

A STUDY ON CUSTOMER SATISFACTION ON USING APPLE PRODUCTS

Project submitted to Department of BBA

ST. MARY'S COLLEGE(AUTONOMOUS), THOOTHUKUDI.

Affiliated to

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

In partial fulfilment of the requirements

For the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

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ST. MARY'S COLLEGE(AUTONOMOUS)

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

Thoothukudi-628001

APRIL 2023

DECLARATION

We hereby declare that the Project entitled "**A STUDY ON CUSTOMER SATISFACTION ON USING APPLE PRODUCTS**" submitted for the B.B.A degree is our original work and the project has not formed the basis for the award of any degree, diploma, fellowship or any other similar titles.

Place: Thoothukudi

Date: 03/04/2023

Signature of the Students

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CERTIFICATE

This is to certify that the Project work entitled "A STUDY ON CUSTOMER SATISFACTION ON USING APPLE PRODUCTS" is submitted to **St. Mary's college(Autonomous), Thoothukudi** affiliated to **MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI** in partial fulfilment of requirements for the degree of **Bachelor of Business Administration** and this is a work done during the year 2022-2023 by the following students.

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Signature of the Head of Department



Signature of the Director
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First of all, we thank the **ALMIGHTY GOD** for giving the courage and strength to complete our report successfully.

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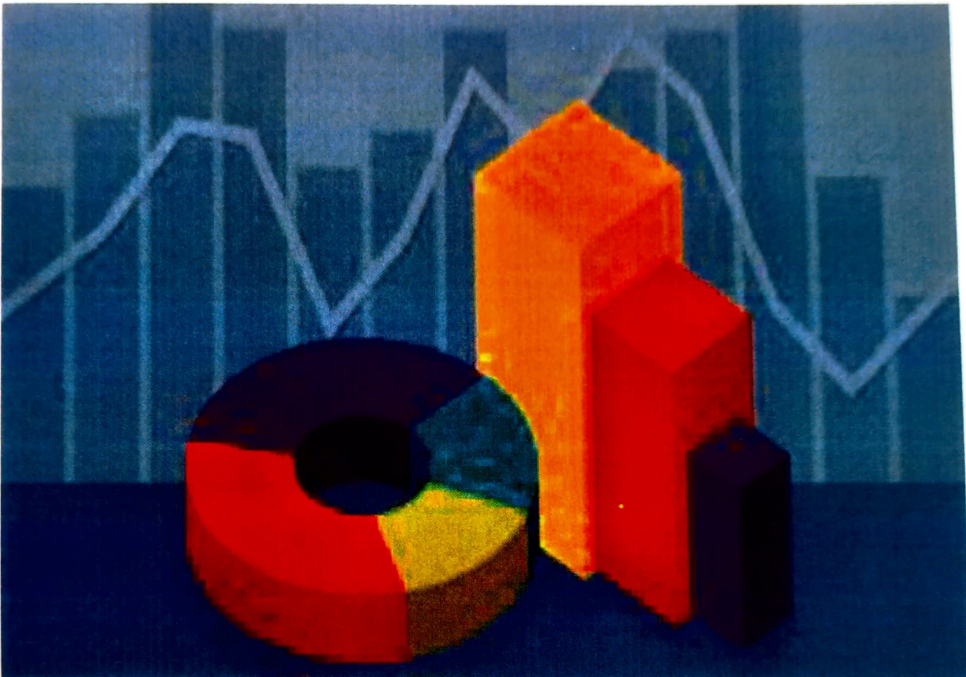
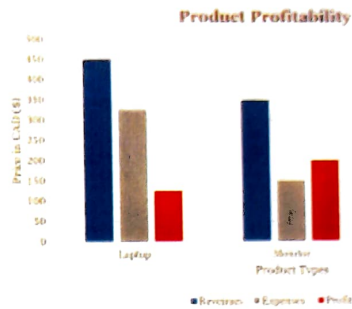
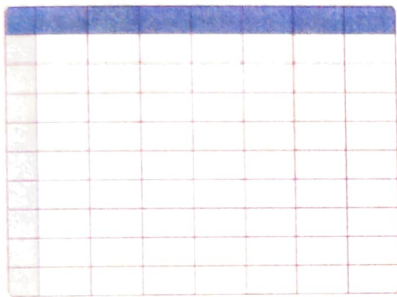


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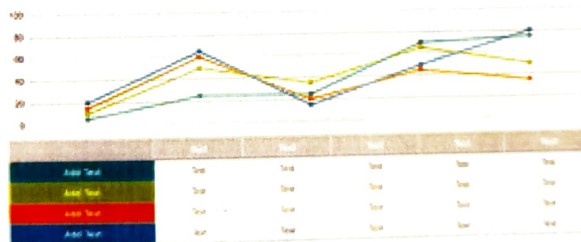
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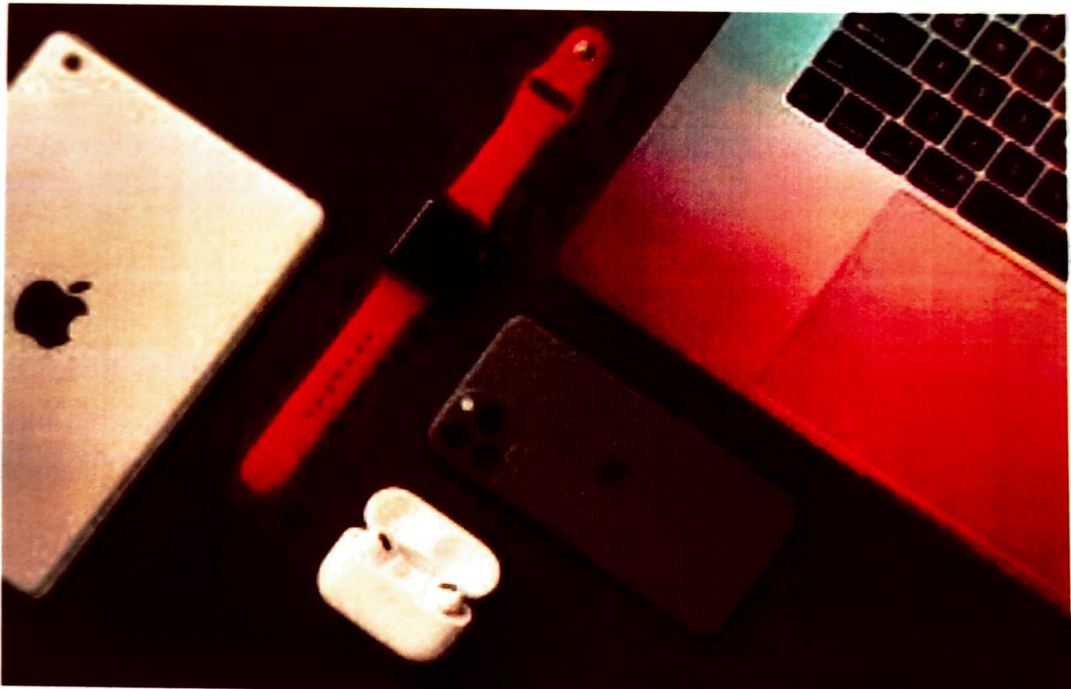


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INTRODUCTION



CHAPTER-1

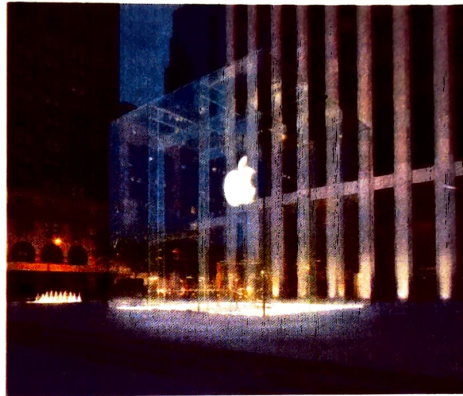
INTRODUCTION

1.1 Over view of the study

Apple Inc. is one of the leading companies in the world and deals majorly in manufacturing and selling of consumer electronics, computer software, and other online services. It is a global company that originated in California USA. The founders of the company are the world-renowned Steve Jobs with Steve Wozniak and Ronald Wayne.

Apple started with manufacturing and selling personal computers but has now expanded into many sectors. Today (October 2018) Apple is the second largest phone manufacturer in the world after Samsung. In fact, Apple Inc. is the largest IT Company in the world (by revenue). It operates nearly 500 retail stores worldwide and employs nearly 120,000 people.

Apple Inc.



1.2. Industry profile

The computers and peripherals industry includes PC equipment, handheld devices, complex information technology systems and network equipment. Technological factors such as interoperability of hardware products and compatibility with the web have brought about industry consolidation. Also, intense competition and the importance of intellectual property rights have been instrumental to growth of the industry.

The computers and peripherals industry in the USA is considered to be one of the largest global markets. It includes giants like Apple (AAPL), EMC (EMC), Canon (CAJ), Western Digital (WDC), and HP (HPQ). The computers industry is highly dependent on technology thus it is very capital-intensive and has high degree of automated operations compared to other industries. Within this space, giants such as Apple take advantage of economies of scale and are profitable due to mass production and large share of customer purchasing power. On the other hand, smaller firms look for niche and produce specialty product with superior technology



Steve Jobs

1.3 Company profile

Apple Inc. is an information technology company with a wide range of products which include cell phones, computers, tablets, television products and wearable devices. Apple's customers seek performance products that are aesthetically pleasing and provide assurance that the product will be of quality. Apple Inc. was established in 1976 as a computer software and hardware company. Since then Apple has transitioned into the creation of other technological devices and has established a chain of retail stores in order to provide their customers with a better buying experience. Apple competes in a highly competitive industry that has high buying bargaining power. Apple keeps these facts in mind when designing new products and when deciding on pricing. They must always stay ahead of their competitors in innovation as well as keep up with them in regards to pricing. Apple differentiates itself by providing both the hardware and software in all of their devices. They also try to keep their designs simple, easy to use, interconnected and aesthetically pleasing. In the following analysis we will be discussing Apple Inc.'s performance relative to their industry. Using information gathered on their top competitors, Samsung, Google and Microsoft, we will be revealing how well Apple is performing comparatively. We will be providing recommendations on how Apple can be more successful. We will be looking into some of the ethical conundrums that Apple has encountered. We will also analyse Apple's financials to determine if they are on a successful, sustainable path. We will be analysing Apple's strengths, weaknesses, opportunities and threats compared to their industry competitors.

1.4 Need for the study

- To know the customer satisfaction and the services done by the apple companies to capture the customers
- To know the preference level of the customer towards apple products.

1.5 Objectives

- 1.To promote level of customer awareness towards apple products
- 2.To find out the factors which influence to Purchase of apple products
- 4.To promote brand loyalty in market.
- 5.To offer better suggestion based on the result of study.

1.6 Scope of the study

We shall see the best technological elements that helped *Apple* to become a first main brand in this real world: Performance Fastest Processors and Mac OSX Operating System If we take an advantage of Mac computer or an IOS device such as the iPad or iPhone, the intended performance levels are usually achieved because of such dedication to set standards. OSX operating system is a way to challenge customers to buy Apple products. Because, all Apple products work

1.7. Limitations of the study

- The answer to the questionnaire largely depends upon the mind setup of the respondents.
- Respondent's opinion may not be free from bias.
- Sample size was limited to 52

CHAPTER-2

PROFILE OF THE STUDY



CHAPTER-2

PROFILE OF STUDY

2.1 HISTORY AND DEVELOPMENT



Type: Public

Industry: Consumer electronics Software services, Online services

Founder: Steve jobs

Head quarter: Cupertino California United States

Products: iPhone, MacBook, Watch, iPad, Air pods.

- **History**

In July 1976, Apple was founded by three men: Steve Jobs, Steve Wozniak and Ronald Wayne with the intention of selling Wozniak's hand-built Personal Computer named Apple 1. The first Apple office, in the garage of Steve Jobs' childhood home. The Apple 1 was sold as a motherboard with CPU, RAM and basic textual-video chips. It then lacked a built-in keyboard, monitor, case or any other Human Interface Devices (which was later added in 1977). In July 1976, the Apple 1 went on sale and was sold for \$666.66.

- **Vision:**

"To make the best products on earth and to leave the world better than we found it"
It ensures each decision takes the company closer to realizing its mission and goals.

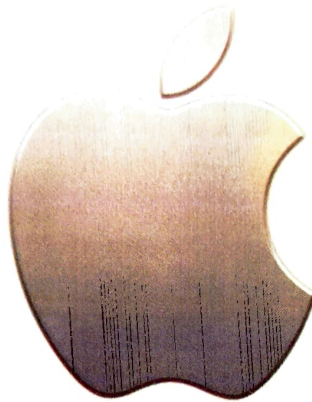
- **Mission:**

“To bringing the best user experience to customers through innovative hardware, software, and services.

- **Slogan:**

“Think Different”

- **Logo:**



Apple is now officially the first company in history to earn a trillion dollars! As Apple continues to astonish the world with its innovative services and products, this should not come as a surprise. The organization needed to go through long periods of battle, different disappointments and achievements which at last prompted the manner in which it stands today – the very first organization to be esteemed 1 trillion bucks. Go along with us on this world of fond memories as we travel once more into the past to investigate the historical backdrop of Apple from the days when Apple was restricted to just a carport in California to the current when it is the best organization ever.

Apple's first logo design illustrated Isaac Newton reading under an apple tree. It was designed by the third co-founder, Ronald Wayne, in 1976. Steve Jobs, who worked for Apple in a variety of design-related roles, decided to try something new and different for the logo. He accepted that the first was excessively dated and the logo was decided to be as one with the cutting edge Macintosh PCs that dazzled.

CHAPTER-3

RESEARCH METHODOLOGY



CHAPTER-3

RESEARCH METHODOLOGY

The questionnaire consists altogether of close ended questions to find the precise required information and exhibit to the respondents the freedom of choice in order to save their time when filling the survey, which sometimes follows rating scale and multiple choice questions. The Questionnaire was divided into two parts. The first part included information about the socio-Demographic profile of the participants (gender and age). The second part of the questionnaire is Designed according to the previous model mentioned in the first paper notably the original Keller Model. It will be dedicated to determine the brand recognition of Apple in the level of iPhones and in Term of to what extent Tunisian youths know about the Apple brand (brand awareness).

3.1 Research Design

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data.

3.2 Sources of data

Generally, we can collect data from two sources. Primary and secondary source. Data collected from primary source are known as primary data and data collected from secondary source are called secondary data. Primary data are also known as raw data. Data are collected from the original source in a controlled or at uncontrolled environment. Example of control lied environment experimental research was certain variable are being controlled by the researcher.

- **Primary data:** The data which are collected afresh and for the first time, and thus happened to be original in character.
- **Secondary data:** The data which have already been collected by someone else and which have already been passed through the statistical process.

The Primary data was collected from 52 customers through the structured survey questionnaire to test level of customer behaviour of and their preference, attitude etc.

Total time taken for data collection was 1 month. The researcher not only collects the data from the different web sites but also from reference books, newspapers and existing research articles, collection of data by way of questionnaire and face to face conversation with the customers. The type of data collection adopted for this research is both Primary and secondary source of data. For the purpose of analysing the results, the primary data is collected from customers at Thoothukudi

3.3 Sample Design

Sample design depends on survey objectives and on survey resources. For example, a researcher might select the most economical design that provides a desired level of precision. Or, if the budget is limited, a researcher might choose the design that provides the greatest precision without going over budget.

3.3.1. Population

The estimation process for calculating sample statistics is called the estimator. Different sampling methods may use different estimators. For example, the formula for computing a score with a simple random sample is different from the formula for computing a mean with a stratified sample. Similarly, the formula for the standard error may vary from one sampling method to the next.

3.3.2. Sampling Size.

Sample size taken is 52

3.3.3. Sampling Method

Sampling method refers to the rules and procedures by which some elements of the population are included in the sample. Some common sampling methods are simple random sampling, stratified sampling, and cluster sampling. They were selected at random by applying convenience sampling.

3.4 Method of data collection

- Questionnaires and Surveys
- Observations

While the researcher decides about the method of data collection to be applied for the study, the researchers will keep two methods of data collection.

Questionnaire method is used to collect data from consumers to understand their satisfaction.

3.5 Tools for analysis

- Percentage Analysis

3.5.1 Percentage Analysis

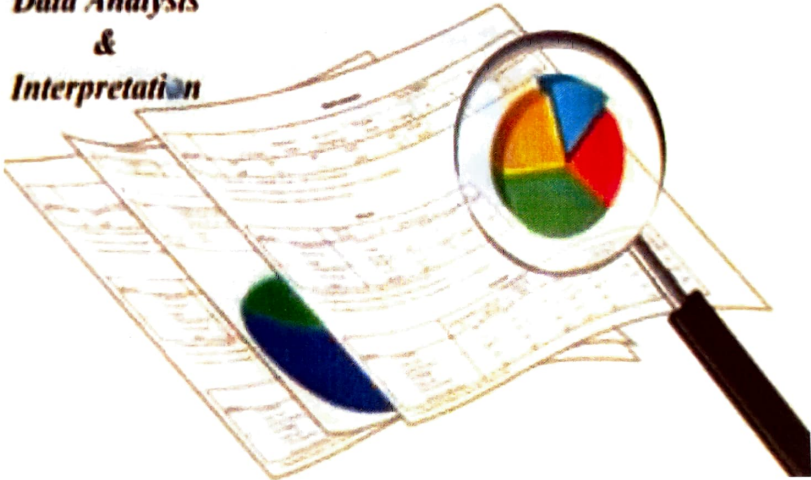
Percentage method refers to the specific kind which is used in making comparison between two or more series of data collected percentage are based on descriptive relationship. It compares the relative items. Through the use of percentage, the data are reduced in the form with base equal to 100%, which facilitate relative comparison.

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

Total number of Respondents

CHAPTER-4
ANALYSIS AND INTERPRETATION

*Data Analysis
&
Interpretation*



CHAPTER-4

ANALYSIS AND DISCUSSION

Table 4.1

AGE

S.NO	Options	Frequency	Percentage
1.	15-25	23	42%
2.	25-35	18	31%
3.	35-45	7	19%
4.	45 above	4	8%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

Therefore 42% of respondents are around the 15-25 age group are more in this response. 31% of respondents are around the 25-35 age group. 19% of respondents are around the 35-45 age group. 8% of respondents are around the 45 above age group.

Chart 4.1

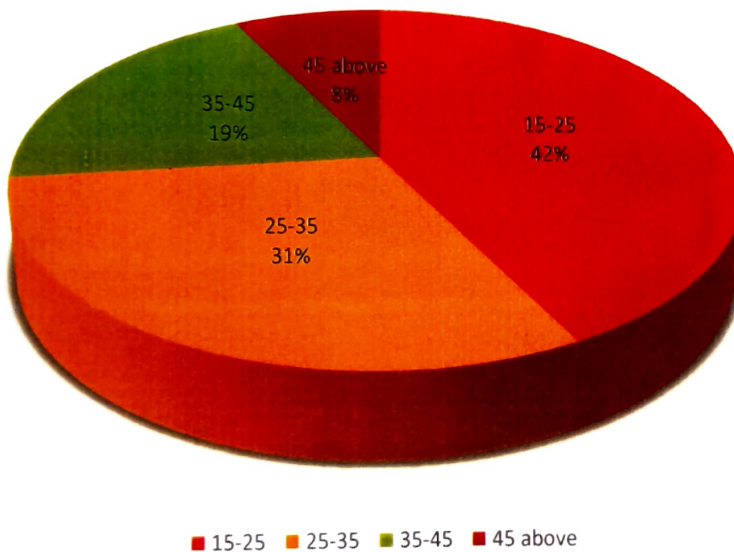


TABLE 4.2

GENDER

S.NO	Options	No of respondents	Percentage
1.	Male	30	58%
2.	Female	22	42%
3.	Others	0	0%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

Therefore, it indicates there are 58% of Male respondents and 42% of female respondents.

Chart 4.2

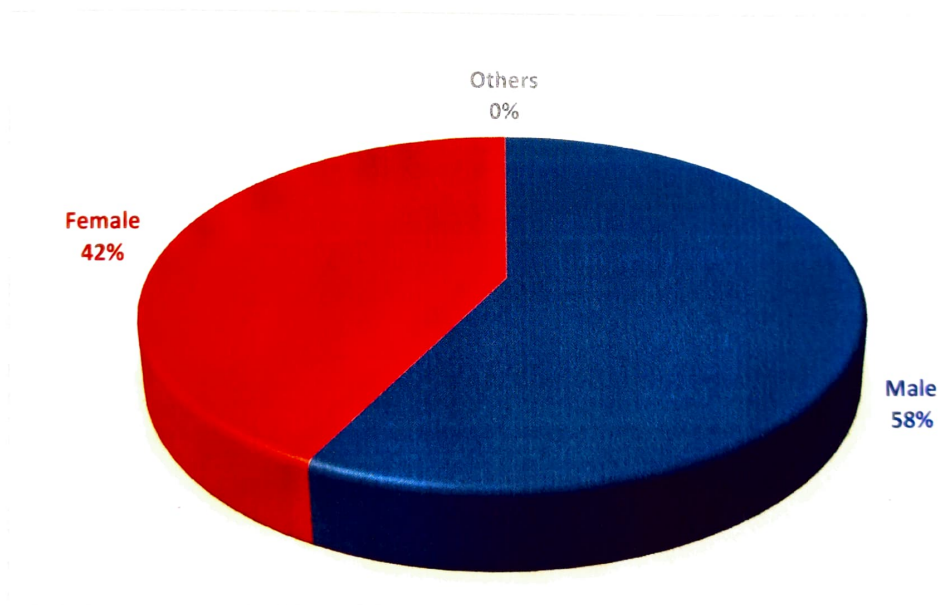


TABLE 4.3
OCCUPATION

S.NO	Options	No of respondents	Percentage
1.	Students	20	38%
2.	Professionals	5	10%
3.	Self-Employed	10	19%
4.	Job Seekers	3	6%
5.	Retired	1	2%
6.	Salaried	13	25%
	Total	52	100%

SOURCE: Primary data.

INFERENCE:

Therefore, it indicates there are 38% of student's respondents, 25% of salaried respondents, 19% of self – employed respondents, 10% of professional's respondents, 6% of job seekers respondents and 2% of retired respondents.

Chart 4.3

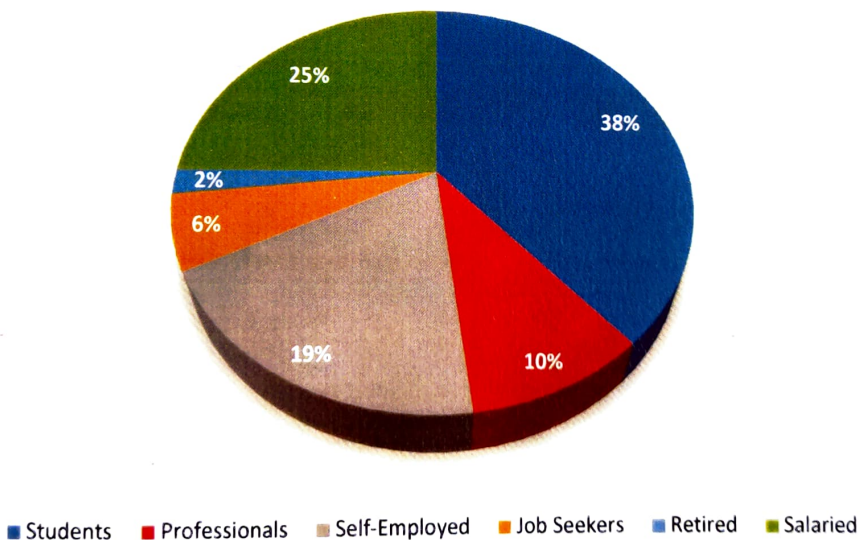


Table 4.4
Monthly Income

S.NO	Options	No of respondents	Percentage
1.	Below 1lakh	25	48%
2.	1-2 lakh	11	25%
3.	2-3 lakh	11	25%
4.	3 lakh& above	5	2%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

Therefore, it indicates there are 48% of respondents are below 1 lakh of monthly income, 25% of respondents are 1-2 lakh & 2-3 lakh of monthly income, 2% of respondents are 3 lakhs above of monthly income.

Chart 4.4

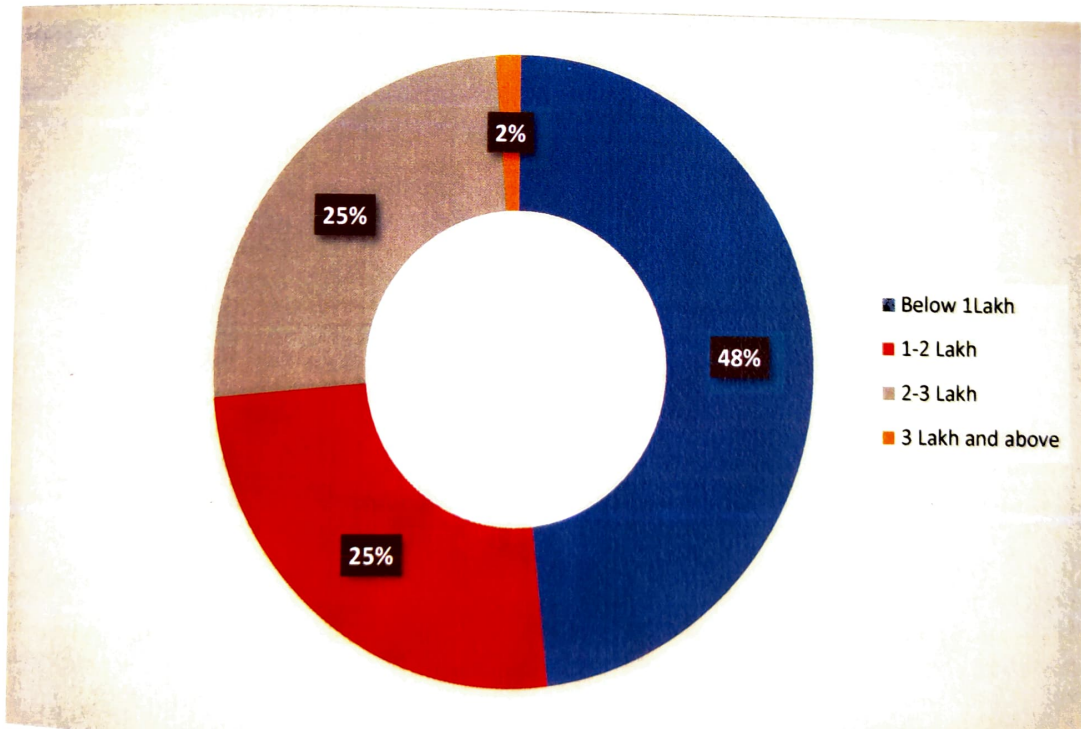


Table 4.5
BEST PRODUCT APPLE PRODUCES

S.NO	Options	No of respondents	Percentage
1.	IPhone	30	59%
2.	Laptop	13	23%
3.	Watch	5	10%
4.	IPad	4	8%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

Therefore, it indicates there are 59% of respondents are for iPhone, 23% of respondents are for laptop, 10% of respondents are for watch, 8% of respondents are for iPad.

Chart 4.5

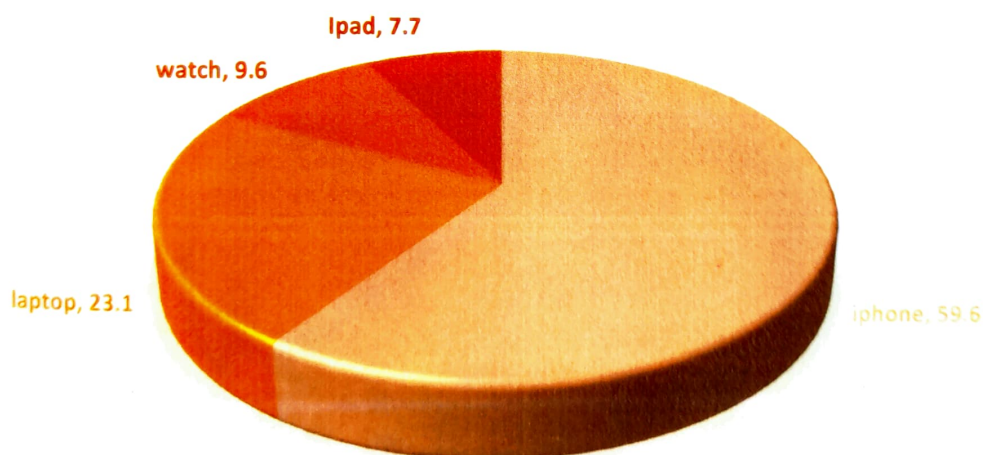


Table 4.6
OFTEN CHANGE/ SWITCH TO NEW PHONE

S.NO	Options	No of respondents	Percentage
1.	Once in a 6 month	2	5%
2.	Between 1-2 year	17	42%
3.	Once in a year	12	3%
4.	More than 2 year	21	50%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

Therefore, it indicates there are 50% of respondents are often change /switch to new phone more than 2years, 42% of respondents are often change / switch to new phone between 1-2 years ,5% of respondents are often change /switch to new phone once in a 6 month, 3% of respondents are often change /switch to new phone once in a year.

Chart 4.6

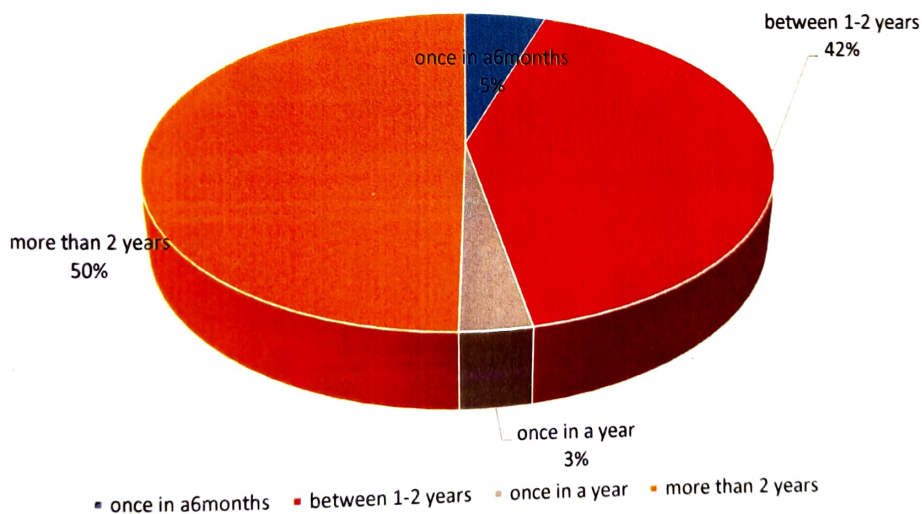


Table 4.7
APPLE IS INNOVATIVE

S.NO	Options	No of Respondent	Percentage
1.	Yes	25	49%
2.	No	3	8%
3.	Maybe	20	42%
4.	No Opinion	4	1%
	Total	52	100

SOURCE: Primary data

INFERENCE:

Therefore, it indicates there are 49% of respondents are choose that apple is innovative, 42% of respondents are choose that apple is may be innovative, 8% of respondents are choose that apple is not innovative, 1% of respondents has no opinion about the innovation of apple product.

Chart 4.7

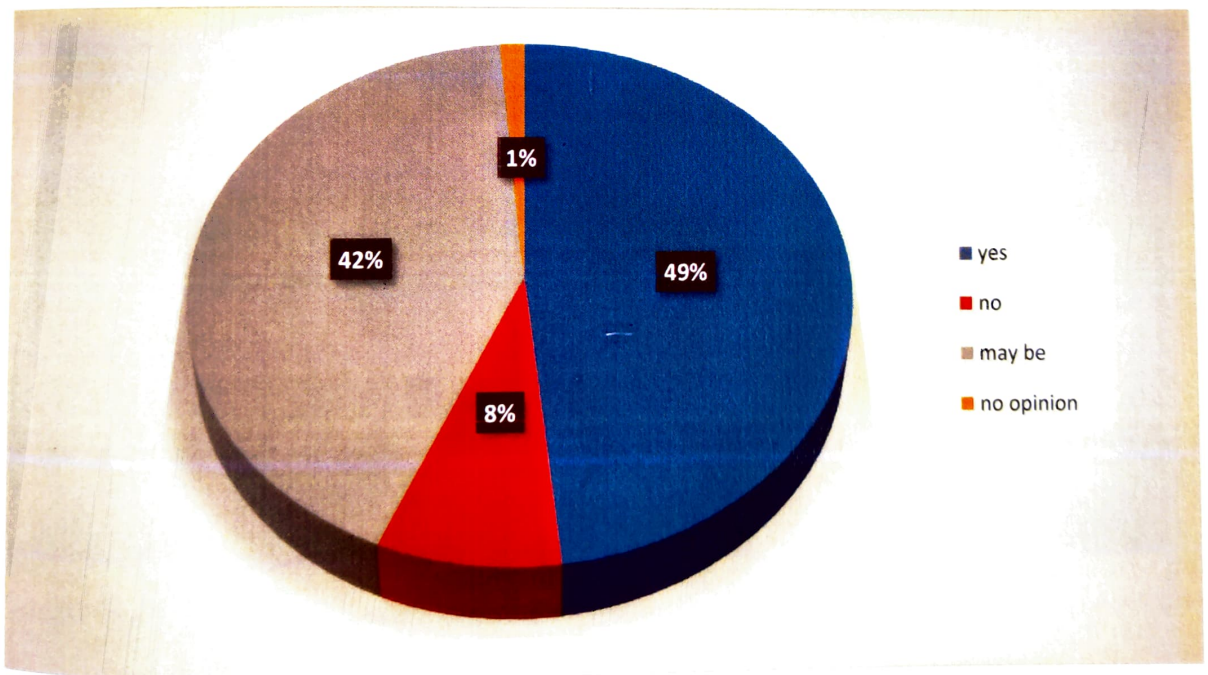


Table 4.8
ADVERTISEMENT OF IPHONE ATTRACT YOU TO BUY

S.NO	Options	No of Respondent	Percentage
1.	Yes	23	45%
2.	No	10	19%
3.	Maybe	19	36%
4.	No Opinion	0	0
	Total	52	100%

SOURCE: Primary data

INFERENCE:

Therefore, it indicates there are 45% of respondents are says that advertisement of iPhone attracts them to buy, 36% of respondent are says that advertisement of iPhone maybe attracts them to buy, 19% of respondents are says that advertisement of iPhone is not attract them to buy.

Chart4.8

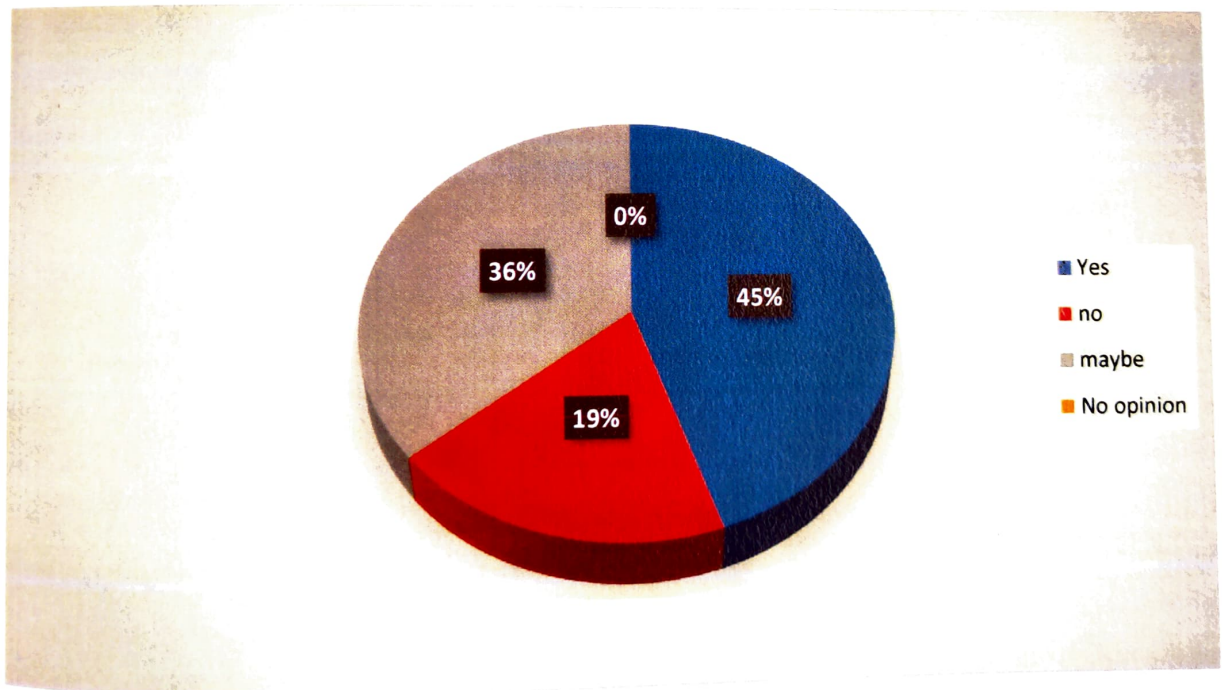


Table 4.9
PRICING OF APPLE PRODUCTS

S.NO	Options	No of Respondent	Percentage
1.	Too Expensive	18	37%
2.	Expensive but affordable	15	31%
3.	Value for Money	15	31%
4.	Cheap	4	1%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

Therefore, it indicates there are 37% of respondents are choose that pricing of apple product is too expensive, 31% of respondents are choose that pricing of apple product is expensive but affordable & value for money, 1% of respondents are choose that pricing of apple product is cheap.

Chart 4.9

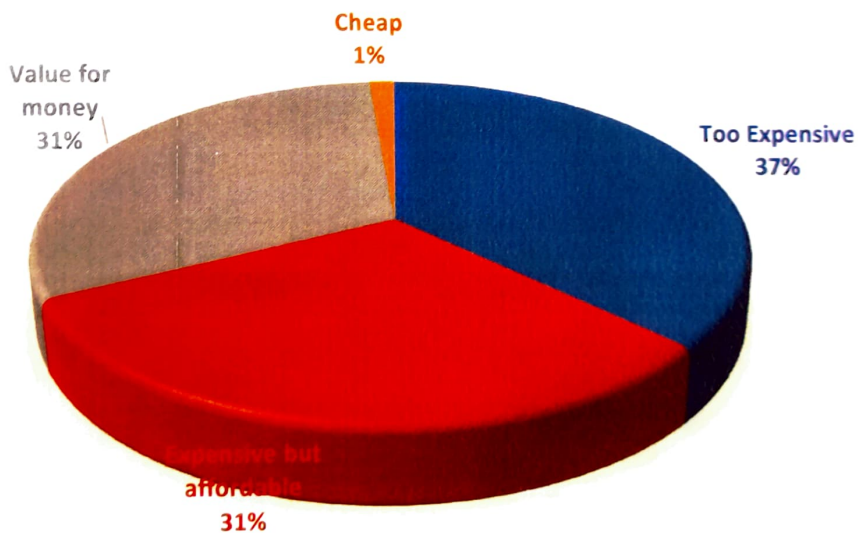


Table 4.10
MOST IMORTANT REASON FOR CHOOSING APPLE IPHONE

S.NO	Options	No of Respondent	Percentage
1.	Appearance	18	35%
2.	Price	6	13%
3.	Features	21	40%
4.	No Opinion	7	12%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

Therefore, it indicates there are 40% of respondent's reason to choosing apple iPhone is its features, 35% of respondent's reason to choosing apple iPhone is its appearance, 13% of respondent's reason to choosing apple iPhone for its price ,12% of respondents have no opinion for choosing apple iPhone.

Chart 4.10

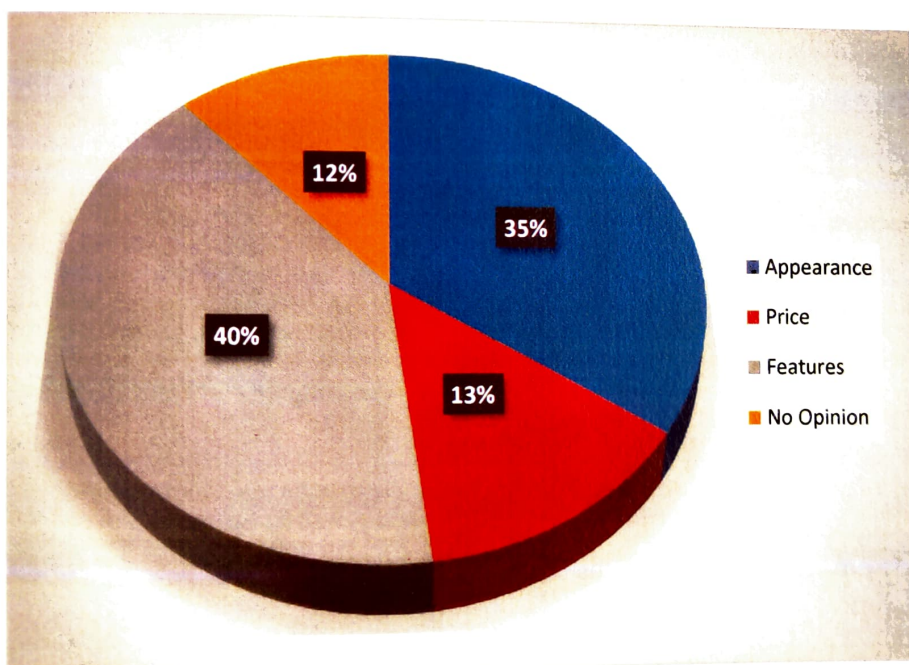


Table 4.11
You hear about the product from

S.NO	Options	No of Respondent	Percentage
1.	Advertisement	10	21%
2.	Apple Store	7	14%
3.	Internet	25	44%
4.	Others	10	21%
	Total	52	100%

SOURCES: Primary data.

INFERENCE:

Therefore, it indicates there are 44% of respondent's have here about the apple product in internet, 21% of respondent's have here about the apple product in advertisement & other ,14% of respondent's have here about the apple product in apple store.

Chart 4.11

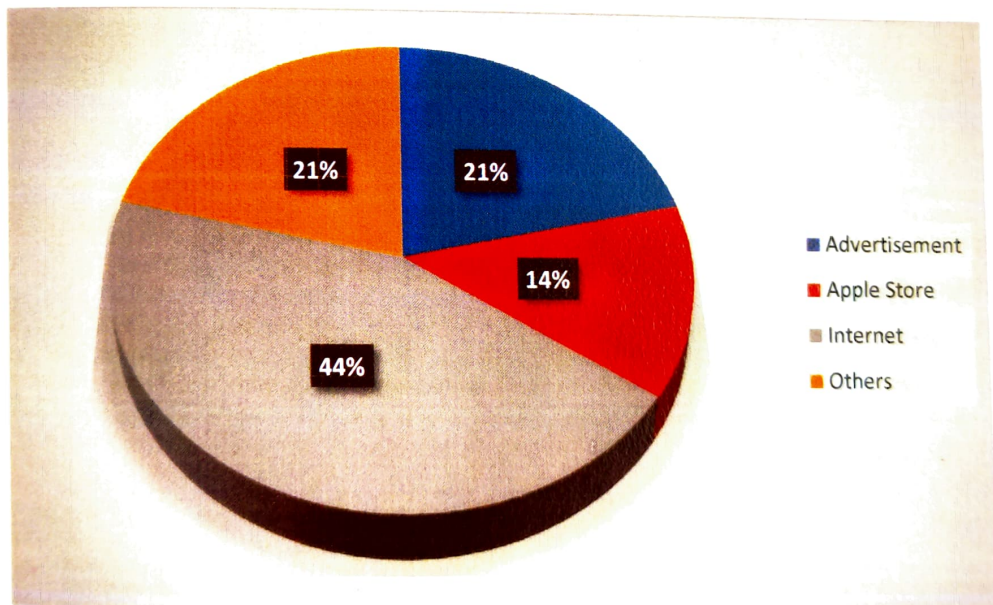


Table 4.12
PURPOSE OF MOBILE PHONE

S.NO	Options	No of Respondent	Percentage
1.	Communication	17	33%
2.	Surf the Internet	15	28%
3.	Business or study purpose	17	33%
4.	Others	3	6%
	Total	52	100%

SOURCES: Primary data.

INFERENCE:

Therefore, it indicates there are 33% of people's purpose only for both Communication and Business or study purpose, 28% of people use only for Surf the internet and 6% of people are using for other purpose

Chart 4.12

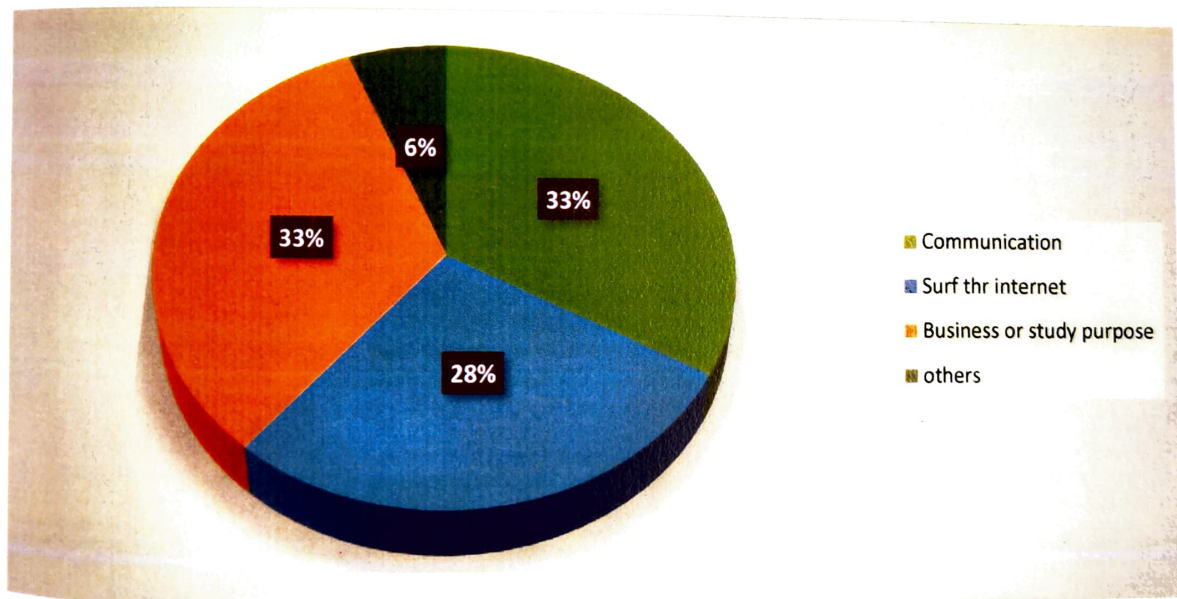


Table4.13

Apple products factor most influenced your decision

S.NO	Others	No of respondents	Percentage
1.	Price	6	5%
2.	Apple brand	24	43%
3.	Product features	19	39%
4.	Design	3	13%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

43% of peoples are influenced by Apple brand, 39% of people are influenced by Product features, 13% of people are influenced by its design and 5% of people influenced by its price

Chart 4.13

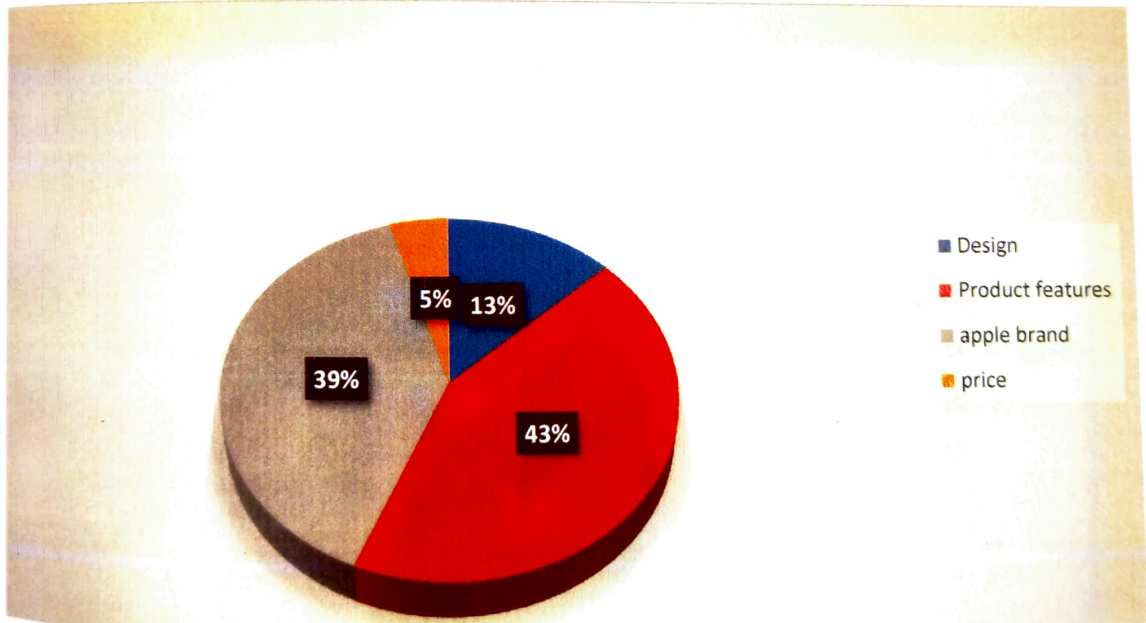


Table 4.14

IPhone applications meet your needs better than other phones

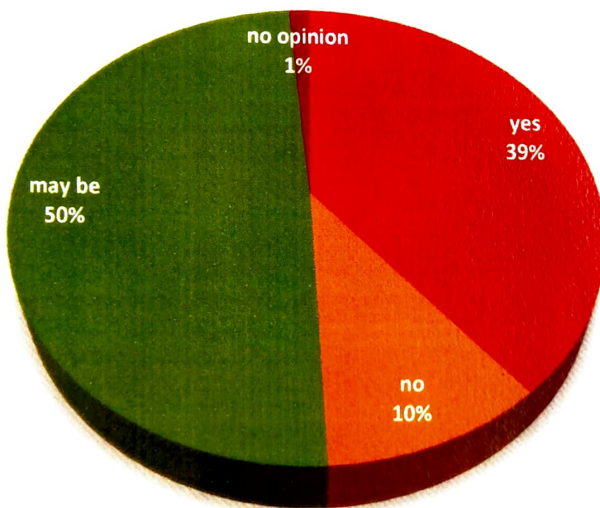
S.NO	Others	No of Respondent	Percentages
1.	Yes	19	39%
2.	No	5	10%
3.	Maybe	24	50%
4.	No Opinion	4	1%
	Total	52	100%

SOURCES: Primary data

INFERENCE:

Therefore, maybe (50%) are more in respondent, 39% of people said Yes, 10% of people said No and 1% of people said No opinion for IPhone applications meet your needs better than other phones

Chart 4.14



■ yes ■ no ■ maybe ■ no opinion

Table 4.15
Like the Advertisement

S.NO	Others	No of Respondent	Percentage
1.	Yes	30	60%
2.	No	7	13%
3.	Maybe	9	15%
4.	No Opinion	6	12%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

Totally 60% of people like the advertisement, 15% of peoples said Maybe, 13% of people said No and 12% of people said No opinion for the liking of Advertisement

Chart 4.15

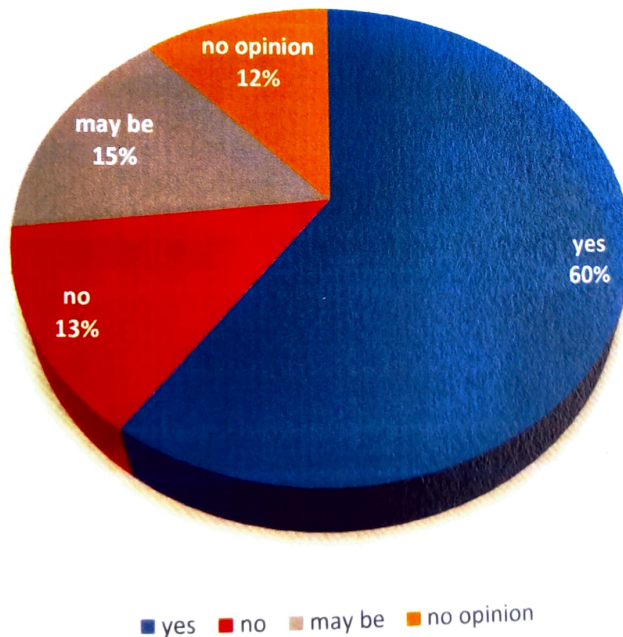


Table 4.16

Immediately buy any products arrives in apple brand

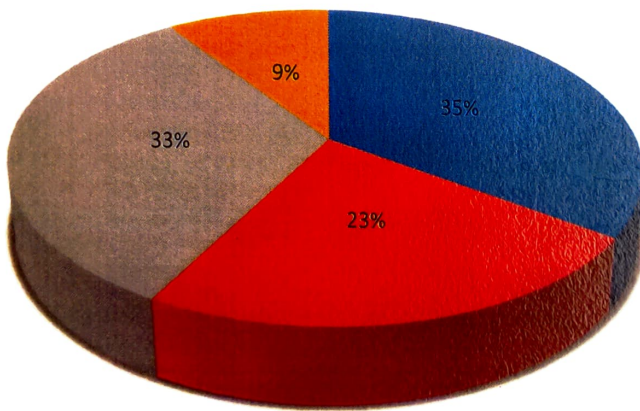
S. No	Options	No of respondent	Percentage
1.	Yes	18	34%
2.	No	11	21%
3.	Maybe	18	35%
4.	No Opinion	5	10%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

35% of people can immediately try to buy any products arrives in apple brand, 34% of people said Yes we can by immediately, 21% of people said No can't able to buy immediately, 10% of people said No opinion.

Chart 4.16



■ yes ■ no ■ may br ■ no opinion

Table 4.17
Payment to purchase

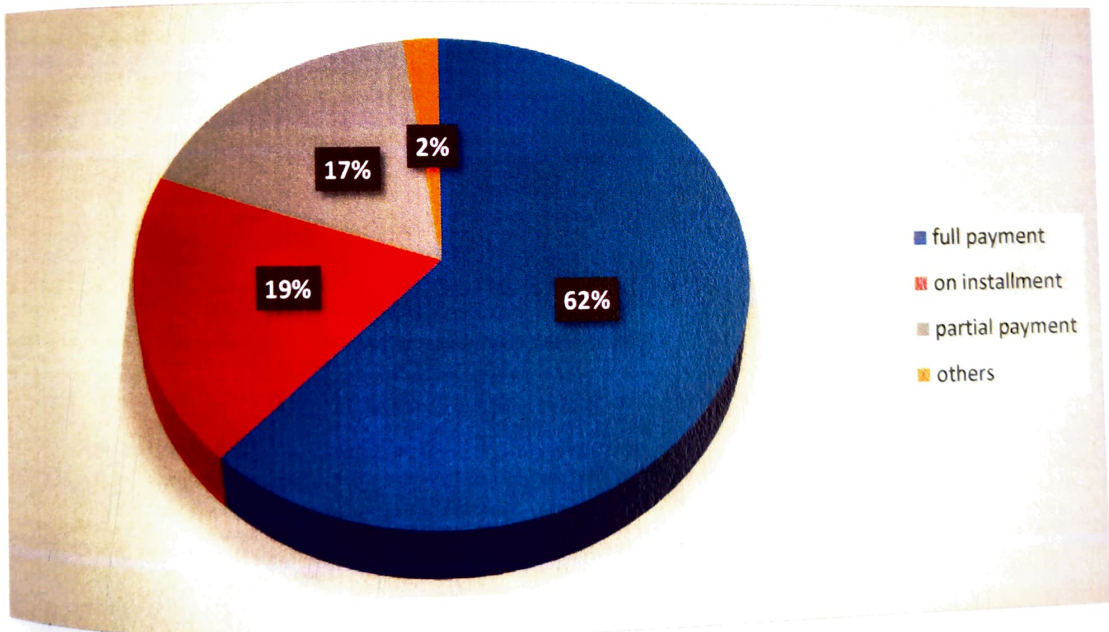
S.NO	Options	No of Respondent	Percentage
1.	Full Payment	33	62%
2.	On instalment	10	19%
3.	Partial Payment	9	17%
4.	Others	0	2%
	Total	52	100%

Source: Primary data

INFERENCE:

Therefore 62% of people can able to buy in full payment, 19% can buy in On installment, 17% can by in partial payment, 2% can buy in other methods

Charts 4.17



Total 4.18

Apple products are over priced

S.NO	Options	No of Respondent	Percentage
1.	Yes	32	60%
2.	No	5	9%
3.	Maybe	15	31%
4.	No opinion	0	0%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

60% of people said yes to Apple products are overpriced, 31% of people said Maybe to Apple products are overprice, 9% of people said No to Apple products are overpriced.

Chart 4.18

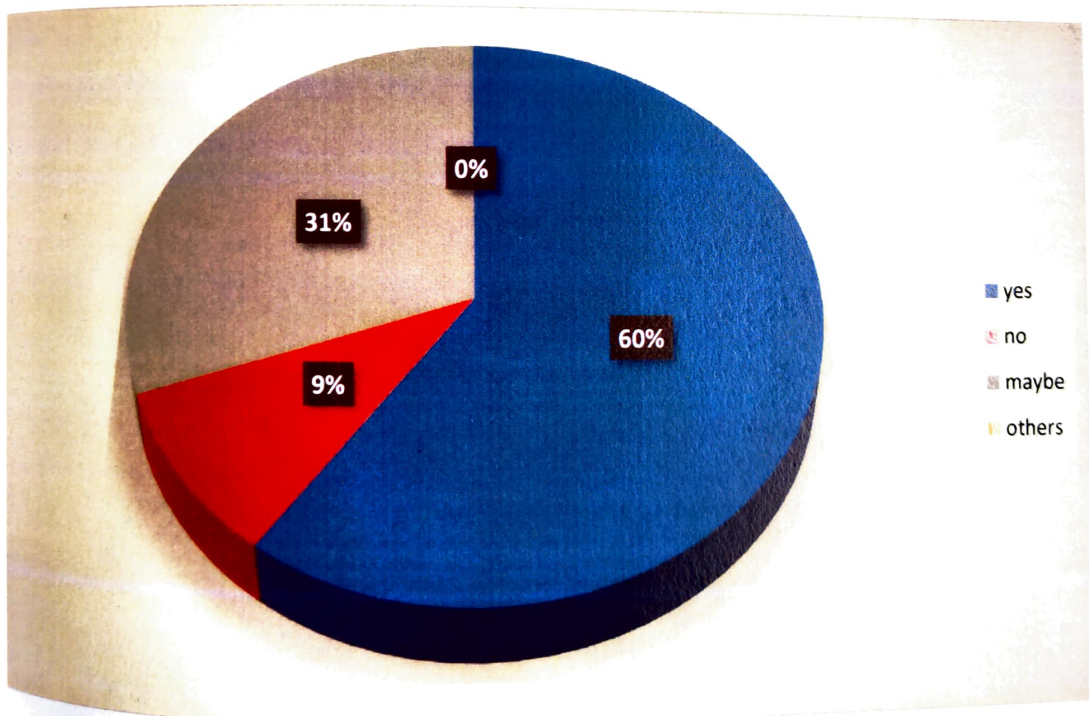


Table 4.19
Care about their customer

S.NO	Options	No of Respondent	Percentage
1.	Yes	27	52%
2.	No	4	8%
3.	Maybe	16	31%
4.	No opinion	5	9%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

52% of people said yes to apple care about their customer, 31% of people said no said maybe they care about their customer, 9% of people said No opinion and 8% of people said No.

Chart 4.19

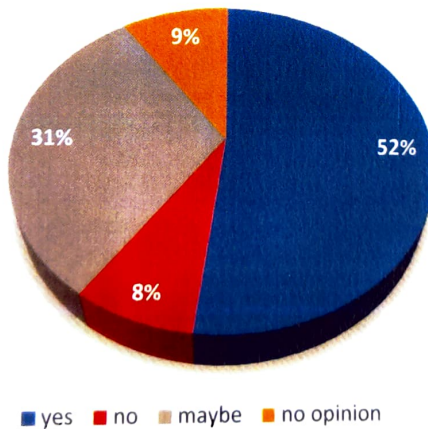


Table 4.20
Advantage of having an iPhone

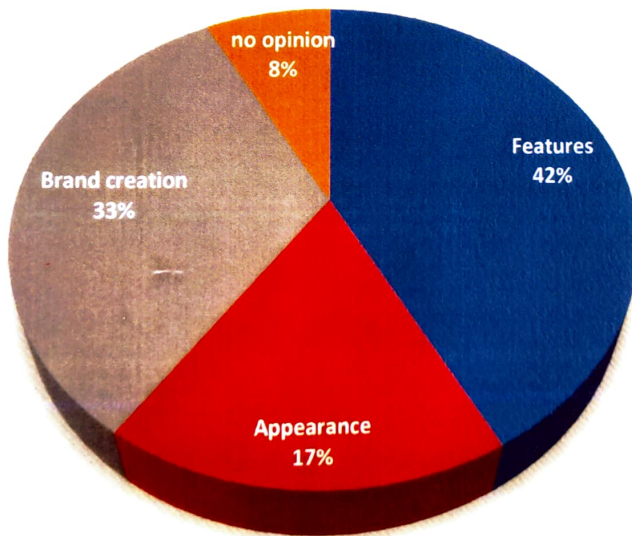
S.NO	Options	No of respondent	Percentage
1.	Features	22	42%
2.	Appearance	9	17%
3.	Brand Creation	17	33%
4.	No opinion	4	8%
	Total	52	100%

SOURCES: Primary data

INFERENCE:

42% of people having iPhone for its features, 33% of people having for its Brand creation, 17% of people having for its Appearance, 8% of people said No opinion.

Chart 4.20



■ Features ■ Appearance ■ Brand creation ■ no opinion

Table4.21

Resolve issues while using apple products

S.NO	Options	No of respondent	Percentage
1.	Apple support site	12	23%
2.	Web/Forums	12	23%
3.	Brand Names	21	40%
4.	Others	7	14%
	Total	52	100%

Sources: Primary data

INFERENCE:

Therefore, Brand Name (40%) has more respondent, 23% of people said Apple support site and Web/Forums, 14% of people said to Others.

Charts 4.21

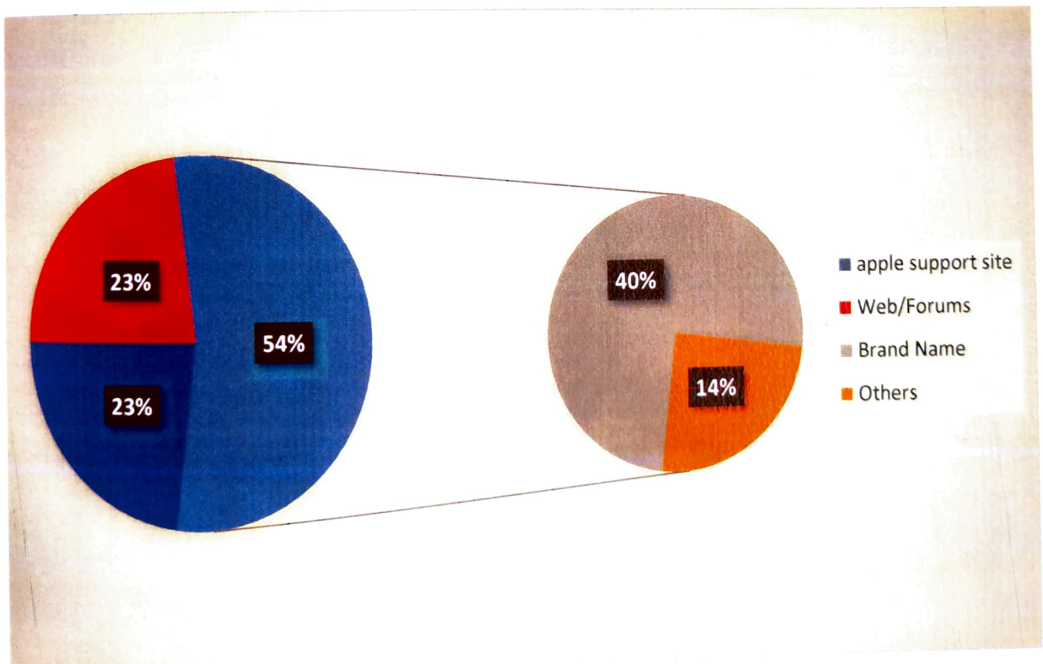


Table 4.22

Apple iPhone allow you to perform all the tasks

S.NO	Options	No of Respondent	Percentage
1.	Yes	23	40%
2.	No	7	15%
3.	Maybe	19	39%
4.	No opinion	3	6%
	Total	52	100%

Sources: Primary data

INFERENCE:

40% of people can able to perform all the tasks, 39% of people may be able to perform all the tasks, 15% of people can't able to perform all tasks, 6% of people's said no opinion.

