it is the effort of individuals to have low conflict level amongst their demands of personal life and professional life. It should also be mentioned that the approach is denounced by a number of scholars by suggesting that adopting these kinds of approach indicates a false work separation, irrespective whether it is formal or informal, paid or unpaid as those are also a part of life. Hence, it should not be seen separately and it must be balanced along with life.

Lewis and Beauregard (2018) have also noted that the concept of work-life balance will always remain disputed as the balance concept by itself remains complicated. In general, the term balance means that there must be equal contribution required for work participation of both work and non-work activities. So, it can be summarized that for getting a suitable work-life balance there should be a stability amidst the activities related to work and also the non-working tasks being performed by an individual.

Pandey (2019) Objective of the study was to identify the determinants of Work Life Balance of Women bank employees, to study the effects of work life balance on job satisfaction amongst the working in Banking. Both primary and secondary Data was collected. A set of questionnaire was developed to collect the responses from the employees of the banking sector. It was found in the study that majority of the women were not happy with the higher management. 78% amongst the public sector and 93 % of the private sector realized that women employees cannot pursue their career with same velocity after marriage and child break.

1.5 SCOPE OF THE STUDY

This study deals with the work life balance of Women Employees in Banking Sector with Reference to Thoothukudi. The satisfaction levels of working women are surveyed and measured.

1.6 RESEARCH METHODOLOGY

The study has pre-determined objectives and methodology. An attempt was made to collect comprehensive data on working women through surveys. The sample size for this research is 70 and the sample respondents are women employed in banks of Thoothukudi.

1.7 AREA AND PERIOD OF STUDY

The present study covers the women employees in banking sector of Thoothukudi. The researchers carried out the field work for their study. The study was conducted during the period from January 2023 - March 2023.

1.8 SAMPLING DESIGN

The women employees in Thoothukudi, Tamilnadu, constitute universe for the study. Women employees working in banking sector were selected as the sample frame.

1.8.1 SAMPLE SIZE

The sample size considered for the study is working women. The sample respondents includes only bank employees.

1.8.2 SAMPLING METHOD

Simple random sampling method is used for the present study.

1.9 SOURCES OF DATA

1.9.1 PRIMARY DATA

The required data is collected from the sample respondents with the help of a questionnaire designed for the purpose and through personal interviews also. A set of questionnaire was developed to collect the responses from the women employees of the banking sector to perceptualize the opportunities, scope and constraints and grey areas with regard to work life balances. Information on geographic, socio cultural and psychological perspectives of the study area has been collected for preparing this questionnaire. The major dimensions which have been used to measure Work Life Balance (WLB) are namely- gender bias, demographic structures of families of employees, level of hierarchy in the organization, welfare policies of the organization and family and societal commitments of the employees.

1.9.2 SECONDARY DATA

For requisite details on planning and policies of government and other geographical and socio-cultural perspective of the study area was collected from authentic resources such as books and journals, research papers, Project readings, unpublished reports of government departments and other reliable sources of information broadcast.

1.10 FRAMEWORK OF ANALYSIS

The data were analyzed by using statistical tools like Inferential Statistics , Percentage analysis and Simple ranking .

1.10.1 INFERENTIAL STATISTICS

Inferential Statistics infer from the sample data what the employees might think. It shows the number of occurrences of each responses. It is often used to compare the differences between the treatment groups. Inferential statistics use measurements from the sample of subjects in the experiment to compare the treatment groups and make generalizations about the larger Employees of subjects. It helps to suggest explanations for a situation or phenomenon. It allows you to draw conclusions based on extrapolations.

1.10.2 PERCENTAGE ANALYSIS

Percentage analysis shows the number of occurrence of each responses. It is often used to compare the difference between the treatment groups. It helps to conclusions based on extrapolations.

1.11 LIMITATIONS OF THE STUDY

The following are the limitations of the study:

1. The study is limited to the women Bank Employees in Thoothukudi.
2. Some respondents might have given biased answers which might have an impaction Work life balance of women employees in Banking Sector on the findings of the studies.
3. Due to lack of prior research studies on the topic, respondents didn't have time to read the full questionnaire as they filled it randomly.
4. Respondents tried to escape some statements by simple answering.

1.12 CHAPTER SCHEME

Chapter I

The first chapter deals with Introduction , Statement of the Problem , Objectives of the study , Review of Literature , Scope of the study , Research Methodology , Area and period of study , Sampling Design , Sample size , Sampling Method , Sources of Data – Primary Data & Secondary Data , Framework of Analysis – Inferential Statistics , Percentage Analysis Ranking and Limitations of the Study.

Chapter II

The second chapter deals with profile of banks.

Chapter III

The third chapter deals with Analysis and Interpretation of the data collected for the study.

Chapter IV

The fourth chapter deals with Findings and Suggestions.

Chapter V

The fifth chapter concludes with impact of work life balances of women employed in banking sector and possibilities to overcome the imbalances.

CHAPTER – II



PROFILE OF THE STUDY

CHAPTER - II

PROFILE OF THE STUDY

INTRODUCTION

Work-life balance policies and practices are becoming increasingly important to employers even in bank because employee's motivation and satisfaction, profitability and productivity and recruitment and retention policies can be improved by adopting flexible working arrangements. The working sphere of Women in India is changing at incredible pace due to progressive reduction in trade barriers, modern innovation in technologies, globally interconnected market place, cut throat competition and business rivalry and changing family and population patterns.

FIGURE 2.1



The leading public sector bank, State Bank of India in Tuticorin, is one among the network of branches all over the city. Commonly referred to as SBI, this financial institution is the India's largest bank and a Fortune 500 company that came into existence in the year 1955.

Headquartered in Mumbai, this government owned corporation is a leading entity in the banking and financial services sector. This bank provides financial services and products to individuals, micro, small and medium enterprises, large and mid-sized corporates, and several agricultural, rural, and retail businesses. This bank takes pride in its widespread presence that covers over 24,000 branches and 59,000 ATMs. Since 1973, it is actively involved in non-profit activity called community service banking.

Employees, who retire on attaining Super Annuation age, i.e. 60 years, take voluntary retirement or on medical grounds have no idea about the facilities available to the pensioners because no consolidated instructions are available at one place. All such information you will get in this booklet. This is now made available by PPG Deptt at Corporate Office, which is updated from time to time. I have used this book for corrections/additions, with due respect to them PROVIDENT FUND.

When a member resigns or retires from service of to Bank, he shall, if he has served the Bank for a period of 5 years or more, be entitled to receive the balance, His and Bank's contribution, at his credit in the Bank. He has to apply within 3 months before retirement date.

How to apply: Member should apply through HRMS Portal as under. Log on to HRMS Portal.

Go to Employees Self service > PPFG > Full & Final settlement > fill up the form > submit the form. Print the submitted form. Submit following (duly signed) forms to salary disbursement authority/OAD.

An employee who has put in a minimum 5 years of service is eligible for payment Of gratuity under the Payment of Gratuity Act 1972. The amount will be payable @ 15 days wages for each completed year of service. On the basis of 26 working days in a month, subject to a ceiling of Rs.20/- lacs. wef. 16-01-2018.

For the purpose of Gratuity, wages include the following :

Award Staff: Basic pay + D.A.+ Personal Allowance + PQA + FPA.+ Actg.All.

Sup. Staff. Basic Pay + D.A.+ FPA + PQA.

Formula:- Wages x 15 x No. of completed years of service.

For all this, you should apply within 3 months before retirement.

How to apply: Log on to HRMS Portal. Go to employee self service > HR Initiatives > PPFG > Apply Gratuity Payment > submit the form.

Take out the print by clicking on the 'Print' button & submit (duly signed and Witnessed) forms to salary disbursing authority(OAD)

SERVICE GRATUITY: Payable to an employee, not eligible to get pension , after completion 10 years of continuous service/on retirement resignation.

CALCULATION: Payable at the rate of one month's pay for every completed years of service subject to a maximum of 15 months pay and additional amount at the rate of one half of a month's pay for each completed year of service beyond 30 years of service.

SALARY. Officers : Basic Pay + Incr. component of FPA + PQA.

Award Staff. Basic Pay + DA + Personal.All. + Acting All. + Incr. comp. of FPA.

COMPASSIONATE GRATUITY: On the death of an officer/Award Staff, compassionate gratuity is payable to the nominee/legal heirs of the deceased.

The State Bank of India (SBI) is all set to chalk out plans, regarding offering work from home option to its female employees. This option to work from home is being planned to retain the retention of women staff. It also provides with a list of facilities for its women employees all over.

- Job training and soft skill training
- Health insurance
- Education Assistance
- Free transport
- International Relocation
- Child care
- Cafeteria
- Free food

FIGURE 2.2



Tamilnadu Mercantile Bank Limited (TMB) is a bank headquartered at Thoothukudi, Tamil Nadu, India. TMB was founded in 1921 as the Nadar Bank, but changed its name to Tamilnadu Mercantile Bank in November 1962 to widen its appeal beyond the Nadar community. TMB was rated as the fastest growing Private Sector Bank continuously for the five years from 2010 to 2015. The bank has won the Lokmat BFSI Best Private Sector Bank 2014-15 award.

Tamilnadu Mercantile Bank is one of the most trusted private sector banks in India. Initially, it was started as a local bank, catering to the banking needs of small businessmen and merchants in South Tamil Nadu. Today the bank has grown to expand its presence significantly. The bank offers personal loans to help individuals meet their cash requirements for various personal expenses. Customers can connect with the customer service team on the following helpline numbers 1800 425 0426 (toll- free) or +91 98424 61461 to find answers to all their personal-loan related queries.

Since the inception of TMB, our company has earned the reputation for hiring only the most qualified professionals and rewarding them with a total compensation package that is unmatched in our industry. What was true in the beginning remains true today; and it is the goal of our company to maintain an unmatched total compensation package as we grow and expand.

The Tamilnadu Mercantile Bank Pensioner Plan offers loans to elderly persons who receive their pensions monthly in the form of pension receipts. By availing the TMP Pension Loan, the pensioner can have access to immediate funds at the bank, for any urgent need. The Pension Loan at TMB is provided at low interest rate and a lower margin amount.

Purpose – The Pension loan amount can be used by the applicant for paying phone bills, family expenses, medical expenses, electricity bill, water charges or education expenses. The applicant gets up to 95% of the pension amount received in one month. The loan amount is considered after deduction of various repayment obligations towards the existing loan and other advances.

- ❖ Loan Margin – Tamilnadu Mercantile Bank gives a loan margin of 5% to its pensioner applicants.
- ❖ Nature of Limit – An Overdraft in SB account. The bank allows an overdraft limit only at the branch where the pension is credited.
- ❖ Loan Security – The TMB Pension Loan does not require any security to be provided to the bank towards the bank loan.

Base Rate + 3.75% - 14.15% per annum, Current Lending Base Rate is 10.40% per annum.

Eligibility for TMB Pension Loan: Employees of the central or state government, or public sector. Individuals employed at banks who receive pension via TMB Bank branches.

The documents required for availing the Pension Loan from TMB is very simple. Applicant should provide an undertaking letter stating that the borrower will not change the authorization for crediting pension from the employer to TMB, to any other bank. This authorization should not be changed at any time during the period of the overdraft limit.

Other Fees and Charges:

- ❖ Processing Charges - 1% of the loan sanctioned amount (No maximum limit).
- ❖ Penal Interest - 2% on the outstanding balance per year (Over the interest rate).

At TMB a woman enjoys progressive work culture and several benefits –

- Convenience and safety from pick up and drop facilities.
- Health insurance and Education Assistance.
- Free transport Facilities.

- Unfiltered opportunities.
- Child care.

At TMB women can feel safe to reach their maximum potential without a care or inhibition. We strongly propagate their success and look forward to fulfilling their ambitions in every way we can.

FIGURE 2.3



Axis Bank established in 1993 was the first of the new private banks to have begun operations in 1994 after the Government of India allowed new private banks to be established. Axis Bank Ltd. has been promoted by the largest and the best Financial Institution of the country, UTI. The Bank was set up with a capital of Rs. 115 crore, with UTI contributing Rs. 100 crore, LIC – Rs. 7.5 crore and GIC and its four subsidiaries contributing Rs. 1.5 crore each. Axis Bank is one of the first new generation private sector banks to have begun operations in 1994. The Bank was promoted in 1993, jointly by Specified Undertaking of Unit Trust of India (SUUTI) (then known as Unit Trust of India), Life Insurance Corporation of India (LIC), General Insurance Corporation of India (GIC), National Insurance Company Ltd.,

The Bank has strengths in both retail and corporate banking and is committed to adopting the best industry practices internationally in order to achieve excellence.

Axis Bank entered a deal in November 2010 to buy the investment banking and equities units of Enam Securities for \$456 million. Axis Securities, the equities arm of Axis Bank, will merge with the investment banking business of Enam Securities. As per the deal,

Enam will demerge its investment banking, institutional equities, retail equities and distribution of financial products, and non-banking finance businesses and merge them with Axis Securities.

Axis Bank is a private-sector bank in India. It was founded in 1993 as UTI Bank and was later renamed Axis Bank in 2007. The bank was established with the goal of providing specialized financial services in the areas of investment banking, corporate banking, and retail banking.

The bank was founded by a group of entrepreneurs and professionals and was initially promoted by the Unit Trust of India (UTI), Life Insurance Corporation of India (LIC), General Insurance Corporation of India (GIC), and National Insurance Company Ltd.

In its early years, the bank focused on building a strong retail banking franchise and expanding its network of branches across the country. It also established a strong presence in the corporate banking and investment banking sectors and began offering a wide range of financial products and services to its customers.

Over the years, the bank has continued to grow and expand its operations, and today it has a network of over 4,800 branches and over 13,000 ATMs across the country. It serves a wide range of customers, including individuals, small and medium-sized enterprises, and large corporations, and offers a range of financial products and services, including savings and current accounts, loans, credit cards, insurance, wealth management, and investment products.

How Many Axis Bank Branches in India.

As of 2021, Axis Bank had a network of over 4,800 branches and over 13,000 ATMs across India. The bank has a strong presence in all major cities and towns in the country, and also has a significant presence in rural and semi-urban areas.

In addition to its branches and ATMs, the bank also offers a range of digital banking services, including internet banking, mobile banking, and phone banking, which allow customers to access their accounts and conduct financial transactions remotely. These services

have become increasingly popular in recent years, as they provide customers with greater convenience and flexibility in managing their finances.

Overall, Axis Bank is one of the leading private sector banks in India, with a strong network of branches and a range of financial products and services that cater to the needs of a diverse customer base.

There are several benefits of using Axis Bank as a financial institution:

Wide range of products and services: Axis Bank offers a wide range of financial products and services, including savings and current accounts, loans, credit cards, insurance, wealth management, and investment products. This allows customers to choose the products and services that best meet their financial needs and goals.

A strong network of branches and ATMs: Axis Bank has a strong network of branches and ATMs across India, which makes it convenient for customers to access their accounts and conduct financial transactions.

Digital banking options: In addition to its branches and ATMs, the bank also offers a range of digital banking services, including internet banking, mobile banking, and phone banking, which allow customers to access their accounts and conduct financial transactions remotely.

High-quality customer service: Axis Bank is known for its high-quality customer service, with knowledgeable and helpful staff at its branches and call centers.

Strong financial performance: The bank has a strong track record of financial performance, with consistently strong profits and a strong balance sheet. Overall, these benefits make Axis Bank a reliable and convenient choice for customers looking for a financial institution to meet their needs.

Competitive salary: Bank employees may receive competitive salaries, which may include a base salary as well as performance-based bonuses and incentives.

Health insurance: Many banks offer health insurance to their employees, which can provide coverage for medical, dental, and vision expenses.

Retirement benefits: Bank employees may be eligible for retirement benefits such as a 401(k) plan or a pension plan.

Paid time off Bank employees may be entitled to paid time off, including vacation days, sick days, and holidays.

Professional development opportunities: Banks often provide their employees with opportunities for professional development, such as training programs, workshops, and conferences.

Employee assistance programs: Many banks offer employee assistance programs, which provide support for employees facing personal or professional challenges, such as financial stress, family issues, or mental health concerns. Overall, the benefits offered to bank employees can vary depending on the employer and the specific job role, but many banks offer a range of benefits to support the well-being and professional development of their employees.

An Axis bank IFSC code (Indian Financial System Code) is an 11-digit code that is used to identify a specific bank branch for electronic financial transactions. The IFSC code is assigned by the Reserve Bank of India (RBI) and is used by the National Electronic Funds Transfer (NEFT) system to facilitate electronic fund transfers between banks.

The IFSC code for a specific Axis Bank branch consists of the bank's IFSC prefix, which is "UTIB," followed by the branch's specific code. For example, if you want to transfer funds to an Axis Bank account using NEFT, you will need to provide the IFSC code for the recipient's bank branch.

To find the IFSC code for a specific Axis Bank branch, you can visit the bank's website and use the branch locator tool to find the branch you are looking for. The IFSC code for the branch will be displayed along with the other details of the branch. Alternatively, you can also check with the bank directly or visit the RBI's website, which maintains a database of IFSC codes for all banks in India.

Axis Bank is a leading private-sector bank in India with a strong network of branches and ATMs across the country. The bank offers a wide range of financial products and services, including savings and current accounts, loans, credit cards, insurance, wealth management, and investment products. It is known for its high-quality customer service, strong financial performance, and its range of digital banking options, which allow customers to access their accounts and conduct financial transactions remotely. Axis Bank is a reliable and convenient choice for individuals and businesses looking for a financial institution to meet their needs.

Services offered by the bank:

Personal Banking.

Corporate Banking.

NRI Banking.

Priority Banking.

VBV – Online purchases using Credit Card.

VBV / MSC – Online purchases using Debit Card.

It also provides list of facilities for its women employees all over.

- Quick Response Team Initiative
- Soft skill training
- Protection and freedom from discrimination and harassment
- Cafeteria and free food

- Leave facilities – Maternity Leave , Child Care Leave , Fertility Leave

At Axis Bank women can feel safe to reach their maximum potential without a care or inhibition.

FIGURE 2.4



The TUTICORIN branch of UCO BANK is located in the TUTICORIN of the TAMIL NADU State at UCO BANKTUTICORIN 628003. The IFSC Code of the branch is UCBA0000886 and its MICR Code is MICR not provided.

The working hours of the TUTICORIN branch of UCO BANK are Monday to Saturday from 10am to 4pm* while the 2nd and the 4th Saturdays generally remain non-working days. One may call the designated branch office too at its phone number 2320209

Founded in 1943, UCO Bank is a commercial bank and a Government of India Undertaking. Its Board of Directors consists of government representatives from the Government of India and Reserve Bank of India as well as eminent professionals like accountants, management experts, economists, businessmen, etc.

To emerge as the most trusted, admired and sought-after world class financial institution and to be the most preferred destination for every customer and investor and a place of pride for its employees.

Global banking has changed rapidly and UCO Bank has worked hard to adapt to these changes.

The Bank looks forward to the future with excitement and a commitment to bring greater benefits to you.

UCO Bank, with years of dedicated service to the Nation through active financial participation in all segments of the economy - Agriculture, Industry, Trade & Commerce, Service Sector, Infrastructure Sector etc., is keeping pace with the changing environment. With a countrywide network of more than 3000 service units which includes specialized and computerized branches in India and overseas, UCO Bank has marched into the 21st Century matched with dynamism and growth.

We are in the Service of Community since 1943. We have more than 3000 Service Units spread all over India. We also operate in two Major International Financial Centers, namely Hong Kong and Singapore. We have our Correspondents/Agency arrangements all over the world. We undertake Foreign Exchange Business in more than 50 Centers in India. We have Foreign Exchange Dealing Operations at 1 Centre.

Headquartered in Kolkata, the Bank has 42 Zonal Offices spread all over India. Branches located in a geographical area report to the Zonal Office having jurisdiction over that area. These Zonal Offices are headed by Senior Executives ranging upto the rank of General Manager, depending on size of business and importance of location. The Zonal Offices report to the respective Head Office Departments headed by General Managers/senior Deputy General Managers.

In all our promotional activities, we will be fair and reasonable in highlighting the salient features of the schemes marketed by us. Misleading or unfair highlighting of any aspect of any scheme/service marketed by the Bank leading to unfair practice shall not be resorted to by the Bank. In commemorating the 50th Year of Independence of India, the Bank released a booklet entitled "Our Commitment to Customers" incorporating the Citizens' Charter on services provided by the Bank.

In our continuing endeavor to serve our customers better, we have considerably extended the business hours for public transaction at the branches on all week-days.

UCO Bank was founded in 1943, it is a commercial bank and a Government of India Undertaking. The board of directors of UCO Bank consists of government representatives from Government of India and Reserve Bank of India.

UCO Mahila Pragati Dhara was specifically designed to empower and encourage women entrepreneurs. This scheme offers hassle free financial assistance for undertaking production, manufacturing or service activities under Micro and Small Enterprise Sector.

UCO Bank offers Term loan and cash credit to the women entrepreneurs to financially assist them.

The UCO Mahila Pragati Dhara is offered to women entrepreneurs to If it is a manufacturing unit, then loan is offered to acquire a fixed asset or to meet working capital requirement. Fixed assets can be plant, machinery, equipment, vehicle, furniture and fixtures, tools, etc.

If women entrepreneurs are involved in a service industry, then they will be financially assisted to start a new unit for modernization, expansion or for renovation for providing their services.

Financial assistance is offered to women run enterprises. The category covered is the Micro and Small Enterprise.

The prospective borrower must have working experience in the intended line of business.

Term loan is offered on need base and working capital requirement offered is 20% of the projected realistic annual turnover. There is no margin for loan up to Rs.2 lakh. If the loan limit is above Rs.2 lakh and up to Rs.25 lakh, the margin is 15% of the loan amount.

Primary security is the asset created out of the loan amount. Term loan is offered for a period of 5 – 7 years based on the life of the asset.

Cash credit is offered for a period of 12 months and it should be in a continuing nature and is subject to renewal every year.

It provides list of facilities for its women employees and enjoys several benefits –

- Free transport and Free food facilities.
- Redressal in any case of emergency.

- Protection and security protocol.
- Child Care Facility.
- Education Assistance.

FIGURE 2.5



ICICI stands for Industrial Credit and Investment Corporation of India - was founded in the year 1994. Headquartered in Mumbai, the financial capital of the country, this bank ranks amongst India's leading private sector banks. It caters to the varied financial needs of the citizens through a vast assortment of banking products and financial services to corporate and through variety of delivery channels through group companies. Time and again, this winning banking institution been the numerous awards and accolades for its exceptional services. This is one of the popular branches of this private sector bank.

Almost one third of the workforce at ICICI is fuelled by women. The reason for this is the comfort and security present with when they come on board. At ICICI there are no bars for women making it to the top with close to 25% participation in frontline sales offices. Committed to the core message - "Saath Aapka", they put their employees before policies and procedures reserving the need for extra 'care in any delicate matters.

ICICI Bank offers a wide range of salary accounts to the employees and employers to fulfil different banking needs. The variety of these options makes salary account held with this bank as one of the best and favoured choice for many salaried individuals and their firms.

An organisation/firm/company can go for the ICICI Bank Salary Account for easy disbursement of the salaries. Along with, companies/employers can enjoy myriad of benefits and features. Some of them are listed here:

Zero Balance Accounts: ICICI Bank provides zero balance salary accounts. Hence, there are no worries of maintaining the minimum balance. Your employees will enjoy better banking facilities with these salary accounts.

Reduced paperwork: by opting to ICICI bank's salary accounts, an organisation can easily negate the need for cumbersome paperwork of maintaining records of employees and their salaries. everything is available at the fingertips of your employees as ICICI bank salary accounts come with several amazing features including internet banking, SMS alerts, email statement, etc.

More savings on costs: the list of benefits and features is limitless. an employer and employee can experience the most economical banking through the salary accounts of ICICI bank. they can avail free remittance of pay orders and demand drafts (DD) up to Rs. 25000 on any icici bank branch.

Special offerings: Salary accounts offered by the icici bank give a number of special offers to your employees. with ICICI bank's salary accounts, your employees enjoy the free anytime anywhere banking facility, attractive offers on credit cards and loans, investment advisory and much more offers for defence personnel: icici bank understands the value of sacrifices done by the brave defence personnel. hence, they provide specifically crafted 'defence banking services' for the armed forces. National Pension Scheme (NPS): icici bank is one of the registered members of the pension fund regulatory and development authority (pfrda). so, they provide nps services to the corporate customers. they can also claim tax benefits under section 80ccd (2) of the income tax act, 1961.

ICICI bank salary account interest rate.

ICICI bank salary account interest rate.

below Rs. 50 lakh 3.50%

Rs. 50 lakh and above 4.00%

Eligibility to avail ICICI Bank salary account advantages for employers firm needs to have at least 20 employees and annual pay out of Rs. 36 lakh to be eligible for ICICI Bank salary account. the average salary per account should be at least Rs. 15000 per month.

To open a suitable salary account with icici bank, your organisation must share a salary credit association with the bank. after this, the hr or accounts department will approach the bank's executive to come to the office premises to open salary accounts of their employees. you just need to keep the copies and original id and address proof, photographs and employment proof with you to make the process easy. the executive will provide you with a welcome kit (debit card, pin and cheque book) upon the documents verification.

At ICICI a woman enjoys progressive work culture and several benefits -

- Freedom from discrimination and harassment; protection thereof
- Unfiltered opportunities to excel in their chosen career path
- Extended support through liberal policies such as Maternity Leave, Child Care Leave, Fertility leave and Adoption Leave
- Security protocol in outbound roles as well as self-defence training
- Convenience and safety from pick up and drop facilities
- Redressal in the case of an emergency through Quick Response Team Initiative (QRT)

At ICICI, women can feel safe to reach their maximum potential without a care or inhibition. We strongly propagate their success and look forward to fulfilling their ambitions in every way we can.

FIGURE 2.6



The TUTICORIN branch of HDFC BANK is located in the PALAYAMKOTTAI MAIN ROAD district of the TAMIL NADU State at 187 - A - 1, Palayamkottai Main Road, Palayamkottai Main Road Tuticorin 628008.

The working hours of the TUTICORIN branch of HDFC BANK are Monday to Saturday from 10am to 4pm* while the 2nd and the 4th Saturdays generally remain non-working days.

Employee Stock Option Scheme ('ESOS') The Bank provides options to acquire equity shares to its employees.

- Gratuity. All employees are provided gratuity by the Bank.
- Superannuation.
- Provident fund.
- Pension.
- Higher Medical cover.
- Leave encashment / Compensated absences.
- Concessional Loan.

At HDFC Bank a woman enjoys progressive work culture and several benefits –

- Convenience and safety from pick up
- Free transport and drop facilities
- Protection from harassment
- International Relocation
- Health Insurance

FIGURE 2.7



ORIGIN

Commercial banking in India can boast of a history of about 200 years. Though one could trace the history of banking back to the 19th Century, the beginning of the last century

saw the birth of many banks in India, set up by people with vision, commitment and national spirit.

One such Bank - Karur Vysya Bank - was set up in Karur in 1916 by two great visionaries and illustrious sons of Karur, the Late Shri M A Venkatarama Chettiar and the Late Shri Athi Krishna Chettiar to provide financial support to the traders and agriculturists in and around Karur, a textile town in Tamil Nadu.

Together they mopped up the initial capital of Rs. 1 Lakh to begin business on 1st July, 1916. Since then the bank has grown from strength to strength to emerge as one of the leading banks in the country. The bank is professionally managed by the Board of Directors who, with their vision, experience, knowledge and business acumen guide the bank. The Bank has spread its wings across the country with 782 branches in 20 States and 3 Union Territories.

KVB has consistently maintained strong fundamentals, generating profits and rewarding its stakeholders with handsome dividends since inception. The Bank meticulously conforms to all the prudential norms and exacting statutory regulations.

The Karur Vysya Bank Limited, popularly known as KVB, was set up on 25 July 1916 by M. A. Venkatarama Chettiyar and Athi Krishna Chettiyar to capitalise on the previously unexploited market of traders and agriculturists in and around Karur, a town in Tamil Nadu. The bank later expanded out of Karur in search of additional business opportunities and established a presence across India.

Karur Vysya Bank is a Scheduled Commercial Bank, headquartered in Karur in Tamil Nadu, India.[2] It was founded in 1916 by M. A. Venkatarama Chettiar and Athi Krishna Chettiyar. The bank primarily operates in the treasury, corporate/wholesale banking, and retail banking segments.

Website:<https://www.kvb.co.in>

KVB provides services such as personal, corporate, and agricultural banking and services to NRIs and SMBs. The bank had approximately 800 branches and 1,650 ATMs as of

31 March 2020. KVB has recorded a Total Business of ₹107,591 crore with deposits of ₹59,075 crore and advances of ₹48,516 crore.

The Karur Vysya Bank is set to chalk out plans, regarding offering work from home option to its female employees. This option to work from home is being planned to retain the retention of women staff. It also provides with a list of facilities for its women employees all over.

- International Relocation
- Job and soft skill training
- Free transport facility – Pick up and Drop up facilities
- Opportunities for promotion women can feel safe to reach their maximum potential without a care or inhibition.

FIGURE 2.8



The Tuticorin melur branch of Indian Overseas Bank is located in the Thoothukudi of the tamil nadu State at 3 C, balavinayagar kovil street, near cruz fernando statue, Tuticorin pin 628002. The IFSC Code of the branch is IOBA0001326 and its MICR Code is MICR not provided.

The working hours of the Tuticorin melur branch of Indian Overseas Bank are Monday to Saturday from 10am to 4pm* while the 2nd and the 4th Saturdays generally remain non-working days. One may call the designated branch office too at its phone number 2321612.

In 1937, M. Ct. M. Chidambaram Chettyar established the Indian Overseas Bank to encourage overseas banking and foreign exchange operations. IOB started up simultaneously at three branches, one each in Karaikudi, Madras, and Rangoon (Yangon). It quickly opened a branch in Penang, Kuala Lumpur (1937 or 1938), and another in Singapore (1937 or 1941). The bank served the Nattukottai Chettiars, who were a mercantile class that at the time had spread from Chettinad in Tamil Nadu state to Ceylon (Sri Lanka), Burma (Myanmar), Malaya, Singapore, Java, Sumatra, and Saigon. As a result, from the beginning IOB specialized in foreign exchange and overseas banking (see below). Due to the war, IOB lost its branches in Rangoon and Penang, and Singapore, though the branch in Singapore resumed operations in 1942 under Japanese supervision.

In 1945 or 1946 IOB opened a branch in Colombo. In 1947, IOB opened a branch in Bangkok. Then IOB added a branch each in Ipoh, Klang, and Malacca, all in Malaya. Some years later, in 1955, IOB opened its first branch in Hong Kong. Others would follow.

In 1963 the revolutionary government in Burma nationalised Indian Overseas Bank's branches in Rangoon, Mandalay, and Moulmein, which became People's Bank .

In the 1960s, the banking sector in India was consolidating through the merger of weak private sector banks with stronger ones. IOB acquired a number of local banks: Coimbatore Standard Bank (acq. 1963; one branch at Madras), Nanjinnad Bank (or Nanjanad Bank), Coimbatore Vasunthara Bank (or Coimbatore Vasundara Bank; est. June 1924; Head office and three branches; acq. 1964), Kulitalai Bank (est. 1933; acq. 1964; six branches), Srinivasa Perumal Bank (est. November 1935 at Coimbatore; acq. 1966), and (Sri/Lord) Venkateswara Bank (est. June 1931 as Salem Shevapet Sri Venkateswara Bank; acq. 1967; two branches in Salem, Tamil Nadu).

Then in 1969, the Government of India nationalized IOB. At one point, probably before nationalization, IOB had twenty of its eighty branches located overseas. However, Malaysian law forbade foreign government ownership of banks in Malaysia. After nationalization Indian Overseas Bank, like all the nationalized banks, turned inward, emphasizing the opening of branches in rural India.

In 1973, IOB, Indian Bank, and United Commercial Bank established United Asian Bank Berhad in Malaysia. (Indian Bank had been operating in Malaysia since 1941 and United Commercial Bank had been operating there since 1948.) The banks set up United Asian to comply with the Banking Law in Malaysia, which prohibited foreign government banks from operating in the country. Each contributed their operations in Malaysia to the new joint-venture bank, with each of the three-parent banks owning a third of the shares. At the time, Indian Bank had three branches, and Indian Overseas Bank and United Commercial Bank had eight between them. Also, IOB and six Indian private banks established Bharat Overseas Bank as a Chennai-based private bank to take over IOB's Bangkok branch.

In 1977 IOB opened a branch in Seoul. It also opened a branch in Tsim Sha Tsui, Kowloon, Hong Kong. Two years later, IOB opened a foreign currency banking unit in Colombo, Sri Lanka.

In 1983 ethnic sectarian violence in the form of anti-Tamil riots resulted in the burning of IOB's branch in Colombo. Indian Bank, which may have had stronger ties to the Sinhalese population, escaped unscathed.

In 1988–89, IOB acquired Bank of Tamil Nadu, and its 99 branches, in a rescue. Bank of Tamil Nadu (or Bank of Tamilnad), had been established in 1903 in Tirunelveli as the South India Bank.

In 1992 Bank of Commerce (BOC), a Malaysian bank, acquired United Asian Bank (UAB).

In 2000, IOB engaged in an initial public offering (IPO) that brought the government's share in the bank's equity down to 75%. In 2001 IOB acquired the Mumbai-based Adarsha Janata Sahakari Bank, which gave it a branch in Mumbai. Then in 2009 IOB took over Shree Suvarna Sahakari Bank, which was founded in 1969 and had its head office in Pune. Shree Suvarna Sahakari Bank had been in administration since 2006. It had nine branches in Pune, two in Mumbai and one in Shirpur. The total employee strength was estimated to be little over 100.

IOB opened an extension counter at New Kathiresan Temple complex, Bambalapitiya, Sri Lanka, on 29 August 2003.

In 2005 IOB opened a representative office in Guangzhou, China. The next year IOB opened another representative office, this time in Kuala Lumpur. In 2009 IOB opened a Representative office in Dubai, United Arab Emirates.

In the new millennium, international expansion picked up once again. In 2007, IOB took over Bharat Overseas Bank. Then in 2009 IOB acquired Pune-based Shree Suvarna Sahakari Bank, which had been established in 1969; the bank had nine branches in Pune, two in Mumbai, and one in Shripur.

In 2010 Malaysia awarded a commercial banking license to a locally incorporated bank to be jointly owned by Bank of Baroda, Indian Overseas Bank and Andhra Bank. The new bank, India International Bank (Malaysia), commenced operations in 2012 in Kuala Lumpur, which has a large population of Indians. Andhra Bank holds a 25% stake in the joint-venture, Bank of Baroda owns 40%, and IOB the remaining 35%.

IOB opened an Offshore Banking Unit in Colombo, Sri Lanka, on 31 August 2013. The bank also upgraded its existing Extension Counter at Bambalapitiya into a full-fledged branch.

Today, Indian Overseas Bank covers a vast domain in the banking sector with over 3214 domestic branches, 3270 ATMs and 4 overseas branches.

IOB is now aggressively focussing on ‘digital banking’, with a view to doing away with all the paperwork like cheques, pay-in slips, demand drafts and so on, through its robust digital platform. Through Digital Banking, IOB wants to give its customers the luxury of freely accessing and performing all traditional banking activities 24x7 without having to personally go to a bank branch to get one’s work done. Digital Banking with IOB is possible through a laptop, tablet or one’s mobile phone. Over the last few years, Digital Banking has drastically changed the way IOB and its customers interact with each other. More and more IOB customers are today being connected to its Digital Banking platform with each passing day.

CHAPTER - III



DATA ANALYSIS AND INTERPRETATION

CHAPTER - III

DATA ANALYSIS AND INTERPRETATION

3.1 INTRODUCTION

The process of data analysis involves processing the gathered information related to the topic by using statistical tools to explore the as per the objectives into a great depth and draw conclusions from it. Once data analysis is completed, data interpretation is done. Data interpretation involves reviewing the analysis done and summarizing the results in descriptive form. It helps to develop informed decisions rather than predictions. The interpreted data is useful for individuals, businesses and researchers. To perform this well-effective research, convenience sampling method was used to collect the data through a questionnaire from the female bank employees in Thoothukudi district. The questionnaire consisted of main parts such as demographic profile including age, educational qualification, occupational and monthly income, specifications of facilities provided to them, their work procedures at bank and at home and the like. The level of satisfaction and discomforts associated with work life balance are also studied. This chapter provides a clear picture on the detailed analysis and interpretation done on this study.