Chart 4.22

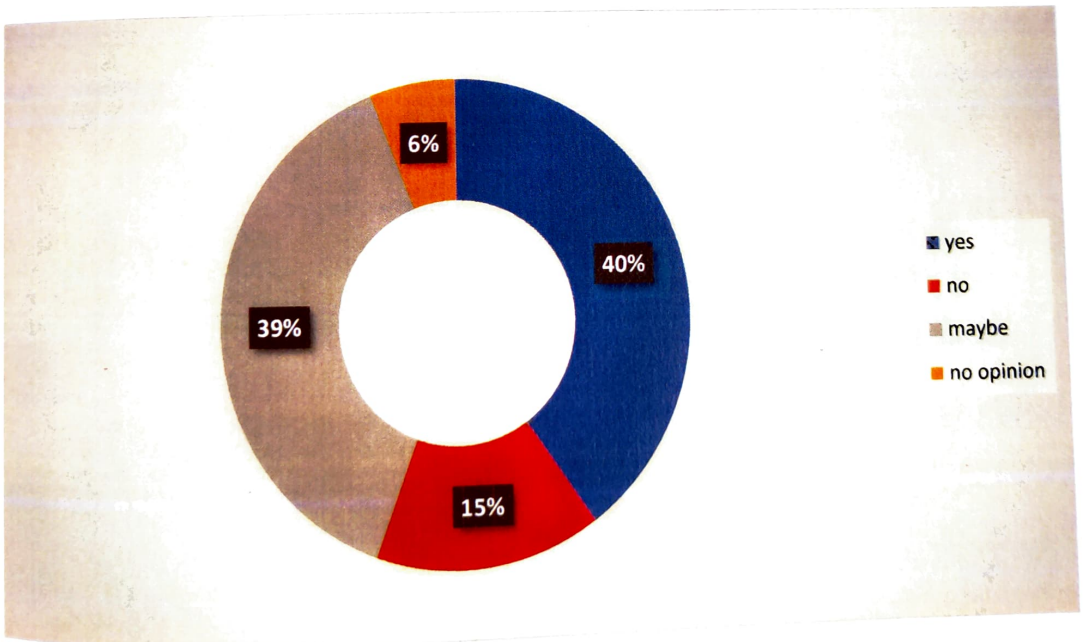


Table 4.23
Reasons to get apple watch

S.NO	Options	No of respondents	Percentage
1.	Wanted the latest device from apple	11	21.2%
2.	Liked the design and appearance	14	26.9%
3.	To be more productive and efficient	13	25%
4.	Not applicable	14	26.9%
	Total	52	100%

SOURCES: Primary data

INFERENCE:

Therefore, to be more productive 25% liked to get apple watch, 26.9% like the design and appearance and Not applicable, 21.2% people wanted the latest device from apple.

Chart 4.23

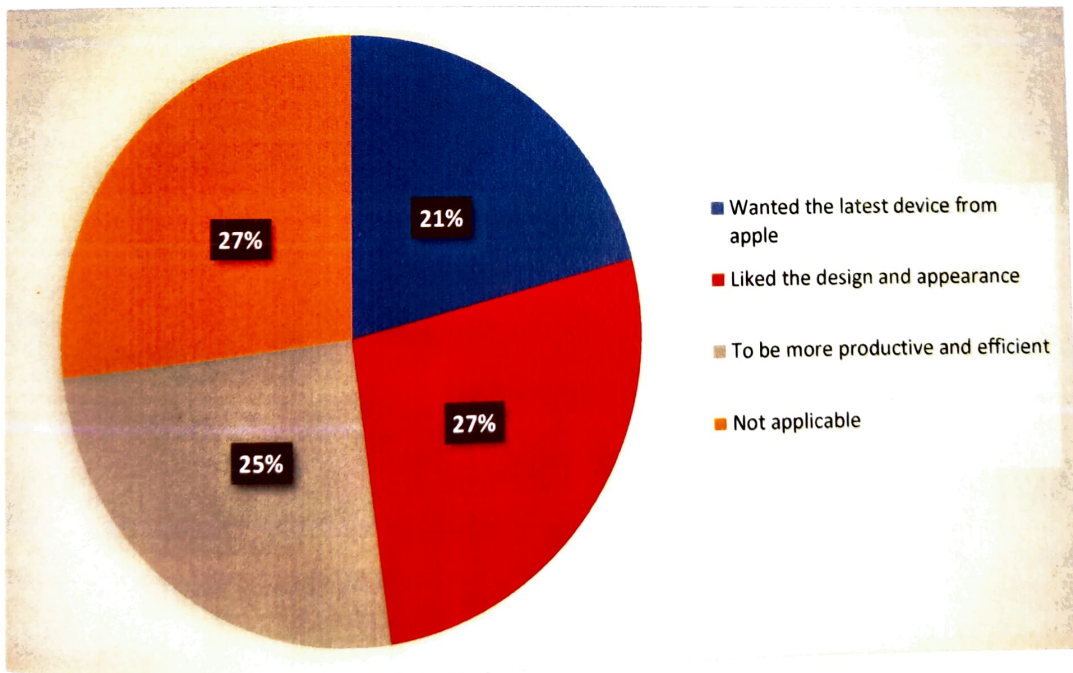


Table 4.24
Choose to use an apple product

S.NO	Choose to use an apple product	No of respondent	Percentage
1.	More productive	22	42.3%
2.	Easier to use	10	19.2%
3.	Reliability	13	25%
4.	Others	7	13.5%
	Total	52	100%

SOURCES: Primary data

INFERENCE:

42.3% of reliability people can like to choose Apple product, 25% of More Productive, 19.2% of Easier to use, 13.5% others to choose an apple product.

Chart 4.24

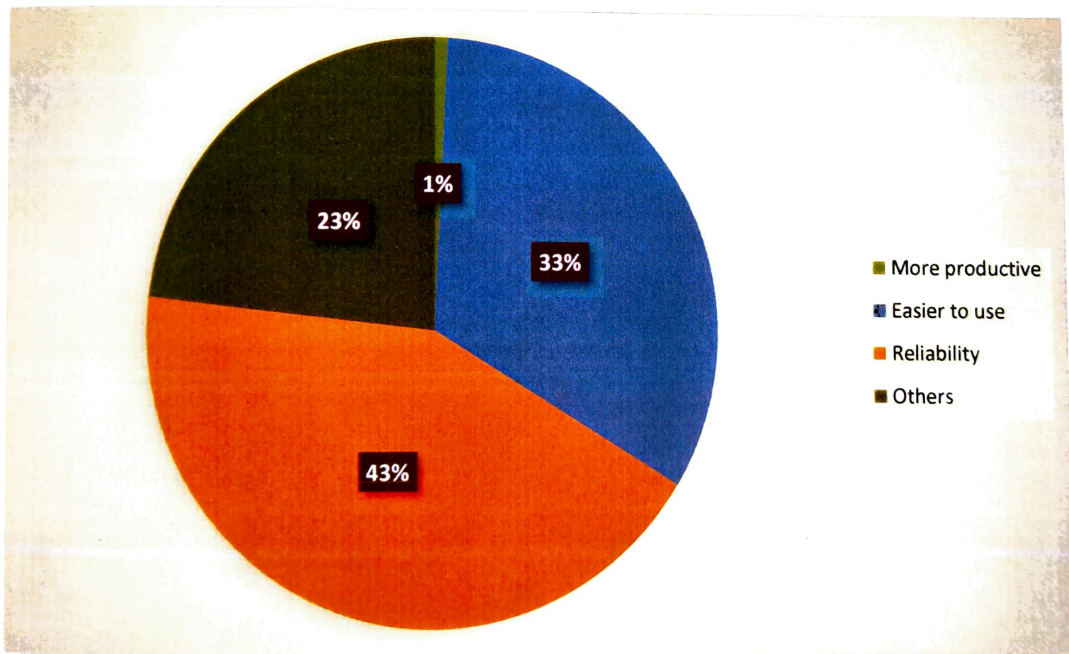


Table 4.25
Years you have been using apple products

S.NO	Options	No of Respondent	Percentage
1.	Less than a year	16	32%
2.	1-2 year	10	20%
3.	2-3 year	13	26%
4.	More than 3 years	11	22%
	Total	50	100%

SOURCE: Primary data

INFERENCE:

32% of people are using apple products less than a year, 26% of people are using 2-3 years, 22% are using more than 3 years, 20% are using 1-2 years.

Chart 4.25

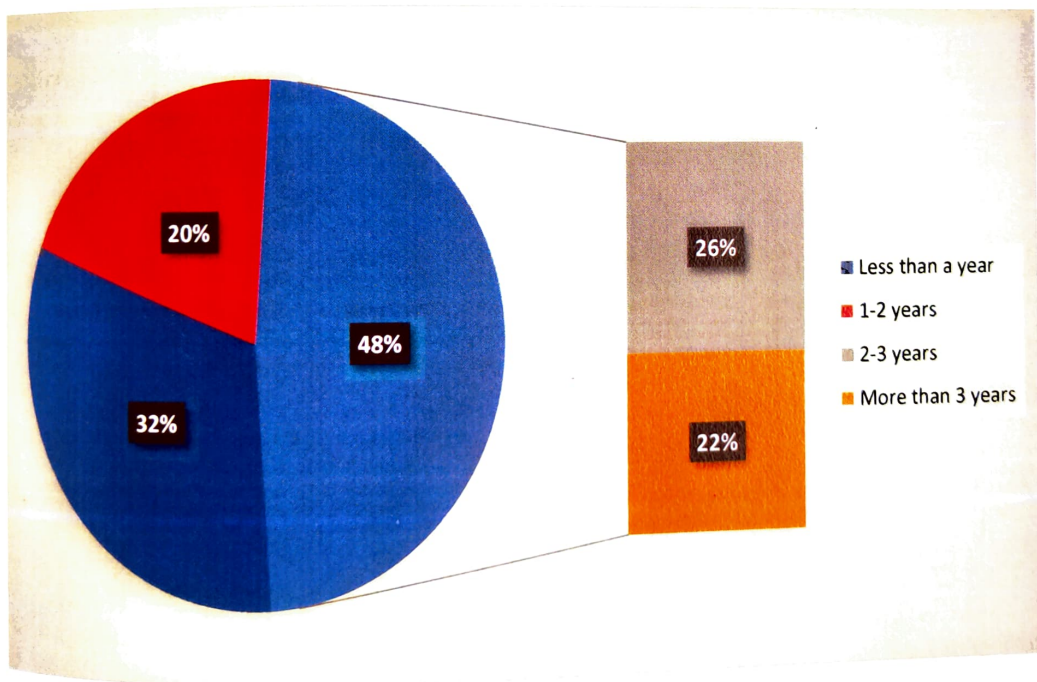


Table 4.26

Apple increased all its selling price by 20% would you still purchase

S.NO	Options	No of respondent	Percentage
1.	Yes	18	34.6%
2.	No	14	26.9%
3.	Maybe	19	36.5%
4.	No opinion	1	1.9%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

34.6% of people are willing to purchase apple products till its selling price increased by 20%,26.9% of people are not willing to purchase apple products till its selling price increased by 20%,36.5% of people may purchase apple products till its selling price increased by 20%.

Chat 4.26

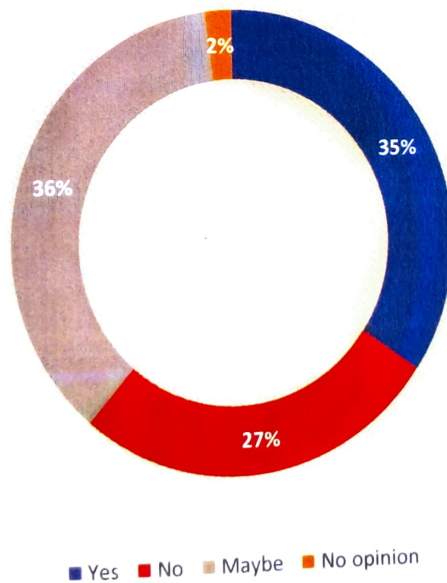


Table 4.27
An Apple Brand over competitors

S.NO	Options	No of Respondent	Percentage
1.	user friendly	9	17.6%
2.	Technology updating	26	51%
3.	Company's customer services	10	19.6%
4.	other	7	11.8%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

51% of peoples Brand over competitors in technology updating, 17.6% of people's brand over competitors in users friendly, 19.6% of people's brand over competitors in company's customer services, 11.8% of brand over competitors over other according to their opinion.

Chart 4.27

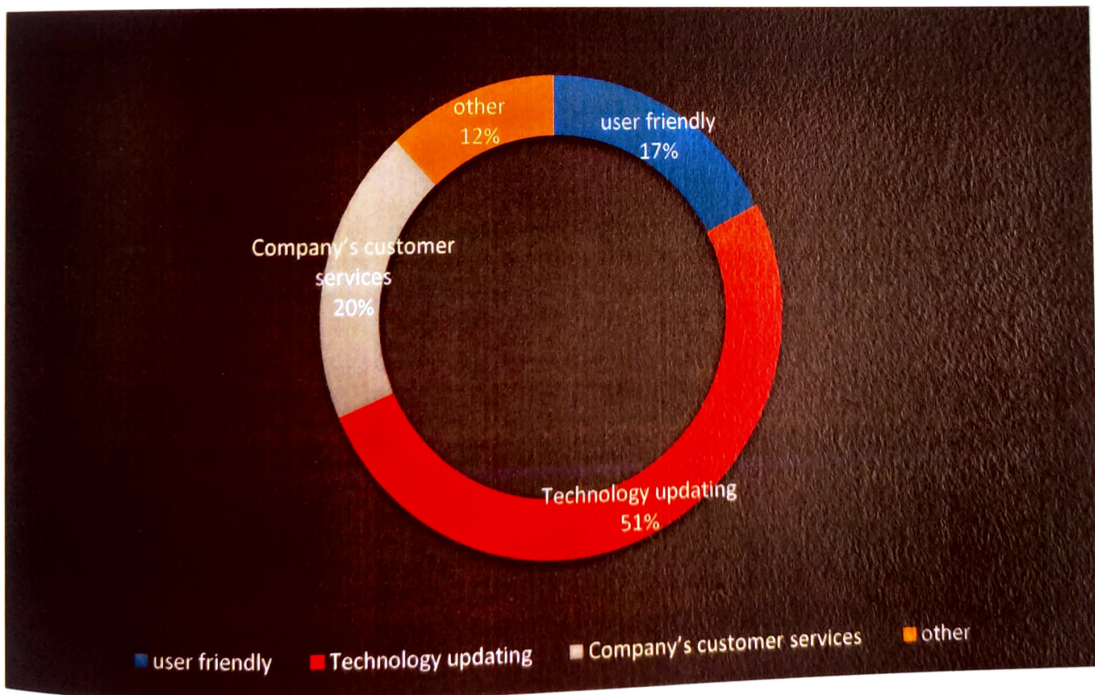


Table 4.28
Apple brand what comes in mind

S.NO	Options	No of Respondent	Percentage
1.	Logo	21	40%
2.	Secured products	14	28%
3.	Brand	15	28%
4.	High price	2	4%
	Total	52	100%

SOURCES: Primary data

INFERENCE:

40% of people's mind logo comes first, 28% of peoples mind Secured products and Brand appears, 4% of people's thinks about price.

Chart 4.28

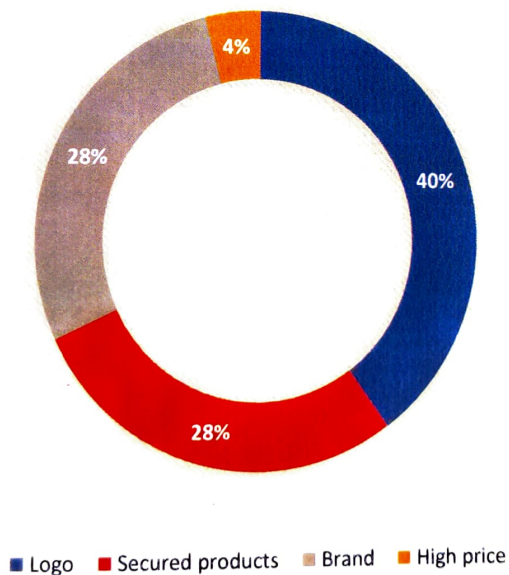


Table 4.29
Apple watch bands do you like

S.NO	Options	No of Respondent	Percentage
1.	sports band	8	16.3%
2.	Modern buckle	11	22.4%
3.	Classic buckle	18	34.7%
4.	No opinion	15	26.5%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

34.7% like classic buckle in apple watch, 26.5% has no opinion, 22.4% like Modern buckle in apple watch, 16.3% like Sports brand.

Chart 4.29

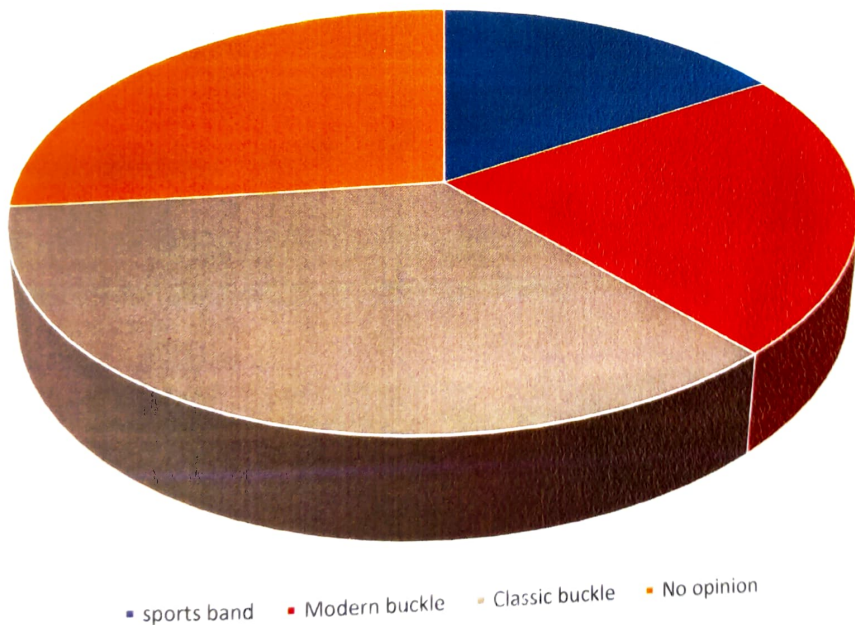


Table 4.30

Difference unlocking Apple Products

S.NO	Options	No of Respondent	Percentage
1.	Yes	17	32%
2.	No	10	20%
3.	May be	20	38%
4.	No opinion	3	10%
	Total	50	100%

SOURCE: Primary data

INFERENCE:

20% of people said that they found difference in unlocking, 38% of people said may be we found a difference, 32% of people said that Yes we found a difference, 10% of people has No opinion.

Chart 4.30

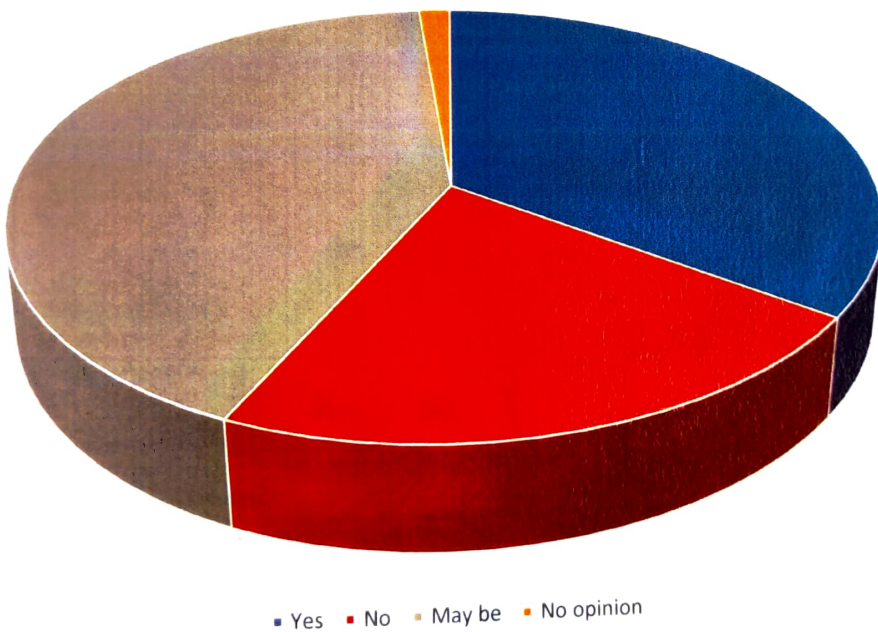


Table 4.31

Apple's Market dominance will be beaten by another brand

S.NO	Options	No of Respondent	Percentage
1.	Yes	24	45%
2.	No	7	13.7%
3.	Maybe	17	33.3%
4.	No opinion	4	7.8%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

45% of people said yes dominance will have beaten by other brand, 33.3% of people said maybe it will have beaten, 13.7% of people said no it will not be beaten, 7.8% of people said no opinion

Chart 4.31

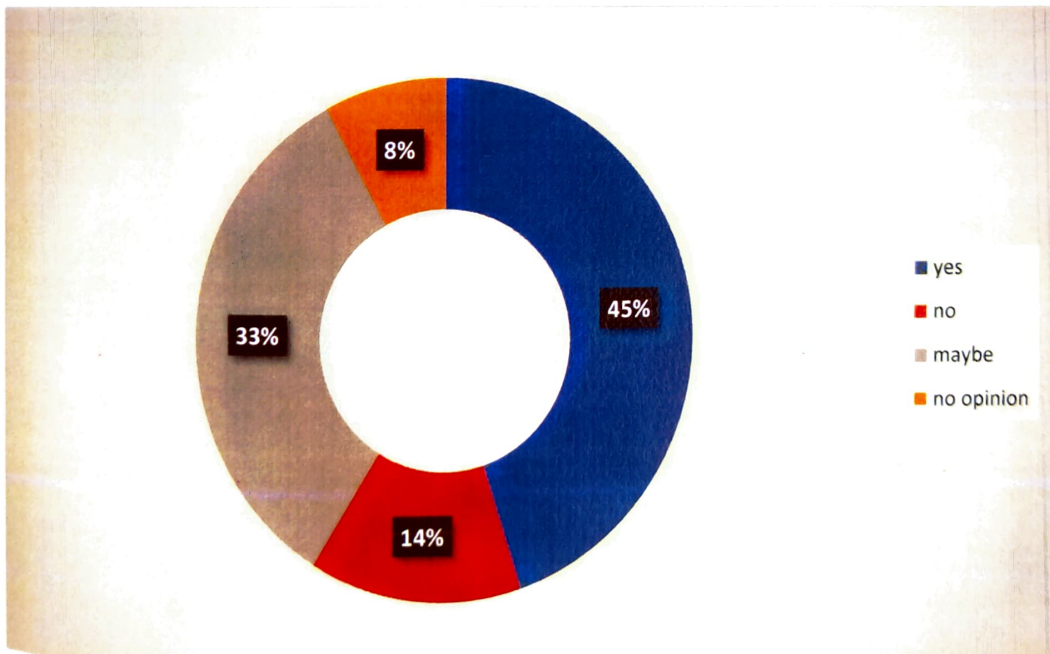


Table 4.32

Feature do you like best in the iPhone

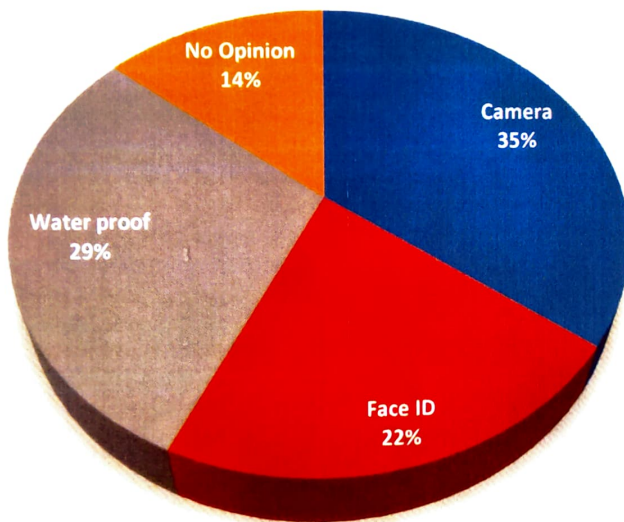
S.NO	Options	No of Respondent	Percentage
1.	Camera	19	35.3%
2.	Face ID	11	21.6%
3.	Water proof	15	29.4%
4.	No opinion	7	13.7%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

32.3% of people said camera is best in the phone, 29.4% of people said waterproof, 21.6% of people said face id, 13.7% of people said no opinion.

Chart 4.32



■ Camera ■ Face ID ■ Water proof ■ No Opinion

Table 4.33
Quality of the air pods

S.NO	Options	No of Respondents	Percentage
1.	Satisfactory	21	4%
2.	Average	14	27%
3.	Unsatisfactory	3	6%
4.	No opinion	14	27%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

27% of people said no opinion and Average quality of air pods, 6% of people said un satisfactory and 4% of people said satisfactory.

Chart 4.33

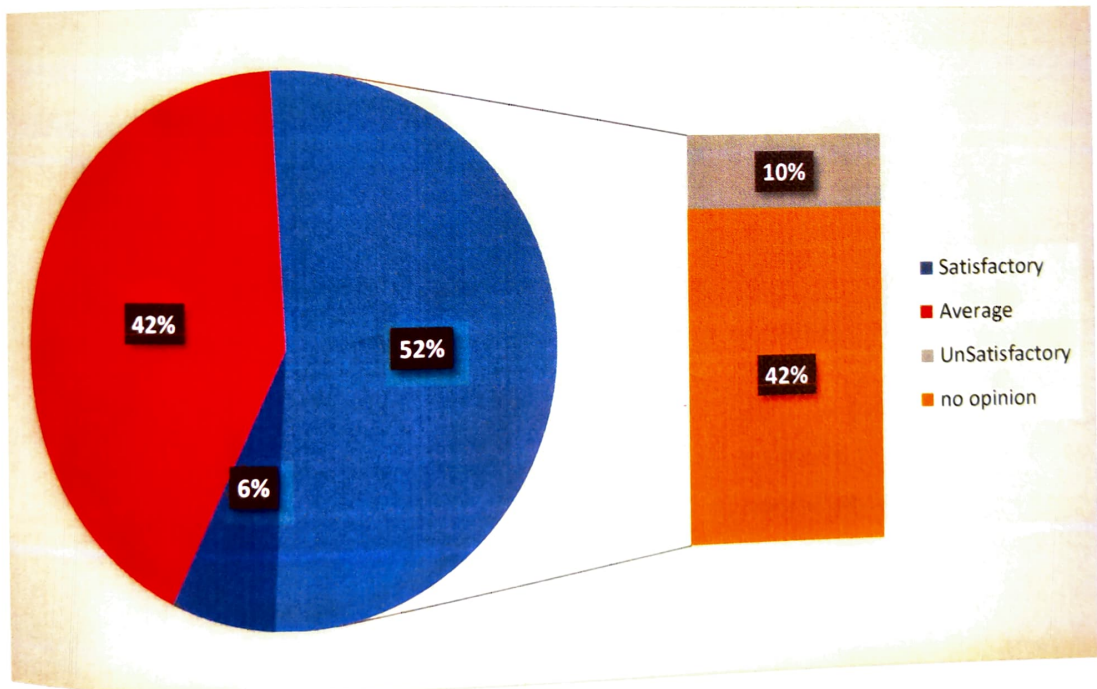


Table 4.34
The battery lifetime

S.NO	Options	No of Respondents	Percentage
1.	Too long	10	17.6%
2.	The Right amount of battery I need	16	33.3%
3.	Too short	18	35.3%
4.	No opinion	8	13.7%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

35.5% of people said battery life time is too short, 33.3% of people said battery life is the right amount of battery I need, 17.6% of people said battery life is too long, 13.7% of people said no opinion about battery life

Chart 4.34

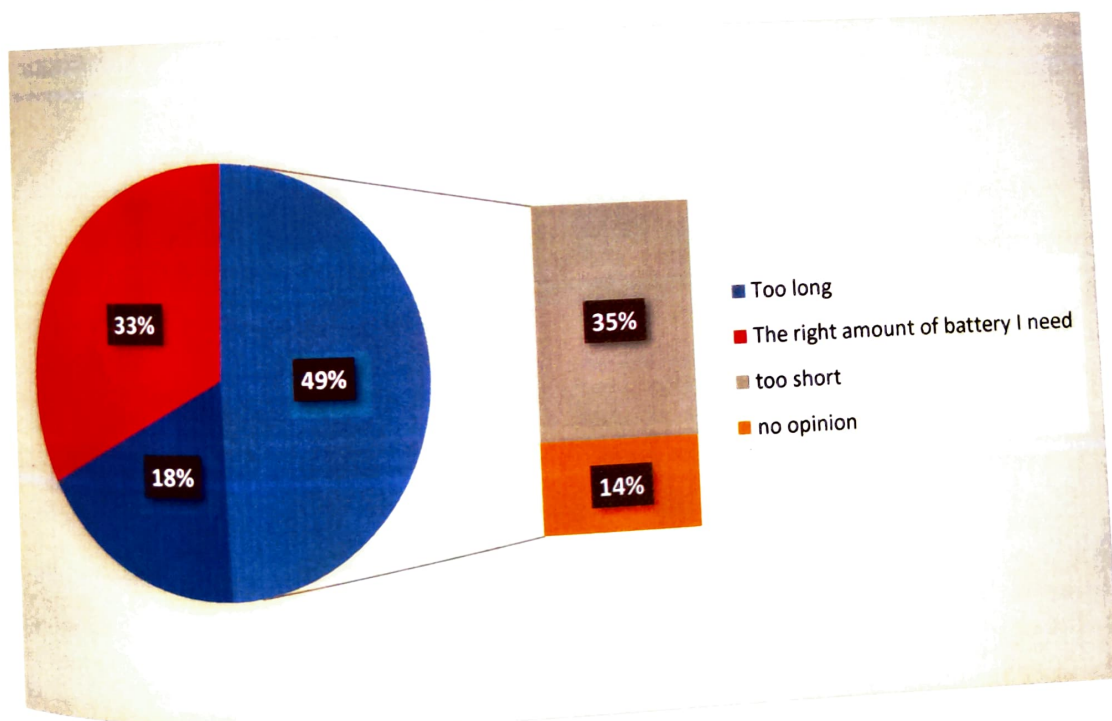


Table 4.35
Aware of iCloud

S.NO	Options	No of Respondents	Percentage
1.	Yes	20	39.2%
2.	No	13	23.5%
3.	Maybe	15	29.4%
4.	No opinion	4	7.8%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

39.2% of people aware of iCloud, 29.4% of people may be, 23.5% of people said no, 7.8% of people said no opinion.

Chart 4.35

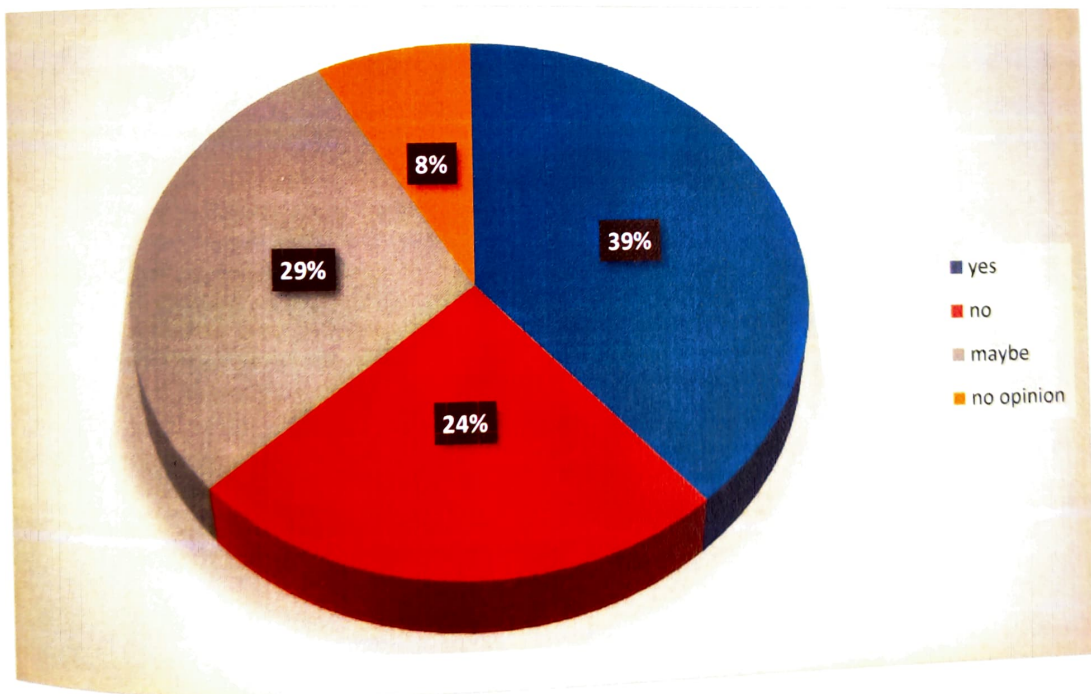


Table 4.36
Handle your Apple Care Agreement issue

S.NO	Options	No of Respondent	Percentage
1.	Yes	22	43%
2.	No	10	19.6%
3.	Maybe	14	23.5%
4.	No opinion	6	13.7%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

43% of people said yes to apple care agreement issue, 23.5% of people said maybe to agreement issue, 19.6% of people said no to agreement issue, 13% of people said no opinion.

Chart 4.36

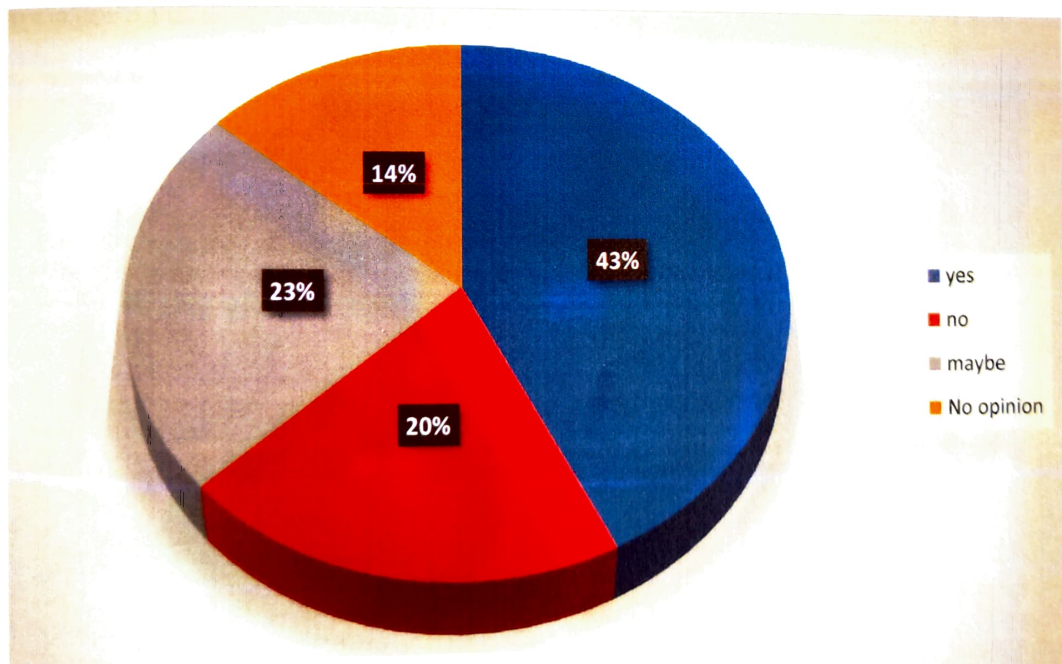


Table 4.37

People still buy an iPhone when all flagship Android phones are much more advanced and cheaper

S.NO	Options	No of Respondents	Percentage
1.	Security and Privacy	27	51%
2.	Camera	13	25.5%
3.	Features	9	17.6%
4.	Others	3	5.9%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

51% of People still buy an iPhone when all flagship Android phones are much more advanced and cheaper, 25.5% of People still buy an iPhone when all flagship Android phones are much more advanced and cheaper, 17.6% of People still buy an iPhone when all flagship Android phones are much more advanced and cheaper.

Chart 4.37

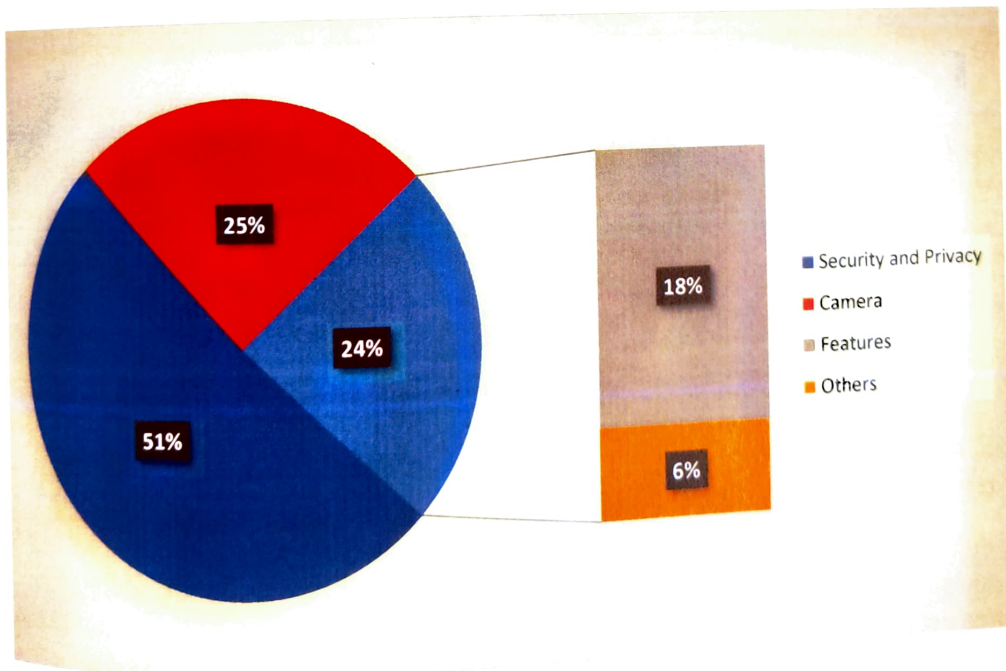


Table 4.38

Your total work you can able to complete on the Apple products

S.NO	OPTIONS	No of Respondent	Percentage
1.	All	13	25.5%
2.	Most	19	37.3%
3.	Little	12	23.5%
4.	No opinion	8	13.7%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

37.3% of people can complete most of the work, 25.5% of people can complete all the work, 23.5% of people can complete little work, 13.7% of people has no opinion.

Chart 4.38

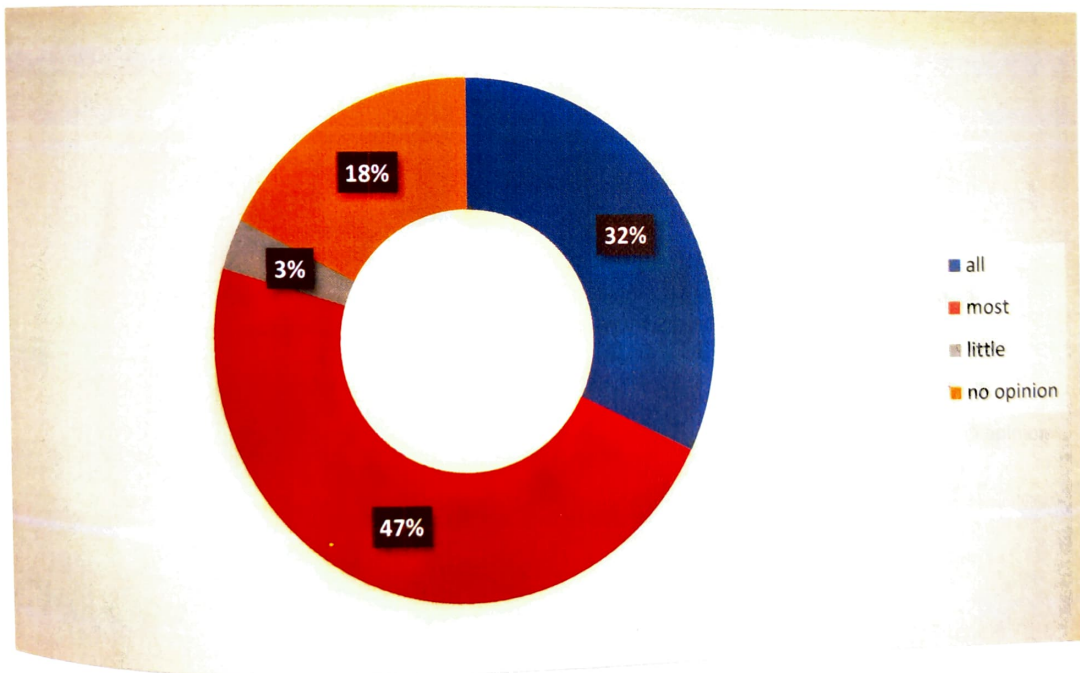


Table 4.39

Do you use each of these features on your Apple watch

S.NO	Options	No of Respondent	Percentage
1.	Messages	9	15.7%
2.	Workout	7	13.7%
3.	Heart rate sensor	10	17.6%
4.	Non purchaser	26	52.9%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

52.9% of people use non-purchaser of all the features of apple watch, 17.6% of people use heart rate sensor of apple watch, 15.7% of people use message in apple watch, 13.7% of people use only for work out.

Chart 4.39

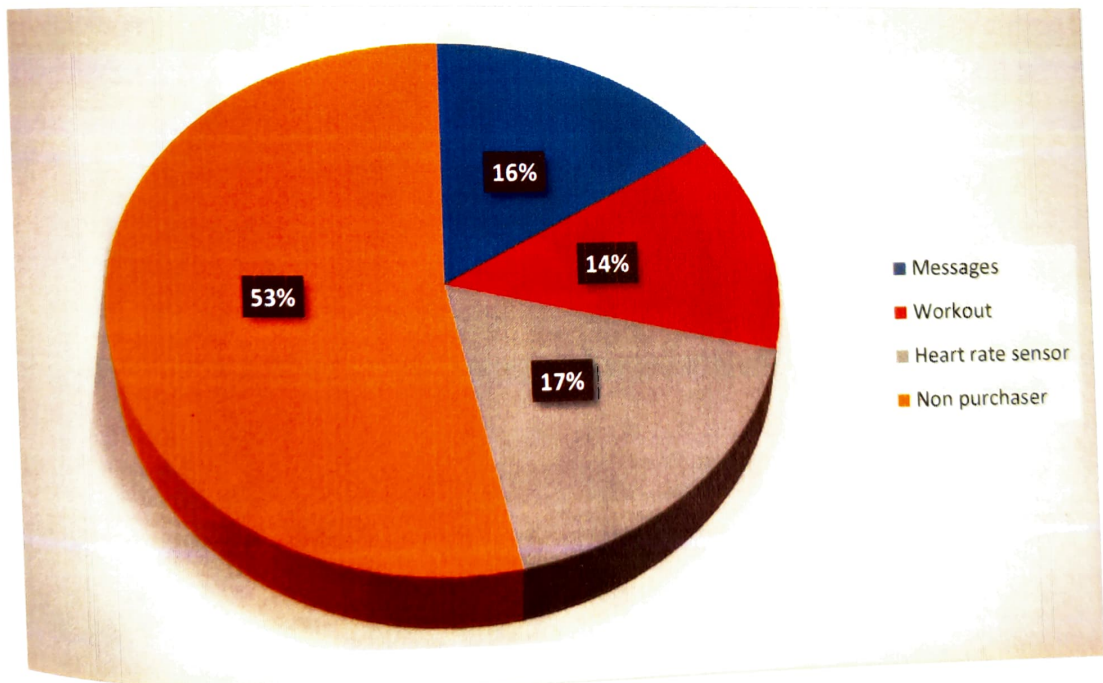


Table 4.40
Fast internet and Wi-Fi connectivity

S.NO	Options	No Of Respondent	Percentage
1.	Yes	22	43.1%
2.	No	2	3.9%
3.	Maybe	20	37.3%
4.	No opinion	8	15.7%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

43.1% of people said yes to their fast internet and Wi-Fi connectivity, 37.35 of people said maybe to their fast internet and Wi-Fi connectivity, 15.7% of people has no opinion

Chart 4.40

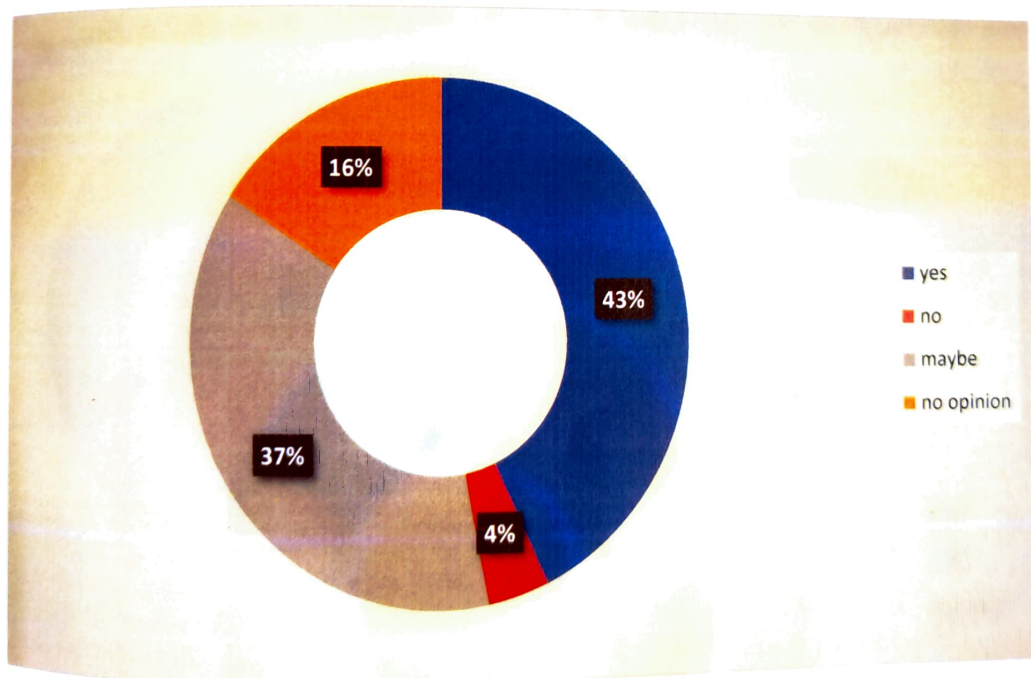


Table 4.41

Receiving regular software updates and security patches

S.NO	Options	No of respondent	Percentage
1.	Yes	30	56.9%
2.	No	6	11.8%
3.	Maybe	11	21.6%
4.	No opinion	5	9.8%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

56.9% of people get regular updates correctly, 21.6% of people may be they get regular update, 11.8% of people has no regular update, 9.8% of people has no opinion.

Chart 4.41

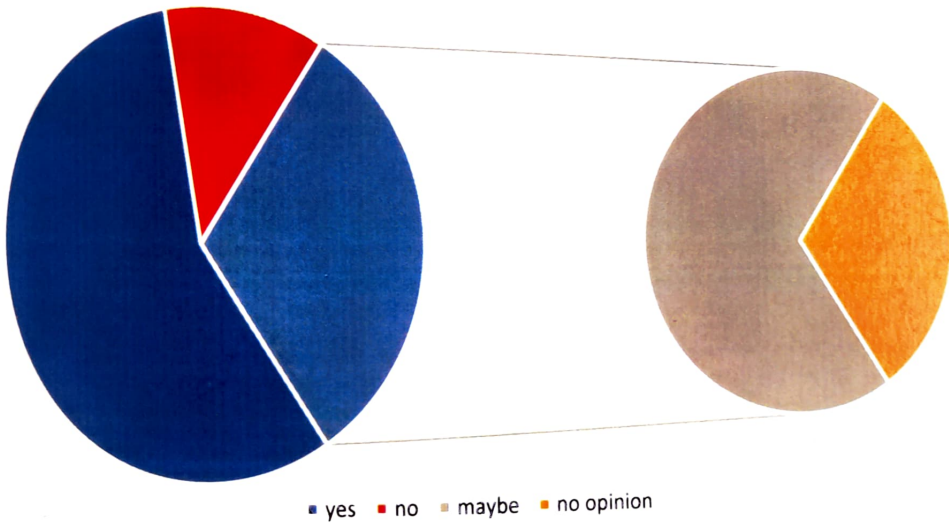


Table 4.42
Good in Apple Laptops

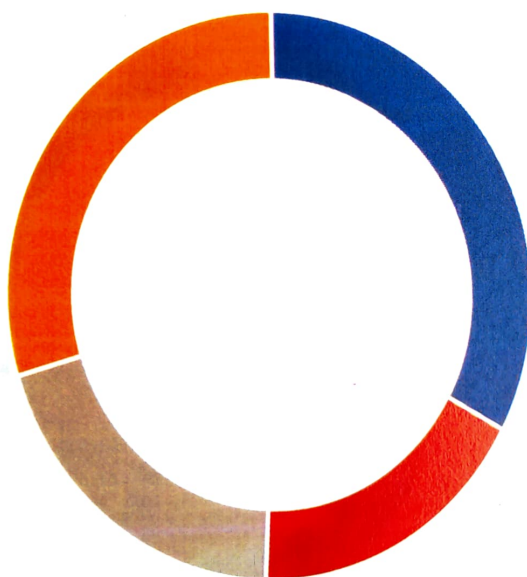
S.NO	Options	No of Respondents	Percentage
1.	Ram	17	33.3%
2.	Graphics	10	17.6%
3.	Disk Space	10	19.6%
4.	No opinion	15	29.4%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

33.3% of people said ram is good in laptops, 29.4% of people has no opinion, 19.6% of people said disk space is good in apple laptops, 17.6% of people said graphics.

Chart 4.42



■ Ram ■ Graphics ■ Disk Space ■ 4th Qtr

Table 4.43

Like to purchase Apple products from

S.NO	Options	No of Respondent	Percentage
1.	Online	10	10.9%
2.	Apple Store	32	62.7%
3.	Others	9	15.7%
4.	No opinion	1	2%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

62.7% of people like to purchase in Apple store, 15.7% of people has like other options, 10.9% of people has like to purchase in online, 2% of people has no opinion

Chart 4.43

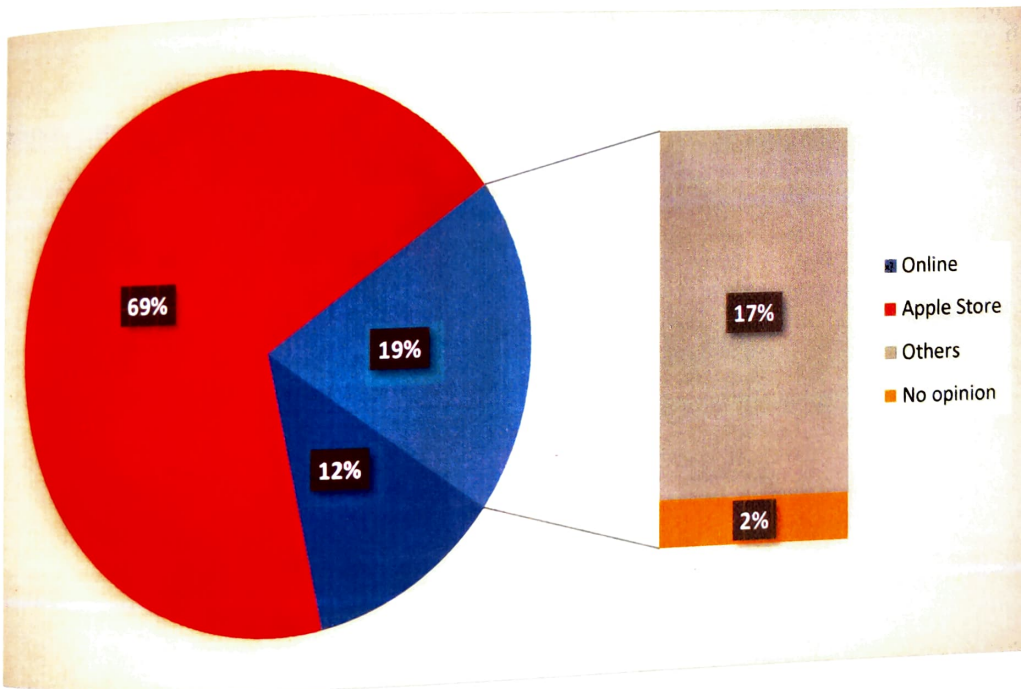


Table 4.44
Satisfied with the product Quality

S.NO	Options	No of respondent	Percentage
1.	Satisfied	31	59.8%
2.	Average	12	23.5%
3.	Unsatisfied	2	3.9%
4.	No opinion	7	12.8%
	Total	52	100%

SOURCES: Primary data

INFERENCE:

59.8% of people are satisfied with the product quality, 23.5% of people are averagely satisfied with the product, 12.9% of people has no opinion, 3.9% of people are unsatisfied.

Chart 4.44

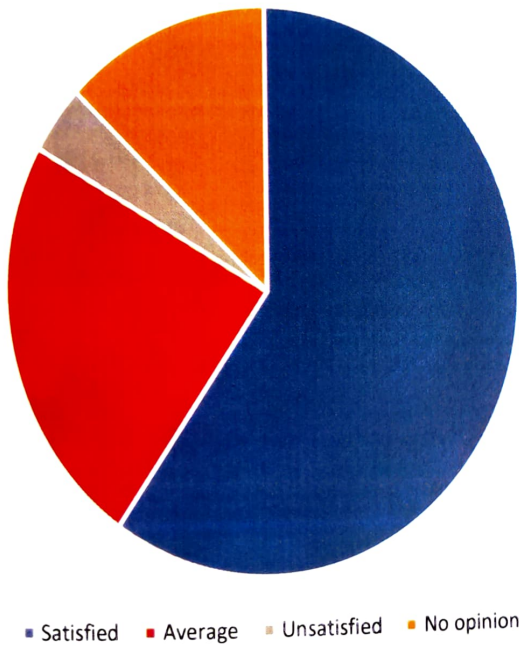


Table 4.45

Whom you would recommend

S.NO	Options	No of respondent	Percentage
1	Relatives	18	18%
2.	Friends	26	52%
3.	Neighbor's	9	18%
4.	No opinion	7	12%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

52% of people would like to recommend for their friends, 18% of people would like to recommend for their relatives and neighbor's. 12% of people has no opinion.

Chart 4.45

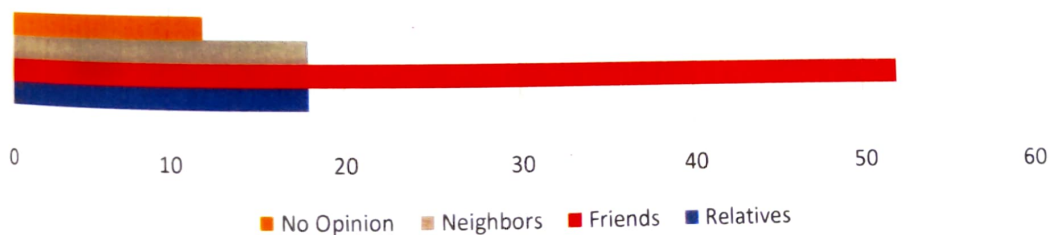


Table 4.46

IPhone success full product

S.NO	Options	No of Respondent	Percentage
1.	Yes	26	51%
2.	No	20	9.8%
3.	Maybe	5	37.3%
4.	No opinion	1	1.2%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

51% of people said yes to that apple is a successful product, 37.3% people said that may be, 9.8% of people said no, 1.2% of people has no opinion.

Chart 4.46

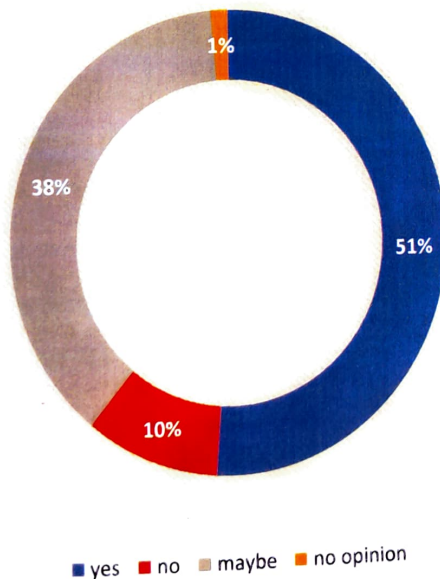


Table 4.47
Apples security so good

S.NO	Options	No of Respondent	Percentage
1.	Yes	39	73%
2.	No	2	4%
3.	Maybe	8	17%
4.	No opinion	3	6%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

73% of people said yes that apple security is good, 17% of people said maybe, 6% has no opinion, 4% of people has said that the apple security is no good.

Chart 4.47

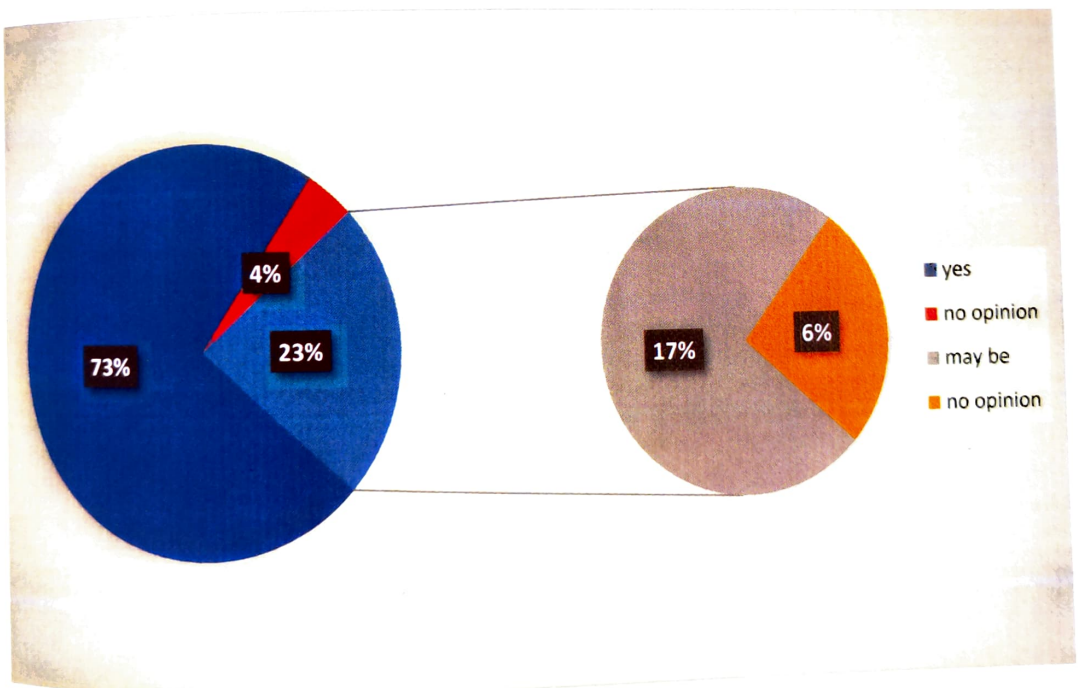


Table 4.48

Satisfied with the after sales services provided

S.NO	Options	No of Respondent	Percentage
1.	Satisfied	28	54.9%
2.	Average	16	29.4%
3.	Unsatisfied	6	11.8%
4.	No opinion	2	3.9%
	Total	52	100%

SOURCES: Primary data

INFERENCE:

54.9% of people is satisfied, 29.4% of people is satisfied averagely, 11.8% of people are unsatisfied and 3.9% of peoples has no opinion to the service to the product.

Chart 4.48

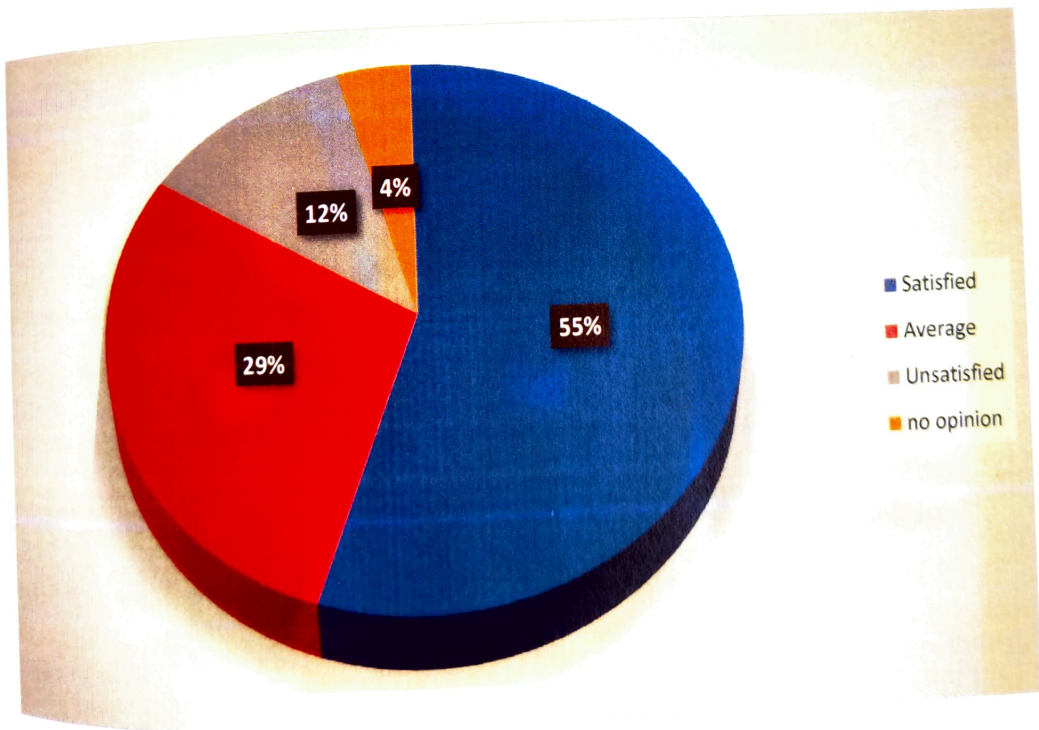


Table 4.49
Use the service of apple

S.NO	Options	No of Respondent	Percentage
1.	Once in a week	4	7.8%
2.	2 or 3 times a month	17	33.3%
3.	Once a month	14	25.6%
4.	Rarely	17	33.3%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

33.3% of people said that they use the service of apple for 2 or 3 time a week or Rarely, 25.6% of people use the apple service once in a month, 7.8% of people use once in a week.

Chart 4.49

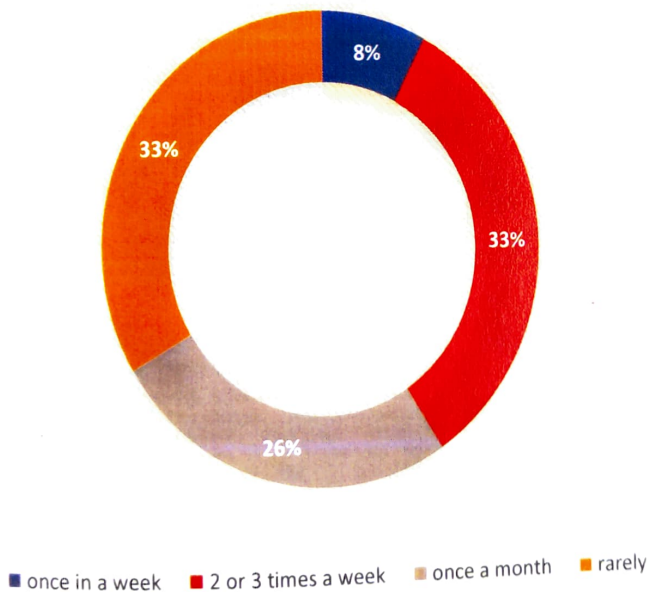


Table 4.50

Use the service of apple

S.NO	Options	No of Respondents	Percentage
1.	IPhone	28	57.3%
2.	Mac Book	12	20%
3.	Watch	6	13.7%
4.	Air pods	3	5.9%
	Total	52	100%

SOURCES: Primary data

INFERENCE:

57.3% of people prefer IPhone, 20% of people prefer Mac book, 13.7% of people prefer watch, 5.9% of people prefer Air pods.

Chart 4.50

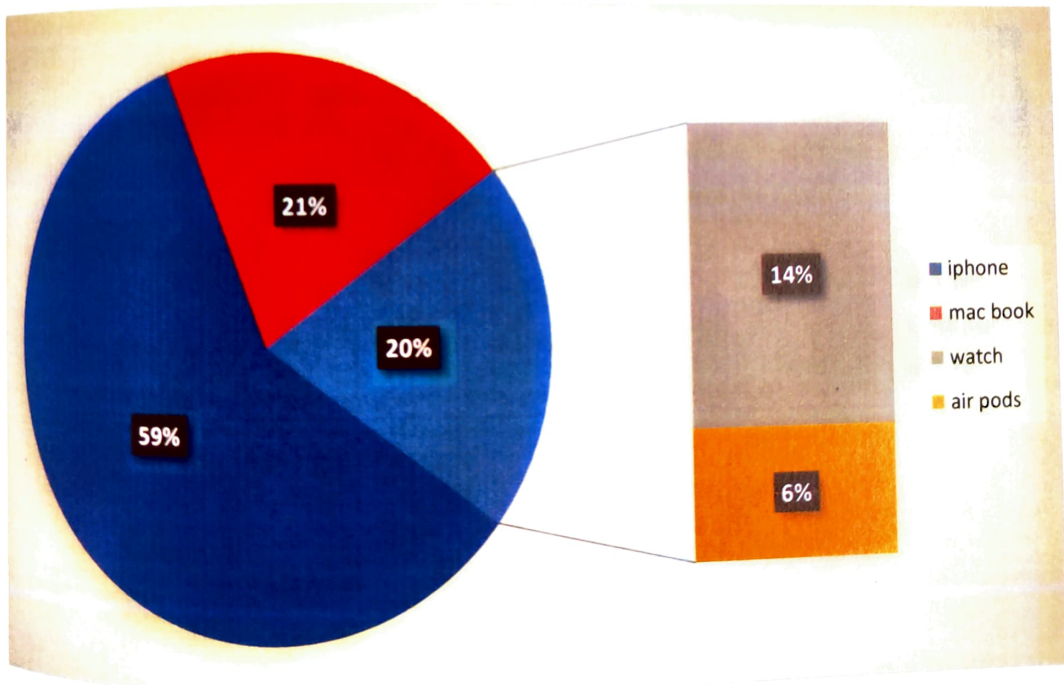


Table 4.51
Scale of 1-5

S.NO	Options	No of respondent	Percentage
1.	1-2	5	9.8%
2.	2-3	10	17.6%
3.	3-4	17	35.3%
4.	4-5	20	37.3%
	Total	52	100%

SOURCES: Primary data

INFERENCE:

37.3% of people scale 4-5, 35.35 of people scale of 3-4, 17.6% of people scale

9.8%.

Char 4.51

■ 1 to 2 ■ 2 to 3 ■ 3 to 4 ■ 4 to 5

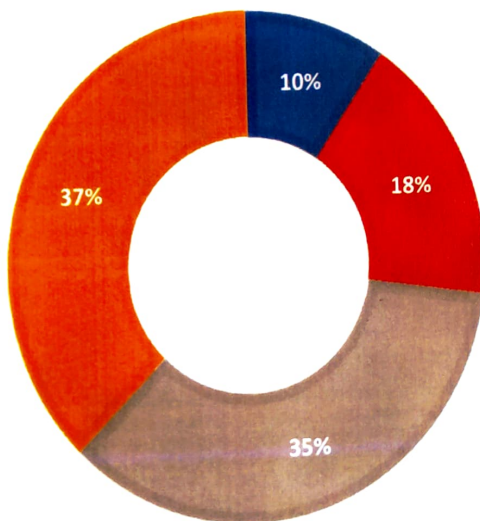


Table 4.52
IOS experience level

S.NO	Options	No of Respondent	Percentage
1.	Beginner	11	19.6%
2.	Some Experience	18	35.3%
3.	Expert	17	33.3%
4.	No opinion	6	11.8%
	Total	52	100%

SOURCE: Primary level

INFERENCE:

35.3% of people have some experience level, 33.3% of people are expert, 19.6% of people are beginner, 11.8% of people has no opinion

Chart 4.52

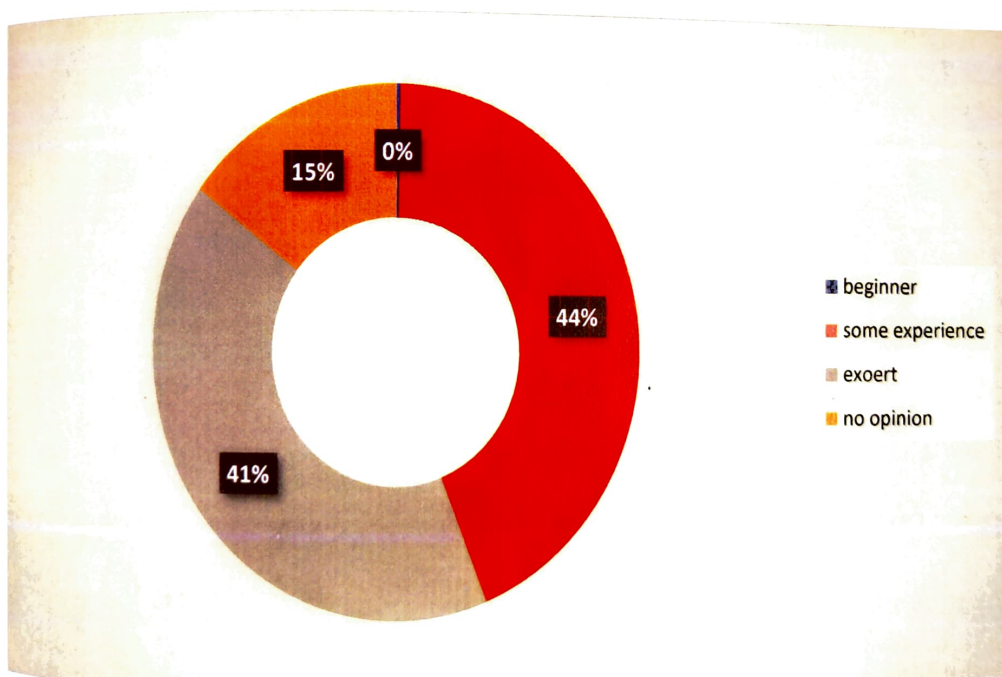


Table 4.53
Problems of apple products

S.NO	Options	No of Respondent	Percentage
1.	'pro' Hardware needs attention	11	21.6%
2.	Too many subscription services	15	29.4%
3.	Cross - platform and development looms	9	15.7%
4	No opinion	17	33.3%
	Total	52	100%

SOURCES: Primary data

INFERENCE:

33.3% of people has no opinion, 15.7% of people has Cross platform problem, 29.4% of people has too many subscriptions.

Chart 4.53

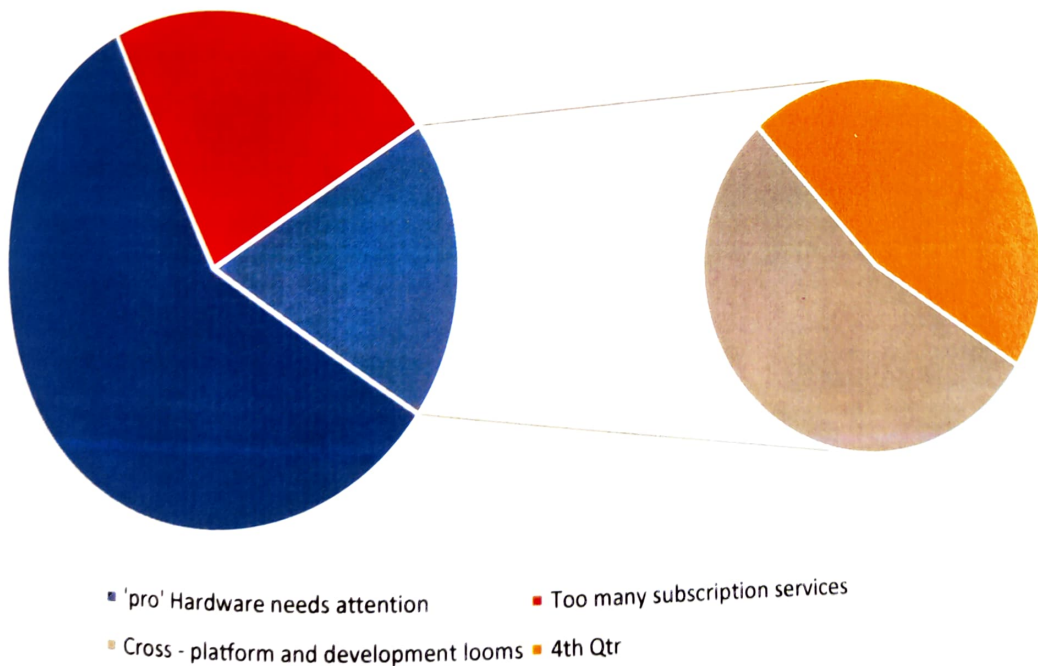


Table 4.54
Overall rating

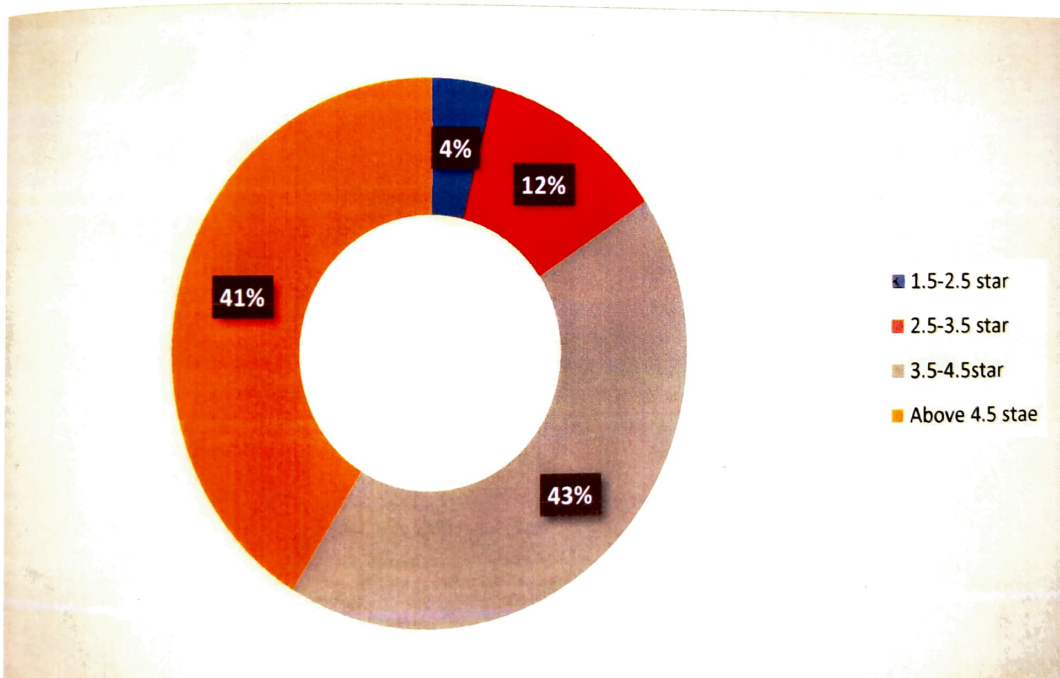
S.NO	Options	No of respondent	Percentage
1.	1.5-2.5 star	2	3.9%
2.	2.5-3.5 star	6	11.8%
3.	3.5-4.5 star	24	43.1%
4.	Above 4.5 stars	20	41.2%
	Total	52	100%

SOURCE: Primary data

INFERENCE:

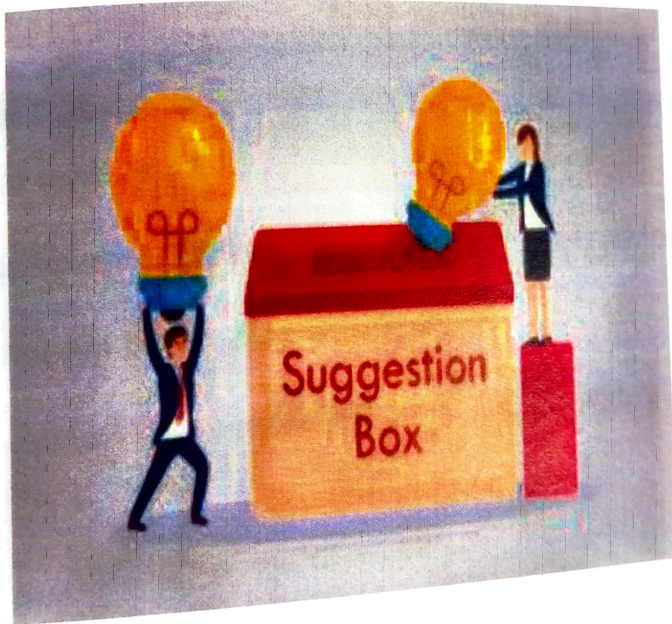
43.1% of people gave 3.5-4.5 star ratings, 41.2% of people gave above 5stars, 11.8% of people rate 2.5-3.5, 3.9% of people rate 1.5-2.5.

Chart 4.54



CHAPTER- V

FINDINGS AND SUGGESTIOS



5.1 FINDINGS

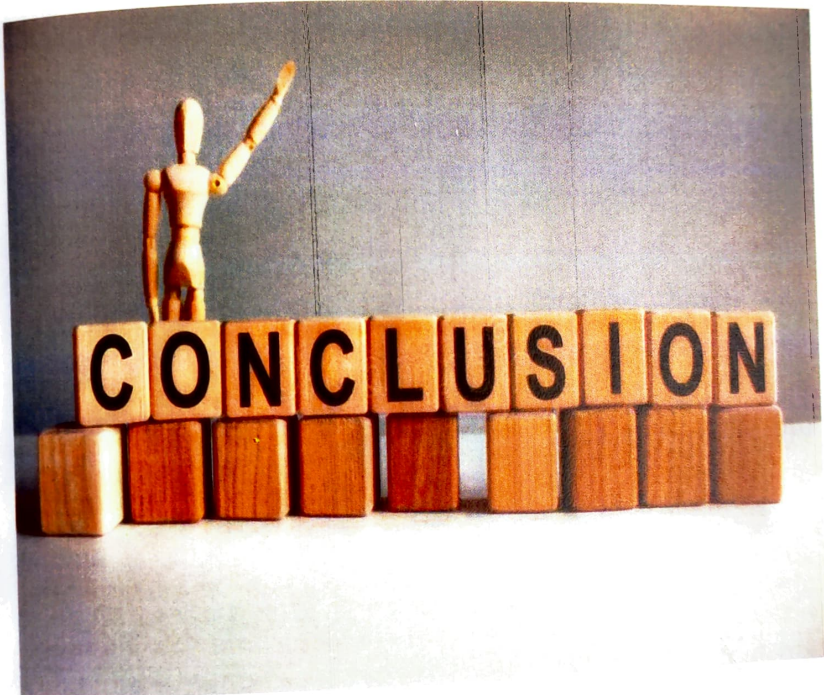
1. 44.2% people are under the age category of 15-25 years and 35% of people are under the age category of 25-35.
2. 38% of students are under the occupation category and 25% of salaried are under the occupation category.
3. 48% of below 1 lakh are under the monthly income category and 21% of 1-2 lakh & 2-3 lakh are under the monthly income category.
4. 34.6% of people ranked "Too expensive" to the pricing of apple product and 28.8% of people ranked "Expensive but affordable" & "Value for money" to the pricing of apple product.
5. 40.3% of people's important reason for choosing apple iPhone because of its "Features" and 34.6% of people's important reason for choosing apple iPhone because of its "Appearance".
6. More than 46.1% of people says "May be" the iPhone application meets their needs better than other phone on the market.
7. More than 34.6% of peoples choose "yes" & "May be" as they will buy immediately if any new product arrives in apple brand.
8. 63.4% of people use to make "Full payment" to purchase apple product.
9. 61.5 % of people feel apple product are overpriced.
10. 42.3% of people choose "More productive" to use an apple product

5.2 SUGGESTION

- Quality should always come first.
- Pick the items in light of individual requirements.
- Be different and unique.
- Battery lasts barely a day, if u use the phone frequently. Using Google maps drains the phone completely within 4 hrs.
- Camera quality is exceptionally well during portrait shots & low light shots & front facing camera is also good.
- Face recognition is blazingly fast but don't work in angles.
- Display size is good, & fonts/text are clear to read, colour representation on screen is good despite not having OLED screen.
- Phone heats up sometimes during heavy usage.
- Same icons with same look on home screen even after upgrades.
- Too simple & doesn't support computer work as in other OS.
- No widget support for iOS apps that are also costly.
- Charge wire and Adapter can be provide within a box.

CHAPTER- VI

CONCLUSION



CONCLUSION

A fascinating conclusion that could be drawn from this study is that students are more influenced by the personality and brand image of smartphones, particularly their competence and sophistication. Apple might need to zero in more on the brand reliability by making higher client seen quality since it was not focusing on buyers from its nation of beginning specifically the USA. For Apple, the nation of beginning addresses the brand personality. Apple Organization has accomplished an uncommon fit in the innovation field; It has allowed for creativity and innovation thanks to its management procedure's adaptability. A culture that tends to distance itself from authoritarian leadership has developed as a result. The substantial profits that the Apple Company generates are the reason that it has continued to exist and improved its services and products. That makes them more serious than other data innovation organizations.

Annexure I
QUESTIONNAIRE

A Study on customer satisfaction On Using Apple products

PERSONAL DETAILS:

Name : _____

Age : ☐ 15-25 ☐ 25-35 ☐ 35-45 ☐ 45 Above

Gender : ☐ Male ☐ Female

Occupation: ☐ Student ☐ Professional ☐ Self-employed
☐ Job seeke ☐ Retired ☐ Salaried

Annual Income: ☐ Below 1Lakh ☐ 1-2 Lakh ☐ 2-3 Lak ☐ 3Lakh&Above

1. Which is the best product Apple produces?

(a) iPhone (b) Laptop

(c) Watch (d) iPad

2. How often you change /switch to new phone?

(a) Once in a 6 months (b) Between 1-2 year

(c) Once in a year (d) More than 2 year

3. Do you think apple is Innovative?

(a) Yes (b) No

(c) Maybe (d) No opinion

4. Do you agree Internet Advertisement of iPhone attract you to buy mobile even it is unnecessary for you?

(a) Yes (b) No

(c) Maybe (d) No opinion

5. What do you think about the pricing of Apple products?

(a) Too expensive (b) Expensive but affordable

(c) Value for money (d) Cheap

6. What is the most important reason for choosing Apple iPhone?

(a) Appearance (b) Price

(c) Features (d) No opinion

7. Where did you first hear about the Apple products?
 - (a) Advertisement
 - (b) Apple store
 - (c) Internet
 - (d) Other
8. For what purpose you often use your mobile phone?
 - (a) Communication
 - (b) Surf the internet
 - (c) Business (or) study purpose
 - (d) other
9. When buying an apple product what factor most influenced your decision?
 - (a) Price
 - (b) Apple brand
 - (c) Product features
 - (d) Design
10. Does the iPhone applications meet your needs better than other phones on the Market ?
 - (a) yes
 - (b) NO
 - (c) Maybe
 - (d) No opinion
11. Do you like the advertisement of apple product?
 - (a) Yes
 - (b) NO
 - (c) May be
 - (d) No opinion
12. Will you buy immediately if any new product arrives in apple brand?
 - (a) Yes
 - (b) No
 - (c) Maybe
 - (d) No opinion
13. How did you make a payment to purchase Apple products?
 - (a) Full payment
 - (b) On instalment
 - (c) Partial payment
 - (d) other
14. Do you feel Apple products are overpriced?
 - (a) Yes
 - (b) No
 - (c) Maybe
 - (d) No opinion
15. Does Apple care about their customers?
 - (a) Yes
 - (b) No
 - (c) Maybe
 - (d) No opinion

16. What are the advantages of having an iPhone rather than any other one?
- (a) Features
 - (b) Appearance
 - (c) Brand creation
 - (d) No opinion
17. What Resources have you used to resolve issues while using apple products?
- (a) Apple support site
 - (b) Web/ Forums
 - (c) Brand Name
 - (d) other
18. Did the Apple iPhone allow you to perform all the tasks you had previously performed on a mobile device?
- (a) Yes
 - (b) No
 - (c) Maybe
 - (d) No opinion
19. For which the reasons did you get an apple watch?
- (a) Wanted the latest device from Apple
 - (b) Liked the design and Appearance
 - (c) To be more productive and efficient
 - (d) Not applicable
20. Why do you choose to use an apple product?
- (a) More productive
 - (b) Easier to use
 - (c) Reliability
 - (d) other
21. How many years have you been using apple products?
- (a) Less than a year
 - (b) 1-2 year
 - (c) 2-3 year
 - (d) More than 3 year
22. If apple increased all its selling price by 20% would you still purchase their products?
- (a) Yes
 - (b) No
 - (c) Maybe
 - (d) No opinion
23. Why do you choose an apple brand over competitors?
- (a) user friendly
 - (b) Technology updating
 - (c) company's customer service
 - (d) other

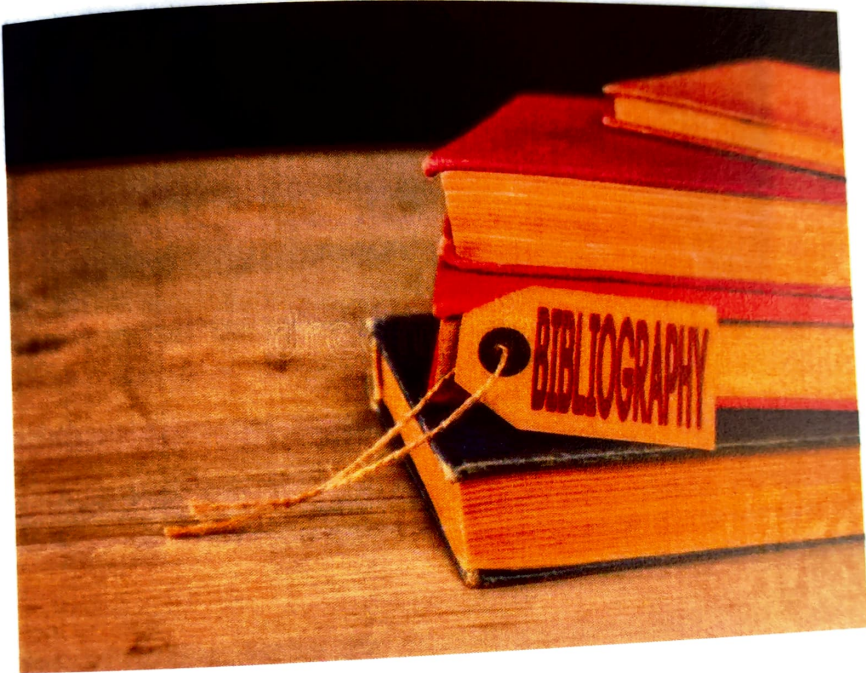
24. When you think of Apple brand what comes in mind?
- (a) Logo
 - (b) Secured products
 - (c) Brand
 - (d) High price
25. Which Apple watch bands do you like?
- (a) sports band
 - (b) Modern buckle
 - (c) Classic buckle
 - (d) No opinion
26. Do you find any difference in unlocking Apple products?
- (a) Yes
 - (b) No
 - (c) Maybe
 - (d) No opinion
27. Do you believe Apple's Market dominance will be beaten by another brand in the next few years?
- (a) Yes
 - (b) No
 - (c) Maybe
 - (d) No opinion
28. Which feature do you like best in the iPhone?
- (a) Camera
 - (b) Face ID
 - (c) Water proof
 - (d) no opinion
29. What do you think about the quality of the Air pods?
- (a) Satisfactory
 - (b) Average
 - (c) unsatisfactory
 - (d) No opinion
30. What do you think about the battery lifetime?
- (a) Too long
 - (b) The right amount of battery I need
 - (c) Too short
 - (d) No opinion
31. Are you aware of iCloud?
- (a) Yes
 - (b) No
 - (c) Maybe
 - (d) No opinion
32. Did the Agreement Admin agent you contacted with handle your Apple Care Agreement issue?
- (a) Yes
 - (b) No
 - (c) Maybe
 - (d) No opinion

33. Why do people still buy an iPhone when all flagship Android phones are much more advanced and cheaper?
- (a) Security and privacy
 - (b) Camera
 - (c) Features
 - (d) other
34. How much of your total work are you able to complete on the Apple products?
- (a) All
 - (b) Most
 - (c) Little
 - (d) No opinion
35. How often do you use each of these features on your Apple watch?
- (a) Messages
 - (b) workout
 - (c) Heart rate sensor
 - (d) Non purchaser
36. Does Apple products have fast internet and Wi-Fi connectivity?
- (a) Yes
 - (b) No
 - (c) Maybe
 - (d) No opinion
37. Are you receiving regular software updates and security patches in your Apple products?
- (a) Yes
 - (b) No
 - (c) Maybe
 - (d) No opinion
38. What do you think is good in Apple laptop?
- (a) RAM
 - (b) Graphics
 - (c) Disk space
 - (d) No opinion
39. From where did you like to purchase Apple products?
- (a) online
 - (b) Apple store
 - (c) other
 - (d) No opinion
40. Are you satisfied with product quality of Apple products?
- (a) Satisfied
 - (b) Average
 - (c) Unsatisfied
 - (d) No opinion
41. To whom you would recommend Apple products?
- (a) Relatives
 - (b) Friends
 - (c) Neighbours
 - (d) No opinion

42. Do you consider the iPhone a Successful product?
- (a) Yes (b) No
(c) Maybe (d) No opinion
43. Do you believe Apple's Security so good?
- (a) Yes (b) No
(c) Maybe (d) No opinion
44. Are you satisfied with the after sales services provided by company?
- (a) Satisfied (b) Average
(c) Unsatisfied (d) No opinion
45. How often did you use the service of Apple?
- (a) Once a week (b) 2 or 3 times a month
(c) Once a month (d) Rarely
46. Rate the features of Apple products?
- (a) iPhone (b) Mac book
(c) Watch (d) Air pods
47. On a scale of 1-5 how happy are you with your Apple products?
- (a) 1-2 (b) 2-3
(c) 3-4 (d) 4-5
48. Rate your IOS experience level
- (a) Beginner (b) Some experience
(c) Expert (d) No opinion
49. Rank the problems of Apple's product that it faces now?
- (a) 'pro' Hardware needs Attention
(b) Too many subscription services
(c) Cross- platform app development looms
(d) No opinion
50. Give an overall rating for Apple products
- (a) 1.5 - 2.5 stars (b) 2.5- 3.5 stars
(c) 3.5- 4.5 stars (d) Above 4.5 stars

Annexure II

BIBILIOGRAPY



BIBLIOGRAPHY

- <https://1drv.ms/w/s!AhXcQ6lS6iMsgTAcnUrLkLmqclYo>
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Thank You!

**A STUDY ON STUDENTPRENEURS DEMOGRAPHIC FACTORS AND
CHALLENGES FACED IN THOOTHUKUDI DISTRICT**

Project submitted to Department of BBA

ST. SMARY'S COLLEGE (AUTONOMOUS), THOOTUKUDI.

Affiliated to

MANONMANIAM SUNDARANAR UNIVERSITY, THIRUNELVELI.

In partial fulfilment of the requirements

For the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

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DEPARTMENT OF BUSINESS ADMINISTRATION

ST. MARYS COLLEGE (AUTONOMOUS)

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

Thoothukudi-628001

APRIL-2023

DECLARATION

WE hereby declare that the project entitled “A STUDY ON STUDENTPRENEURS DEMOGRAPHIC FACTORS AND CHALLENGES FACED IN THOOTHUKUDI DISTRICT” submitted for the B.B.A degree our original work and the project has not formed the basis for the award of any degree, diploma, Fellowship or any other similar titles.

Place: Thoothukudi

Date: 03.04.2023

Signature of the students

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2. Divya Priya . D
3. Emima . P
4. Maria Smila . S
5. Riticka . K.B.

CERTIFICATE

This is to certify that this project work entitled “A STUDY ON STUDENTPRENEURS DEMOGRAPHIC FACTORS AND CHALLENGES FACED IN THOOTHUKUDI DISTRICT” is submitted to St. Marys college (Autonomous), Thoothukudi affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, THIRUNELVELI in partial fulfilment of the requirements for the award of degree of **Bachelor of Business Administration** and this is a work done during the year 2022-2023 by the following students.

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Signature of Head of Department



Signature of the Principal

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



Signature of the External Examiner

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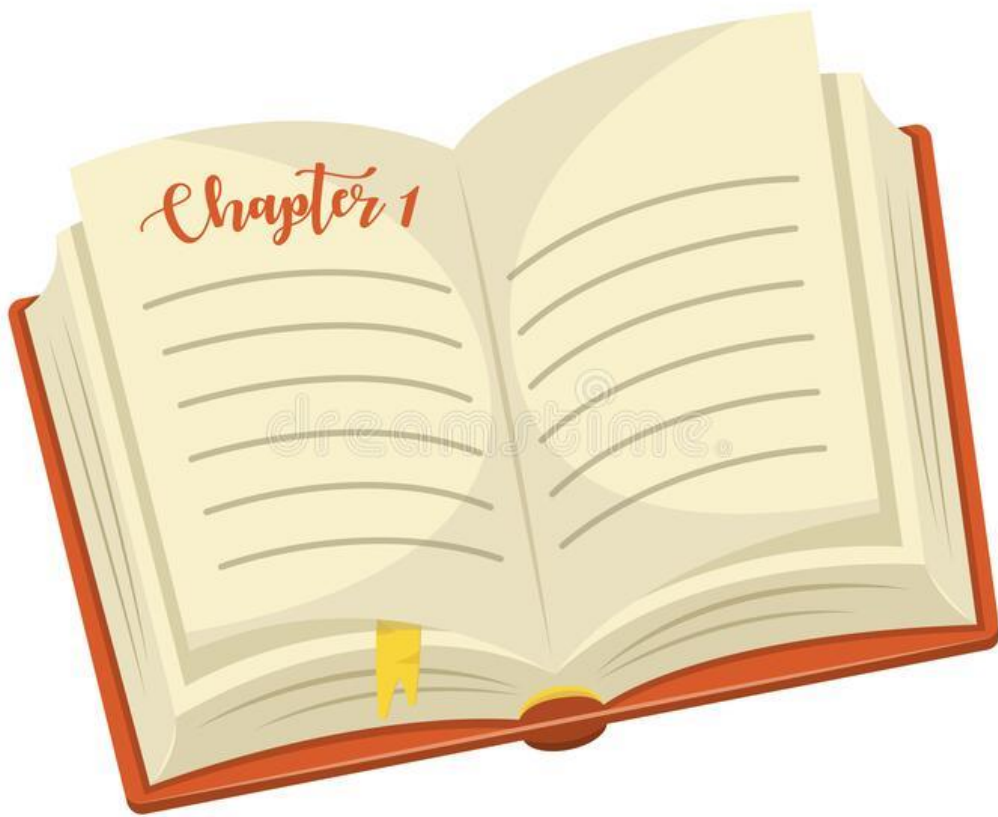
First of all we thank the **ALMIGHTY GOD** for giving the encouraged and strength to incomplete our report successfully.

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CHAPTERIZATION



CHAPTERIZATION

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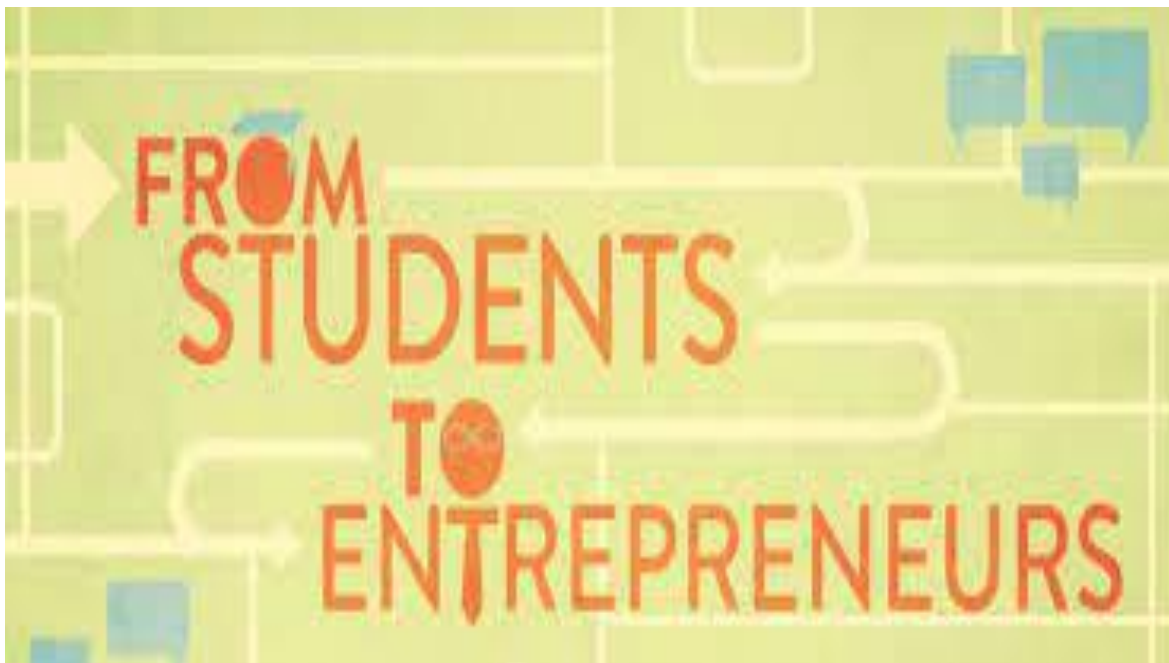
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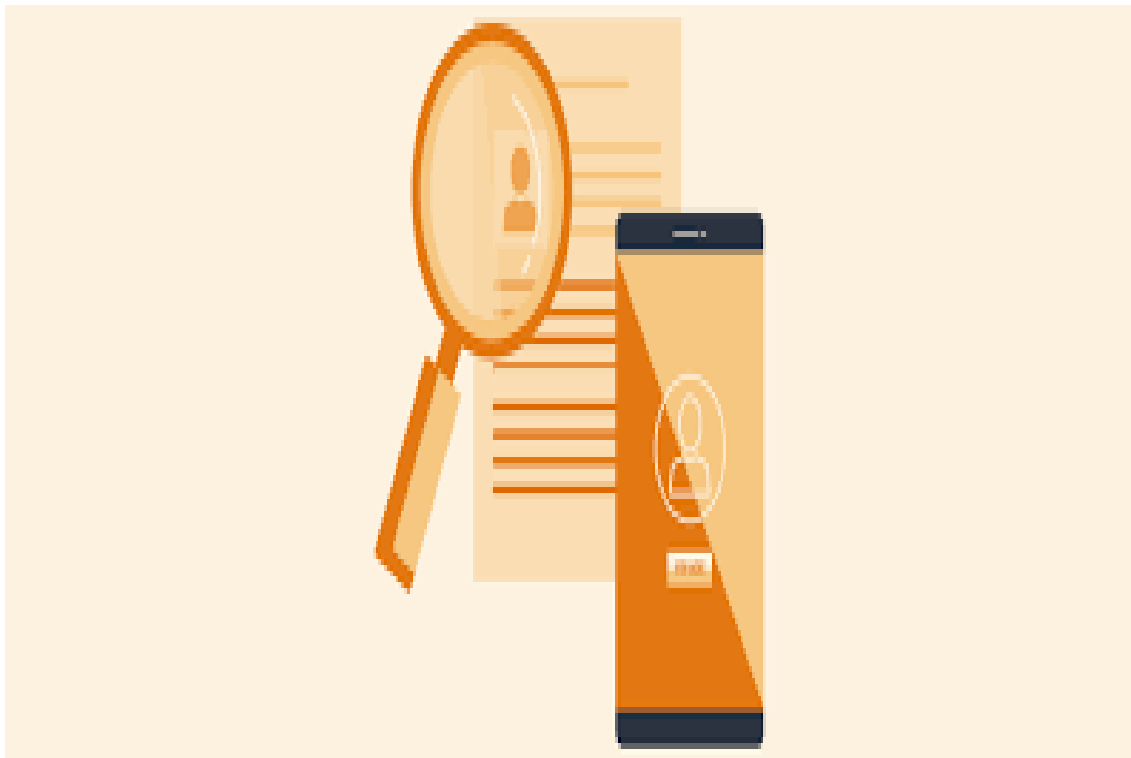
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CHAPTER 2

PROFILE OF THE STUDY



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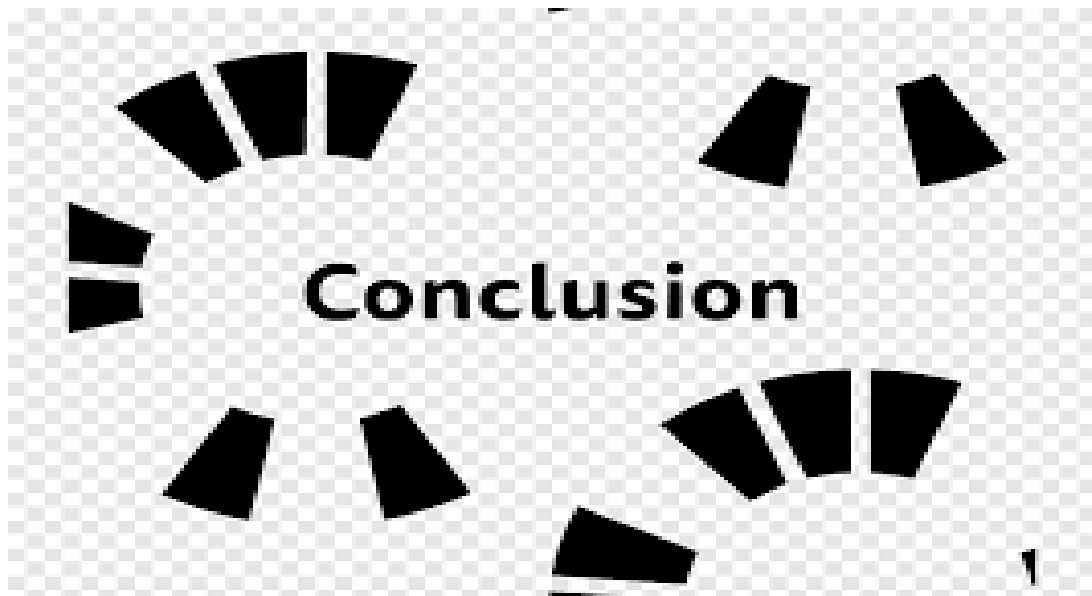


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**A STUDY ON FACTORS INFLUENCING ENTREPRENEURS ON
SELECTION OF FRANCHISE BUSINESS
(WITH SPECIAL REFERENCE TO THOOTHUKUDI)**

Project submitted to Department of BBA
ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI
affiliated to
MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI
in partial fulfilment of requirements
for the degree of
BACHELOR OF BUSINESS ADMINISTRATION
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APRIL - 2023

DECLARATION

We hereby declare that the project entitled “A STUDY ON FACTORS INFLUENCING ENTREPRENEURS ON SELECTION OF FRANCHISE BUSINESS (WITH SPECIAL REFERENCE TO THOOTHUKUDI)” submitted for the BBA degree is our original work and the project has not formed the basis for the award of any degree, diploma, fellowship, or any other similar titles.

Place: Thoothukudi

Date : 03/04/2023

Signature of the Students:

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3. Petchi Parithra. M.

4. 

CERTIFICATE

This is to certify that this project work entitled, “A STUDY ON FACTORS INFLUENCING ENTREPRENEURS ON SELECTION OF FRANCHISE BUSINESS (WITH SPECIAL REFERENCE TO THOOTHUKUDI)” is submitted to St. Mary's College (Autonomous), Thoothukudi affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI in partial fulfilment of the requirements for the award of degree of **Bachelor of Business Administration** and this is a work done during the year 2022-2023 by the following students.

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CHAPTER-I

INTRODUCTION



1.1 Introduction

1.1.1 Franchise Business:

Many International and local brands are currently operating successfully on the franchise business model in India. Subway, McDonald's, Kidzee, Khadim's, and Lakme Salon are some well-known brands. One significant advantage that franchise industry participants have is that the business model and products/services are already established. It is much easier to run a readymade operation, and the owners may even provide training and financial planning assistance to new franchisees. This is just one of the reasons why the sector has been so successful all over the world, including in the Indian subcontinent. The franchise management model first appeared in India in the 1990s, at the start of the liberalisation era. This system was initially adopted for business expansion by a few educational institutions and IT companies and grew slowly at first. However, the franchise industry in the country now has several well-known brands operating under this model in various cities. While the industry is still in its infancy in India when compared to other trades, growth has been rapid - at a rate of 30% per year. "The franchise industry in India is today estimated to be worth USD 47-48 billion," says Gaurav Marya, Chairman of Franchise India. And, based on recent trends, it appears that this figure will only rise in the future. As the world's fastest-growing economy, India has enormous potential for franchising. According to Franchise India, franchising has grown by 30-35% in the last four to five years, with an anticipated total turnover of INR 938 billion. A franchise's success depends on the location of the establishment. Thoothukudi is the port city of Tamil Nadu and is one of the longest-living cities in the world. Additionally, the state has a large population and favourable demographics for businesses. As the travellers in the city seek the best services, it poses opportunities for the franchise business in Thoothukudi making the business profitable. Since Thoothukudi is developing in many ways, there is also a growing demand making this an ideal opportunity for those looking to enter the franchise business. Considering the proliferation of franchise business in Thoothukudi, the factors that influence the entrepreneurs in selection of franchise business in special reference to Thoothukudi is studied.

1.1.2 Franchising:

A Franchise (or franchising) is a technique of selling goods or services that involves a franchisor who creates the brand's trade name and business model and a franchisee who pays a royalty and frequently an upfront fee to have the right to use the franchisor's name and system. The term "franchise" technically refers to the agreement that binds the two parties, but it is more frequently used to describe the business that the franchisee runs. The process of developing and disseminating a brand and franchise network is known as franchising.

1.1.3 Definition of Franchising:

“Franchising occurs when the franchise markets a product or service developed by the franchisor under an agreement and license to do so” Arnold S Goldstein, 1989.

1.1.4 History of Franchise business:

The term "franchise" comes from the Anglo-French word for "liberty." "franchir" means "to free" in Middle French. The word "franc" means "free" in Old French. Giving rights or power to a peasant or serf is referred to as "francis" in French. Enfranchisement is defined as giving rights to those who do not have them. The term "Royal Tithes" predates royalties and refers to the practice of certain English men (known as "freemen") receiving a percentage of land fees paid by serfs to nobility. Throughout history, franchising has promoted economic liberation, synergy, and opportunity, staying true to its etymological roots by "liberating" commerce from many of the traditional chains that had bound it. Naisbitt's famous remark in Megatrends is no exception.

1.1.5 Characteristics of Franchising:

- **License:** A license grants the franchisee permission to utilize the franchisor's trademark.
- **Policies:** The franchisee is required to abide by the rules outlined in the agreement regarding how to do business.
- **Marketing support and technology:** The franchisor provides the franchisee with ongoing market support and technology to conduct business in accordance with the terms of the franchising agreement.
- **Training:** The employees of the franchisee's business receive comprehensive support and training.

- **Royalty:** The franchisee pays the franchiser the royalty for using a well-known business model.
- **Limited period:** According to the terms of the franchise agreement, the franchisee is permitted to use the company's technology and brand name for a predetermined time. However, the agreement can be extended.

1.1.6 Types of franchising:

- **Job Franchise:** This is typically a low-risk home-based or franchise for someone who wants to start and run a small franchised business on their own. A franchisee typically needs to buy only a small amount of equipment, limited stock, and occasionally a vehicle.
- **Product Franchise:** Item circulation diversifying addresses the most noteworthy level of complete retail deals. Vending machines, computers, bicycles, appliances, and other large products are the primary focus of product franchises.
- **Business Format Franchise:** When discussing franchising, the most common type of franchise system is known as business format franchising. Franchises are available to companies in more than 70 different industries, the most common of which are fast food, retail, restaurant, business services, fitness, and others.
- **Investment Franchise:** Most of the time, these are big projects that need a lot of money, like hotels and bigger restaurants. The franchisees for the most part put away cash and connect either their own supervisory crew or franchisor to work the business and produce a profit from their speculation and capital increase on exit.
- **Conversion Franchise:** A change to conventional franchise relationships is conversion franchising. By converting independent businesses in the same industry into franchise units, numerous franchise systems expand. The trademarks, marketing and advertising programs, training system, and essential client service standards are adopted by the franchisees. Additionally, they frequently raise procurement savings.

1.1.7 Franchise Agreement:

A Franchise agreement is a contract between a franchisor and a franchisee that can be enforced in court. A Franchisee is granted permission to open a franchise site and access to resources like branding, business practices, and supplier sources that are unique to the franchise. Like all contracts, a franchise agreement aims to precisely define the terms of the parties' relationship. Both parties gain from these agreements' duties and safeguards.

The restrictions that franchisees must operate within are outlined in franchise agreements, as are any financial commitments they must make to their franchisors. Additionally, they frequently offer franchisees more protections than franchisors do. These agreements are typically unilateral in nature. Regardless of whether you're not a legal counselor, one can see that the agreement is drafted according to the franchisor's perspective. A franchise settlement's primary objective is to safeguard the franchise system as a whole. This includes the brand, the operating system's integrity, and franchisee behaviours in the mix.

1.1.8 Types of Franchise Agreements:

- **A Single-Unit Franchise Agreement:** A single-unit agreement gives the franchisee the authority to launch and manage a single franchise location. The most fundamental and typical kind of agreement is this one. These franchise agreements are especially appealing to new franchisors since they offer a straightforward way to start the franchising process. The franchisor might think about expanding the contract to cover more units if a franchisee is successful over time.
- **Multi-Unit Franchise Agreement:** A franchisee may open and manage numerous franchise sites under the terms of a multi-unit agreement. A multi-unit configuration is not confined to a certain location. Franchisees may operate in different areas of a city. At times, these franchise agreements have deadlines that the franchisee must adhere to in order to build a specific number of units. If the franchisee doesn't meet the predetermined deadline, the franchisor may have the right to contact other interested parties.
- **Franchise Agreement for Area Development:** A franchisee who is also a local developer is allowed to open a lot of locations simultaneously in a given area. In contrast to the multi-unit agreement, the area development agreement grants the franchisee exclusive rights to develop that area. For instance, a franchisee might sign a five-year agreement to set up 5 locations in a specific area. Other businesses cannot set up shop in that area throughout the term of the franchise agreement since that franchisee has exclusive rights there.
- **Master Franchise Agreement:** The master franchise agreement has more rights than an area development agreement. The master franchisee, in addition to having the right and responsibility to open and run a specified number of units in a defined region, also

has the ability to sell sub-franchisees to other persons inside the territory. It's similar to being a franchisor, but only in a limited geographic area.

1.1.9 Franchisor:

A Franchisor sells the right to open stores and sell products or services under the brand, expertise, and intellectual property of the franchisor. The original or existing company sells the right to use its name and idea. The small business owner who purchases these rights is referred to as a franchisee, and the branch business is referred to as a franchise.

1.1.10 Advantages of being a Franchisor:

- **Growth:** Franchising allows firms to scale by selling franchise opportunities rather than developing additional stores organically, which requires the owner to invest their own resources. It also aids in the formation of a working relationship between the franchisor and the franchisee, which is beneficial to the firm's operation and a significant benefit of franchising.
- **Capital:** In the year 2023, when the business environment is rapidly changing, the financial strain directly associated with the growth, expansion, and establishment of a firm can be alleviated through the use of franchising. Franchisees invest their own money in the development of an additional location for the business after paying an initiation fee to become a member of the network.
- **Supply chain:** Without the owner having to do much work, the franchisee expansion of the business's reach as they create a new site, often one that is very remote.

1.1.11 Disadvantages of being a Franchisor:

- **Per-unit contribution:** A Franchise agreement should make clear that the franchisor does not keep a portion of every dollar the franchisee makes. Or, to put it another way, the franchisee's revenue represents just a small percentage of what the franchisor might earn if it owned and operated the franchised business directly. Even if the individual franchise is lucrative, it is likely that the company may need to sell four or five more franchises in order to achieve the same degree of financial success.
- **Risk of litigation:** A Franchisor may become the subject of legal action. Whether for better or worse, litigation is ingrained in contemporary society, and the threat of being sued must be seriously considered.

- **Cost:** Although franchising is a very inexpensive method of growth, it still requires a financial investment. The two most significant costs that a franchisor may expect to incur are writing a business plan and performing a financial analysis. Included in the creation of a franchise operations handbook for the franchisee are quality control documents, systems, and procedures. Marketing plans and other marketing-related things. The numerous steps in the franchising process are presently being covered in training for employees. the action of representing the franchisee in negotiations with outside vendors.

1.1.12 Franchisee:

An independent business owner who manages a franchise is referred to as a franchisee. By doing this, the franchisee has acquired the right to promote and sell the same brand while adhering to the same standards as the original business by using the trademarks, affiliated brands, and confidential information of an existing business.

1.1.13 Advantages of being a Franchisee:

- **Become your own boss:** If one ever wanted to start his /her own company, franchising is a fantastic method to achieve it. Because the established brand name frequently offers an instant consumer base and lowers risk for the entrepreneur, business entrepreneurs without prior franchising experience can also find success.
- **Training, support, and brand recognition:** As a franchisee, one must access to his /her franchisor's support system. This can include guidance on operations, training, and aid with marketing and accountancy. For a new business owner or entrepreneur with little expertise, the expense of this support and training might be of tremendous assistance.
- **Franchising is usually easier to finance than an independent start-up:** Financing a franchise is typically simpler than funding an independent start-up. The franchisor will assist by obtaining finance and if necessary, may even make a loan . One don't have to go through the same procedure that a standalone company would, which can be time-consuming and challenging for a person without prior business expertise.

1.1.14 Disadvantages of being a Franchisee:

- **Less freedom and control:** When one opens a franchise, the franchisor will lay out a set of policies and procedures that his/her company must follow. The terms of the franchise agreement will outline how the company must operate, including what goods and services must be provided, how to market those goods and services, who is permitted to work in the store or office, how to address complaints from both customers and employees and a long list of other requirements.
- **The franchisor may offer more franchises than the market can support:** The franchisor can have an exaggerated sense of how many franchises they can sell. As a result, the market is unable to support the number of franchise sales occurring. Franchisees won't generate as much money as they anticipated if this is the case, and the investment could experience losses. There's a chance the franchisor won't be able to deliver all the support and training for the franchise that was promised. If this happens one cannot be paid when investing in a franchise agreement with that company. They may have underestimated how much work it takes to help existing franchisees succeed or new ones get started.
- **It can be hard to find a franchisor who is a good fit for you:** Be sure it's a good fit in terms of personality, ambitions, and finances because the franchisor and franchisee will probably have a strong working connection.
 - ✓ **Personality:** Both the franchisor and the franchisee must share the same goals for the business. They must both be able to collaborate effectively and be adaptable in the event that business operations don't go as planned or when plans change at the last minute.
 - ✓ **Goals:** The company's objectives should be compatible with those of the prospective franchisor. They might prefer to focus just on sales and marketing while the company prefers a comprehensive, holistic strategy, or they might want to expand into foreign markets while the company wants to stay local.
 - ✓ **Financials:** Because both partners have different expectations for the amount of money they should make from the firm, this can be challenging. While dealing with beginning fees and overhead expenses, the potential franchisee shouldn't anticipate making a profit right away. When renting storefront space or making equipment purchases, they must also be aware of their running costs.

1.1.15 Factors Influencing Entrepreneurs on the selection of Franchise Business :

- **Proven sales record:** The benefit of investing in a franchise is to capitalize on a successful enterprise. A good sign is a franchise that can provide you with proven sales success with their existing franchisees.
- **Growing market:** You want to move into a market or industry that is growing, not fading. For example, now is not the time to open a videotape rental franchise. However, industries like massage are blossoming, with room to grow even larger.
- **Competition:** One of the signs that a franchise is an excellent opportunity is the lack of competition. While there may be a coffee shop on every corner, there are many communities that still are in need of wellness services like massage therapy.
- **Repeat business:** You want a franchise that will bring in repeat customers, allowing you to grow your business. Massage Heights has a fantastic 97% customer retention rate, which is a good sign for any potential owner.
- **Healthy living:** If health and well-being are important to you, then your business should reflect those values. Choose a franchise that promotes health, which just happens also to be profitable.
- **Upsell opportunities:** Another good sign is a franchise that offers a variety of products and services, giving you multiple revenue streams. Massage Heights does this by offering facials, retail products, and opportunities for Guests to elevate their massage with services like foot scrubs and aromatherapy.
- **Profitable business model:** You want a franchise that has a business model that drives profits. Massage Heights has formed the business model around Membership, which is a proven model for business profit.
- **Personal interest:**
Being enthusiastic about the product or service offered by the franchise is a strong indicator that it is a good fit for you. Our Massage Heights Franchise Owners enjoy the fact that they are providing a service that benefits their Members and Guests while also providing financial security for themselves and their Team Members.

1.2 Objectives:

1.2.1 Primary Objectives:

To study the factors that influence entrepreneurs on the selection of franchise businesses with special reference to Thoothukudi.

1.2.2 Secondary Objectives:

- To study the Proliferation and trends of the franchise business.
- To gain more knowledge about the franchising business.
- To know the criteria for selecting a franchise business.
- It analysis the factors that influence the entrepreneurs on the selection of franchise business.
- To collect opinions, insight, and perspectives of franchisees towards franchising.
- To analyze the level of satisfaction of the franchisees toward their business.

1.3 Scope of the study:

- The main goal of the research is to gain a general understanding of franchising, which was learned in various subjects. This research will help to gain experience and understanding of how a franchising system actually works that assist people who want to start a franchise to understand the viability rate and the opinions of other franchisees. It also discusses the difficulties encountered and the foundation for resolving them.

1.4 Limitation of the study:

- The study is confined to selected Franchisees in Thoothukudi only.
- The study has been limited to only a sample size of 52.
- Time and distance were some of the biggest constraints.
- The perspective of each Franchisee appears to be different.
- Some of the respondents hesitated to tell the truth, so it may result in wrong statistical data.
- Franchisees sometimes may give answers without understanding the questions Properly.

1.5 Research Methodology:

1.5.1 Introduction:

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

1.5.2 Research Design:

A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data. The research design in this project is descriptive in nature.

1.5.3 Sampling Design:

➤ Sampling Size:

Out of the total number of Franchisees, a sample size of 52 Franchisees was selected for the study.

➤ Sample Area:

The research was conducted in Thoothukudi .

➤ Sampling Procedure:

The research was made by the survey in accordance to the Convenience Sampling.

1.6. Method of Data Collection:

To accomplish the objective of the study, both Primary Data and Secondary Data were utilized.

1.6.1. Primary Data:

Primary Data refers to the collection of first-hand data. The information was collected from the respondents by administering a structured questionnaire and also through observation, interview, and discussion with franchisees.

1.6.2. Secondary Data:

Secondary Data refers to the collection of data through records, magazines, journals from libraries, academic reports, and the internet.

1.7. Tools for analysis:

After the data have been collected it has to be analyzed; the data obtained from the questionnaire is consolidated. Tabulation is a part of the technical procedure where classified data are put in the form of tables. The tables obtained should be analyzed with statistical techniques and tools so that interpretation would be precise. After interpreting the results, suitable suggestions are given. The statistical tools used for analyzing the data collected are,

- Simple Percentage
- Analysis Rank Analysis
- Doughnuts
- Bar Diagram
- Pie-Charts

1.7.1. Simple Percentage analysis:

Percentage analysis is the method to lay streams of data as a percentage for a better understanding of collecting data.

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

1.7.2 Rank analysis:

Rank Analysis is the relationship between a set of items. for any two items, the first is either ranked 'higher than or ranked lower than or ranked 'equal to the other options

➤ **Weighted Average Method:**

A weighted average method is a statistical tool that is used extensively in the descriptive analysis of data. It is used to calculate the average value of a particular set of data with different levels of relevance.

$$R = \frac{\sum FX}{\sum F}$$

➤ **Garret Ranking method:**

Garret Ranking method is used to find out the most significant factor which influenced the respondent. As per this method, the respondents were asked to assign the rank for all the factors and the outcomes of such ranking have been converted into score values.

$$\text{Percentage Position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

1.7.3 Doughnuts:

The doughnuts chart is a variation on a pie chart except it has a round hole in the center which makes it look like a donut, hence the name. This empty space can be used to display additional data

1.7.4 Bar Diagrams:

A bar graph (also known as a bar chart or bar diagram) is a visual tool that uses bars to compare data among categories. A bar graph may run horizontally or vertically.

1.7.5 Pie-Charts:

A pie chart is a statistical graph for plotting numerical proportions. The independent variable is plotted in a clockwise or anticlockwise direction on the circular graph.

1.8. Period of study

The study was conducted from the period January 2023 to March 2023.

CHAPTER-II

COMPANY PROFILE



CHAPTER II

PROFILE OF THE STUDY

2.1 Franchise Name: Jockey



Location: 320, West Great Cotton Road, Shanmugapuram, Thoothukudi, Tamil Nadu 628002.

About Jockey: The founder of Jockey is S.T. Cooper in 1876 and has a long history of producing innovative, high-quality goods, starting with making and selling superior wool socks to lumberjacks. A company that manufactured socks, ambitiously moved in a new direction, men's underwear. With 470 Exclusive JOCKEY Brand Outlets open as of March 2018, Page Industries has transformed the innerwear market with its extensive pan-India distribution, which spans over 50,000 retail locations throughout 1,800 cities and towns. The business received the "best licensee of the year" award from Jockey International Inc. in 2005 and 2009 in recognition of its exceptional success in building and bolstering the JOCKEY brand as a market leader in India.

Jockey Franchise: One of the biggest, most well-known pants and sleepwear producers, distributors, and retailers is Jockey; it has operations in 145 nations. There are several compelling arguments for choosing the Jockey brand. These are what they are: This multinational corporation operates more than 900 stores in places including the nation's capital, malls, and other local markets. The business has more than 104 franchises in India.

About Franchisee:

Mr. D. Samuel Ponnaiah was 45 years old man who completed his diploma and is the manager of the Jockey franchise. Before entering into the franchise business he was running a business on his own. After knowing some knowledge about the franchise business, he decides to start it. The most important factor that influences him to select the franchise business is brand recognition.

2.2 Franchise Name: Samsung



Location: No 18A/14, Hongkong Plaza Palai Road, near Velavan Hyper Market, Thoothukudi, Tamil Nadu 628002.

About Samsung: Samsung is a South Korean firm that ranks among the top manufacturers of electrical goods. Samsung focuses on producing a wide range of consumer and business electronics, including integrated systems, digital media players, semiconductors, and appliances. Samsung now ranks among the most famous names in technology and contributes to nearly one-fifth of all exports from South Korea.

Samsung Franchise: A Samsung Franchise is a simple and easy way to start entering the franchise business. In India, Samsung operates more than 2,000 exclusive brand stores through franchisees, 1,100 of which are Smartphone Café locations that only sell smartphones and tablets.

About Franchisee: Mr. Rajesh Paul was 40 years old and completed his PG as the manager of the Samsung franchise business. Before entering into the franchise business he was running a business on his own. After knowing some knowledge about the franchise business, he decides to start it. The most important factor that influences him to select the franchise business is brand recognition. franchisee get compensated in good times in stock option bases. the essential trait of a successful franchisee is communication skills.

2.3 Franchise Name: Classic Polo



Location: 379 A\13, DSF Grand Plaza (Ground Floor), Victoria Extension Road, Thoothukudi, Tamil Nadu 628002.

About Classic Polo: One of the best men's clothing companies in India, Classic Polo produces men's polo shirts, trousers, jeans, and t-shirts. Based in Tirupur, Tamil Nadu, Royal Classic Groups (RCG) is a textile company in India. R. Gopalakrishnan created it in 1991, and he is still the company's founding chairman. Royal Classic Groups' key brands are Classic Polo and CP BRO. The managing director of Classic Polo and CP BRO is Sivaram T.R. RCG a well-known textile company in India that has been producing clothing for Indian men for more than 28 years. Our top priority is superior quality and comfort. providing a whole men's wardrobe solution, including apparel and accessories. The best Indian polo shirt brand, Classic Polo (CP), was established in 2001. An international-styled "Made in India" brand made just for males.

Classic Polo Franchise: The entry of a franchise business is very difficult. brand recognition in this business is moderate. the level of difficulty to meet the legal requirement is Natural. The traditional polo brand now offers a whole range of clothing options, including T-shirts, shirts, trousers, denim, winter wear, loungewear, innerwear, and accessories. Throughout South, East, and Central India, there are 68 Franchisee showrooms for the Brand.

About Franchisee: Mr. B Williams Pinofen was 26years young man who completed his under graduated and is the owner of the Classic Polo franchise in DSF Grand Plaza. Before entering into the franchise Business he was running a business on his own. After knowing some knowledge about the franchise business, he decided to start it. The most important factor that influences him to select the franchise business is brand recognition.

2.4 Franchise Name: Levi's



Location: 383 -A, ground floor, VE Rd, Thoothukudi , Tamil Nadu 628002

About Levi's: Levi Strauss, a dry goods wholesaler, established the Levi Strauss Co. in San Francisco in 1853. Recognizing a need for work pants that could withstand harsher environments, he and a tailor named Jacob Davis created the first jean. In 1873, they got a U.S. patent for "abdomen overalls" with metal bolts at points of strain. The primary product offering assigned by the parcel number "501" was made in 1890. Levi's is now a global leader in jeans wear and one of the largest brand-name apparel companies worldwide. Under the Levi's, Dockers, Signature by Levi Strauss Co., and Denizen brands, we create and sell jeans, casual wear, and accessories for men, women, and kids.

Levi's franchise: The opening of Levi's franchise business is easy and the level of difficulty to meet the legal requirement is easy and simple. Levi Strauss is present in 1,500 stores across India, including 400 exclusive stores and multi-brand outlets such as Shoppers Stop and Lifestyle. sometimes the franchisor gives a stock option that compensated for the good times.

About Franchisee: Mr. P.Iyyadurai was 26 years young man who completed his under graduated and is the owner of Levi's franchise business. Before entering into the franchise Business he was working s an employee. After knowing some knowledge about the franchise business, he decided to start it. The most important factor that influences him to select the franchise business is brand recognition.

2.5 Franchise Name: Maruti



Location: DSF Grand Plaza, #379/1, 2 VE Road, Tuticorin, Tamil Nadu – 628002

About Maruti: India's largest manufacturer of passenger cars is Maruti Suzuki India Limited (MSIL), a Japanese subsidiary of Suzuki Motor Corporation. It is widely acknowledged that Maruti Suzuki was the driving force behind India's automobile revolution. In India, the company is in the business of making and selling passenger cars. Maruti Suzuki has a vast portfolio of 16 car models with over 150 variants, beginning with the iconic Maruti 800. In February 1981, the Government of India and Suzuki Motor Corporation, Japan, formed a joint venture to incorporate the company, which was formerly known as Maruti Udyog Limited.

Maruti franchise: The entry of the Maruti franchising business is easy. The level of difficulty to meet the legal requirements is moderate. In India, Maruti Suzuki has 2,413 sales locations spread over 1,992 cities and 380 Nexa locations spread across 228 cities. By 2020, the company wants to have 4,000 shops in its sales network. There are 4044 service stations in 1,861 cities in India.

About Franchisee: Mr. Dinesh Kumar was 35 years old, completed his post graduated, and now is the manager of the Maruti franchise business. Before entering into the franchise Business he was working as an employee. After knowing some knowledge about the franchise business, he decided to start it. The most important factor that influences him to select the franchise business is brand recognition.

2.6 Franchise Name: Green trends



Location: Shop No. 4b/A1, 169, Palayamkottai Road, Mani Nagar Toovipuram, Near Mangal Mall, Thoothukudi, Tamil Nadu 628002.

About Green trends: FMCG giant Cavinkare launched a first-of-its-kind professional, unisex salon chain "green trends" with the vision of making beauty and styling accessible to all, an aspiration that was previously reserved only for the privileged. Green Trends' experience is built on the pillar of a 'culture of consultation,' where our certified experts hand-pick products and recommend salon services best suited for each individual customer. Green trends has a large and loyal customer base of over 20 lac customers, which is constantly growing, thanks to continuous innovation of the service offering and meticulous focus on salon experience.

Green trends franchise: Green Trends transformed the salon landscape, making everyone's beauty and styling dreams a reality. Green Trends, with a vast network of 375+ salons, brings its vision of accessible beauty and styling services to the far-flung corners of the country, with a presence in 50+ cities. Green Trends caters to one's head-to-toe grooming, beauty, and styling needs at an exceptional value by providing scientifically designed services using world-class products delivered by certified skin and hair experts.

About Franchisee: Mical, a 55-year-old man who has completed his UG studies, owns the Green Trends franchise in Tuticorin. Mr.Mical owns three franchise businesses in addition to his successful green trends franchise. He has the fastest growing market and the best ownership. As a franchisee, he sees an excellent future in all activities. The most important factor that influences him to select the franchise business is brand recognition.

2.7 Franchise Name: LG



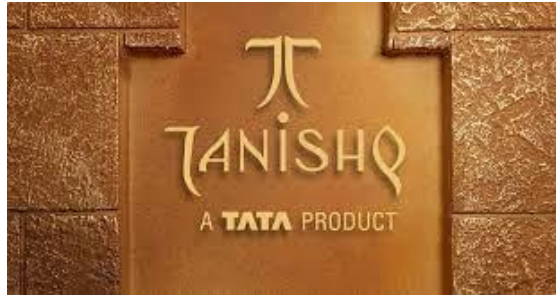
Location: 3rd Floor, Velavan Hyper Market, 51, Gin Factory Rd, Shanmugapuram, Thoothukudi, Tamil Nadu 628002.

About LG: LG Electronics was established in 1958 and has since led the way into the advanced digital era thanks to the technological expertise acquired by manufacturing many home appliances such as radios and TV's. LG Electronics has unveiled many new products, applied new technologies in the form of mobile devices and digital TVs in the 21st century and continues to reinforce its status as a global company.

LG franchise: LG is determined to maintain its momentum. We constantly bolster our professionalism and take steps toward becoming a leading global company. LG Electronics aims at improving customers' life and business with leading products and world-class technology. LG has a solid presence in B2C fields, such as home appliances, home entertainment, and mobile communications. To support future growth in the B2B market, we keep developing our B2B portfolio. We also prepare for changes in industry and customer needs.

About Franchisee: Gunachandran, a 45-year-old man with a UG degree, is the owner of the LG franchise in Tuticorin. Mr. Gunachandran has a highly successful franchise. He takes pride in the fact that he owns a franchise. He successfully owns three more franchises. The most important factor that influences him to select the franchise business is brand recognition.

2.8 Franchise Name: Tanishq



Location: No 224, West Great Cotton Road, Shanmugapuram, Thoothukudi, Tamil Nadu 628002.