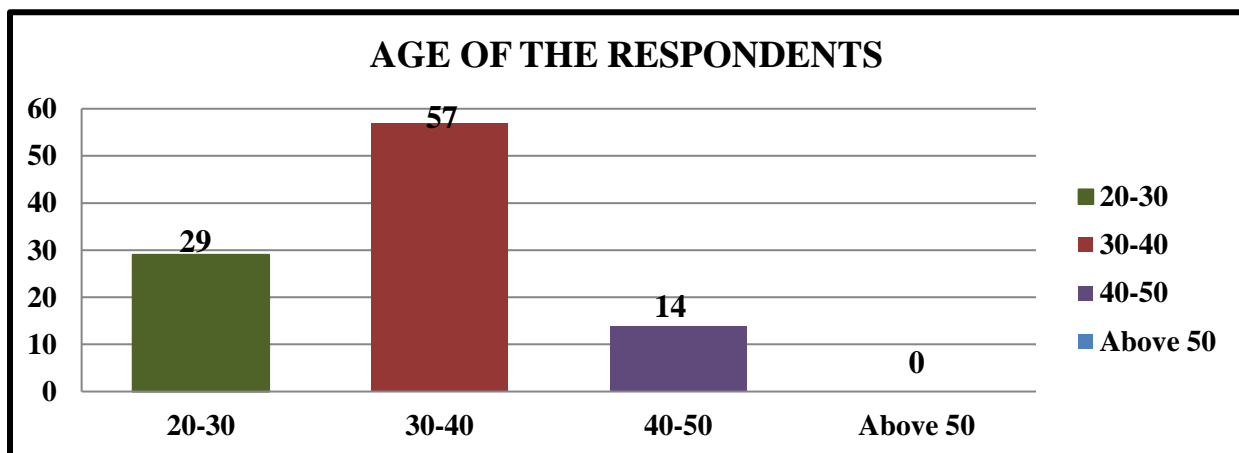
TABLE 3.1

AGE OF THE RESPONDENTS

S.NO	AGE	NUMBER OF RESPONDENTS	PERCENTAGE
1	20-30	20	29
2	30-40	40	57
3	40-50	10	14
4	Above 50	0	0
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.1



INFERENCE

Table 3.1 shows the age group of women bank employees. It is inferred that out of 70 respondents 29% are between the age group 20-30, 57% between 30-40, 14% between 40-50, no one above 50.

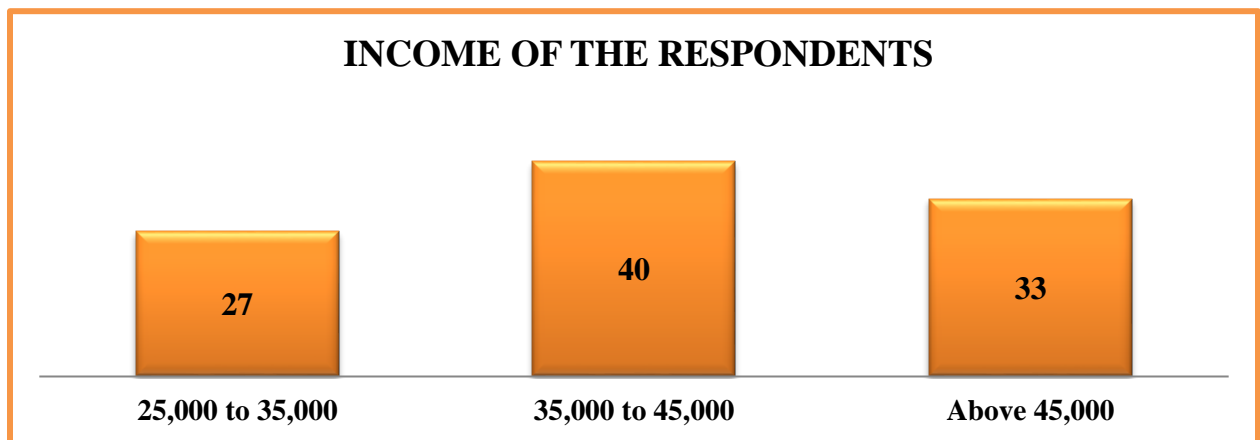
Therefore majority (57%) of the women bank employees are at the age group of 30-40.

TABLE 3.2
INCOME OF THE RESPONDENTS

S.NO	INCOME	NUMBER OF RESPONDENTS	PERCENTAGE
1	25,000 to 35,000	19	27
2	35,000 to 45,000	28	40
3	Above 45,000	23	33
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.2



INFERENCE

Table 3.2 shows the annual income of women bank employees. It is inferred that out of 70 women employees 27% earn between Rs.25, 000 to Rs.35, 000, 40% earn between Rs.35 ,000 to Rs.45,000 , 33% earn above Rs.45,000.

Therefore majority (40%) of the women bank employees earn between Rs.35, 000 to Rs.45, 000.

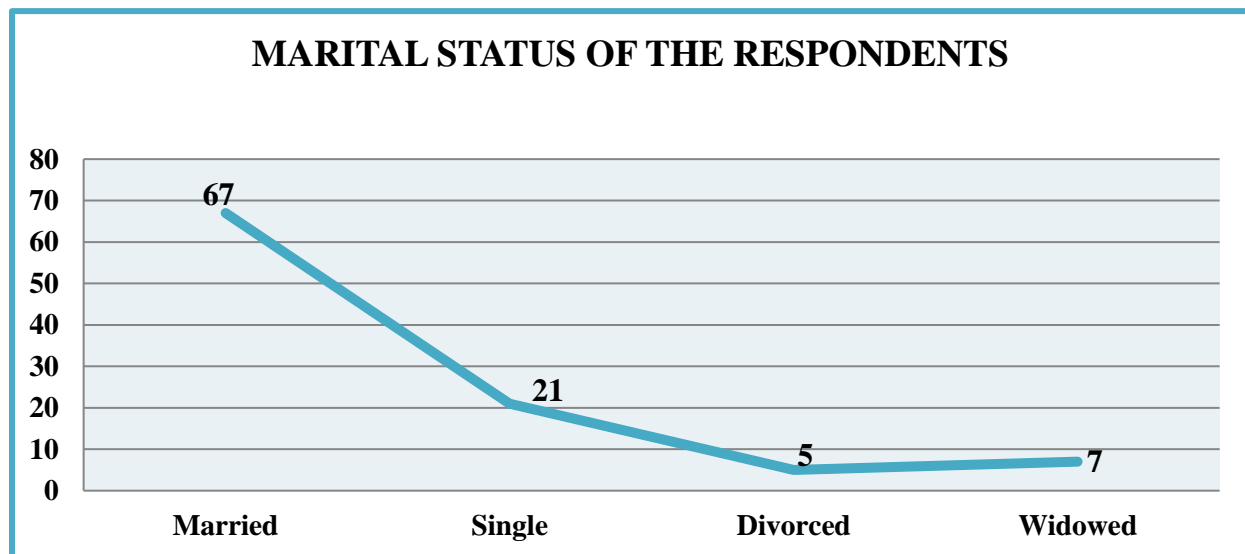
TABLE 3.3

MARITAL STATUS OF THE RESPONDENTS

S.NO	MARITAL STATUS	NUMBER OF RESPONDENTS	PERCENTAGE
1	Married	47	67
2	Single	15	21
3	Divorced	03	05
4	Widowed	05	07
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.3



INFERENCE

Table 3.3 shows the marital status of women bank employees. It is inferred that out of 70 women employees 67% of women bank employees are married , 21% of women bank employees are single , 5% of women bank employees are divorced , 7% of women bank employees are widowed.

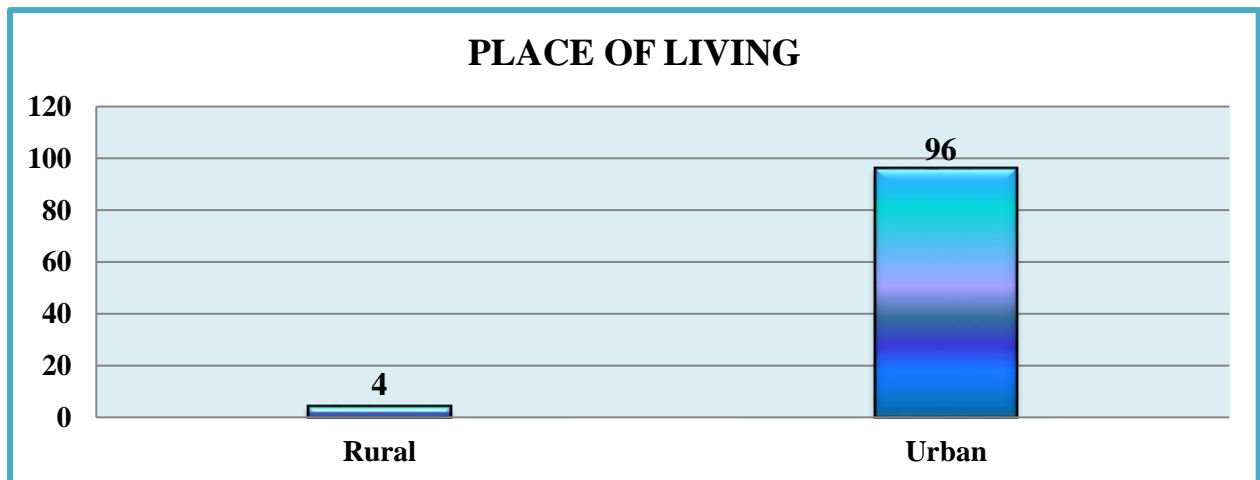
Therefore majority (67%) of women bank employees are married.

TABLE 3.4
PLACE OF LIVING

S.NO	PLACE OF LIVING	NUMBER OF RESPONDENTS	PERCENTAGE
1	Rural	03	04
2	Urban	67	96
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.4



INFERENCE

Table 3.4 shows the place of living of women bank employees. It is inferred that out of 70 women employees 4% of women bank employees living in rural areas, 96 % of women bank employees are from urban areas.

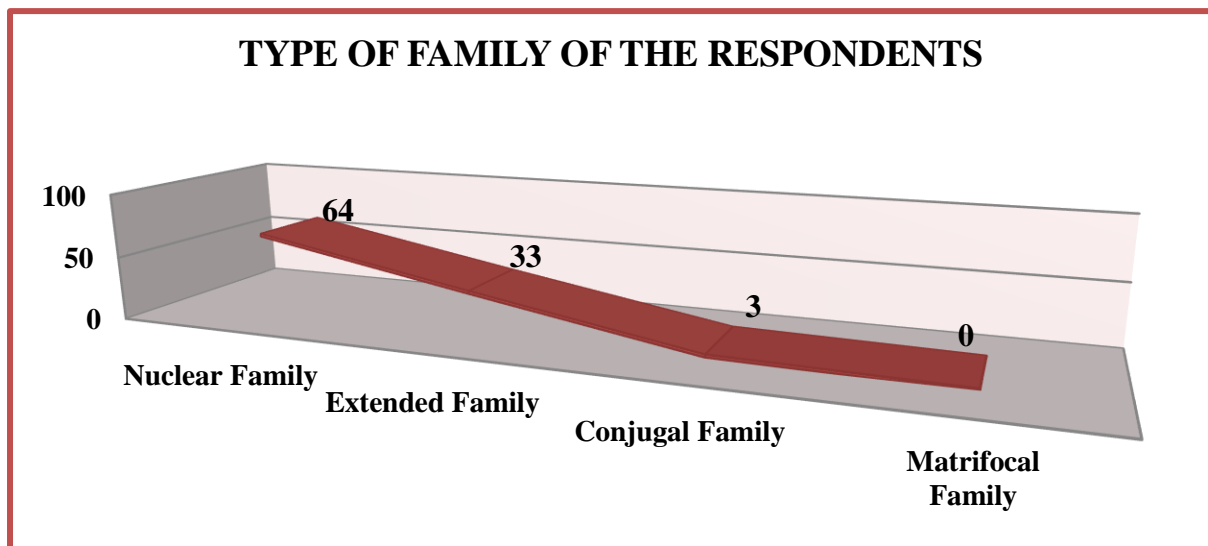
Therefore majority (96%) of women bank employees are Urban residents.

TABLE 3.5
TYPE OF FAMILY OF THE RESPONDENTS

S.NO	TYPE OF FAMILY	NUMBER OF RESPONDENTS	PERCENTAGE
1	Nuclear Family	45	64
2	Extended Family	23	33
3	Conjugal Family	02	03
4	Matrifocal Family	0	0
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.5



INFERENCE

Table 3.5 shows the type of family they live in. It is inferred that out of 70 women employees 64% are live in nuclear family, 33% are from extended family, 3% are living in conjugal family and none from matrifocal family.

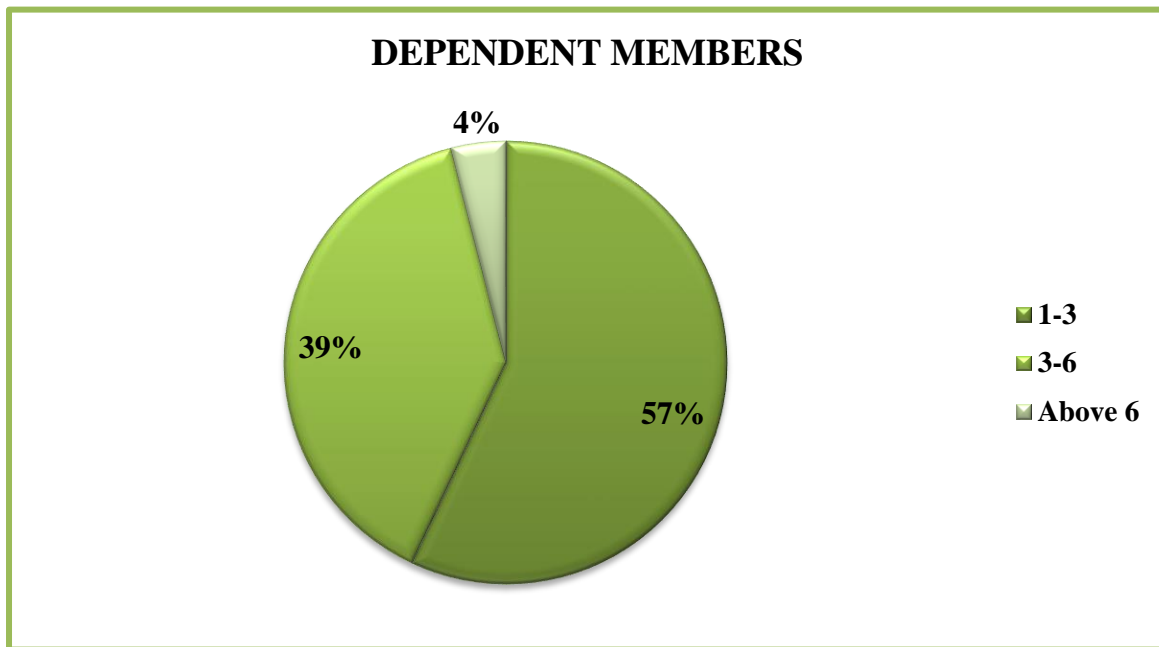
Therefore majority (64%) of women bank employees are living in nuclear family.

TABLE 3.6
DEPENDENT MEMBERS

S.NO	DEPENDENT MEMBERS	NUMBER OF RESPONDENTS	PERCENTAGE
1	1-3	40	57
2	3-6	27	39
3	Above 6	03	04
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.6



INFERENCE

Table 3.6 shows the dependents on women bank employees. It is inferred that out of 70 women employees 57% of women employed in bank have 1-3 dependent, 39% have 3-6 dependent, 4% employees have more than 6 dependents.

Therefore majority (57%) of the women employed in bank have to support 1-3 family members.

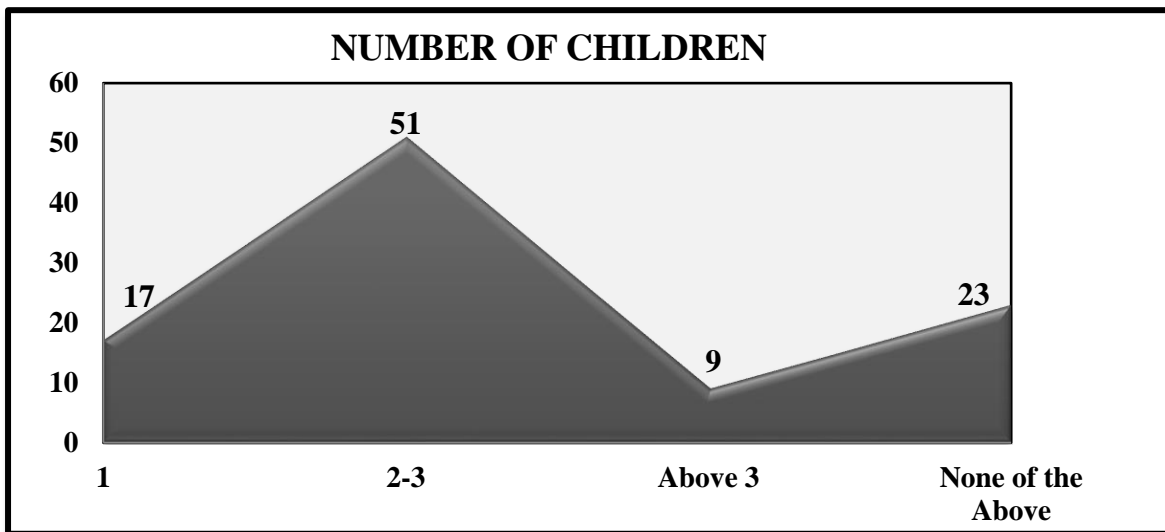
TABLE 3.7

NUMBER OF CHILDREN

S.NO	NUMBER OF CHILDREN	NUMBER OF RESPONDENTS	PERCENTAGE
1	1	12	17
2	2-3	36	51
3	Above 3	06	09
4	None of the Above	16	23
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.7



INFERENCE

Table 3.7 shows the number of children of women bank employees. It is inferred that out of 70 women employees 17% of women bank employees have 1 child , 51% of women bank employees have 2-3 children , 9% of women bank employees have Above 3 children , 23% of women bank employees do not have Kids.

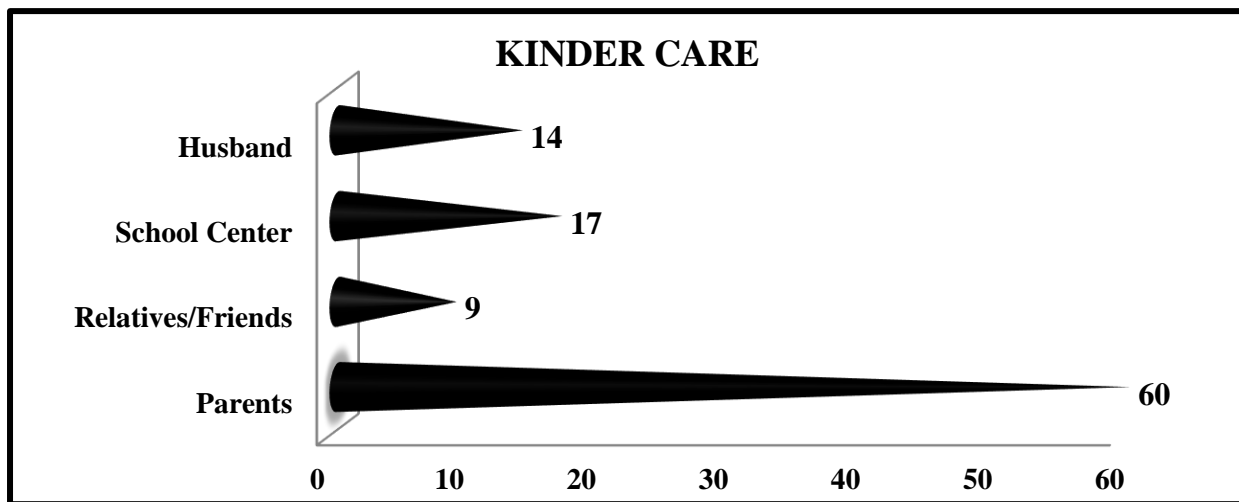
Therefore majority (51%) of women bank employees have 2-3 Children.

TABLE 3.8
KINDER CARE

S.NO	KINDER CARE	NUMBER OF RESPONDENTS	PERCENTAGE
1	Parents	42	60
2	Relatives/Friends	06	09
3	School Center	12	17
4	Husband	10	14
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.8



INFERENCE

Table 3.8 shows who takes care of women bank employees children. It is inferred that out of 70 women employees 60% of their parents takes care of the children, 9% of relatives/friends takes care of children, 17% of school center takes care of children, 14% of husband takes care of their Kids.

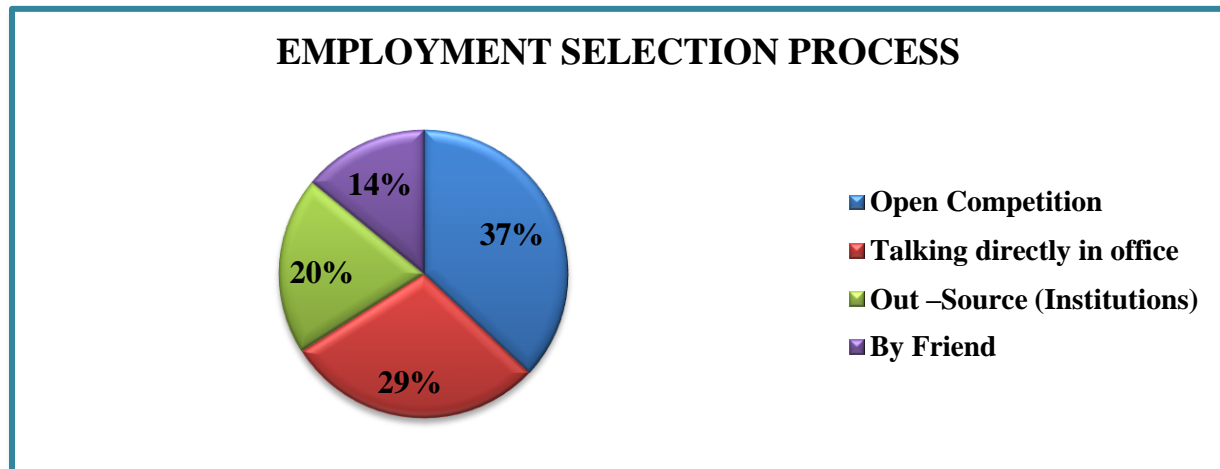
Therefore for the majority (60%) of women employed in banks their parents take care of the children.

TABLE 3.9
EMPLOYMENT SELECTION PROCESS

S.NO	EMPLOYMENT SELECTION	NUMBER OF RESPONDENTS	PERCENTAGE
1	Open Competition	26	37
2	Talking directly in office	20	29
3	Out –Source (Institutions)	14	20
4	By Friend	10	14
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.9



INFERENCE

Table 3.9 shows the method in which women bank employees were selected. It is inferred that out of 70 women employees 37% of women employees were selected through open competition , 29% of women employees were selected through talking directly in office , 20% of women employees were selected through out-source (Institutions) , 14% of women employees were selected by friends .

Therefore majority (37%) of women bank employees were selected through open competition.

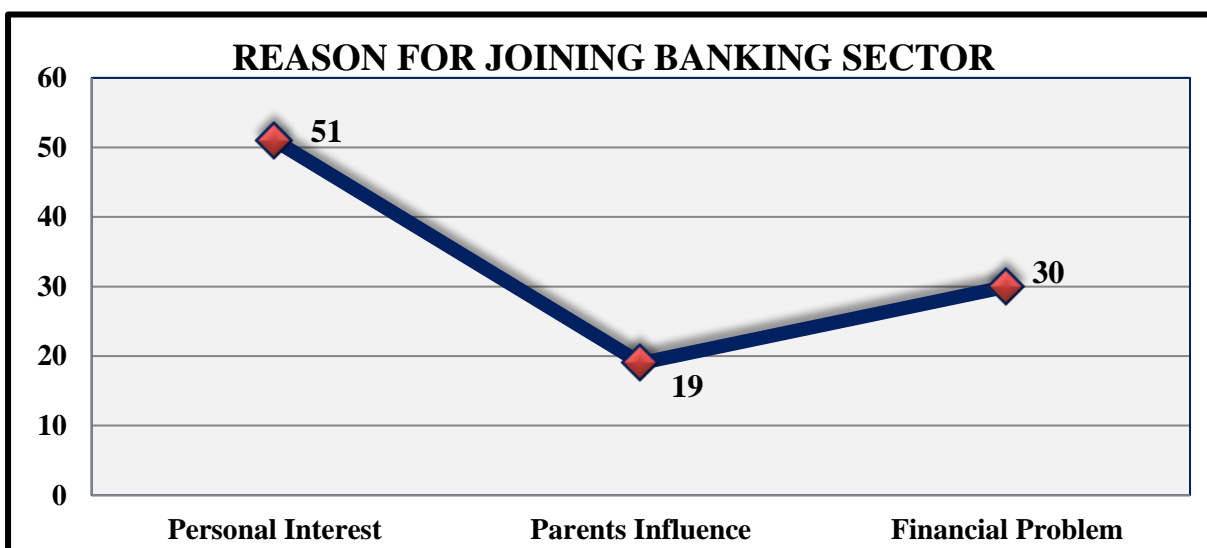
TABLE 3.10

REASON FOR JOINING BANKING SECTOR

S.NO	REASON FOR JOINING BANKING SECTOR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Personal Interest	36	51
2	Parents Influence	13	19
3	Financial Problem	21	30
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.10



INFERENCE

Table 3.10 shows the reason of joining banking sector. It is inferred that out of 70 women employees 51% have taken up bank employment on their personal interest, 19% have joined on influence of their parents, 30% have joined due financial problem.

Therefore majority (51%) of women bank employees have joined on their personal interest.

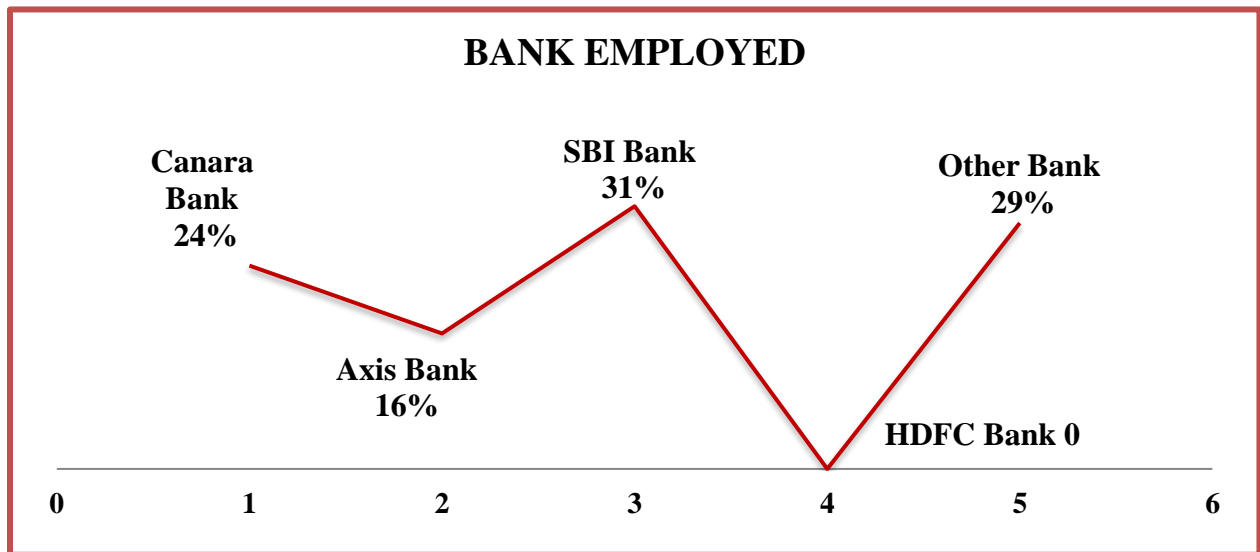
TABLE 3.11

BANK EMPLOYED

S.NO	BANK EMPLOYED	NUMBER OF RESPONDENTS	PERCENTAGE
1	Canara Bank	17	24
2	Axis Bank	11	16
3	SBI Bank	22	31
4	HDFC Bank	0	0
5	Other Bank	20	29
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.11



INFERENCE

Table 3.11 shows the bank women employees are currently working in. It is inferred that out of 70 women employees 24% of women employees are working in Canara Bank , 16% of women employees working in Axis Bank , 31% of women employees working in SBI Bank , none working in HDFC Bank , 29 % of women employees working in other Banks .

Therefore majority (31%) of women bank employees are working in SBI Bank.

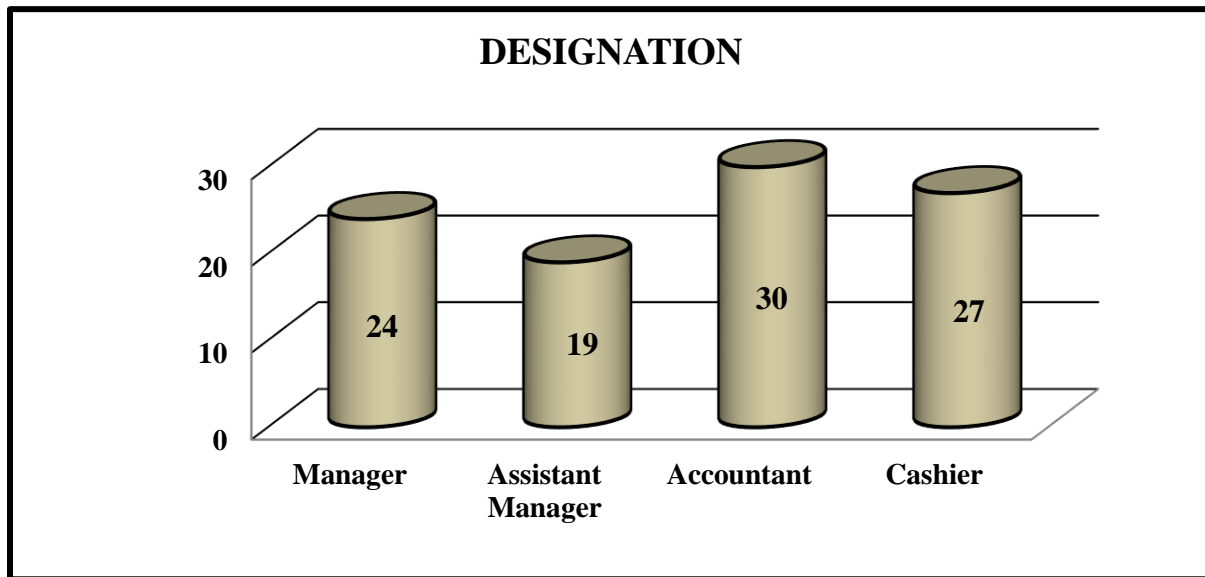
TABLE 3.12

DESIGNATION

S.NO	DESIGNATION	NUMBER OF RESPONDENTS	PERCENTAGE
1	Manager	17	24
2	Assistant Manager	13	19
3	Accountant	21	30
4	Cashier	19	27
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.12



INFERENCE

Table 3.12 shows the designation of women bank employees . It is inferred that out of 70 women employees 24% are Manager, 19% are Assistant Manager, 30% are Accountant, 27% are Cashier.

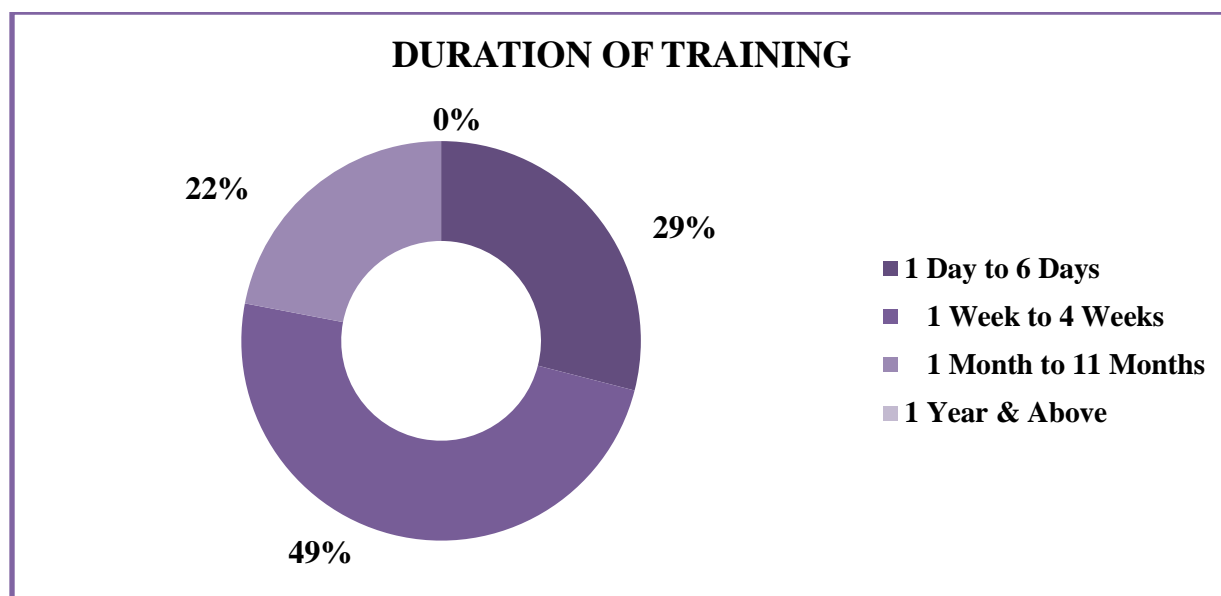
Therefore majority (30%) of women bank employees are Accountant.

TABLE 3.13
DURATION OF TRAINING

S.NO	DURATION OF TRAINING	NUMBER OF RESPONDENTS	PERCENTAGE
1	1 Day to 6 Days	20	29
2	1 Week to 4 Weeks	34	49
3	1 Month to 11 Months	16	22
4	1 Year & Above	0	0
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.13



INFERENCE

Table 3.13 shows the duration of training given to women employees in banking sector. It is inferred that out of 70 women employees 29% of women employees are trained between 1 Day to 6 Days, 49% of women employees are trained between 1 Week to 4 Weeks, 22% of women employees are trained between 1 Month to 11 Months, 0% insisted that training does not extend to more than 1 year.

Therefore majority (49%) of women bank employees are trained between 1 Week to 4 Weeks.

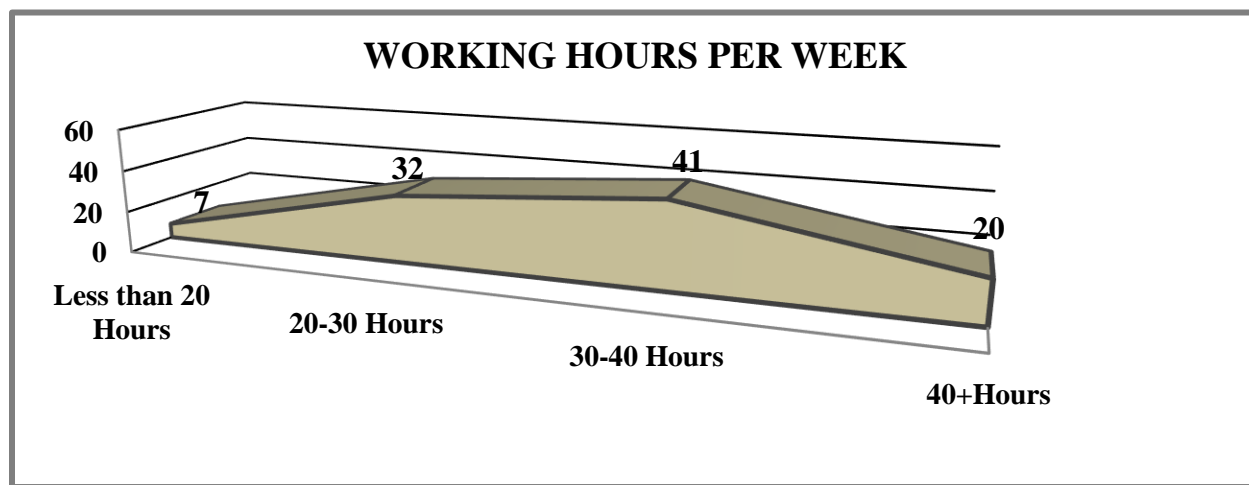
TABLE 3.14

WORKING HOURS PER WEEK

S.NO	WORKING HOURS PER WEEK	NUMBER OF RESPONDENTS	PERCENTAGE
1	Less than 20 Hours	05	07
2	20-30 Hours	22	32
3	30-40 Hours	29	41
4	40+Hours	14	20
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.14



INFERENCE

Table 3.14 shows the working hours per week of women bank employees. It is inferred that out of 70 women employees 7% are worked Less than 20 Hours per week, 32% work between 20-30 Hours per week, 41% are working between 30-40 Hours per week, 20% work between 40+Hours per week.

Therefore majority (41%) of women bank employees are working between 30-40 Hours per week.

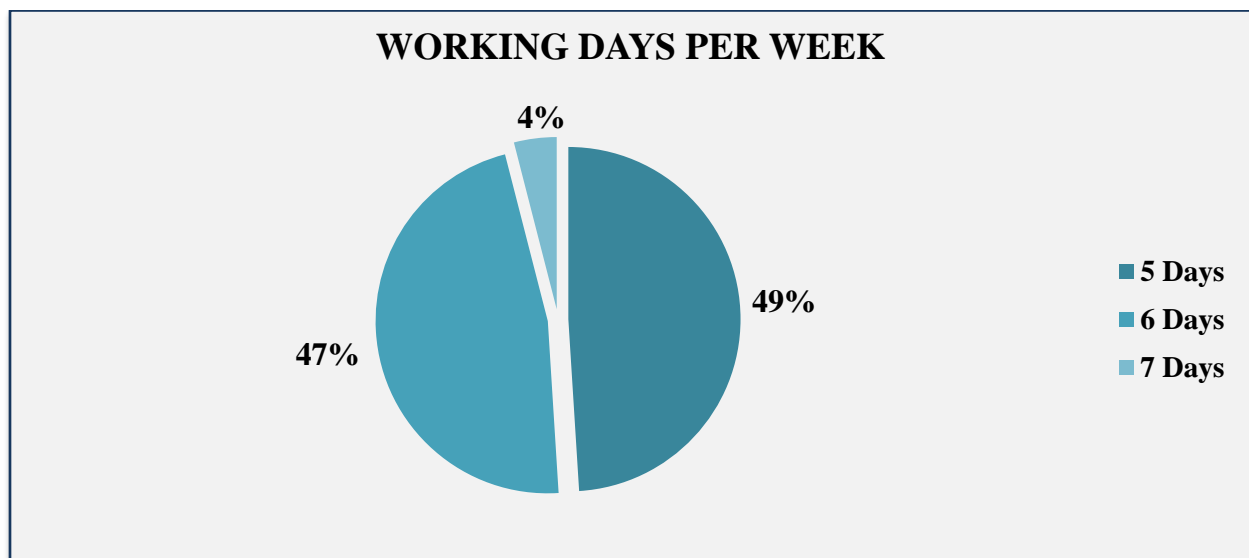
TABLE 3.15

WORKING DAYS PER WEEK

S.NO	WORKING DAYS PER WEEK	NUMBER OF RESPONDENTS	PERCENTAGE
1	5 Days	34	49
2	6 Days	33	47
3	7 Days	03	04
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.15



INFERENCE

Table 3.15 shows the number of days the bank functions in a week. It is inferred that out of 70 women employees 49% of the women employees bank functions 5 days in a week , 47% of bank functions 6 days in a week , 4% of bank functions 7 days in a week.

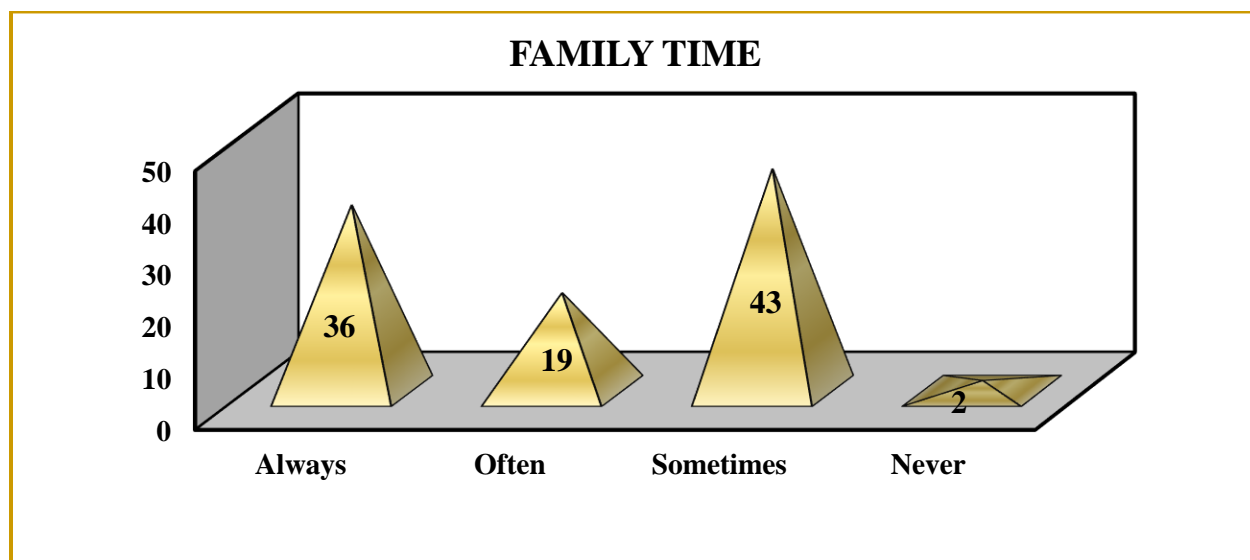
Therefore majority (49%) of bank functions 5 days in a week.

TABLE 3.16
FAMILY TIME

S.NO	FAMILY TIME	NUMBER OF RESPONDENTS	PERCENTAGE
1	Always	25	36
2	Often	13	19
3	Sometimes	30	43
4	Never	02	02
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.16



INFERENCE

Table 3.16 shows the time spent with for family after working hours by women bank employees. It is inferred that out of 70 women employees in banks 36% of women always have time to spend with their family , 19% of women often spend time with their family , 43% of women employees spend time with their family sometimes , 2% of women bank employees never have time to spend with their family.

Therefore majority (36%) of women bank employees always have time to spend with their family.

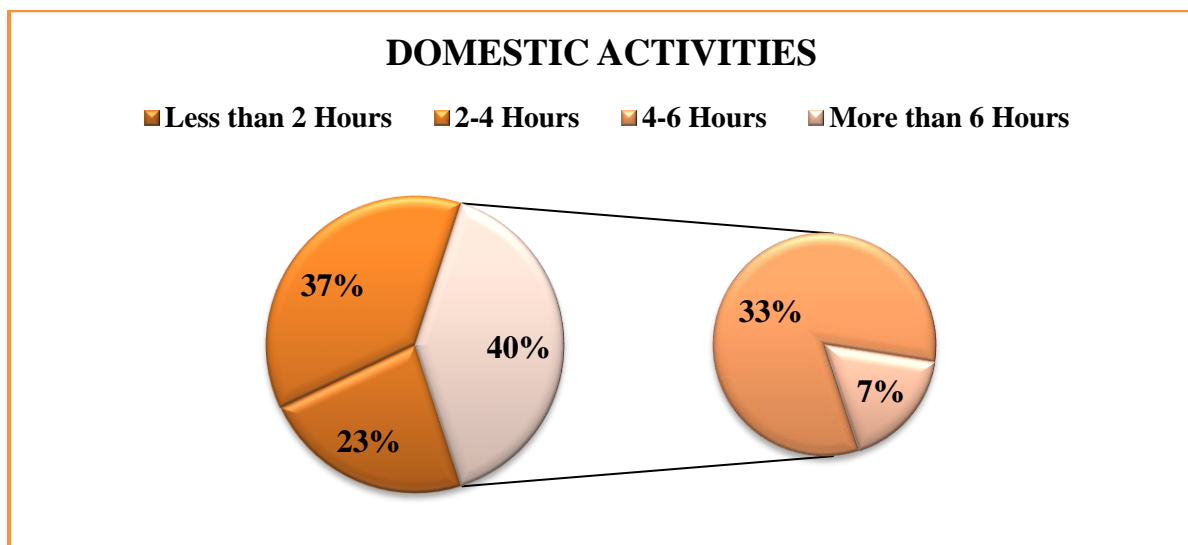
TABLE 3.17

DOMESTIC ACTIVITIES

S.NO	DOMESTIC ACTIVITIES	NUMBER OF RESPONDENTS	PERCENTAGE
1	Less than 2 Hours	16	23
2	2-4 Hours	26	37
3	4-6 Hours	23	33
4	More than 6 Hours	05	07
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.17



INFERENCE

Table 3.17 shows the time spend on domestic activities. It is inferred that out of 70 women employees 23% of bank employees spend less than 2 hours on their household activities , 37% of bank employees spend 2-4 hours , 33% of bank employees spend 4-6 hours , 7% of bank employees spend more than 6 hours.

Therefore majority (37%) of bank employees spend 2-4 hours on domestic activities.

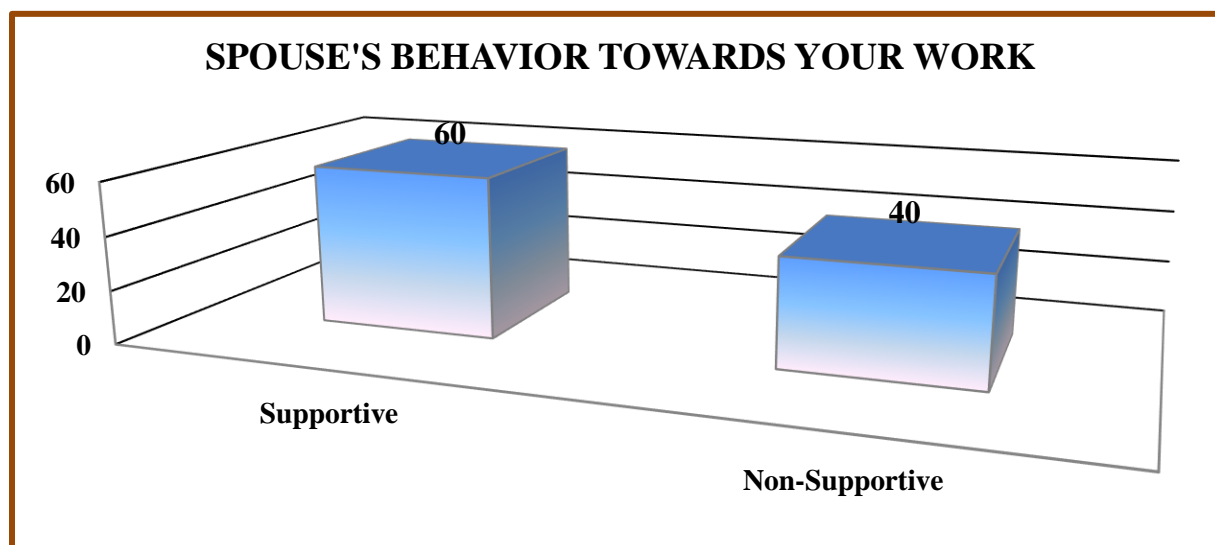
TABLE 3.18

SPOUSE'S BEHAVIOR TOWARDS YOUR WORK

S.NO	SPOUSE'S BEHAVIOR TOWARDS YOUR WORK	NUMBER OF RESPONDENTS	PERCENTAGE
1	Supportive	42	60
2	Non-Supportive	28	40
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.18



INFERENCE

Table 3.18 shows the spouse's behavior towards the work of women bank employees. It is inferred that out of 70 women employees 60% of spouse's supports the work of women bank employees , 40% of spouse do not support the work of women bank employees.

Therefore majority (60%) of spouse supports the work of women bank employees.

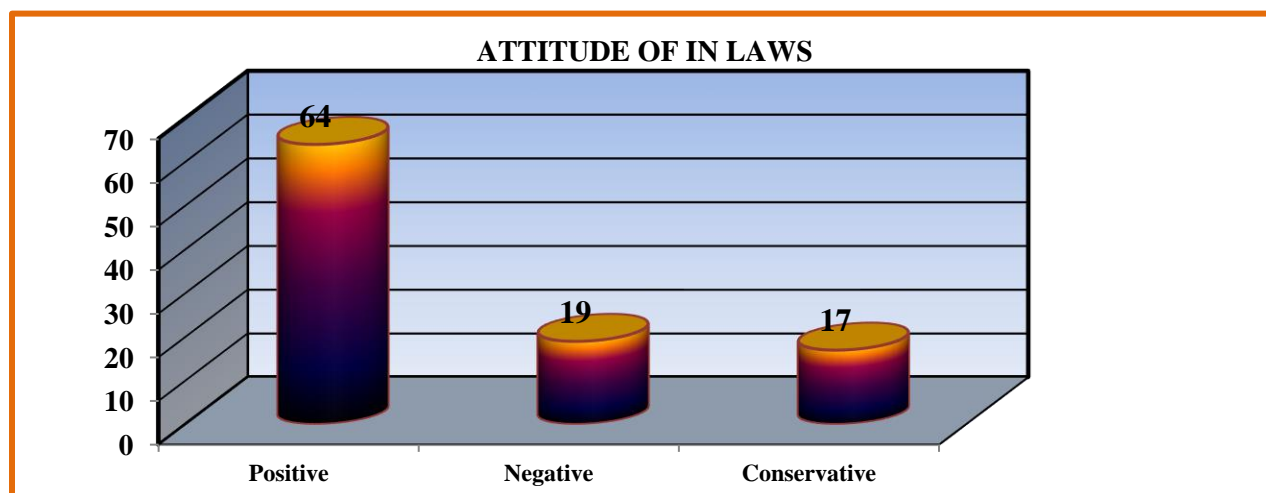
TABLE 3.19

ATTITUDE OF IN LAWS

S.NO	ATTITUDE OF IN LAWS	NUMBER OF RESPONDENTS	PERCENTAGE
1	Positive	45	64
2	Negative	13	19
3	Conservative	12	17
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.19



INFERENCE

Table 3.19 shows the attitude of in laws towards women working in banking sector. It is inferred that out of 70 women employees 64% of women bank employees has responded a positive attitude of the inlaws towards their work , 19% of women bank employees has respond that they show a negative attitude , 17% of women bank employees has responded that they are conservative towards their working.

Therefore majority (64%) of women bank employees have responded that the inlaws behave positively towards their working in banking sector.

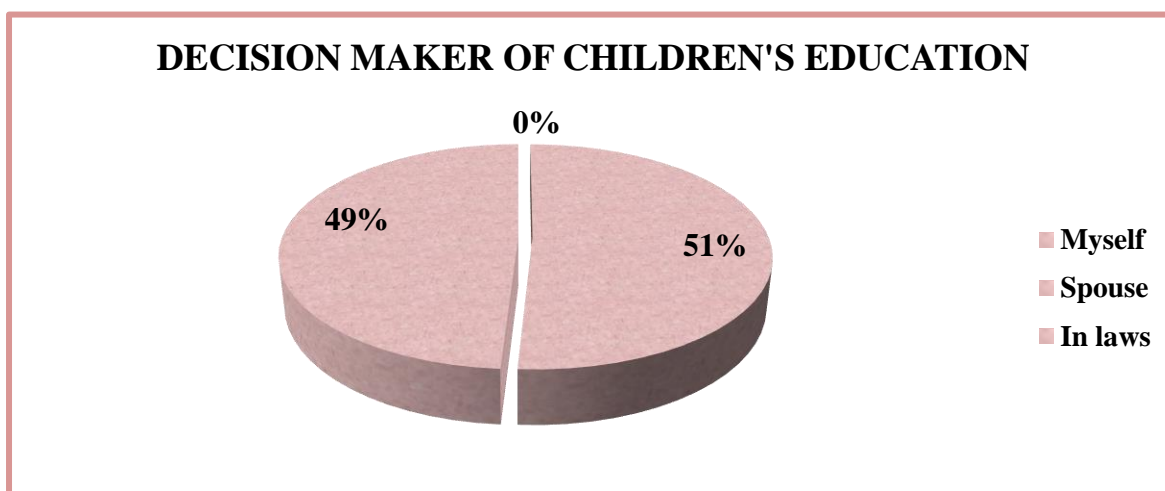
TABLE 3.20

DECISION MAKER OF CHILDREN'S EDUCATION

S.NO	DECISION MAKER OF CHILDREN'S EDUCATION	NUMBER OF RESPONDENTS	PERCENTAGE
1	Myself	36	51
2	Spouse	34	49
3	In laws	0	0
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.20



INFERENCE

Table 3.20 shows the decision maker children's education in the family of women bank employees. It is inferred that out of 70 women employees 51% of decision taken by themselves, 49% of decision taken by their spouse, No decision regarding children's education are taken by the in laws.

Therefore majority (51%) of decision taken on children's education are taken by the women employees itself.

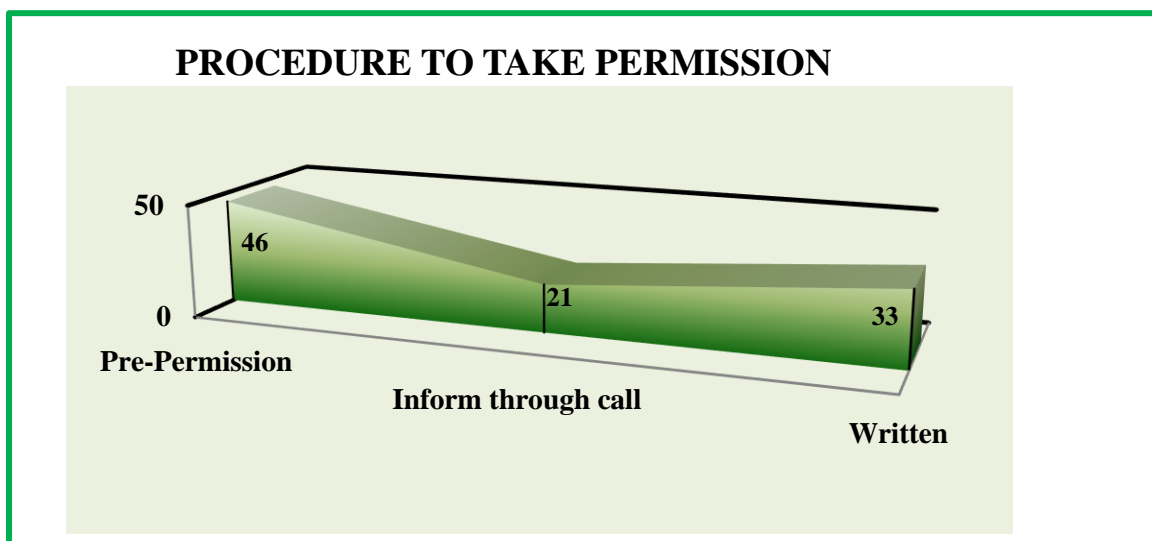
TABLE 3.21

PROCEDURE TO TAKE PERMISSION

S.NO	PROCEDURE TO TAKE PERMISSION	NUMBER OF RESPONDENTS	PERCENTAGE
1	Pre-Permission	32	46
2	Inform through call	15	21
3	Written	23	33
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.21



INFERENCE

Table 3.21 shows the procedure for women employees to take permission in banking sector. It is inferred out of 70 women employees 46% have to inform previously, 21% has to inform through call, 33% has to give in writing for taking permission.

Therefore majority (46%) of women bank employees has to follow pre-permission procedure.

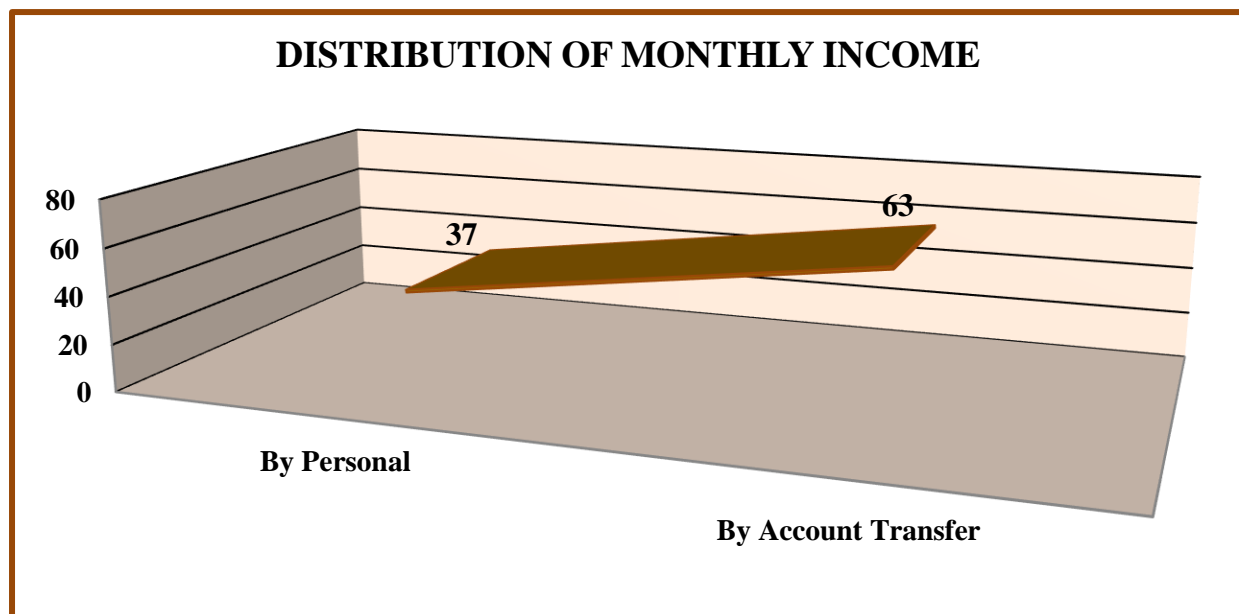
TABLE 3.22

DISTRIBUTION OF MONTHLY INCOME

S.NO	DISTRIBUTION OF MONTHLY INCOME	NUMBER OF RESPONDENTS	PERCENTAGE
1	By Personal	26	37
2	By Account Transfer	44	63
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.22



INFERENCE

Table 3.22 shows the distribution of monthly income of women bank employees. It is inferred out of 70 women employees 37% of monthly income distributed personally, 63% is distributed through bank a/c.

Therefore majority (63%) of monthly income of women bank employees receive through account transfer.

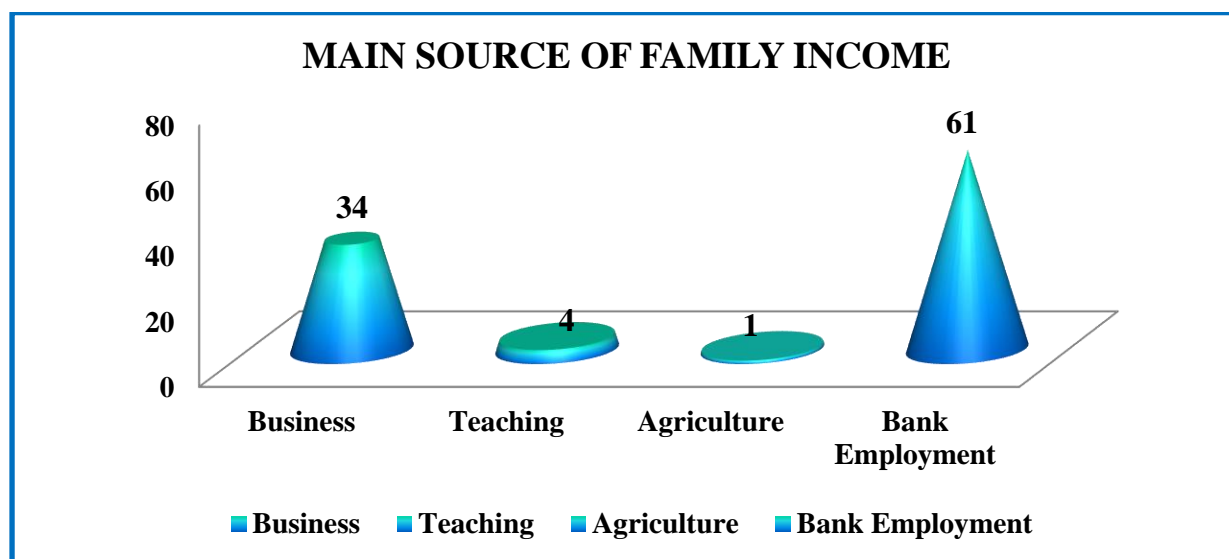
TABLE 3.23

MAIN SOURCE OF FAMILY INCOME

S.NO	MAIN SOURCE OF FAMILY INCOME	NUMBER OF RESPONDENTS	PERCENTAGE
1	Business	23	34
2	Teaching	03	04
3	Agriculture	01	01
4	Bank Employment	43	61
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.23



INFERENCE

Table 3.23 shows the main source of income for the family of women bank employees. It is inferred that out of 70 women employees 34% of the family income are go through business, 4% from teaching, 1% from agriculture, 61% of family income through bank employment.

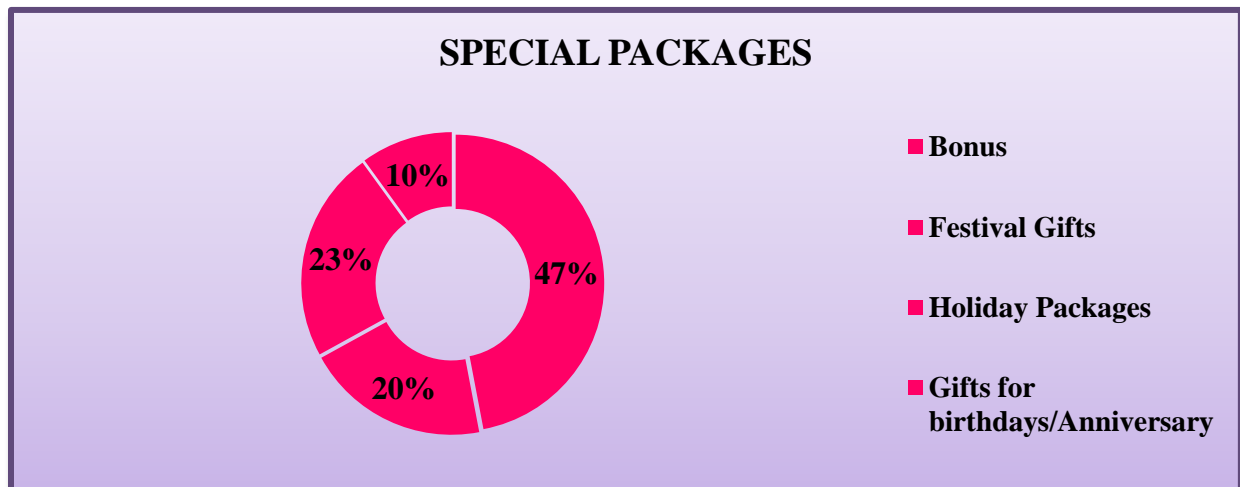
Therefore majority (61%) of main source of income come through bank employment.

TABLE 3.24
SPECIAL PACKAGES

S.NO	SPECIAL PACKAGES	NUMBER OF RESPONDENTS	PERCENTAGE
1	Bonus	33	47
2	Festival Gifts	14	20
3	Holiday Packages	16	23
4	Gifts for birthdays/Anniversary	07	10
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.24



INFERENCE

Table 3.24 shows the special packages apart from monthly income. It is inferred that out of 70 women employees 47% get bonus from their banks , 20% receive festival gifts , 23% are given holiday packages , 10% receive Gifts for birthdays/anniversary.

Therefore majority (47%) of women bank employees are getting bonus apart from salary package.

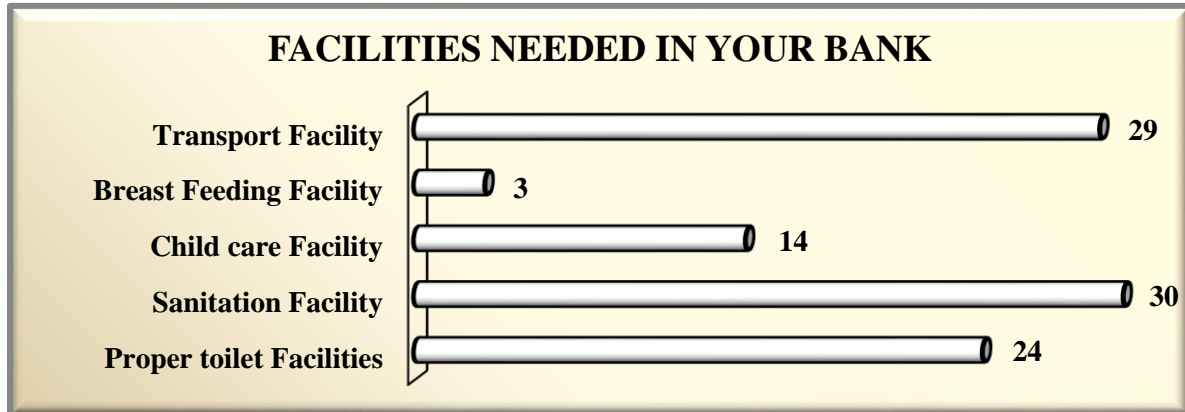
TABLE 3.25

FACILITIES NEEDED IN YOUR BANK

S.NO	FACILITIES NEEDED IN YOUR BANK	NUMBER OF RESPONDENTS	PERCENTAGE
1	Proper toilet Facilities	17	24
2	Sanitation Facility	21	30
3	Child care Facility	10	14
4	Breast Feeding Facility	02	03
5	Transport Facility	20	29
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.25



INFERENCE

Table 3.25 shows the types of facilities they want in working place. It is inferred that out of 70 women employees 24% of women bank employees need proper toilet facility, 30% of women bank employees need sanitation facility, 3% of women bank employees need breast feeding facility , 29% of women bank employees need transport facility.

Therefore majority (30%) of women bank employees need sanitation facility.

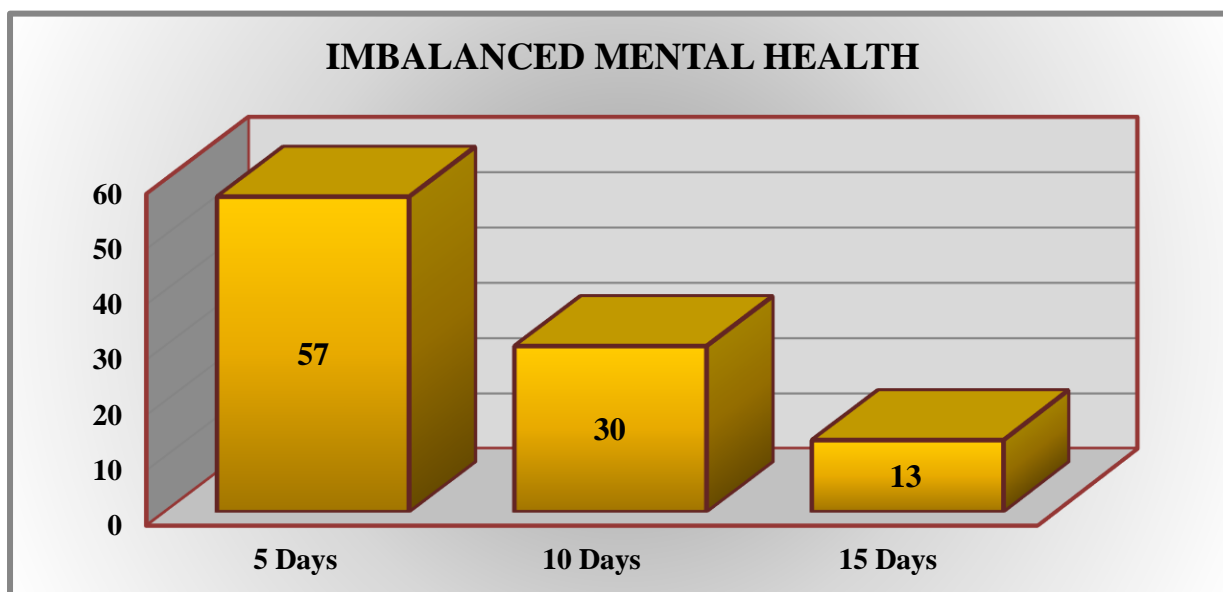
TABLE 3.26

IMBALANCED MENTAL HEALTH

S.NO	IMBALANCED MENTAL HEALTH	NUMBER OF RESPONDENTS	PERCENTAGE
1	5 Days	40	57
2	10 Days	21	30
3	15 Days	09	13
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.26



INFERENCE

Table 3.26 shows the days of mental health was not good in past 30 days. It is inferred that out of 70 women employees 57% of mental health was not good in past 5 days, 30% of mental health was not good in past 10 days, 13% of mental health was not good in past 15 days.

Therefore majority (57%) of women bank employees mental health was not good in past 5 days.

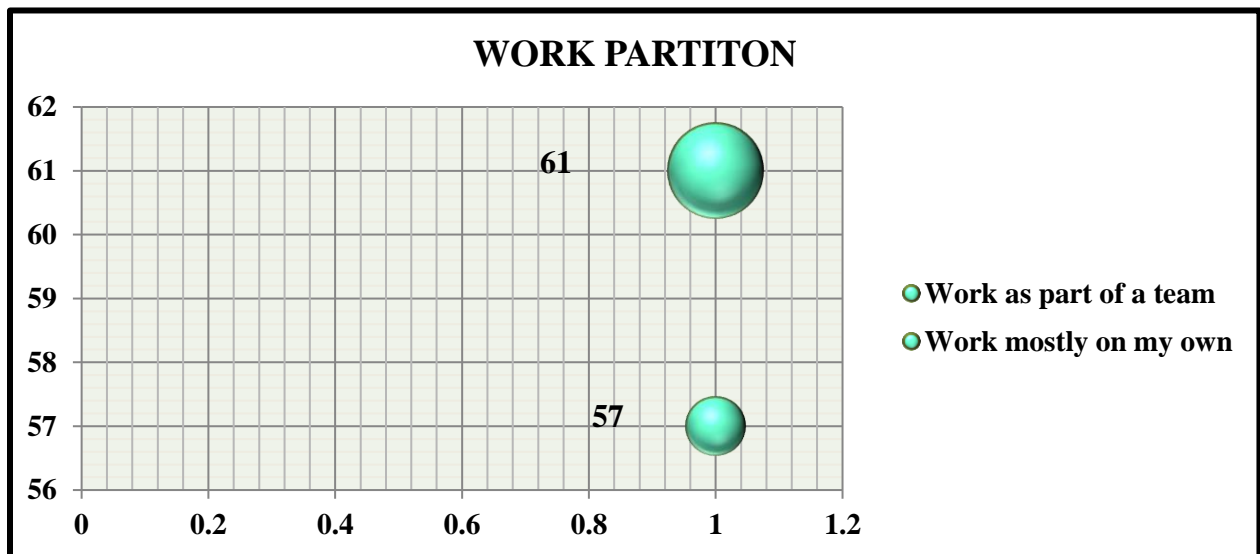
TABLE 3.27

WORK PARTITION

S.NO	WORK PARTITION	NUMBER OF RESPONDENTS	PERCENTAGE
1	Work as part of a team	43	61
2	Work mostly on my own	27	39
		70	100

SOURCE : PRIMARY DATA

FIGURE 3.27



INFERENCE

Table 3.27 shows their method of work in bank . It is inferred that out of 70 women employees 61% of women bank employees are work as part of a team , 39% of women bank employees are working individually.

Therefore majority (61%) of women bank employees are working as part of a team.

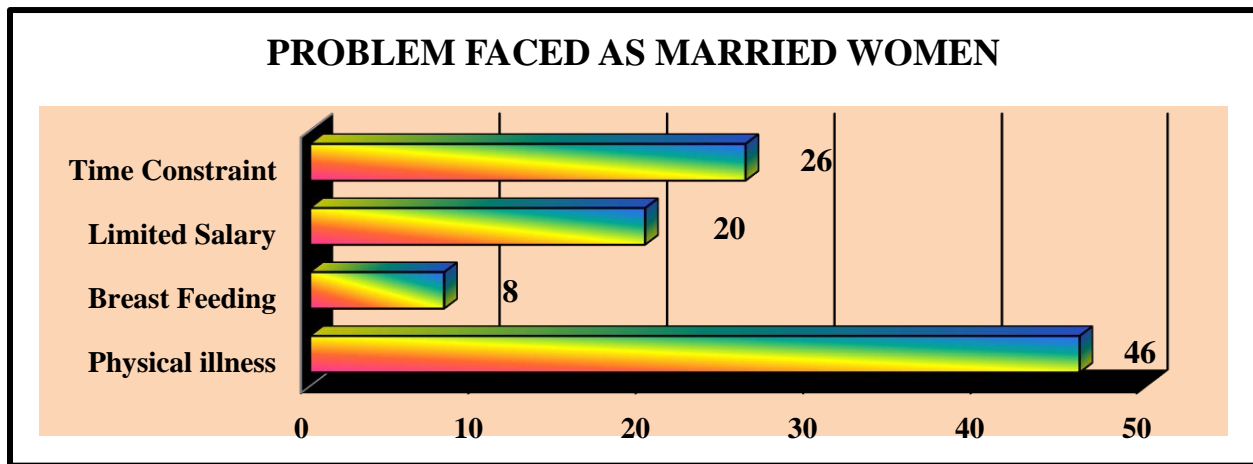
TABLE 3.28

PROBLEM FACED AS MARRIED WOMEN

S.NO	PROBLEM FACED AS MARRIED WOMEN	NUMBER OF RESPONDENTS	PERCENTAGE
1	Physical illness	32	46
2	Breast Feeding	06	08
3	Limited Salary	14	20
4	Time Constraint	18	26
		70	100

SOURCE : PRIMARY DATA

FIGURE 3.28



INFERENCE

Table 3.28 shows the type of problem faced as married working women in banking sector. It is inferred that out of 70 women employees 46% has faced by physical illness , 8% face problems in breast feeding , 20% complaint on limited salary , 26% face time constraint.

Therefore majority (46%) of married working women face the problem of physical illness in banking sector.

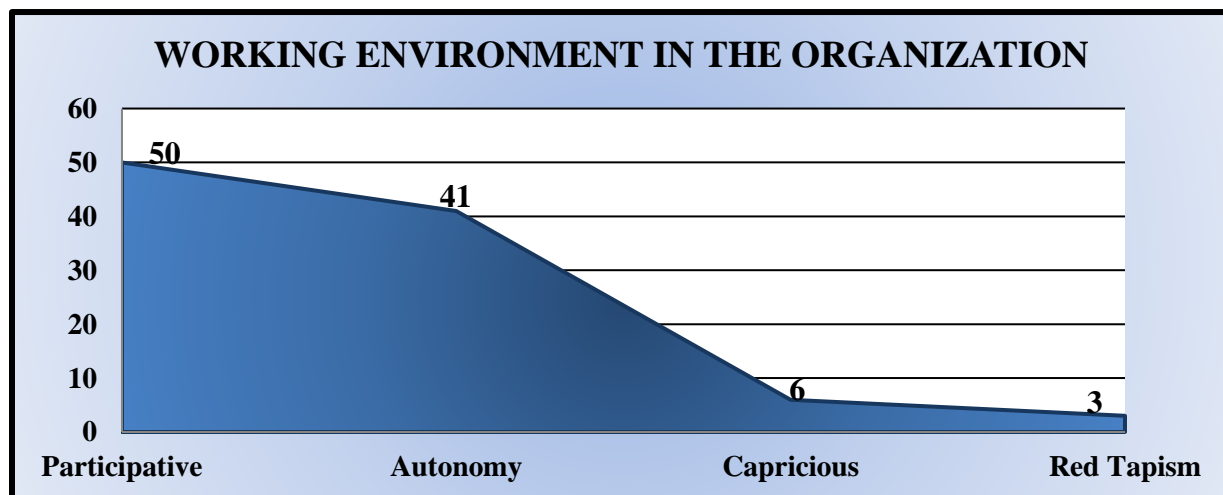
TABLE 3.29

WORKING ENVIRONMENT IN THE ORGANIZATION

S.NO	WORKING ENVIRONMENT IN THE ORGANIZATION	NUMBER OF RESPONDENTS	PERCENTAGE
1	Participative	35	50
2	Autonomy	29	41
3	Capricious	04	06
4	Red Tapism	02	03
		70	100

SOURCE : PRIMARY DATA

FIGURE 3.29



INFERENCE

Table 3.29 shows the working environment in banking sector . It is inferred that out of 70 women employees 50% have a participative environment , 41% face autonomy , 6% are capricious , 3% experience red tapism.