About Tanishq : Tanishq is India's largest, most coveted, and fastest-growing jewelry brand. Tanishq is the jewelry business group of Titan Industries Ltd, which was founded in 1995 and is promoted by the TATA group. Titan's jewelry business had a revenue of Rs 7,064 crore in 2011-12. Tanishq has established production and sourcing bases through research of Indian jewelry crafts. The factory, which is located in Hosur, Tamil Nadu, is equipped with the most recent and cutting-edge machinery and equipment.

Tanishq franchise: Tanishq is India's most prominent retail chain of jewelry stores, with 225 Tanishq jewelry franchises in over 170 cities. The cost of opening a Tanishq store is highly dependent on the location and size of the store. Tanishq currently plans to open more than 200 stores in at least 130 new small towns over the next five years. The company currently operates 275 exclusive boutique stores in 170 cities. There are 226 franchised locations and 50 company-owned locations. Tanishq shops in small towns cost around Rs 15-20 crore, while large format outlets cost between Rs 40-50 crore. As a result, it is safe to say that the brand has implemented a successful business model.

About Franchisee: N. Naresh Babu, a 45-year-old man with an MBA, owns the Tanishq franchise. He started the Tanishq franchise in 1992. He rapidly expands his business, and he now has three franchises. He is economically successful, with the fastest-growing market and the best franchise in Thoothukudi. He intends to start a new franchise business as well as invest in the same Tanishq franchise in the future. The most important factor that influences him to select the franchise business is brand recognition.

2.9 Franchise Name: Dell



Location : 359, Palayamkottai Rd, Near Ramaiyah, Mahal, Thoothukudi, Tamil Nadu 628001.

About Dell : Dell Inc. is a multinational information technology corporation headquartered in Round Rock, Texas, that develops, sells, and supports computers as well as related products and services. Michael Dell is the founder of Dell Inc. This is one of the largest corporations in the world, with over 103,300 employees worldwide. Dell India, one of the world's fastest-growing large integrated IT companies, has opened its 500th Dell Exclusive Store (DES) in Mumbai's Lamington Road. Dell enables countries, communities, customers, and people all over the world to use technology to achieve their goals.

Dell Franchise : Dell India, one of the world's fastest-growing large integrated IT companies, has. DELL franchise is a great investment opportunity for any entrepreneur. Despite the fact that there are more than 5 competitors in the market, Dell has always been a first choice of businessmen when it comes to opening an outlet in their city. The opening of the outlet marked the completion of the company's launch of 150 franchise stores in India.

About franchisee : Palani Kumar. N was 40 years old, a PG graduate, and the owner of a DELL franchise. He was started DELL franchise business in 2015. DELL typically provides opportunities for graduates, and he benefited from it. He was an employee prior to starting his own franchise business. Being a franchisee has allowed him to become financially stable while also providing him with a sense of ownership. The most important factor that influences him to select the franchise business is brand recognition.

2.10 Franchise Name: Arun ice cream

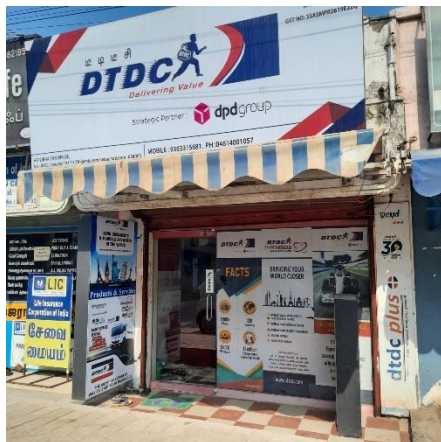
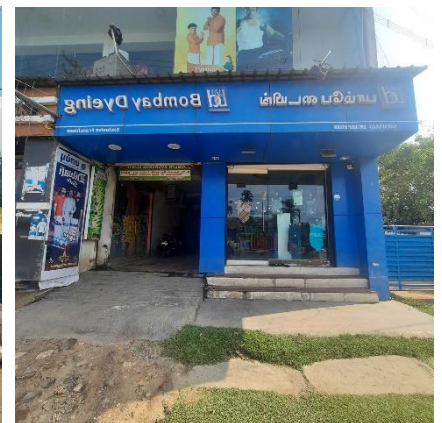
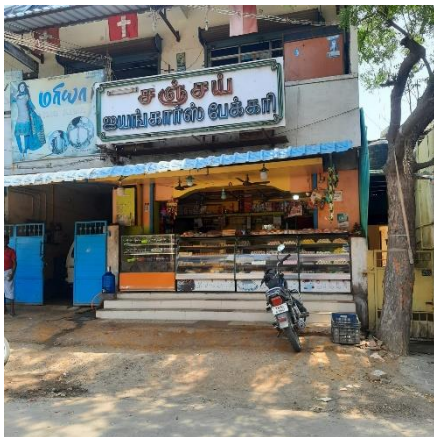


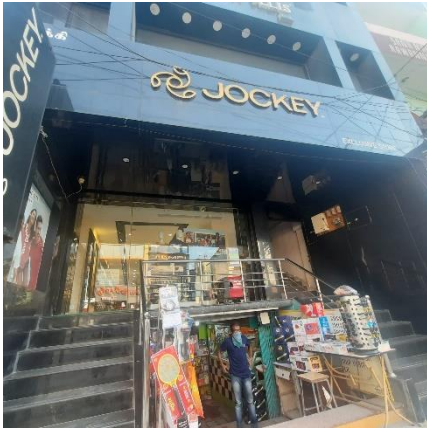
Location: 31, Toovipuram 1st St, Toovipuram, Thoothukudi, Tamil Nadu 628002

About Arun icecream: Arun (Sun in Tamil) Ice Creams, the company's most well-known brand, was founded in 1970 as a small venture by RG Chandramohan, the son of a vegetable wholesaler from Virudhunagar. The then-21-year-old made his business decision based on the amount of capital he could raise. Other businesses necessitated significant investment. According to legend, he raised \$13,000/- by selling family land and investing it in the ice cream business, naming it RG Chandramohan and Co. With only three employees, it began operations in a rented 250-square-foot space, where ice candies were prepared and sold from pushcarts.

Arun ice cream franchise: This franchise model quickly spread, initially within Tamil Nadu and then to other southern states. Some franchisees are said to have named their children 'Arun' out of loyalty. Arun topped the 'Ice cream sales by volume' list in Tamil Nadu in 1985. It is estimated that by 1999, it had opened approximately 700 outlets in TN, Karnataka, Kerala, and Andhra Pradesh. By the 1990s, revenue had surpassed 3 crore. In the 1990s, Hindustan Unilever acquired several regional ice cream brands; Arun Ice Creams refused to give in and stood firm. As the market grew, Chandramohan introduced refrigerated vehicles to transport ice cream to its outlets in and outside of Tamil Nadu in 1995.

About franchisee: Mr. Tharun Muthukumar was 37 years old, who completed his undergraduate and he is the owner of the Arun icecream franchise in Toovipuram. Before entering into the franchise Business he was running a business on his own. After knowing some knowledge about the franchise business, he decided to start it. The most important factor that influences him to select the franchise business is brand recognition.







CHAPTER-III

ANALYSIS AND INTERPRETATION



CHAPTER III

ANALYSIS AND INTERPRETATION

In this chapter, the analysis and interpretation of the data are discussed. All data collected and not analyzed is useless and nothing can be derived from it. This analysis is the backbone of our research. This data is collected from merchant opinions through surveys. Provided in chart and table format for easy interpretation of the data.

The following ways are used for the interpretation of data:

➤ **Simple Percentage Analysis:**

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

➤ **Rank Analysis**

✓ **Weighted Average Method**

$$R = \frac{\sum Fx}{\sum F}$$

✓ **Garrett Ranking Method**

$$\text{Percentage Position} = \frac{100 (R_{ji} - 0.5)}{N_j}$$

Table 3.1 showing Gender of the respondents

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE (%)
Male	51	98
Female	1	1.9
Total	52	100

Source: Primary Data

Inference:

From the above table, it is inferred that the 98% of the respondents are Male and 1.9% of the respondents are Female franchisees. Hence, it is clear that the majority of the respondents (98%) are Male franchisees.

Chart 3.1

Gender of the respondents

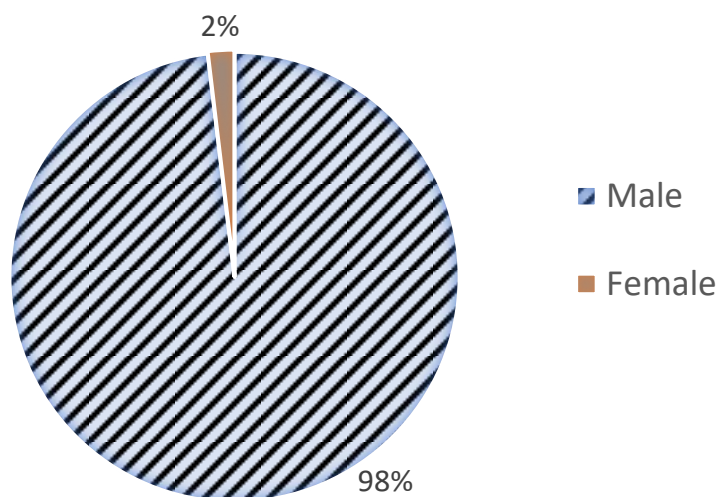


Table 3.2 showing Age of the respondents

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Below 30	4	7.7
30-40	18	34.6
41 - 50	23	44.2
51-60	6	11.53
Above 60	1	1.92
Total	52	100

Source: Primary data

Inference:

From the above table it is inferred that the 44.2% of the respondents are aged between 41 and 50, 34.6% of the respondents are aged between 30 and 40, 11.53% of the respondents are aged between 51 and 60, 7.7% of the respondents are aged below 30 and 1.92% are the respondents are aged above 60. Hence, it is clear that the majority of the respondents (44.2%) are between 41-50 age.

Chart 3.2

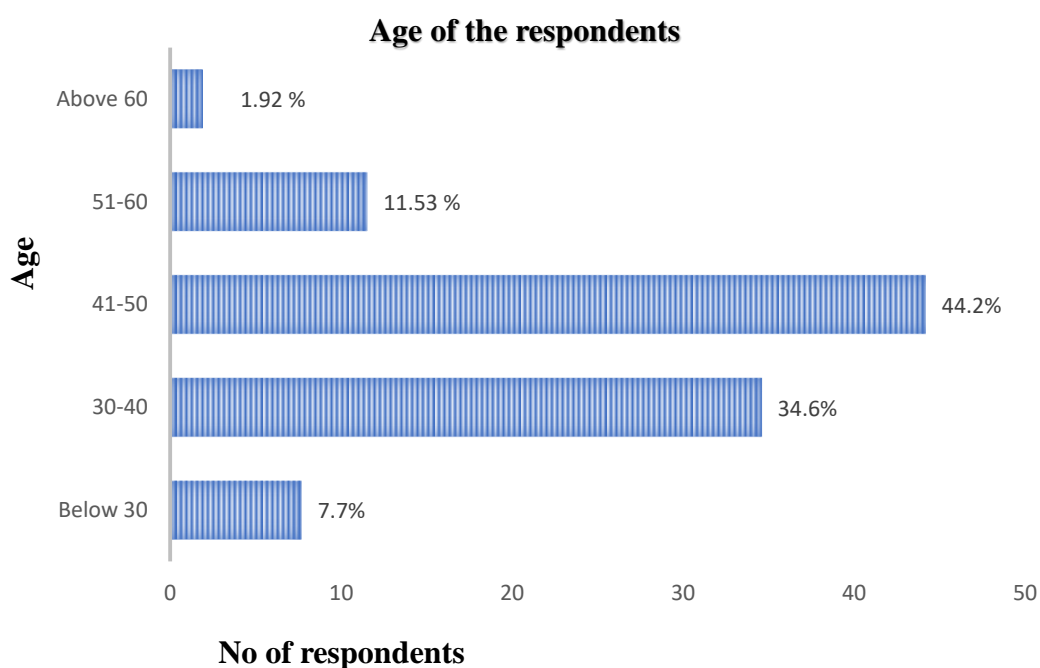


Table 3.3 showing Marital status of the franchisee

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Married	48	92.3
Unmarried	4	7.7
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that the 92.3% of the respondents are Married and 7.7 % of the respondents are Unmarried. Hence, it is clear that The majority of the respondents (92.3%) are Married.

Chart 3.3

Marital status of the franchisee

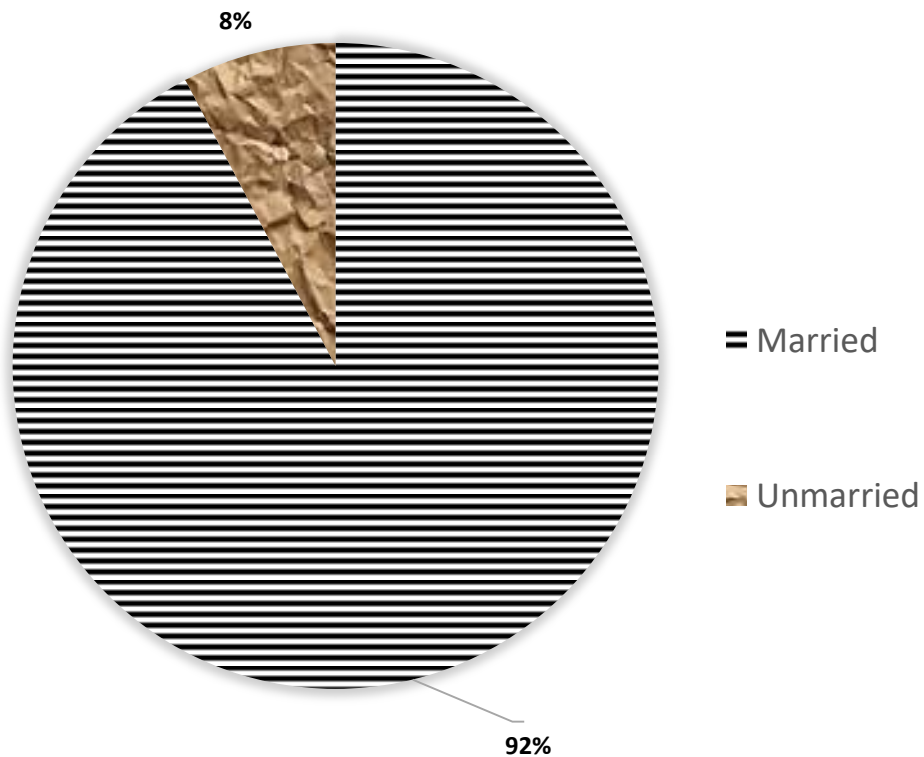


Table 3.4 showing Qualification of the respondents

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE %
SSLC	5	9.61
HSC	5	9.61
UG	21	40.4
PG	17	32.7
Diploma	4	7.7
Others	-	-
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 40.4% of the respondents are UG qualified, 32.7% of the respondents are PG qualified, 9.61% of the respondents are SSLC qualified, 9.61% of the respondents are HSC qualified and 7.7% of the respondents are Diploma qualified. Hence it is clear that the majority of the respondents (40.4%) are qualified undergraduates.

Chart 3.4

QUALIFICATION OF THE RESPONDENTS

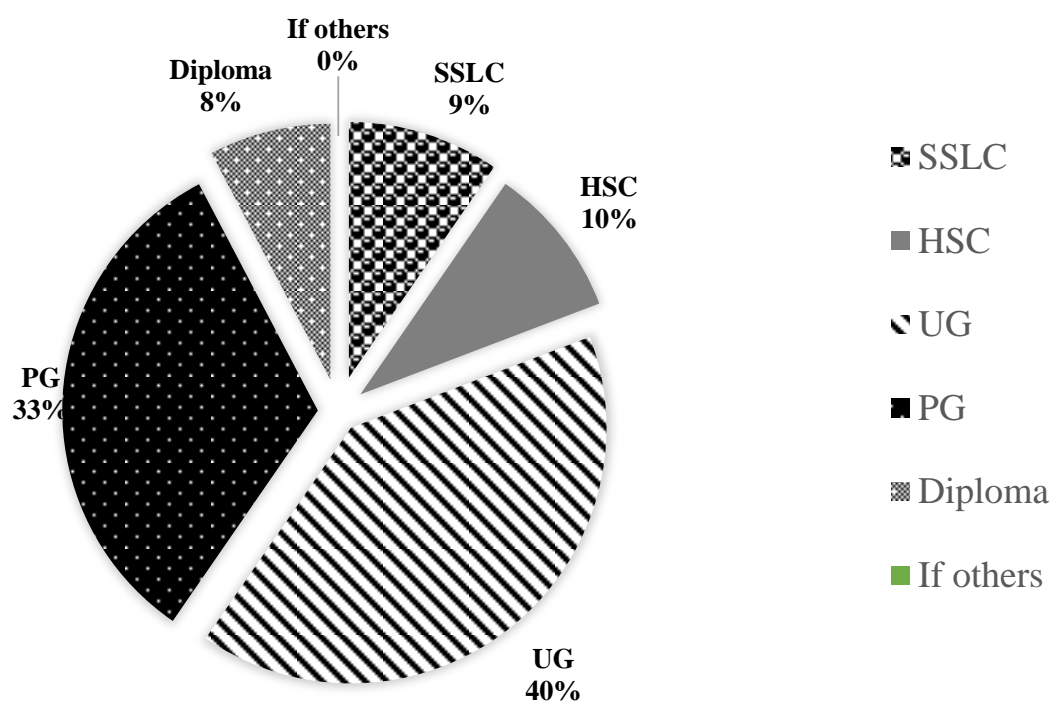


Table 3.5 showing Year of commencement of the franchise business

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE %
2002- 2005	3	5.8
2006-2010	4	7.7
2011-2015	10	19.2
2016-2020	28	53.8
2021-2023	7	13.5
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 53.8% of the respondents started their business between 2016 and 2020, 19.2% of the respondents started between 2011 and 2015, 13.5% of the respondents started between 2021 and 2023, 7.7% of the respondents started between 2006 and 2010 and 5.8% of the respondents started between 2002 and 2005. Hence it is clear that the majority of the respondents (53.8%) are employees who commenced before the franchise business.

Chart 3.5

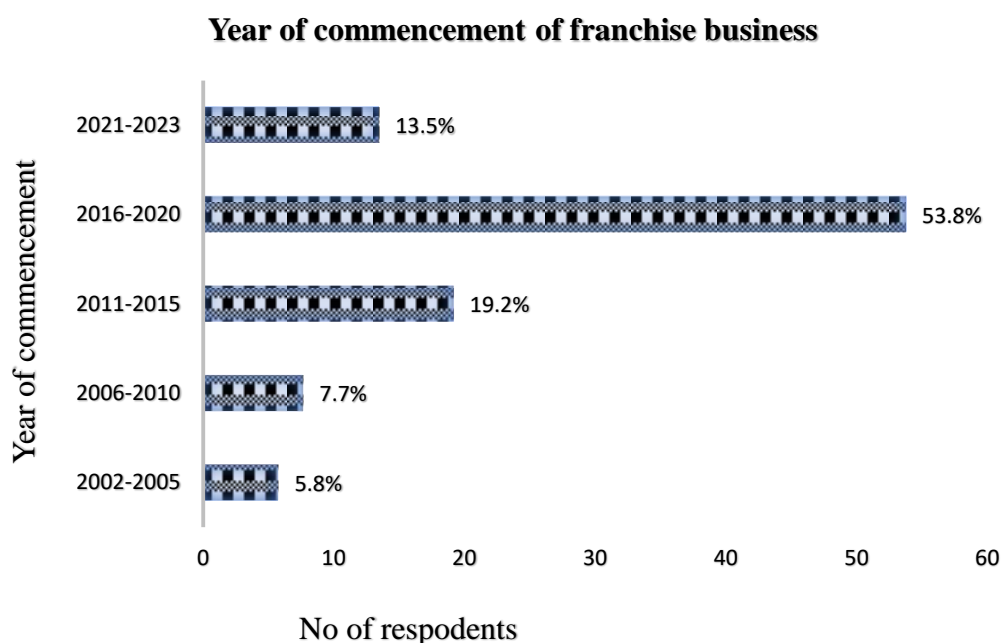


Table 3.6 showing Profession before the franchise business

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Student	4	7.7
Own business	27	52
Employee	21	40.3
Unemployed	-	-
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 52% of the respondents were doing their own business, 40.3% of the respondents were working as on employee and 7.7% of the respondents were students before starting up the franchise business. Hence it is clear that the majority of the respondents (40.3%) are employees who commenced before the franchise business.

Chart 3.6

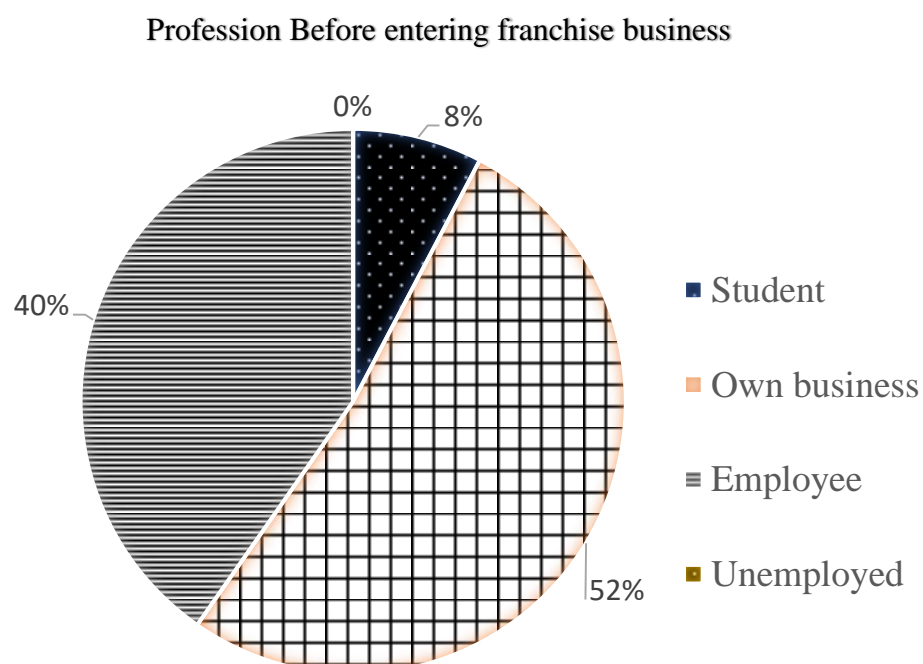


Table 3.7 showing
Reason for selecting the franchise business

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Lower risk	4	7.7
Brand recognition	41	79
Preopening support	1	1.9
Ongoing support	2	3.8
Pride of ownership	3	5.7
Financial assistance	1	1.9
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 79% of the respondents are preferred Brand recognition, 7.7% of the respondents are preferred lower risk, 5.7% of the respondents are preferred pride of ownership, 3.8% of the respondents are preferred ongoing support ,1.9 % of the respondents are preferred preopening support and 1.9% of the respondents are preferred financial assist.

Chart 3.7

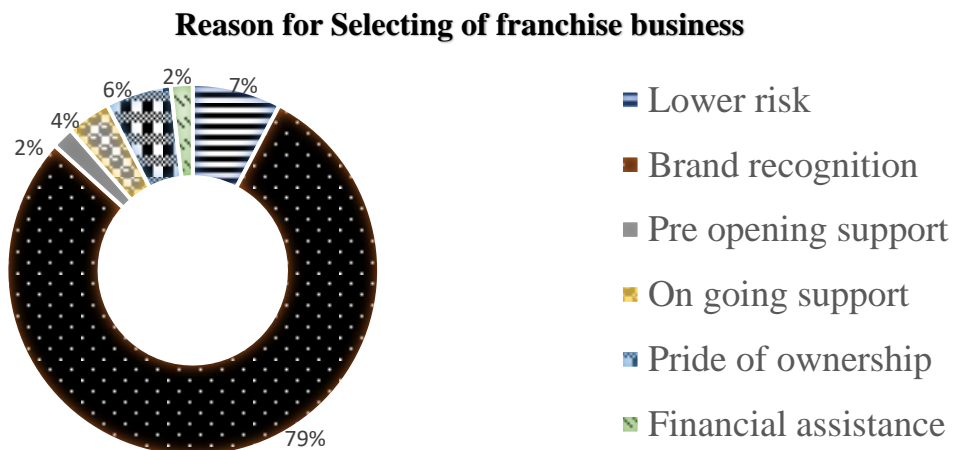


Table 3.8 showing Mode of contact of the franchisee

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Social media	6	11.5
Phone call	35	67.3
Website	5	9.61
Intermediary	6	11.5
If others	-	-
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 67.3% of the respondents were contacted through phone call, 11.5% of the respondents through social media, 11.5% of the respondents through intermediary and 9.61% of the respondents through website.

Chart 3.8

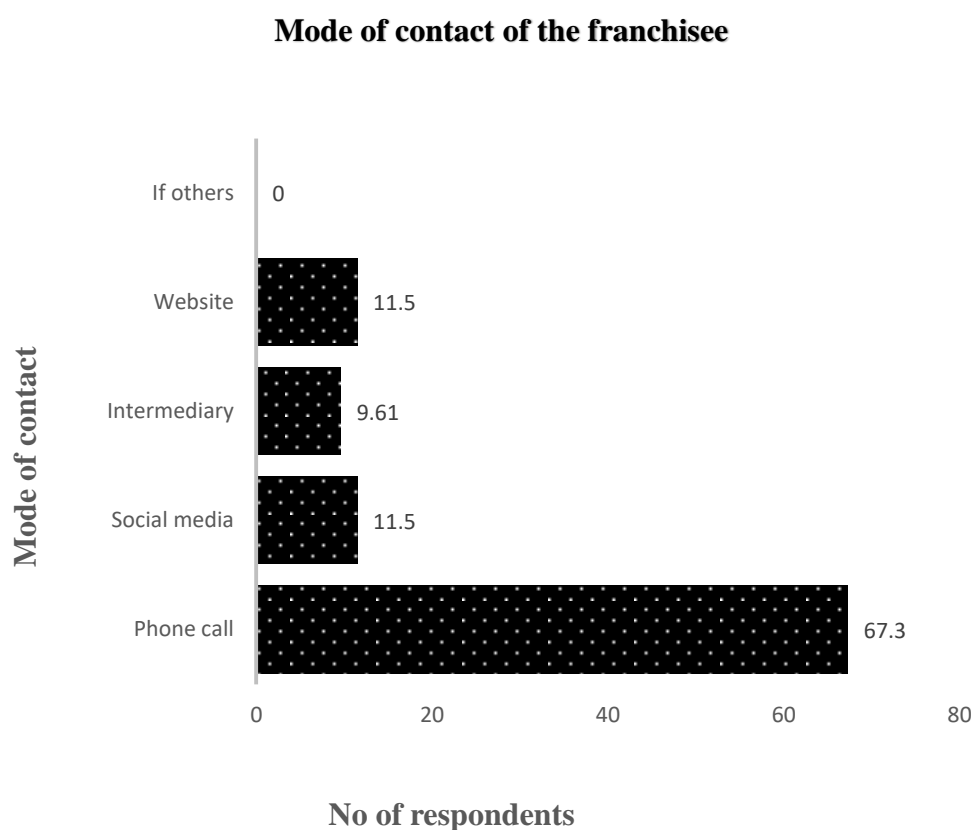


Table 3.9 showing Type of franchise business

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE %
Job franchise	-	-
Product franchise	47	90.3
Business format franchise	4	7.7
Investment franchise	1	1.9
If others	-	-
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 90.3% of the respondents own Product franchise, 7.7% of the respondents own business format franchise and 1.9% of the respondents own investment franchise business.

Chart 3.9

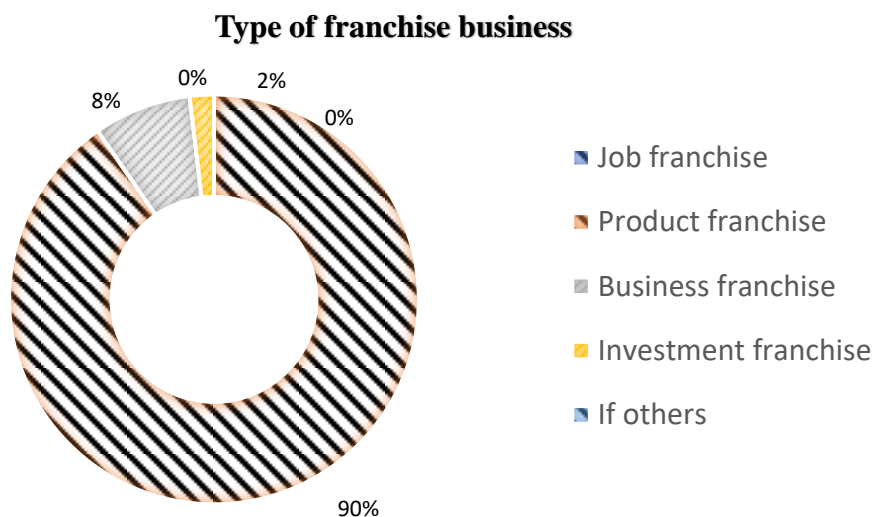


Table 3.10 showing Tenure of franchise agreement

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE %
Less than 5 years	4	7.7
5 years	13	25
10 years	26	50
20 years	4	7.7
More than 20 years	5	9.6
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 50% of the respondents tenure of franchise agreement is 10 years, 25% of the respondents tenure of franchise agreement is 5 years, 9.6% of the respondents tenure of franchise agreement is more than 20 years, 7.7% of the respondents tenure of franchise agreement is less than 5 years and 7.7% of the respondents tenure of franchise agreement is more than 20 years.

Chart 3.10

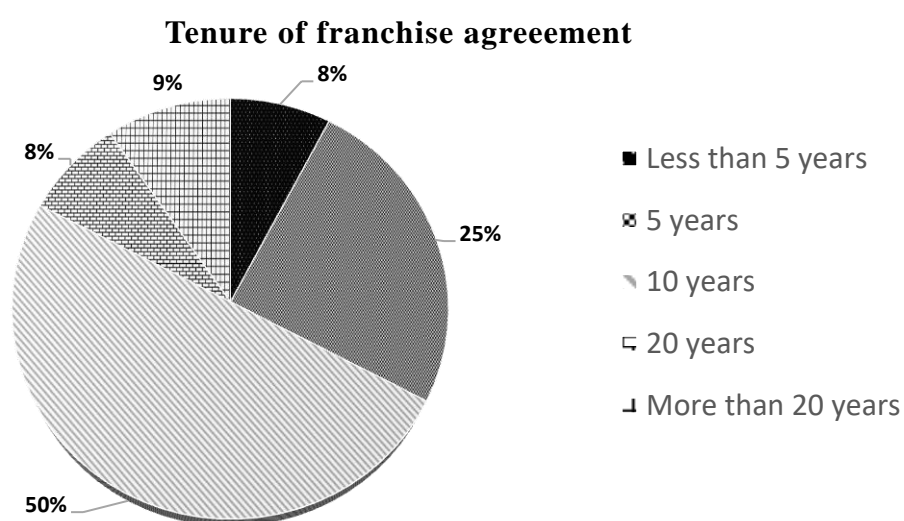


Table 3.11 showing Target customer of the franchise business

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE %
Men	11	21.1
Women	3	5.7
Children	1	1.9
Youngsters	-	-
All of the above	37	71.1
If others specifies	-	-
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 71.1% of the respondents target customers are all of the above category, 21.1% of the respondents target customer are men, 5.7% of the respondents target customer are women and 1.9% of the respondents target customer are children.

Chart 3.11

Target customer of the franchise business

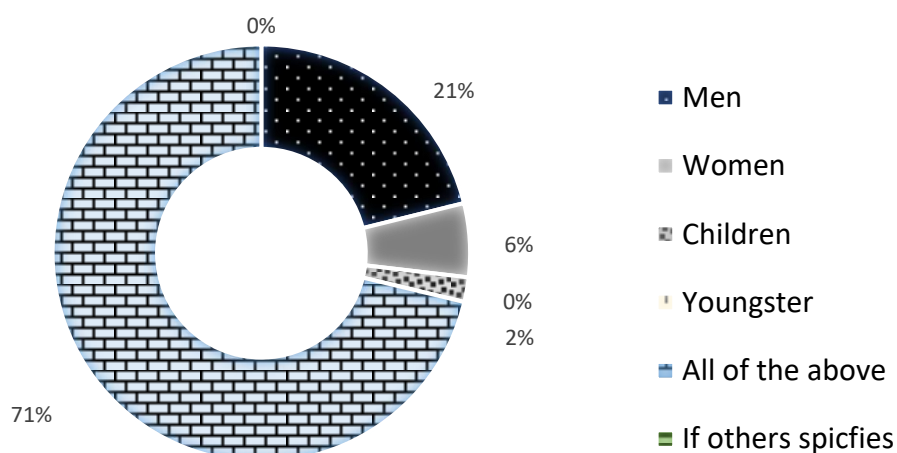


Table 3.12 showing No. of working hours of Franchisees

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE %
6 hours	-	-
8 hours	11	21.1
10 hours	24	46.2
24 x 7	17	32.7
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 46.2% of the respondents mentioned that they have been working 10 hours a day, 32.7% of the respondents mentioned that they have been working 24x7 and 21.1% of the respondents mentioned that they have been working 8 hours a day.

Chart 3.12

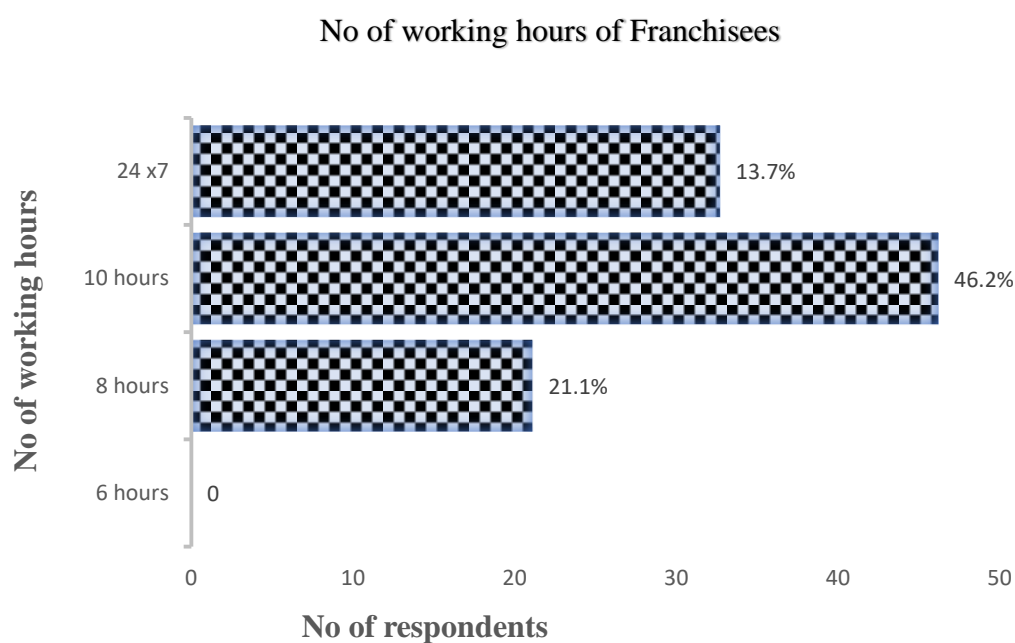


Table 3.13 showing No. of franchise business the franchisees own

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE %
One	10	19.2
Two	6	11.5
Three	8	15.4
More than three	28	53.8
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 53.8% of the respondents have own more than three franchise business, 19.2% of the respondents have own one franchise business, 15.4% of the respondents have own three franchise business and 11.5% of the respondents have own two franchise business.

Chart 3.13

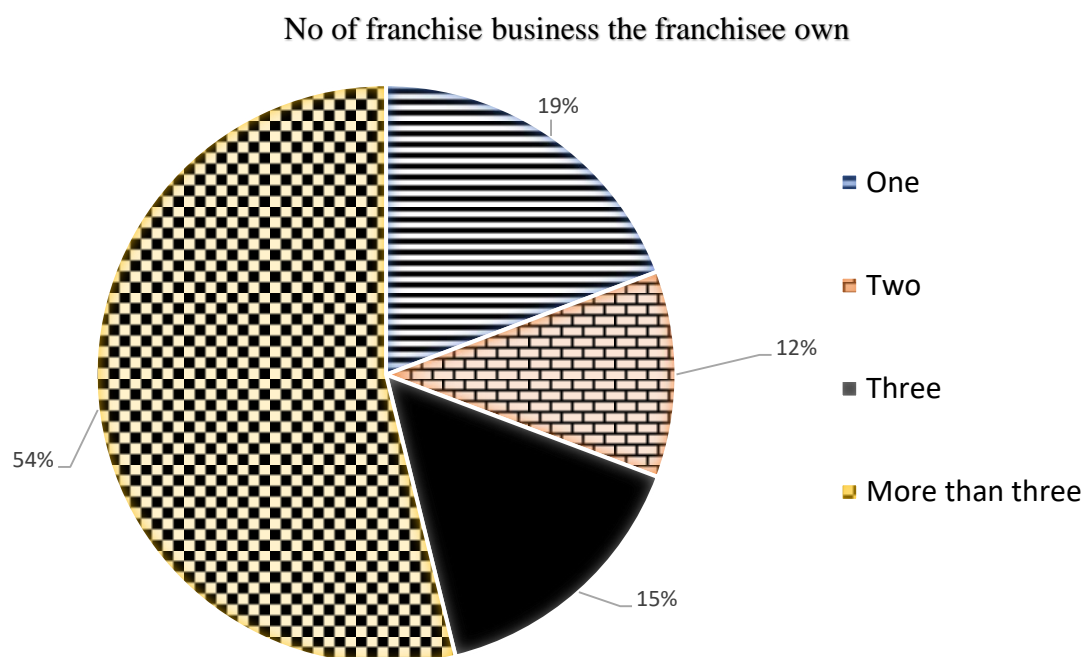


Table 3.14 showing Frequency of training and development program

Particulars	No of respondents	Percentage %
Initial training	28	53.8
Frequently	18	34.6
Every installation	6	11.5
Never	-	-
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 53.8% of the respondents were given initial training before franchise business, 34.6% of the respondents were given frequently and 11.5% of the respondents were given training and development program before every installation.

Chart 3.14

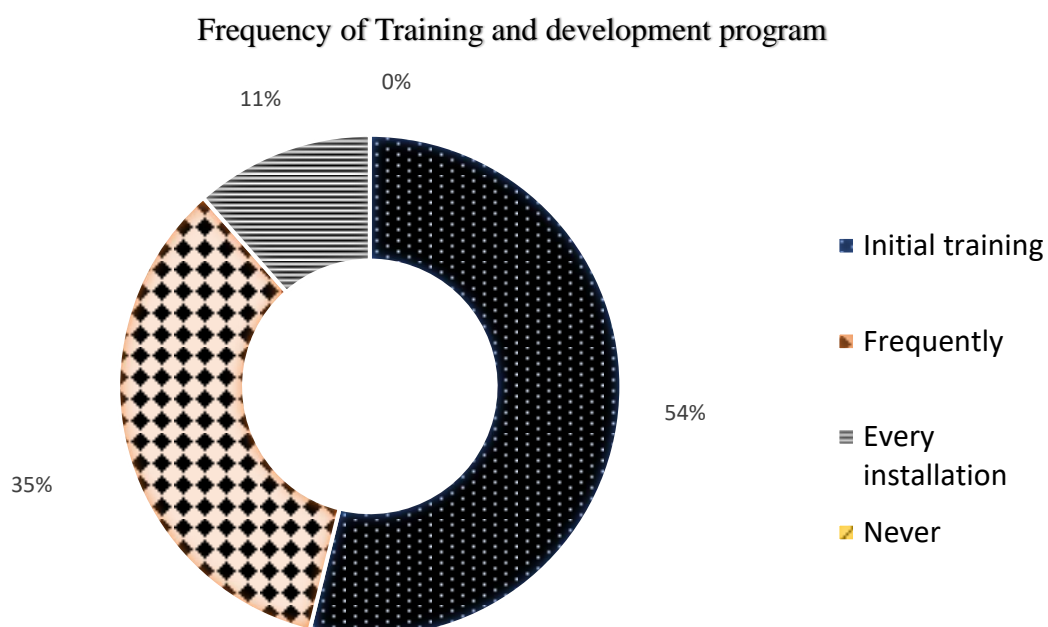


Table 3.15 showing Franchisor assistance in hard times

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE %
Yes	25	48.1
No	27	51.9
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 51.9% of the respondents says that Franchisor do not provide any assistance in hard times and 48.1% of the respondents says that Franchisor provide assistance during hard times.

Chart 3.15

Franchisor assistance in hard times

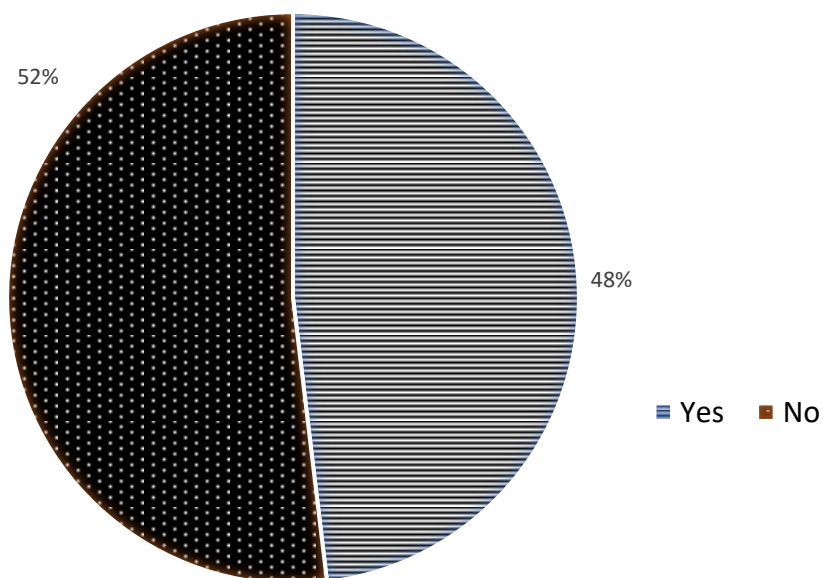


Table 3.16 showing Decision making power of franchisees

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE %
Yes	16	30.7
No	36	69.2
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 69.2% of the respondents have no decision making power and 30.7% of the respondents have decision making power.

Chart 3.16

Decision making power of franchisees

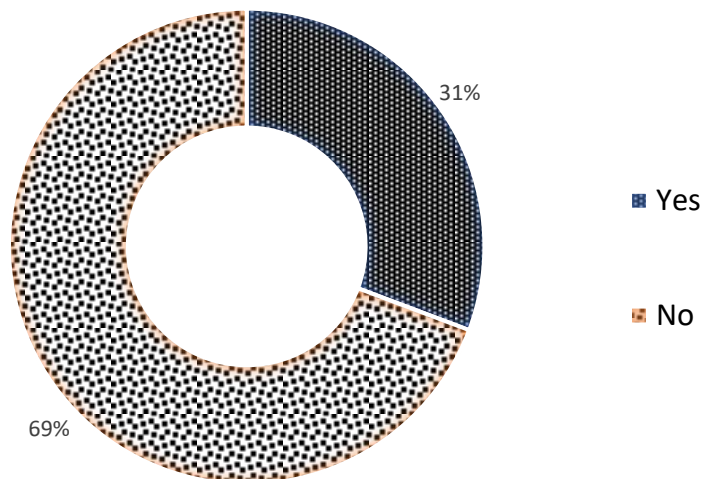


Table 3.17 showing No. of times the franchisor contact franchisees

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE%
Frequently	26	50
Weekly	8	15.3
Monthly	7	13.5
Every 6 month	1	1.9
Yearly	1	1.9
It depends	19	36.5
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 50% of the respondents get frequent call from franchisor, 36.5% of the respondents get occasionally (It depends), 15.3% of the respondents get weekly, 13.5% of the respondents get monthly, 1.9% of the respondents get contacted every 6 month and same for the franchisees who get yearly call from franchisors.

Chart 3.17

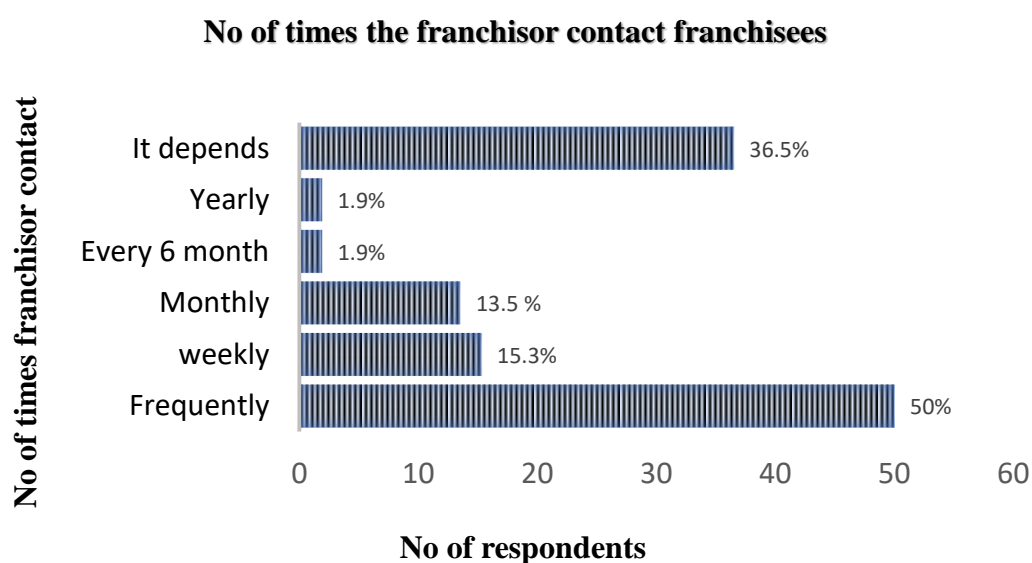


Table 3.18 showing Price fixation of the goods

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE %
Franchisor	46	88.4
Franchisee	6	11.5
If others specify	-	-
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that for 88.4% of the respondents franchisor fixes the price of the goods and for 11.5% of the respondents franchisee fixes the price for goods.

Chart 3.18

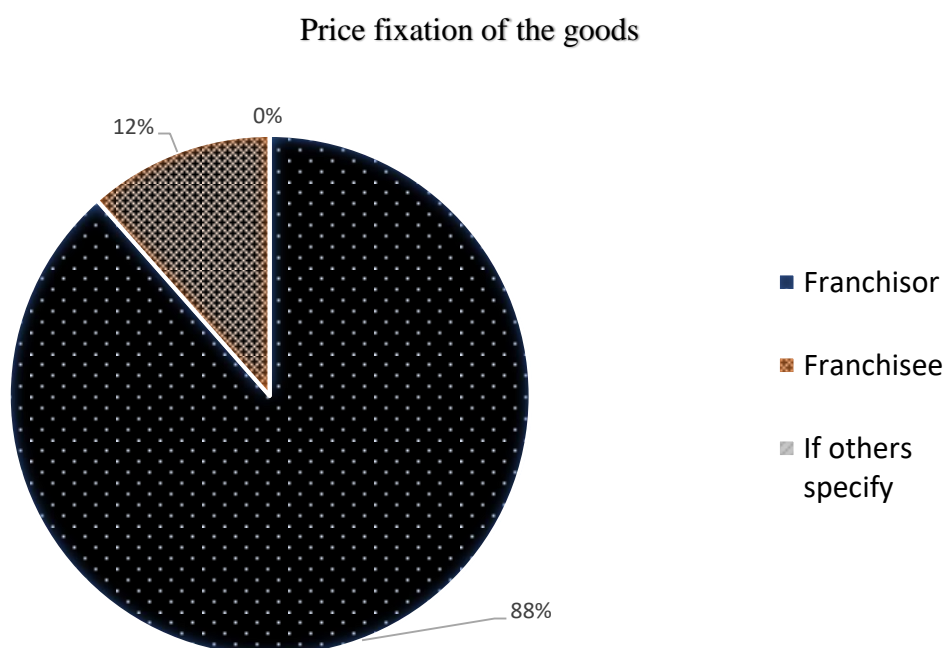


Table 3.19 showing Kinds of problem franchisee encounter

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE %
Long approval process	20	38.4
Higher than expected Operating cost	18	34.6
Less decision making Power	2	3.8
More rules and regulation	8	15.3
Brand dilution	3	5.7
Low sales	1	1.9
If others specify	-	-
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 38.4% of the respondents find long approval process as their problem, 34.6% of the respondents feel that there are higher expected operating costs, 15.3% of the respondents find there are more rules and regulation, 5.7% of the respondents mentioned brand dilution, 3.8% of the respondents mentioned less decision making power and 1.9% of the respondents mentioned low sales as their problems.

Chart 3.19

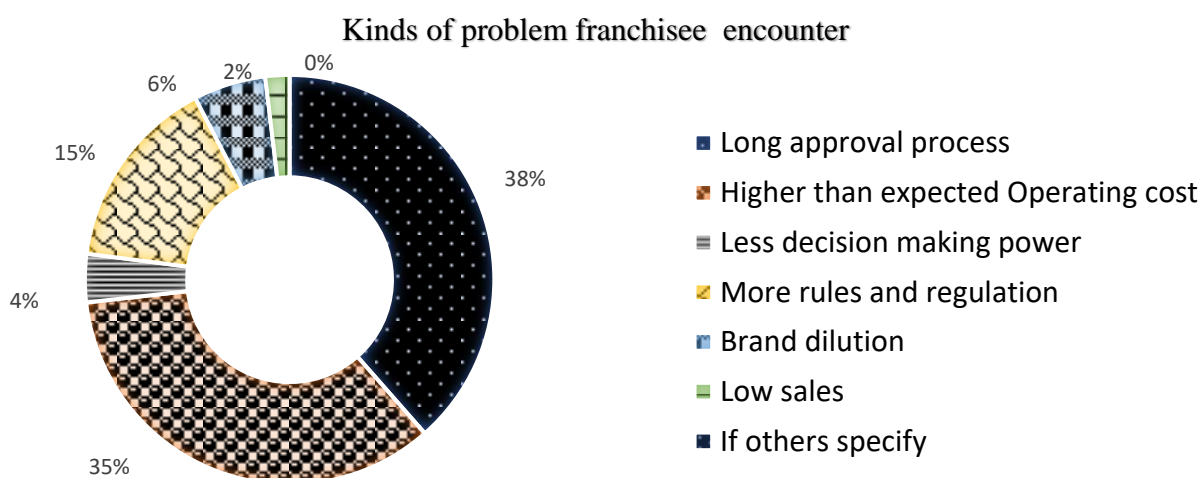


Table 3.20 showing Collection of royalty payment

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE %
A fixed percent of sales turnover	33	63.5
A fixed amount irrespective of your sales	4	7.7
On credit score	15	28.8
If others specify	-	-
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 63.5% of the respondents have fixed percent of sales turnover as their royalty payment, for 28.8% of the respondents it depends on credit score and 7.7% of the respondents have a fixed amount irrespective of their sales as their Royalty payment.

Chart 3.20

Collection of royalty payment

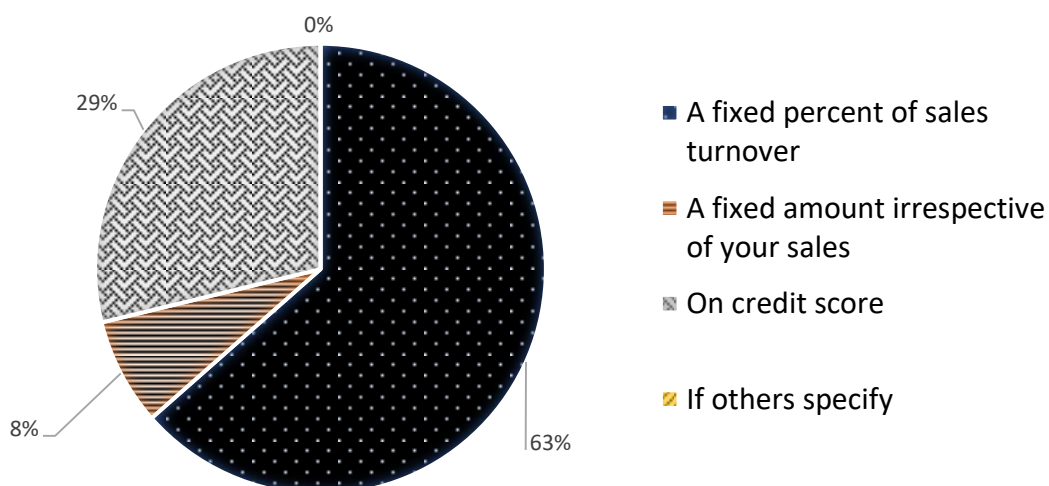


Table 3.21 showing Level of cash flow

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Stable	7	13.6
Fluctuates	20	38.5
Seasonal changes	25	48.1
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 48.1% of the respondents agree that the cash flow depends on the level of seasonal changes, 38.5% of the respondents agree that cash flow fluctuates and 13.6% of the respondents agree that their cash flow is stable.

Chart 3.21

Level of Cash flow

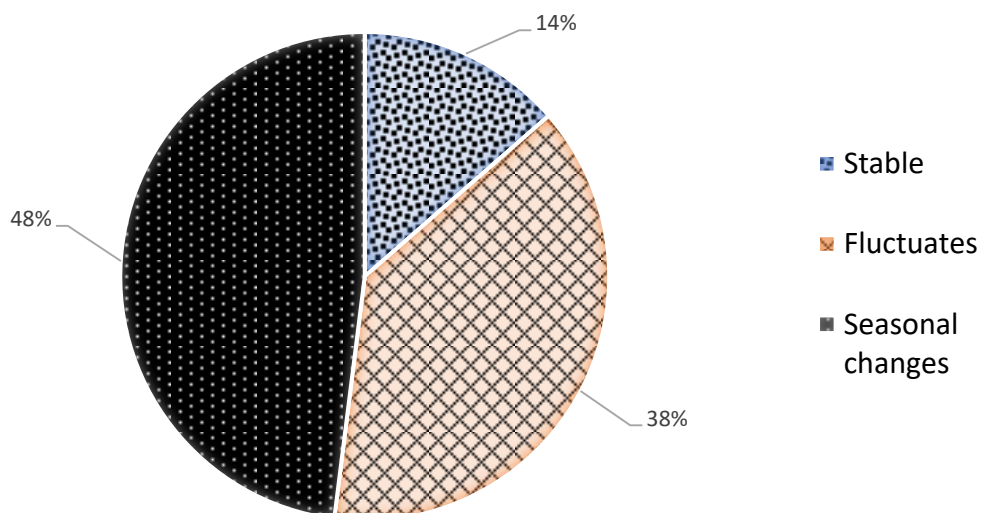


Table 3.22 showing Home delivery service in franchise business

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Yes	28	53.8
No	24	46.1
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 53.8% of the respondents provide home delivery service and 46.1% of the respondents do not provide home delivery service.

Chart 3.22

Home delivery service in franchise business

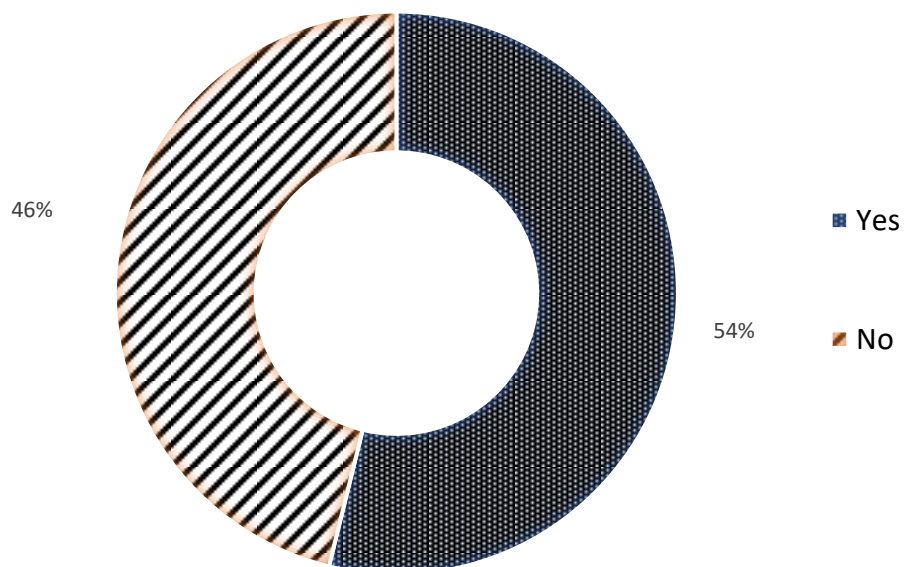


Table 3.23 showing Compensation of Franchisee

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE %
Bonus	15	28.8
Retirement benefits	8	15.4
Stock option	20	38.5
Refreshment Activities	9	17.3
If others, specify	-	-
Total	52	100

Source: Primary data

Inference:

From the above table ,it is inferred that 38.5% of the respondents get stock option as their compensation, 28.8% of the respondents get bonus as their compensation, 17.3% of the respondents get refreshment activities and 15.4% of the respondents have retirement benefits.

Chart 3.23

Compensation of franchisee

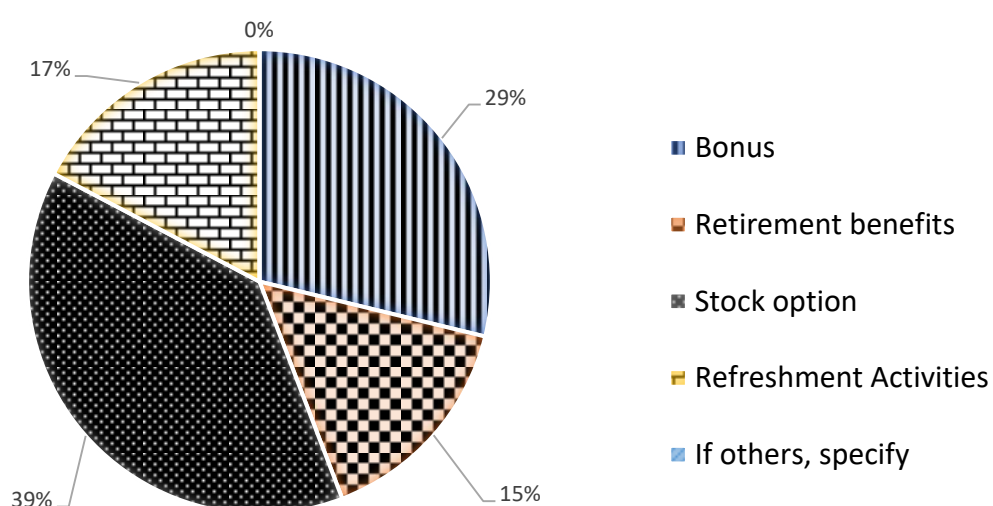


Table 3.24 showing Offers and discounts in franchise business

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Festival season	20	38.5
Clearance sale	13	25
Randomly	19	36.5
Otherwise	-	-
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 38.5% of the respondents agree that they get offer and discount on festival season, 36.5% of the respondents agree that they get offer and discount randomly, 25% of the respondents agree that they get offer and discount only on clearance sale.

Chart 3.24

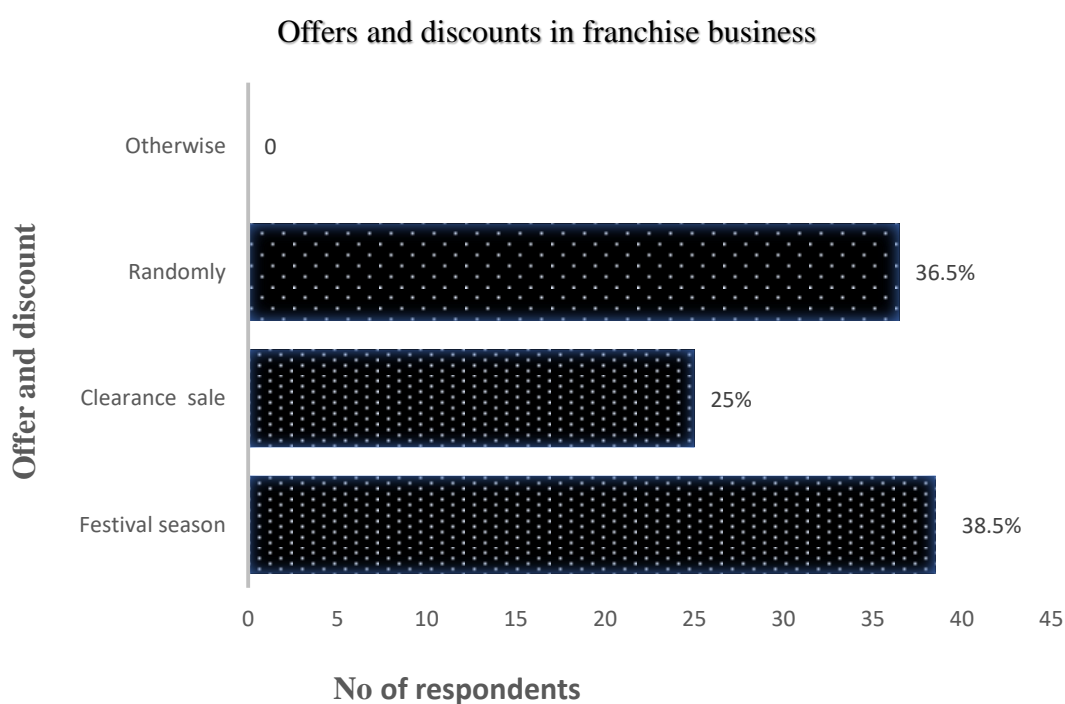


Table 3.25 showing Increase of sales rate during offers and discounts

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Yes	40	76.9
No	12	23.1
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 76.9% of the respondents agree that there is an increase in sales rate when offers and discounts provided, 23.1% of respondents denied that there is no increase in sales rate even though the offers and discounts are provided.

Chart 3.25

Increase of sales rate during offers and discounts

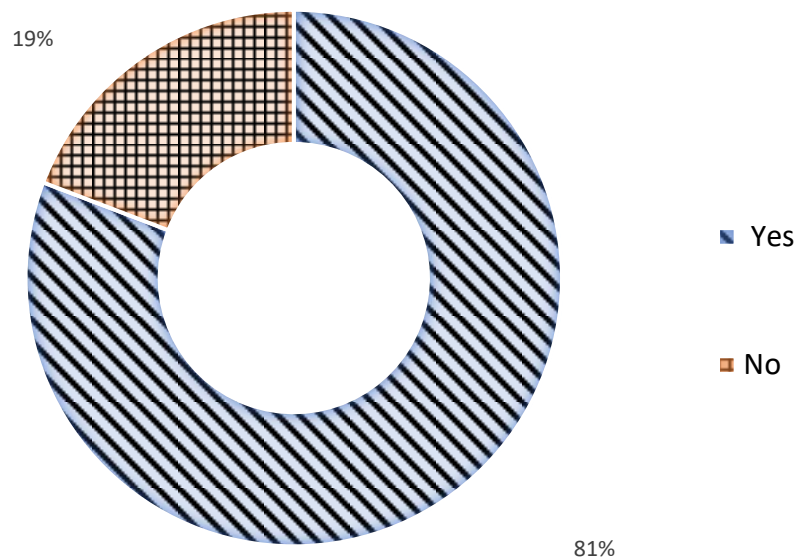


Table 3.26 showing Feedback of franchisee

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Yes	42	80.8
No	10	19.2
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 80.8% of the respondents agree that the franchisors get feedback from their franchisees and for 19.2% of the respondents franchisors do not get feedback from their franchisees.

Chart 3.26

Feedback of franchisee

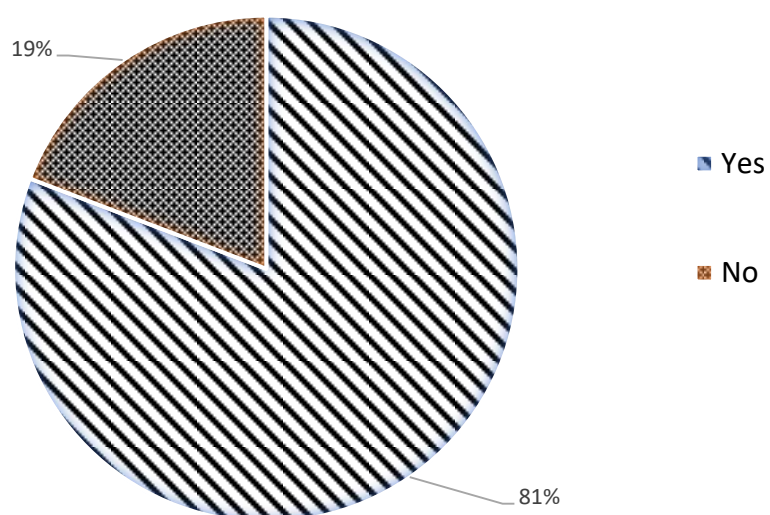


Table 3.27 showing Suggestions of franchisees are considered

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Yes	20	38.5
No	3	5.8
It depends	29	55.8
Not sure	-	-
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 55.8% of respondents says it depends on the matter of suggestion, 38.5% of respondents agree that their suggestions are considered and 5.8% of respondents feel that their suggestions are not considered.

Chart 3.27

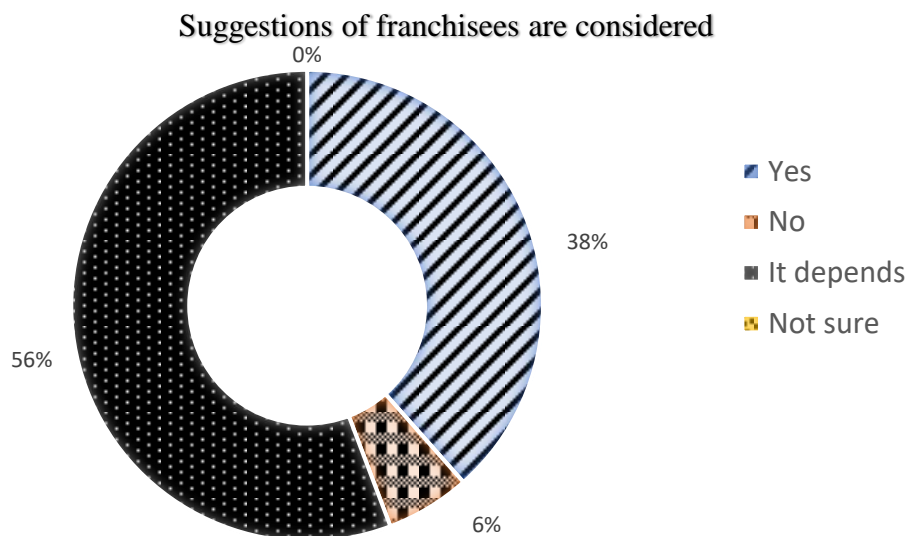


Table 3.28 showing Period taken to respond the complaints of franchisee

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Within a day	15	28.8
After a week	16	30.8
After a month	17	32.7
After months	3	5.8
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 32.7% of the respondents feel that their complaints are considered only after a month, 30.8% of the respondents feel that their complaints are considered only after a week, 28.8% of the respondents feel that their complaints are considered within a day, 5.8% of the respondents feel that their complaints are considered after months.

Chart 3.28

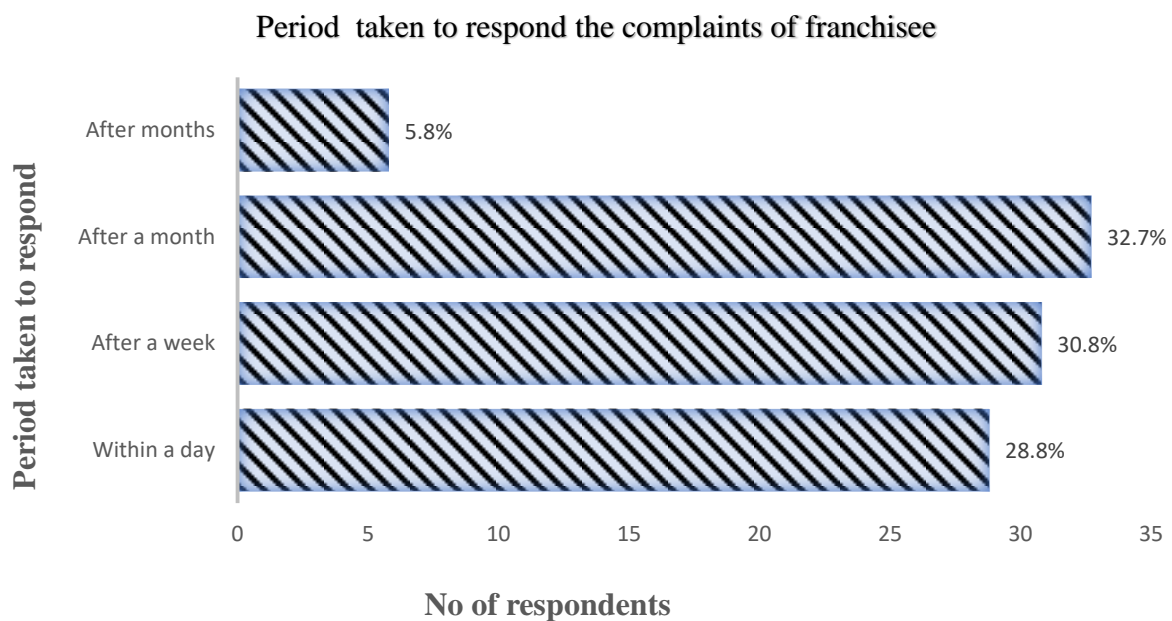


Table 3.29 showing Frequency of customer feedback

Particulars	No of respondents	Percentage%
After every purchase	23	44.2
Once a week	2	3.8
Once a month	-	-
Free at any time	7	13.5
Particularly valued customer	20	38.5
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 44.2% of the respondents get customer feedback after every purchase, 38.5% of the respondents get feedback from the particular valued customer, 13.5% of the respondents get feedback at any time, 3.8% of the respondents get customer feedback once a week.

Chart 3.29

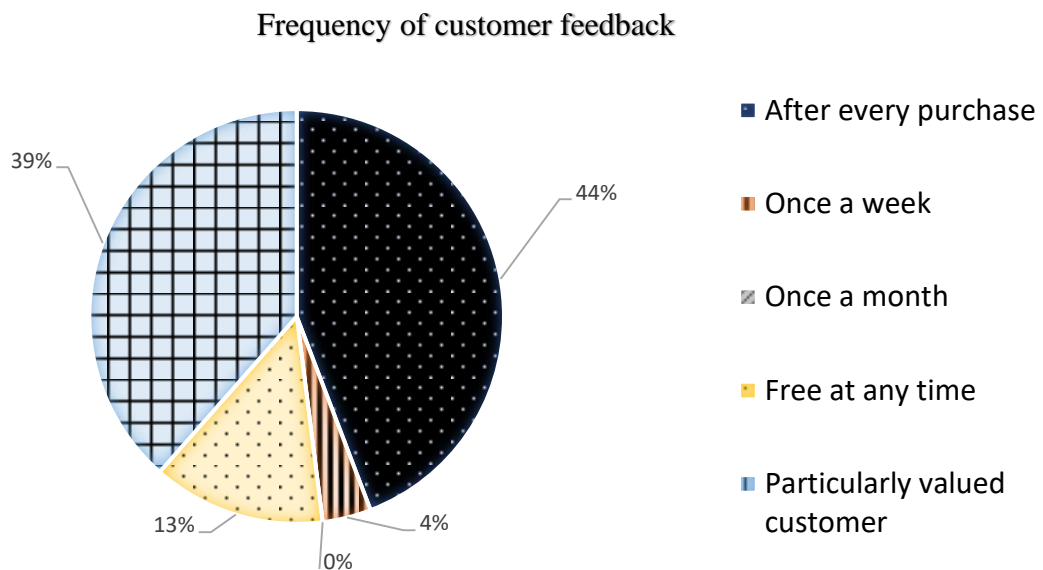


Table 3.30 showing
Level of difficulty to meet the legal requirements

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Easy	4	7.7
Moderate	23	44.3
Difficult	25	48.1
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 48.1% of the respondents have more difficulty to meet legal requirements, 44.3% of the respondents have moderate level of difficulty, and 7.7% of the respondents feel easy with the legal requirements.

Chart 3.30

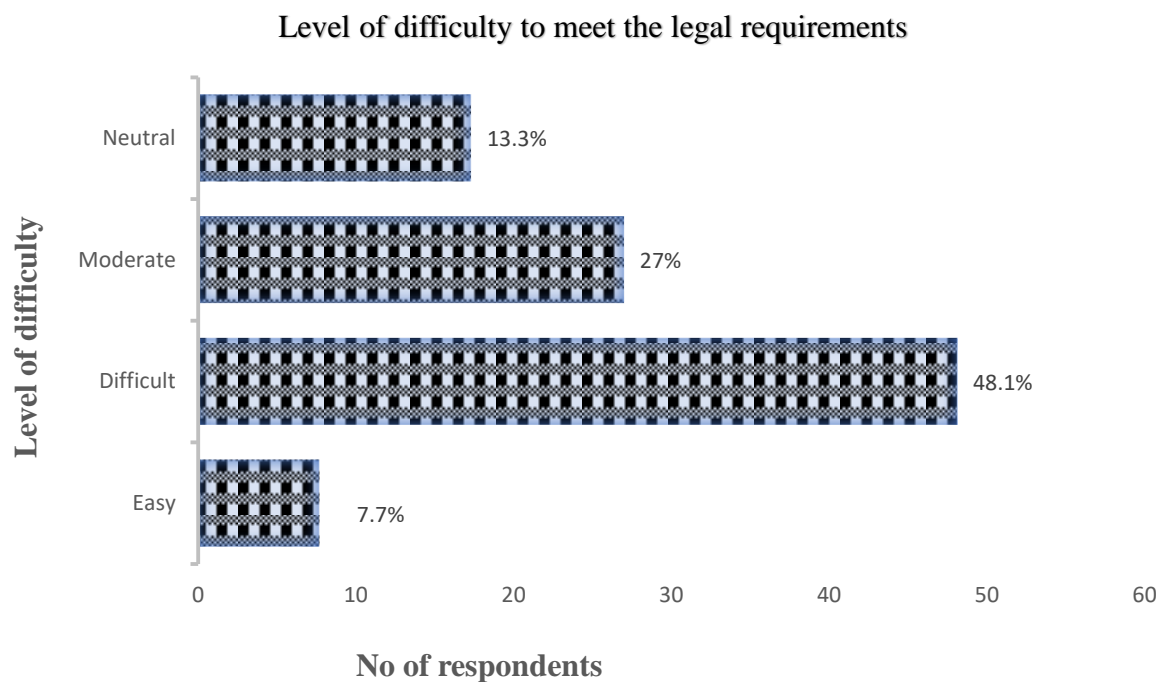


Table 3.3 showing Satisfied financial returns

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Yes	49	94.2
No	3	5.8
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 94.2% of the respondents are satisfied with their financial returns and 5.8% of the respondents are not satisfied with their financial returns.

Chart 3.31

Satisfied financial returns

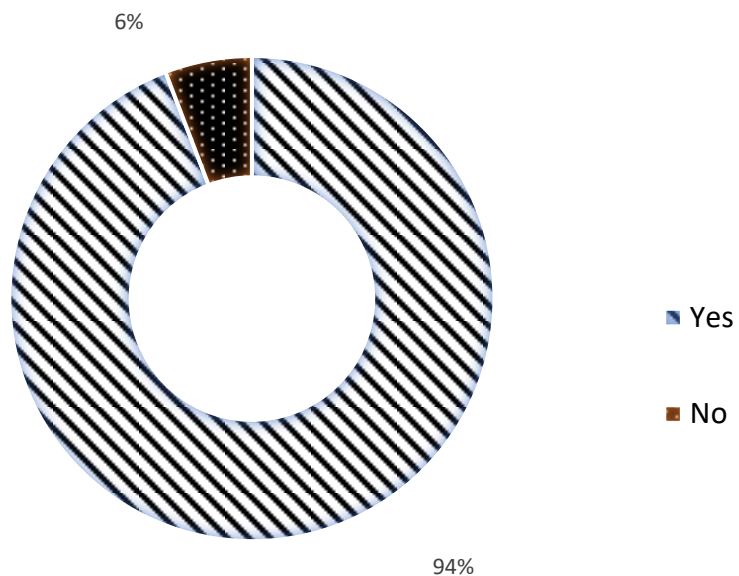


Table 3.32 showing Action after the expiration of franchise agreement

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Renew	33	63.5
Replacement	13	25
Cancellation	6	11.5
If others	-	-
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 63.5% of the respondents are planning to renew their franchise agreement when it expires, 25% of the respondents are planning for replacing their franchise agreement and 11.5% of the respondents are planning for cancelling the franchise agreement when it expires.

Chart 3.32

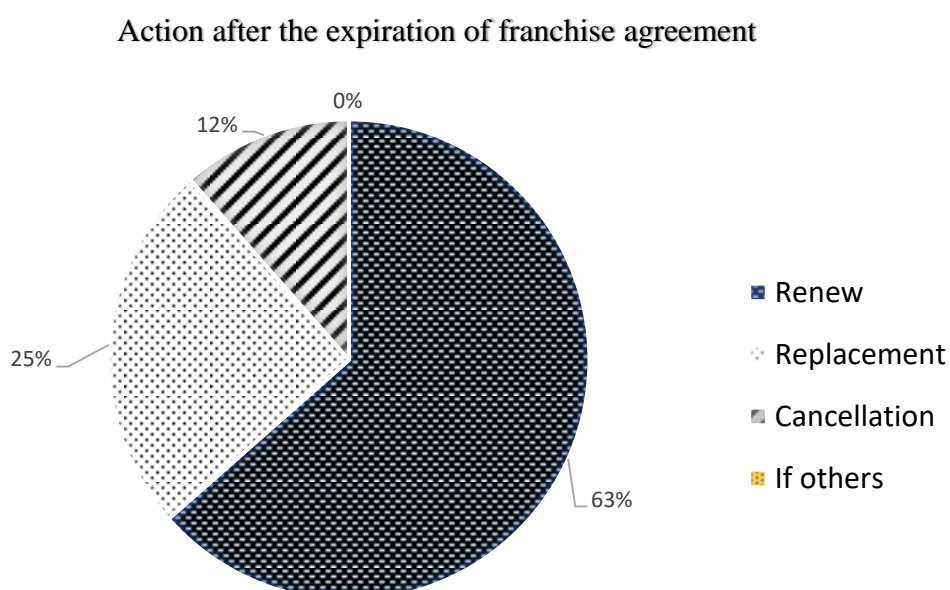


Table 3.33 showing Royalty payment measure after license renewal

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Yes	43	82.7
No	6	17.3
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 82.7% of the respondents agree that their royalty payment would increase with every license renewal and 17.3% of the respondents have says that there would be no changes in the royalty payment even after the license renewal.

Chart 3.33

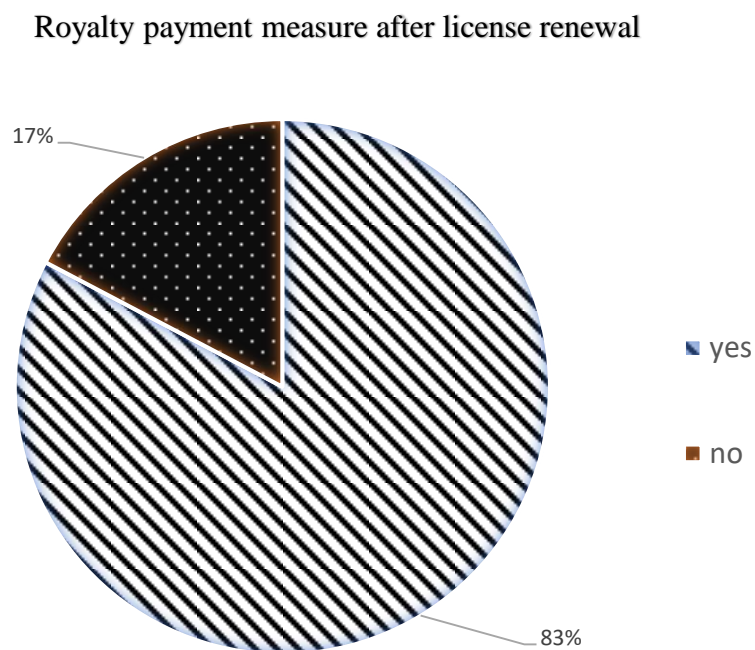


Table 3.34 showing Contemplation of buying another franchise business

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Yes	46	88.5
No	6	11.5
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 88.5% of the respondents are planning to buy another franchise business and 11.5% of the respondents have no plan for buying another franchise business.

Chart 3.34

Contemplation of buying another franchise business

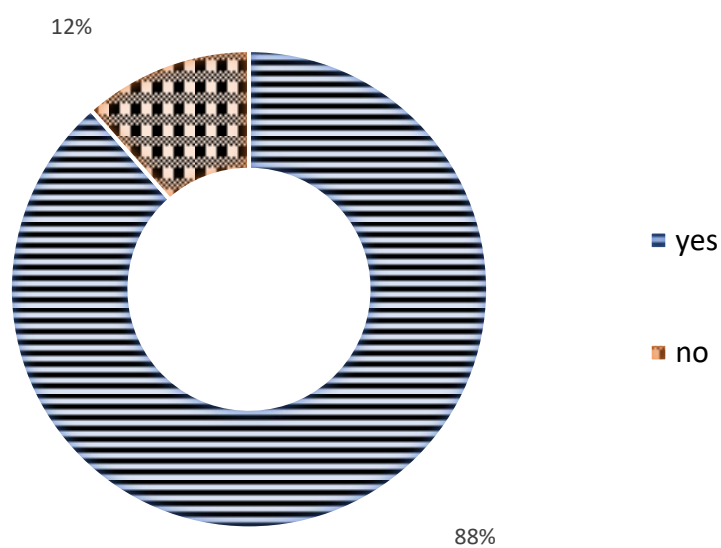


Table 3.35 showing Plan for re-investing to some other franchise business

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Yes	39	75
No	13	25
Total	52	100

Source: Primary data

Inference:

From the above table, it is inferred that 75% of the respondents have plan for re-investing to some other franchise business and 25% of the respondents have no plan for re-investing in the business or some other business.

Chart 3.35

Plan for re-investing to some other franchise business

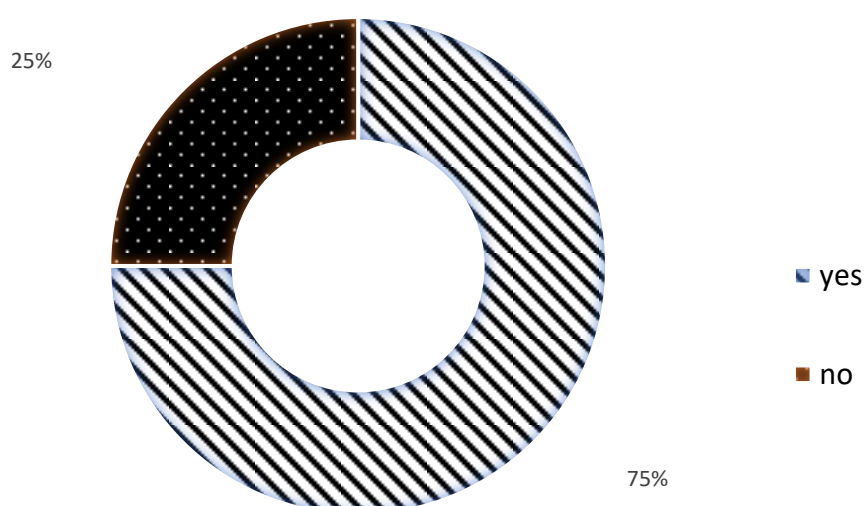


Table 3.36 showing

The Ranking statement regarding the measure of factors influencing franchising business using Weighted Average method

S.NO	Particular	High = 3		Moderate = 2		Low = 1		Total	Rank
		F	FX	F	FX	F	FX		
1.	Brand recognition	33	99	19	38	0	0	2.6	I
2.	Risk	6	18	41	82	5	5	2.0	V
3.	Sales	18	54	32	64	2	2	2.3	IV
4.	Competition	26	78	25	50	1	1	2.48	II
5.	Satisfaction	24	72	27	54	1	1	2.44	III

Source: Primary data

Inference:

It is clear from the above table that the respondents rank the following are the factors that influences franchise business from high to low
 - brand recognition, competition, satisfaction, sales and risk.

Table 3.37 showing

The Ranking statement regarding the franchise business on franchisee point of view using Weighted Average Method

S.NO	Particular	SA = 5		A= 4		NA Nor DA = 3		DA = 2		SDA = 1		Total	Rank
		F	FX	F	FX	F	FX	F	FX	F	FX		
1.	No expenses for advertisement	16	80	17	68	5	15	6	12	7	7	3.5	III
2.	Franchisor assistance	6	30	37	148	5	15	0	0	4	4	3.78	II
3.	High brand awareness among people	25	125	17	68	5	15	1	2	4	4	4.11	I
4.	Easy entry in franchise business	12	60	9	36	19	57	5	10	7	7	3.2	IV

Source: Primary data

Inference:

It is clear from the above table that the respondents gave I rank for high brand awareness among people, II rank for franchisor assistance, III rank for no expenses for advertisement and the last IV rank for easy entry in market.

Table 3.38 showing

The Ranking statement regarding Franchisor role in franchise business on point of view of franchisee using Weighted Average Method

S.NO	Particular	Excellent (5)		Very good (4)		Good (3)		Poor (2)		Very poor (1)		Total	Rank
		F	FX	F	FX	F	FX	F	FX	F	FX		
1.	Marketing of your product	19	95	25	100	8	24	0	0	0	0	4.21	II
2.	Relationship with franchisor	8	40	19	76	25	75	-	-	-	-	3.67	IV
3.	Relationship with customer	27	135	11	44	14	42	-	-	-	-	4.25	I
4.	Recruitment process	9	45	17	68	25	75	1	2	-	-	3.65	V
5.	Supply chain of your goods	20	100	15	60	15	45	1	2	1	1	4	III

Source: Primary data

Inference:

It is clear from the above table that the respondents gave I rank for relationship with customer, II rank for marketing of the product, III rank for supply chain of goods, IV rank for relationship with franchisor and the last V rank for customer recruitment process.

Table 3.39 showing

The Ranking statement regarding the level of satisfaction of the Franchisees using Weighted Average Method

S.NO	Particular	Excellent = 5		Very good = 4		Good = 3		Average = 2		Poor = 1		Total	Rank
		F	FX	F	FX	F	FX	F	FX	F	FX		
1.	Technology usage	21	105	16	64	14	42	1	2	-	-	4.09	III
2.	Employee co-operation	15	75	29	116	7	21	1	2	-	-	4.11	II
3.	Supply of product	19	95	20	80	12	36	1	2	-	-	4.09	III
4.	Collection of royalty payment	13	65	23	92	12	36	4	8	-	-	3.86	V
5.	Brand loyalty	28	140	16	64	7	21	1	1	-	-	4.34	I

Source: Primary data

Inference:

It is clear from the above table that the respondents gave I rank for brand loyalty, II rank for employee's co-operation, III rank is given for supply of product and technology usage and the last V rank for collection of royalty payment.

Table 3.40 showing

The Ranking statement regarding essential traits for successful franchisees using Garret ranking method

S. No	Particulars	Rank								$100 (e_{ij} - 0.5) / N_j$	Percentage Position	Garret Value
		I	II	III	IV	V	VI	VII	VIII			
1.	Communication skills	26	5	7	6	6	0	2	2	$100 (1 - 0.5) / 8$	6.25	80
2.	Risk-taking ability	0	7	20	7	7	5	3	3	$100 (2 - 0.5) / 8$	18.75	68
3.	Adaptability	3	7	5	9	5	12	2	9	$100 (3 - 0.5) / 8$	31.25	60
4.	Thick-skinned	6	1	6	8	9	6	7	9	$100 (4 - 0.5) / 8$	43.75	54
5.	Team player	4	6	7	5	13	9	7	1	$100 (5 - 0.5) / 8$	56.25	47
6.	Financial aptitude	4	9	4	3	6	8	10	8	$100 (6 - 0.5) / 8$	68.75	41
7.	Patience	4	13	3	4	3	6	13	6	$100 (7 - 0.5) / 8$	81.25	33
8.	Passionate	5	4	0	10	5	6	8	14	$100 (8 - 0.5) / 8$	93.75	21

Source: Primary data

Ranking according to the Garrett value:

S. No	Particulars	1 x80	2 x 68	3 x 60	4 x 54	5 x 47	6 x 41	7 x 33	8 x 21	Total	Percentage	Rank
1.	Communication skills	2080	340	420	324	282	0	66	42	3554	68.34	I
2.	Risk taking ability	0	476	1200	378	329	205	99	63	275	52.88	II
3.	Adaptability	240	476	300	486	235	492	22	189	2440	46.92	VI
4.	Thick skinned	480	68	360	432	423	246	231	189	2429	46.71	VII
5.	Team player	320	408	420	270	611	369	231	21	2650	50.96	III
6.	Financial aptitude	320	612	240	162	282	328	330	168	2442	46.96	VI
7.	Patience	320	884	180	216	141	246	429	126	2542	48.88	IV
8.	Passionate	400	272	0	540	235	246	264	294	2251	43.28	VIII

Inference:

It is clear for the above table that the respondents gave I rank for communication skills, II rank for risk taking ability, III rank for team player, IV rank for patience, VI rank for adaptability and financial aptitude, VII rank for thick skinned and the last VIII rank for passionate.

Table 3.41 showing

The Ranking statement regarding opinion of the franchisees on their franchise business using Garret ranking method

S. No	Particulars	Rank					$100 (R_{ij} - 0.5) / N_j$	Percentage Position	Garret Value
		I	II	III	IV	V			
1.	Customer brand loyalty	18	17	9	4	4	$100 (1 - 0.5) / 5$	10	75
2.	Ownership	18	13	12	5	4	$100 (2 - 0.5) / 5$	30	61
3.	Proven sales record	8	9	10	7	18	$100 (3 - 0.5) / 5$	50	50
4.	Growing market	7	8	15	17	5	$100 (4 - 0.5) / 5$	70	40
5.	Ongoing support	1	5	6	19	21	$100 (5 - 0.5) / 5$	90	45

Source: Primary data

Ranking according to the Garrett value:

S. No	Particulars	1 x 75	2 x 61	3 x 50	4 x 40	5 x 25	Total	Percentage	Rank
1.	Customer brand loyalty	1350	1037	450	160	100	3097	59.6	I
2.	Ownership	1350	793	600	200	100	3043	58.6	II
3.	Proven sales record	600	549	500	280	450	23.79	45.0	IV
4.	Growing market	525	488	750	680	125	2568	49.4	III
5.	Ongoing support	75	305	300	760	525	1965	37.8	V

Inference:

It is clear from the above table that the respondents gave I rank for customer brand royalty, II rank for ownership, III rank for growing market, IV rank for proven sales record and the last V rank for ongoing support.

CHAPTER-IV

FINDINGS AND SUGGESTION



FINDINGS

The following are the findings obtained by the Researchers,

➤ **Gender of the respondent**

The majority of the respondents (98%) are Male franchisees.

➤ **Age of the respondent**

The majority of the respondents (44.2%) are between 41-50 age.

➤ **Martial status of the respondent**

The majority of the respondents (92.3%) are Married.

➤ **Qualification of the respondent**

The majority of the respondents (40.4%) are qualified undergraduates.

➤ **Year of commencement of franchise business**

The majority of the respondents (53.8%) are employees who commenced before the franchise business.

➤ **Profession before the commencement of the franchise business**

The majority of the respondents (40.3%) are employees who commenced before the franchise business.

➤ **Reason for the selection of the franchise business.**

The majority of the respondents (79%) are chosen brand recognition for the selection of the franchise business.

➤ **Mode of contact of franchisee**

The majority of the respondents (67.3%) are contacted through a Phone call to the franchisor.

➤ **Type of franchise business**

The majority of the respondents (90.3%) are using the Product franchise business.

➤ **Tenure of the franchise agreement**

The survey shows (50%) of respondents say more than 10 years they have been made a tenure franchise agreement.

➤ **Target customers of the franchise business**

The survey shows (71.1%) of respondents say all the category people are their target customers.

➤ **Number of working hours**

The survey shows (46.2%) of respondents work 10 hours in a day.

➤ **Number of franchise businesses the franchisee run**

The survey shows (53.8%) of respondents own more than 3 franchise businesses.

➤ **Frequency of training and development program**

The survey shows (53.8%) of respondents said that they have been given an initial training program by the franchisor.

➤ **Franchisor assistance in hard times**

The majority of the respondents (51.9%) mentioned “Yes” for Franchisor assistance in hard times.

➤ **The decision-making power of the franchisee**

The majority of the respondents (69.2%) mentioned “No” for a franchisee to have their decision-making power.

➤ **Franchisor contact franchisee**

The survey shows (50%) of respondents said frequently Franchisor contact franchisees

➤ **Price fixation of the good**

The majority of the respondents (88.4%) mentioned “franchisors” who fix the price of the goods.

➤ **The problem faced by franchisees**

The survey shows (38.4%) of respondents said the long approval process problem was faced by most of the franchisees.

➤ **Basis of royalty payment**

The survey shows (63.5%) of respondents said that they have collected royalty payments on A Fixed percentage of sales turnover bases.

➤ **Level of cash flow**

The survey shows (48.1%) of respondents say the seasonal change has changed cash flow.

➤ **Home delivery service in the franchise business**

The majority of the respondents (53.8%) mentioned “yes” to home delivery service in the franchise business.

➤ **Compensation of franchisee**

The survey shows (38.5%) are get the stock option when they get compensation in good times.

➤ **Offers and discounts in a franchise business**

The survey shows (38.5%) are provided offers and discounts during the festival season.

➤ **Increases in sales rate over offers and discounts**

The survey shows (23.1%) are mentioned “No” for sales rate over offers and discounts

➤ **Feedback of franchisee**

The majority of the respondents (80.8%) mentioned “yes” to the Feedback of t franchisee.

➤ **The suggestion of the franchisee considered**

The majority of the respondents (94.2%) mentioned it depends on the franchisor will suggest the franchisee considered.

➤ **The period taken to respond to the complaint from the franchisee**

The survey shows (32.7%) of the respondents say it will take a month to get a reply from the franchisor.

➤ **Frequently get customer feedback**

The survey shows (44.2%) of the respondents are says after every purchase they get feedback form from customers.

➤ **Level of difficulty to meet the legal recruitment**

The survey shows (48.1%) of the respondents say they have faced so much difficulty to meet the legal requirements.

➤ **Satisfied Financial Returns**

The majority of the respondents (94.2%) mentioned “yes” for satisfied financial returns.

➤ **After the expiration of the franchise agreement**

The survey shows (63.5%) of the respondents say they have renewed the process of the franchise agreement.

➤ **Royalty payment measure after license renewal**

The majority of the respondents (82.7%) mentioned “yes” for Royalty payment measures after license renewal.

➤ **Contemplation of buying another franchise business**

The majority of the respondents (88.5%) mentioned “yes” to buying another brand.

➤ **Plan for reinvesting in some other franchise business**

The majority of the respondents (75%) mentioned “yes” for Plan for reinvesting in some other franchise business.

➤ **Factors that influences franchise business**

The respondents rank the following are the from high to low - brand recognition, competition, satisfaction, sales and risk.

➤ **The franchise business on franchisee point of view**

The respondents gave I rank for high brand awareness among people, II rank for franchisor assistance, III rank for no expenses for advertisement and the last IV rank for easy entry in market.

➤ **Franchisor role in franchise business on franchisee point of view**

The respondents gave I rank for relationship with customer, II rank for marketing of the product, III rank for supply chain of goods, IV rank for relationship with franchisor and the last V rank for customer recruitment process.

➤ **Level of satisfaction of the Franchisees**

The respondents gave I rank for brand loyalty, II rank for employee's co-operation, III rank is given for supply of product and technology usage and the last V rank for collection of royalty payment.

➤ **Essential traits for successful franchisees**

The respondents gave I rank for communication skills, II rank for risk taking ability, III rank for team player, IV rank for patience, VI rank for adaptability and financial aptitude, VII rank for thick skinned and the last VIII rank for passionate

➤ **Opinion of the franchisees on their franchise business**

The respondents gave I rank for customer brand royalty, II rank for ownership, III rank for growing market, IV rank for proven sales record and the last V rank for ongoing support

SUGGESTIONS

The following suggestion are given by the researchers,

- When signing a franchise agreement, the franchisee must be familiar with the franchising industry.
- Sometimes the brand name, product, or design may occasionally be misappropriated by the competition. so, the franchisor should select the franchisee who will be best suited for their franchise business rather than giving it to any of the franchisees who are included in the franchise agreement.
- The Franchisor should take into account the feedback or opinion of the franchisee because franchisees are the ones who has direct contact with their customers and are familiar with their tastes and preferences in their community.
- A well-known brand name should be bought by the franchisee who must also take care not to abuse the franchisor's brand name.
- Franchisees must select the appropriate franchisor brand based on their financial situation and understanding of the franchise industry.
- Due to the fact that he is the sole intermediary between the franchisor and the client, the franchisee needs to cultivate a good relationship with both.
- Helping them in the event of a franchisee loss is necessary because doing so will boost the franchisor's business.
- If the franchisor grants the agreement to every franchisee who demonstrates a want to grow their firm and go global, their number will climb. but occasionally it may also have an adverse effect on their business because they are unable to keep an eye on all of the franchisees, which could lead to an imbalance in the future.

CHAPTER-V

CONCLUSION



CHAPTER-V

CONCLUSION

The study provided information on the franchise industry, franchise agreements, franchisors, and franchisees. People today want to buy their goods from franchise stores since they desire to utilize and wear branded products. Franchise businesses stand out from other establishments and draw customers in thanks to their unique atmosphere. They market their goods not just in India but also in other foreign nations, and they have grown their company by entering into franchise agreements all around the world.

We learned from the respondents why they decided to open a franchise, the kind of franchise they own, the length of the franchise agreement, risk, competitiveness, satisfaction, cash flow, the kinds of issues they encountered, etc.

It is evident from the report that most franchisees choose franchise businesses due to established brand recognition, little risk, and strong sales. As a result, franchising opportunities exist for entrepreneurs or business aspirants who are willing to run a business and take these issues into account.

ANNEXURE-I

QUESTIONNAIRE



QUESTIONNAIRE
A STUDY ON FACTORS INFLUENCING ENTREPRENEURS ON
SELECTION OF FRANCHISE BUSINESS
(WITH SPECIAL REFERENCE TO THOOTHUKUDI)

Respected Respondent,

We are the students of St Mary's College (Autonomous), Thoothukudi undergoing a project on the A Study on Factor Influencing Entrepreneurs to select Franchise business with special reference to Thoothukudi as a part of the academic requirement. So, we request you to fill in the following questions and we assure you that the information given by you will be used only for academic purposes and will be kept confidential.

Yours Sincerely,

Dhanu Shree. T

Olive Evangelin Pereira. J

Petchi Pavithra. M

Poorani. J

1) Name: _____

2) Gender ☐ Male ☐ Female ☐ Transgender

3) Age:

☐ Below 30 ☐ 30-40 ☐ 41-50 ☐ 51-60 ☐ Above 60

4) Marital status : ☐ Married ☐ Unmarried

5) Qualification

☐ SSLC ☐ HSC ☐ UG ☐ PG ☐ Diploma ☐ If others, _____

6) Name of the Franchisor: _____

7) When did you start your Franchise business?

☐ 2000-2005 ☐ 2006-2010 ☐ 2011-2015 ☐ 2016-2020 ☐ 2021-2023

8) What were you doing before entering into the franchise business?

☐ Student ☐ Own business ☐ Employee ☐ unemployed

- 9) Why did you select the franchise business?
- a) Lower Risk b) Brand recognition c) Pre-opening support
d) Ongoing support e) Pride of ownership f) Financial Assistance
g) If others, specify _____
- 10) How did you contact franchisor?
- a) Social media b) Phone call c) Website
d) Intermediary e) If others, specify _____
- 11) . What type of franchise business do you own?
- a) Job franchise b) Product franchise c) Business format franchise
d) Investment franchise e) If others, specify _____
- 12) Mention the tenure of franchise agreement.
- a) Less than 5 years b) 5 years c) 10 years d) 20 years e) More than 20 years
- 13) Who is your target customer?
- a) Men b) Women c) Children
d) Youngsters e) All the above f) If others, specify _____
- 14) How many hours do you work in a day?
- a) 6 hours b) 8 hours c) 10 hours d) 24X7
- 15) Mention the number of Franchise you own.
- a) One b) Two c) Three d) More than three
- 16) How often does your franchisor give you a training and development program?
- a) Initial training b) Frequently c) Every installation d) Never
- 17) Does the franchisor offer assistance in the event of a loss?
- a) Yes b) No c) If yes, how? _____
- 18) Do you have any decision making power?
- a) Yes b) No
- 19) How often does your franchisor contact you?
- a) Frequently b) Weekly c) Monthly
d) Every 6 months e) Yearly f) it depends
- 20) Who fixes the price of the goods ?
- a) Franchisor b) Franchisee c) If others, specify _____

21) What kind of problems do you encounter?

- a) Long approval process
- b) Higher than expected operating costs
- c) Less decisions making power
- d) More rules and regulations
- e) Brand dilution
- f) Low sales
- g) If others, specify _____

22) On what basis is your Royalty payment collected?

- a) A fixed percent of sales turnover
- b) A fixed amount irrespective of your sales
- c) On credit score
- d) If others, specify _____

23) How would you measure the following factors that influence the franchise business?

(3 – High, 2 – Moderate, 1- Low)

Factors	High	Moderate	Low
Brand recognition			
Risk			
Sales			
Competition			
Satisfaction			

24) How is your cash flow (income)?

- a) Stable
- b) Fluctuates
- c) seasonal changes

25) Do you provide home delivery service?

- a) Yes
- b) No

26) How do you get compensated in the good times ?

- a) Bonus
- b) Retirement benefits
- c) Stock option
- d) Refreshment activities
- e) If others, specify _____

27) Indicate how much you agree or disagree with each of the statement below regarding franchise business (on franchisee point of view):

(5 – SA, 4 – A, 3 – NAND, 2 – D, 1 – SD)

Statement	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
No expenses for advertisement					

Franchisor Assistance					
High brand Awareness among people					
Easy entry in franchise business					

28) When offers and discount generally provided?

- a) Festival season b) Clearance sale
c) Randomly d) Otherwise_____

29) Does sales rate increases when there are offers and discounts ?

- a) Yes b) No

30) Does franchisor get feedback from you often?

- a) Yes b) No

31) Do you think your suggestion are considered?

- a) Yes b) No
c) It depends d) Not sure

32) If you report a complaint to the franchisor how long do they take to response?

- a) within a day b) After a week
c) After a month d) After months

33) How often do you get feedback from your customers?

- a) After every purchase b) Once a week
c) Once a month d) Free at any time
f) Particularly valued customers

Rate the following statement:

(5 – Excellent, 4 – Very good, 3 – Good, 2 – Poor , 1 – Very poor)

S. no	Statement	Excellent	Very good	Good	Poor	Very poor
34	Marketing of your product					
35	Relationship with franchisor					
36	Relationship with customer					

37	Recruitment process					
38	Supply chain of your goods					

39) How would you rank the essential traits of successful franchisees?

- ☐ Communication skills
- ☐ Risk taking ability
- ☐ Adaptability
- ☐ Thick skinned
- ☐ Team player
- ☐ Financial aptitude
- ☐ Patience
- ☐ Passionate

40) How would you rank your opinion of your franchising business?

- ☐ Customer brand loyalty
- ☐ Ownership
- ☐ Proven sales record
- ☐ Growing market
- ☐ Ongoing support

41) What is the level of difficulty to meet the legal requirements?

- a) Easy b) Difficult c) Moderate

42) Are you happy with the financial returns to date?

- a) Yes b) No

43) Indicate your level of satisfaction in your franchise business

(5 – Excellent, 4 – Very good, 3 – Good, 2 – Average, 1 – poor)

Statement	Excellent	Very good	Good	Average	Poor
Technology usage					
Employee's Co-operation					
Supply of product					

Collection of royalty payment					
Brand loyalty					

44) What happens after your franchise agreement expires?

- a) Renew b) Replacement
c) Cancellation d) If others, _____

45) Are your royalty payments higher after license renewal?

- a) Yes b) No

46) Would you consider buying another franchise in another brands name?

- a) Yes b) No

47) Do you have plan for re-investing in same or some other business?

- a) Yes b) No

48) How do you see the future of being a franchisee? _____

49) If you were a franchisor, then what would you change for the development of the business? _____

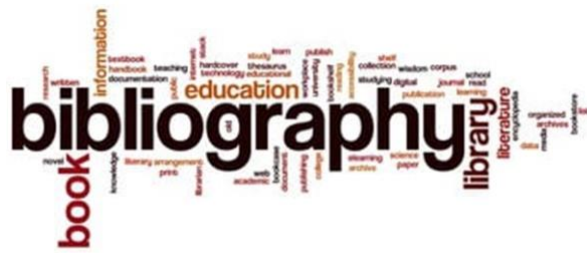
50) Give your valuable

Suggestions: _____

Signature of the franchisee

ANNEXURE-II

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**A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL
ENFIELD WITH SPECIAL REFERENCE TO THOOTHUKUDI**

A project submitted to Department of BBA

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI.

Affiliated to

MANONMANIYAM SUNDARANAR UNIVERSITY, TIRUNELVELI.

In partial fulfilment of the requirements

For the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted By

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Under the guidance of

Ms.V.ANU DEVA DHARSHINI.,MBA.,



BACHELOR OF BUSINESS ADMINISTRATION (SSC)

ST. MARY'S COLLEGE (AUTONOMOUS)

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

THOOTHUKUDI – 628001

APRIL - 2023

DECLARATION

We hereby declare that entitled, "A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD WITH REFERENCE TO THOOHUKUDI" submitted for the B.B.A degree is our original work and the project has not formed the basis for the award of any degree, diploma, fellowship or any other similar titles.

Place: Thoothukudi

Date: 03-04-2023

Signature of the students

1. G. Esaj

2. P. monisha

3. S. Suf

4. M. Vajathi

CERTIFICATE

This is to certify that this project work entitled “A Study On Customer Satisfaction Towards Royal Enfield with Reference to Thoothukudi” is submitted to St.Mary’s college (Autonomous), Thoothukudi affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI in partial fulfilment for the year award of degree of Bachelor of Business Administration and is a work done during the year 2022-2023 by the following students.

Students

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Monisha. P

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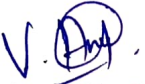
Register No

20SUBA07

20SUBA15

20SUBA27

20SUBA28



Signature of the Guide



Signature of the Head Of Department



Signature of the Director
Director

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



Signature of the Principal

Principal

St. Mary's College (Autonomous)
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Signature of the External Examiner

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CHAPTERIZATION



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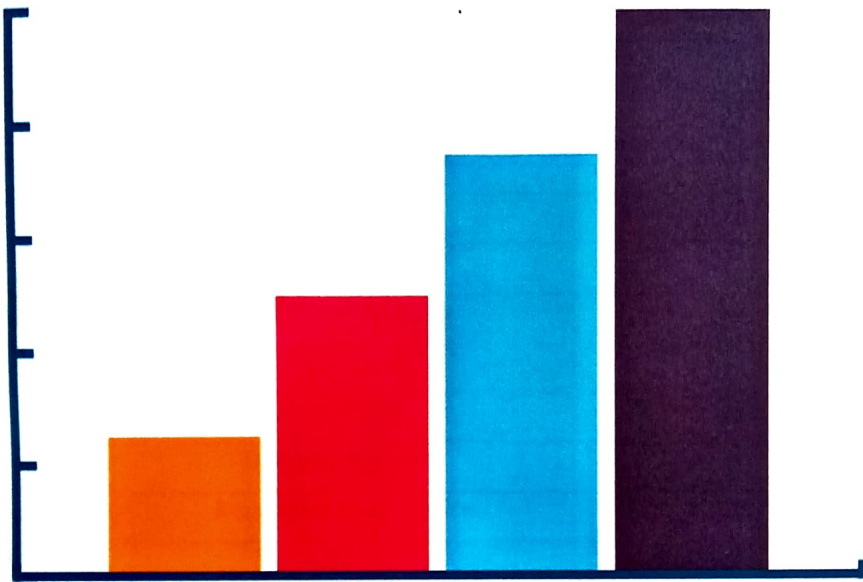


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CHAPTER I



CHAPTER I

INTRODUCTION

1.1 INTRODUCTION



The first Royal Enfield motorcycle was built in 1901. The Enfield Cycle Company is responsible for the design and original production of the Royal Enfield Bullet, the longest-lived motorcycle design in history. Royal Enfield's spare parts operation was sold to Velocette in 1967, which benefitted from the arrangement for three years until their closure in early 1971. Enfield's remaining motorcycle business became part of Norton Villiers in 1967 with the business eventually closing in 1978.

The first Royal Enfield motorcycle was built in 1901 by The Enfield Cycle Company of Redditch, Worcestershire, England, which was responsible for the design and original production of the Royal Enfield Bullet, the longest-lived motorcycle design in history. Licensed from the original English Royal Enfield by the indigenous Indian Madras Motors, the company is now a subsidiary of Eicher Motors, an Indian automaker. The company makes classic-looking motorcycles including the Royal Enfield Bullet, Classic 350, Royal Enfield Thunderbird, Meteor 350, Classic 500, Interceptor 650, Continental and many more. Royal Enfield also make adventurous and offroading motorcycles like Royal Enfield Himalayan. Their motorcycles are equipped with single-cylinder and twin-cylinder engines.

1.2 MEANING OF CUSTOMER SATISFACTION

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

1.3 IMPORTANCE OF CUSTOMER SATISFACTION

Customer Satisfaction is important because it means your customer base likes what you are doing. Research shows that customer satisfaction leads to greater customer retention, higher lifetime value and a stronger brand reputation. And it also makes the customer into a loyal customer.

1.4 OBJECTIVES

- To identify the satisfaction level of products and services offered by Royal Enfield with special reference to thoothukudi.
- To know the performance, quality, affordability and purchase behavior of Royal Enfield with special reference to thoothukudi.
- To identify the significant association between customer satisfaction and various factors of the product such as price, quality, comfort, etc on the basis of various models of Royal Enfield Bikes with special reference to thoothukudi.

1.5 SCOPE OF THE STUDY

The scope of the 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 of Royal Enfield customers.

1.6 RESEARCH METHEDODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. Primary data is used in this analysis.

1.6.1 METHOD OF DATA COLLECTION

In this study, primary data were used through the use of a questionnaire, the main data was collected.

1.6.2 TOOLS FOR ANALYSIS

PIE CHART

A pie chart helps organize and show data as a percentage of a whole. It represents data visually as a fractional part of a whole.

SIMPLE PERCENTAGE METHOD

$$\text{Percentage} = \text{No of respondents} / \text{Total No.of Respondents} \times 100$$

RANKING METHOD

It compares each respondent based on their usage. They ranked based on the performance of the Royal Enfield bike.

CHAPTER II

Profile Of The Study



CHAPTER -2

COMPANY PROFILE

INTRODUCTION:

Royal Enfield is a motorcycle manufacturing company based in Chennai, India. Originally, a confluence of the British Motorcycle company, Royal Enfield and indigenous Madras Motors, it is now a subsidiary of Eicher Motors Limited, an Indian automaker. Along with its flagship motorcycle Royal Enfield Bullet, the enterprise is notable for its Mid-premium motorcycles with the characteristic thumping engine sounds and high capacity engines.

HISTORY

The first Royal Enfield motorcycle was built in 1901 by The Enfield Cycle Company of Redditch, Worcestershire, England, which was responsible for the design and original production of the Royal Enfield Bullet, the longest-lived motorcycle design in history. Licensed from the original English Royal Enfield by the indigenous Indian Madras Motors, the company is now a subsidiary of Eicher Motors, an Indian automaker. The company makes classic-looking motorcycles including the Royal Enfield Bullet, Classic 350, Royal Enfield Thunderbird, Meteor 350, Classic 500, Interceptor 650, Continental and many more. Royal Enfield also make adventurous and offroading motorcycles like Royal Enfield Himalayan. Their motorcycles are equipped with single-cylinder and twin-cylinder engines.

After the Indian Independence Act 1947 the new government looked for a suitable motorcycle for its army to patrol the country's border. In 1952 the Royal Enfield Bullet was chosen as the most suitable bike for the job. In 1954, the government ordered 800 in units of the 350 cc model. In 1955, the Redditch company partnered with Madras Motors in India to form 'Enfield India' to assemble, under license, the 350 cc Royal Enfield Bullet motorcycle in Madras (now called Chennai). The tooling was sold to Enfield India so that they could manufacture components. By 1962, all components were made in India. The Indian Enfield uses the 1960 engine (with metric bearing sizes), Royal Enfield still makes an essentially similar bike in the 350 cc and 500 cc models, along with several different models for different market segments.

In 1990, Royal Enfield collaborated with the Eicher Group, an automotive company in India, and merged with it in 1994. Apart from bikes, Eicher Group is involved in the production and sales of commercial vehicles and automotive gears. Although Royal Enfield experienced difficulties in the 1990s, and ceased motorcycle production at their Jaipur factory in 2002, by 2013 the company opened a new primary factory in the Chennai suburb of Oragadam on the strength of increased demand for its motorcycles. This was followed in 2017 by the inauguration of another new factory of a similar size to the facility at Oragadam (capacity 600,000 vehicles per year) at Vallam Vadagal. The original factory at Tiruvottiyur became secondary, and continues to produce some limited-run motorcycle models.

Flooding, produced by the heaviest rainfall in Chennai in over a century, caused Royal Enfield to cut production by 4,000 motorcycles in November 2015, followed by a shutdown of the plants in Thiruvottiyur and Oragadam on 1 December, as well as the company offices in Chennai. Production resumed at 50% capacity on 7 December and operations at both plants were back to normal on 14 December.

Royal Enfield announced its first takeover of another company in May, 2015 with the purchase of a UK motorcycle design and manufacturing firm, Harris Performance Products, that had previously developed the chassis of the Royal Enfield Continental GT Cafe Racer. Harris work with the UK-based part of Royal Enfield's development team, who are based at the UK Technology Centre at Bruntingthorpe Proving Ground in Leicestershire. The team was established in January 2015, and moved into their new, purpose-built facility in May 2017. By the end of 2019, the team numbered 155 and carries out the full spectrum of design and development activities, from concept generation and clay design to engineering design, prototyping and validation.

Royal Enfield currently sells motorcycles in more than 50 countries. Royal Enfield surpassed Harley-Davidson in global sales in 2015.

Continental GT 535 2014

2014 Continental GT 535 In August 2015, Royal Enfield Motors announced it is establishing its North American headquarters and a dealership in Milwaukee, Wisconsin, with the intention to offer three bikes, the Bullet 500, Classic 500 and Continental GT 535 Cafe Racer as they feel this engine size represents an under-served market. The dealership will be Royal Enfield's first

company-owned store in the U.S., according to Rod Copes, president of Royal Enfield North America. The company wants to establish about 100 dealerships in American cities starting with Milwaukee.

Vision:

" To be recognized as the industry leader driving modernization in biking in India and the developing world".

Mission:

" Aims to continuously improve biking efficiency in India and developing markets. Customers are the integral part of the organization and creating a family of biker's bond".

Motto:

"Made like a gun".

Logo:



Types :

Royal Enfield Classic 350:

For: City riders who take on the highways occasionally. Perfect for tarmac roads.



Probably the most popular among all the Enfield Bikes, the Royal Enfield Classic is the modern version of the Bullet. It comes with loads of low-end torque and is ideal for city and occasional highway travel. The retro-modern design of the bike has made it a hot favorite among the youth. It comes with paint shades like Desert Storm, Battle Green, Squadron Blue and an all Chrome look. Powering the bike are two engine options, the 350 cc and the 500 cc engines that are found on a host of other bikes in the company's model lineup.

Royal Enfield Thunderbird:

For: The ultimate city smart Enfield bike. Perfect for college goers and city use.

The Royal Enfield Thunderbird is the more stylish version of the regular Thunderbird. It is targeted towards the youth and those who want a stylish bike for city usage. It gets different saddle and handlebars from the regular Thunderbird and is quite stylish to look at. Also, it comes with factory fitted blacked out alloy wheels which further add to its funky nature. Offered in some chic shades, the Thunderbird is the bike for you if you want a stylish city smart bike without the added heft of a cruiser. It also comes with both 350 cc and 500 cc engine options.



Royal Enfield Bullet:

For: The original old school Bullet looks and character. Also a good city bike.

The Royal Enfield Bullet is the oldest motorcycle series to be in continuous production in the world. It still looks more or less the same as it was a few decades back. It can be termed as the perfect modern-retro bike for city use. The bike is powered by two engine options, 350 cc and 500 cc, among which the former is more popular in the market and is also the most affordable bike in the company's lineup. It is the best for people who are purists and want to stay with city limits'.



Royal Enfield Himalayan:

For: People who seek adventure and want a go anywhere bike.

The Himalayan is the most affordable adventure bike that you can buy in the Indian market. The Himalayan is quite popular among enthusiasts and Royal Enfield launched a new version of the bike with critical changes that increased its reliability. The is powered by an all-new 411-cc LS engine that develops a maximum of 23 Bhp. The Himalayan gets 220 mm of ground clearance and has the capability to hook your luggage panniers and jerry cans to it. It is the bike that will take you to extreme locations.



CHAPTER III

Data Analysis And Interpreation



CHAPTER -3

ANALYSIS AND INTERPRETATION

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

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

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

formula:

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

3.1- Gender of the respondents

Table-3.1

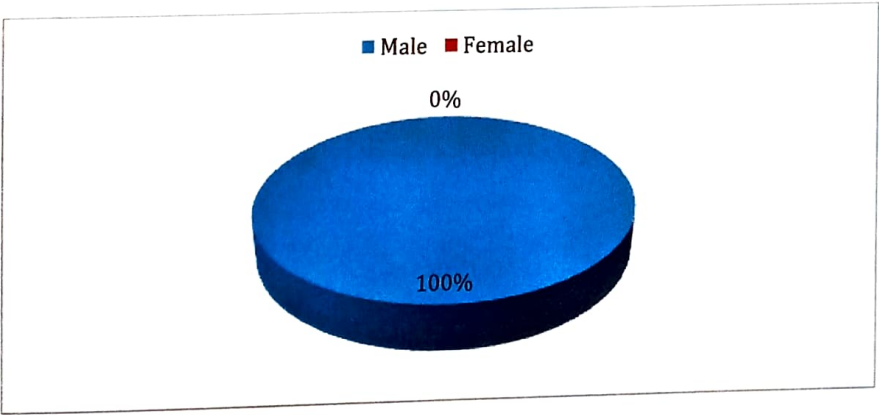
Gender	No. of respondents	Percentage
Male	52	100%
Female	0	0%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table can be inferred that 100% of the respondents are male.

Chart 3.1



3.2 Occupation of the respondents

Table-3.2

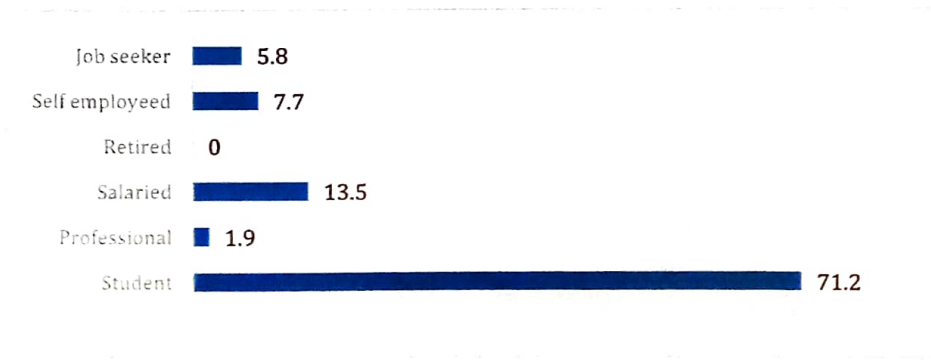
Occupation	No of respondents	Percentage
Student	37	71.2%
Professional	1	1.9%
Salaried	7	13.5%
Retired	0	0%
Self employed	4	7.7%
Job seeker	3	5.8%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table, can be inferred that 71.2% of the respondents are student, 1.9% of the respondents are professional, 13.5% of the respondents are salaried, 7.7% of the respondents are self-employed, 5.8% of the respondents are job seeker.

Chart-3.2



3.3-Marital status of the respondents

Table -3.3

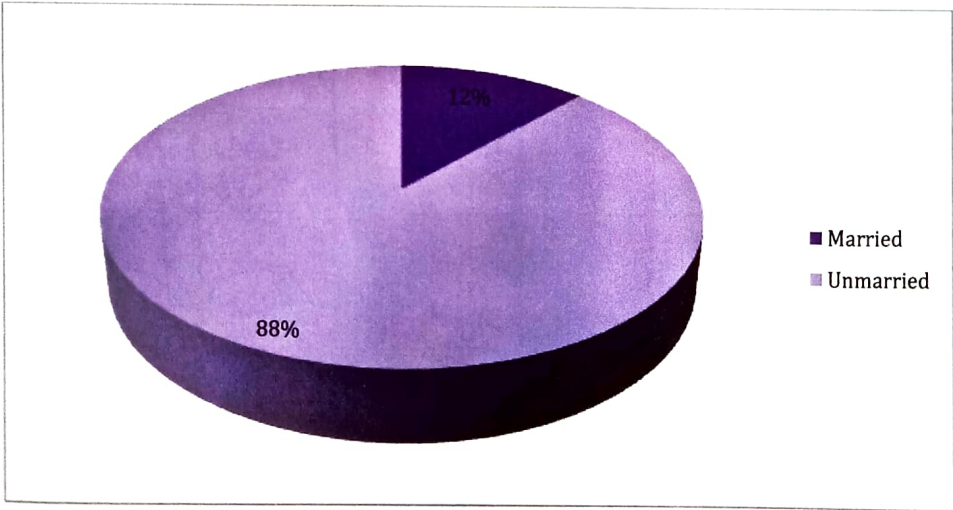
Marital Status	No of Respondents	Percentage
Married	6	12%
Unmarried	46	88%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 12% of respondents are married and 88% of respondents are unmarried.

Chart-3.3



3.4 Educational qualification of the respondents

Table-3.4

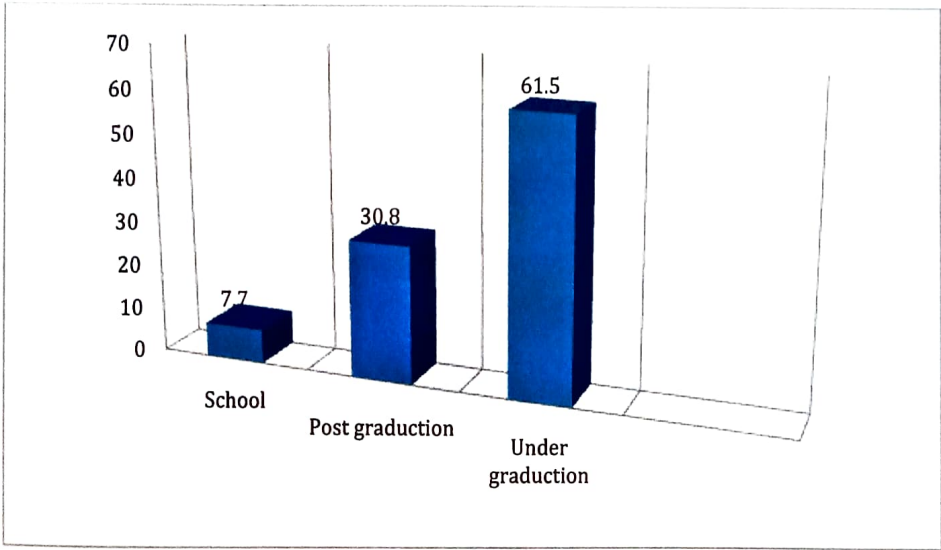
Education	No. of respondents	Percentage
School	4	7.7%
Post-Graduation	16	30.8%
Under-Graduation	32	61.5%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 7.7% of the respondent has complete school, 30.8% of the respondents have complete Post-Graduation and 61.5% of the respondent has complete Under-Graduation.

Chart-3.4



3.5-Area of the respondents

Table-3.5

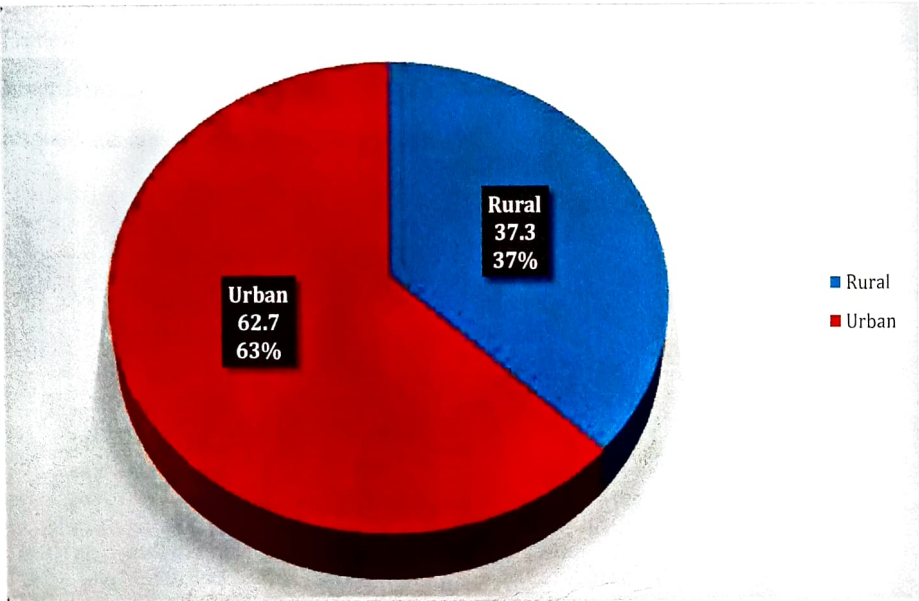
Area	No of respondents	Percentage
Rural	33	62.7%
Urban	19	37.3%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 62.7 % of the respondents were in Urban and 37.3% of the respondents were in Rural.

Chart-3.5



3.6- Advertisement of Royal Enfield

Table - 3.6

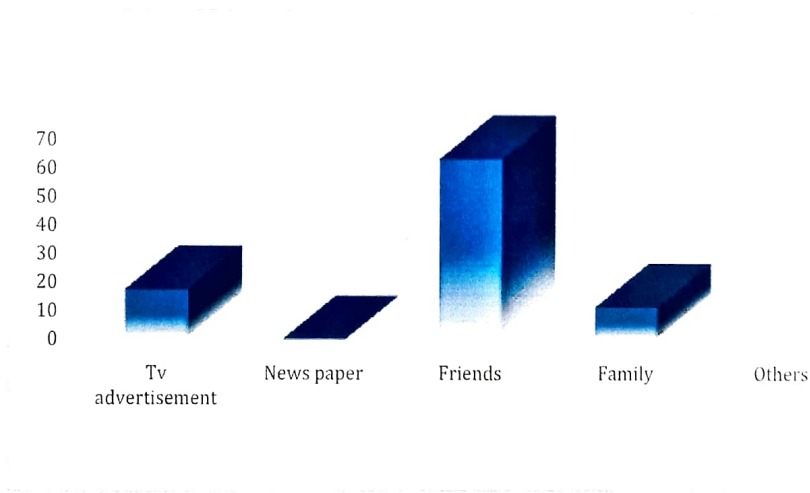
Options	No of respondents	Percentage
TV advertisement	9	17.3%
News paper	0	0%
Family	8	15.3%
Friends	35	61.4%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table that inferred that 17.3% of the respondents are came to know through TV advertisement, 15.3% of the respondents are came to know through family and 61.4% of the respondents are came to know through friends.

Chart-3.6



3.7-Likeable features of the respondents

Table-3.7

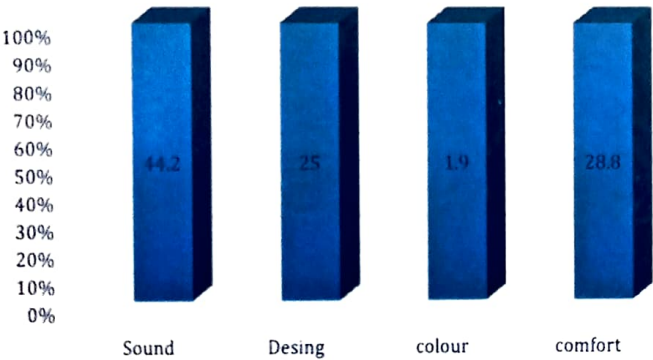
Likeable feature	No. of respondents	Percentage
Sound	23	44.2%
Design	13	25%
Colour	1	1.9%
Comfort	15	28.8%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that 44.2% of respondents are like sound, 25% of respondents are like design, 1.9% of respondents are like colour and 28.8% of respondents are like comfort.

Chart-3.7



3.8-Inspiring things to buy Royal Enfield

Table-3.8

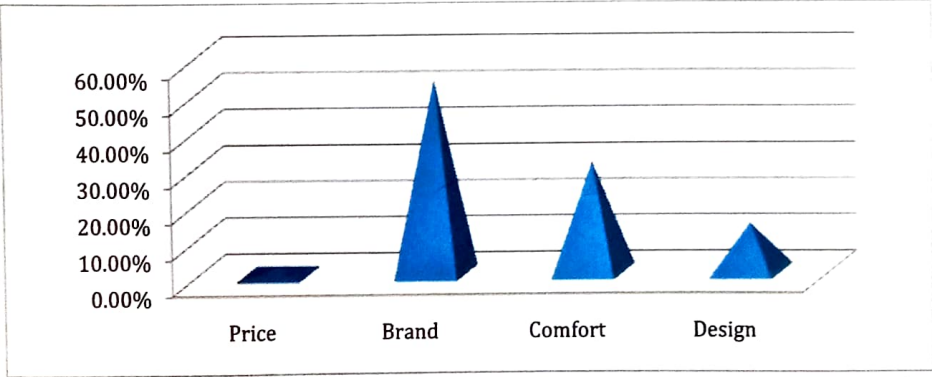
Inspiring to buy	No of respondents	Percentage
Price	1	1.9%
Brand	28	53.8%
Comfort	16	30.8%
Design	7	13.5%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 1.9% of the respondents inspired by the price, 53.8% of the respondents inspired by the Brand, 30.8% of the respondents inspired by the Comfort, 13.5% of the respondents inspired by the Design.