Therefore majority (50%) of women employees have a participative environment in their banking sector.

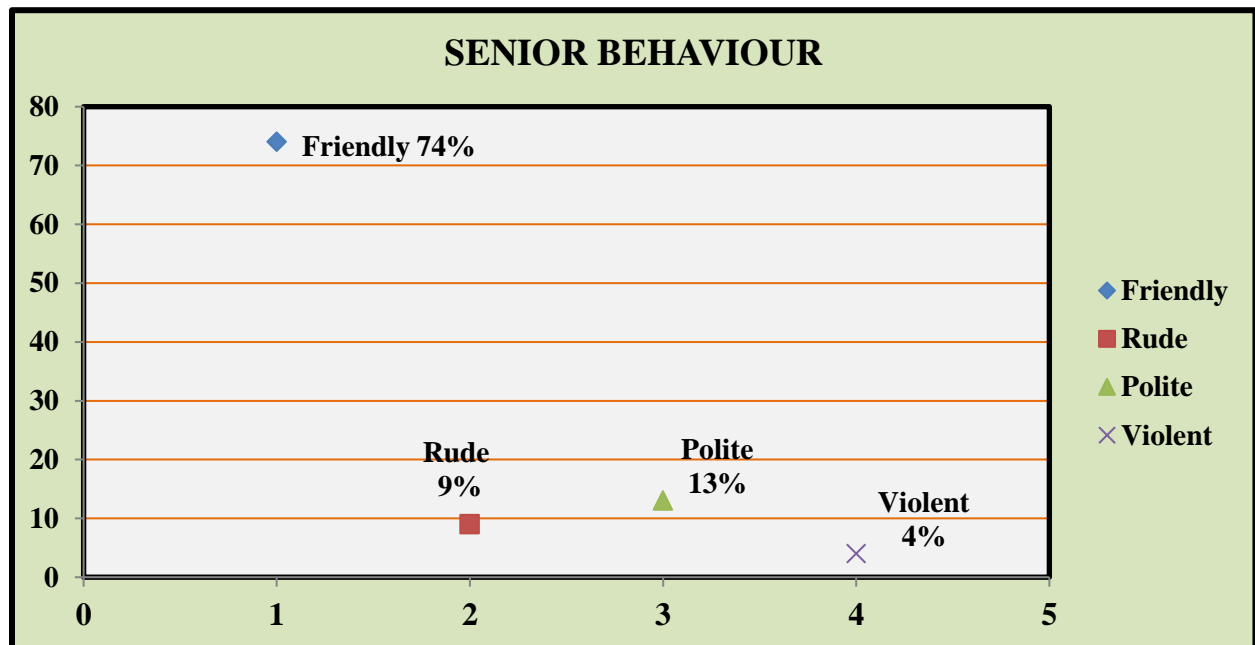
TABLE 3.30

SENIOR BEHAVIOUR

S.NO	SENIOR BEHAVIOUR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Friendly	52	74
2	Rude	06	09
3	Polite	09	13
4	Violent	3	04
		70	100

SOURCE : PRIMARY DATA

FIGURE 3.30



INFERENCE

Table 3.30 shows the senior behaviour towards women bank employees in banking sector. It is inferred that out of 70 women respondents 74% have friendly seniors , 9% of them have rude seniors , 13% says they are polite , 4% says they behave violent.

Therefore majority (74%) of women bank employees have friendly seniors.

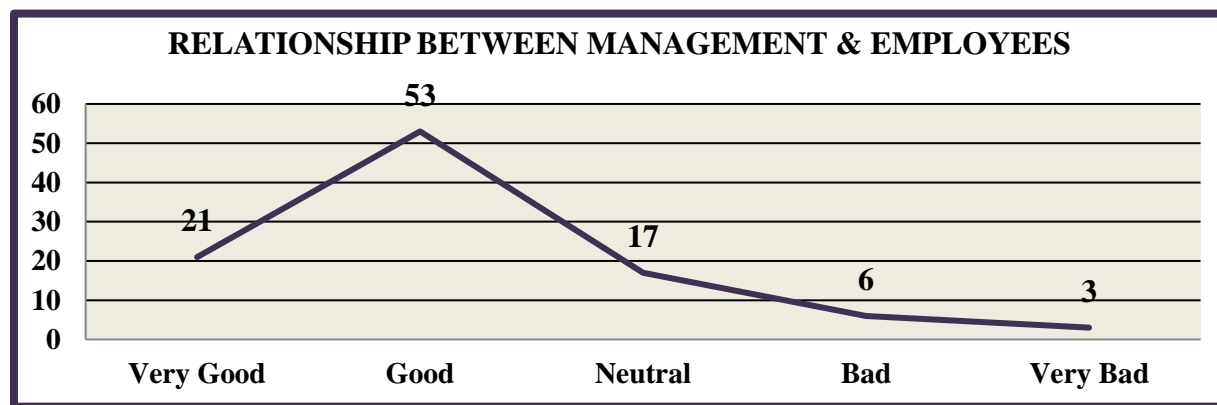
TABLE 3.31

RELATIONSHIP BETWEEN MANAGEMENT & EMPLOYEES

S.NO	RELATIONSHIP BETWEEN MANAGEMENT & EMPLOYEES	NUMBER OF RESPONDENTS	PERCENTAGE
1	Very Good	15	21
2	Good	37	53
3	Neutral	12	17
4	Bad	4	06
5	Very Bad	2	03
		70	100

SOURCE : PRIMARY DATA

FIGURE 3.31



INFERENCE

Table 3.31 shows the relationship of management and employees . It is inferred that out of 70 women employees 21% of them have a very good relation with their management , 53% of relation are good , 17% of them have a relation neutral , 6% of their relation are bad with the management , 3% of their relation are very bad .

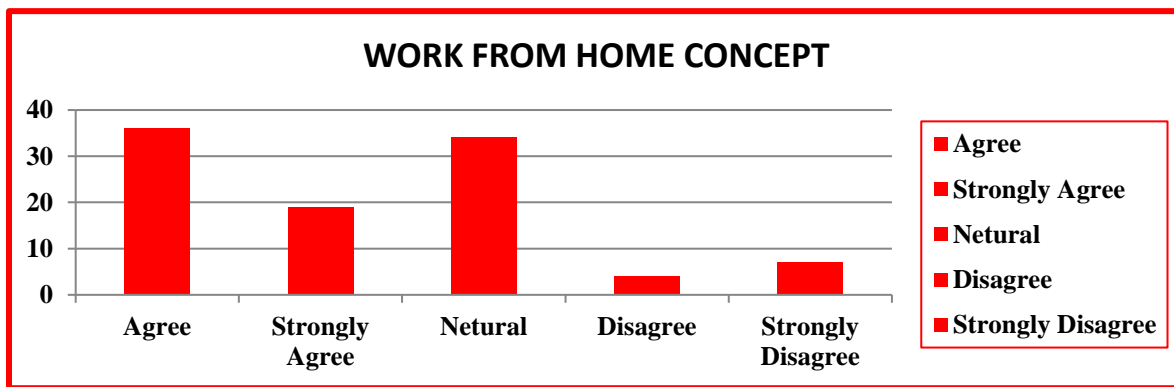
Therefore majority (53%) of them have a good relation between the management.

TABLE 3.32
WORK FROM HOME CONCEPT

S.NO	WORK FROM CONCEPT	NUMBER OF RESPONDENTS	PERCENTAGE
1	Agree	25	36
2	Strongly Agree	13	19
3	Netural	24	34
4	Disagree	3	4
5	Strongly Disagree	5	7
		70	100

SOURCE: PRIMARY DATA

FIGURE 3.32



INFERENCE

Table 3.32 shows the causes of work life imbalance. It is inferred that out of women employees 36% of women employees agree to work from home, 19% of women employees strongly agree to work from home, 34% of women employees netural to work from home, 4% of women employees disagree to work from home, 7% of women employees strongly disagree to work from home.

Therefore majority (36%) of women employees agree to work from concept.

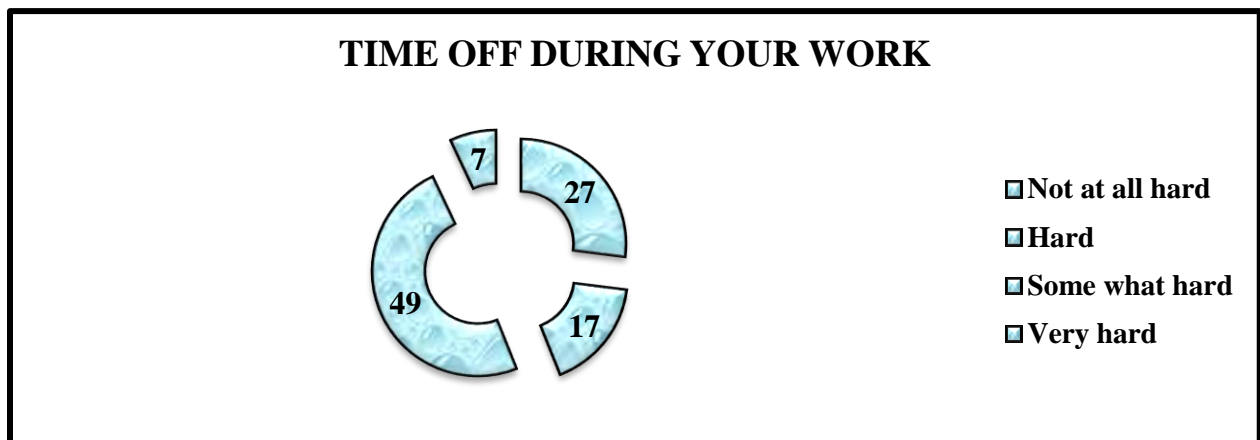
TABLE 3.33

TIME OFF DURING YOUR WORK

S.NO	TIME OFF DURING YOUR WORK	NUMBER OF RESPONDENTS	PERCENTAGE
1	Not at all hard	19	27
2	Hard	12	17
3	Some what hard	34	49
4	Very hard	05	07
		70	100

SOURCE : PRIMARY DATA

FIGURE 3.33



INFERENCE

Table 3.33 shows whether they can take care of personal or family matters during work hours in banking sector. It is inferred that out of 70 women employees 27% of women bank employees says it is not at all hard to take care of personak work , 17% of women bank employees feels it is hard to take care , 49% of women bank employees feels some what hard to take care, 7% of women bank employees says it is very hard to take care .

Therefore majority (49%) of women bank employees feels some what hard to take care of personal or family matters.

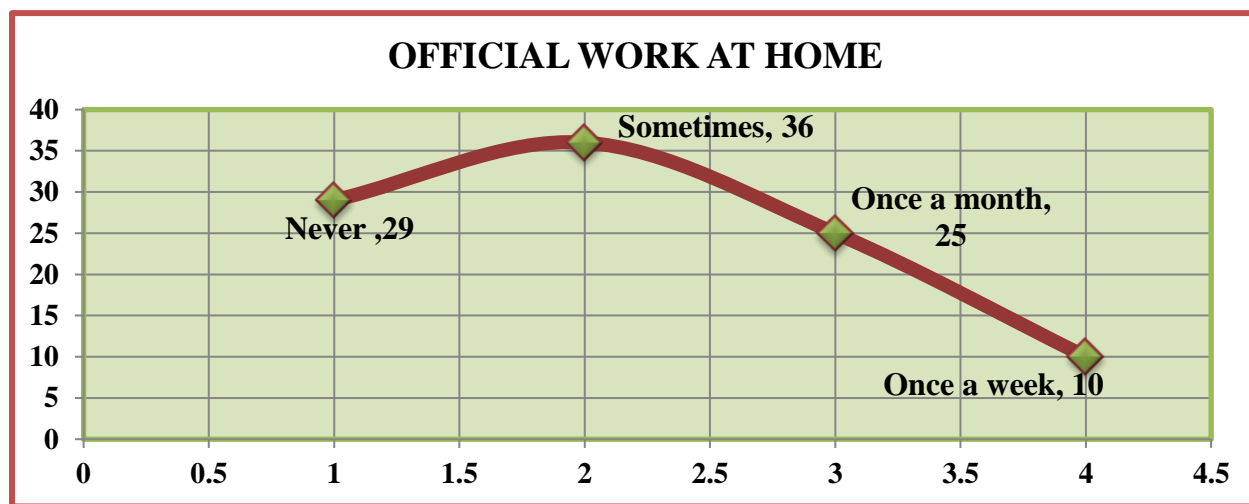
TABLE 3.34

OFFICIAL WORK AT HOME

S.NO	OFFICIAL WORK AT HOME	NUMBER OF RESPONDENTS	PERCENTAGE
1	Never	20	29
2	Sometimes	25	36
3	Once a month	18	25
4	Once a week	07	10
		70	100

SOURCE : PRIMARY DATA

FIGURE 3.34



INFERENCE

Table 3.34 shows the whether they work at home as part of job. It is inferred that out of 70 women employees 29% of women bank employees never do their banking work at home , 36% of women bank employees sometimes do their work at home , 25% of women bank employees do the job at home once a month , 10% of women bank employees has do the job at home once a week.

Therefore majority (36%) of women bank employees sometimes do their job at home.

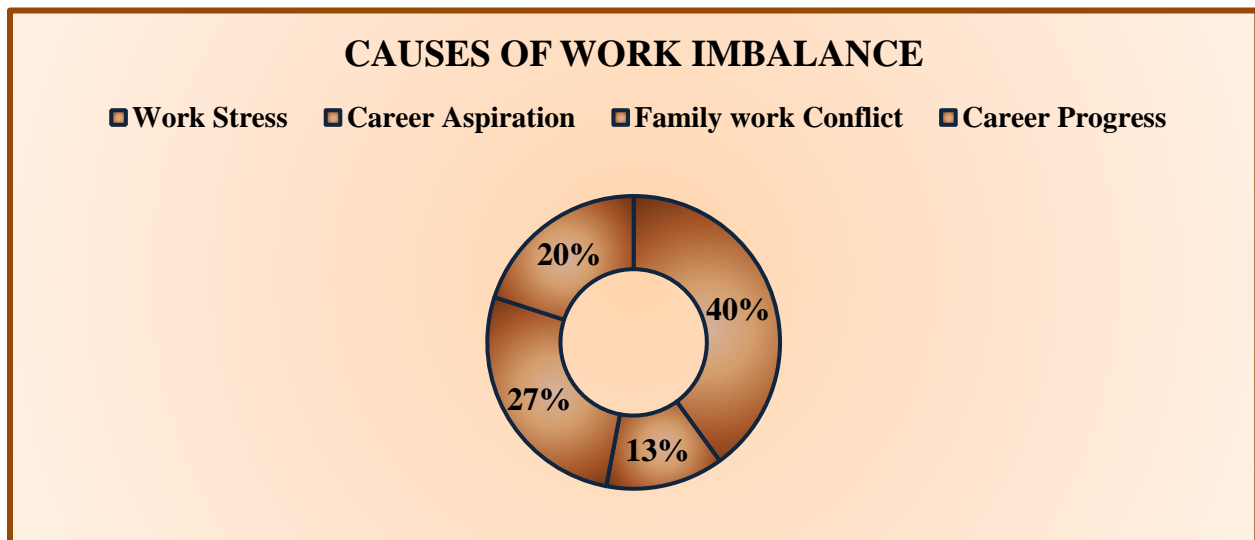
TABLE 3.35

CAUSES OF WORK LIFE IMBALANCE

S.NO	CAUSES OF WORK LIFE IMBALANCE	NUMBER OF RESPONDENTS	PERCENTAGE
1	Work Stress	28	40
2	Career Aspiration	09	13
3	Family work Conflict	19	27
4	Career Progress	14	20
		70	100

SOURCE : PRIMARY DATA

FIGURE 3.35



INFERENCE

Table 3.35 shows the causes of work life imbalance . It is inferred that out of 70 women employees 40% have work stress , 13% have career aspiration , 27% have family work conflict , 20% have career progress .

Therefore majority (40%) of the women have work stress due to working in banking sector.

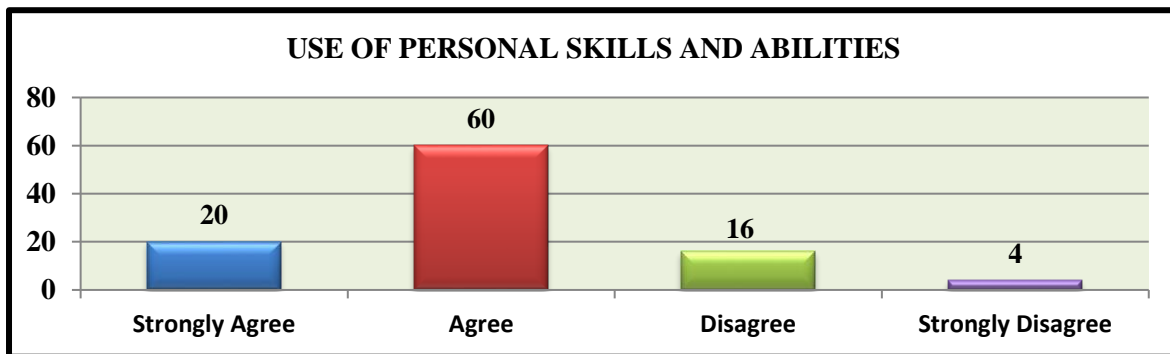
TABLE 3.36

USE OF PERSONAL SKILLS AND ABILITIES

S.NO	USE OF PERSONAL SKILLS AND ABILITIES	NUMBER OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	14	20
2	Agree	42	60
3	Disagree	11	16
4	Strongly Disagree	03	04
		70	100

SOURCE : PRIMARY DATA

FIGURE 3.36



INFERENCE

Table 3.36 shows the opportunities given to women employees to make use of skills and abilities in banking sector . It is inferred that out of 70 women employees 20% of women employees strongly agree that they are allowed to use their skills and abilities , 60% of women employees agree the use of their skills and abilities , 16% of women employees disagree that they are allowed to use their skills and abilities , 4% of women employees strongly disagree the opportunity given to use their skills and abilities .

Therefore majority (60%) of women employees agree that they are able to use their skills and abilities in banking sector.

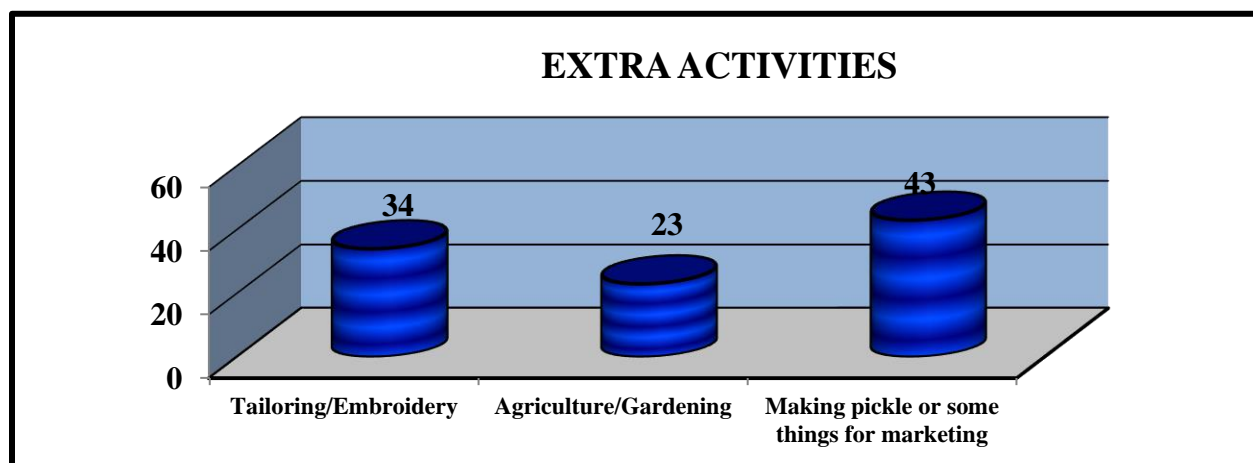
TABLE 3.37

EXTRA ACTIVITIES

S.NO	EXTRA ACTIVITIES	NUMBER OF RESPONDENTS	PERCENTAGE
1	Tailoring/Embroidery	24	34
2	Agriculture/Gardening	16	23
3	Making pickle or some things for marketing	30	43
		70	100

SOURCE : PRIMARY DATA

FIGURE 3.37



INFERENCE

Table 3.37 shows the extra activities the women employees in banking sector other than their job. It is inferred that out of 70 women employees 34% of women bank employees do tailoring/embroidery , 23% of women bank employees engage themselves in agriculture/gardening , 43% of women bank employees do pickle or some things for marketing.

Therefore majority (43%) of women bank employees do pickle or some things for marketing as apart from their banking profession.

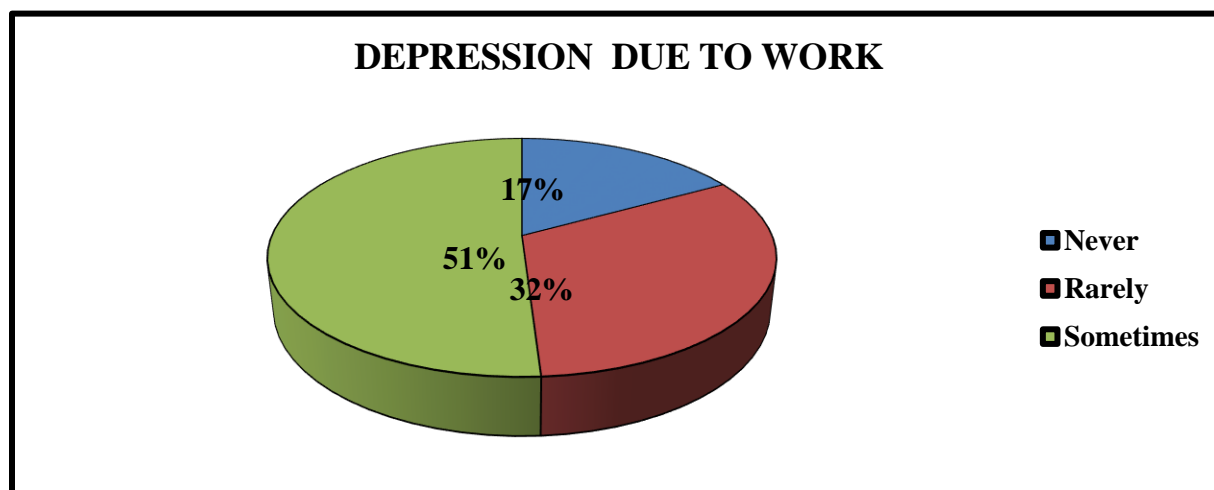
TABLE 3.38

DEPRESSION DUE TO WORK

S.NO	DEPRESSION DUE TO WORK	NUMBER OF RESPONDENTS	PERCENTAGE
1	Never	12	17
2	Rarely	22	32
3	Sometimes	36	51
		70	100

SOURCE : PRIMARY DATA

FIGURE 3.38



INFERENCE

Table 3.38 shows the whether they are depressed due to their banking. It is inferred that out of 70 women employees 17% of women bank employees never feel tired and depressed because of work , 32% of women bank employees rarely feel tired and depressed because of work , 51% of women bank employees sometimes feel tired and depressed because of work.

Therefore majority (51%) of women bank employees feel tired and depressed sometimes because of their work.

TABLE 3.39
PROBLEM FACED BY WORKING WOMEN

Factors	I	II	III	IV	Total Score	% of Score	Rank
Depression	20	24	90	32	166	25.38	II
Mental Pressure	28	32	42	48	150	22.94	III
Gender Discrimination	30	52	12	40	134	20.49	IV
Sexual Harassment	10	32	42	120	204	31.19	I
Total					654	100	

INFERENCE

Table 3.39 depicts the ranking given by women employed in banking sector weighted ranking score was used to lens the rank of the criteria. Accordingly the factors depression has got II rank , mental pressure III rank , gender discrimination IV rank , sexual harassment I rank .

Thus it is evidenced that women bank employees are undergoing sexual harassment (I rank) in their work place.

TABLE 3.40**BARRIERS FACED BY WOMEN EMPLOYED IN BANKING SECTOR**

Factors	I	II	III	IV	V	VI	VII	VIII	TOTAL SCORE	% OF SCORE	RANK
Family Problem	10	24	15	28	30	12	140	64	323	13.67	II
Child Care	13	64	51	36	25	66	21	32	308	13.03	IV
Work Load	1	24	9	60	80	12	21	144	351	14.85	I
Lack of Training & Facility	9	16	60	44	60	30	21	16	256	10.83	VIII
Highly experienced coworkers	4	10	36	40	5	126	14	40	275	11.64	VI
Competitive staff	7	24	9	32	100	54	35	48	309	13.08	III
Biasness of Boss	20	4	24	36	55	48	35	56	278	11.76	V
Information of Job	12	28	30	20	65	36	56	16	263	11.13	VII
Total									2363	100	

INFERENCE

Table 3.40 depicts the ranking given by women employed in banking sector. Accordingly the factor family problem has got II rank , child care IV rank , work load I rank , lack of training & facilities VIII rank , highly experienced co-workers VI rank , competitive staff III rank , biasness of boss V rank , information of job VII rank .

Thus it is evidenced that women bank employees are undergoing work load (I rank) in their work place.

TABLE 3.41
EFFECTS OF WORK LIFE IMBALANCE

FACTORS	I	II	III	IV	V	Total Score	% of score	Rank
Family Problem	7	24	54	80	65	280	26.32	V
Health Issue	10	30	18	64	115	237	22.27	IV
Mental Pressure	22	34	75	8	20	159	14.94	I
Work Load	14	10	93	36	55	208	19.55	III
Time Management	8	38	117	12	5	180	16.92	II
Total						1064	100	

INFERENCE

Table 3.41 depicts the ranking given by women employees in banking sector. Accordingly the factor family problem has got V rank, health issue IV rank, mental pressure I rank, work load III rank, time management II rank.

Thus it is evidenced that women bank employees are undergoing mental pressure (I rank) in their work place.

CHAPTER – IV



FINDINGS AND SUGGESTIONS

CHAPTER - IV

FINDINGS AND SUGGESTIONS

FINDINGS

The main purpose of this study is to find out the attitude of customers towards the quality of Internet Service Providers in Thoothukudi. In the following paragraphs, the findings arrived at by analysing the data collected from ISP customers are furnished.

1. Majority (57%) of the women bank employees who are at the age group of 32-40 earn between Rs.35,000 to Rs.45,000.
2. Most (67%) of women bank employees are married and have to support 1-3 family members.
3. Majority (96%) of women those who are employed in bank are urban residents with nuclear family.
4. Maximum (60%) of women employed in banks have 2-3 children their parents take care them.
5. Most (37%) of women employees worked in banking sector where selected through open competition in various banks have joined on their personal interest.
6. Mostly (31%) women bank employees are working as accountant in SBI Bank.
7. Maximum (49%) women who work in banking sector have been trained between 1 week to 4 weeks
8. Women employed in banks work a maximum () of 30 to 40 hours per week.
9. Majority (36%) of women bank employees always have time to spend with their family and enjoy positive behaviour of their inlaws towards their working in banking sector.
10. The women bank employees are given high (60%) preference to decide on their children's education. And also their spouse supports them in their work.
11. Maximum (46%) of women bank employees has to follow pre permission to take off from their work.
12. The main source of income for their family is from bank occupation (63%) and they receive their salary through account transfer.

13. Majority (47%) of women those who are working in banking sector are getting bonus apart from salary.
14. They are in need of proper sanitation facilities in their banks.
15. Majority (57%) of married working women face the problem of physical illness in banking sector and mental health was not good in past 5 days.
16. Majority (74%) of women bank employees have friendly seniors on working as part of a team.
17. Most (50%) of women employees have a participative environment in their banking sector and have a good relation between the management.
18. Majority (36%) of women employees sometimes do their job at home so feels somewhat hard to take care of personal or family matters.
19. Maximum (60%) of women employees agree that they are able to use their skills and abilities in banking sector.
20. Majority (43%) of women bank employees spend 2-4 hours on domestic activities.
They cook pickle or somethings for marketing apart from their banking profession.
21. Mostly (51%) women who work in banking sector feel tired, depressed and have work stress due to working in banking sector .

SUGGESTIONS

The following suggestions could be considered for the better work life balance of women employees in banking sector. These suggestions are derived based on the findings of the study.

1. Although the female respondents agreed with banks WLB policies but they disagreed with overall WLB. Dependent care is a big issue of work life balance. The family members or the spouse can share the responsibility like job sharing, crèche facilities and necessary breaks so that the women employees feel that the organization is helping them and can perform their tasks efficiently in coordinating the family and professional life.
2. Monetary wellbeing affects the work life balance. The banks can make sure that there is enough provisions for the employees for periodical increments of salary and other Monetary benefits based on their participation in work and experience .The Banking

sector women employees support the executives and non executives wholeheartedly the achievement of the mission of the organization be facilitated and

3. compensation should have provided with appropriate pay strategies which help to give fair and adequate compensation should be providing on the basis of team performance. Adjust pay scales according to the changes happen in cost of living from time to time should be considered by the management.
4. Extensive Training , Development Programs , Specific Counseling programs on Work Life Balance , Family welfare programs and family counseling programs should be aimed at adopting new technology and skills and they should develop the employees career path. The management should develop leadership skills which would offer women a broader perspective in handling the professional matters and addressing stereotypes successfully. This initiative improves an organisation's ability in retaining its valuable and talented pool of human resources.
5. Advancement opportunities should be provided to the young employees for professional as well as personal growth. Banking organizations should recruit new employees in the existing vacancies in order to reduce the over burden work load of the existing employees.
6. Working environment and logistical facilities are to be constantly upgraded in order to facilitate and increase the efficiency of the employees in the Banking organizations.
7. Proper WLB policies can be designed and implemented with consultation from the employees
8. Employees should be given jobs which motivates them for their work life. As well as jobs should never make them feel overload. Especially case of ladies, overtime for should be avoided.
9. Discrimination against women should be avoided by following equality strategy. Provide training to banking sector women employees which motivated them to work along and equal with men. Special leave with a lien on service to meet certain contingencies specific to women should be provided.

10. The women employees are given freedom to choose their own work schedules; quality and productivity of the work increases. Because of this opportunity given to the employee will also bring to the responsibility for finishing work within specified time.

CHAPTER – V



CONCLUSION

CHAPTER - V

CONCLUSION

Women constitute an important section of the workforce. However, the present situation of a large number of well qualified women who due to various circumstances have been left out of their jobs needs to be addressed.

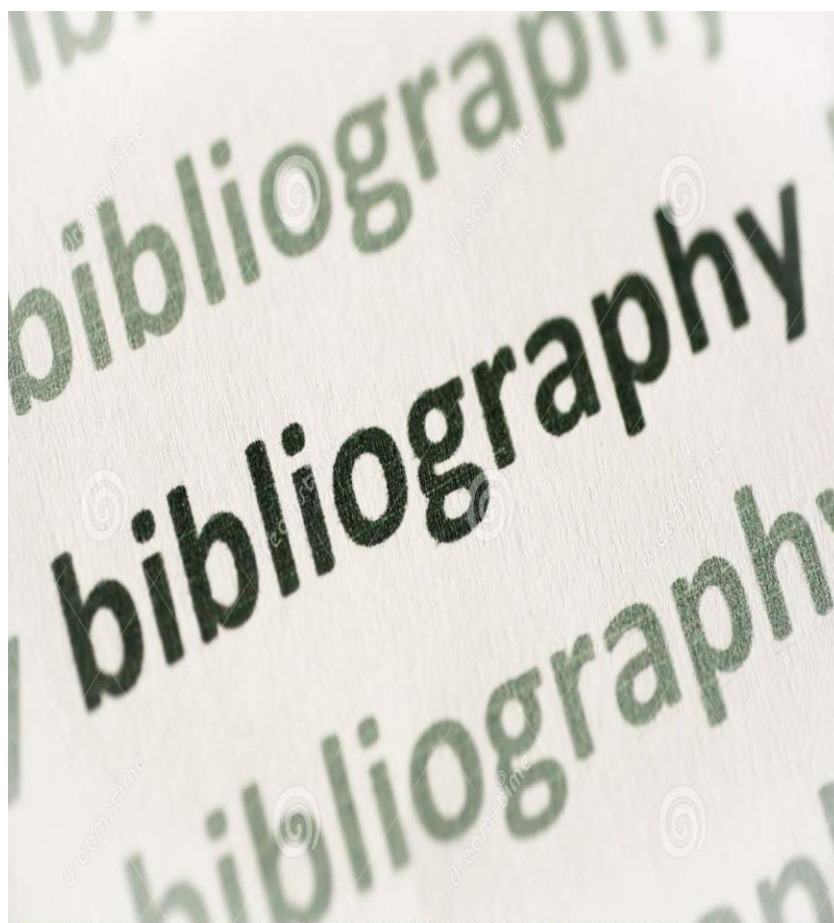
The problems faced are several but, significantly, most often the "break in their careers" arises out of motherhood and family responsibilities." It is manifest from the above study that women employees working in the banking industry to maintain a balance of work can have serious implications on the life of an individual.

Work and personal life conflict occur when the burden , obligations and responsibilities of work and family roles become incompatible, it is very difficult to balance home life and work life. In other words women employees of public sector banks are performing well on job knowledge, interpersonal relationship, While women employees of private sector banks are having an edge over their public sector counterparts in parameters like attitude towards work and ambition for career growth.

The study concluded that the work life balance has become a quest for professionals of banking industry both in private and public sector of Thoothukudi and also that women employee's work better when they do make time for family and personal interests. Future research must focus on a wider sample in order to get more generalized results.

Moreover, it must be directed at understanding individual differences so that women employee specific initiatives to improve work life balance could be initiated by organizations.

ANNEXURE – I



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BIBLIOGRAPHY

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ANNEXURE – II



QUESTIONNAIRE

**A STUDY ON WORK LIFE BALANCE OF WOMEN EMPLOYEES IN
BANKING SECTOR WITH REFERENCE TO THOOTHUKUDI**

QUESTIONNAIRE

Name : -----

1. Age :

a) 20 – 30 b) 30 – 40 c) 40 – 50 d) Above 50

2. What is your annual income?

a) 25,000 to 35,000 b) 35,000 to 45,000 c) Above 45,000

3. What is your marital status?

a) Married b) Single c) Divorced d) Widowed

4. Place of living?

a) Rural area b) Urban area

5. Which type of family do you live in?

a) Nuclear Family b) Extended Family

c) Conjugal Family d) Matrifocal Family

6. How many members are dependent on you?

a) 1-3 b) 3-6 c) Above 6

7. How many children do you have?

a) 1 b) 2-3 c) Above 3 d) None of the above

8. Who takes care of your children?

a) Parents b) Relatives/Friends c) School Center d) Husband

9. How were you selected in bank as employee?

a) Open Competition b) Talking directly in office

c) Out-Source (Institutions) d) By Friend

10. What was the reason that you joined Banking Sector ?

- a) Personal Interest b) Parents Influence c) Financial Problem

11. Which bank are you in service?

- a) Canara Bank b) Axis Bank
c) SBI Bank d) HDFC Bank

12. What is your designation?

- a) Manager b) Assistant Manager
c) Accountant d) Cashier

13. What is your duration of Training?

- a) 1day to 6days b) 1week to 4weeks
c) 1month to 11months d) 1year & Above

14. How many hours do you work per week ?

- a) Less than 20 hours b) 20-30 hours
c) 30-40 hours d) 40+ hours

15. How many Days the bank functions in a week?

- a) 5 Days b) 6 Days c) 7 Days

16. Do you get enough time for your family after working hours?

- a) Always b) Often c) Sometimes d) Never

17. How much time you spent on domestic activities?

- a) Less than 2 hours b) 2-4 hours
c) 4-6 hours d) More than 6 hours

18. How is your spouse's behavior towards your work?

- a) Supportive b) Non-Supportive

19. How is the attitude of your in laws towards your working?

- a) Positive b) Negative c) Conservative

20. Who decides about the Children's Education?

- a) Myself b) Spouse c) in laws

21. What is the procedure to take permission?

- a) Pre-Permission b) Inform through call c) Written

22. What is the Distribution of your monthly income?

- a) By Personal b) By Account Transfer

23. What is the main source of income in your family ?

- a) Business b) Teaching c) Agriculture d) Bank Employment

24. Do you get any special Packages apart from your Monthly Income?

- a) Bonus b) Festival Gifts
c) Holiday Packages d) Gifts for birthdays/Anniversary

25. What type of facilities you want in your Bank ?s

- a) Proper toilet Facilities b) Sanitation Facility
c) Child care Facility d) Breast Feeding Facility
e) Transport Facility

26. For past 30 days how many days your mental health was not good?

- a) 5 days b) 10 days c) 15 days

27. What is your part in the bank?

- a) work as part of a team b) work mostly on my own

28. What type of problem do you face as a married working women?

- a) Physical illness b) Breast Feeding
c) Limited Salary d) Time Constraint

29. Which problems do you think is the most important problem faced by working women in the work place?

Factors	Rank
Depression	

Mental Pressure	
Gender Discrimination	
Sexual Harassment	

30. How does the working environment in your organization?

a) Participative b) Autonomy c) Capricious d) Red Tapism

31. How is your senior behaving with you ?

a) Friendly b) Rude c) Polite d) Violent

32. In general how would you describe relations in your work place between management & employees?

a) Very good b) Good c) Neutral
d) Bad e) Very bad

33. What is the reason for work life imbalance of banking sectors ?

Factors	Rank
Family Problem	
Child care	
Work Load	
Lack of training & facility	
Highly experienced co-workers	
Competitive Staff	
Biasness of Boss	
Information of Job	

34. Work from home concept , If applied bank , can you have a good balance between work & Family ?

a) Agree b) Strongly Agree c) Neutral d) Disagree e) Strongly Disag

35. How hard is it to take time off during your work to take care of personal or family matters ?

a) Not at all hard b) Hard c) Some what hard d) Very hard

36. How often do you work at home as part of your job ?

a) Never b) Sometimes c) Once a month d) Once a week

37.What are the causes of work life imbalance ?

- a) Work Stress b) Career Aspiration
c) Family work Conflict d) Career Progress

38. Do your job lets you to use your skills and abilities?

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

39. What are your extra Activities other Job?

- a) Tailoring / Embroidery b) Agriculture / Gardening
c) Making pickle or some things for marketing

40. Do you ever feel tired or depressed because of work?

- a) Never b) Rarely c) Sometimes

41. What are the effects of work life imbalance?

Factors	Rank
Excessive work pressure	
Long working hours	
Higher risk	
Job Instruction	

A STUDY ON CONSUMER PREFERENCE TOWARDS ONLINE FOOD DELIVERY APPLICATION IN THOOTHUKUDI DISTRICT

Project submitted to Department of Commerce

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

In partial fulfilment of the requirements of

BACHELOR OF COMMERCE

Submitted by

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DEPARTMENT OF COMMERCE (SSC)

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

(Reaccredited with A+ Grade by NAAC)

APRIL 2023

DECLARATION

We have declared that the project entitled "A STUDY ON CONSUMER PREFERENCE TOWARDS ONLINE FOOD DELIVERY APPLICATION IN THOOTHUKUDI DISTRICT" is submitted in partial fulfilment of the requirements for the degree is our original work done under the supervision of **Dr. J. ANGEL BEULAH GRACELIN, M.Com. M.Phil., Ph.D.** This project has not previously formed for the bases of award of any similar titles and it represents entirely an independent work.

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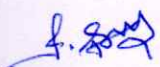
CERTIFICATE

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CHAPTER –I



INTRODUCTION

CHAPTER-1

INTRODUCTION

In this 21st century, we see India at a rising pace where young minds of the country are excelling in the era of technology and innovations. The recent development of internet augmented the E-commerce development made online food ordering services more convenient for those who wanted to get food delivered at their door step. It has been observed that the cooperative lifestyle has curbed the leisure out of Indians that is the attitude towards online services of ready to eat food. Online food orderings are the process of delivering food from local restaurants with the help of cooperative webpage created.

Many of these services allow customers to keep accounts with them to order frequently. The payment is either by credit, debit card or cash, and the restaurant return a percentage of payment to online food company. Indian population is by all account in the awe of this online food request and delivery choice for the comfort and prompt wellspring of food at home. The food delivery applications have corresponded the idea of ease and comfort to the millennial life style because of the financial advance. So as more investors are prepared to give vitality and interests in the ventures committed to delivering food at door step.

To a larger extent, customers have come to expect the ability of a restaurant to allow them to place order through online. Adopting new technology, does not only ease the customers, but also ensure that this business is enabling to stand tall in today's modern competitive world market. The first online food ordering company is pizza that established in 1994. The 1st online ordering service, World Wide Waiter was set up in 1995. With increased usage of smart phones, food delivery start-ups started to receive more attention. The recent creativeness of online food servicing agents, mobile ordering, face book ordering, digital menu boards& smart phones, Games while-u-wait and online coupons. Indian online food services are in a boom to the digital industry across the globe.

The mobile application provides a tracking system where the customers became acquainted with each progression of delivering. They place the order in the online or by cash-on-delivery (COD) system. These apps also provide a feedback system where the users can provide feedbacks and recommendation, rate the food item and mode of delivering.

It is significant to state that almost no event in recent history has managed to generate so much uproar and indecision as the COVID-19 pandemic. It's social and financial bearing on humanity has been colossal, and the effects are anticipated to remain for a long time. As the country slowly and steadily materializes from the lockdown to embrace what many of us refer to as the 'new normal', the food services and delivery industry, which encompasses the cloud kitchens and delivery-only kitchens in India, are putting their best foot forward to start operations after a gap of three months. Throughout the lockdown phase, online food and grocery deliveries managed to become the sole lifeline that modern-day customers have come to depend on and rely on. Even after reaching the fifth phase of the nationwide lockdown, many still have a preference towards ordering food online to avert stepping outside for dining altogether.

REVIEW OF LITERATURE

Ninad Gawande, Gajanan Pachghare, Ashish Deshmukh (2019)

In their research paper 'A study of customer perception about online food ordering services' reveals the people's perception about the online food ordering services on a primary level. They found that online food ordering system is new and many of the users are not familiar with the ease of online food ordering and mostly students prefer to order food online. People prefer paying cash because they are not that comfortable with digital payment platforms.

Dang and Tran (2018)

The internet has played a major role in increasing the awareness of the online food delivery apps. Through internet, people can search about foods and restaurants, compare their prices and their services and have easy access to them. Internet has made all these things convenient for the customer.

S. Rathore and M. Chaudhary. (2018).

The consumer perception regarding online food delivery differs from person to person. The perception is also built on personal opinion. Mostly young population is more attracted towards online food ordering services as compared to elder people. This is due to lack of awareness regarding technology (mobile apps). Also consumers are keen towards those food delivery services which provide heavy discounts and cashback offers. To identify actual behavior of consumer's large geographical area with proper segmentation may help companies to target customers in a more appropriate way.

Suryadev Singh Rathore, MahikChaudhary, (2018)

In their research paper ‘Consumer’s perception on Online food ordering’ have analyzed 50.8% of people order their food online because they don’t prefer to cook, as it allows the customers to have food delivered direct to your doorstep in less than an hour.

Leong Wai Hong (2016),

The technological advancement in many industries have changed the business model to grow. Efficient systems can help improve the productivity and profitability of a restaurant. The use of online food delivery system is believed that it can lead the restaurant’s business grow from time to time and will help the restaurants to facilitate major business online.

Kimes (2011)

The amount of increase in online food ordering is because of convenience and control. Almost half of the populations has ordered food online. Personal interaction with restaurant employees, satisfaction level of consumers after ordering food online and changed behavior of the consumers regarding food mobile ordering Apps shows the perception of consumers for mobile food ordering apps.

STATEMENT OF PROBLEM

In this growing world of technology, online food delivery has become an important element of people’s life. The concept of dine out system has changed and made people to order food at any time conveniently just by few clicks. This system is revolutionizing the present restaurant industry. Consumer preference is the main stimulating factor for business owners to indulge in online delivery services. With intensive urbanization large volumes of food move through the systems. With the changes in India’s population more industry in different cities for the purpose of studies and employment, the busy schedules of both husband and wife in the family eats the demand for online food ordering developing and growing up steadily. The purpose of this study is to measure the perceptions of customers regarding electronic food ordering among college students around Thoothukudi city. This study analyses the factors that attract consumers towards online food delivery system and this study also analyze the advantage and disadvantage of the online food delivery system among college students around Thoothukudi city, by using primary data. The cleanliness and hygiene of food being delivered to the

customers, the quality and quantity worth to price are the problems addressed by the customers relying on online food delivery system. The main purpose of doing research on difference given to online food delivery service industry in India to analyses the customer preference towards online food delivery application in Thoothukudi district.

OBJECTIVES

- To study demographic profile of the respondents.
- To analyses the factor that influence the customer perception towards online food delivery apps.
- To study the level of awareness of consumers towards online food ordering applications.
- To find the most popular app in the digital food delivery.
- To know the preferable reasons for asking particular applications.
- To understand consumer rating towards the services provided by online food ordering applications.
- To provide valuable suggestion and recommendations based on findings.

METHODOLOGY

The study is complied with the help of both primary and secondary data. Data were collected from 75 respondents with the help of questionnaire schedule. The secondary data were collected from magazines journals library books and internet.

PRIMARY DATA

Primary data was collected from 75 customers who were using online food app. For the collection of primary data questionnaire schedule was developed.

SECONDARY DATA

Secondary data has been collected through books other published articles in reputed journals and websites.

CONSTRUCTION OF WORK

The primary data have been collected with the help of questionnaire used in the study has been construed by the researchers group.

SCOPE OF THE STUDY

The present study has been made to analyze the customer's preference towards online food ordering applications in Thoothukudi district further identifies the factor influencing preference of customers on food apps.

PERIOD OF STUDY

The study was conducted during the period of 4 months December 2022- march 2023.

AREA OF STUDY

The area of study has been conducted in the area of Thoothukudi among the users of online food ordering app.

LIMITATIONS OF THE STUDY

- Low level of accuracy because it depends on the respondent's response.
- Limited time frame.
- The consumers may illiterate to complete the Google form.
- The opinion elicited from the research conducted can't be taken as the

Opinion of the whole population.

FRAME WORK ANALYSIS

The following frame work has been used in this analysis.

- Percentage analysis
- Bar chart
- Pie chart

CHAPTER SCHEME

- Chapter - 1 Introduction and design of the study.
- Chapter - 2 Profile of the study.
- Chapter - 3 Data Analysis and Interpretation.
- Chapter - 4 Findings and Suggestions.
- Chapter – 5 Conclusion.

ANNEXURE

- Questionnaire
- Bibliography

CHAPTER-II



PROFILE OF THE STUDY

CHAPTER -2

PROFILE OF THE STUDY

FOOD DELIVERY

Food delivery Retail food delivery is a courier service in which a restaurant, store, or independent food-delivery company delivers food to a customer. An order is typically made either through a restaurant or grocer's website or mobile app, or through a food ordering company. The delivered items can include entrees, sides, drinks, desserts, or grocery items and are typically delivered in boxes or bags. The delivery person will normally drive a car, but in bigger cities where homes and restaurants are closer together, they may use bikes or motorized scooters. Recently, we have also seen the use of autonomous vehicles by companies like Star ship Technologies, currently available in the USA and the UK to complete deliveries. Customers can, depending on the delivery company, choose to pay online or in person, with cash or card. A flat rate delivery fee is often charged with what the customer has bought. Sometimes no delivery fees are charged depending upon the situation. Tips are often customary for food delivery service. Contactless delivery may also be an option. Other aspects of food delivery include catering and wholesale food service deliveries to restaurants, cafeterias, health care facilities, and caterers by foodservice distributors.

ONLINE FOOD ORDERING

Online food ordering is the process of ordering food from a website or other application. The product can be either ready-to-eat food (e.g., direct from a homekitchen, restaurant, or a ghost kitchen) or food that has not been specially prepared for direction consumption (e.g., vegetables direct from a farm/garden, frozen meats. Etc.). The first online food order was a pizza from Pizza Hut in 1994. The online food ordering market has increased in the U.S with 40 percent of U.S adults having ordered their food online once. The online food ordering market includes foods prepared by restaurants, prepared by independent people, and groceries being ordered online and then picked up or delivered. The first online food ordering service, World Wide Waiter (now known as Waiter.com), was founded in 1995. The site originally serviced only northern California, later expanding to several additional cities in the United States. By the late 2000s, major pizza chains had created their own mobile applications and started doing 20–30 percent of their business online. With increased Smartphone penetration, and the growth of both

Uber and the sharing economy, food delivery startups started to receive more attention. In 2010, Snapfinger, who is a multi-restaurant ordering website, had a growth in their mobile food orders by 17 percent in one year. By 2015, online ordering began overtaking phone ordering. In 2015, China's online food ordering and delivery market grew from 0.15 billion Yuan to 44.25 billion Yuan. As of September 2016, online delivery accounted for about 3 percent of the 61 billion U.S. restaurant transactions.

ZOMATO



Zomato is an Indian restaurant aggregator and food delivery start-up founded by PankajChaddah and DeepinderGoyal in 2008. Zomato provides information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in select cities. Zomato also began grocery delivery amid the COVID-19 outbreak. As of 2019, the service is available in 24 countries and in more than 10,000 cities. Zomato was founded as Foodiebay in 2008, and was renamed Zomato on 18 January 2010 as Zomato Media Pvt. Ltd. In 2012, the company expanded operations internationally in several countries. In 2019, Zomato acquired Seattle-based food portal Urbanspoon, which led to the firm's entry into the United States and Australia. This U.S.-expansion brought Zomato into direct competition with similar models such as Yelp and Foursquare. Zomato had also made a name for itself for its prowess in digital marketing. In February 2017, Zomato announced plans to launch Zomato Infrastructure services, a service to help restaurants expand their presence without incurring any fixed costs. In April 2020, due to rising demand for online groceries amid the COVID-19 pandemic, Zomato launched its grocery delivery services named Zomato Market in 80+ cities across India. In April

2020, Zomato introduced Contactless Dining to get ready for a post-lockdown world. Through this initiative, the company aims to minimize customer contact with anything that someone else might have touched, by eliminating the use of high-touch elements such as the menu, ordering, and bill payments through bar codes or the app while the staff will wear masks. In May 2020, Zomato further laid off 520 employees due to the COVID-19 pandemic. In August 2020, Zomato drew praise for introducing a period leave policy, allowing female employees to take up to 10 days' time off per year if they are unable to work due to menstrual cycle health effects. The policy applies to transgender employees as well.

SWIGGY



Swiggy is India's largest online food ordering and delivery platform, founded in 2014. Swiggy is based in Bangalore, India, and as of March 2019, was operating in 100 Indian cities. In early 2019, Swiggy expanded into general product deliveries under the name Swiggy Stores. In September 2019, Swiggy launched instant pickup and drop service Swiggy Go. The service is used for a diverse array of items, including laundry and document or parcel deliveries to business clients and retail customers. Swiggy is operated by Bundl Technologies Private Limited. In 2013, the two founders, Nandan Reddy and SriharshaMajety, designed an e-commerce website called Bundl to facilitate courier service and shipping within India. In May 2020, Swiggy laid off 1100 employees during the COVID-19 pandemic. In August 2020, the company launched their groceries delivery platform called InstaMart. In August 2020, Swiggy launched its instant grocery delivery service called Instamart using a network of dark stores. In early 2021, the company closed Swiggy Stores and expanded its operations under Instamart.

In 2023, it sold Swiggy Access kitchens to Kitchens@ in a share-swap deal. Swiggy Access, the company's cloud kitchen business, was launched in November 2017 to help restaurant brands set up kitchen-only kitchens in areas where certain types of food are unavailable.

UBER EATS



Uber Eats is an American online food ordering and delivery platform launched by Uber in 2014 and based in San Francisco, California. Uber Eats' parent company Uber was founded in 2009 by Garrett Camp and Travis Kalanick. The company began food delivery in August 2014 with the launch of the Uber FRESH service in Santa Monica, California. In 2015, the platform was renamed to Uber EATS and the ordering software was released as its own application, separate from the app for Uber rides. Its London operation opened in 2016. In August 2018, Uber Eats changed its flat \$4.99 delivery fee to a rate that is determined by distances. In November 2018, the company announced plans to triple its workforce in its European markets. As of November 2018, the company reported making food deliveries in 200 cities in 20 countries in EMEA markets. In March 2020, during the COVID-19 pandemic, Uber Eats saw a 30% rise in new customers, as people avoided social interaction for fear of contracting the virus. On May 4, 2020 Uber Eats announced they were exiting the United Arab Emirates and that the service would now be through Dubai based vehicle for hire company Careem. The same report stated they were also exiting Saudi Arabia and Egypt. Uber bolstered its position in July 2020 with the acquisition of Postmates for \$2.65 billion. In December 2021, Uber Eats completed its first food delivery in space when it partnered with Japanese billionaire Yusaku Maezawa to send food to the International Space Station. On March 11, 2022, Uber Eats added a fuel surcharge to deliveries in the United States and Canada. The new surcharge will be different depending on the delivery length and gas prices in each state. In April 2022, Uber Eats partnered with the U.K.'s largest grocer, Tesco, to start in 20 stores and to guarantee delivery of an order within one hour

On May 16, 2022, Uber Eats launched two autonomous delivery pilots in Los Angeles with Serve Robotics and Motional.

In December 2022, Uber Eats has partnered with Cartken, a self-driving 6-wheeled sidewalk bot, in Miami. The delivery system, originally from Oakland, CA, is set to deliver food and groceries to residents in Miami. Consumers will be alerted when their food has arrived and they will go and retrieve their goods. Cartken and Uber Eats have not yet released how many bots will be in service, nor where they are headed next.

EAT FIT



Eat Fit exists to make healthy food & nutrition available to everyone whenever and however they need it. We want to promote healthy eating habits that can be shared among communities. Sara Shepard started Eat Fit in 2008 as a company dedicated to helping our customers eat healthier and live healthier lifestyles. For two years we successfully focused on working one on one with clients providing customized meal plans, personal chef services and in home personal training. Always looking for ways to expand our services and reach more people, we partnered with Fitness Formula gyms and in September 2010 opened a cafe in their South Loop location. Our staff now includes, Personal Chefs, Nutritionists, Personal Trainers and a trained culinarians who prepare the healthy food though our cafe located in the South Loop. We service gym members, the Chicago south loop and loop community by providing breakfast, lunch and dinner delivery and Corporate Catering. Eat Fit will work with you to fit health, nutrition and fitness into your lifestyle wherever and whenever you need it. In addition to our full

service healthy cafe, we provide many other services including Personal fitness chef services and Personal Training, meal delivery, cooking classes, small dinner party catering, corporate nutrition seminars, weight loss programs and much more.

Not in the slightest. The key difference of Eat Fit Food is that it's not only healthy, but it's made by real life chefs and—wait for it—it's actually delicious too. Many of the ingredients are grown locally using ethically sourced meats and seafood, plus there are no additives and refined sugars.

FOODPANDA



Foodpanda (stylized as **foodpanda**) is an online food and grocery delivery platform owned by Berlin-based Delivery Hero. Foodpanda operates as the lead brand for Delivery Hero in Asia, with its headquarters in Singapore. It is currently the largest food and grocery delivery platform in Asia, outside of China, operating in 12 markets across Asia. In 2012, Swiss Lukas Nagel and Rico Wyder established Foodpanda in Singapore, before expanding to Malaysia, Indonesia, the Philippines, Taiwan and Thailand. A year later in 2013, Foodpanda was launched in Bangladesh and Romania. With more than 20,000 employees operating in their company, Foodpanda became the largest food delivery service in Bangladesh. In 2014, the service expanded into the Balkans, Brunei, as well as the Philippines. In February 2014, Foodpanda acquired Eat Oye, a rival company in Pakistan. Global expansion of the Foodpanda business was led by Ralf Wenzel, Felix Plog and Ben Bauer. In 2015, co-founder Rohit Chadda stepped down from the company. By 2016, none of the original managing directors or co-founders remained with the company. Its operations in Indonesia also shut down due to competition from flourishing app-based taxi-motorbike services, while the company sold its Delivery Club business in Russia to Mail.Ru for \$100 million in November 2016. Foodpanda's largest investor Rocket Internet sold the company to Delivery Hero in December 2016. On 1 November 2017, Foodpanda re-branded and changed its brand colour from orange to pink with an updated logo.

across all served countries, following its acquisition by Delivery Hero. In April 2018, the company left the Brunei market. By 2019, Foodpanda had gone through three rounds of management changes. From 2019 to 2020, Foodpanda began operating in other markets in Southeast Asia, launching in Thailand, Myanmar, Cambodia, and Laos. Foodpanda was also launched in Japan in September 2020. In May 2021, Foodpanda's brand was acquired by Glovo in Bulgaria and Romania. In September 2021, Delivery Hero unified its subsidiary brand NetPincér with Foodpanda in Hungary, with NetPincér rebranding as Foodpanda. In December 2021, Foodpanda stopped its food delivery services in all cities of Germany, leaving only an R&D hub in Berlin. Since 2021, Foodpanda has partnered with home chefs through an initiative called *Home Chefs*. The initiative began in Pakistan after the company noticed that there are a lot of female home chefs looking for side income, but it has since scaled to Bangladesh and Malaysia. The initiative is also seen as a source of income for chefs who do not have the capital to set up shop, but have the ability to cook and provide food from their own kitchens. The initiative currently supports 8,000 to 9,000 home chefs, and Foodpanda plans to grow the initiative to support up to 100,000 home chefs. In early 2022, Foodpanda announced its new mascot called *Pau-Pau*, an anthropomorphic panda that cares about empowerment and environment. The new mascot will be rolled out across all of Asia. In August 2022, Foodpanda is collaborated with digital investment platform Syfe.

BOX 8



Box8 was launched as Poncho in the year 2011. Poncho was nothing but a food delivery model with a quick-service restaurant format, which was serving Mexican food. Then in 2014, Poncho rebranded to its current name Box8 and also subsequently expanded its menu. And as of today, Box8 is a full-stack online food delivery platform serving fresh, healthy and warm meals

across major cities in the country. As we know, Box8 started as Poncho, delivering Mexican food across the country in 2012. And then in 2014, the co-founders- Amit Raj and Anshul Gupta, decided to change it over to Box8, and accomplish it as a meal delivery service that prepares and delivers wholesome boxes of Indian food at pocket-friendly prices. All of this started when the co-founders started wondering as to why the likes of food chains like McDonald's & Dominos haven't emerged from India. And they started trying to find a suitable answer to this query. And that's when they thought of being the answer by launching a made in Indian chain for delectable Indian meals. That's how Box8 was born. After the launch of Box8, all its initiatives were towards establishing itself as an all in one food chain that offers a wholesome Indian meal. These Indian meals come with a main curry and a side curry, with a choice of rice or paratha, accompanied by a dose of salad and chutney plus a dessert to complement the meal. The Box8 meals come in a convenient disposable palette and the user can choose from an array of 11 different varieties.

TRAVELKHANA



TravelKhana is an Indian service company, associated with Duronto Technology, headquartered in New Delhi. Its main business is providing food to order for passengers on Indian Railways. The company was founded in 2012 by Pushpinder Singh. The company's website has won an India Digital Award from the Internet and Mobile Association of India (IAMAI). TravelKhana was founded by Pushpinder Singh, who has a master's in computer science from BITS Pilani and a BTech from Indian Institute of Technology (BHU), Varanasi. The concept is that of a food ordering platform, enabling rail passengers to order dishes from a

menu by telephone or online. The meals are supplied by participating restaurants in the towns through which the train passes. Singh ran a pilot at the end of 2011 on the Ashram Express connecting Delhi and Ahmedabad. Services started formally in August 2012, under the ownership of the Duroto Technologies company. Funding consisted of a personal investment of Rs 2.2 million (\$36,500) by Singh, and Rs 3.5 million (\$58,000) from start-up investor Matteo Chiampo, former COO at Eko India Financial Services. Funding has also been obtained from Palaash Ventures and Google India's managing director Rajan Anandan. TravelKhana currently offers a call center interface, a web interface, and a mobile app interface to passengers. Users can book their meal by providing their 'Passenger Name Record' (PNR) number through calling, website or mobile app. Customers can also place their order by entering their city pin code on the TravelKhana website and browsing for food from a list of items which is available at the same website. They can make payment either online or on delivery. The company charges restaurants a commission of about 18–20 per cent on every order, and does not charge the traveler for the service. When the train reaches the station specified, hot food is delivered to travelers at their seats. Payment can either be made online or when the food is delivered. The food, which was initially delivered in the packaging provided by restaurants, is now wrapped in packaging provided by TravelKhana.

EAT SURE



Rebel Foods is an Indian online restaurant company which operates 11 cloud kitchen brands including Faasos, Behrouz Biryani and Oven Story. It is the largest cloud kitchen restaurant chain in the world, operating more than 450 cloud kitchens in 10 countries, as of April 2022. Among the company's biggest stakeholders are Sequoia Capital, Coatue Management,

Lightbox Ventures, and Qatar Investment Authority. After its Series F round of funding in 2021, the company's valuation was reported at US\$1.4 billion.

Rebel Foods was founded in 2011 by Jaydeep Barman and Kallol Banerjee as a physical restaurant chain with online ordering facility. It launched its first cloud kitchen in 2015 and became a cloud kitchen-only business in 2016.

In 2018, the company started the Rebel Launcher Program for outsourcing its cloud kitchen platform to other restaurant chains.

In 2020, Rebel Foods launched EatSure, a consolidated food delivery service for its brands and partner restaurant chains. It also started operating food trucks known as EatSure Express.

In December 2020, Rebel Foods entered into a partnership with American fast food restaurant chain Wendy's, under which Rebel Foods will start and operate 250 cloud kitchens for the latter in India. In April 2022, Rebel Foods acquired a majority stake in the luxury chocolate brand Smoor.

FRESH MENU



In a restaurant, the menu is a list of food and beverages offered to customers and the prices. . Menus may be printed on paper sheets provided to the diners, put on a large poster or display board inside the establishment, displayed outside the restaurant, or put on a digital screen. Since the late 1990s, some restaurants have put their menus online.

Menus are also often a feature of very formal meals other than in restaurants, for example at weddings. In the 19th and 20th centuries printed menus were often used for society dinner-parties in homes; indeed, this was their original use in Europe.

Menus, as lists of prepared foods, have been discovered dating back to the Song dynasty in China. In the larger cities of the time, merchants found a way to cater to busy customers who had little time or energy to prepare an evening meal. The variation in Chinese cuisine from different regions led caterers to create a list or menu for their patrons.

The word "menu", like much of the terminology of cuisine, is French in origin. It ultimately derives from Latin "minutus", something made small; in French, it came to be applied to a detailed list or *résumé* of any kind. The original menus that offered consumers choices were prepared on a small chalkboard, in French a *carte*; so foods chosen from a bill of fare are described as "à la carte", "according to the board."

The earliest European menus, several of which survive from 1751 onwards, appear to have been for the relatively intimate and informal *soupersintimes* ("intimate suppers") given by King Louis XV of France at the Château de Choisy for between 31 and 36 guests. Several seem to have been placed on the table, listing four courses, each with several dishes, plus dessert. During the second half of the 18th century, and especially after the French Revolution in 1789, they spread to restaurants. Before then, eating establishments or *tables d'hôte* served dishes chosen by the chef or proprietors. Customers ate what the house was serving that day, as in contemporary banquets or buffets, and meals were served from a common table. The establishment of restaurants and restaurant menus allowed customers to choose from a list of unseen dishes, which were produced to order according to the customer's selection. A *table d'hôte* establishment charged its customers a fixed price; the menu allowed customers to spend as much or as little money as they chose.

DUNZO



Dunzo is an Indian company that delivers groceries and essentials, fruits and vegetables, meat, pet supplies, food, and medicines in major cities. It has also a separate service to pick up and deliver packages within the same city. Dunzo currently provides its delivery services in eight cities including Bangalore, Delhi, Gurgaon, Pune, Chennai, Jaipur, Mumbai and Hyderabad. The company also operates a bike taxi services in Gurgaon. Dunzo headquarters in Bangalore and was founded in 2014 by Kabeer Biswas along with co-founders Ankur Agarwal, Dalvir Suri and Mukund Jha.

Dunzo was founded in July, 2014 by Kabeer Biswas, an alumnus of the K. J. Somaiya College of Engineering, University of Mumbai. Before Dunzo, Kabeer founded a company called Hoppr, which was acquired by Hike in 2014. Dunzo started out as a small WhatsApp group, and transformed into a hyperlocal, app-based service.

Dunzo raised its first round of funding of US\$650k in March 2016 from Blume Ventures, Aspada Ventures, accompanied by other investors including, Rajan Anandan, MD of Google India and Sandipan Chattopadhyay.

In December 2017, Dunzo received US\$12 million in a fresh round from Google, with existing investors, Blume Ventures and Aspada participating in the round. This was Google's first direct investment in a startup in India.

On 29 August 2019, Dunzo raised ₹34.56 crore funding by issuing debentures as well as Series C1 preference shares to existing investor Alteria Capital.

In 2021, following changes to Google Play's terms that banned the sale of tobacco and liquor, Dunzo launched a parallel app called *Dunzo Mo* which can be downloaded as an APK file on the website. Tobacco and *paan* items were also no longer available on Dunzo's main app for Android users although they were available on the iOS version and on the website.

In August 2021, Dunzo expanded into quick commerce by launching a new service, Dunzo Daily, to deliver essentials and household items in 19 minutes.

In January 2022, Reliance Retail led a US\$240 million funding round along with Dunzo's existing investors Lightbox, Lightrock, 3L Capital and Alteria Capital. Reliance Retail invested US\$200 million for a 25.8% stake in Dunzo.

JUST EAT



Just Eat is an online food order and delivery brand of Netherlands-based Just Eat Takeaway.com, and a former food delivery company. Just Eat was founded as a separate company in 2001 in Kolding, Denmark, and headquartered in London, United Kingdom from 2006 until its merger in 2020. Just Eat acts as an intermediary between independent takeaway food outlets and customers. The service operates under this brand name in seven countries. The platform enables customers to search for local takeaway restaurants, place orders and pay online, and to choose from pick-up or delivery options. The company Just Eat plc acquired SkipTheDishes in Canada and Menulog in Australia and New Zealand.

It was listed separately on the London Stock Exchange until it was acquired by Takeaway.com in February 2020; the two companies were merged to form Just Eat Takeaway.com, which replaced Just Eat's listing on the London Stock Exchange.

Five Danish entrepreneurs, including Jesper Buch, founded Just Eat in Denmark and launched the service in August 2001. The company started with 15 employees. In 2005 the technology entrepreneur Bo Bendtsen (co-founder) bought out all the founders and initial investors apart from Jesper Buch and moved the company to the UK. Buch moved to the UK as part of the buyout in 2006, and hired Welsh executive David Buttress to join as CEO and co-founder of Just

Eat UK in March. The international expansion from the UK headquarters, starting with the Netherlands, launched in July 2007 and was followed by Ireland in April 2008.

In January 2011, Just Eat established a joint venture in India. In February, the Group raised £30m (US\$48m) from their Series B investment, enabling it to make 7 acquisitions in the next year:

On 3 April 2014, Just Eat floated on the London Stock Exchange. In July, Just Eat increased to 80% its stake in Alloresto. In September, Just Eat merged its Brazilian business, Restaurante Web, with one of its competitors, iFood, to form the joint venture IF-JE in which Just Eat had a 25% stake. In February 2015, Just Eat sold to FoodPanda its investments in their Indian JV, and continued its expansion in the Americas by launching in Mexico, via a 100% acquisition of SinDelantal, and increased its stake in IF-JE, the Brazilian JV with iFood.

In May 2015, Just Eat announced that it would buy Menulog, an Australian food ordering company for A\$855 million, and would fund the deal by issuing new shares. In July 2015, Just Eat acquired Orderit.ca, a Canadian online food ordering company, further solidifying its presence in Canada. In August 2016, Just Eat sold its operations in the Netherlands and Belgium to its Dutch competitor Takeaway.com for €22.5 million. Whereas Takeaway.com sold its UK operations to Just Eat also in 2016. In December 2016, Just Eat announced that it was acquiring Hungry house from Delivery Hero for £200m (with the possibility of a further £40m if the company hit performance targets), and Canada's Skip The Dishes for C\$110m (£66m). On 12 October 2017, the Competition and Markets Authority gave its preliminary approval for the deal.

In February 2017, Buttress announced he would be leaving as CEO after four years, due to urgent family matters, continuing to be a nonexecutive director. He later took up a role with Newport, Wales-based rugby union side Dragons as their CEO. His departure was noted by industry commentators as a "significant loss" for the business, with Buttress having been "one of the UK's stand out entrepreneurs of the

Just Eat partnered with McDonald's in January 2020 to deliver food in the United Kingdom, ending the monopoly which Uber Eats had previously exercised in the country.

On 22 April 2020, The UK's Competition and Markets Authority announced it was unconditionally approving Just Eat's merger with Takeaway.com, following an investigation.

On 2 March 2022, in a response to its announcement of losses, Just Eat Takeaway revealed plans to exit from Portugal, Romania and Norway from 1 April 2022.

In July 2022, the company announced 390 redundancies in France, after its market capital fell following the COVID-19 pandemic.

In March 2023, Just Eat Takeaway announced 1,700 delivery driver redundancies in the UK, with drivers to work as gig workers (freelancers) instead of being employed.

MAGIC PIN



Company Profile is an initiative by StartupTalky to publish verified information on different startups and organizations. The content in this post has been approved by Magicpin.

Exactly when the smartphones became the devices that could do everything, the users started feeling the need to be excited and well-informed about the entertainment activities happening in their locality. Besides, with the world summed up on their mobile devices, they also began to search and explore what they could do and where they could go nearby. Furthermore, they also started to filter the results on the basis of the cost. All these searches have just multiplied over time and with not many apps that are equally smart and convenient for the users, Magicpin was started by two brilliant minds.

Magicpin was co-founded by **Anshoo Sharma and BrijBhushan in 2015**. Both these co-founders were at Light speed India and Nexus Venture Partners, respectively, before they started Magicpin. This company drives discovery to local retailers across various industries such as fashion, food & beverages, and grocery establishments. Magicpin also has Zomato co-founder DeepinderGoyal as an independent director of the company, who joined it last July.

"No exaggerations. We are on a mission to make hyperlocal magical," goes the tagline of magicpin. According to the official website, at present, Magicpin has over 6 Million users and is operational in 12+ cities including Delhi, Gurugram, Noida, Bengaluru, Mumbai, Pune, Hyderabad, Chandigarh, Jaipur, Goa, Chennai, and Ahmedabad.

The company has grown 7x over the last year and generates an average of \$3 million in revenue. Over 1 million users have shared 5 million+ experiences and are active on the app. Magicpin's active users spend up to 70 minutes on the app every day. The startup has provided savings on its wide network contains more than 170K merchants across the Delhi NCR region, Bengaluru, and Jaipur.

The company works with larger retailers such as McDonald's, Hard Rock Cafe, KFC, Beer Cafe, Keventers, and Subway contributing 25% of the total business while remaining 75% comes from the long-tail of smaller merchants. F&B garners the largest share of business for the company at 60%, followed by fashion and beauty.

During the pandemic, Magicpin announced essentials delivery by leveraging its partnerships with local retailers and has tied up with last-mile delivery logistics firms to deliver orders for essential products such as groceries, packaged food, and hygiene products.

DOMINOS PIZZA



Domino's, is a Michigan-based multinational pizza restaurant chain founded in 1960 and led by CEO Russell Weiner. The corporation is Delaware-domiciled and headquartered at the Domino's Farms Office Park in Ann Arbor Township, near Ann Arbor, Michigan. As of 2018,

Domino's had approximately 15,000 stores, with 5,649 in the United States, 1,500 in India, and 1,249 in the United Kingdom. Domino's has stores in over 83 countries and 5,701 cities worldwide.

In 1960, Tom Monaghan and his brother, James, took over the operation of DomiNick's, an existing location of a small pizza restaurant chain that had been owned by Dominick DeVarti, at 507 Cross Street (now 301 West Cross Street) in Ypsilanti, Michigan, near Eastern Michigan University. The deal was secured by a \$500 down payment, then the brothers borrowed \$900 to pay for the store. The brothers planned to split the work hours evenly, but James did not want to quit his job as a full-time postman to keep up with the demands of the new business. Within eight months, James traded his half of the business to Tom for the Volkswagen Beetle they used for pizza deliveries.

By 1965, Tom Monaghan had purchased two additional pizzerias; he now had a total of three locations in the same county. Monaghan wanted the stores to share the same branding, but the original owner forbade him from using the DomiNick's name. One day, an employee, Jim Kennedy, returned from a pizza delivery and suggested the name "Domino's". Monaghan immediately loved the idea and officially renamed the business Domino's Pizza, Inc. in 1965.

The company logo originally had three dots, representing the three stores in 1965. Monaghan planned to add a new dot with the addition of every new store, but this idea quickly faded, as Domino's experienced rapid growth. Domino's Pizza opened its first franchise location in 1967 and by 1978, the company had expanded to 200 stores. In 1975, Domino's faced a lawsuit by Amstar Corporation, the maker of Domino Sugar, alleging trademark infringement and unfair competition. On May 2, 1980, the Fifth Circuit Court of Appeals in New Orleans found in favor of Domino's Pizza.

In 1998, after 38 years of ownership, Domino's founder Tom Monaghan announced his retirement, sold 93 percent of the company to Bain Capital, Inc. for about \$1 billion, and ceased being involved in day-to-day operations of the company. A year later, the company named Dave Brandon as its CEO.

DOOR DASH



DoorDash is an American company that operates an online food ordering and food delivery platform. The company is based in San Francisco, California. It went public in December 2020 on NYSE and trades under the symbol DASH

With a 56% market share, DoorDash is the largest food delivery company in the United States. It also has a 60% market share in the convenience delivery category. As of December 31, 2020, the platform was used by 450,000 merchants, 20,000,000 consumers, and one million deliverers.

DoorDash has been criticized and sued for withholding tips, reducing tip transparency, antitrust price manipulation, listing restaurants without permission, and allegedly misclassifying workers.