Chart-3.8



3.9-Attractive feature of Royal Enfield

Table-3.9

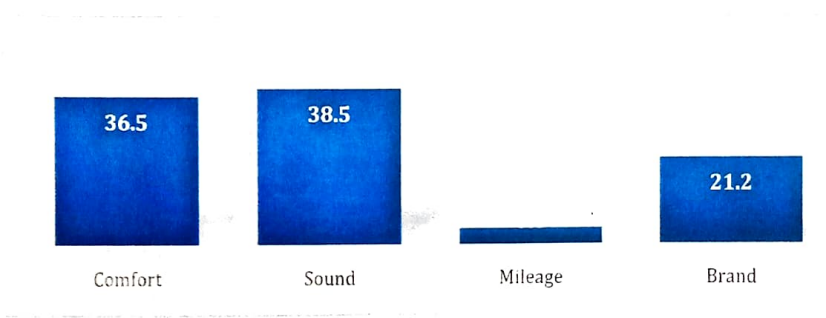
Attraction of features	No of respondents	Percentage
Comfort	19	36.5%
Sound	20	38.5%
.Mileage	2	3.8%
Brand	11	21.2%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 36.5% of respondents are attracted by the sound, 38.5% of respondents are attracted by the Sound, 3.8% of the respondents are attracted by the Mileage and 21.2% of the respondents are attracted by the Brand.

Chart-3.9



3.10- Waiting period to receive Royal Enfield

Table -3.10

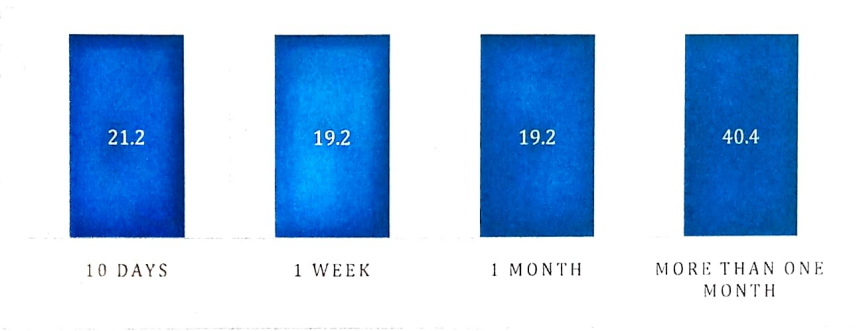
Waiting period	No of respondents	Percentage
10 days	11	21.2%
1 week	10	19.2%
1 month	10	19.2%
More than 1 month	21	40.4%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 21.2% of the respondents had waited for 10 days, 19.2% of the respondents had waited for 1week, 19.2% of the respondents had waited for 1 month and 40.4% of the respondents had waited for more than 1 month.

Chart-3.10



3.11-Outlet preference of the Royal Enfield

Table-3.11

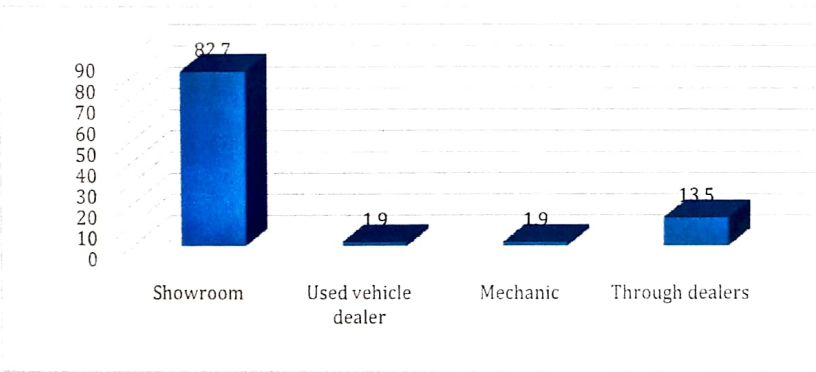
Outlet Preference	No of respondents	Percentage
Showroom	43	82.7%
Used vehicle dealership	1	1.9%
Mechanic	1	1.9%
Through dealers	7	13.5%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 82.7% of the respondents have prefer showroom, 1.9% of the respondents have prefer used vehicle dealership, 1.9% of the respondents have prefer mechanic and 13.5% of the respondents have prefer dealers.

Chart-3.11



3.12- Mode of payment to purchase Royal Enfield

Table-3.12

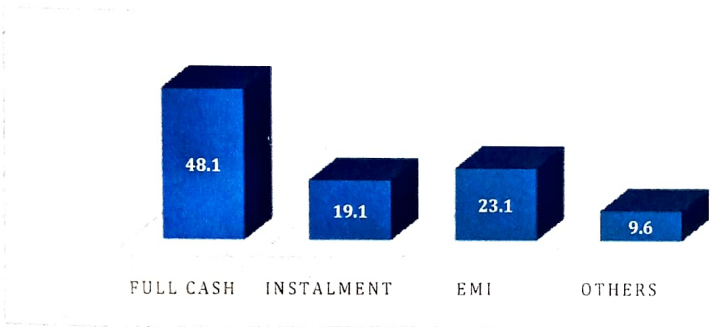
Payment of Purchase	No of respondents	Percentage
Full cash	25	48.1%
Instalment	10	19.2%
EMI	12	23.1%
Others	5	9.6%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 48.1% of the respondents had purchased by full cash, 19.2% of the respondents had purchased by instalment, 23.1% of the respondents had purchased by EMI and 9.6% of the respondents had purchased by other methods.

Chart-3.12



3.13-Price based on the model of Royal Enfield

Table-3.13

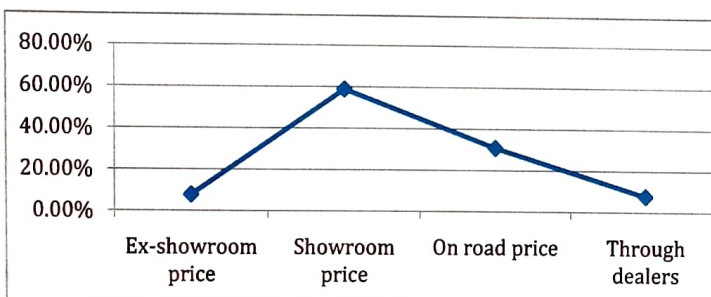
Price basis	No of respondents	Percentage
Ex-showroom price	4	7.7%
Showroom price	28	53.8%
On road price	16	30.8%
Through dealers	4	7.7%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 7.7% of the respondents had buy in ex-showroom price, 53.8% of the respondents had buy in showroom price, 30.8% of the respondents had buy in on road price and 7.7% of the respondents had buy through dealers.

Chart-3.13



3.14-Purchase of Royal Enfield during offer period

Table-3.14

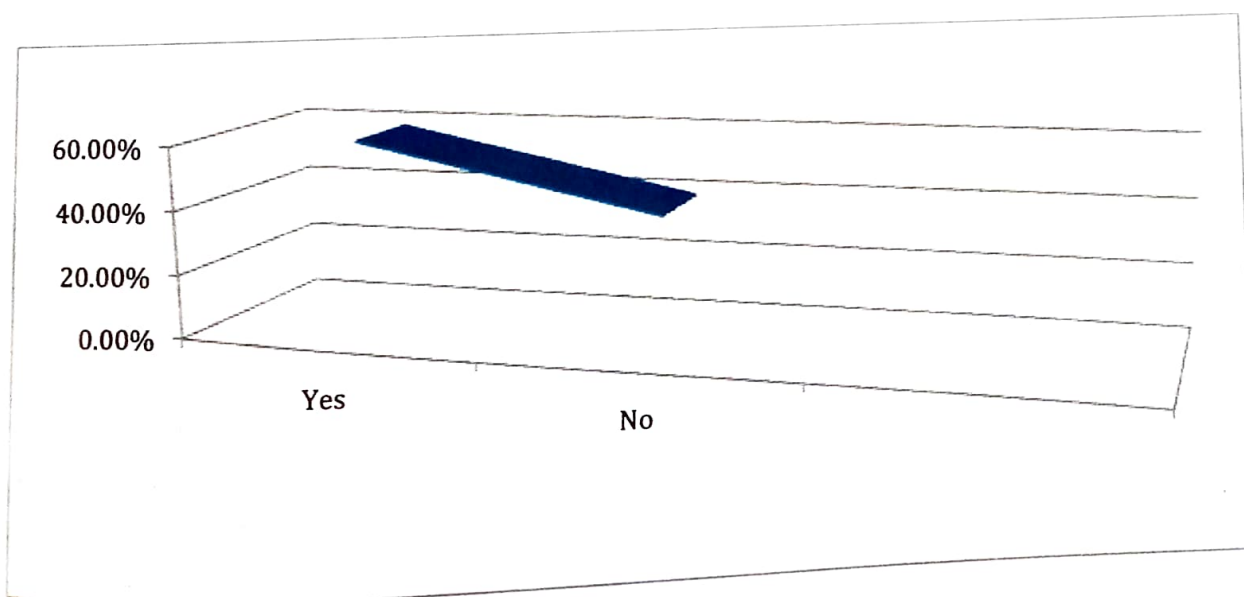
Offer period	No of respondents	Percentage
Yes	31	59.6%
No	21	40.4%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 59.6% of the respondents are buy in an offer period and 40.4% of the respondents are buy in an non offer period.

Chart-3.14



3.15-Discount on helmet while purchasing

Table-3.15

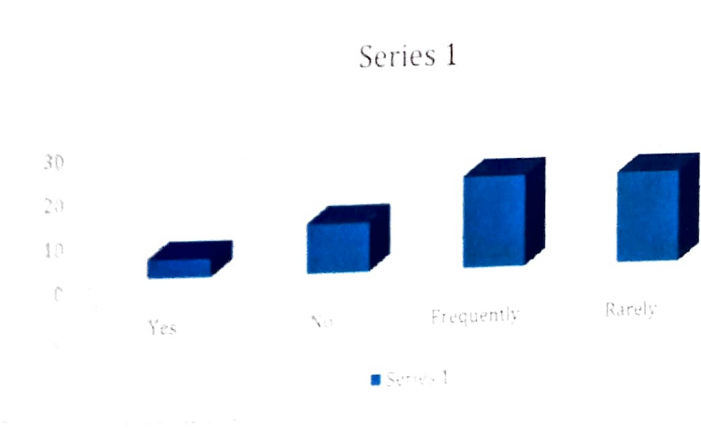
Discount on helmet	No of respondents	Percentage
Yes	32	61.5%
No	6	11.5%
Frequently	3	21.2%
Rarely	11	21.2%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 61.5% of the respondents are buying in an offer period, 11.5% of the respondents are buying in an non offer period, 21.2% of the respondents are buying in frequently and 21.2% of the respondents are buying in rarely.

Chart-3.15



3.16-Reasonable price of Royal Enfield

Table-3.16

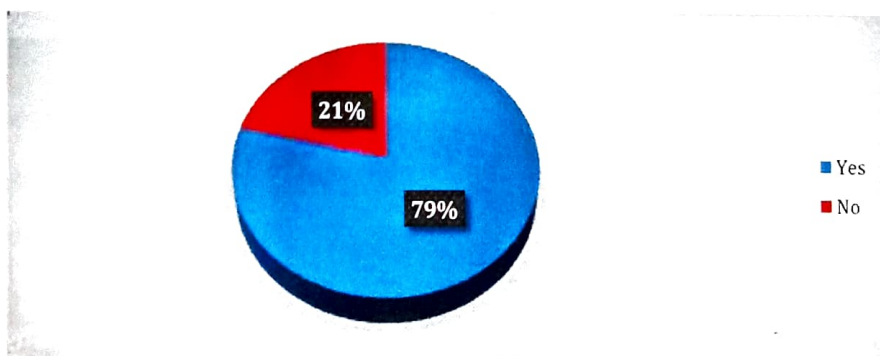
Reasonable level of price	No of respondents	Percentage
Yes	41	78.8%
No	11	21.2%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 78.8% of the respondents are accepting that the price is reasonable and 21.2% of the respondents are not accepting that the price is reasonable.

Chart-3.16



3.17- Affordable price of customers

Table-3.17

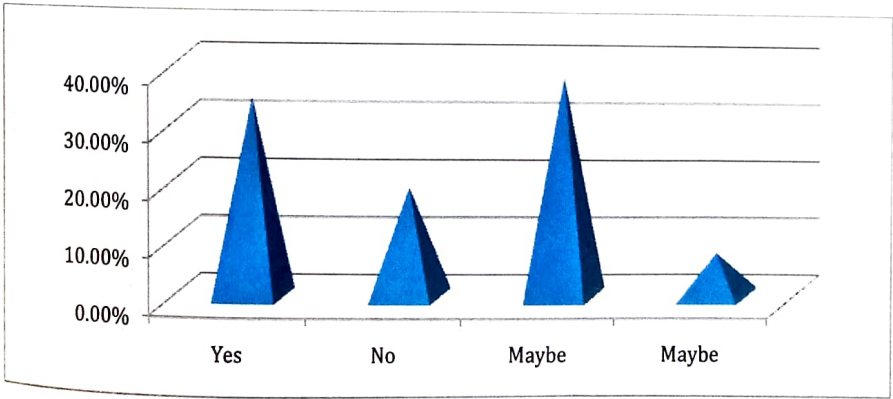
Suits the budget	No of respondents	Percentage
Yes	18	34.6%
No	10	19.2%
Maybe	20	38.5%
No opinion	4	7.7%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 34.6% of the respondents saying that the price is suits their budget, 19.2% of the respondents saying that the price is not suits their budget, 38.5% of the respondents saying that maybe and 7.7% of the respondents have no opinion.

Chart-3.17



3.18- Major problems while purchasing Royal Enfield

Table-3.18

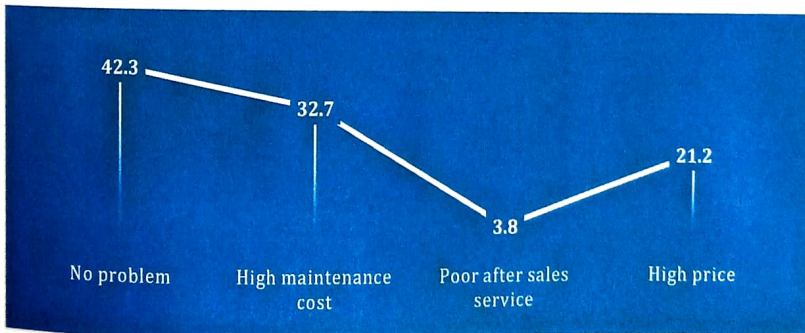
Major problems while purchasing	No of respondents	Percentage
No problem	22	42.3%
High maintenance cost	17	32.7%
Poor after sales service	2	3.8%
High price	11	21.2%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 42.3% of the respondents are have not face any problem, 32.7% of the respondents are says the maintenance cost as a problem, 3.8% of the respondents are says the after sales service as a problem and 21.2% of the respondents are says the price as a problem.

Chart-3.18



3.19- Model of Royal Enfield owned by the respondents

Table-3.19

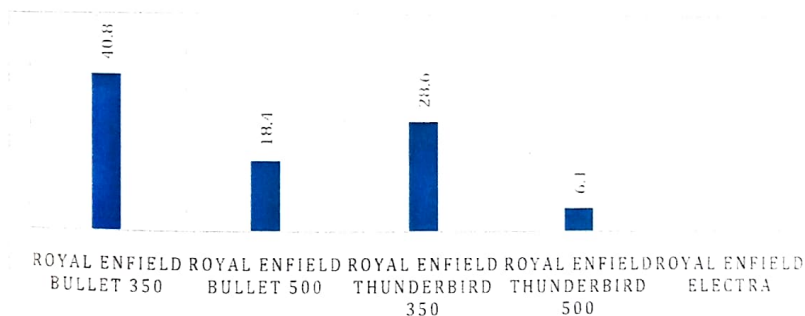
Model of Royal Enfield	No of respondents	Percentage
Royal Enfield Bullet 350	20	40.8%
Royal Enfield Bullet 500	9	18.4%
Royal Enfield Thunderbird350	15	28.6%
Royal Enfield Thunderbird500	4	6.1%
Royal Enfield Bullet Electra	4	6.1%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 40.8% of the respondents have using Royal Enfield Bullet 350, 18.4% of the respondents have using Royal Enfield Bullet 500, 28.6% of the respondents have using Royal Enfield Thunderbird 350, 6.1% of the respondents have using the Royal Enfield Thunderbird 500 and 6.1% of the respondents have using the Royal Enfield Bullet Electra.

Chart-3.19



3.20-Style of Royal Enfield owned by the respondents

Table-3.20

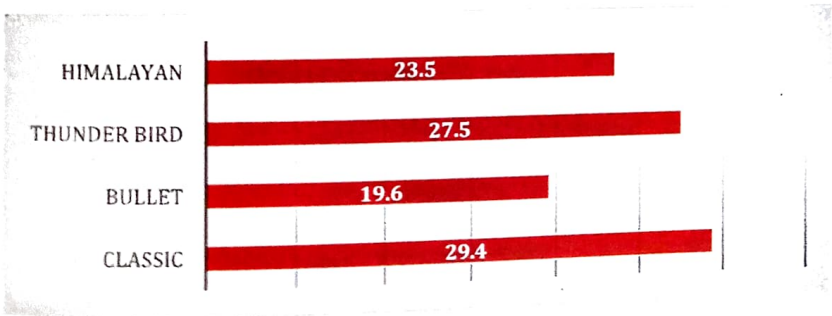
Style of Royal Enfield	No of respondents	Percentage
Classic	15	29.4%
Bullet	10	19.6%
Thunderbird	14	27.5%
Himalayan	13	23.5%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 29.4% of the respondents are appealing with Classic, 19.6% of the respondents are appealing with Bullet, 27.5% of the respondents are appealing with Thunderbird and 23.5% of the respondents are appealing with Himalayan.

Chart-3.20



3.21- Preference of seat types in Royal Enfield

Table-3.21

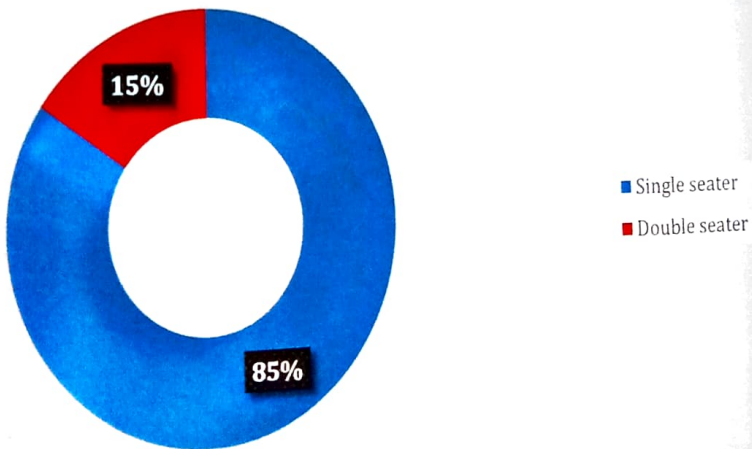
Preference of seat types	No of respondents	Percentage
Single seated	8	15.4%
Double seated	44	84.6%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 15.4% of the respondents preferring Single seated and 84.6% of the respondents are prefer Double seated.

Chart-3.21



3.22- Comfortness of Royal Enfield after test drive

Table-3.22

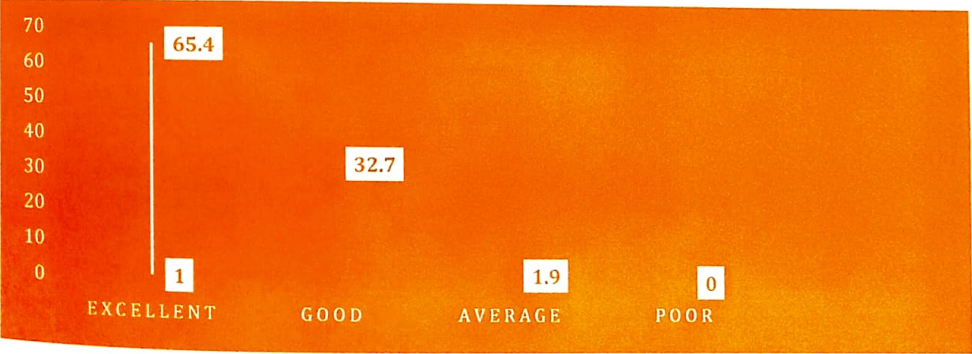
Driving comfort after test drive	No of respondents	Percentage
Excellent	34	65.4%
Good	17	32.7%
Average	1	1.9%
Poor	0	0%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 65.4% of the respondents giving the test drive feel as excellent, 37.7% of the respondents giving the test drive feel as Good, 1.9% of the respondents giving the test drive feel as Average.

Chart-3.22



3.23- Recommendation of Royal Enfield by their friends

Table-3.23

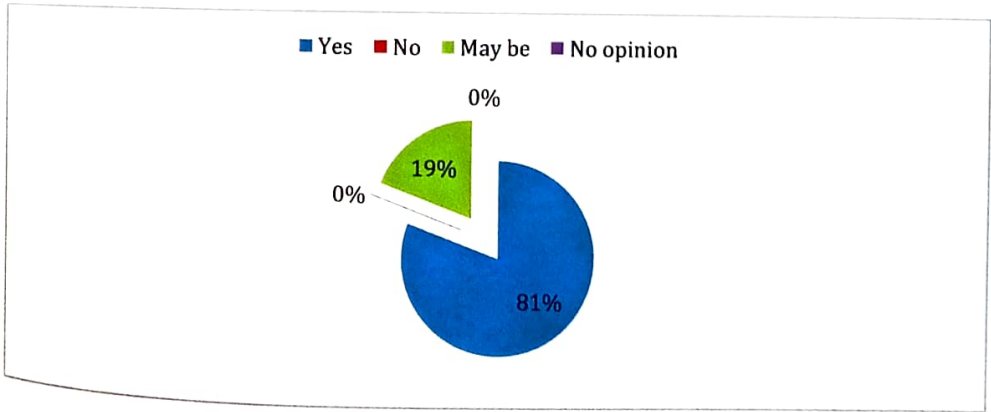
Recommendation of Royal Enfield	No of respondents	Percentage
Yes	42	80.8%
No	0	0%
Maybe	10	19.2%
No opinion	0	0%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that 80.8% of the respondents will recommend others, 19.2% of respondents maybe recommend.

Chart-3.23



3.24- Body style of the Royal Enfield

Table-3.24

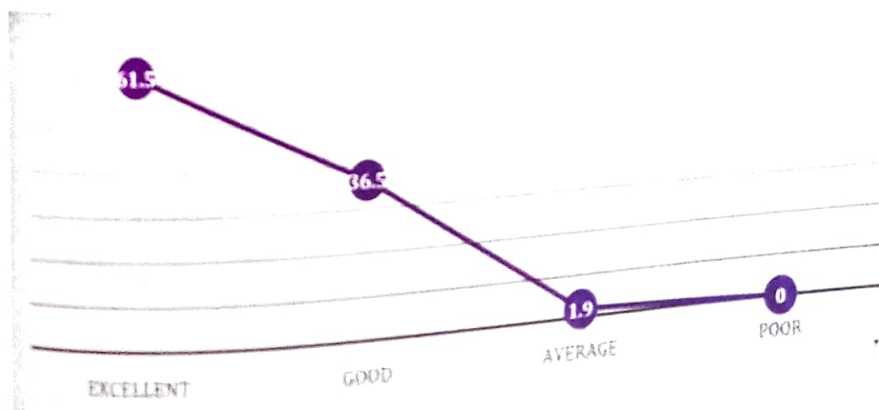
Body Style	No of respondents	Percentage
Excellent	32	61.5%
Good	19	36.5%
Average	1	1.9%
Poor	0	0%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 61.5% of the respondents giving the body styles excellent, 36.5% of the respondents giving the body style as Good, 1.9% of the respondents giving the body style as Average.

Chart-3.24



3.25- Customer loyalty towards Royal Enfield

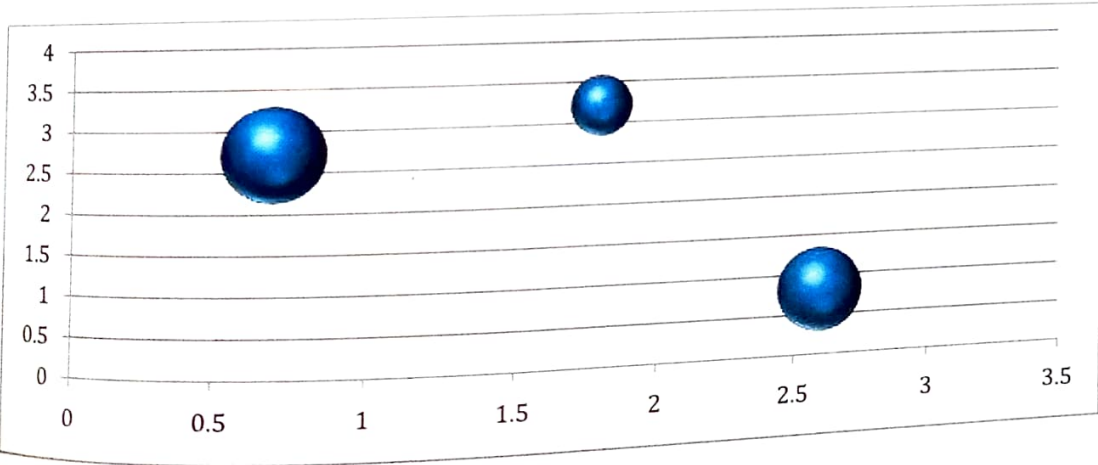
Table-3.25

Loyal Customer	No of respondents	Percentage
Yes	46	88.5%
No	6	11.5%
Total	52	100%

SOURCE: PRIMARY DATA
INFERENCE

From the above table inferred that 88.5% of the respondents were consider themselves as a Loyal customer and 11.5% the respondents do not consider themselves as a Loyal customer.

Chart-3.25



3.26- Navigation website of Royal Enfield

Table-3.26

Navigation of company website	No of respondents	Percentage
Very easy	20	38.5%
Easy	21	40.4%
Neutral	10	19.2%
Difficult	1	1.9%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 38.5% of the respondents feels very easy with Navigation of company website, 40.4% of the respondents feels easy with Navigation of company website, 19.2% of the respondents feels Neutral level with Navigation of company website and 1.9% of the respondents feels Difficult with Navigation of company website

Chart-3.26



3.27-Resolving issues by Royal Enfield representative

Table-3.27

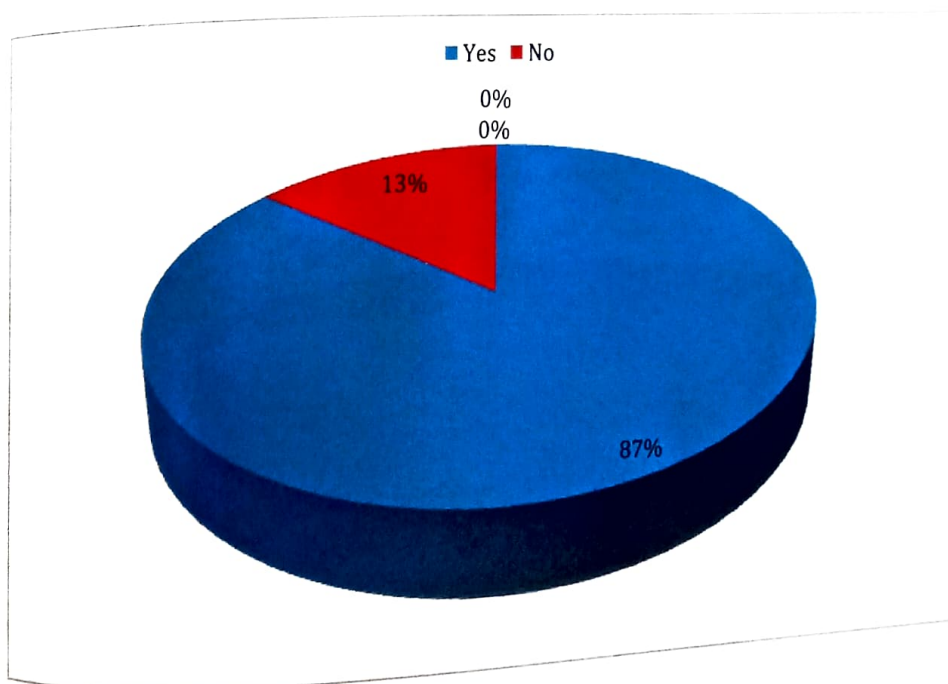
Resolve issues	No of respondents	Percentage
Yes	44	83.3%
No	8	13.7%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that 88.3% of respondent's problem gets resolved and 13.7% of respondent's issues are not resolved.

Chart-3.27



3.28-Action taken towards complaints from customers

Table-3.28

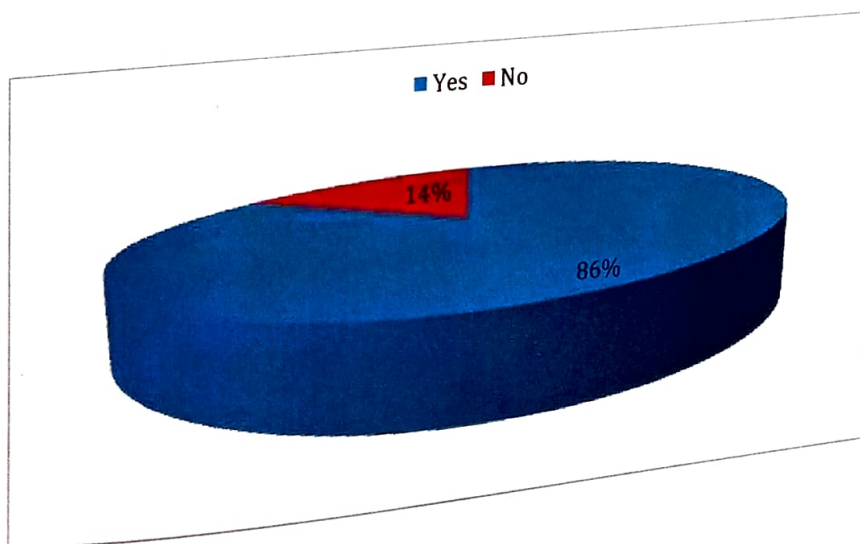
Actions towards complaints	No of respondents	Percentage
Yes	44	86.3%
No	8	13.7%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 86.3% of the respondents say that the representative resolves their issues and 13.7% of the respondents say that the representative is not resolves their issues.

Chart-3.28



3.29-Engine quality of Royal Enfield

Table-3.29

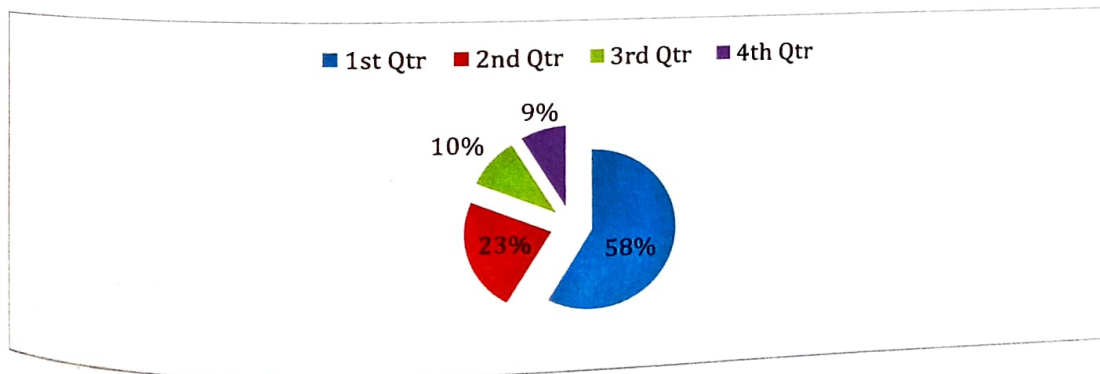
Engine Quality	No of respondents	Percentage
Strongly agree	17	31.4%
Agree	30	58.8%
Disagree	4	7.8%
Strongly disagree	1	2%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table 31.4% of the respondents were Strongly agree with the engine quality, 58.8% of the respondents were Agree with the engine quality, 7.8% of the respondents were Disagree with the engine quality and 2% of the respondents were Strongly disagree with the engine quality.

Chart-3.29



3.30 Comfortability of long drive in Royal Enfield

Table-3.30

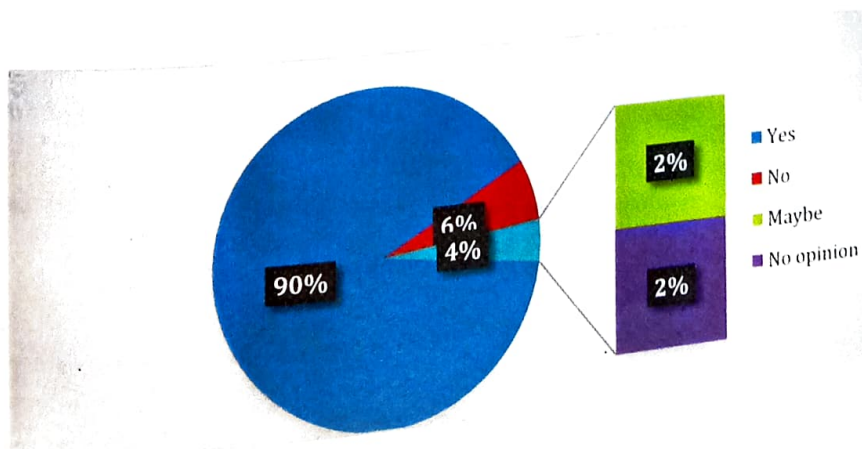
Continue Journey	No of respondents	Percentage
Yes	47	90%
No	1	2%
Maybe	3	6%
No opinion	1	2%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above tablet inferred that the 90% of the respondents say yes to continue their journey with Royal Enfield, 2% of the respondents say no to continue their journey with Royal Enfield, 6% of the respondents say maybe to continue their journey with Royal Enfield and 2% of the respondents have no opinion to continue their journey with Royal Enfield.

Chart-3.30



3.31-Comfortable of Royal Enfield jacket

Table-3.31

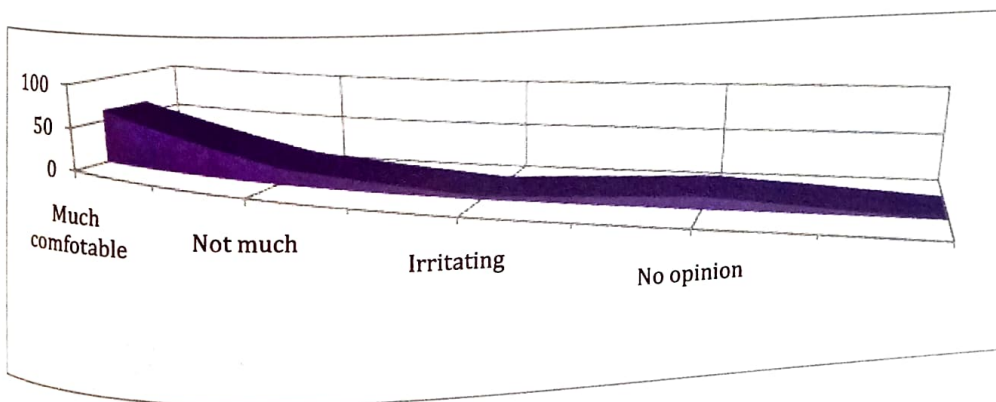
Comfort of Royal Enfield Jacket	No of respondents	Percentage
Much comfortable	32	62.7%
Not much	10	19.6%
Irritating	2	3.9%
No opinion	8	13.7%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that 62.7% of the respondents say that they are much comfortable with the jacket, 19.6% of the respondents say that they are not much comfortable with the jacket, 3.9% of the respondents say that they are get irritating and 13.7% of the respondents don't have any opinion.

Chart-3.31



3.32-Availability of Royal Enfield spare parts

Table-3.32

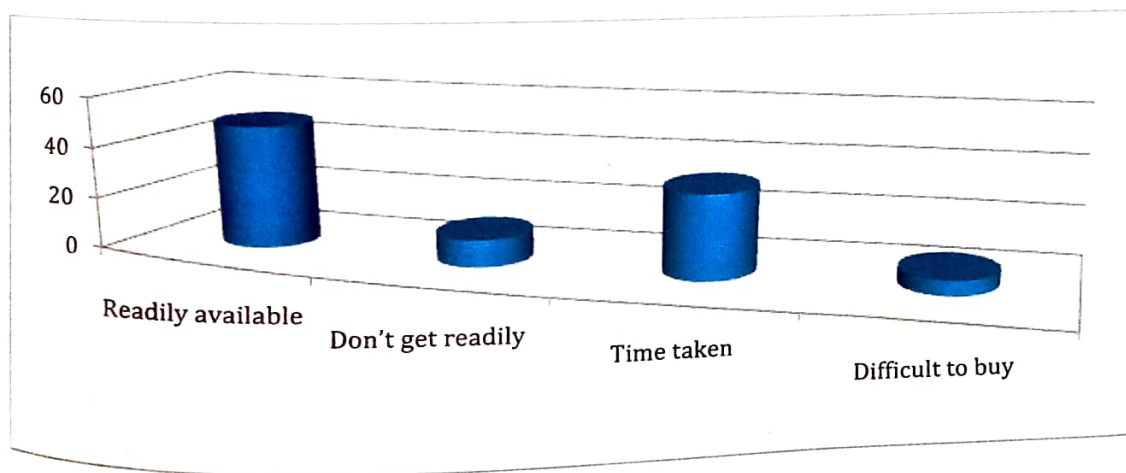
Spare parts	No of respondents	Percentage
Readily available	25	49%
Don't get readily	8	11%
Time taken	17	33.3%
Difficult to buy	2	5.9%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that the 49% of the respondents are say that they get the spare parts readily, 11% of the respondents say that they don't get the spare parts readily, 33.3% of the respondents say that it takes time and 5.9% of the respondents are say it is difficult to buy.

Chart-3.32



3.33-Efficiency of petrol in Royal Enfield

Table-3.33

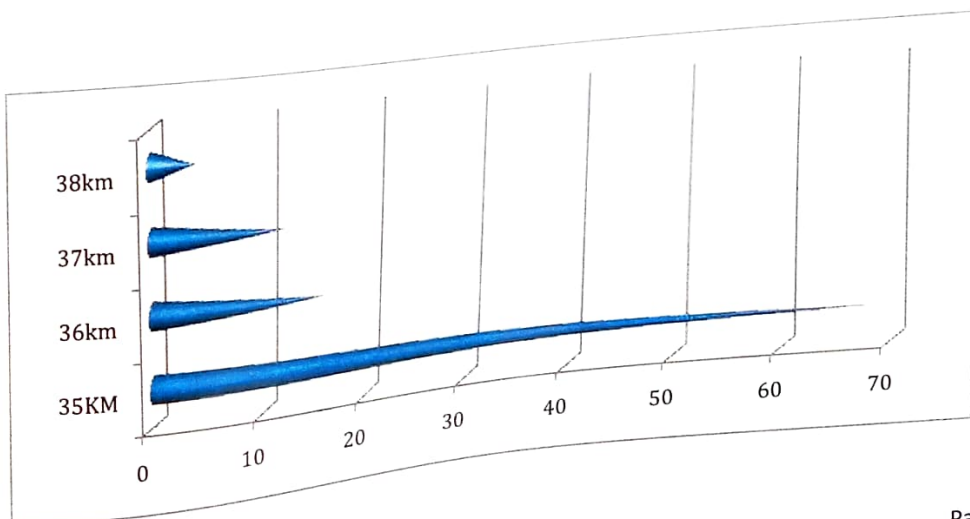
Petrol Efficiency	No of respondents	Percentage
35km	36	68.6%
36km	8	15.7%
37km	6	11.8%
38km	2	3.9%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that 68.8% of the respondents say that the 1 litre of petrol is enough for 35km, 15.7% of the respondents say that the 1 litre of petrol is enough for 36km, 11.8% of the respondents say that the 1 litre of petrol is enough for 37km and 3.9% of the respondents say that the 1 litre of petrol is enough for 38km.

Chart-3.33



3.34- Problem solved in time

Table-3.34

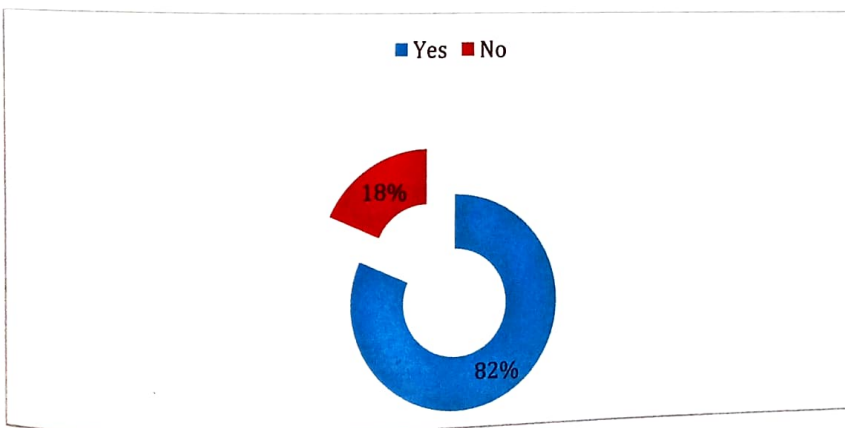
Inquiry resolved in time	No of respondents	Percentage
Yes	40	81.6%
No	12	18.4%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that 81.65 of the respondents say that their inquiry resolved in time and 18.4% of the respondents say that their inquiry is not resolved in time.

Chart-3.34



3.35- Efficiency of the Royal Enfield

Table-3.35

Efficiency of bike	No of respondents	Percentage
Highly satisfied	23	45.1%
Satisfied	28	52.9%
Dissatisfied	1	2%
Highly dissatisfied	0	0%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that 45.1% of the respondents are highly satisfied with the efficiency of the bike, 52.9% of the respondents are satisfied with the efficiency of the bike, 2% of the respondents are dissatisfied with the efficiency of the bike.

Chart-3.35



3.36- Maintenance cost of Royal Enfield

Table-3.36

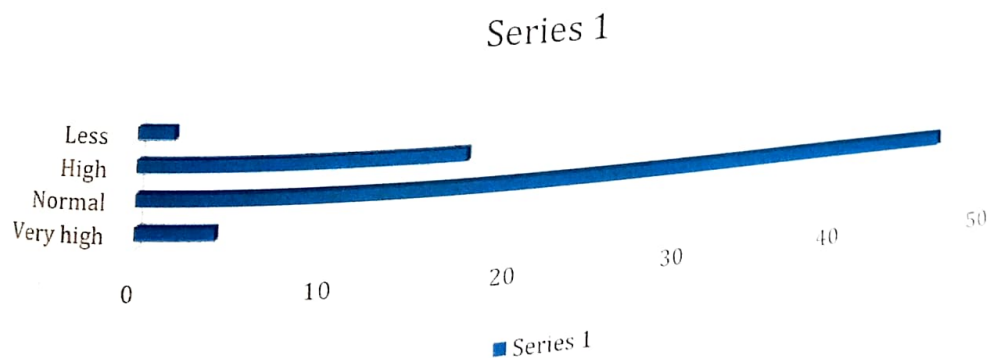
Maintenance cost	No of respondents	Percentage
Very high	18	33.3%
Normal	24	47.1%
High	9	17.6%
Less	1	2%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that 33.3% of the respondents are say the maintenance cost is very high, 47.1% of the respondents are say the maintenance cost is normal, 17.6% of the respondents are say the maintenance cost is high and 2% of the respondents are say the maintenance cost is very less.

Chart-3.36



3.37- Purpose of using Royal Enfield

Table-3.37

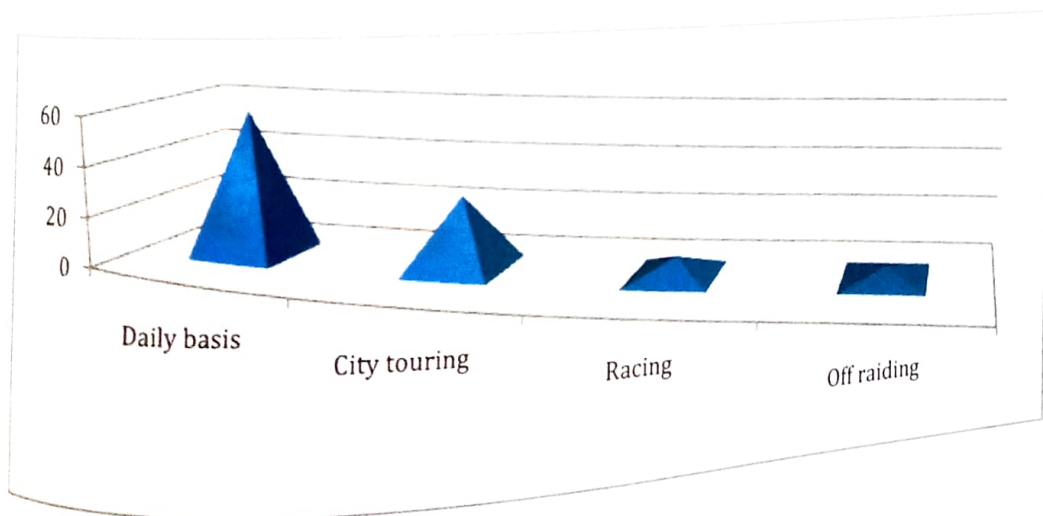
Purpose	No of respondents	Percentage
Daily basis	30	58.8%
City touring	15	29.4%
Racing	4	7.8%
Off raiding	2	3.9%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that 58.8% of the respondents are using the bike in daily, 29.4% of the respondents are using the bike for city touring, 7.2% of the respondents are using the bike for racing and 3.9% of the respondents are using the bike in off raiding.

Chart-3.37



3.38-Frequency usage of Royal Enfield

Table-3.38

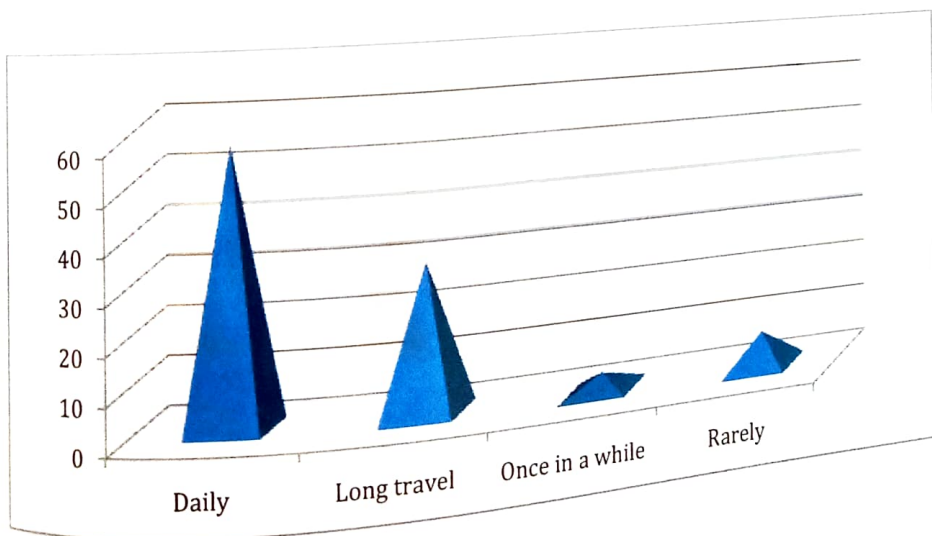
Frequency of usage	No of respondents	Percentage
Daily	29	56.9%
Long travel	16	31.4%
Once in a while	2	3.9%
Rarely	4	7.8%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that 56.9% of the respondents are using for daily, 31.4% of the respondents are using for long travel, 3.9% of the respondents are use once in awhile and 7.8% of the respondents are using rarely.

Chart-3.38



3.39- Frequency of breakdown in Royal Enfield

Table-3.39

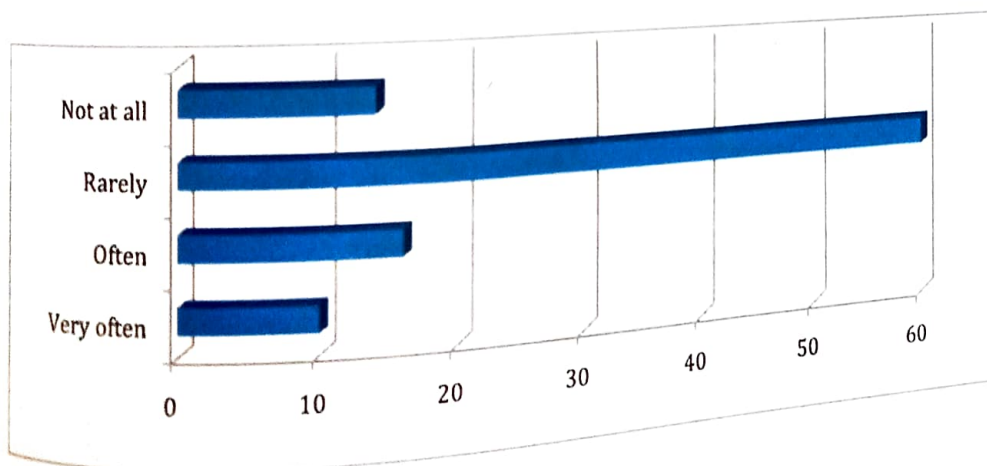
Frequency of breakdown	No of respondents	Percentage
Very often	5	10%
Often	8	16%
Rarely	30	60%
Not at all	7	14%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that 10% of the respondents are say that the bike getting breakdown very often, 16% of the respondents are say that the bike getting breakdown often, 60% of the respondents are say that the bike getting breakdown very rarely and 14% of the respondents are say that the bike not at all getting breakdown.

Chart-3.39



3.40 Comfortability of long ride in Royal Enfield

Table-3.40

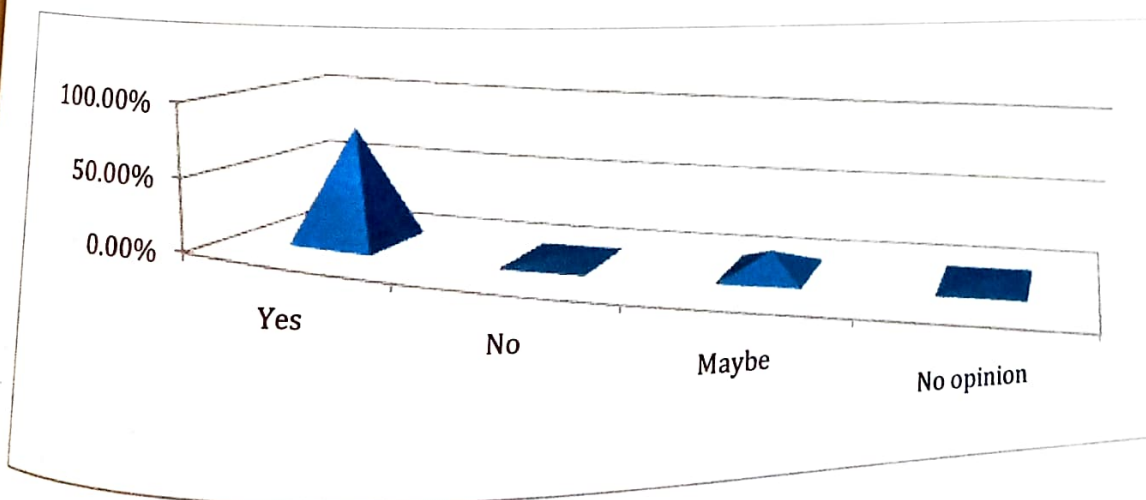
Comfort for Long ride	No of respondents	Percentage
Yes	41	79.6%
No	2	4.1%
Maybe	8	14.3%
No opinion	1	2%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that 79.6% of the respondents say yes for the comfort for long ride, 4.1% of the respondents say no for the comfort for long ride, 14.3% of the respondents say maybe for the comfort for long ride and 2% of the respondents say no opinion for the comfort for long ride.

Chart-3.40



3.41- Mileage of Royal Enfield

Table-3.41

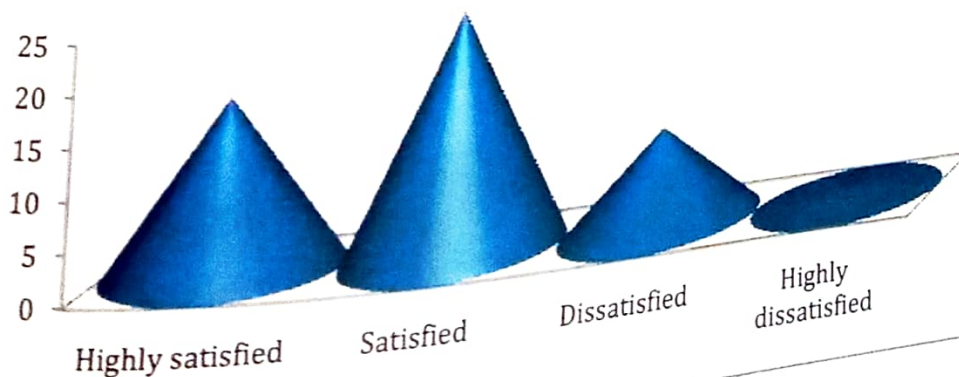
Mileage	No of respondents	Percentage
Highly satisfied	17	30%
Satisfied	24	48%
Dissatisfied	10	20%
Highly dissatisfied	1	2%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that 30% of the respondents are highly satisfied with the mileage of the bike, 48% of the respondents are satisfied with the mileage of the bike, 20% of the respondents are dissatisfied with the mileage of the bike and 2% of the respondents are highly dissatisfied with the mileage of the bike.

Chart-3.41



3.42-Availability service centres for Royal Enfield

Table-3.42

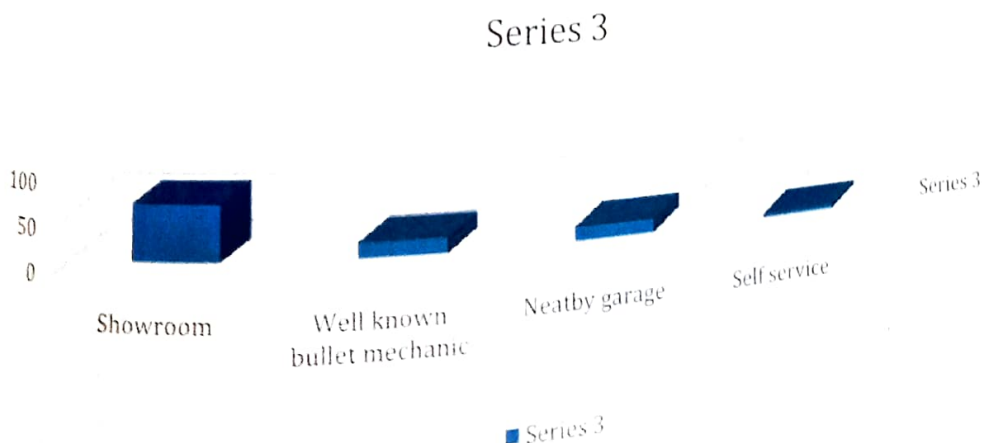
Service place	No of respondents	Percentage
Showroom	33	62.7%
Well known bullet mechanic	9	17.6%
Nearby garage	8	15.7%
Self service	2	3.9%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that 62.7% of the respondents do service for the bike in the showroom, 17.6% of the respondents are do service for their bike in the well known bullet mechanic, 15.7% of the respondents are do service for their bike in the nearby garage and 3.9% of the respondents are do self service for their bike.

Chart-3.42



3.43-Colour preference of Royal Enfield customers

Table-3.43

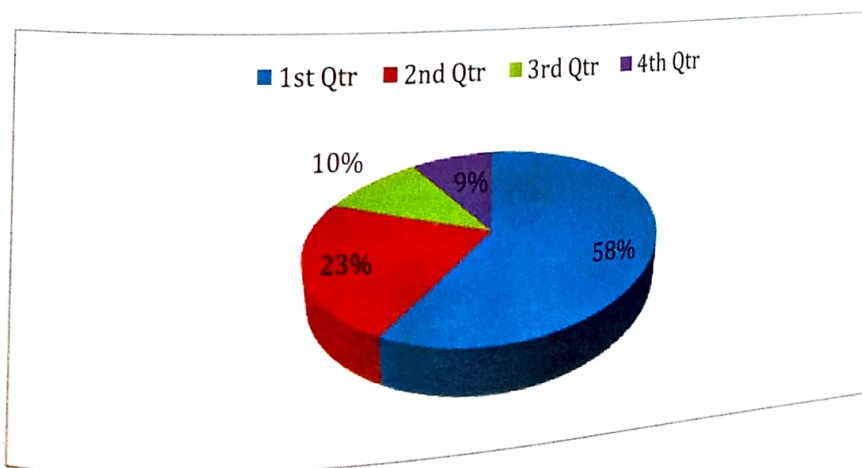
Options	No of respondents	Percentage
Black	28	52.9%
White	5	9.8%
Red	9	17.6%
Other	10	19.6%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that 52.9% of the respondents are using black colour bike, 9.8% of the respondents are using white colour bike, 17.6% of the respondents are using red colour bike and 19.6% of the respondents are using other colours of bike.

Chart - 3.43



3.44-Weight of the Royal Enfield

Table-3.44

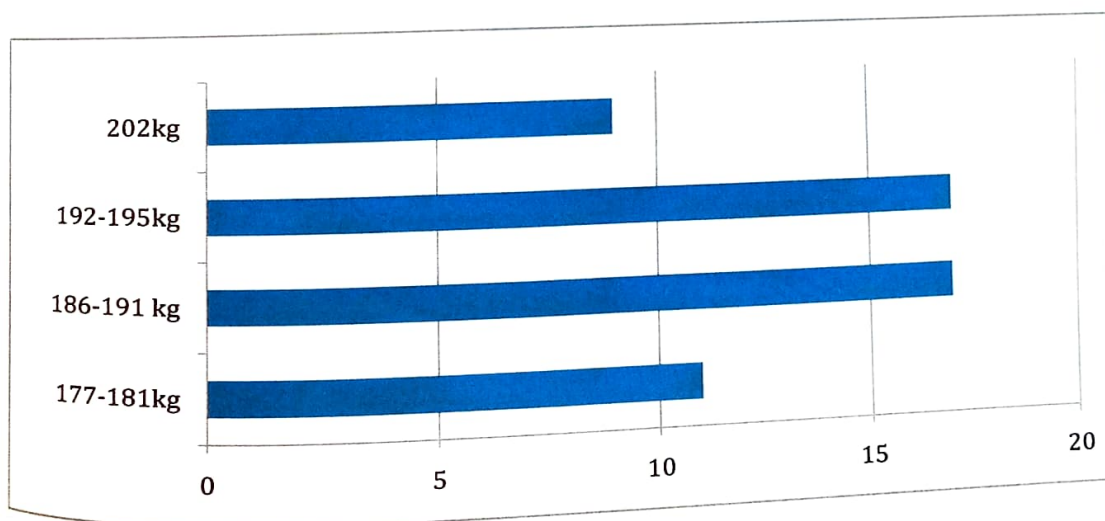
Options	No of respondents	Percentage
177-181 kg	11	23.6%
186-191 kg	17	29.4%
192 -195 kg	17	29.4%
202 kg	9	17.6%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that 23.6% of respondents say that their bike weight is 177-181 kg, 29.4% of the respondents say that their bike weight is 186-191 kg, 29.4% say that their bike weight is 192-195 kg and 17.6% say that their bike weight is 202 kg

Chart-3.44



3.45-Services expectation of the customer

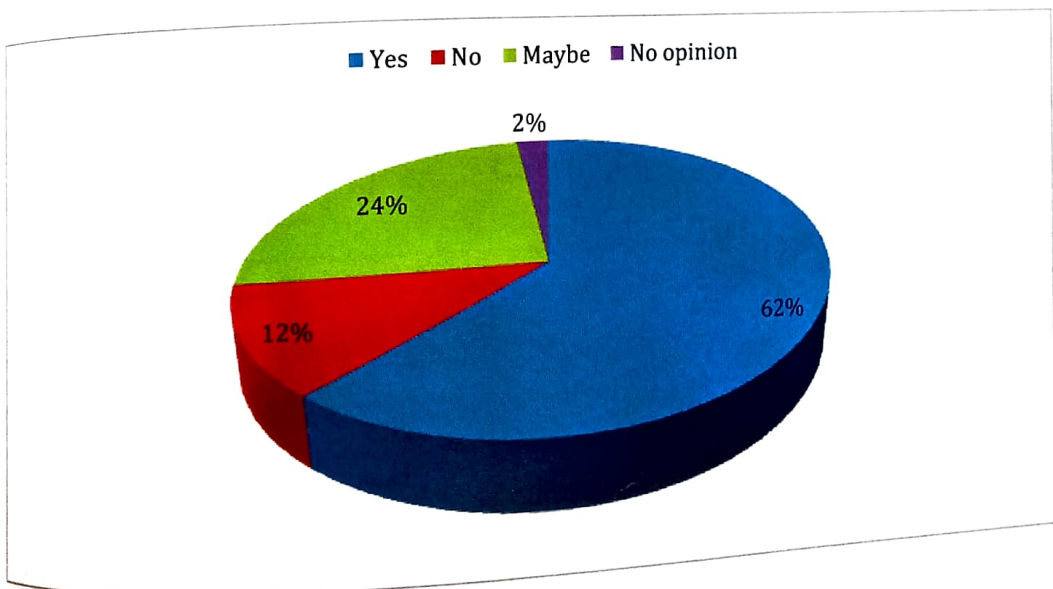
Table-3.45

Options	No of respondents	Percentage
Yes	33	62%
No	6	12%
Maybe	12	24%
No opinion	1	2%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that 62% of respondents say yes, 12% of respondents say no, 24% of respondents say maybe and 2% of respondents say no opinion.



3.46-Factor of improvement in Royal Enfield
Table-3.46

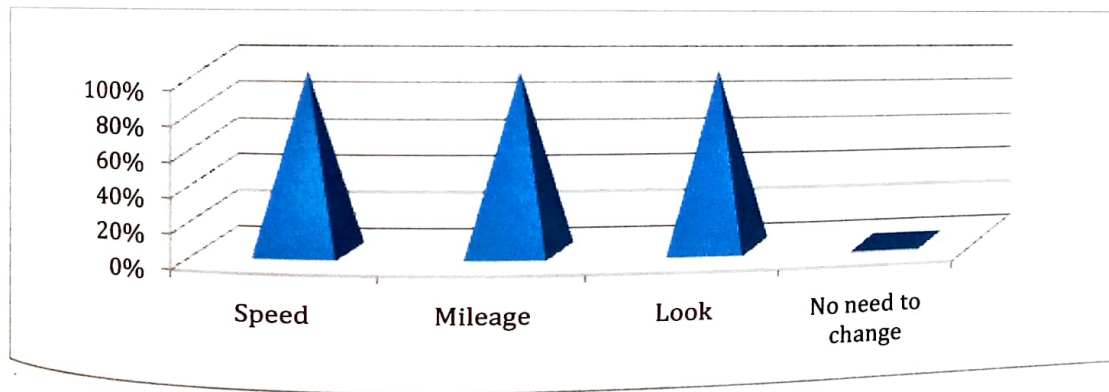
Options	No of respondents	Percentage
Speed	10	19.4%
Mileage	30	47.1%
Look	12	23.5%
No need to change	0	0%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that 19.4% of the respondents say that they want to change speed, 47.1% of the respondents say that they want to change mileage, 23.5% of the respondents say that they want to change the look.

Chart-3.46



3.47-Overall satisfaction of the Royal Enfield customers

Table-3.47

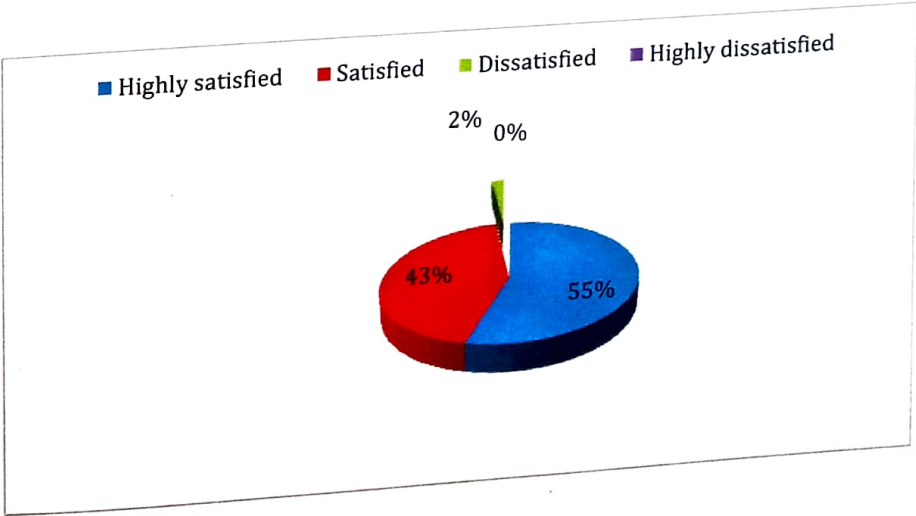
Options	No of respondents	Percentage
Highly satisfied	28	53.8%
Satisfied	23	42.2%
Dissatisfied	1	1.9%
Highly dissatisfied	0	0%
Total	52	100%

SOURCE: PRIMARY DATA

INFERENCE

From the above table inferred that 53.8% of the respondents are highly satisfied with the bike, 42.2% of the respondents are satisfied with the bike, 20% of the respondents are dissatisfied with the bike and 2% of the respondents are highly dissatisfied with the bike.