In late 2012, Stanford University students Tony Xu, Stanley Tang, Andy Fang and Evan Moore were getting feedback on a mobile app for small business owners when a macaroon store owner told them of her challenges meeting demand for deliveries.

In January 2013, they launched PaloAltoDelivery.com in Palo Alto, California. In the summer of 2013, it received US\$120,000 in seed money from Y Combinator in exchange for a 7% stake. It incorporated as DoorDash in June 2013.

In December 2018, DoorDash overtook Uber Eats to hold the second position in total US food delivery sales, behind GrubHub. By March 2019, it had exceeded GrubHub in total sales, at 27.6% of the on-demand delivery market. By early 2019, DoorDash was the largest food delivery provider in the U.S., as measured by consumer spending. It maintained that market position in 2019.

In October 2019, DoorDash opened its first ghost kitchen, DoorDash Kitchen, in Redwood City, California, with four restaurants operating at the location.

In January 2020, it was reported that DoorDash had lied about skimming tips from its drivers, causing them to earn an average of \$1.45 an hour after expenses, and that after the company had allegedly overhauled its tipping system, DoorDash was still manipulating per-delivery payouts at the expense of drivers.

By June 2020, DoorDash had raised more than \$2.5 billion over several financing rounds from investors including Y Combinator, Charles River Ventures, SV Angel, Khosla Ventures, Sequoia Capital, SoftBank Group, GIC, and Kleiner Perkins.

In April 2020, during the COVID-19 pandemic, DoorDash announced it had "stockpiled tens of thousands of gloves and bottles of hand sanitizer" and was offering them to delivery drivers for free. The company also said it had changed the default drop-off option to contactless delivery. That month, DoorDash became the fastest growing food delivery service.

In October 2020, the company launched its "Reopen for Delivery" program to have brick-and-mortar restaurants that have closed due to the COVID-19 pandemic partner with local ghost kitchen operators to offer food delivery- and pick-up-only service.

In November 2020, DoorDash announced the opening of its first physical restaurant location, partnering up with Bay Area restaurant Burma Bites to offer delivery and pick-up orders.

On December 9, 2020, the company became a public company via an initial public offering, raising \$3.37 billion. The price has seesawed from initial opening of \$182 to a low of \$112 in May 2021, a high of \$257 in November 2021, to a new low of \$58 in June 2022. By August 2022, the stock was trading at \$82 per share.

In February 2021, 55% of DoorDash's drivers were women.

In May 2021, DoorDash was criticized for unauthorized listings of restaurants who had not given permission to appear on the app. The company was sued by Lona's Lil Eats in St. Louis, with the lawsuit claiming that DoorDash had listed them without permission, then prevented any orders to the restaurant from going through and redirecting customers to other restaurants instead, because Lona's was "too far away," when in reality it had not paid DoorDash a fee for listing. This aspect of DoorDash's business practice is illegal in California.

In August 2022, DoorDash announced it would end its partnership with Walmart in September, ending the companies' cooperation agreement from 2018.

In late November 2022, DoorDash announced plans to lay off 1,250 corporate employees, or about six percent of their workforce. This was to rein in expenses.

MC DONALDS



McDonald's Corporation is an American multinational fast food chain, founded in 1940 as a restaurant operated by Richard and Maurice McDonald, in San Bernardino, California, United States. They rechristened their business as a hamburger stand, and later turned the company into a franchise, with the Golden Arches logo being introduced in 1953 at a location in Phoenix, Arizona. In 1955, Ray Kroc, a businessman, joined the company as a franchise agent and proceeded to purchase the chain from the McDonald brothers. McDonald's had its previous headquarters in Oak Brook, Illinois, but moved its global headquarters to Chicago in June 2018.

McDonald's is the world's largest fast food restaurant chain, serving over 69 million customers daily in over 100 countries in more than 40,000 outlets as of 2021. McDonald's is best known for its hamburgers, cheeseburgers and French fries, although their menu also includes other items like chicken, fish, fruit, and salads. Their best-selling licensed item are their French fries, followed by the Big Mac. The McDonald's Corporation revenues come from the rent, royalties, and fees paid by the franchisees, as well as sales in company-operated restaurants. McDonald's is the world's second-largest private employer with 1.7 million employees (behind Walmart with 2.3 million employees). As of 2022, McDonald's has the sixth-highest global brand valuation.

McDonald's has been subject to criticism over the health effects of its products, its treatment of employees, and other business practices.

Siblings Richard and Maurice McDonald opened the first McDonald's at 1398 North E Street at West 14th Street in San Bernardino, California (at 34.1255°N 117.2946°W), on May 15, 1940. The brothers introduced the "Speedee Service System" in 1948, putting into expanded use the principles of the modern fast-food restaurant that their predecessor White Castle had put into practice more than two decades earlier. The original mascot of McDonald's was a chef hat on top of a hamburger who was referred to as "Speedee". In 1962, the Golden Arches replaced Speedee as the universal mascot. The mascot, clown Ronald McDonald, was introduced in 1965. He appeared in advertising to target their audience of children.

On May 4, 1961, McDonald's first filed for a U.S. trademark on the name "McDonald's" with the description "Drive-In Restaurant Services", which continues to be renewed. By September 13, McDonald's, under the guidance of Ray Kroc, filed for a trademark on a new logo—an overlapping, double-arched "M" symbol. But before the double arches, McDonald's used a single arch for the architecture of their buildings. Although the "Golden Arches" logo appeared in various forms, the present version was not used until November 18, 1968, when the company was granted a U.S. trademark.

The present corporation credits its founding to franchised businessman Ray Kroc on April 15, 1955. This was in fact the ninth opened McDonald's restaurant overall, although this location was destroyed and rebuilt in 1984. Kroc was recorded as being an aggressive business partner, driving the McDonald brothers out of the industry.

Kroc and the McDonald brothers fought for control of the business, as documented in Kroc's autobiography. In 1961, he purchased the McDonald brothers' equity in the company and began the company's worldwide reach. The sale cost Kroc \$2.7 million, a huge sum during that time. The San Bernardino restaurant was eventually torn down in 1971, and the site was sold to the Juan Pollo chain in 1998. This area serves as headquarters for the Juan Pollo chain, and a McDonald's and Route 66 museum. With the expansion of McDonald's into many international markets, the company has become a symbol of globalization and the spread of the American way of life. Its prominence has made it a frequent topic of public debates about obesity, corporate ethics, and consumer responsibility.

CUSTOMER

A customer is a person who buys goods and services regularly from the seller and pays for it to satisfy their needs. Many times when a customer who buys a product is also the

consumer, but sometimes it's not. For example, when parents purchase a product for their children, the parent is the customer, and the children are the consumer. They can also be known as clients or buyers. Customers are divided into two categories:

- Trade Customer- These are customers who buy the product, add value and resell it. Like a reseller, wholesaler, and distributor, etc.
- Final Customer– These are the customers who buy the product to fulfil their own needs or desires. Further, according to an analysis of the product satisfaction and relationship with the customers, the customers are divided into three kinds-

- Present Customer
- Former Customer
- Potential Customer

A consumer is someone who purchases the product for his/her own need and consumes it. A consumer cannot resell the good or service but can consume it to earn his/her livelihood and self-employment. Any person, other than the buyer who buys the product or services, consumes the product by taking his/her permission is categorized as a consumer. In simple word, the end-user of the goods or services is termed as a consumer. All individual who engage themselves in the economy is a consumer of the product. For instance, when a person buys goods from a grocery store for their family, you become a customer, as you are only purchasing the commodities. But, when they feed the grocery to other members of the family, they become the consumer



PERCEPTION

Perception is the organization, identification, and interpretation of sensory information in order to represent and understand the presented information or environment. All perception involves signals that go through the nervous system, which in turn result from physical or chemical stimulation of the sensory system. Vision involves light striking the retina of the eye; smell is mediated by odor molecules; and hearing involves pressure waves. The study of perception focuses on what we add to raw sensations in order to give them meaning. Each individual interprets the meaning of a stimulus to be consistent with his or her own unique biases, needs, and experiences., the three stages of exposure, attention, and interpretation make up the process of perception.

The following is the process of perception:

1. Exposure

Exposure occurs when a stimulus comes within the range of someone's sensory receptors-sight, smell or touch. Consumers may either tend to concentrate on certain stimuli while being completely unaware of others, or they may even go out of their way to ignore certain messages.

2. Attention

Attention refers to the extent to which processing activity is devoted to a particular stimulus. Consider, for example, the thought of having to sit through both interesting and "less interesting" lectures. This can vary depending on both the characteristics of the stimulus (i.e., the lecture itself) and the recipient (i.e., your mental state at that time). Consumers often are in a state of sensory overload, where they are exposed to far more information than they can process. Taken from a marketing perspective, we are often bombarded with marketing stimuli from 18 commercial sources, thus making the competition for our attention an ever-increasing phenomenon.

3. Interpretation

Interpretation refers to the meaning that we assign to sensory stimuli. Just as people differ in terms of the stimuli that they perceive, the meanings we assign to these stimuli vary

as well. Two people can see or hear the same event, but their interpretation of it can be as different as night and day, depending on what they had expected the stimulus to be. The meaning we assign to a stimulus depends on the schema (i.e., set of beliefs), to which we assign it. Identifying and evoking the correct schema is crucial to many marketing decisions because this determines what criteria consumers will use to evaluate the product, package, or message.

4. Consumer perception

Consumer perception is defined as a process by which consumers sense a marketing stimulus, and organize, interpret, and provide meaning to it. The marketing stimuli may be anything related to the product and/or brand, and any of the elements of the marketing mix. We can classify the marketing stimuli into two types, namely primary or intrinsic and secondary or extrinsic. The primary or intrinsic stimuli comprise the product and its components, namely brand name, label, package, contents, and physical properties. The secondary or extrinsic stimuli comprise the form in which the good or service offering is represented through words, visuals, graphics, and the symbolism, or through other cues such as price, outlet, salespeople, or marketing communication.

BENEFITS OF FOOD DELIVERY APPLICATIONS

1. WIDE VARIETY

The online menu provides an option for the user to select from various restaurants. The images of cuisine and dishes attract and motivate a user to order. You can also manage your diet using an online food delivery service as you know the exact calories you have. Online food delivery service delivers you with a wide range of cuisines like Italian, Thai, Chinese and different varieties of dishes like pizzas, pasta, burritos, burger, and so on. These options help you try new food or select from various types of cuisine.

2. COST EFFECTIVE PROMOTIONS

No one likes delivery fees and minimum order requirements. It won't be surprising to think that these are some of the top reasons why customers don't even go through with ordering food. Customers are more encouraged to have food delivered to them, precisely if there are no conditions that will hamper them.

Apart from being convenient and reliable, food delivery services are also a way for customers to gain access to limited offers and promotions. This works both ways: when the customer is saving up more on the delivery fees, they'll more likely continue ordering from that app or platform. Likewise, the business owner is able to increase their revenue because more and more customers are ordering from them through the service.

3. PAYMENT

A food delivery app offers a different mode of payment like a Credit card, debit card, net banking, and COD. A wallet option also provided to help user pay for their order. A wallet also helps in promos and offers as it also increases the engagement of the app.

4. SIMPLICITY

People admire online food delivery service because of its simplicity and transparency. People decide what they order, where they order, how they pay, and when to deliver. There is no need to remember ingredients or to rush for last-minute grocery shopping. Online food delivery service delivers your convenience which attracts people to order online. You can book a table in your favourite restaurant as there no need to wait for it. You don't need to sleep hungry as the food delivery service is available 24/7.

5. PSYCHOLOGICAL CONNECTION

The connections that the restaurants built with the customers during these times can continue on the other side of the pandemic as well. It has been seen and observed in surveys that food delivery outlets and apps meeting the needs of the people are also having positive psychological effects on them.

ADVANTAGES OF ONLINE FOOD ORDERING

1. Makes the ordering process easier

The people had to make calls to place orders or drive to the restaurants for a take-out, then wait for the food to be prepared and delivered. Sometimes, placing an order on the phone means that there could be mistakes in order. Clearly, these aren't really the best solutions to order food from restaurants especially for people with busy lifestyles.

The best solution is switching over to online ordering. Restaurants owners can create a website or an app or both that will not only make the ordering process easier for customers but also streamline restaurant operations. Having an online ordering system can make day-to-day operations more efficient for a restaurant. On the other hand, when a customer places an order online, they take their time to browse the menu and get familiar with add-on deals and offers that your restaurant must be offering. This can lead to an exponential increase in the total sale value per order.

2. Efficient customer and order management

An online ordering system for Restaurants helps enhance the customer-restaurant relationship by providing end to end Customer Relationship Management (CRM) system. It provides a complete sales dashboard with information about new/active/cancelled orders, lifetime sales details, etc. It also comes with an order management system that streamlines the entire ordering process starting from order placement to final delivery. Whenever customers place an order, an efficient online ordering system sends notifications via email or SMS to help the restaurant staff make the order execution faster. On the other hand, such software is also equipped with GPS systems that help you capture the entire address that in turn ensure timely and fast deliveries.

3. Monitor your expenses incurred in real-time

This is the greatest benefit of the online ordering system; it gives precise information about the cash flow in the restaurant. You get to keep track of costs incurred during preparing an order and compare it to the cost you are giving it to the customer, all this while keeping a track on the profitability. In a day when you receive hundreds of orders, an online ordering system will give you an accurate monetary translation of each order without having you look into cash registers.

4. Better customer's data

Who are your regular customers? What do they like ordering from your restaurant? Which food items are popular? Are they aware of the promotions and offers on the website? Do they prefer ordering from a website or app? These and many other related questions can be answered using analytics and insights provided by a robust online ordering system for restaurants. This

data is valuable since you can use it to send targeted promotions to your customers and entice them to keep coming back. In-house solutions allow you to analyse ordering trends and customer preferences in depth so you can customize your menu, offerings, deals prices, and so on to provide a tailored experience to everyone.

5. The convenience of mobile ordering

From meetings to crowded areas, there are times when one may not be able to make a phone call to order food. Online ordering allows customers to order anytime, anywhere using their mobiles, tablets or other handheld devices. There is no need for the customer to reach out and make a call meanwhile disturbing their privacy or disrupting a meeting for a lunch order. With a mobile app, the customer can quietly place an order without the hassle of talking over the phone. A mobile-friendly website or app will make sure that you never lose a customer.

6. Stay ahead of the competition

Did you know there are only 2-3% of restaurants in the world that offer online ordering facility? This is your chance to make the most of this opportunity and make your restaurants available to your customers on their fingertips. With the growing consumer demand for faster, more convenient ways to order, independent restaurants are investing in this new takeout technology to stay ahead in the competition.

COVID-19

Corona virus disease 2019 (COVID-19) is a contagious disease caused by severe acute respiratory syndrome corona virus 2 (SARS-CoV-2). The first case was identified in Wuhan, China, in December 2019. The disease has since spread worldwide, leading to an ongoing pandemic. Symptoms of COVID-19 are variable, but often include fever, cough, fatigue, breathing difficulties, and loss of smell and taste. Symptoms begin one to fourteen days after exposure to the virus. Of those people who develop noticeable symptoms, most (81%) develop mild to moderate symptoms (up to mild pneumonia), while 14% develop severe symptoms (dyspnea, hypoxia, or more than 50% lung involvement on imaging), and 5% suffer critical symptoms (respiratory failure, shock, or multi organ dysfunction). Older people are more likely to have severe symptoms. At least a third of the people who are infected with the virus remain

asymptomatic and do not develop noticeable symptoms at any point in time, but they still can spread the disease. Around 20% of those people will remain asymptomatic throughout infection, and the rest will develop symptoms later on, becoming pre-symptomatic rather than asymptomatic and therefore having a higher risk of transmitting the virus to others. Some people continue to experience a range of effects—known as long COVID—for months after recovery, and damage to organs has been observed. Multi-year studies are underway to further investigate the long-term effects of the disease. The virus that causes COVID-19 spreads mainly when an infected person is in close contact with another person. Small droplets and aerosols containing the virus can spread from an infected person's nose and mouth as they breathe, cough, sneeze, sing, or speak. Other people are infected if the virus gets into their mouth, nose or eyes. The virus may also spread via contaminated surfaces, although this is not thought to be the main route of transmission. The exact route of transmission is rarely proven conclusively, but infection mainly happens when people are near each other for long enough. People who are infected can transmit the virus to another person up to two days before they themselves show symptoms, as can people who do not experience symptoms. People remain infectious for up to ten days after the onset of symptoms in moderate cases and up to 20 days in severe cases. Several testing methods have been developed to diagnose the disease. The standard diagnostic method is by detection of the virus' nucleic acid by real-time reverse transcription polymerase chain reaction (rRT-PCR), transcription-mediated amplification (TMA), or by reverse transcription loop-mediated isothermal amplification (RT-LAMP) from a nasopharyngeal swab. Preventive measures include physical or social distancing, quarantining, ventilation of indoor spaces, covering coughs and sneezes, hand washing, and keeping unwashed hands away from the face. The use of face masks or coverings has been recommended in public settings to minimise the risk of transmissions. Several vaccines have been developed and several countries have initiated mass vaccination campaigns. Although work is underway to develop drugs that inhibit the virus, the primary treatment is currently symptomatic. Management involves the treatment of symptoms, supportive care, isolation, and experimental measures.

CHAPTER-III



DATA ANALYSIS AND INTERPRETATION

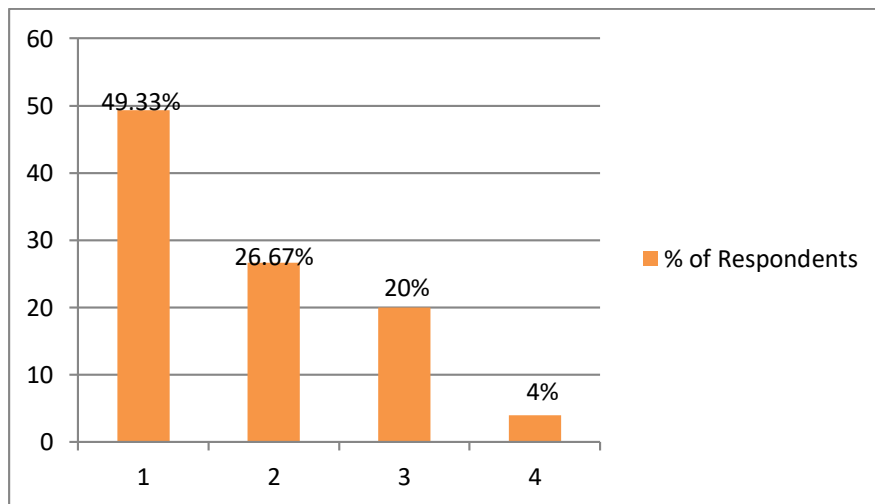
CHAPTER-3
DATA ANALYSIS AND INTERPRETATION
3.1 AGE WISE CLASSIFICATION

Table 3.1

S. No	Age	No. of. Respondents	% of Respondents
1	16-25	37	49.33
2	26-35	20	26.67
3	36-45	15	20
4	Above 45	3	4
	Total	75	100

Source- Primary data

Figure 3.1



Inference:

From the above table it is clear that out of total respondents taken for study,(49.33%)of the respondents comes under 16-25 years of age category and (26.67%) of the respondents comes under 26-35 years of age category and another (20%)of the respondents comes under 36-45 years of age category.

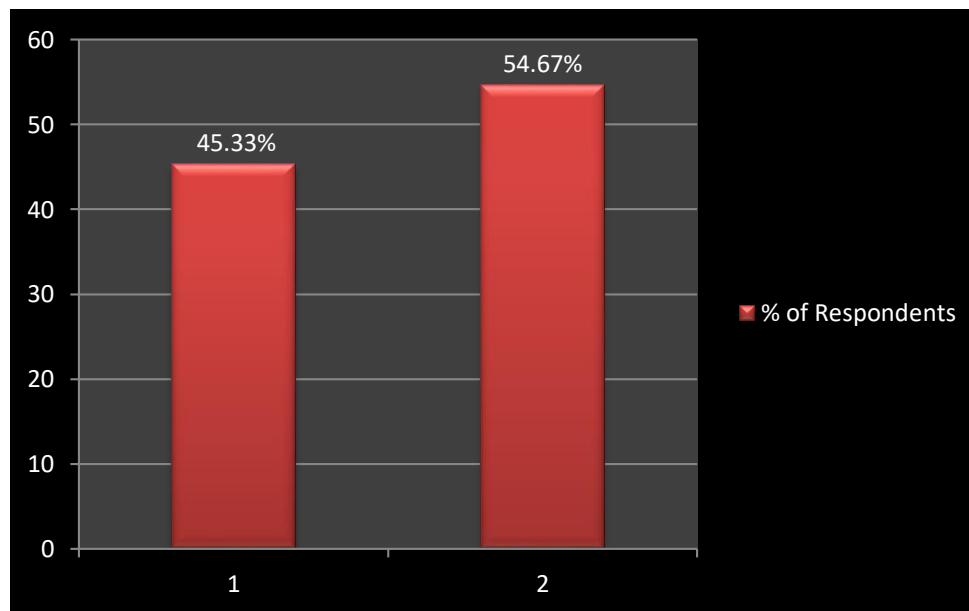
3.2 GENDER WISE CLASSIFICATION

Table 3.2

S. No	Gender	No. of. Respondents	% of Respondents
1	Male	34	45.33
2	Female	41	54.67
	Total	75	100

Source- Primary data

Figure 3.2



Inference:

From the above table it is clear that out of total respondents taken for study, (54.67%) of the respondents are females and (45.33%) of the respondents for males.

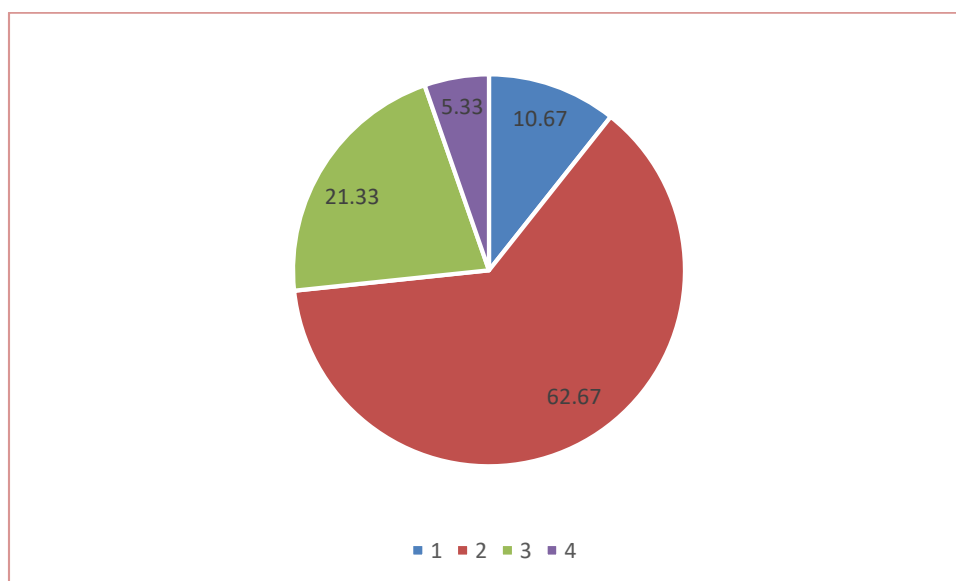
3.3 EDUCATION WISE CLASSIFICATION

Table 3.3

S. No	Education Qualification	No. of Respondents	% of Respondents
1	School education	8	10.67
2	Graduate	47	62.67
3	Post graduate	16	21.33
4	Others	4	5.33
	Total	75	100

Source- Primary data

Figure 3.3



Inference:

From the above table it is clear that out of total respondents taken for study, (62.67%) of the respondents are graduates. (21.33%) of the respondents are post graduates and (10.67%) of the respondents are school students.

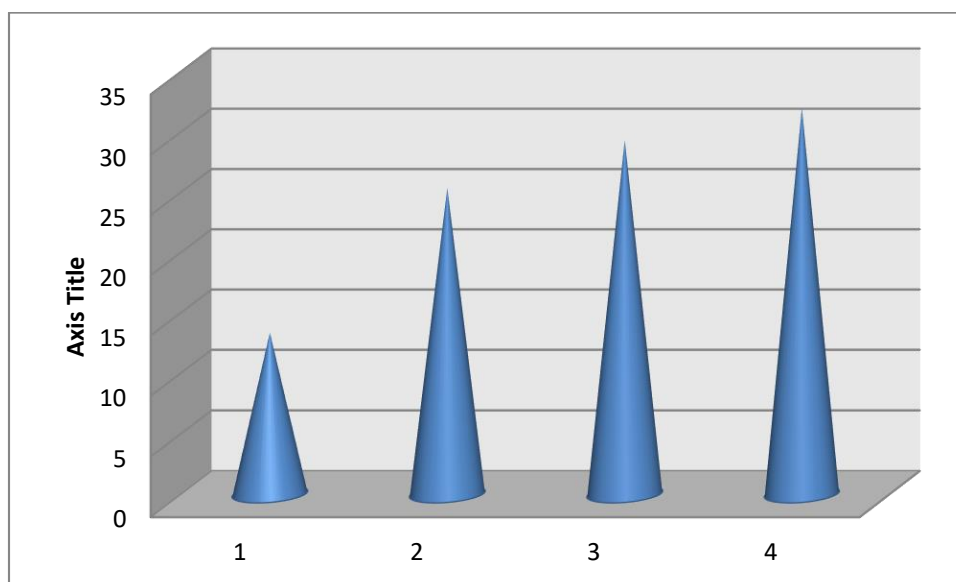
3.4 OCCUPATION WISE CLASSIFICATION

Table 3.4

S. No	Occupation	No. of Respondents	%of the Respondents
1	Business	10	13.33
2	Govt .employee	19	25.33
3	Private employee	22	29.33
4	Others	24	32
	Total	75	100

Source- Primary data

Figure 3.4



Inference:

From the above table it is clear that out of total respondents taken for the study, (32%) of the respondents are private employees. (29.33%) of the respondents are government employees and (25.33%) of the respondents comes under others category.

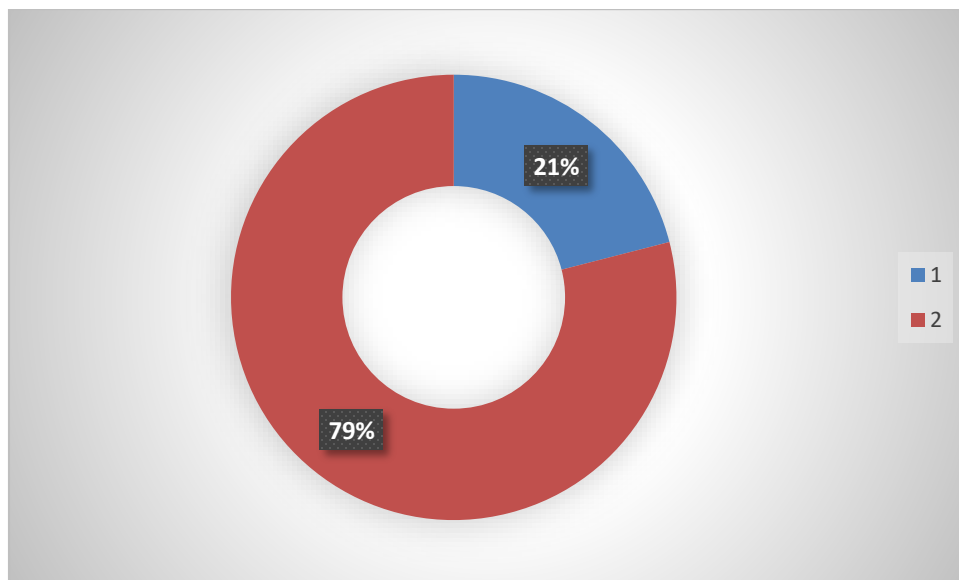
3.5 NATURE OF THE FAMILY

Table 3.5

S. NO	Nature of family	No. of Respondents	% of Respondents
1	Joint family	16	21
2	Nuclear family	59	79
	Total	75	100

Source- Primary data

Figure 3.5



Inference:

From the above table it is clear that out of total respondents taken for study, (79%) of the respondents are in nuclear family setup and (21%) of the respondents are in joint family setup.

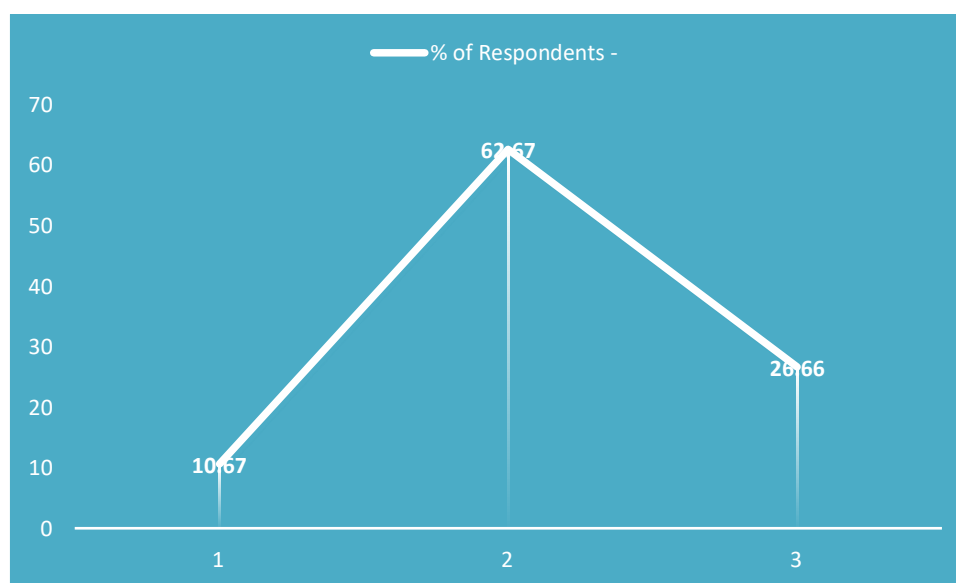
3.6 SIZE OF THE FAMILY

Table 3.6

S. No	Number of family members	Frequency	% of Respondents
1	2	-	-
2	3	8	10.67
3	4	47	62.67
4	Above 5	20	26.66
	Total	75	100

Source- Primary data

Figure 3.6



Inference:

From the above table it is clear that out of total respondents taken for study, (62.67%) of the respondents have four members and (26.66%) of the respondents have above five members another (10.67%) of the respondents have three members.

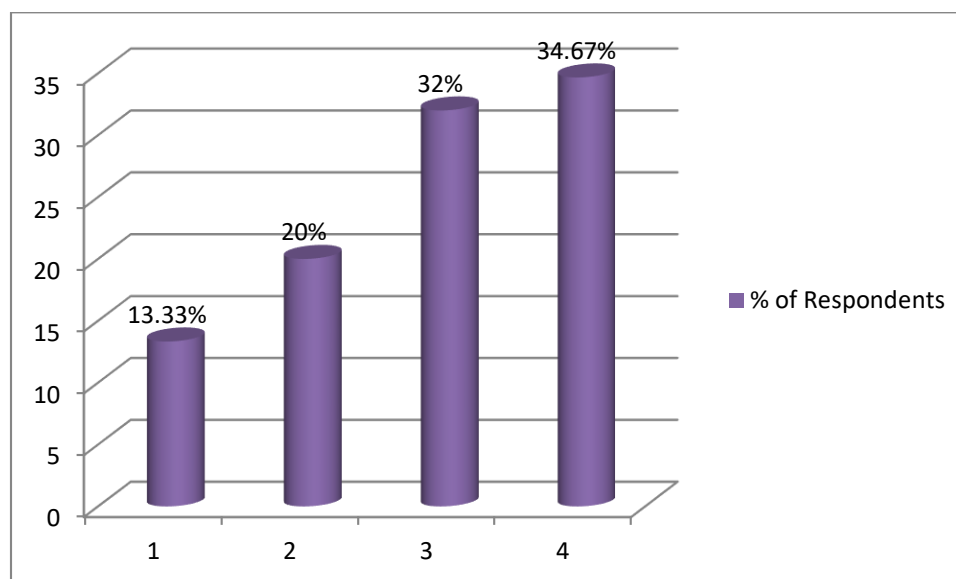
3.7 ANNUAL INCOME OF THE RESPONDENT

Table3.7

S. No	Annual income	Frequency	% of Respondents
1	Above 600000	10	13.33
2	Above 400000	15	20
3	Above 200000	24	32
4	Below 100000	26	34.67
	Total	75	100

Source- Primary data

Figure 3.7



Inference:

From the above table it is clear that out of total respondents taken for study, (34.67%) of the respondent's annual income is below Rs.1,00,000 and (32%) of the respondent's annual income is above Rs.2,00,000 another (20%) of the respondent's annual income is about Rs.4,00,000.

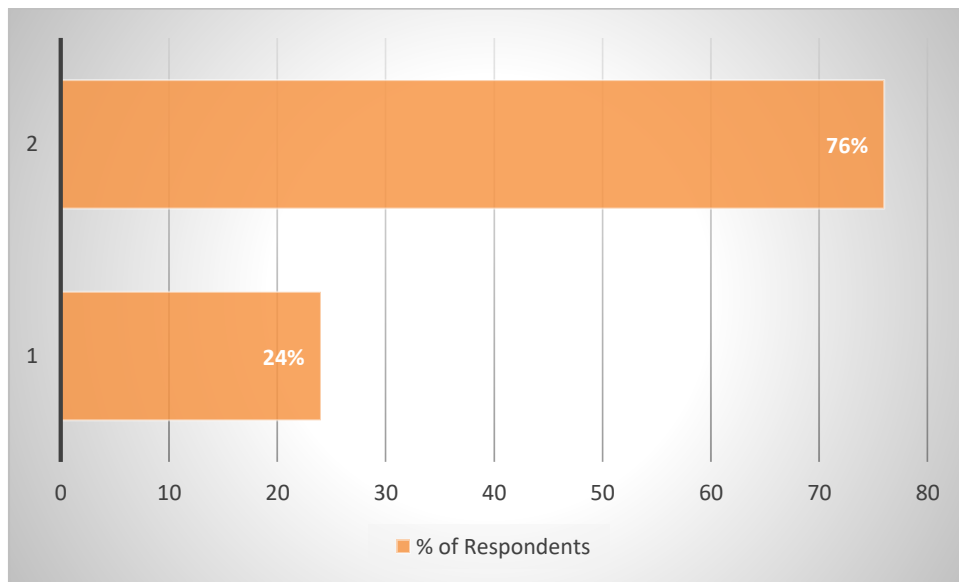
3.8 RESIDENTIAL PLACE OF THE RESPONDENT

Table3.8

S. No	Place of residence	Frequency	% of Respondents
1	Rural	18	24
2	Urban	57	76
	Total	75	100

Source- Primary data

Figure 3.8



Inference:

From the above table it is clear that out of total respondents taken for study, (76%) of the respondents are from urban areas and (24%) of the respondents are from rural areas.

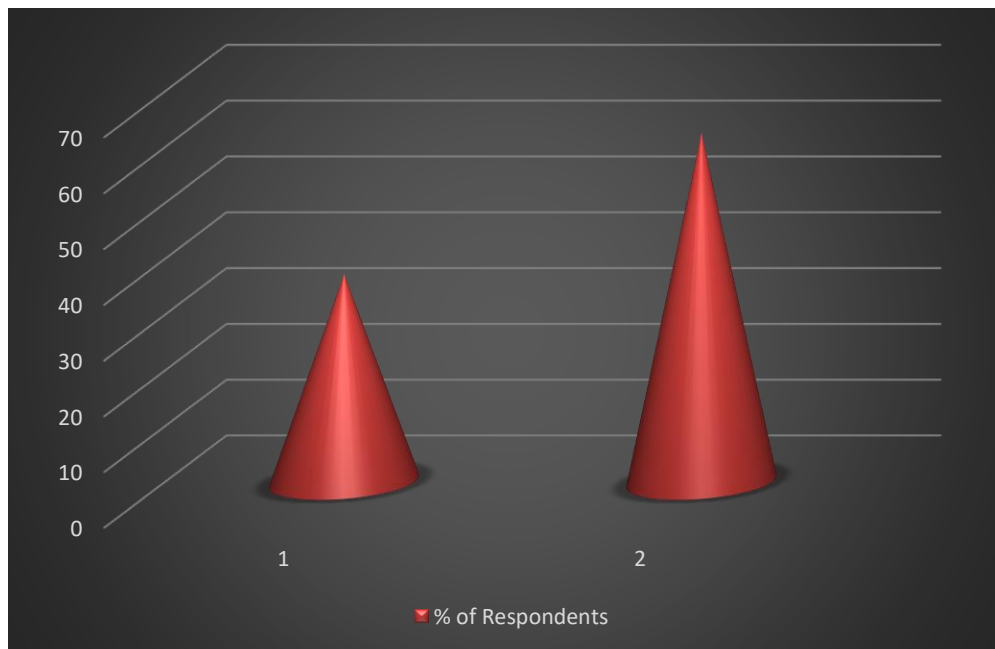
3.9 MARITAL STATUS OF THE RESPONDENT

Table3.9

S. No	Status	No. of respondents	% of Respondents
1	Married	28	37.33
2	Unmarried	47	62.67
	Total	75	100

Source- Primary data

Figure 3.9



Inference:

From the above table it is clear that out of total respondents taken for study (62.67%) of the respondents are unmarried and (37.33%) of the respondents are married.