Chart-3.47



3.48 - Garret ranking on performance of the Royal Enfield

Table- 3.48

S.No	Particulars	Rank					$100(R_{ij} - 0.5)/N$	Percentage position	Value
		I	II	III	IV	V			
1.	Sound	16	21	4	2	8	$100(1-0.5)/5$	10	75
2.	Comfort	15	20	6	8	2	$100(2-0.5)/5$	30	61
3.	Stability on Road	15	16	17	1	2	$100(3-0.5)/5$	50	50
4.	After sale Service	6	22	13	5	5	$100(4-0.5)/5$	70	40
5.	Milage	8	14	15	8	6	$100(5-0.5)/5$	90	45

S.No	Particular	1x75	2x61	3x50	4x40	5x45	Total	Percentage	Rank
1.	Sound	1200	1281	200	80	360	3121	60.01	I
2.	Comfort	1125	1220	300	320	90	3055	58.75	III
3.	Stability on Road	1125	976	850	40	90	3081	59.25	II
4.	After sale Service	450	1342	650	200	225	2867	55.13	V
5.	Milage	600	854	750	320	270	2794	53.73	IV

INFERENCE:

It is clear for the above table that the respondents gave I rank for sound , II rank for Stability on road , III rank for comfort , IV rank for milage and V rank for after sale service.

3.49-Showing the relationship between efficiency of the bike and overall customer satisfaction

Correlation method

Table -3.49

X Satisfied	Y Dissatisfied	$X(X - \bar{X})$	$Y(y - \bar{y})$	ΣX^2	Σy^2	xy
18	10	-4	12	16	144	180
15	11	-7	9	49	81	15
7	3	-15	-1	225	1	17
8	0	-14	2	196	4	0
$\Sigma X=48$	$\Sigma y=24$	-40	22	$\Sigma=486$	$\Sigma y^2=230$	$\Sigma xy=352$

$$R = \Sigma xy \div [\sqrt{\Sigma x^2 \times \Sigma y^2}] = 1.05$$

SOURCE: Primary data

INTERPRETATION

The correlation coefficient of 1.05 indicated that the positively correlated strong Relationship between the efficiency of the bike and overall customer satisfaction.

CHAPTER IV

Findings And Suggestion

FINDINGS



CHAPTER IV

Findings

The findings of the study were based on the response of respondents

- ✓ 100% of respondents were male.
- ✓ 71.2% of respondents were student and 5.1% of respondents were job seeker.
- ✓ 88.5% of respondents were unmarried and 11.5% of respondents were married.
- ✓ 61.5% of respondents were Under Graduation and 7.7% were school.
- ✓ 62.7% of respondents were urban and 37.3% of respondents were rural.
- ✓ 63.5% of the respondents were come with the reference of their friends and 11.5% of the respondents were come with the reference of their family.
- ✓ 53.8% of respondents were inspired by the brand and 1.9% of respondents were inspired by the price.
- ✓ 38.5% of respondents were attracts by the sound and 3.8% of respondents were attracted by the mileage.
- ✓ 40.4% of respondents were waiting more than one month for the delivery and 19.2% of respondents were waiting 1 week and 1 month for the delivery.
- ✓ 82.7% of respondents were buying the bike from the showroom and 1.9% of respondents were buying the bike the bike from the used vehicle dealership.
- ✓ 48.1% of respondents were paying full cash and 9.6% were paying other payment.
- ✓ 53.8% of respondents were buying in showroom price and 7.7% respondents were buying in the ex-showroom price.

- ✓ 59.6% of respondents were buy in an offer period 40.4% of respondents were not buy in an offer period.
- ✓ 61.5% of respondents were say that the Royal Enfield provides discounts on helmet and 5.8% of respondents were saying that the Royal Enfield provides discounts on helmet frequently.
- ✓ 78% of respondents were saying the price as reasonable and 21.2% of respondents were not saying the price as reasonable.
- ✓ 38.5% of respondents were say maybe suit the budget and 7.7% of respondents have no opinion.
- ✓ 42.3% of respondents have no problem while purchase and 3.8% of respondents have a problem on poor after sales service.
- ✓ 40.8% of respondents using Royal Enfield Bullet 350 and 6.1% of respondents were using Royal Enfield Thunderbird 350.
- ✓ 29.4% of respondents were appealing with classic and 19.6% of respondents were appealing with bullet.
- ✓ 84.6% of respondents were preferred double seated and 15.4% respondents were preferred single seated.
- ✓ 65.45% of respondents were give excellent rate of the comfort and 1.9% respondents were give average rate of the comfort.
- ✓ 80.8% of respondents are like to recommend to their friends and 19.2% of respondents are maybe recommending to their friends.
- ✓ 61.5% of respondents were give excellent rate for the body style and 1.9% of respondents were give average rate for the body style.
- ✓ 88.5% of respondents were considering themselves as a loyal customer and 11.5% of respondents were not considering themselves as a loyal customer.
- ✓ 40.4% of respondents were saying the navigation is easy and 1.9% of respondents were saying the navigation is difficult.
- ✓ 86.3% of respondents were getting resolving the problems and 13.7% of respondents were not get resolving the problems.

- ✓ 58.8% of respondents were agreeing the actions taken by the company and 2% of respondents were strongly disagreeing the actions taken by the company.
- ✓ 86% of respondents were feel the engine quality is good and 2% of respondents feel the engine quality is not good.
- ✓ 90% of respondents are like to continue their journey with this bike and 2% of respondents are not like to continue their journey with this bike.
- ✓ 62.7% of the respondents were comfortable with the jacket and 3.9% of the respondents were getting irritated.
- ✓ 49% of the respondents were saying the spare parts are easily available and 3.9% of the respondents were saying the spare parts are difficult to buy.
- ✓ 68.6% of respondents were saying 1 litre of petrol can go 35km and 3.9% of respondents were saying 1 litre of petrol can go 38km.
- ✓ 81.6% of respondents were saying that their problems resolved in a timely manner and 18.4% of respondents were saying that their problems are not resolved in a timely manner.
- ✓ 45.1% of respondents are satisfied with the efficiency of the bike and 2% of respondents are not satisfied with the efficiency of the bike.
- ✓ 47.1% of respondents saying the maintenance cost is high and 2% of respondents saying the maintenance cost are less.
- ✓ 58.8% of respondents were buying the bike for the purpose of daily and 3.9% of respondents were buying the bike for the purpose of off raiding.
- ✓ 56.9% of respondents were use the bike daily and 3.9% of respondents were use the bike once in a while.
- ✓ 60% of respondents saying bike get breaking down rarely and 10% of the respondents saying bike get braking down very often.
- ✓ 79.6% of respondents were comfortable with the bike for long travel and 2% of respondents were having no opinion with the bike for long travel.
- ✓ 48% of the respondents are satisfied with the mileage of the bike and 2% of the respondents are highly dissatisfied with the mileage of the bike.

- ✓ 62.7% of respondents were getting a service from the showroom and 3.9% of respondents were doing a self service.
 - ✓ 52.9% of respondents were currently using black colour bike and 9.8% of respondents were currently using white colour bike.
 - ✓ 29.4% of respondents were having the weight of the bike is 186kg – 191 kg and 17.6% of respondents were having the weight of the bike is 202 kg.
 - ✓ 62% of respondents saying that their expectations got fulfilled and 2% of respondents have no opinion saying that their expectations.
 - ✓ 47.1% of respondents were wanted to improve the mileage and 9.8% of respondents were no need to change.
-
- ✓ It is found that the correlation between the bike and customer satisfaction is a positive correlation. The correlation coefficient between them is 1.05.

SUGGESTIONS



SUGGESTIONS



SUGGETIONS

The price of Royal Enfield is very high when compared to competition. The company has will establish can provide some gifts and discounts to the customers.

The dealer is also required to provide discount on cash purchase.

The company also tries to give certain offers to the dealers so as improve his efficiency in the selling the Royal Enfield products which other company also give to the dealer.

As television as the common media for advertising frequent advertisement must be shown in local city cable.

The company should provide warranty for some parts like clutch plates mark.

As the dealer has arranged the neon bulbs for advertising in the showroom in the same way.

CHAPTER V

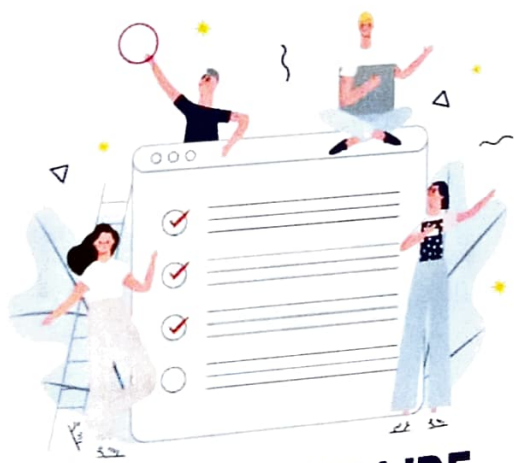
CONCLUSION

CONCLUSION

A variety of two wheelers have entered into the two wheeler market. This has increased. This has increased the competition because of the competition sales of two wheelers might have decreased. Therefore, the Enfield Company has to keep in mind the latest competition prevailing in the market while fixing the price of its two wheelers particularly Royal Enfield bike. Because of Royal Enfield Company believes in excellence in the technology it has achieved more than one million customer satisfaction within short period. As per the market research carried out by Enfield company it is found that it is the number one company in two wheeler segment. By considering all the findings of it is hope that the company & dealer will make a profits in future years.

ANNEXURE I

QUESTIONNAIRE



QUESTIONNAIRE

A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD

01.Name:-----

02.Age: -----

03.Gender: ☐ Male ☐ Female

04.Area: ☐ Rural ☐ Urban

05.Marital Status: ☐ Married ☐ Unmarried

06.Education: ☐ School ☐ Post Graduation ☐ Under Graduation

07.Occupation: ☐ Student ☐ Professional ☐ Salaried
☐ Retired ☐ Self Employed ☐ Job Seeker

08.How did you came to know about Royal Enfield?

a) TV advertisement b) Newspaper c) Friends d) Family

09.What do you like most in Royal Enfield?

a) Sound b) Design c) Colour d) Comfort

10.What are the main things that inspire you to buy Royal Enfield?

a) Price b) Brand c) Comfort d) Design

11.What kind of features attracts you to buy this bike?

a) Comfort b) Sound c) Mileage d) Brand

12.What is the waiting period for purchasing Royal Enfield bikes?

a) 10 days b) 1 Week c) 1 Month d) More than 1 month

13.Which outlet did you prefer to purchase your Royal Enfield bikes?

a) Showroom b) Used vehicle dealership c) Mechanic d) Through friend

14.How did you purchase your bike?

a) Full cash b) Instalment c) EMI d) Others

15.In which price basis did you purchase your bike?

a) Ex-showroom price b) Showroom price

c) On road price d) Through dealers

16. Did you buy your bike in an offer period?
a) Yes b) No
17. Does Royal Enfield provide any discount on its helmet when you buy a bike?
a) Yes b) No c) Frequently d) Rarely
18. Is the price reasonable?
a) Yes b) No
19. Does the price of Royal Enfield suites your budget?
a) Yes b) No c) May be d) No opinion
20. Any major problems while purchasing Royal Enfield bike?
a) No problem b) High maintenance cost
c) Poor after sales service d) High price
21. Which model of Royal Enfield do you presently own?
a) Royal Enfield Bullet 350 b) Royal Enfield Bullet 500
c) Royal Enfield Thunderbird 350 d) Royal Enfield Thunderbird 500
e) Royal Enfield Bullet Electra
22. Which Royal Enfield motorbike styling is more appealing to you?
a) Classic b) Bullet c) Thunderbird d) Himalayan
23. What type of seat do you prefer in Royal Enfield?
a) Single seater b) Double seater
24. After test drive what do you feel about the driving comfort of Royal Enfield?
a) Excellent b) Good c) Average d) Poor
25. Are you like to recommend this bike to your friends?
a) Yes b) No c) May be d) No opinion
26. How will you rate body style design and look of your Royal Enfield?
a) Excellent b) Good c) Average d) Poor
27. Do you consider yourself as a loyal customer?
a) Yes b) No
28. Whether the website of the company is easy to navigate together name details about the bike?
a) Very easy b) Easy c) Neutral d) Difficult

29. Whether the Royal Enfield representative able to resolve your issue related to their bikes?

- a) Yes b) No

30. Do you agree that company takes action towards the complaints?

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

31. Do you feel that the engine quality is good in Royal Enfield?

- a) Yes b) No c) May be d) No opinion

32. Would you like to continue your journey with this bike?

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

33. Do you feel comfortable by wearing a Royal Enfield "JACKET"?

- a) Much comfortable b) Not much c) Irritating d) Disturbing

34. Are the spare parts easily available in all shops?

- a) Readily available b) Don't get readily c) Time taken d) Difficult to buy

35. How far can a Royal Enfield bike go in 1 litre of petrol?

- a) 35 km b) 36km c) 37km d) 38km

36. Did your inquiry resolved in a timely manner?

- a) Yes b) No

37. Are you satisfied with the efficiency of your bike?

- a) Highly satisfied b) Satisfied c) Dissatisfied d) Highly dissatisfied

38. How much does maintenance cost?

- a) Very high b) Normal c) High d) Less

39. For what purpose do you use your bike?

- a) Daily basis b) City touring c) Racing d) Off roading

40. How frequently are you using Royal Enfield?

- a) Daily b) Long travel c) Once in a while d) Rarely

41. What is the frequency of breakdown in your bike?

- a) Very often b) Often c) Rarely d) Not at all

42. Are you comfortable in using Royal Enfield for a long ride?

- a) Yes b) No c) May be d) No opinion

43. Are you satisfied with the mileage of your bike?

- a) Highly satisfied b) Satisfied c) Dissatisfied d) Highly dissatisfied

44. Where do you service your Royal Enfield bike?

- a) Showroom b) Well known bullet mechanic c) Nearby garage d) Self service

45. Which colour bike are you using currently?

- a) Black b) White c) Red d) Other

46. What is weight of your bike?

- a) 177 to 181kg b) 186 to 191 kg c) 192 to 195 kg d) 202 kg

47. Did their services meet your expectations?

- a) Yes b) No c) May be d) No opinion

48. How would you like to rate the performance of your bike?

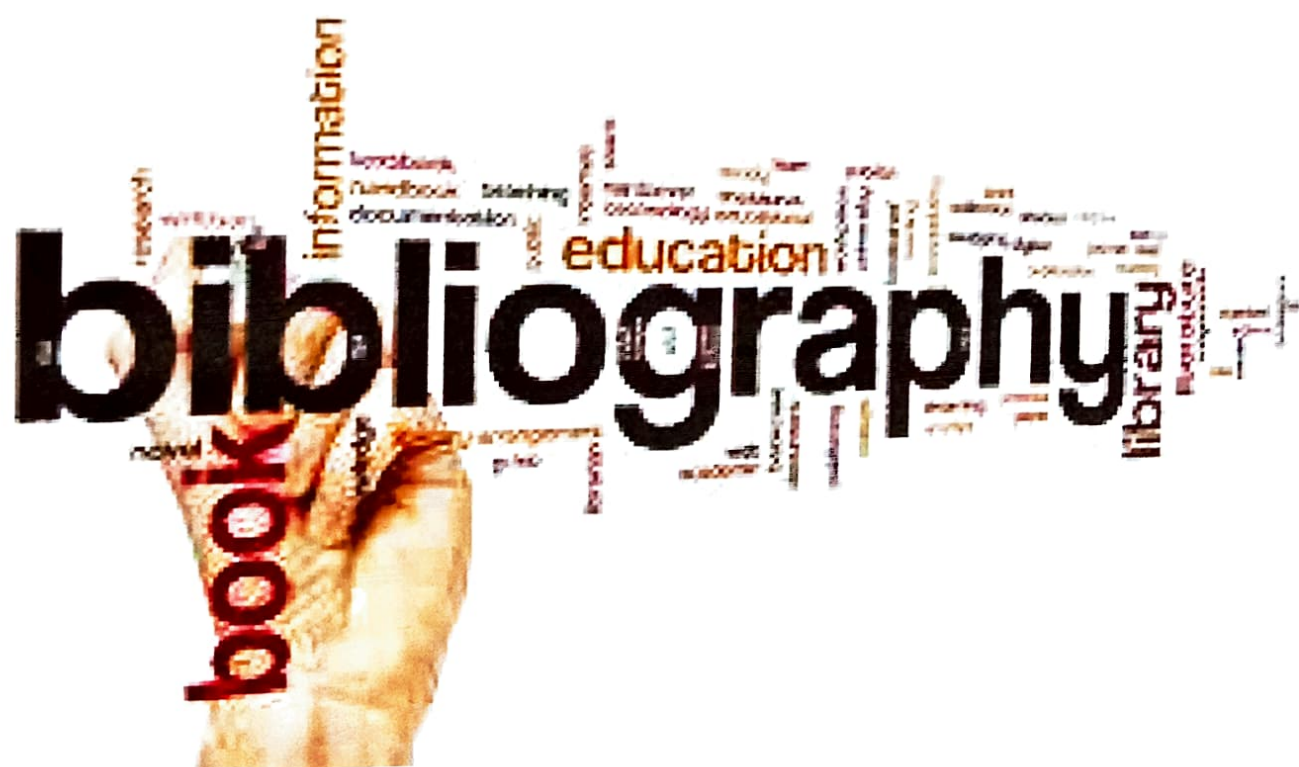
	5	4	3	2	1
Mileage					
Comfort					
Sound					
Performance of the bike					
After sales service					

49. What is the one think you want to improve?

- a) Speed b) Mileage c) Look d) No need to change

50. Overall satisfaction about your Royal Enfield?

- a) Highly satisfied b) Satisfied c) Dissatisfied d) Highly dissatisfied



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**A STUDY ON CHALLENGES FACED BY WOMEN ENTREPRENEUR WITH
SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT**

Project submitted to Department of BBA

ST. SMARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI.

Affiliated to

MANONMANIAM SUNDARANAR UNIVERSITY, THIRUNELVELI.

In partial fulfilment of the requirements

for the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

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DEPARTMENT OF BUSINESS ADMINISTRATION

ST. MARYS COLLEGE (AUTONOMOUS)

(Re-accredited with A+ Grade by NAAC)

Thoothukudi-62800

APRIL-2023

DECLARATION

We hereby declare that the project entitled "A STUDY ON CHALLENGES FACED BY WOMEN ENTREPRENEURS WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT" submitted for the B.B.A degree our original work and the project has not formed the basis for the award of any degree, diploma, Fellowship or any other similar titles.

Place: Thoothukudi

Date: 03/04/2023

Signature of the students

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2. N. Jennifer

3. M. Priya

4. K. Senthya.


CERTIFICATE

This is to certify that this project work entitled "A STUDY ON CHALLENGES FACED BY WOMEN ENTREPRENEURS WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT" is submitted to St. Marys college (Autonomous), Thoothukudi affiliated to MANONMANIAM SUNDARANAR UNIVERSITY, THIRUNELVELI in partial fulfilment of the requirements for the award of degree of Bachelor of Business Administration and this is a work done during the year 2022-2023 by the following students.

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3.33	THEIR COMPETITORS	
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CHAPTER -1

1.1 INTRODUCTION:

1.12 Women Entrepreneurs:

The French word "entrepreneur" is the root of the word "entrepreneur." It means "to comprehend" or "to carry out something." Female business visionaries are ladies who coordinate and deal with an undertaking, particularly a business. Throughout the 20th and 21st centuries, the percentage of female business owners in the United States increased steadily, rising from 26% in 1997 to almost 36% in 2012. Oprah Winfrey, Diane Hendricks, and Meg Whitman are examples of self-made successful women who emerged as a result of this rise. An entrepreneur is someone who takes on a project, organizes it, raises money to finance it, and takes on all or most of the risk of running a business. In other words, starting a new business is what entrepreneurship is all about. A business person is a person who makes another business, bearing a large portion of the dangers and getting a charge out of the greater part of the prizes. Most people think of the entrepreneur as an innovator who comes up with new products, services, and businesses. Because they use their skills and initiative to anticipate needs and bring innovative new ideas to market, entrepreneurs are essential to any economy.. An entrepreneur starts a business by combining labour and capital to produce goods or services for profit. Entrepreneurship is a significant force behind innovation and economic expansion. New businesses may obtain financing in these circumstances from venture capitalists, angel investors, hedge funds, crowdsourcing, or more conventional sources like bank loans. Supporting business can emphatically affect an economy and a general public in more than one way. First of all, business people make new business. They come up with new products and services, which leads to more and more development. An aspirant entrepreneur can identify a variety of problems to solve by consuming content across multiple channels. Entrepreneurship by women has the potential to significantly contribute to the economic well-being of families and communities, the reduction of poverty, and women's empowerment. As a result, numerous development organizations and governments around the world are actively supporting and encouraging women entrepreneurs through a variety of programs, incentives, and promotion strategies. Women have emerged from the confines of their homes over the past few decades to demonstrate their abilities and skills in the business world. Today, women play more than just the traditional roles of mother and housewife. Today, women play a much broader role than they did in the past. In addition to her responsibilities as a housewife, mother, and daughter, a woman must simultaneously full fill a variety of social and community roles. Even after 63 years of independence, women still face bias as a result of traditional Indian practices.

1.12 Women Entrepreneurs in WORLD:

Women's Entrepreneurs in the World One strategy for economic empowerment of women is to encourage women to become entrepreneurs. In the new economic order, the two most important growth factors are human resources and technology. In order to bring these two elements into play, an economy needs to see significant growth in entrepreneurship. Business venture and monetary

Business venture improvement among ladies can be viewed as a potential methodology monetary strengthening of ladies. In the new economic order, growth is driven by two factors: human resources and technology. In order to bring these two elements into play, an economy needs to see significant growth in entrepreneurship. economics and entrepreneurship The decline of industrialised economies can be partly linked to the rise of their entrepreneurialism. Almost 40% of the business firms in the United States, employing close to 27.5 million people, were owned by women. Women now outnumber men by a factor of two, especially when it comes to launching new firms in China in recent years. Almost five million women currently own their own businesses, making up one-fourth of all business owners in China. Women make about 15 to 20 percent of all employers in Latin America, mostly in the service and retail industries.

1.13 Women Entrepreneurs in INDIA:

Women's entrepreneurs in India have historically been dominated by men. However, time is passing now. Women in India have been outraged by the fact that they have been following men's orders for hundreds of years. They are now aware of their rights and responsibilities, and as awareness has spread among women, they are now no less important than men. In each and every field, they walk at the same speed as men. Women are no longer inferior or behind the times as a result of this recent trend. Numerous women are now in charge of their own economies, or entrepreneurial empires, and they are doing what they want with it. Women's hidden entrepreneurial potential has slowly changed as society has become more aware of their role and economic status. Women's entry into business ventures is primarily driven by their business expertise, knowledge, and adaptability. A "Women Entrepreneur" is someone who takes on difficult work in order to meet her own needs. Entrepreneurial women are able to contribute values to both family and social life because they have a strong desire to do something good. It's wonderful news. However, in some regions of the country, some women are still unaware of their power.

1.14 Women entrepreneurs in TAMILNADU:

Tamil Nadu has historically been one of the states with the most advanced industrial development. Tamil Nadu has distinguished itself as one of the leaders in the post-liberalization era by drawing several investment proposals.

In Tamil Nadu, each city has its unique line of goods produced by female entrepreneurs employing local expertise. The majority of these products are created with materials that are readily available locally, and the production skills are uncommon in other places. Since a long time ago, women have engaged in traditional activities like the production and sale of household goods like clothing. Modern-style entrepreneurship, on the other hand, has only recently been observed in industry, trade, and service concerns. The housewife of the past who had a stigma against owning or operating a business is not the modern Tamil Nadu women.

1.15 Women Entrepreneurs in TOOTHUKUDI:

In this patriarchal society, women entrepreneurs strive to break new ground and get over all the obstacles that stand in their way. Today's female business owners are far more adept at solving issues and implementing tactical tactics for a profitable operation. Equally to their male colleagues, female business owners manage their companies. This demonstrates their tremendous power in modern culture. Each and every successful woman entrepreneur has encountered and overcome a variety of challenges while trying to maintain their firm.

1.16 Challenges faced Women Entrepreneurs Resent Scenario:

(I) Fewer Sectors are women friendly:

Men still predominate in India's entrepreneurial ecosystem despite the laws and programmes enacted to encourage gender equality. A recent study found that men control the more lucrative industries like manufacturing, construction, and the like, whereas the majority of women-owned enterprises in the nation work in low-revenue area. Women entrepreneurs are also forced to work in fields that have historically been referred to be "women-friendly," such as education, fashion, and beauty care, among others, because many businesses are dominated by males. It significantly reduces their opportunities, experiences, and skills.

(II) Lack of Capital:

According to a popular proverb, "Money is to a business what food is to a human body and is vital for any business, big or small." Regrettably, despite the fact that women have repeatedly shown their abilities, people still find it difficult to believe them and are hesitant to invest in ventures started by female entrepreneurs. It is also upsetting to find that banks do not view women as being as credit-worthy as they should be given their perception that they may always quit their jobs. Hence, the only option left for female business owners is to rely on their savings or perhaps ask their family for financial assistance.

(III) low capacity for risk:

The entrepreneur needs to be capable of accepting some inherent risk in order to make investments and run a successful business. Women frequently lack financial independence and lack decision-making experience. They are also risk-averse because they don't trust their judgment. This is rapidly changing as more women take ownership of their finances and manage risks with each passing generation.

(IV) Restricted Movement:

One of the fundamental issues facing women business owners in India is restricted mobility. They are unable to travel alone or stay in hotels for business without being concerned for their safety. A lot of hotels in India still won't let women check in unless they're accompanied by a man, too! Even though many financially independent women have begun to invest in cars, there are still fewer women in India who own motorized vehicles than there are men. The combination of these variables limits the mobility of female company owners.

(V) Education Deficit:

Having prior experience managing a successful business is one of the most important qualifications for a modern entrepreneur. The entrepreneur should have professional experience working in the pertinent field or a business management degree to make up for a lack of experience in running a business. Women's education unfortunately does not receive the attention it deserves in India. Because of this, a lot of aspiring female business owners lack the education needed to manage a successful operation. As more women have access to higher education, the playing field is being level.

(VI) Strong Competition:

Women entrepreneurs lack the organizational infrastructure to spend a lot of money on advertising and canvassing. As a result, they must compete fiercely to advertise their goods against both the organized sector and their male counterparts. Such a competition ultimately leads to the closure of women-owned businesses.

(VII) Inadequate Industry Knowledge:

Manufacturing is still viewed as a field best suited to males. The relationships, systems, and expertise required for a successful commercial operation are not available to women. Although while prejudices are gradually dispelling, there is still a general lack of exposure in these fields. The educational gap that women entrepreneurs currently experience can be closed by obtaining a STEM (science, technology, engineering, and mathematics) degree. The transformation in women's empowerment caused by digital literacy has also enabled them to access the necessary resources and knowledge.

(VII) Balance between work and personal life:

Elsewhere in the world, women are expected to take on a bigger role in managing a home and caring for their family. Working long hours as a business owner or manager can make it difficult for women to reconcile work and family life.

Working mothers frequently have to prioritize taking care of their children above their businesses because it takes a lot of their time and energy. But, when it comes to home duties, men typically take a backseat to women. More men are stepping up to help out with home duties now, so it appears that the situation is changing.

1.2 OBJECTIVES OF THE STUDY:

- To investigate the motivational factors and socio-demographic characteristics of female entrepreneurs.
- To get a general view about the business people and distinguish.
- To contrast innovative business and corporate culture.
- To concentrate on the effect on ladies' business people in the general public.
- To examine the challenges faced by female entrepreneurs and provide pertinent recommendations and conclusions.

1.3 SCOPE OF THE STUDY:

The review centre around Women business people in Tamil Nadu.

The motivations of women entrepreneurs, their impact on society, the obstacles they face, and the contrast between entrepreneurial culture and corporate culture are all examined in this study.

CHAPTER - 2

PROFILE OF THE STUDY:

1.RANJINI MESS:



NAME: RANJINI RAMESH

AGE: 56

NATURE OF THE BUSINESS: HOTEL

INVESTMENT: 1,00,000

YEAR: 10 YEARS

She is the owner of the Ranjini mess. She doing her business past 10 years. she was struggling manage her business. She was facing lot of problem from her customer. But now she supers to managing her business.

2.MATCHBOX BUSINESS:



NAME: MALA.M

AGE: 23

NATURE OF THE BUSINESS: MANUFACTURING

INVESTMENT: 50,000

YEAR: 8 Years

She is owner of match box manufacturing. After her dad was dead, her family totally collapsed and her family was struggling to maintain their finance problem .so she decided to take over her dad business. First, she was struggle to operate the machine see face some accident doing working hours. But now she good to maintain the machine and her family finance is in good level.

3.ASANI TAILOING INSTITUE:



NAME: ARPUTHAMANI

AGE: 46

NATURE OF THE BUSINESS: TAILORING

YEAR: 6 Years

She is the owner of this institute. And she also teaching the tailoring to her students and she also have a tailoring shop. This business starts to running past 5 years. She well doing her business without her family support, she only starts her business. Now this institute have lot of women trainers.

4.SELVI AARI WORK:



NAME: SELVA RANI

AGE: 25

NATURE OF THE BUSINESS: AARI WORK

INVESTMENT:10,000

YEAR: 3 Years

She is the owner of this business. She is doing this business while studying in college.

She doing their business in perfect way.

5.ELIZHIL:



NAME: RANI

AGE: 34

NATURE OF THE BUSINESS: PERSONAL SELLING

INVESTMENT:15,000

YEAR: 3 Years

6. MEHANDI:



NAME: ALAGU MAANSI

AGE: 20

NATURE OF THE BUSINESS: PERSONAL SELLING

INVESTMENT: 2000

YEAR: 3 YEARS

She is doing mehandi business. She is studentpreneur. She doing her business past 4 years. She is young so she faces lot of problem from society because she can't able to travel for her business. But she became strong to handle to the problem. And she earns good profit from her customer.

7.HAND MADE GIFTS:



NAME: SHINE BENO

AGE: 25

NATURE OF THE BUSINESS: PERSONAL SELLING

INVESTMENT:5000

YEAR: 1 Year

She doing a home business and deliver her order through courier.

8.AZANI FASHION:



NAME: ANN PRABHA

AGE: 40

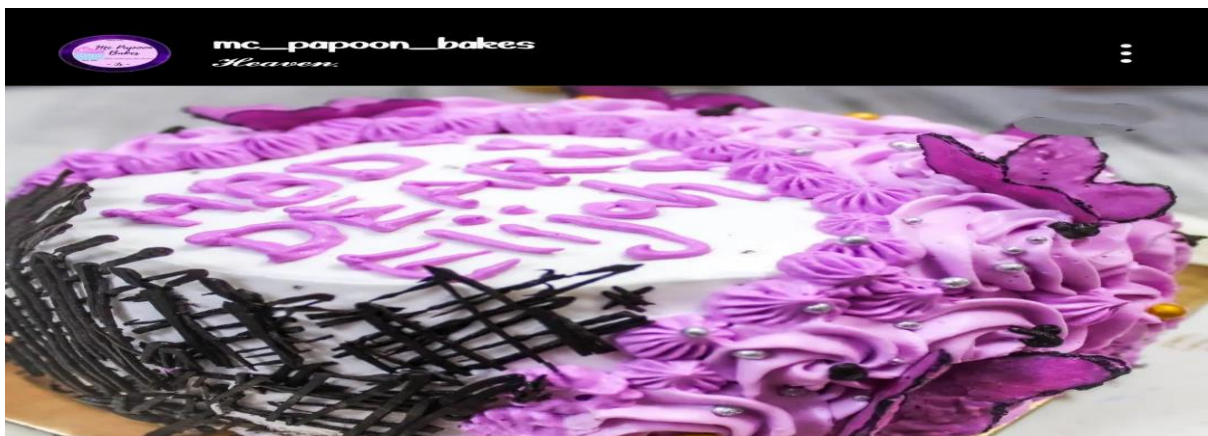
NATURE OF THE BUSINESS: RETAIL

INVESTMENT:1,00,000

YEAR: 5 Year

She is the owner of this business. She doing her business women related things. She doing her business past 5 years. She faces lot of challenges among the other women entrepreneur. She won step by step their challenges and she shine in her area.

9.PAPOON BAKES:



NAME: JESU SWETHA

AGE: 18

NATURE OF THE BUSINESS: PERSONAL SELLING

INVESTMENT: 10,000

YEAR: 3Years

She is owner of this business. She also studentpreneur. She doing her business past 3 years. And she also struggles to earn profit. She uses many platforms like INSTAGRAM, WHATSAPP. Now she very perfects in her business. She earns lot of customers for her unique style of cake model and delicious taste.

10.SANITARY NAPKIN:



NAME: AGNES

AGE: 45

NATURE OF THE BUSINESS: PERSONAL SELLING

INVESTMENT: 90,000

YEAR: 6 Years

She is doing this business. She makes sanitary napkin. She delivers her product through courier. She has her own health problem but she keeps doing her business in profit way.

11.MEHANDI BUSINESS:



NAME: MUTHU SWETHA

AGE: 23

NATURE OF THE BUSINESS: PERSONAL SELLING

INVESTMENT:1000

YEAR: 3 Years

12.STITCHING:



NAME: PRIYA

AGE: 25

NATURE OF THE BUSINESS: PERSONAL SELLING

INVESTMENT:50,000

YEAR: 10 Years

14.TAILORING:



NAME: MALAR

AGE: 43

NATURE OF THE BUSINESS: TAILORING

INVESTMENT:60,000

YEAR: 15 Years

15. GUEE BUSINESS:



NAME: AGNES

AGE: 46

NATURE OF THE BUSINESS: PERSONAL SELLING

INVESTMENT: 10,000

YEAR: 7 Years

17.BEAUTICIAN:



NAME: ARTHY

AGE: 31

NATURE OF THE BUSINESS: BEAUTISIAN

INVESTMENT: 20,000

YEAR: 20 Years

18.CAKE BAKING:



NAME: DIONSISTA LORERA

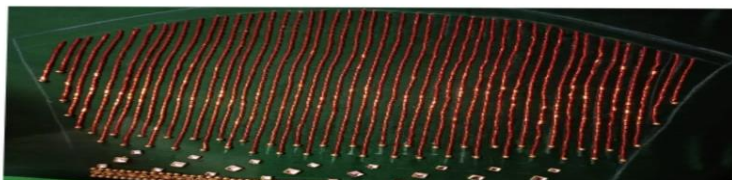
AGE: 25

NATURE OF THE BUSINESS: PERSONAL SELLING

INVESTMENT: 10,000

YEAR: 5 Years

19.AARI WORK:



NAME: JENIFER

AGE: 20

NATURE OF THE BUSINESS: PERSONAL SELLING

INVESTMENT:10,000

20. DELICIOUSATS-CHOCOLATE BUSINESS



NAME: DHANU SHREE

AGE: 21

NATURE OF THE BUSINESS: PERSONAL SELLING

INVESTMENT: 5000

YEAR: 3 Year

21.HOME MADE SWEET:



NAME: PARAMAISWARI

AGE: 38

NATURE OF THE BUSINESS: PERSONAL SELLING

INVESTMENT: 30,000

YEAR: 7 Years

22.MIHIRA BLOUSE DESIGN:



NAME: KAVITHA

AGE: 21

NATURE OF THE BUSINESS: PERSONAL SELLING

INVESTMENT:50,000

YEAR: 2 Years

23.SAREE BUSINESS:



NAME: KALAI SELVI

AGE: 42

NATURE OF THR BUSINESS: PERSONAL SELLING

INVESTMENT: 20,000

YEAR: 15 Years

24.DREAM CAKE AND BANKES:



NAME: AARTHI

AGE: 23

NATURE OF THE BUSINESS: PERSONAL SELLING

INVESTMENT: 10,000

YEAR:4 Years

25.PINKY BLUSH MAKEUP:



NAME: VIMALA

AGE: 23

NATURE OF THE BUSINESS: BEAUTISIAN

INVESTMENT:40,000

YEAR: 4 Years

RESEARCH METHODOLOGY:

The exact steps or methods used to find, pick, process, and analyse information on a subject are known as research methodology. The data used here is first hand data that is primary data. The primary data was collected using the questionnaire and the survey of the study was done by meaning the responses and the Respondence answer the questionnaire.

RESEARCH DESIGN:

A research design is a plan for a scientific investigation. It contains the methods, equipment and procedures used to conduct the research. It assists in recognising and resolving issues that may arise while conducting the research and analysis.

SAMPLE DESIGN:

(I)SAMPLE SIZE:

Out of total number 51 Women entrepreneur was chosen.

(II)SAMPLE AREA:

The study was conducted in thoothukudi

SMETHOD OF DATA COLLECTION :

Both primary data and secondary data were used in this study. The primary data was collected through questionnaire.

TOOLS FOR ANALYSIS:

SIMPLE PERCENTAGE ANALYSIS

Percentage (%) = No of Responce

$$\frac{\text{No of Responce}}{\text{Total No of Respondents}} \times 100$$

PIE CHART:

A circular statistical visual with slices illustrating numerical proportion is called a pie chart. Each slice's arc length in a pie chart corresponds to the quantity it represents.

BAR CHART:

Using rectangular bars with heights or lengths proportional to the values they represent, a bar chart or bar graph displays categorical data. Both a vertical and a horizontal bar plot are possible. Sometimes referred to as a column chart, a vertical bar graph.

COLOUMN CHART:

Column charts are useful for showing data changes over a period of time or for illustrating comparisons among items. In column charts, categories are typically organized along the horizontal axis and values along the vertical axis.

LINE CHART:

A line chart is a graphical representation of an asset's historical price action that connects a series of data points with a continuous line. This is the most basic type of chart used in finance, and it typically only depicts a security's closing prices over time. Line charts can be used for any timeframe, but they most often use day-to-day price changes.

AREA CHART:

An area chart is a graph that combines a line chart and a bar chart to show changes in quantities over time. It's similar to a line graph in that data points are plotted and connected by line segments. However, the area below the line is coloured in or shaded. Then, other values are plotted below the lines and shaded in a different colour, resulting in a chart with layers.

XY CHART:

An XY chart allows you to visualize how two or more types of data, such as temperature and pressure, are affected by one another. Using the chart, you can determine the type of relationship between two Data Sets.

CHAPTER-3

3.1 DATA ANALYSIS:

Table 3.11

S.NO	AGE	NO. OF RESPONDENTS	PERCENTAGE
1.	18-25	24	47.05%
2.	25-32	5	9.80%
3.	33-50	20	39.2%
4.	50 Above	2	3.92%
	TOTAL	51	100%

Source: Primary data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

47.05% of women entrepreneur comes under 18-25 ages, 9.80% of women entrepreneur comes under 26-32 ages, 39.3% of women entrepreneur comes under 33-50 ages, 3.92% of women entrepreneur comes under above 50 ages.

Chart 3.11

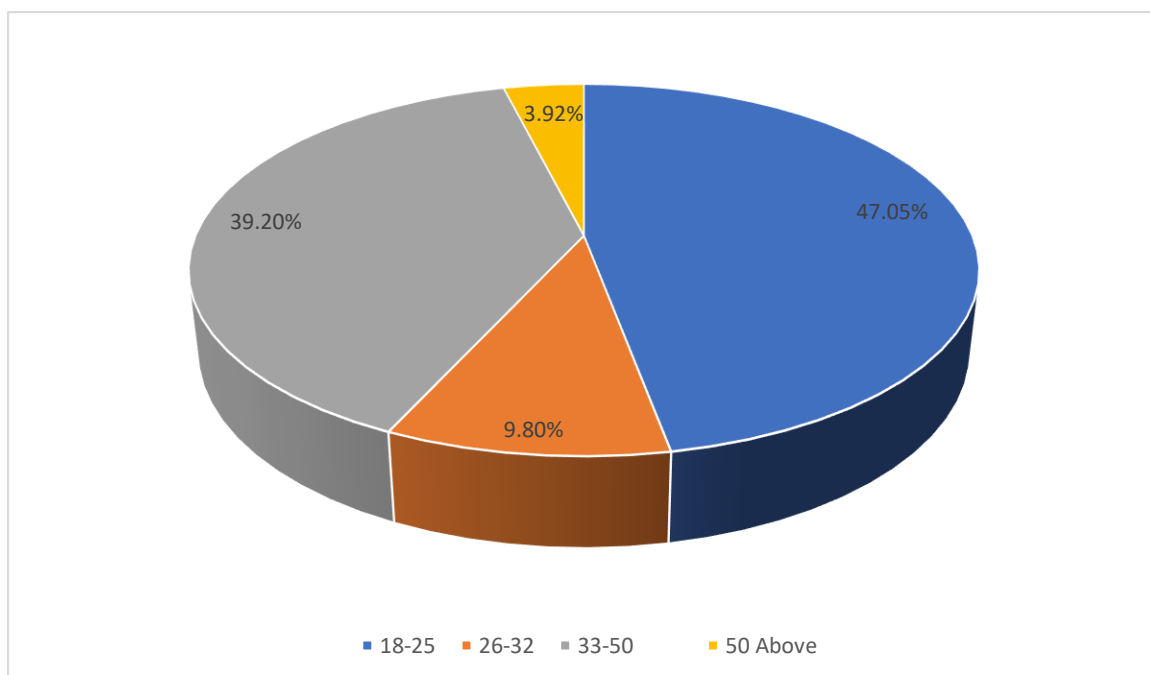


Table 3.12

S.NO	Profit Per Month	No Of Respondents	Percentage
1.	5000-10000	40	78.43%
2.	10000-30000	6	11.76%
3.	30000-50000	3	5.88%
4.	50000 Above	2	3.92%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

78.43% of women entrepreneur earn 5000-10000 profit per month,11.76% of women entrepreneur earns 10000-30000 profit per month,5.88% of women entrepreneur earns 30000-50000 profit per month,3.92% of women entrepreneur earns above 50000 profit per month.

Chart 3.12

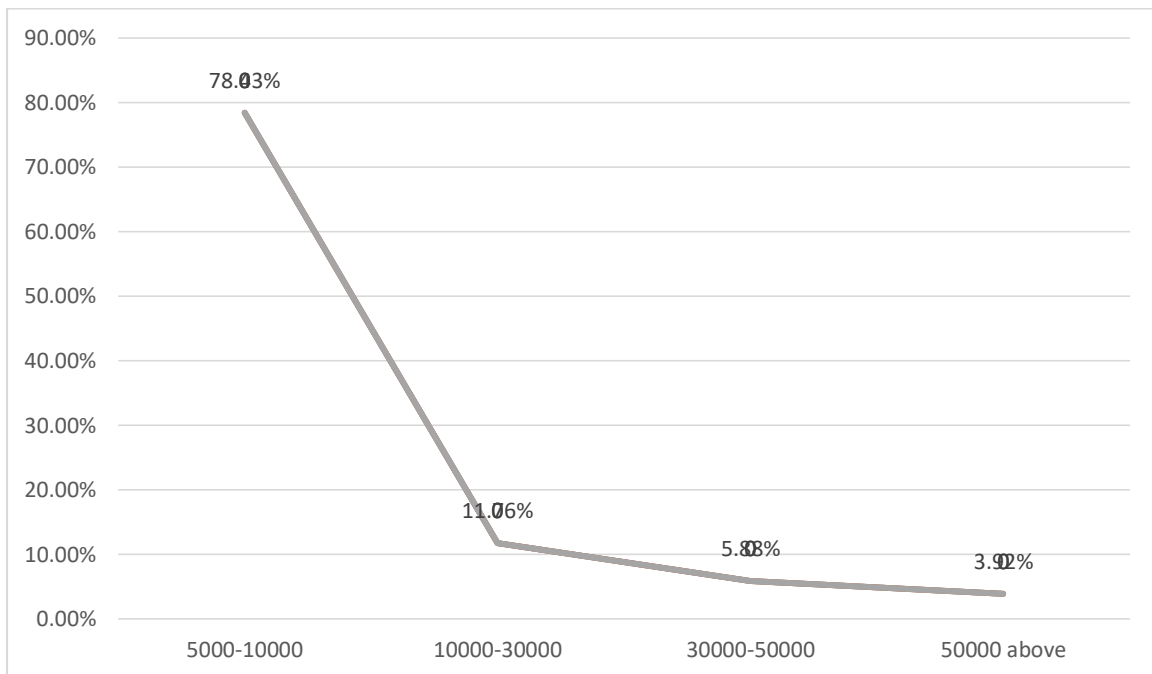


Table 3.13

S.NO	Working Hours	No of Respondents	Percentage
1.	5hrs	30	58.82%
2.	8hrs	8	15.68%
3.	10hrs	12	23.05%
4.	24x7hrs	1	1.96%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

58.82% of women entrepreneur working 5hrs,15.68% of women entrepreneur working 8hrs,23.05% of women entrepreneur working 10hrs,24.05% of women entrepreneur working 24X7hrs.

Chart 3.13

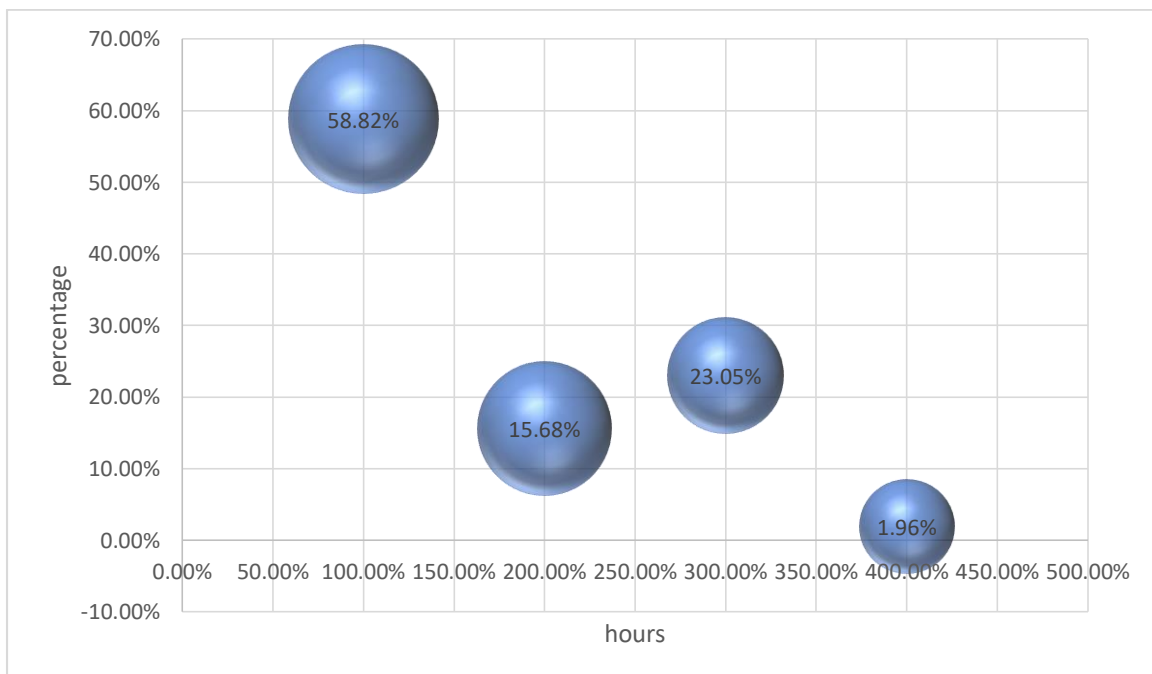


Table 3.14

S.NO	Job Satisfaction	No of Respondents	Percentage
1.	Very satisfied	26	50.98%
2.	More than satisfied	19	37.25%
3.	Satisfied	4	7.84%
4.	Partly Satisfied	2	3.92%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

50.98% of women entrepreneur are satisfied with their job,37.25% of women entrepreneur are satisfied with their job,7.84% of women entrepreneur are satisfied with their job,3.92% of women entrepreneur are satisfied with their job.

Chart 3.14

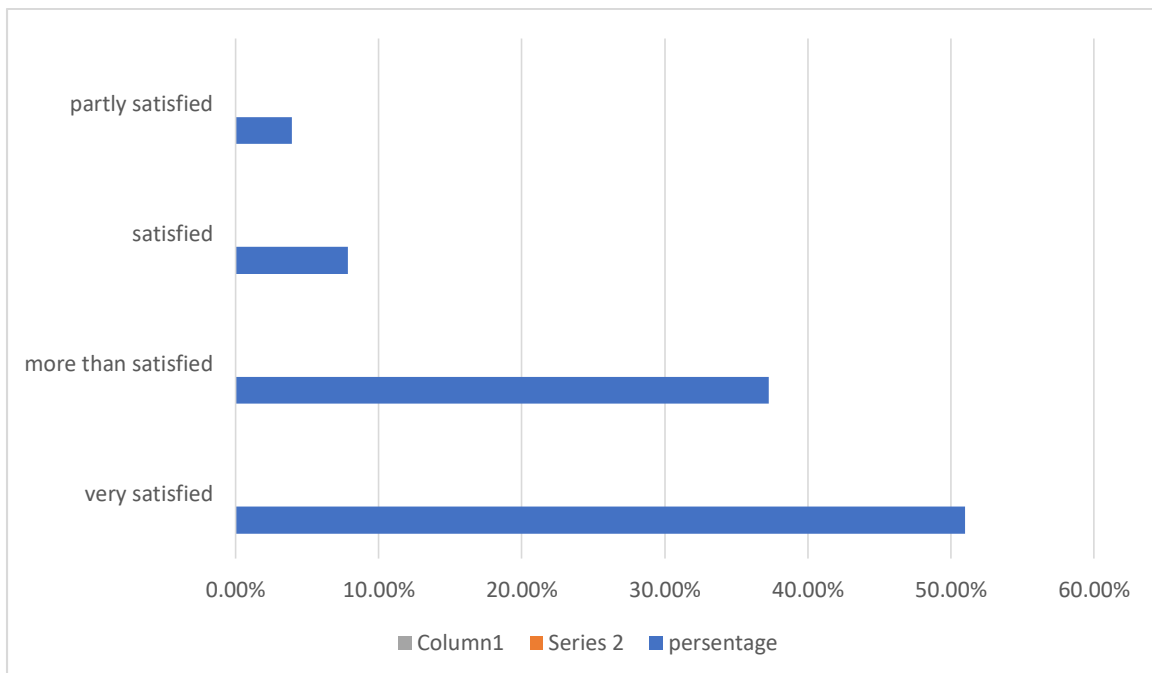


Table 3.15

S.NO	Particular	No Of Respondents	Percentage
1.	YES	32	62.74%
2.	NO	19	37.25%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

62.74% of women entrepreneur say Yes for education system focuses on entrepreneurs Development, 37.25% of women entrepreneur say No for education system focuses on entrepreneurs' development.

Chart 3.15

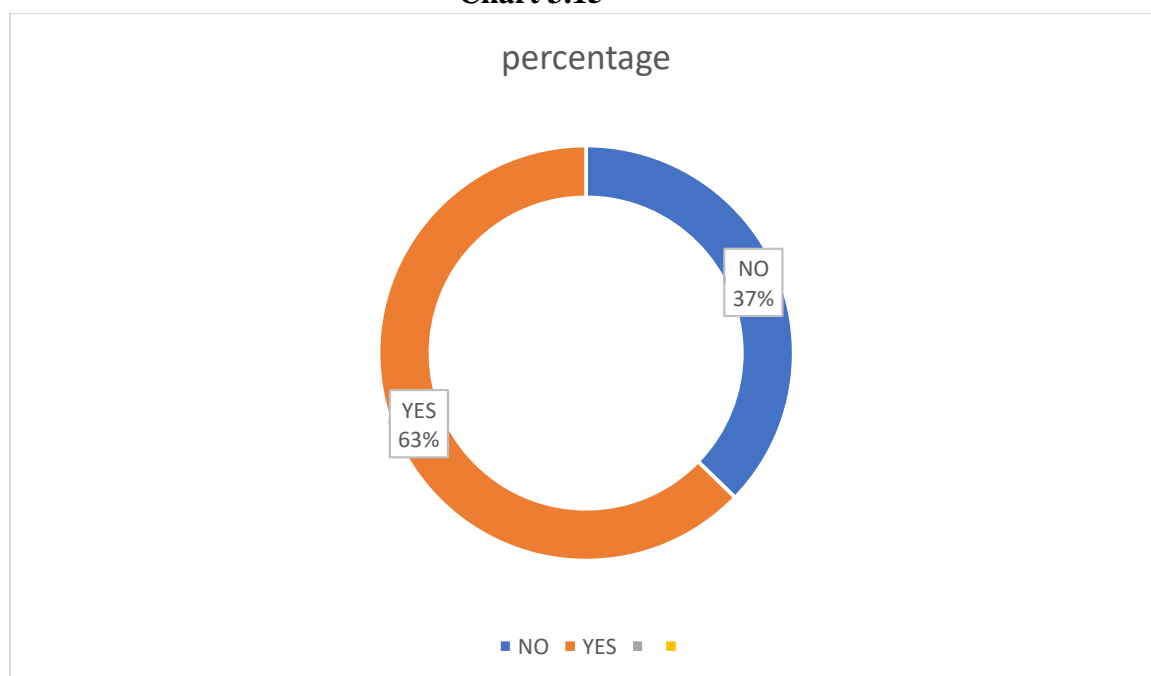


Table 3.16

S.NO	Particulars	No Respondents	Of Percentage
1.	YES	12	23.52%
2.	NO	21	35.29%
3.	NOT SURE	18	27.45%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

23.52% of women entrepreneur say YES, the trouble they want through were worth it Today,35. 29% of women entrepreneur say NO the trouble they want through were worth it today,27.45% of women entrepreneur says NOT SURE the trouble they want through were worth it today.

Chart 3.16

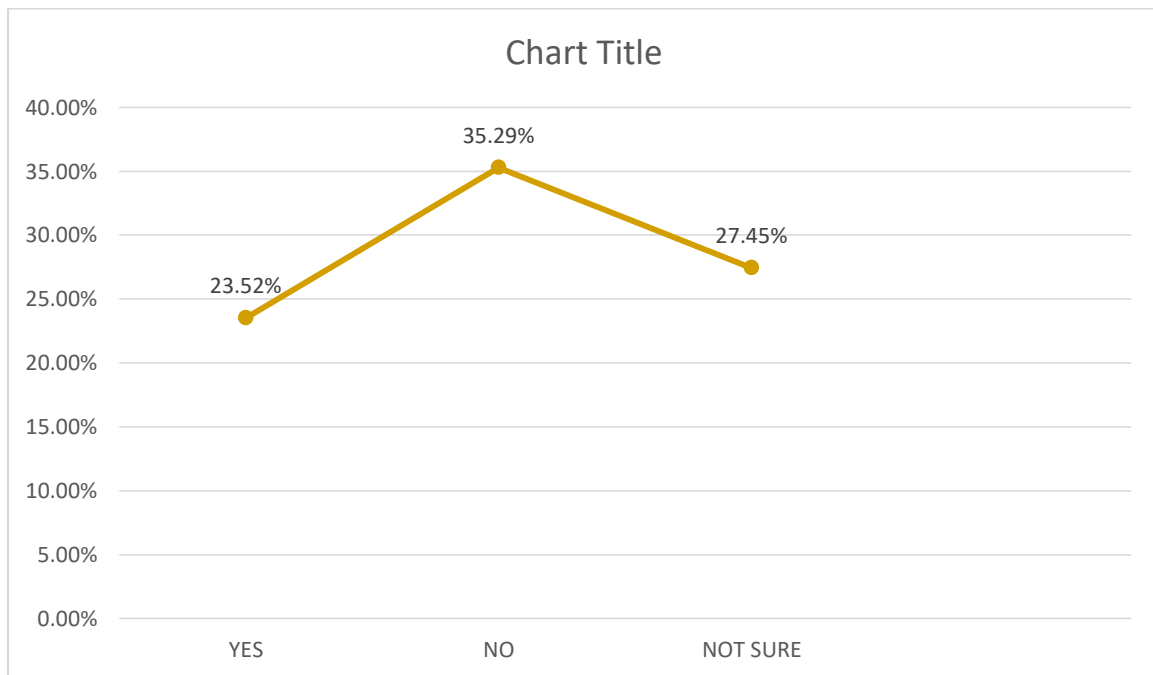


Table 3.17

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1.	Financial crisis	5	9.80%
2.	Family responsibility	32	62.74%
3.	Lack of qualification	-	-
4.	Lack of self confidence	14	27.45%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire

Inference:

9.80% Of women entrepreneur in financial crisis they think holding they back personally from being more successful and reaching their potential,62.74% of women entrepreneur in family responsibility they think holding they back personally from being more successful and reaching their potential,27.45% of women entrepreneur in lack of confidence they think holding they back personally from being more successful and reaching their potential.

Chart- 3.17

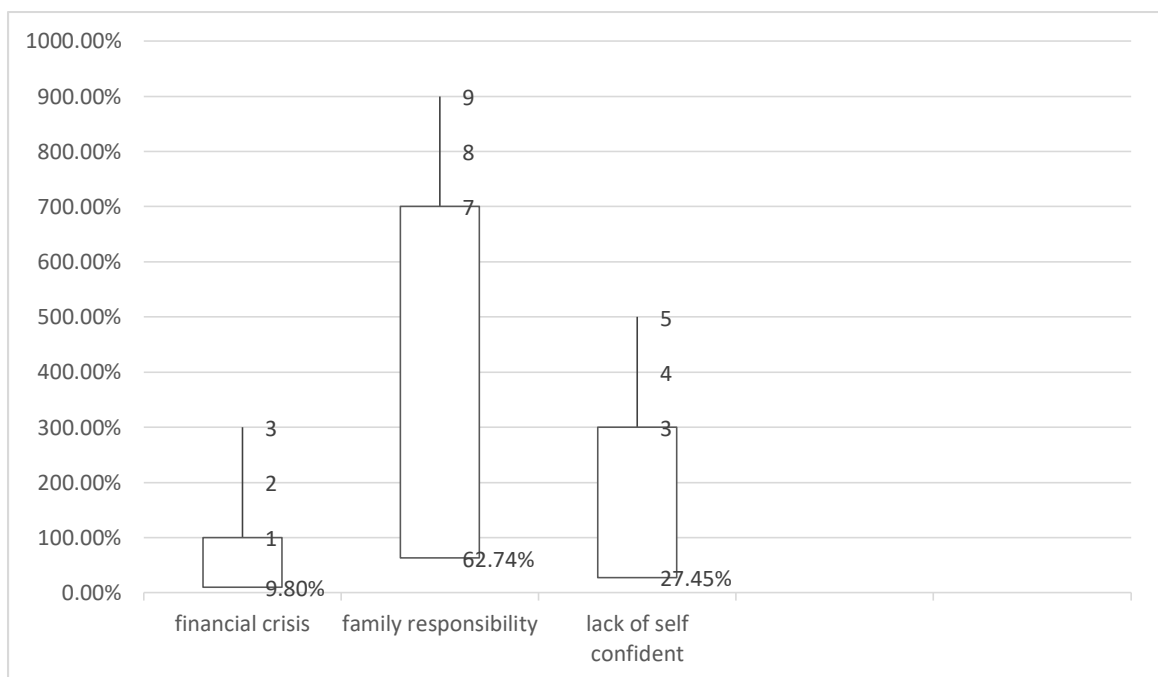


Table 3.18

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Long distance	7	13.75%
2.	Social insecurity	2	3.92%
3.	Time management	35	68.62%
4.	Dealing with unsecured people	7	13.72%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

13.75% of women entrepreneur they said long distance is primary challenges faced during business era,3.92% of women entrepreneur they said social insecurity is primary challenges faced during business era,68.62% of women entrepreneur they said time management is primary challenges faced during business era,13.72% of women entrepreneur they said dealing with unsecured people is primary challenges faced during business era.

Chart 3.18

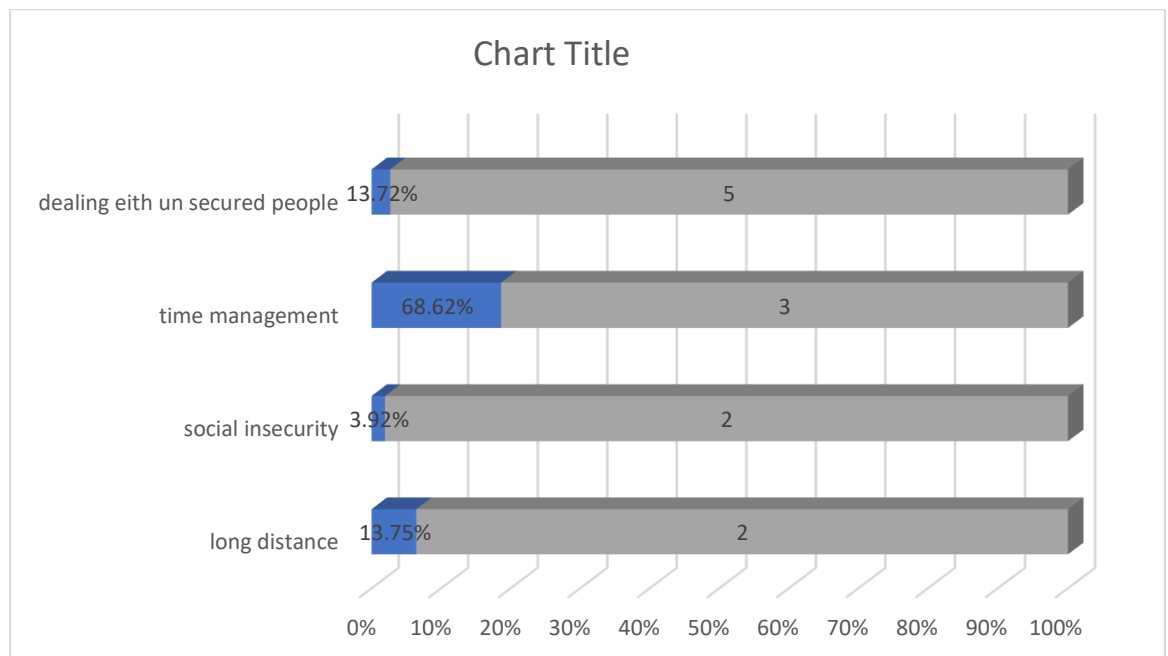


Table 3.19

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1.	Rural	31	60.78%
2.	Regional	5	9.80%
3.	Remote	-	-
4.	Metro	15	29.411%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

60.78% of women entrepreneur living in Rural area,9.80% of women entrepreneur living in regional area,29.411% of women entrepreneur living in Metro area.

Chart 3.19

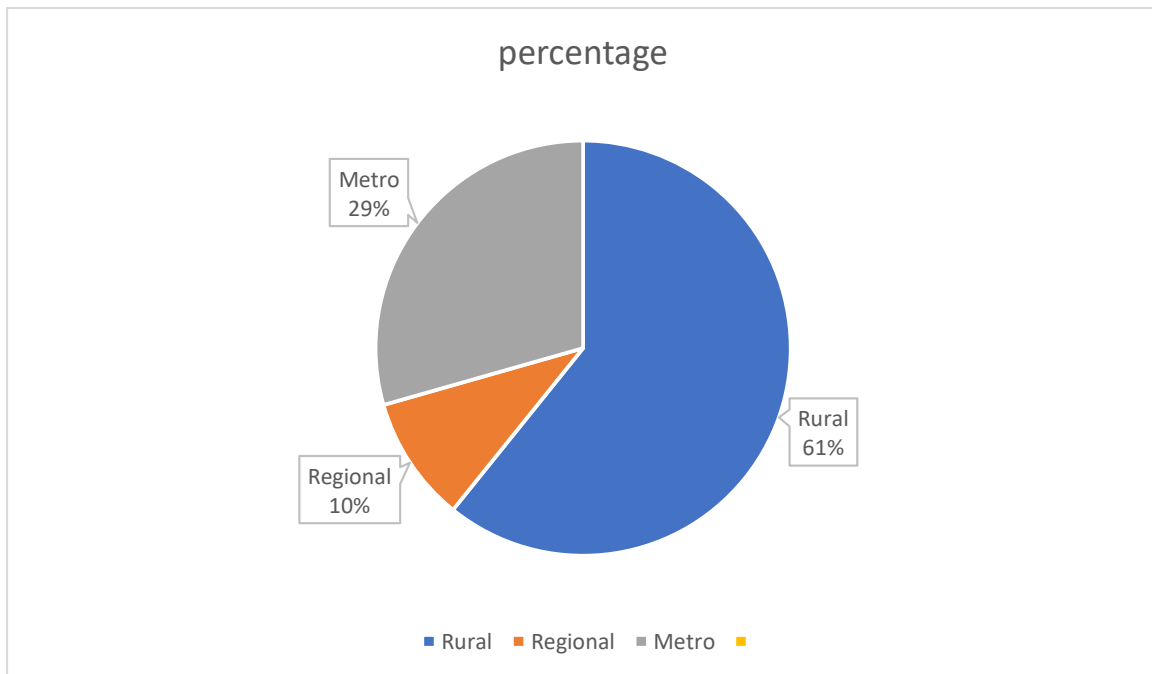


Table 3.20

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	YES	17	33.3%
2.	NO	34	66.6%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

33.3% of women entrepreneur they have a physical and mental worries in case of hectic schedule, 66.6% of women entrepreneur they have a physical and mental worries in case of hectic schedule.