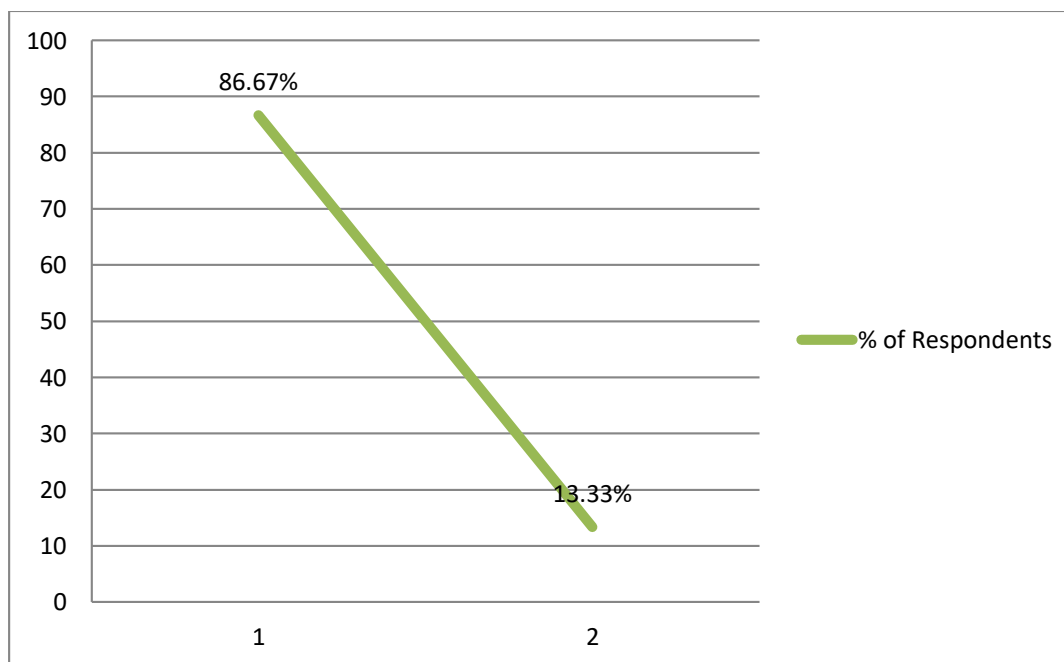
3.10 AWARE OF FOOD APPS

Table 3.10

S. No	Aware of online food app	No. of Respondents	% of Respondents
1	Yes	65	86.67
2	No	10	13.33
	Total	75	100

Source- Primary data

Figure 3.10



Inference:

From the above table it is clear that out of total respondents taken for study, (86.67%) of the respondents are aware of online food app and (13.33%) of the respondents are not aware of online food app.

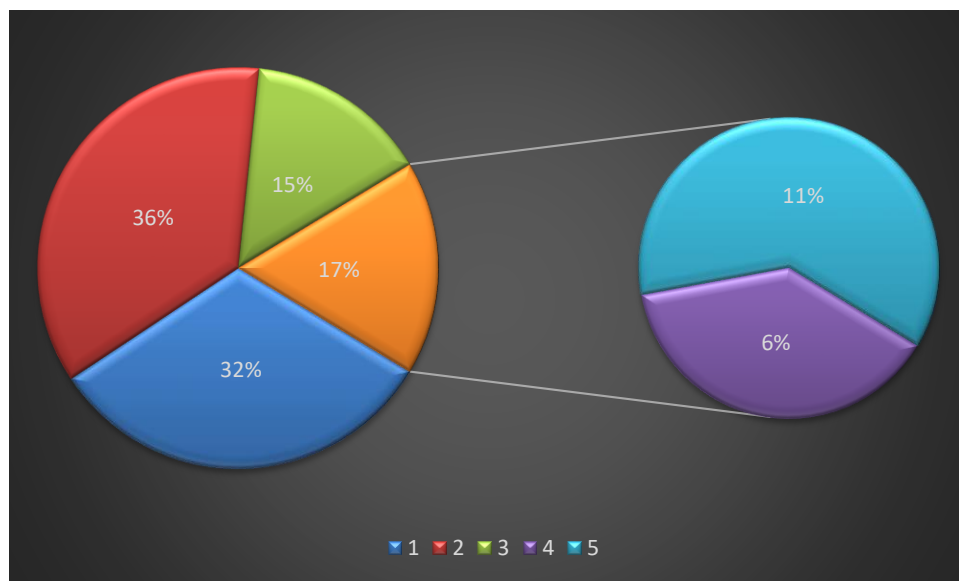
3.11 FOOD APPS PREFERENCE

Table 3.11

S. No	Preferable food apps	Frequency	% of Respondents
1	Swiggy	24	32
2	Zomato	27	36
3	Uber eats	11	14.67
4	Eat fits	5	6.66
5	Others	8	10.67
	Total	75	100

Source- Primary data

Figure 3.11



Inference:

From the above table it is clear that out of total respondents taken for study, (36%) of the respondents choose zomato, (32%) of the respondents choose swiggy, and (14.67%) of the respondents choose uber eats.

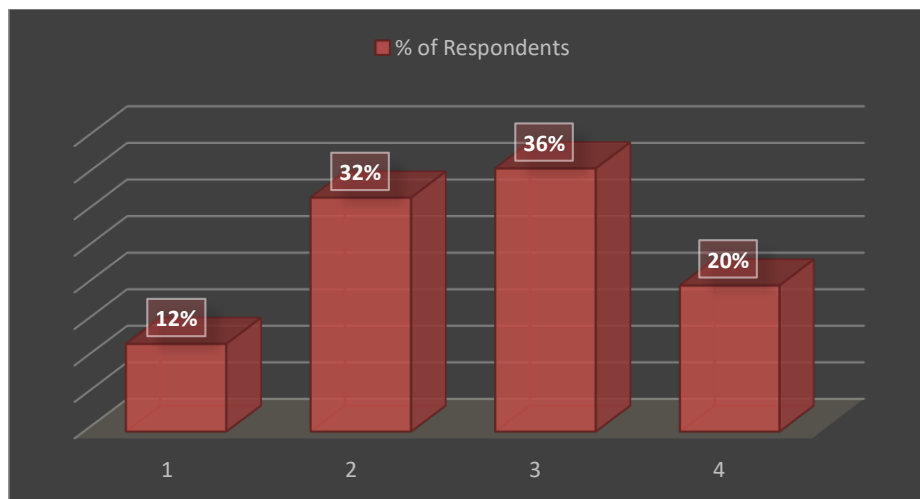
3.12 MEAL PREFER THE MOST

Table 3.12

S. No	Most preferred meal	Frequency	% of Respondents
1	Breakfast	9	12
2	Lunch	24	32
3	Dinner	27	36
4	Snacks & others	15	20
	Total	75	100

Source- Primary data

Figure 3.12



Inference:

From the above table it is clear that out of total respondents taken for study (36%) of the respondents prefer food apps for dinner(32%)of the respondents prefer lunch and (20%) of the respondents choose snacks & others.

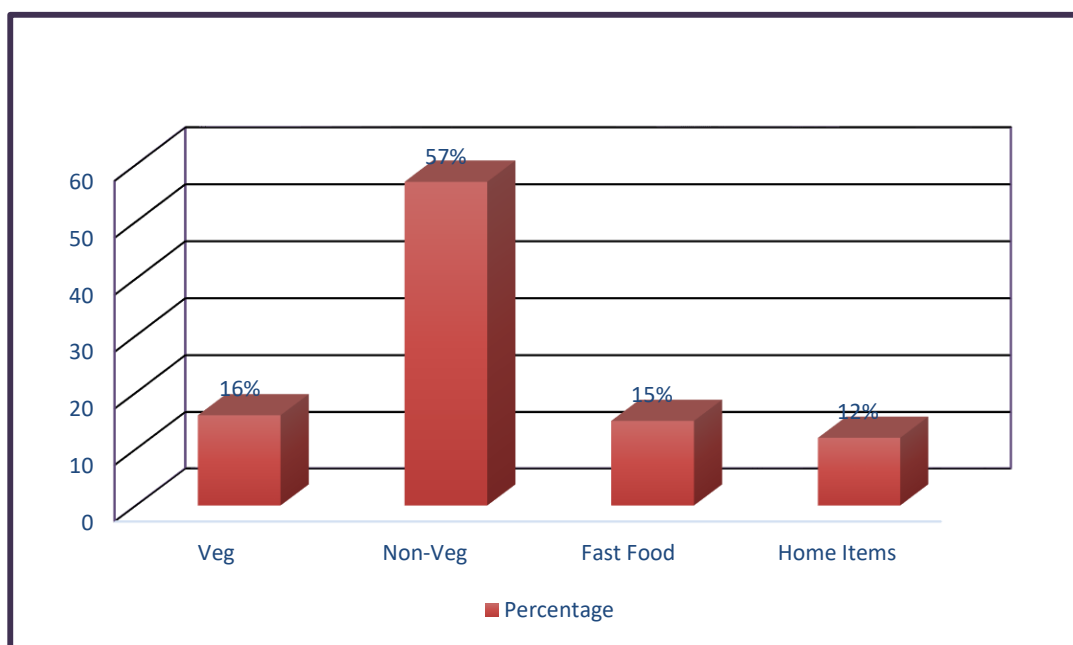
3.13 FOOD YOU PREFER THE MOST

Table 3.13

S.No	Food items	No. of respondents	Percentage
1	Veg	12	16
2	Non-Veg	43	57
3	Fast food	11	15
4	Home Items	9	12
	Total	75	100

Source- Primary data

Figure 3.13



INFERENCE:

From the above table it shows that total respondents taken for study, (57%) of the respondent choose Non-veg, another (16%) of the respondent choose the Veg and (15%) of the respondent fast food.

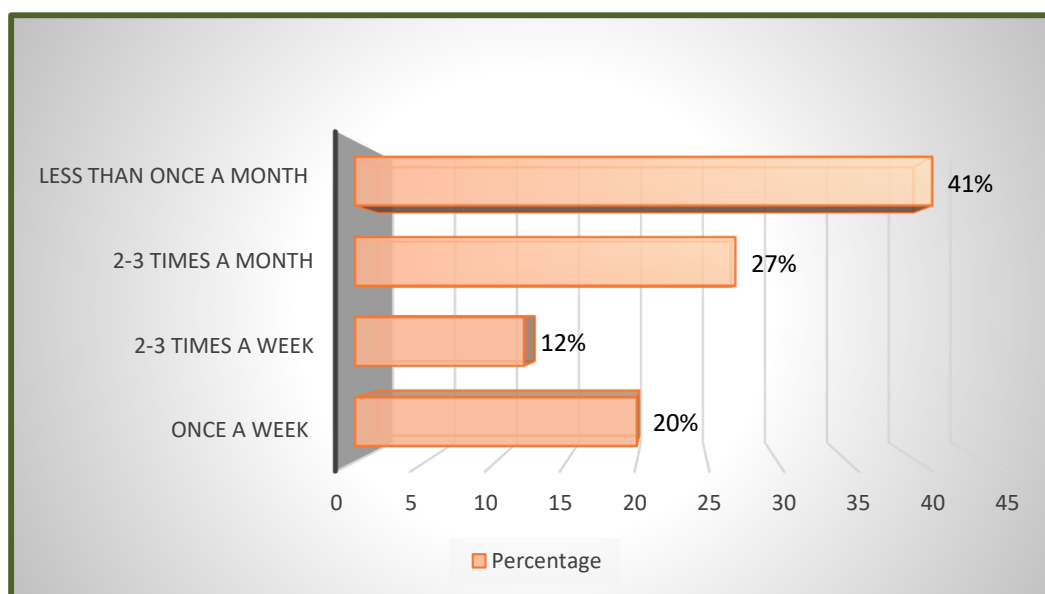
3.14 FREQUENCY OF USING FOOD APP

Table 3.14

S. No	No of times order food	Frequency	Percentage
1.	Once a week	15	20
2.	2-3 Times a week	9	12
3.	2-3 Times a month	20	27
4.	Less than a week	31	41
	Total	75	100

Source- Primary data

Figure 3.14



INFERENCE:

From the above table it is clear that out of total respondents taken for the study (41%) of the respondents order it less than once a Month, another (27%) of the respondent order it 2-3 times a month, and (20%) of the respondent order it once a week.

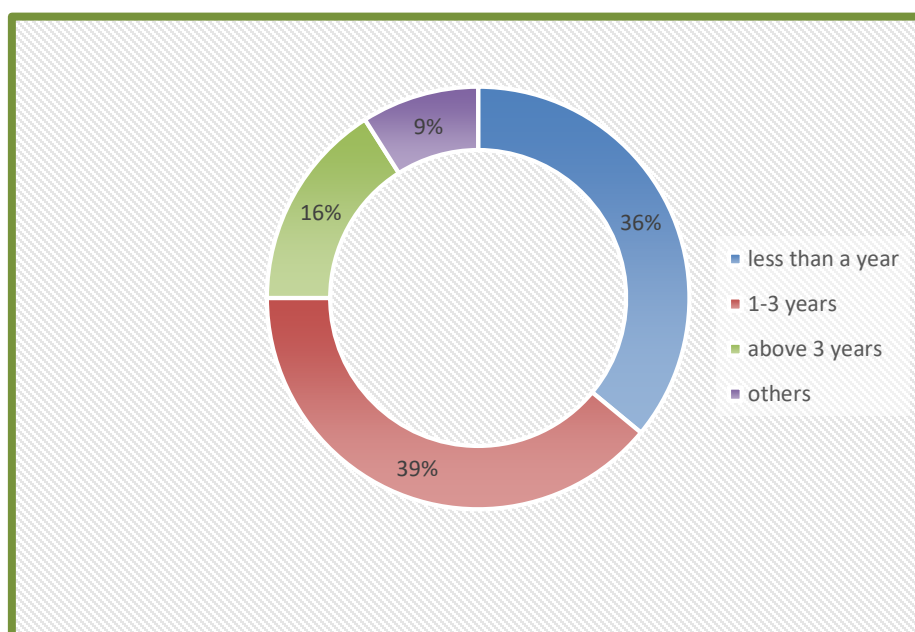
3.15 DURATION OF USING FOOD APP

Table 3.15

S.No	Years	Frequency	Percentage
1.	Less than a year	27	36
2.	1-3 Years	29	39
3.	Above 3 Years	12	16
4.	Others	7	9
	Total	75	100

Source- Primary data

Figure 3.15



INFERENCE:

From the above table it is clear that out total respondents taken for study (39%) of the respondents use online food for 1-3 years, another (36%) of the respondents use online food for less than a year and (16%) of the respondent use online food above 3 years.

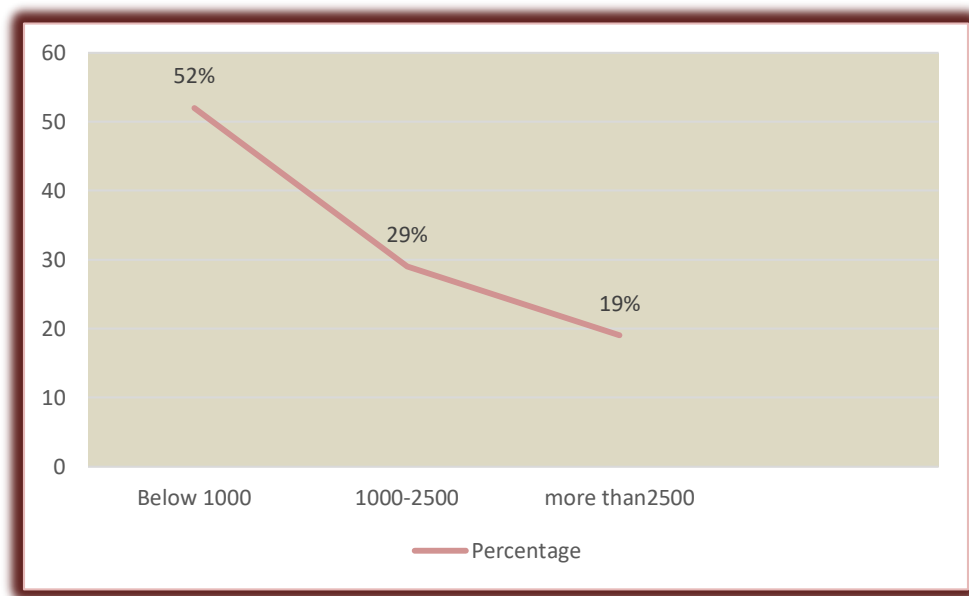
3.16 SPENDING ON THESE FOOD APP MONTHLY

Table 3.16

S. No	Amount spend on online food apps	Frequency	Percentage
1.	Below 1000	39	52
2.	1000-2500	22	29
3.	More than 2500	14	19
	Total	75	100

Source- Primary data

Figure 3.16



INFERENCE:

From the above table it is clear that out of total respondents taken for study (52%) of the respondents spent below Rs.1000 (29%) of the respondent spend 1000-2500, another (19%) of the respondent spend more than 2500.

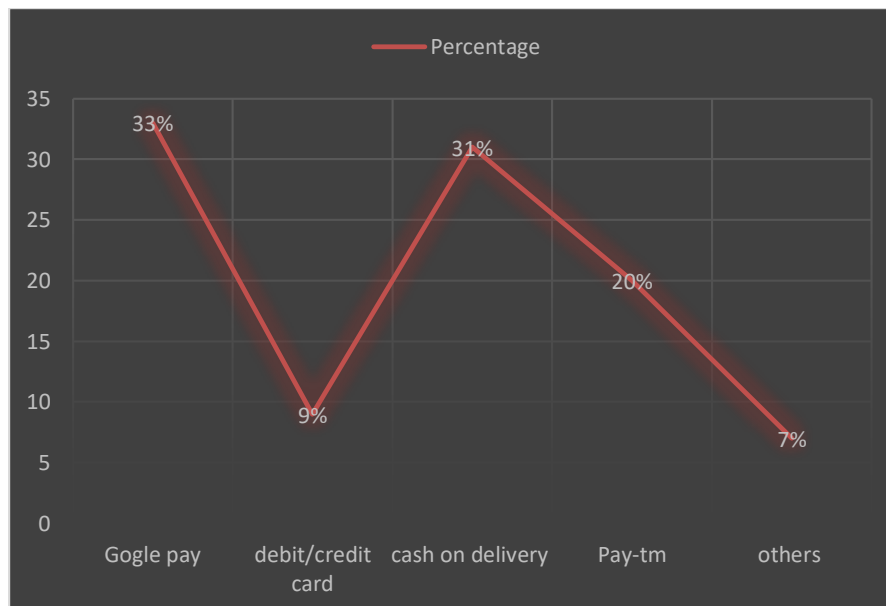
3.17 PREFERRED MODE OF PAYMENT

Table 3.17

S. No	Mode of payment	Frequency	Percentage
1.	Google pay	25	33
2.	Debit/credit card	7	9
3.	Cash on delivery	23	31
4.	Pay-tm	15	20
5.	Others	5	7
	Total	75	100

Source- Primary data

Figure 3.17



INFERENCE:

From the above table it is clear that out of total respondent taken for study (33%) of the respondent use Google pay, (31%) of the respondent found cash on delivery, another (20%) of the respondent use Pay –tm, and the (9%) of the respondent use debit / credit card.

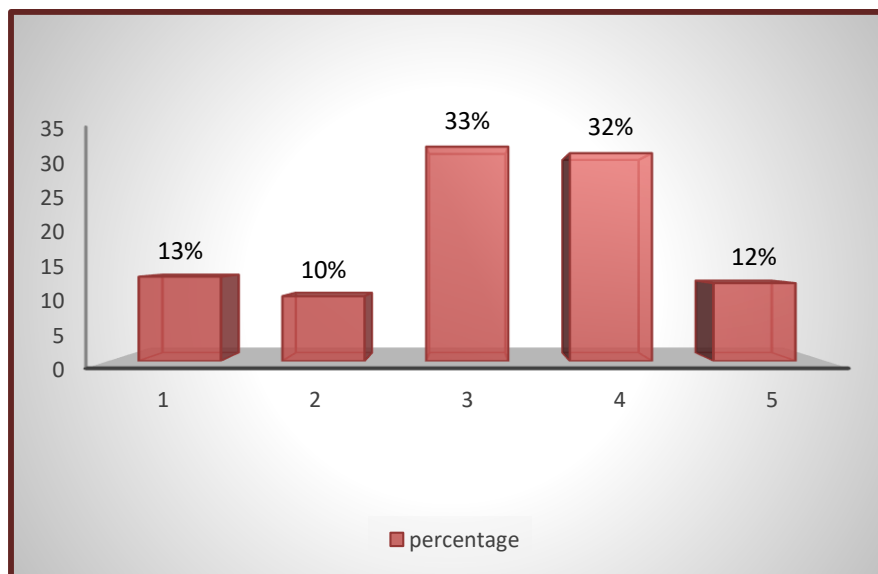
3.18 RATING THE USAGE EXPERIENCE OF APPS

Table 3.18

S. No	Usage Experience	Frequency	Percentage
1.	1	10	13
2.	2	7	10
3.	3	25	33
4.	4	24	32
5.	5	9	12
	Total	75	100

Source- Primary data

Figure 3.18



INFERENCE:

From the above table it is clear that out of total respondents taken for study (33%) of the respondents given three ratings, (32%) of the respondents given four ratings (13%) of the respondents given one rating and (12%) of the respondents give five ratings.

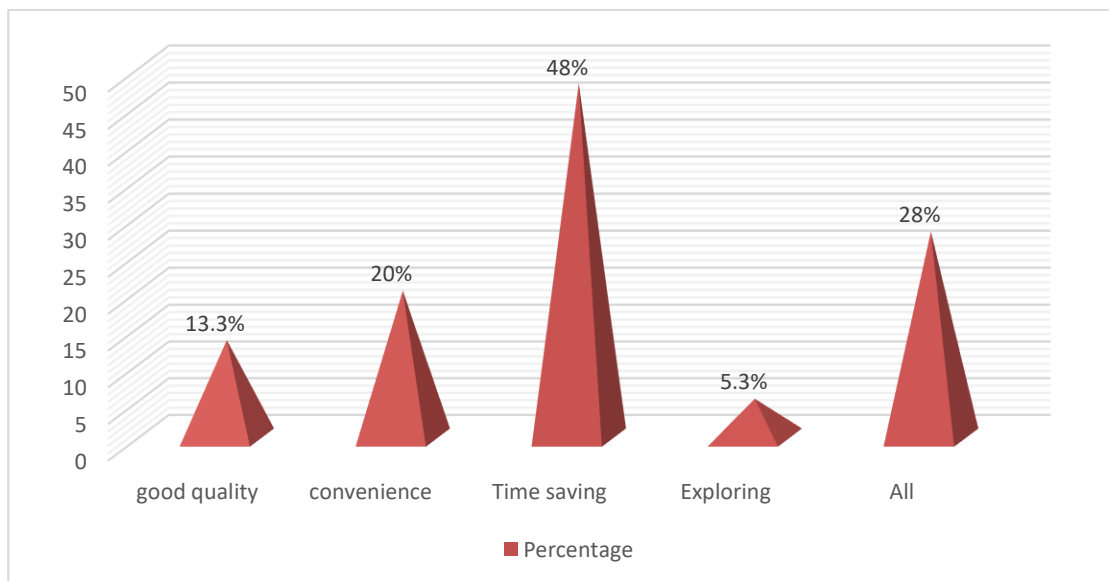
3.19 REASONS FOR PREFERENCE OF ONLINE FOOD ORDERING

Table 3.19

S. No	Reasons to buy	Frequency	Percentage
1.	Good quality	10	13.3
2.	Convenience	15	20
3.	Time saving	36	48
4.	Exploring	4	5.3
5.	All	10	13.3
	Total	75	100

Source- Primary data

Figure 3.19



INFERENCE:

From the above table it clear that out of total respondents taken from study (48%) of the respondents feel that their time is saved, (13.3%) respondents choose it for good quality and (20%) of the respondents feel that it is convenient.

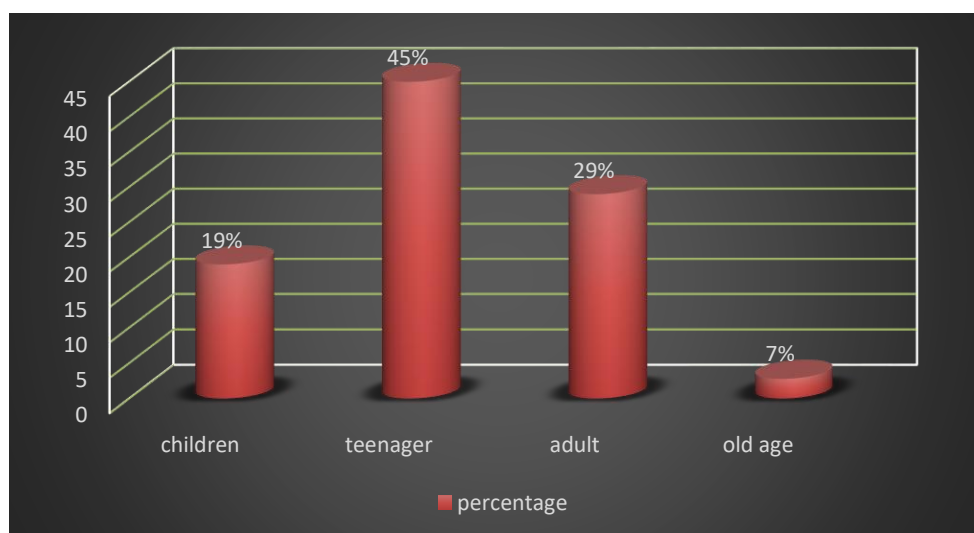
3.20 DOMINANT USERS OF THE FAMILY

Table 3.20

S .no	Dominant users	No. of respondents	Percentage
1.	Children	14	19
2.	Teenager	34	45
3.	Adult	22	29
4.	Old age	5	7
	Total	75	100

Source- Primary data

Figure 3.20



INFERENCE:

From the above table it is clear that out of total respondents taken for study (45%) of the respondents choose teenager, (29%) of the respondents choose adult, (19%) of the respondents choose children and (7%) of the respondents choose old age.

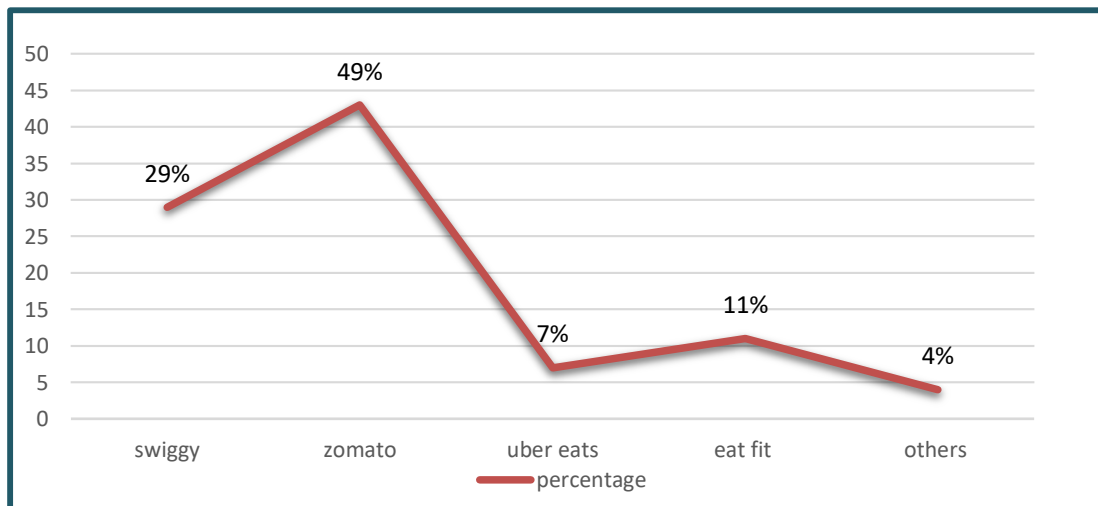
3.21 OFFERS AND PROMOTION AVAIL THE MOST

Table 3.21

S. No	Offers and promotion apps	Frequency	Percentage
1.	Swiggy	22	29
2.	Zomato	37	49
3.	Uber eats	5	7
4.	Eat fit	8	11
5.	Others	3	4
	Total	75	100

Source- Primary data

Figure 3.21



INFERENCE:

From the above table it is clear that out of total respondents taken for study (49%) of the respondent choose Zomato (29%) of the respondents choose swiggy (11%) of the respondents choose eat fit (7%) of the respondents choose uber eats.

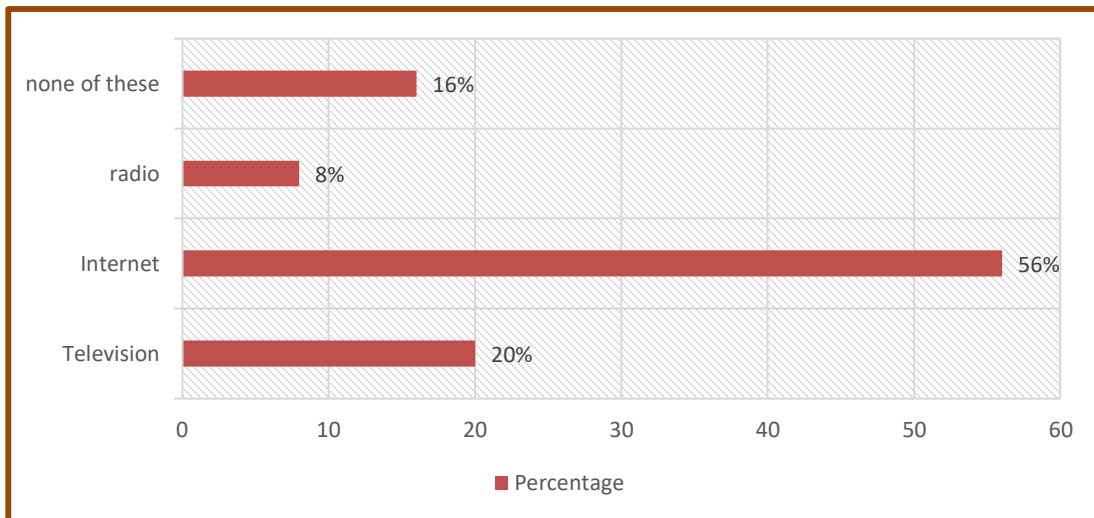
3.22 MEDIUM PERSUADES YOU THE MOST TO ORDER THE FOOD

Table 3.22

S. No	Medium	Frequency	Percentage
1.	Television	15	20
2.	Internet	42	56
3.	Radio	6	8
4.	None of these	12	16
	Total	75	100

Source- Primary data

Figure 3.22



INFERENCE:

From the above table it clear that out of total respondents taken for study (56%) of the respondents across food delivery app through internet (20%) of the respondents across food delivery app through television (16%) of the respondents prefer none of these.

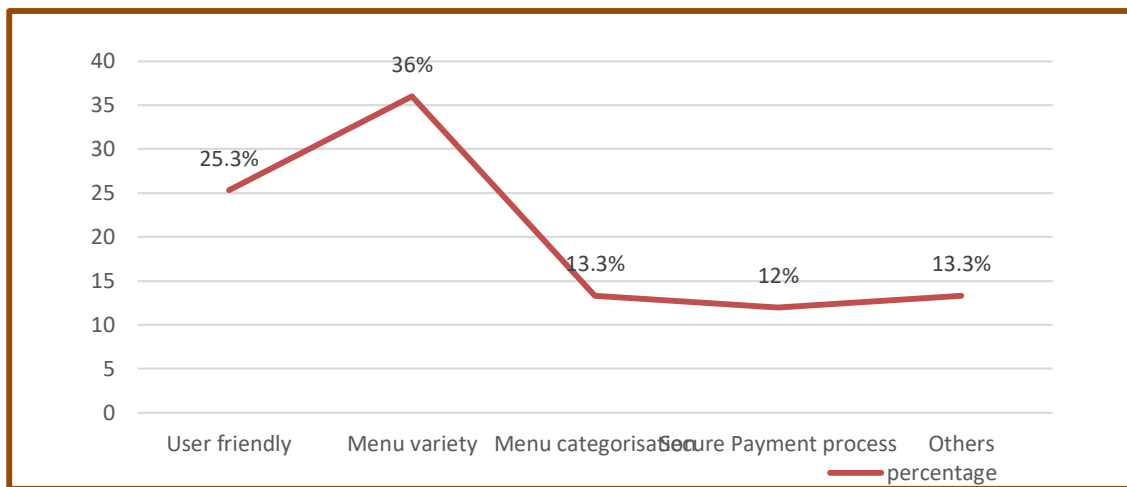
3.23 BEST THINGS ABOUT ORDERING FOODS IN ONLINE

Table 3.23

S.no	Best things	Frequency	Percentage
1.	User friendly	19	25.3
2.	Menu variety	27	36
3.	Menu categorisation	10	13.3
4.	Secure Payment process	9	12
5.	Others	10	13.3
	Total	75	100

Source- Primary data

Figure3.23



INFERENCE:

From the above table it is clear that out of total respondents taken for study, (36%) of the respondents prefer online food delivery app because it has menu variety (25.3%) of the respondents prefer it because of user friendly interface and (13.3%) of the respondents prefer it as for secure payment process.

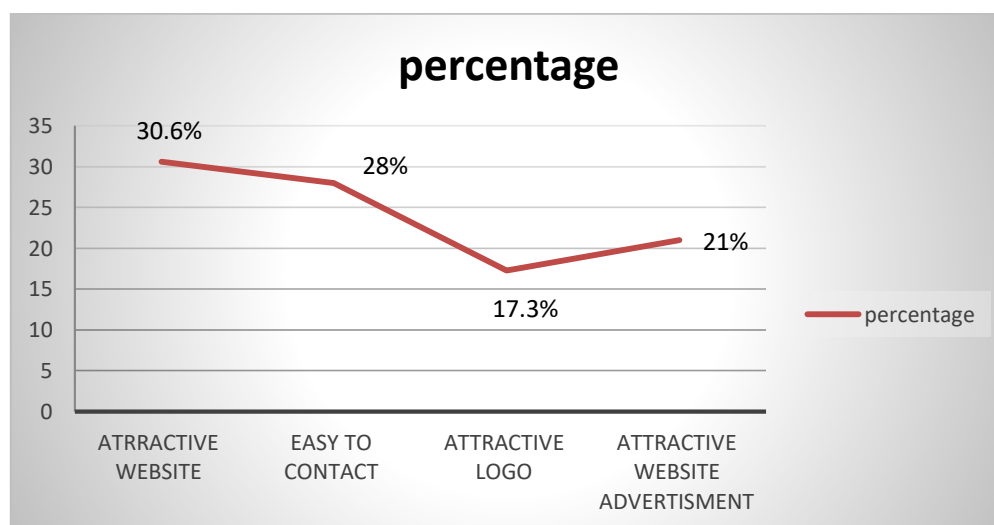
3.24 FOOD APPS IS FLEXIBLE TO USE

Table 3.24

S. No	Impressive website	Frequency	Percentage
1	Attractive Name	23	30.6
2	Easy to contact	21	28
3	Attractive Logo	13	17.3
4	Attractive website advertisement	18	24
	Total	75	100

Source- Primary data

Figure3.24



INFERENCE:

From the above table it is clear that out of total respondents taken for study (30.6%) of the respondents choose online app for its attractive name (28%) of the respondents choose easy to contact (17.3%) of the respondents choose it for the Attractive logo and (24%) of the respondents choose attractive website advertisement.

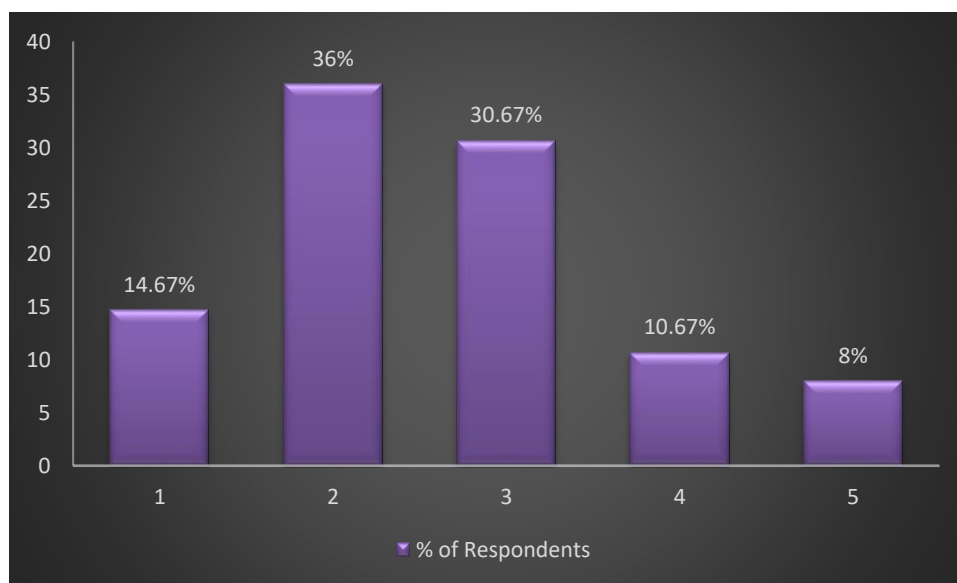
3.25 COST OF FOOD IS AFFORDABLE ON FOODS

Table 3.25

S. No	Opinion	No. of Respondents	% of Respondents
1	Strongly agree	11	14.67
2	Agree	27	36
3	Strongly disagree	23	30.67
4	Disagree	8	10.67
5	Neutral	6	8
	Total	75	100

Source- Primary data

Figure3.25



Inference:

From the above table it is clear that out of total respondents taken for the study, (36%) of respondents agrees that cost of online food is affordable and (14.67%) of the respondents strongly agree and (10.67%) of respondents disagree that the cost is not affordable.

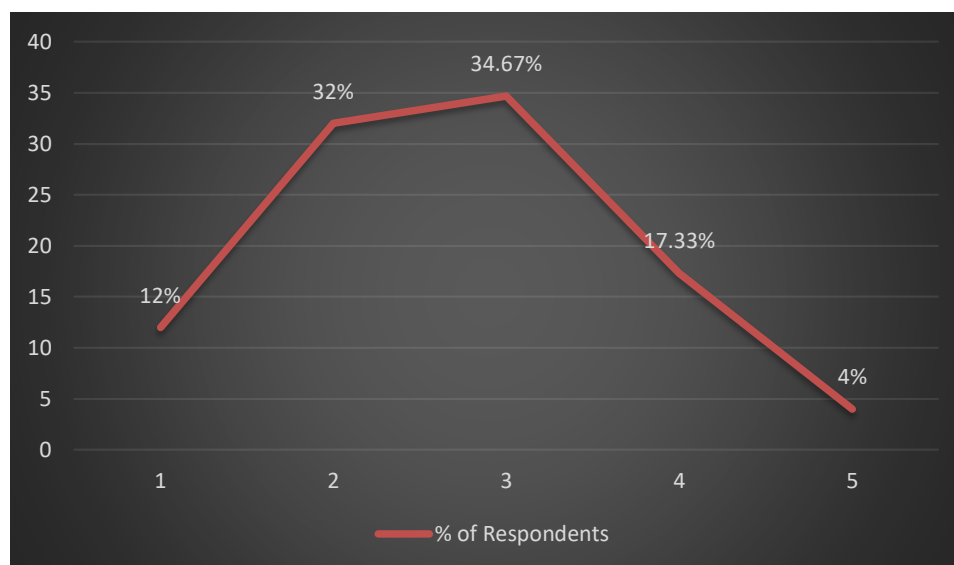
3.26 GET THE RIGHT QUANTITY ORDERING FOOD FROM FOOD APPS

Table 3.26

S. NO	Quantity	No. of Respondents	% of Respondents
1	Strongly agree	9	12
2	Agree	24	32
3	neutral	26	34.67
4	Strongly disagree	13	17.33
5	Disagree	3	4
	Total	75	100

Source- Primary data

Figure3.26



Inference:

From the above table it is clear that out of total respondents taken for study, (34.67%) of respondents have a neutral opinion and (17.33%) of respondents strongly disagree. Another (32%) of the respondents agrees with the quantity of online food.

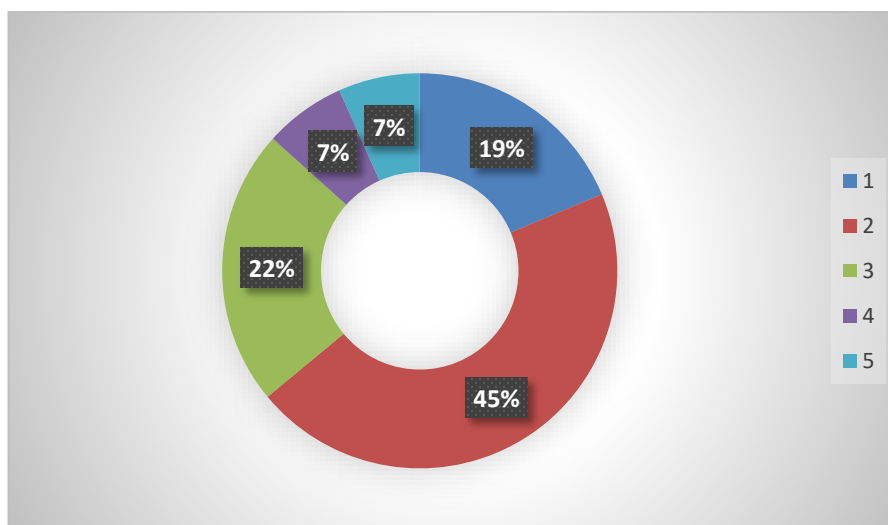
3.27 INFLUENCED BY WIDE VARIETY OF ONLINE FROM FOOD APPS

Table 3.27

S.N o	Opinion on food variety	No. of Respondents	%of Respondents
1	Strongly agree	14	18.67
2	Agree	34	45.33
3	Neutral	17	22.67
4	Strongly disagree	5	6.67
5	Disagree	5	6.67
	Total	75	100

Source- Primary data

Figure 3.27



Inference:

From the above table it is clear that out of the total respondents taken for study, (45.33%) of respondents agree that online food has a wide variety. (22.67%) of respondents have neutral opinion and (18.67%) of respondents agree that online food has wide variety.

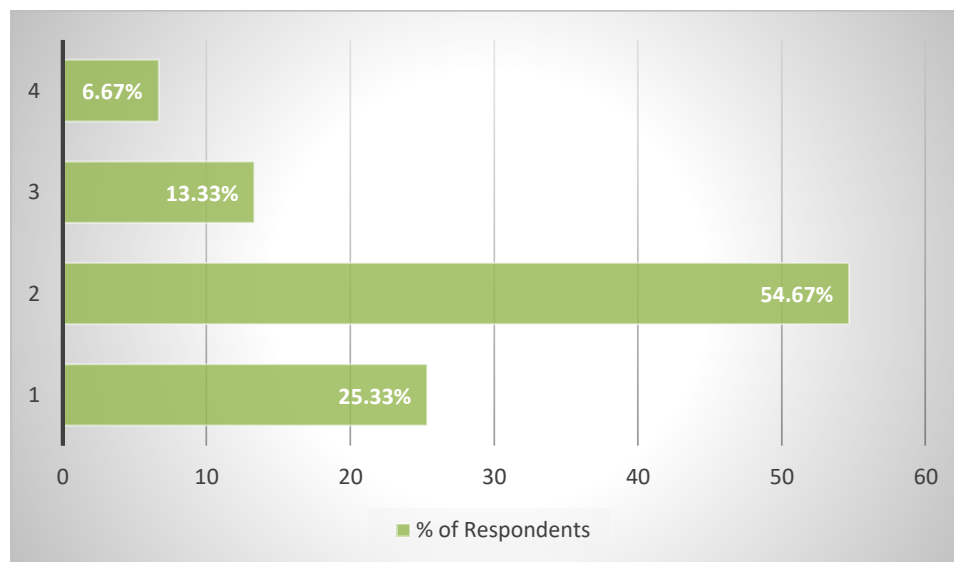
3.28 FOOD AVAILABLE ON FOOD APPS AS PER THE TASTE

Table 3.28

S. No	Taste	Frequency	% of Respondents
1	Strongly agree	19	25.33
2	Agree	41	54.67
3	Strongly disagree	10	13.33
4	Disagree	5	6.67
	Total	75	100

Source- Primary data

Figure 3.28



Inference:

From the above table it is clear that out of total respondents taken for study, (54.67%) of respondents agrees to it. (25.3%) of respondents strongly agree. And (13.33%) of respondents strongly disagree.

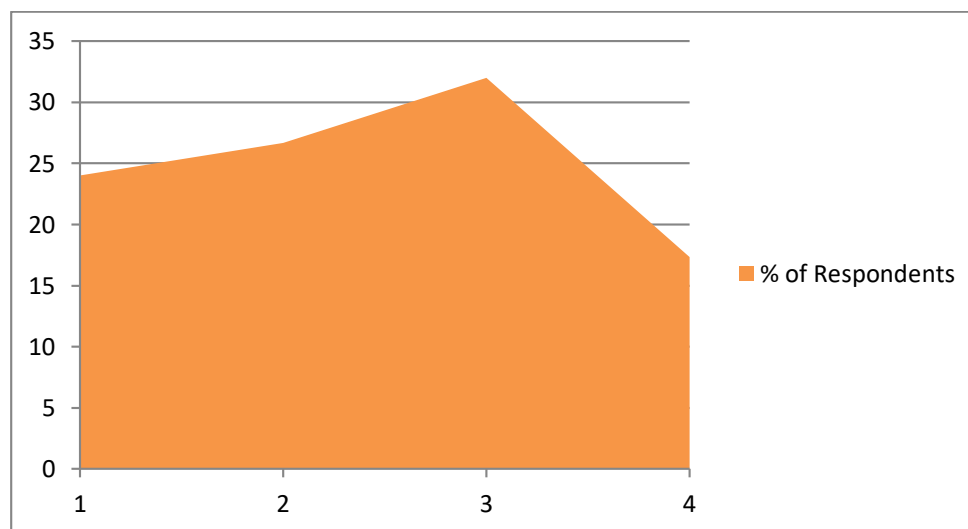
3.29 OVERALL SATISFACTION BASED ON SERVICES

Table 3.29

S. No	Advantage	No. of Respondents	% of Respondents
1	Not fresh	18	24
2	Time consuming	20	26.67
3	Anywhere & Anytime	24	32
4	Comfortable	13	17.33
	Total	75	100

Source- Primary data

Figure 3.29



Inference:

From the above table it is clear that out of total respondents taken for study, (32%) of respondents prefer online food app because it is available at anywhere and anytime. Another (26.67%) of respondents prefer online food as it is time consuming and (24%) of the respondents choose hot fresh.

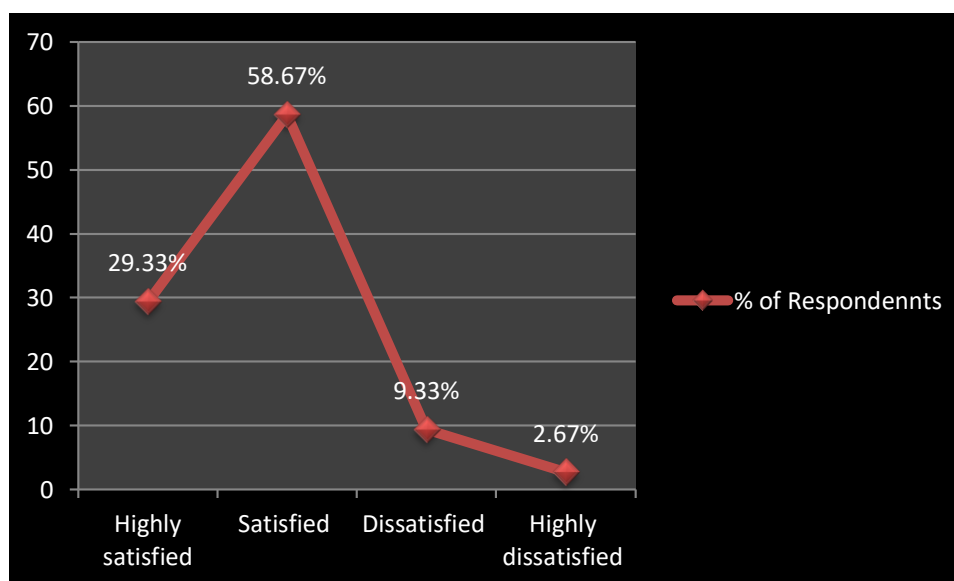
3.30 ADVANTAGES OF ONLINE FOOD APPS

Table 3.30

S. No	Services	Frequency	% of Respondents
1	Highly satisfied	22	29.33
2	Satisfied	44	58.67
3	Dissatisfied	7	9.33
4	Highly dissatisfied	2	2.67
	Total	75	100

Source- Primary data

Figure 3.30



Inference:

From the above table it is clear that out of total respondents taken for study, (58.67%) of respondents are satisfied with the services provided by online food app, (29.33%) of respondents highly satisfied and (9.33%) of respondents are dissatisfied with the services provided.

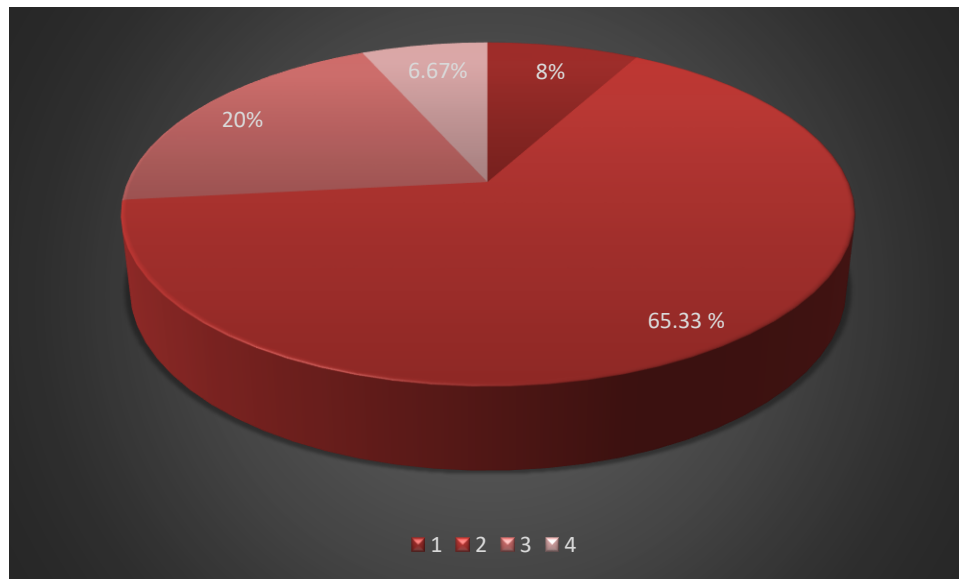
3.31 EASY TO CONTACT CUSTOMER SERVICES

Table 3.31

S. No	Customer service	Frequency	% of Respondents
1	Strongly agree	6	8
2	Agree	49	65.33
3	Disagree	15	20
4	Strongly disagree	5	6.67
	Total	75	100

Source- Primary data

Figure3.31



Inference:

From the above table it is clear that out of total respondents taken for study, (65.33%) of respondents finds it easy to contact customer service. (20%) of respondents strongly disagree and (8%) of respondents strongly agree in customer service.

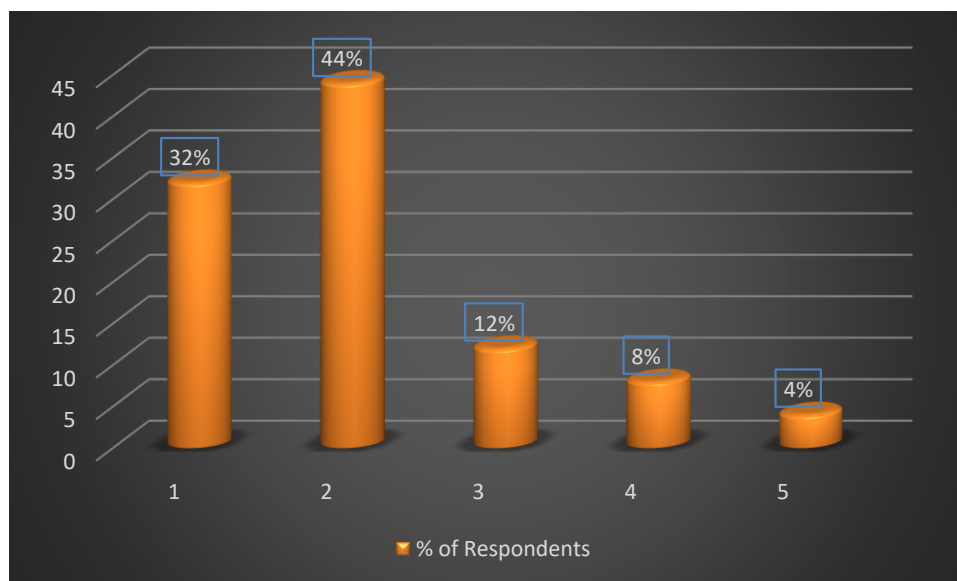
3.32 EASY ACCESS OF FOOD APPS

Table3.32

S. No	Easily accessible apps	No. of Respondents	% of Respondents
1	Swiggy	24	32
2	Zomato	33	44
3	Uber eats	9	12
4	Eat fit	6	8
5	Others	3	4
	Total	75	100

Source- Primary data

Figure 3.32



Inference:

From the above table it is clear that out of total respondents taken for study, (44%) of respondents finds that zomato is easily accessible. (32%) of respondents choose swiggy and (12%) of the respondents choose ubereats.

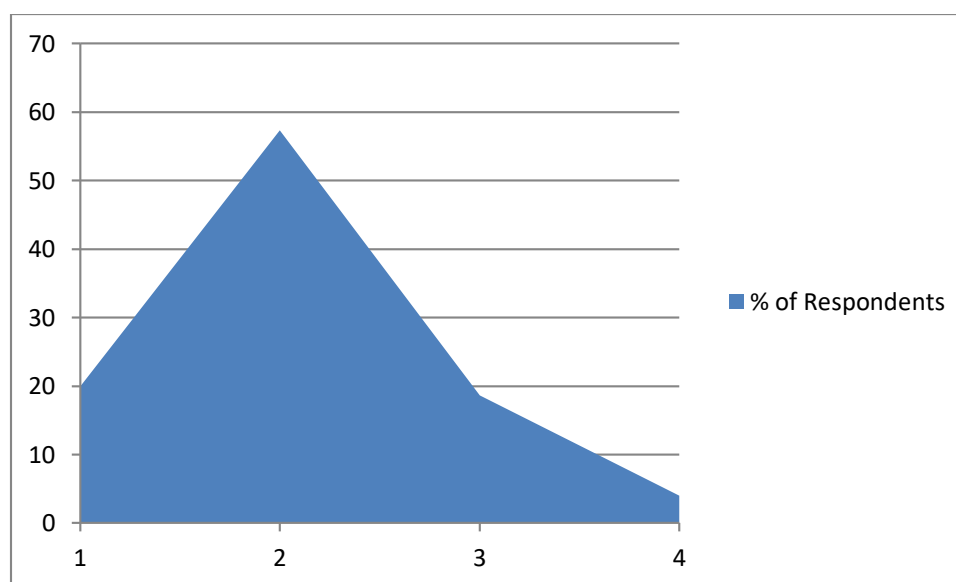
3.33 IMPORTANCE OF HYGIENE FACTOR WHILE MAKING A DECISION

Table 3.33

S. No	Hygiene rating factor	No. of Respondents	% of Respondents
1	Strongly agree	15	20
2	Agree	43	57.33
3	Disagree	14	18.67
4	Strongly disagree	3	4
	Total	75	100

Source- Primary data

Figure3.33



Inference:

From the above table it is clear that out of total respondents taken for study, (57.33%) of respondents believe and agree in hygiene rating factor, (18.67%) of respondents does not believe in hygiene rating factor in online food app.

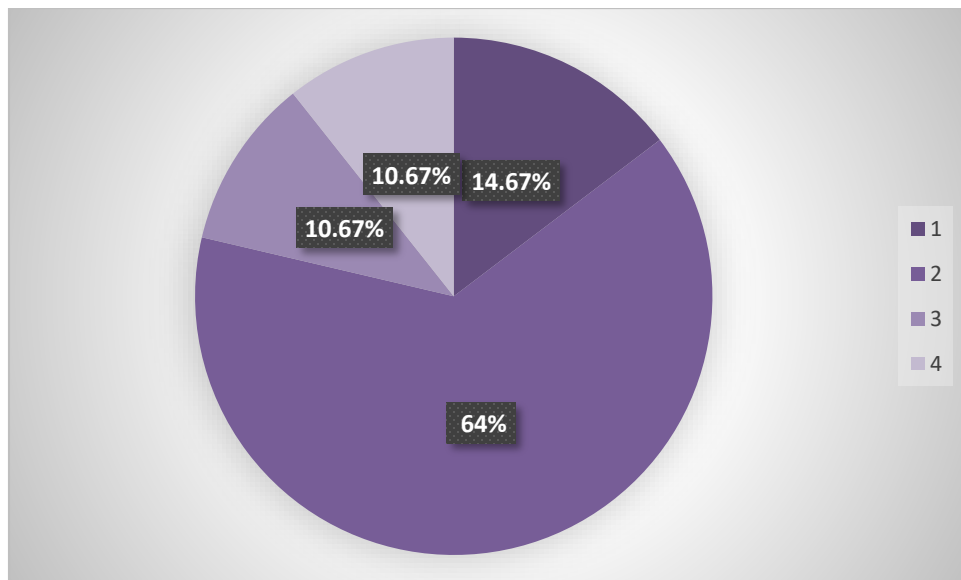
3.34 FOOD DELIVERED THROUGH FOODS APPS IS PACKED PROPERLY

Table 3.34

S. No	Packaging	Frequency	% of Respondents
1	Strongly agree	11	14.67
2	Agree	48	64
3	Disagree	8	10.67
4	Strongly disagree	8	10.67
	Total	75	100

Source- Primary data

Figure3.34



Inference:

From the above table it is clear that out of total respondents taken for study, (64%) of respondents agrees that the online food is packed properly, (14.67%) of respondents strongly agree it. And (10.67%) of respondents disagree in it.

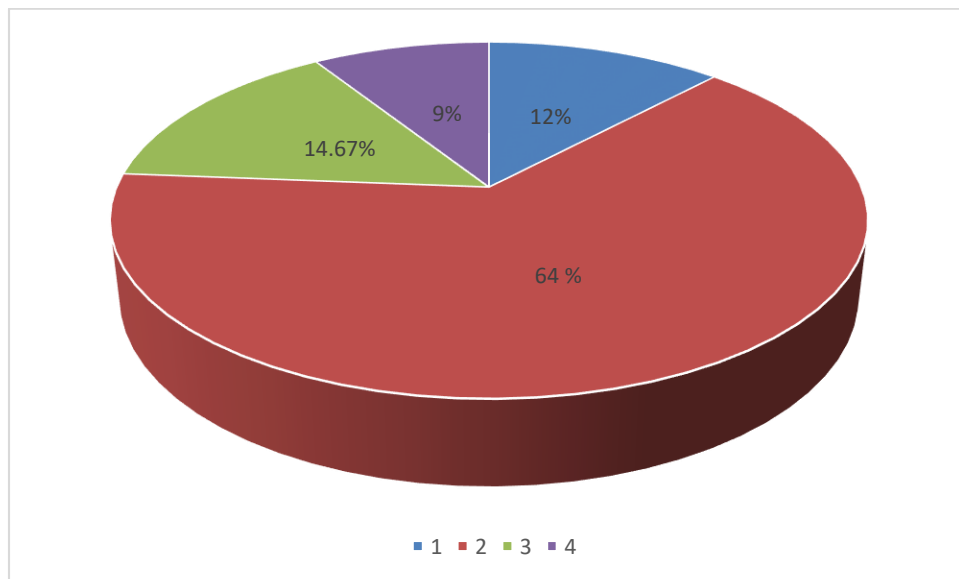
3.35 SERVICE QUALITY WOULD INFLUENCE PERCEPTION ON FOOD APPS

Table 3.35

S. No	Service quality	Frequency	% of Respondents
1	Strongly disagree	9	12
2	Agree	48	64
3	Strongly disagree	11	14.67
4	Disagree	7	9
	Total	75	100

Source- Primary data

Figure 3.35



Inference:

From the above table it is clear that out of total respondents taken for study, (64%) of respondents agrees that online food service quality influence on respondent's perception, and (14.67%) of respondents strongly disagree that their perception would not influence in service quality.

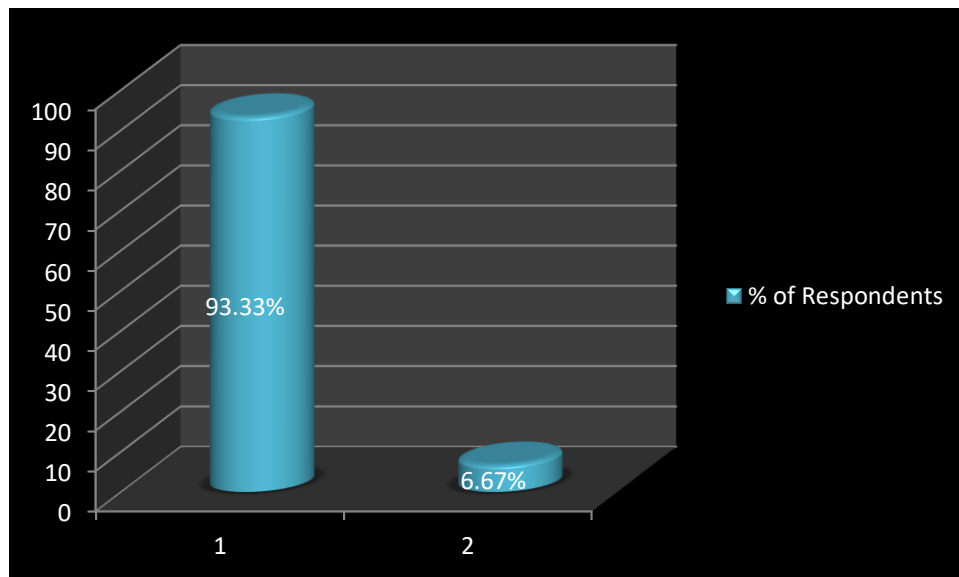
3.36 EASY TO TRACK ONLINE IN FOOD APP

Table 3.36

S. No	Tracking system	No. of Respondents	% of Respondents
1	Yes	70	93.33
2	No	5	6.67
	Total	75	100

Source- Primary data

Figure3.36



Inference:

From the above table it is clear that out of total respondents taken for study, (93.33%) of respondents agrees that tracking system is easy and (6.67%) of respondents disagrees that tracking system is not easy.

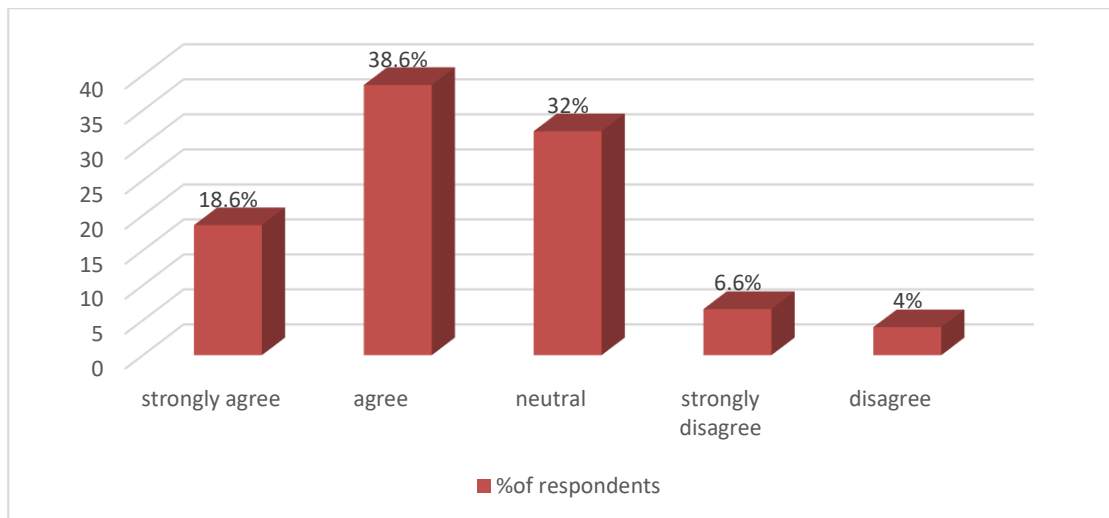
3.37 ONLINE FOOD HAS HELPED DURING THE COVID-19 SITUATION.

Table 3.37

S. No	Service quality	Frequency	% of Respondents
1	Strongly agree	14	18.6
2	Agree	29	38.6
3	Neutral	24	32
4	Strongly disagree	5	6.6
5	Disagree	3	4
	Total	75	100

Source- Primary data

Figure 3.37



Inference:

From the above table it is clear that out of total respondents taken for study, (38.8%) of respondents agrees that online food delivery has helped during the covid-19, (32%) of respondent's neutral on the covid 19 situation.

CHAPTER-IV



FINDINGS AND SUGGESTION

CHAPTER-4

FINDINGS AND SUGGESTIONS

4.1 FINDINGS

This chapter discusses the major findings along with the suggestion to customer's preference towards online food delivery application in Thoothukudi district as per the view of the researcher has been discussed here in concise and summary format.

- Most of the respondents are in 16-25 years of age category.
- Majority of the respondents are females.
- Majority of the respondents are graduates.
- Majority of the respondents are others.
- Majority of the respondents are in nuclear family setup.
- Majority of the respondents have four members.
- Majority of the respondent's annual income is below Rs.1,00,000.
- Majority of the respondents are from urban areas.
- Majority of the respondents are unmarried.
- The most preferred food delivery application in Thoothukudi district was found to be Zomato
- Majority of the respondents prefer Zomato.
- Majority the respondents choose dinner as their most preferred meal in online food app.
- The most of the respondents prefer to order Non-Veg.
- The respondents mostly use such apps for ordering food less than once a month.
- Majority of the respondents use online food for 1-3 years.
- Among these respondents, the majority of the respondent spend below Rs.1000, per month
- The most preferred mode of payment was Google pay.
- Majority of the respondents given three rating.

- Majority of the respondents feel that their time is saved.
- Majority of the respondents are teenager is the dominant online food app user.
- Most of the people use zomato as it provides more offers and promotion.
- Majority of the respondents across food delivery app through internet.
- Majority of the respondents prefer online food for its menu variety.
- Majority of the respondents choose online food delivery app for its attractive name.
- Majority of the respondents agrees that cost of online food is affordable.
- Most of the respondents stays in neutral position on quantity of online food.
- Majority of the respondents agrees that online food has wide variety.
- Majority of respondents agrees that the online food is as per their preferred taste.
- It can be assumed that it is very easy to use, the most efficient way of ordering food and customers can order food at any time of the day hence, customers agree that the food apps are flexible to use.
- Majority of the respondents were satisfied with the services.
- Majority of respondents agrees that it is easy to contact customer service.
- Majority of the respondents choose Zomato as an easily accessible online app.
- Respondents find hygiene a very crucial and vital factor hence the hygiene rating factor is of importance to them in making a decision while ordering.
- Majority of respondents agrees that their perception influences on the service quality of online food app.
- Majority of respondents agrees that tracking system is easy.
- Majority of the people agrees that online food delivery helps them during Covid- 19 situation.

4.2 SUGGESTIONS

Based on the above analysis and personal interviews held with the various restaurant business people, food delivery boys, the following suggestions are made to augment the quality of services by Zomato:

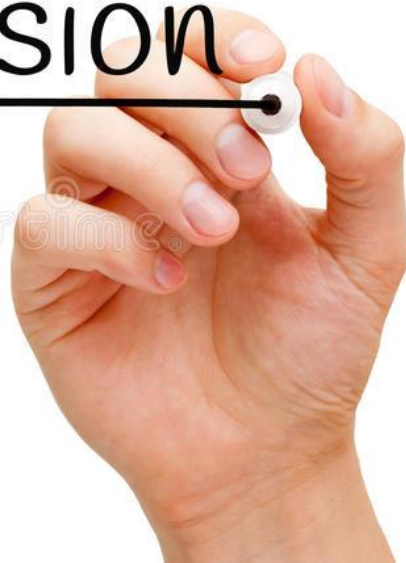
1. Food app should improve their payment security so that consumers don't hesitate while making payment online.
2. They should provide more offers as customers are mainly using these apps to avail offers.

3. Payment Option: Adding different payment option such as PayPal, Cash, Gift cards, etc., will also attract more customers.
4. Nowadays most of the youngsters are in the IT and the corporate sector so they mainly lack time to cook and also the electronic food ordering should be made more easy and convenient for them.
5. The company should analyze and improve the performance of the website periodically by review. And the company should take adequate measures in improving the quality of service and access to portals also.
6. The restaurant operators should take effective measures to reduce the use of non-biodegradable things to pack the food ordered. They have to use eco-friendly products to reduce pollution in the environment.
7. The company should focus on giving better quality products as most customers were very brand loyal and were generally satisfied with the product.
8. The company should focus on promotional schemes as it influenced customers to visit the app. • The company should look after its service as many customers have rated (3) on (1-5) scale, as the customers expect good service from the company.
9. Overall the company is providing good customer service as the satisfaction level rated by the customer is satisfied.
10. Advertising not only plays a very important role in popularizing online food services but also influences customers to place orders online.
11. The company should devise strategies targeting the age group of 21-25 years as their most of the customers belong to this category.

CHAPTER - V

Conclusion

dreamstime



CHAPTER -5

CONCLUSION

According to the research conducted it can be concluded that Zomato has gained positive opinion of majority of the consumers in the comparison to other services providers. It is mainly because their better on time delivery and better discounts Zomato has been in the first position in the online food delivery services provider and if it includes the minor improvements it will sustain upper hands and in the coming futures. To conclude this research on consumers perception of food apps it is thus inferred that a majority of people use food apps as it is the best way to save time and it is convenient further more ordering via food app in a precise operation among the respondents the most preferred food app is Swiggy and cash on delivery is the safest and most secure form of payment the study also states that all age and income groups use food app and they are happy with their service, quality, hygiene, and packing system which makes people order from food apps. The questionnaire had very interesting answers such as do people still prefer cash on delivery as a preferred mode of payment as compared to the trendy online payment. Furthermore, the questionnaire also found some people still prefer the old fashion way by ordering over the telephone and over all people get influenced by offers and variety of food apps and they are preferred as they are the fastest way of ordering food. The overall reflection on this research states that all the customers use food apps in today's day and age because of its rapid response. It enhances by understanding of people's preferences the efficiency in time management and affordability food preferences discounts available and door to door services without compromising on quality.

ANNEXURE-I

BIBLIOGRAPHY



BIBLIOGRAPHY

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ANNEXURE-II

QUESTIONNAIRE



A STUDY ON CONSUMER PREFERENCE TOWARDS ONLINE FOOD ORDERING APPLICATIONS IN THOOTHUKUDI DISTRICT

Questionnaire

1. Name of the respondent:

2. Age:

- | | |
|---------------|---------------|
| a.16-25 years | b. 26-35years |
| c.36-45 years | d. above 45 |

3. Gender:

- a. Male
- b. Female

4. Education Qualification

- | | |
|---------------------|-------------|
| a. School education | b. Graduate |
| c. Post graduate | d. Others |

5. Occupation

- | | |
|---------------------|------------------------|
| a. Business | b. Government employee |
| c. Private employee | d. Others |

6. Nature of the family

- a. Joint family
- b. Nuclear family

7. No. of members

- | | |
|------|------------|
| a. 2 | b. 3 |
| c. 4 | d. Above 5 |

8. Annual Income

- a. Above 60000 b. Above 40000
- c. Above 20000 d. Below 10000

9. Place of Residence

- a. Rural b. Urban

10. Marital status

- a. married b. Un married

11. Did you aware of online food apps?

- a. yes
- b. No

12. What are the apps you prefer to ordering the food?

- a. Swiggy b. Zomato c. Uber eats
- d. Eat fit e. Other

13. For which meal do you use it most?

- a. Breakfast b. Lunch
- c. Dinner d. Snacks and Others

14. Food you prefer the most?

- a. Veg b. Non- veg
- c. Fast food d. Home items

15. How often do you order food on the phone for delivery / take away?

- a. Once a week b. 2-3 times a week
- c. 2-3 times a month d. Less than once a month

16. How long are you using online food app?

- a. Less than a year b. 1-3 years
- c. Above 3 years d. others

17. How much do you spend on food apps per month?

- a. Below 1000 b. 1000-2500
- c. More than 2500

18. Preferred mode of payment, I use while ordering

- a. Google pay b. Debit/credit card
- c. Cash on delivery d. Pay-tm
- e. Others

19. Rate your experience of using online food apps?

- a. 1 b. 2
- c. 3 d. 4
- e. 5

20. What is your main reason to buy food through online apps?

- a. Good quality b. Convenience
- c. Time saving d. Exploring
- e. All

21. Dominant user of the online food app in your family?

- a. Children b. Teenager
- c. Adult d. Old Age

22. Which online apps provide more offer and promotion?

- a. Swiggy b. Zomato
- c. Uber eats d. Eat fit e. Other

23. What means of medium persuades you the most to order the food?

- a. Television b. Internet
- c. Radio d. None of these

24. What is the best thing about ordering foods in online?

- a. User friendly interface b. Menu variety
- c. Menu categorization d. Secure payment process
- e. Others

25. Which of these influence you to choose the particular website?

- a. Attractive name b. Easy to contact
- c. Attractive logo d. Attractive website advertisement

26. Would you find the cost of food affordable on food apps

- a. Strongly agree b. Agree
- c. Neutral d. Dis Agree
- e. Strongly Disagree

27. Did you get sufficient quantity of food on food apps?

- a. Strongly Agree b. Agree
- c. Neutral d. Disagree
- e. Strongly disagree

28. Did Online food has a wide variety?

- a. Strongly Agree b. Agree
- c. Neutral d. Disagree
- e. Strongly disagree

29. I find the food available on food apps is as per my taste

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

30. Are you satisfied with the services provided by them?

- a. Highly satisfied b. Satisfied
- c. Dissatisfied d. Highly dissatisfied

31. What are the advantages of online food apps?

- a. Hot fresh b. Time consuming
- c. Anywhere and anytime d. Comfortable

32. Do you think easy to contact the customer's services?

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

33. Which website or app has easy access to order food?

- a. Swiggy b. Zomato
- c. Uber eats d. Eat fit
- e. Other

34. Do you believe in the hygiene rating factor in food apps is useful while making a decision?

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

35. Do you find that food delivered through food apps is packed properly?

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

36. Service quality would influence my perception on food apps?

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

37. Whether it is easy to track online in food app?

a. Yes

b. No

38."Online food delivery has helped you during COVID-19 situation". Do you agree?

a. Strongly Agree

b. Agree

c. Neutral

d. Disagree

e. Strongly disagree

39. Your suggestions on food apps