Chart 3.20

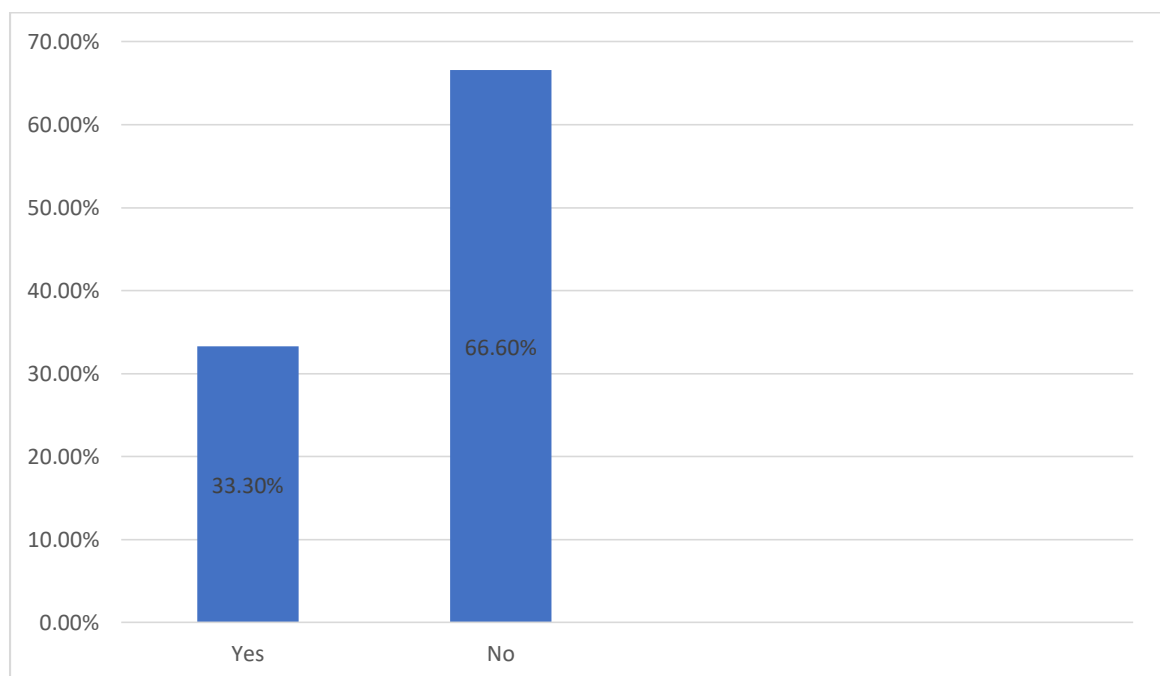


Table 3.21

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1.	YES	21	41.1%
2.	NO	30	58.8%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

41.1% of women entrepreneur says no to mess out quality time with their family and friends because of work,58.8% of women entrepreneur says yes to mess out quality time with their family and friends because of work.

Chart 3.21

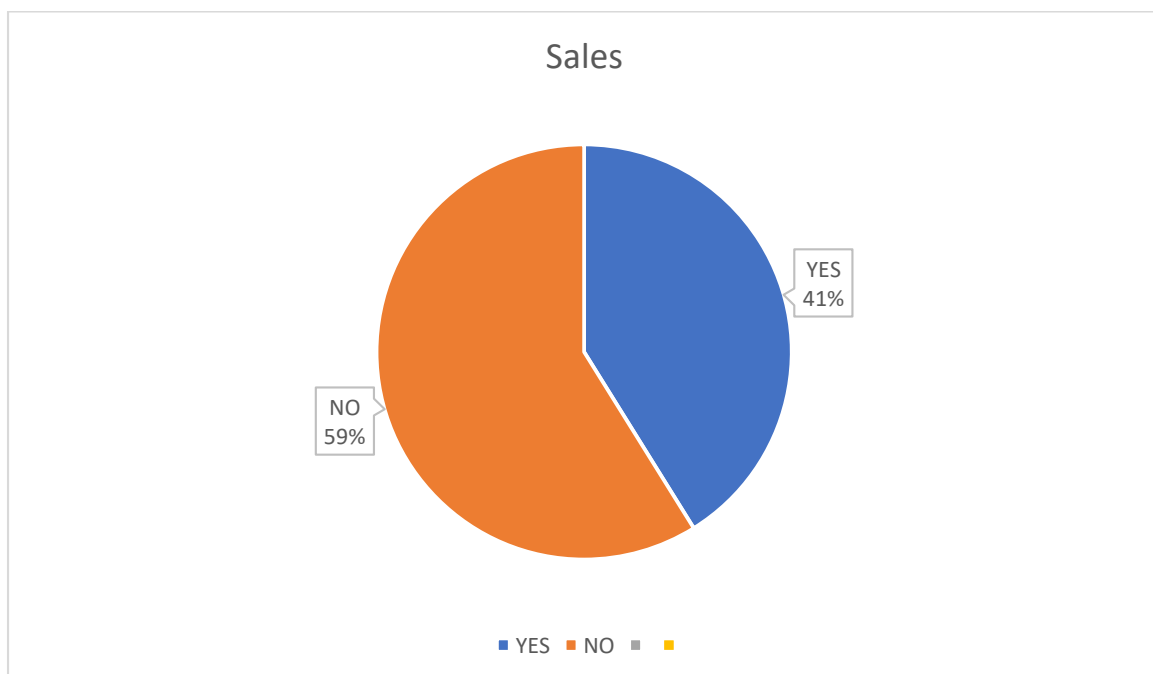


Table 3.22

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1.	Lack of time with his husband	3	5.08%
2.	Lack of time to myself	31	60.07%
3.	Guilty conscious	4	7.08%
4.	No hard time	13	25.4%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

5.08% of women entrepreneur choose lack of time with life husband is the hardest part about being business women,60.07% of women entrepreneur choose lack of time to themselves is the hardest part about being business women,7.08% of women entrepreneur choose guilty conscious is the hardest part about being business women,25.4% of women entrepreneur choose they have no hard time being business women.

Chart 3.22

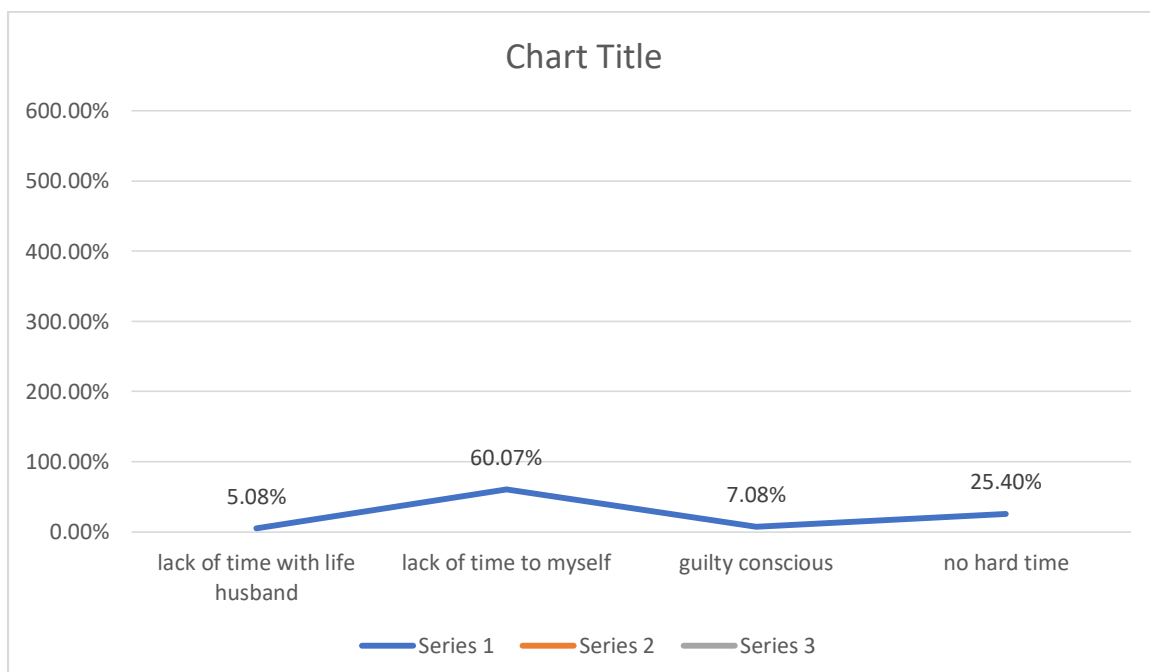


Table 3.23

S.NO	PARTICULARS	NO . OF RESPONDENTS	PARTICULARS
1.	Yes	37	72.54%
2.	No	14	13.72%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

72.54% of women entrepreneur said yes for able to balance their work life,13.72% of women entrepreneur said no for able to balance their work life.

Chart 3.23

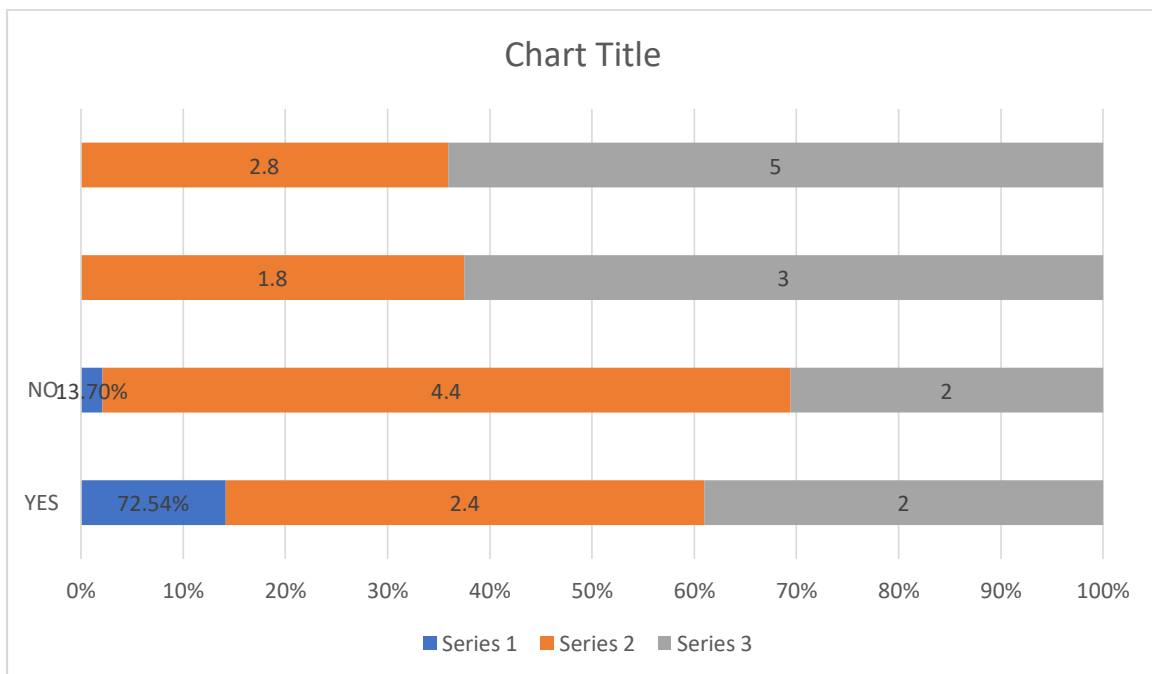


Table 3.24

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Career break	3	5.80%
2.	Spending time with family	24	47%
3.	Holidays	12	23.5%
4.	Doing something passionately	12	23.5%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

5.80% of women entrepreneur chooses career break to spend their time to balance their work pressure,47% of women entrepreneur chooses spending time with family to spend their time to balance their work pressure,23.5% of women entrepreneur chooses holidays to spend their time to balance their work pressure,23.5% of women entrepreneur chooses doing something passionately to spend their time to balance their work pressure.

Chart 3.24

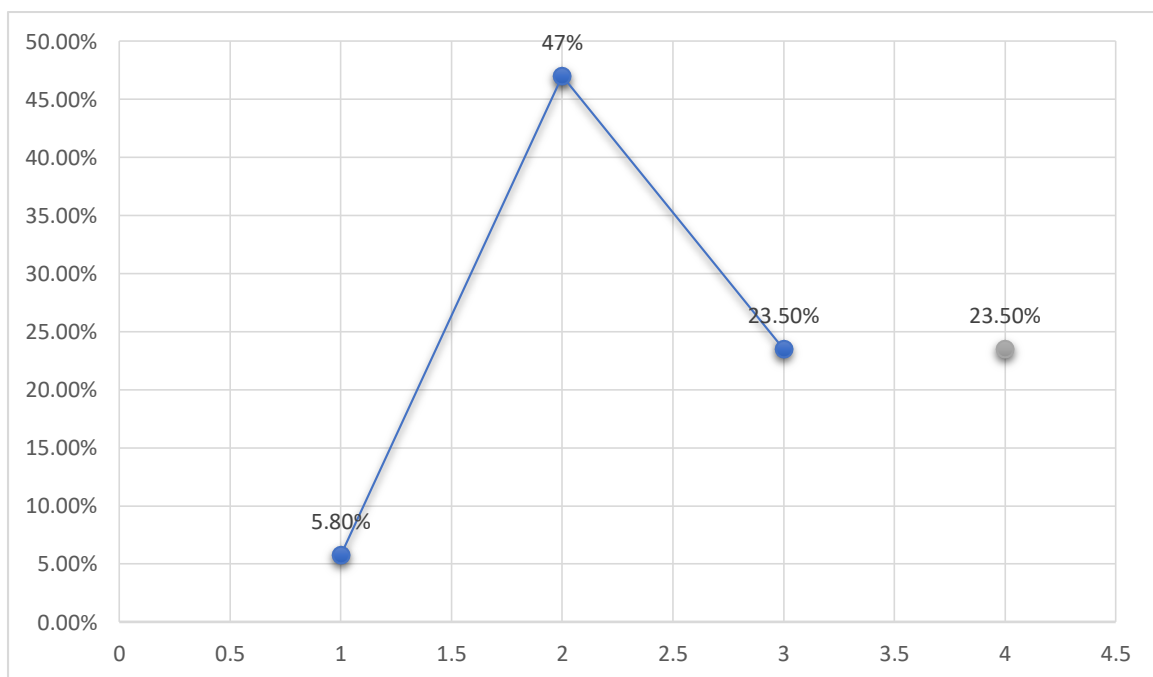


Table 3.25

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Yes	34	66.6%
2.	No	17	33.3%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

66.6% of women entrepreneur said yes for financially independent, 33.3% of women entrepreneur said no for financially independent.

Chart 3.25

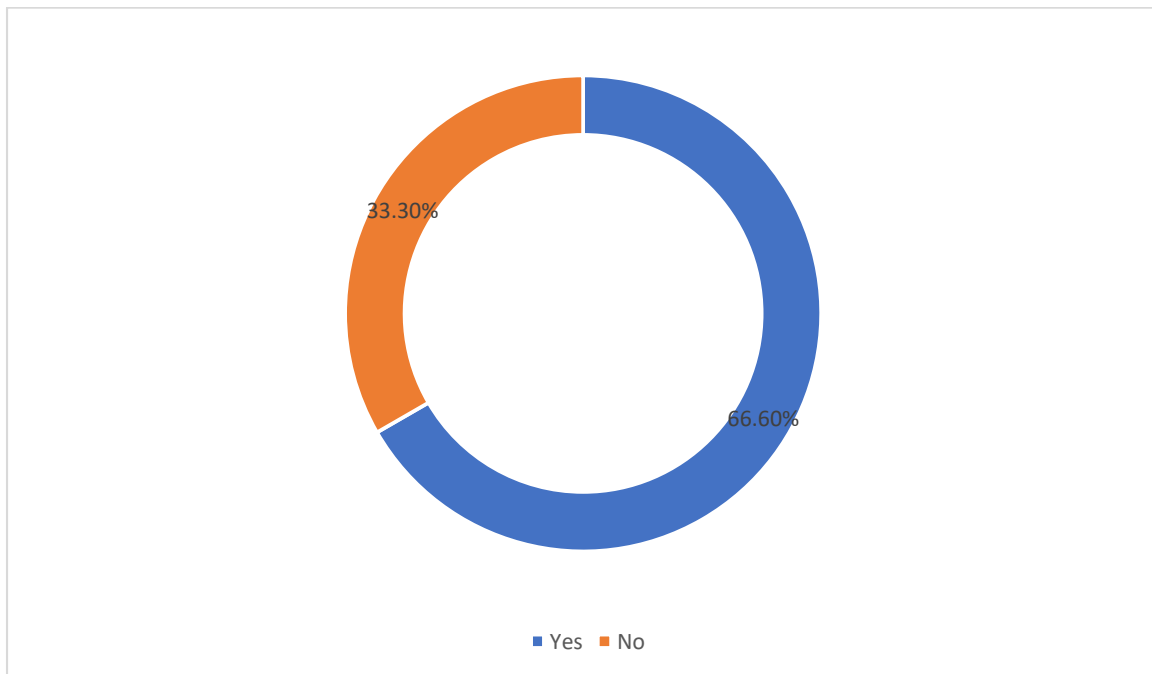


Table 3.26

S.NO	PARTICULARS	NO. OF RESPONDENTS	PARTICULARS
1.	It's may ambition	16	31.3%
2.	Financial independent	9	17.6%
3.	Family situation	12	33.3%
4.	Unexpected	14	27.4%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

31.3% of women entrepreneur says it's may ambition made they decide to go work,17.6% of women entrepreneur says financial independent made they decide to go work,33.3% of women entrepreneur says family situation made they decide to go work,27.4% of women entrepreneur says unexpected made they decide to go work.

Chart 3.26

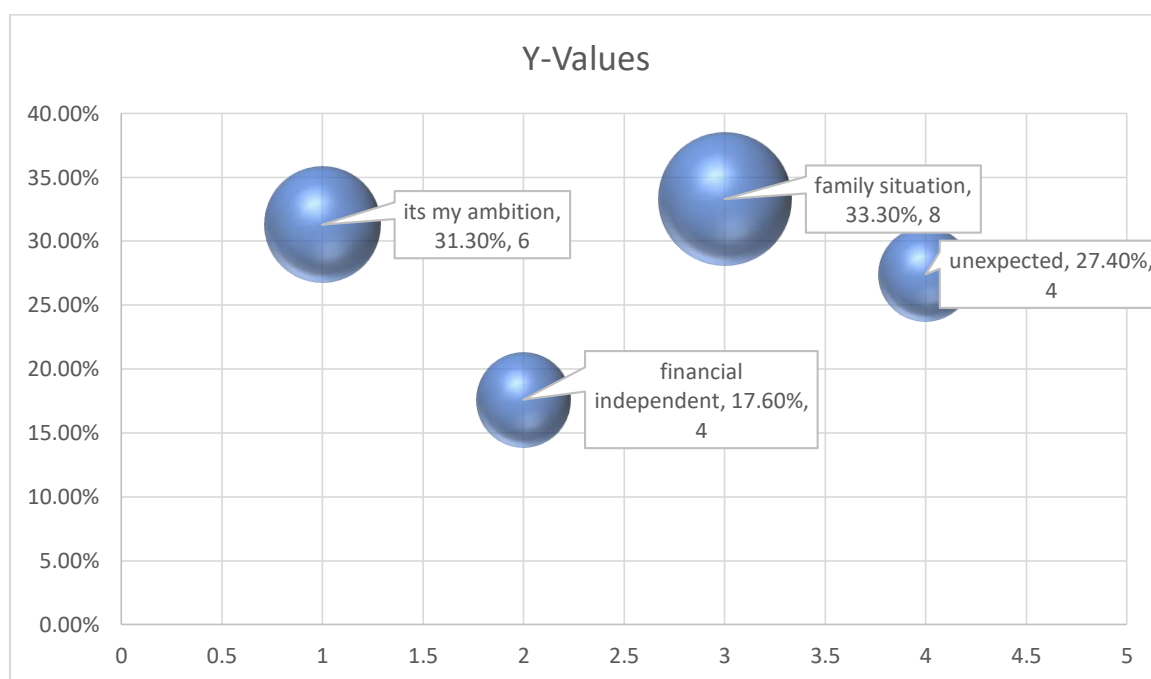


Table 3.27

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Proud	18	35.2%
2.	Enjoying	27	52.9%
3.	Family situation	6	11.7%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

35.2% of women entrepreneur proud to fell about going to work,52.9% of women entrepreneur enjoying to fell about going to work,11.7% of women entrepreneur family situation to fell about going to work.

Chart 3.27

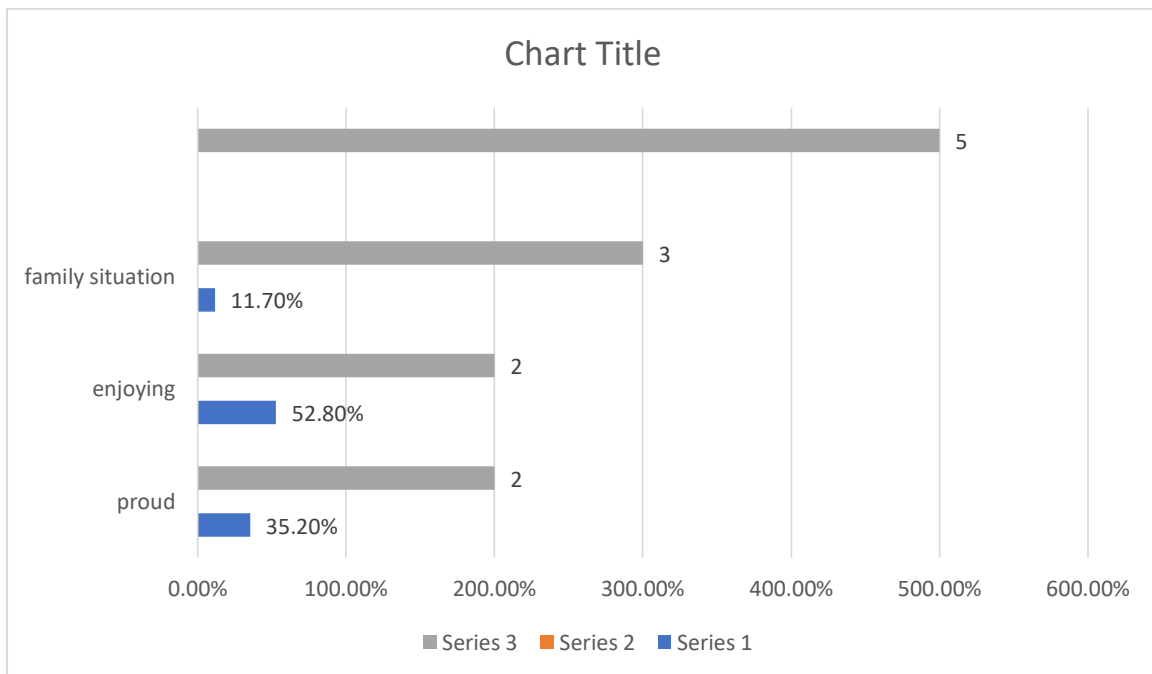


Table 3.28

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Husband	11	21.5%
2.	Children	8	15.6%
3.	Well wisher	10	19.6%
4.	Friends	8	16.6%
5.	Other	14	27.4%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

27.4% of women entrepreneur choose others for motivate them, 21.5% of women entrepreneur choose husband for motivate them, 15.6% of women entrepreneur choose children for motivate them, 19.6% Of women entrepreneur choose well-wisher for motivate them, 16.6% of women entrepreneur choose friends for motivate them.

Chart 3.28

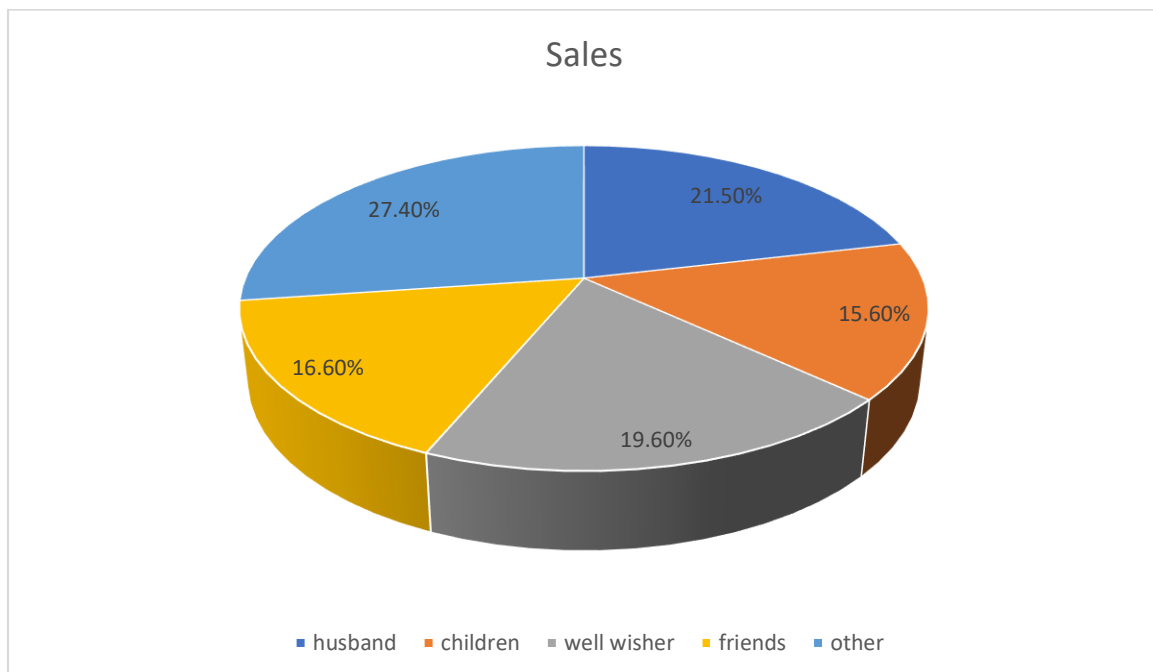


Table 3.29

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Very satisfied	22	43.1%
2.	More than satisfied	5	9.8%
3.	Satisfied	22	43.1%
4.	Not at all satisfied	2	5.8%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

43.1% of women entrepreneur very satisfied with their profit,9.8% of women entrepreneur more than satisfied with their profit,43.1% of women entrepreneur satisfied with their profit,5.8% of women entrepreneur not at all satisfied with their profit.

Chart 3.29

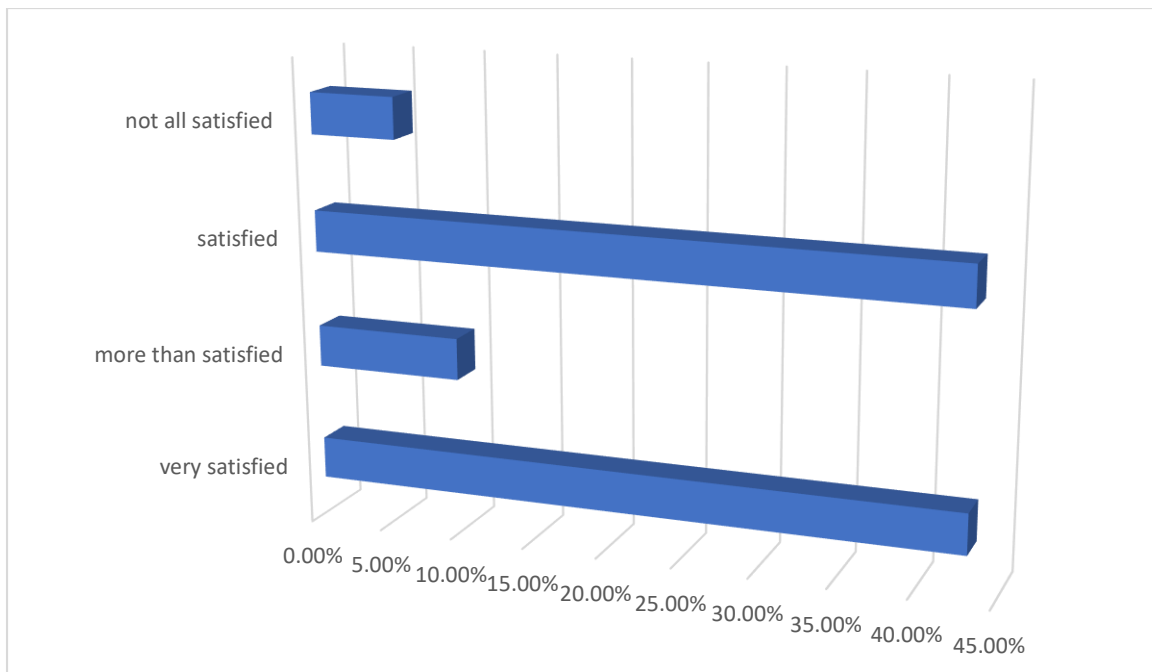


Table 3.30

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Education	13	25.4%
2.	Health	21	41.1%
3.	Savings	12	23.5%
4.	Groceries	1	1.9%
5.	Repayment	-	-
6.	Other	4	7.8%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

25.4% of women entrepreneur spend their salary in education,41.1% of women entrepreneur spends their salary in health,23.5% of women entrepreneur spends their salary in their savings,1.9% of women entrepreneur spends their salary in groceries,7.8% of women entrepreneur spends their salary for other matters.

Chart 3.30

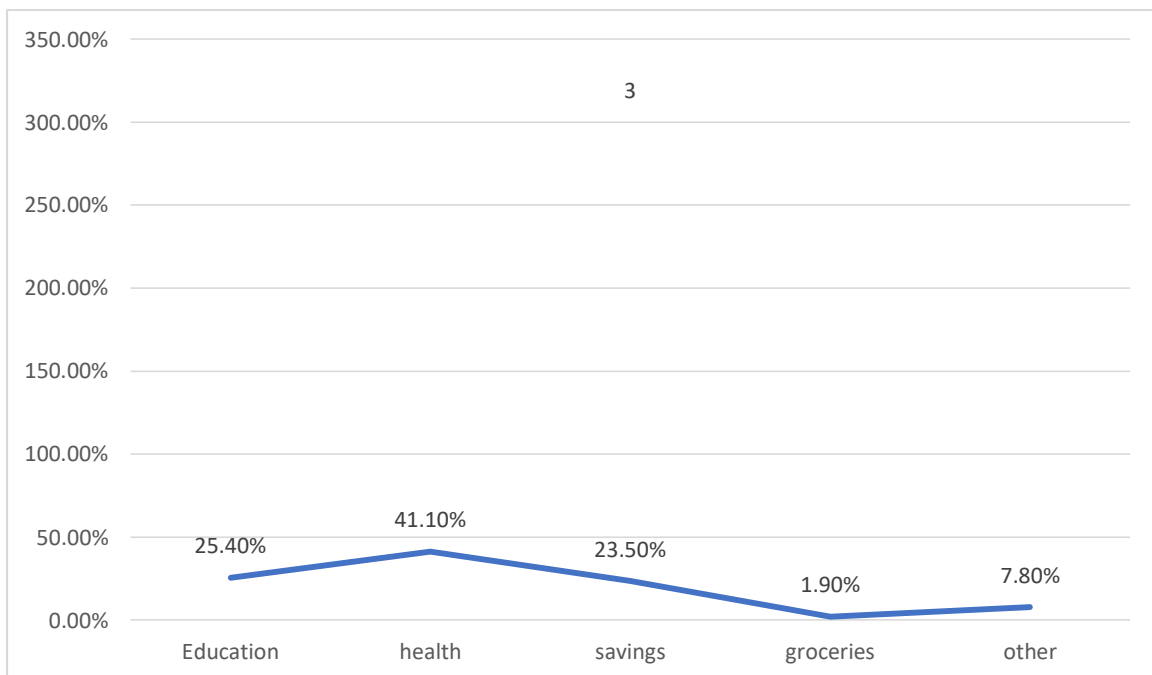


Table 3.31

S.NO	PARTICULARS	NO. OF RESPONDENTS	PARTICULARS
1.	Established mini garments	7	13.7%
2.	Established big garments	2	5.8%
3.	Expansion business	41	80.3%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

13.7% of women entrepreneur have a future plan to established mini garments,5.8% of women entrepreneur has a future plan to established big garments,80.3% of women entrepreneur has a future plan to expansion their business.

Chart 3.31

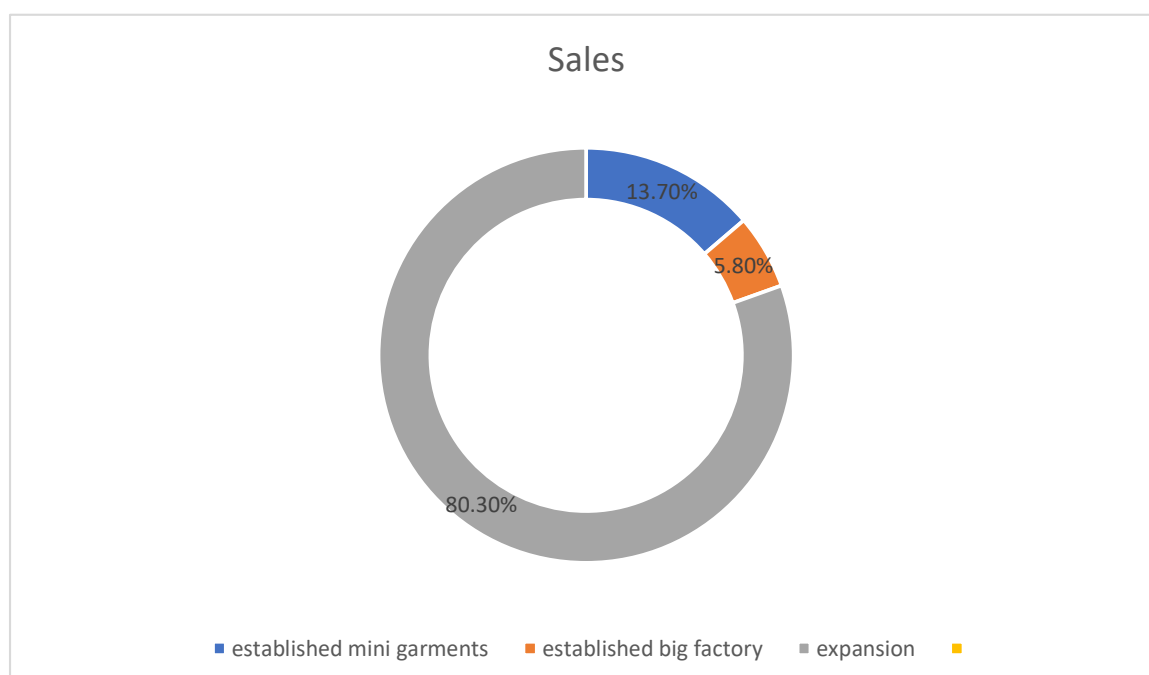


Table 3.32

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1.	Just started	15	29.4%
2.	3 years	16	31.3%
3.	5 years	4	7.8%
4.	More than 5 years	16	31.37%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

29.4% of women entrepreneur just started their business,31.3% of women entrepreneur doing their business past 3 years,7.8% of women entrepreneur doing their business past 5 years,31.37% of women entrepreneur doing their business more than 5 years.

Chart 3.32

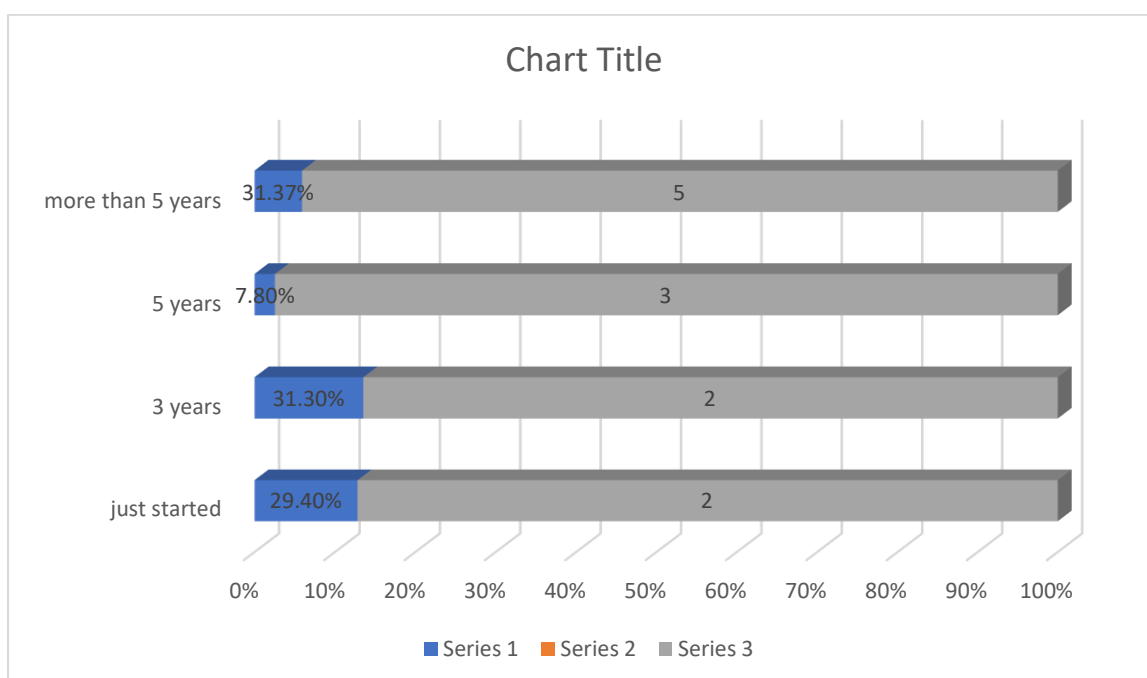


Table 3.33

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	MNC'S	2	3.9%
2.	Other entrepreneur	22	43.1%
3.	Home business	16	31.3%
4.	Any other	11	21.5%
	TOTAL	51	100%

Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

3.9% of women entrepreneur choose MNC's their competitors, 43.1% of women entrepreneur chooses other entrepreneur their competitors, 31.3% of women entrepreneur chooses home business their competitors, 21.5% of women entrepreneur chooses any other.

Chart 3.33

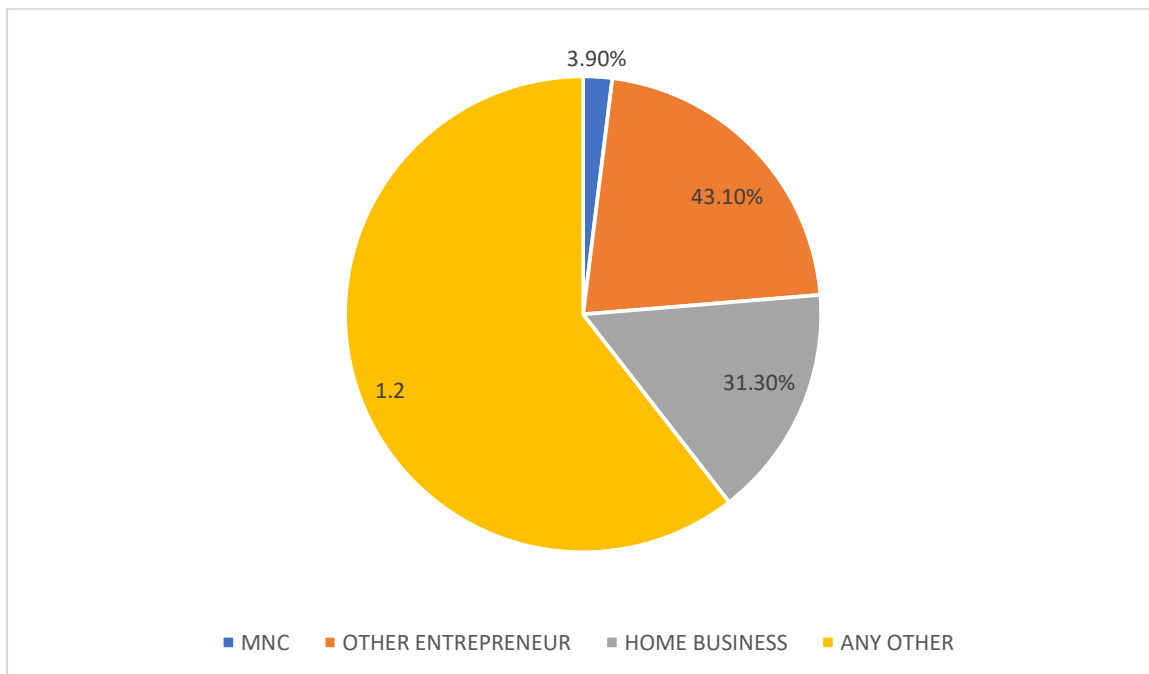


Table 3.34

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Yes	11	21.56%
2.	No	40	78.43%
	TOTAL	51	100%

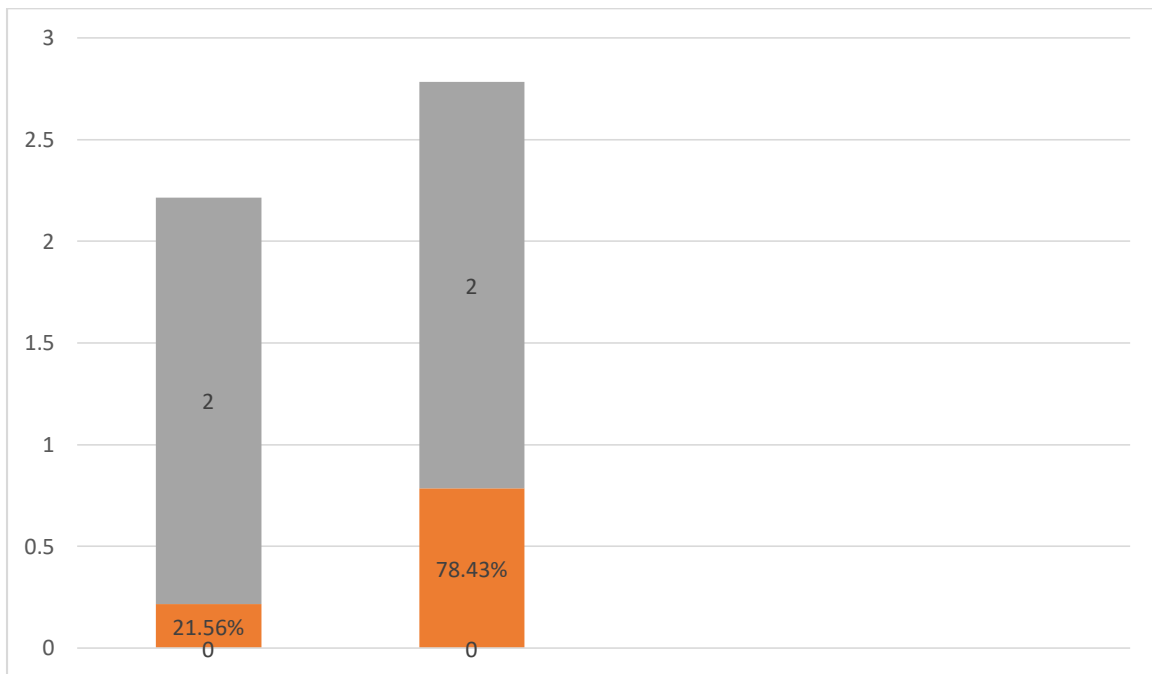
Source: Primary Data.

Primary data is First Hand data. It is collected through Questionnaire.

Inference:

21.56% of women entrepreneur say yes, they have a problem in borrowing from bank and financial institution, 78.43% of women entrepreneur says no they doesn't have a problem in borrowing from bank and financial institution.

Chart 3.34



CHAPTER -4

FINDINGS

The following of the study were based on the response of respondents:

1. 47% of women entrepreneurs doing their business in the age of 18-25 ,4% of women entrepreneurs doing their business in the age of 50 above.
2. 78% of women entrepreneur's profit amount per month of 5000-10000, 4% of women entrepreneurs amount 50000 above.
3. 59% of women entrepreneurs are mostly working in 5 hours, 2% of women entrepreneurs are mostly working in 24 hours.
4. 51 %of women entrepreneurs give very satisfied about job, 4% of women entrepreneurs partly satisfied about job.
5. 63% of women entrepreneurs mostly yes education system was focuses on entrepreneurs' development, 37% of women entrepreneurs no education system was focus on entrepreneurs' development.
6. 35% of women entrepreneurs say no to troubles you want through were too worth it today, 23% of women entrepreneurs say yes to troubles you want through were to worth it today.
7. 53% of women entrepreneurs was saying very difficult to agree to face balance the professional family and life, 21%of women entrepreneurs were saying very difficult to strongly agree to face balance the professional family and life.
8. 61% of women entrepreneurs was living in rural area, 10% of women entrepreneurs was living in regional area.
9. 63% of women entrepreneurs was have family responsibility, 10% of women entrepreneurs was having financial crisis.
10. 67% of women entrepreneurs was maintaining time management, 4% of women entrepreneurs was social insecurity.
- 11.78 43% of Women entrepreneurs are not facing the problem in borrowing from banks,21.56% of women entrepreneurs are facing the problem.
- 12.58.82% of women entrepreneurs are not creating an impact on society,41.17% of women entrepreneurs are saying that their business create an impact on the society.
- 13.37.25% of women entrepreneurs are facing their challenge in Not enough sales in their business,9.80% of women entrepreneurs are facing the business in both marketing isn't working and others.
- 14.82.3%of women entrepreneurs are finding their business through their family support,1.96% of women entrepreneurs find their business through the bank loans.
- 15.49.01 % of women entrepreneurs are starting their business for to try something new,9.80% of women entrepreneurs are start their business for change the traditionalism.

16. 62.74% of women entrepreneurs are satisfied the role of government in promoting, 1.96% of women entrepreneurs are highly satisfied the role of government in promoting women entrepreneurship.

17. 92.15% of women entrepreneurs are not under the government scheme, 7.84% of women entrepreneurs are under the government scheme.

18. 15. 66% of women entrepreneurs to say no any kind of physical or mental worries in our business. 33% of women entrepreneurs to say yes in physical or mental worries in their business,

19. 58% of women entrepreneurs to say no mess out quality time with our family because of work, 41% of women entrepreneurs to say yes

20. 60% of women entrepreneur's hardest part of business in lack of time to myself, 7% of women entrepreneurs is a guilty conscious of business women

21. 78% of women entrepreneurs able to balance in our work life, 21% of women entrepreneurs not able to balance in our work life

22. 47% of women entrepreneurs to spending time with family in balance of work pressure, 20% of women entrepreneurs to spending holidays in balance of work pressure

23. 66% of women entrepreneurs are financially independent, 33% of women entrepreneurs are not financially independent

24. 32% of women entrepreneurs are to decide to go work in family situation, 27% of women entrepreneurs unexpectedly to start the business

25. 53% of women entrepreneurs are enjoyed to doing the business, 35% of women entrepreneurs are to be proud doing the business

26. 21% of women entrepreneur's husbands are motivate to starting the business, 19% of women entrepreneur's well-wishers are to be motivate in starting the business

27. 43% of women entrepreneurs are very satisfied to earned profit, 5% of women entrepreneurs are not satisfied to earned profit

28. 41% of women entrepreneurs are to spend our salary in health, 1% of women entrepreneurs are to be spend in groceries

29. 80% of women entrepreneur's future plan is expansion of business, 5% of women entrepreneurs are established big factory in future

30. 60% of women entrepreneurs in position to give advice to other entrepreneurs in absolute must for success, 7% of women entrepreneurs to say other option

31. 31% of women entrepreneurs are number of experiences in the Year more than 5 years, 7% of women entrepreneurs are 5 years of business experience

32. 70% of women entrepreneurs are doing business in personal selling mode of business, 3% of women entrepreneurs are to be wholesale mode of business

33. 96% of women entrepreneurs are not tie-up in business partner, 3% of women entrepreneurs are to be tie-up in business partners

34. 98% of women entrepreneurs are no business meet our expectation, 1% of women entrepreneurs are to quick reach in business meet expectations

35. 45% of women entrepreneurs are strongly agree women are more innovative than men and change the business world, 13% of women entrepreneurs are neutral

36. 43% of women entrepreneur competitors are other entrepreneurs, 3% of women entrepreneur competitors are MNC's

SUGGESTION

SUGGESTION TO WOMEN ENTREPRENEUR:

- Most entrepreneurs started their businesses out of a childhood passion. If they had learned more about entrepreneurship in-depth during their university education, they would have launched their business right away.
- For their own benefit, women entrepreneurs could run educational programmes about starting a business and other private outlet.
- Women entrepreneurs should take initiatives to formalise their businesses like corporations in order to boost their reputation and social standing in society.
- Entrepreneurs should register their company with DIC so that they can grow in the future and develop a positive reputation with customers.
- It is very important to attend conferences, workshops, seminars, training programs, and conferences with successful women entrepreneurs. It will assist them in overcoming obstacles and obstacles in their business.
- To improve their social standing, women entrepreneurs should display or exhibit their businesses at a variety of events, exhibits, and pop-up stores etc.
- Women entrepreneurs ought to come out of their shell and begin competing with other businesses rather than entrepreneurs.
- Like other types of businesses, entrepreneurs and their businesses deserve recognition.

SUGGESTION TO SOCIETY:

- Women's business people ought to hold hands together help each other, develop the general public another way and increment young lady power.
- Facilitating financial support to women and providing loans at low or zero interest, to motivate women.
- Government can run training programs for women, at nominal or no fees to train them regarding the operation of machinery and other equipment's.
- Conferences, workshops, seminars, and webinars can be organized for encouraging women.
- Forums must be established where prospective women entrepreneurs can talk and chat with successful entrepreneurs and discuss their queries and share knowledge.
- Certain policies and rules are required to be made for women's empowerment.
- Help desk, websites and support forums can help in getting instant help.
- Encouraging home-based businesses, so that women can effectively coordinate with household and entrepreneurial responsibilities. The loan procedure by banks and other governmental organizations needs to be simplified.

SUGESSTION TO WOMEN ENTERPRENEUR FAMILY:

- Family members should understand their interest in business and help to them.
- And motivate them don't restrict them.

CHAPTER-5

CONCLUSION

The future of the globe is now irrevocably entwined with the decisive force of women. Its logical conclusion is that it is crucial to assist her in letting go of the constraints that an unfair tradition has established.

Trying to stifle the great potential that women possess, lest world peace and harmony ever cease to be a pipe dream. The greatest method to achieve the equality and peace between men and women as envisioned in the most glorious constitution, the Indian Constitution, is to include her in economic activity by providing all necessary aid to help her untapped potential in creating a modern, progressive India. The study demonstrates that the current institutional support system is insufficient to promote the long-term growth of women's entrepreneurship.

There is no question that the families of women entrepreneurs and the country as a whole become wealthier. Women in today's culture are more inclined to take initiative and accomplish things on their own in order to advance society. Most of us think that brilliant women will always be employed, but if she starts her own business, she will be able to employ other women. It was found that women entrepreneurs' intensity, passion, devotion, and desire to face and cope with day-to-day business issues are major motivators that aid in their success and help them leave a beneficial impact on society. Women are capable of changing with the times in terms of fashion, overcoming obstacles in the global market, and striving for greatness in the world of business.

Educating women is absolutely essential for strengthening their personality. For this purpose, both the government and non – government agencies have to play a vital role. Women entrepreneurs have proved that they are not less than men in efficiency, hard work and intelligence, woman do have an entrepreneurial talent which can be harnessed to convert them from the position of job seekers to job providers.

CHAPTER-6

QUESTIONNAIRE.

1.NAME:

2.GENDER:

a) Male b) Female c) Transgender

3.AGE

a)18-25 b)25-32 c)33-50 d)50 Above

4. Name of your business

5.Profit per month

a)5000-10000 b)10000-30000 c)30000-50000 d)50000above

6. What is your working time?

a)5hrs b) 8hrs c) 10hrs d) 24*7hrs

7. How do you rate your job satisfaction?

a) Very satisfied b) More than satisfied c) Satisfied d) partly satisfied

8. Do you think the education system focuses on entrepreneurs development?

a) Yes b) No

9.Do you think the troubles you want through were worth it today?

a) Yes b) No c) Not sure

10. Do you agree on how difficult it is to balance professional and family life:

Difficulty level	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Very difficult					
Difficult					
Manageable					
Easily manageable					
Very easily manageable					

11. Are you living in a Rural , Regional , Remote or Metro area?

12. What's the main business challenge your facing at the moment?

13. What do you think is holding you back personally from being more successful or

reaching your potential

- a) Financial crisis b) Family responsibility c) lack of qualification
d) Lack of self confidence

14. The primary challenges faced during business era?

- a) Long distance b) Social insecurity c) time Management
d) Dealing with insecured people

15. Do you have any kind of physical or mental worries incase of hectic schedule?

- a) Yes b) No

16. Do you usually mess out quality time with your family and friends because of work?

- a) Yes b) No

17. Do you feel bad about doing business?

- a) Yes b) No

If yes what is the reason about feeling bad :-

REASONS	RANKING
Work pressure	
Financial problem	
Health issues	
Family restriction	
Fear about the society	

18. What is the hardest part about being business women?

- a) Lack of time with life husband b) Lack of time to my self
c) Guilty conscious d) No hard time

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

20. On hard days what motivates you to get up and start your days?

21. Did you faced any personal problem due to your business?

22. How do you want to spend your time to balance your work pressure?

- a) Career break b) Spending time with family c) Holidays
d) Doing something passionality

23. Are you financially independent:

a) Yes b) No

24. What made you decide to go work?

a) It's my ambition b) Financial Independent c) Family situation d) unexpected

25. How do you feel about going to work?

a) Proud b) Enjoying c) Family situation

26. Who motivate you?

a) Husband b) Children c) well wisher d) friends

Others: _____

27. Are you satisfied with your profit earned:

a) Very satisfied b) More than satisfied c) Satisfied d) not at all satisfied

28. On what elements you spend your salary:

a) Education b) Health c) Savings d) Groceries e) Repayment of debt f) other

29. How do you deal with fear and doubt?

30. What is your future plan?

a) Established mini garments b) Established big factory c) Expansion business

31. What is the hardest part of being an entrepreneur?

32. If you were in a position to give advice to other women entrepreneurs, what would be your recommendation for?

a) Never ever thinking of doing

b) Absolute must for success

Other _____

33. Mention the year of experience of business.

a) Just started b) 3 Years c) 5 Years d) More than 5 years

34. What is the mode of business?

a) Online b) Personal selling c) wholesale d) Retail

35. Whether do you tie-up your business with any other partner_____

a) Yes b) No

If yes, mention your business partner _____

36. Mention your mode of promotional activities?

37. How much did you invest in your business?

38. Did your business meet your expectations?

a) Yes b) No

If yes, in what way _____

39. Do you think women are more innovative than men and can change the business world?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree

40. Who are your competitors?

a) MNC'S b) Other entrepreneur c) Home business d) Any other

41. Do you face any problem in borrowing from banks and financial institution?

a) Yes b) No

42. Does your business create an impact on the society?

a) Yes b) No

43. What is your working time?

a) 5hrs b) 8hrs c) 10hrs d) 24*7hrs

44. How do you rate your job satisfaction?

a) Very satisfied b) More than satisfied c) Satisfied d) partly satisfied

45. Which factors makes you want to become an entrepreneur?

Reason	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Desire to earn money					
Support of family friends and relatives					
To gain social status					
Dream					
Unexpectedly					

46. Do you think the education system focuses on entrepreneurs development?

- a) Yes b) No

47. Why did you start your own business?

- a) To be role model b) To try something new
c) Childhood passion d) Change the traditionalism

48. Rate the role of government in promoting women entrepreneurship.

- a) Highly satisfy b) Satisfy c) Dissatisfy d) Highly dissatisfy

49. Are you beneficiary under any of the government scheme?

- a) Yes b) No

If yes mention the scheme here _____

50. Do you think following components allows to start your own business:

Components	Yes	No
Educational Background		
Family Background		
Society		
Religion		
Environmental condition		

OUR RESPONDENTS' DETAILS:

1. Kavitha

Mihira blouse design

99442387442

2. Priya

Tailor

8428771466

3. Dhanushree

Deliciousarts

9025894900

4. Jeya chitra

Tailor

8838812268

5. Selvi

Tailor

9789718942

6. Aarti

I Dream Cake And Bakes

9842865077

7. Selvarani

Aari work embroidery and tailoring class

9629002929

8. Jesu swetha

Home made baking

8870742487

8. Rani

Herbal bath powder

9750909192

9. M.Mariselvi

Aari work

638206722

10. A.Alagu maansi

Mehandhi

9361525238

11. Sri Lakshmi Preethi

Herbalsplushtouch

9003568950

12. K.saranya

Beautician

9500541018

13. D. Valarmathi

Tailoring

7530036319

14. Muthuselvi
Embroidery
8248288019
16. M.Fathima
Tailor
6380177439
17. Brittenee Lopez
The brand bucket
9944035173
18. Kalai selvi
Tailor
9965931263
19. Sathya
Mavu business
9361060451
- 20 . Arthy
Makeup artist
944987258
21. Agnes
Sanitary napkin
9487576689
22. Vimala
Pinky blush makeup

9342978027

23. S.muthu sweatha

Mehandi

9887536643

24. Kala

Saree business

9965931263

25. Anu Priya

Aari work

6382301986

26. Shini Beno

Hand made jewellery

6385516638

27. Malar

Tailor

6382301986

28. Sharon

Cake business

9994136075

29. Mala

Match box business

30. Rajam

Hotel

31. Nissy

Online business

32 Ann prapha

Dhira Femi organic

33. Jenifer

Aari work

8825599353

34. Agnes

Ghee business

9487576689

35. Beno

Mehandhi

6385576382

36. Arputhamai

Tailoring institute

9894383810

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**A STUDY OF ONLINE PAYMENT APPLICATION IN TAMIL
NADU WITH REFERENCE TO GOOGLE PAY**

Project submitted to Department of BBA

ST. SMARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI.

Affiliated to

MANONMANIAM SUNDARANAR UNIVERSITY, THIRUNELVELI.

In partial fulfilment of the requirements

For the degree of

BACHELOR OF BUSINESS ADMINISTRATION

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Thoothukudi-628001

APRIL-2023

DECLARATION

We hereby declare that the project entitled “**A STUDY OF ONLINE PAYMENT APPLICATION IN INDIA WITH REFERENCE TO GOOGLE PAY**” submitted for the BBA degree our original work and the project has not formed the basis for the award of any degree, diploma. Fellowship or any other similar titles.

Place: Thoothukudi

Date: 03-04-2023

Signature of the students

1. S. Selviya
2. A. Karitha
3. P. Dignya
4. S. Raselina Soman

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CHAPTER I

INTRODUCTION



1.1 INTRODUCTION

The world is becoming more digitalized in every field these days, and one of the best examples is that various countries around the world are moving towards becoming a cashless society. A cashless society is one that does not use cash in any of its transactions and instead conducts all transactions digitally. Various countries around the world conduct more than half of their transactions using cashless methods.

According to a study conducted by Capgemini and BNP Paribas, digital payments are expected to reach 726 billion transactions by 2020. In India, 98% of total transactions were done in cash, but since the government's demonetization on November 8, 2016, our country has also begun to shift towards digital transactions.

Google Pay is taking giant steps at revolutionizing the payments market in India. Consumers/users will miss a hoard of features and easy money transfer transactions if they don't use the app. If you are skeptical about mobile banking, check what makes it safe. The use of Google Pay was primarily among younger age groups with at least an advanced secondary education. It was primarily used for convenience, 24-hour access to accounts, and balance queries.

Electronic payment systems, such as Paytm, Google Pay, BHIM, and Phone-pe, allow users to make phone calls to pay online merchants and other consumers. The only parties involved in the transaction are the payer and the payee, making it cost-effective by eliminating sale processing logistics and allowing low value transactions. According to the study, Google Pay operation is significantly correlated with age, educational level, occupation, period of operation, frequency of operation, and position of mindfulness. The following steps are advised for a cashless system to operate smoothly in India. The following steps are advised for a cashless system to operate smoothly in India.

The government may occasionally launch a fiscal education program to raise awareness of the advantages of electronic payments; measures to promote cashless transactions and Google Pay Company must focus on strengthening the security and reduction of their drug addicts.

It is frequently concluded that there will be an unthinkable increase in G-pay abandonment in the coming years due to the convenience and ease of use that mobile synonym has gained. This study also shows that every respondent has a smartphone, making it simple for service providers to reach this demographic. This study also shows that every respondent has a smartphone, making it simple for service providers to reach this demographic. This study aimed to determine the client satisfaction level with Google Pay in India.

1.2 GOOGLE PAY

Google Pay (formerly Pay with Google and Android Pay) is a digital wallet platform and online payment system developed by Google to power in-app and tap-to-pay purchases on mobile devices, allowing users to pay with Android phones, tablets, or watches.

Google Pay enables you to-

- ☐ Send and receive money.

- ☐ Store your credit/ debit card information safe.
- ☐ And use this information to pay for various items on various apps

1.3 INDUSTRY PROFILE

Google Pay is a digital wallet and payment platform developed by Google. It enables users to pay for transactions in-store and on supported websites using their Android devices.

Google services such as the Google Play Store and mobile apps.

Users link credit or debit cards to their Google Pay account, which is used to make in-store or online purchases. Google Pay on Android devices communicates with payment terminals via near field communication (NFC). When logged in to one's Google account in the Chrome browser, users can use Google Pay on sites that support the service.

Google Wallet was the company's first mobile payment system, launched in 2011 for Android devices. It was renamed Android Pay in 2015, with Google Wallet refocused on payments.

1.4 HOW DOES GOOGLE PAY WORK?

Google Pay allows you to send and receive money, but unlike other digital wallets, payments can be received directly into your bank account. As a result, the entire issue of receiving money in wallets and then transferring it to a bank account has been eliminated.

Surprisingly, a person does not have to be using the Google Pay app to receive payments. Google Pay simplifies money transfer even through their website.

Though the app's primary function is to allow simple money transfer transactions, it also allows users to make payments in stores that accept UPI-based transactions.

1.5 THE USER HAS TO DO THE FOLLOWING:

1. Link the bank account with Google Pay.
2. Set the UPI pin.

1.6 COMPANY PROFILE:

Google Payment India Private Limited is a non-government organisation that was founded on January 12, 2007. It is a private unlisted company that is classified as a 'company limited by shares'. The authorised capital of the company is Rs 3000.0 lakhs, and the paid-up capital is Rs 80.25 lakhs (2.6749334%).

On August 28, 2018, Google Pay, a new moniker for Tez, was introduced. Sujith Narayanan, one of the co-founders of Google Pay, claims that his team's realization that a customer's financial journey goes beyond online payments occurred while working on Google TEZ.

1.7 IMPORTANCE OF CASHLESS TRANSACTIONS:

There is no fear of robbery or theft: It is difficult to carry large amounts of cash because of the risk of theft, but in cashless transactions, this fear is eliminated.

Expense tracking: When transactions are made cashless via e-wallet or internet banking, we can keep track of all our expenses, making it easier to determine how much we spend overall. Customers can make payments in exact denominations using cashless transactions; for example, if you need to pay Rs 299.89, you can do so using cashless transactions.

Transparency and accountability: In a cashless economy, more currency in the bank means more currency in circulation, which means greater liquidity and less opportunity to hide income, which eventually leads to lower interest rates.

There is no need to be concerned about counterfeit currency: Every economy in the world is dealing with the problem of counterfeit currency; while the government is taking stringent measures to combat counterfeit currency, it is the common people who suffer as a result of these counterfeit currencies. However, when an economy adopts cashless or digitization, the problems associated with counterfeit currency are eliminated.

Accounting and transactional simplification: Going cashless allows customers to complete transactions in a more convenient and secure manner than before. A customer can conduct direct bank-to-bank transactions. This saves time, money, and effort by physically transferring or depositing cash to the bank.

Cost reduction and economic growth: If the entire country goes cashless, the cost of printing notes will be reduced. The Reserve Bank of India spends approximately Rs 12,000 crores on the replacement of Rs 500 and Rs 1000 notes. Going cashless will improve government monetary policy and government revenue, as well as increase transparency and efficiency in the economy.

1.8 GOVERNMENT'S PERSPECTIVE ON GOOGLE PAY:

Cashless transactions are promoted as being simpler and faster by our government. These transactions are safer, and they are all also recorded. Cashless transactions are also regarded as being more hygienic in the post-COVID-19 world because they involve no contact. One such "virtual wallet"-based payment method is Google Pay.

While signing up or tying your Google Account to Google Pay, you are only able to use Google Pay if you are physically present in India. An Indian mobile number and an Indian bank account are required for registration. This is because using Google Pay App outside of the country is not recommended. Additionally, your smartphone should support near-field communication (NFC). Contactless payments are possible with this system. NFC is a collection of short-range wireless technologies that can establish connections over distances of 4 cm or less. It facilitates the transfer of small amounts of data between an Android-powered device and an NFC tag, or between two Android devices. Therefore, you won't be able to use contactless payments if your phone lacks NFC. You can check if your phone supports

contactless payments by opening the Settings app and typing "NFC" into the search field. If your phone has the feature, it will be visible on the screen.

1.9 OBJECTIVES:

- To investigate the impact of online payment applications on consumers.
- To investigate the problems encountered by users when using online payment methods.
- To learn whether going cashless has benefited the Indian economy.

1.10 RESEARCH METHODOLOGY

Research methodology refers to the precise procedures for selecting, processing, and analysing information on a subject.

Primary, first-hand data is what was used in this analysis. The questionnaire was used to gather the primary data, and the study's survey was conducted using the respondents' questionnaire responses.

1.10.1 METHOD OF DATA COLLECTION

In this study, both primary and secondary data were used. Through the use of a questionnaire, the main data was collected.

1.10.2 TOOLS FOR ANALYSIS

❖ SIMPLE PERCENTAGE ANALYSIS

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

❖ WEIGHTED AVERAGE

$$\text{Weight Average} = \frac{\sum WX}{\sum W}$$

❖ PIE CHART

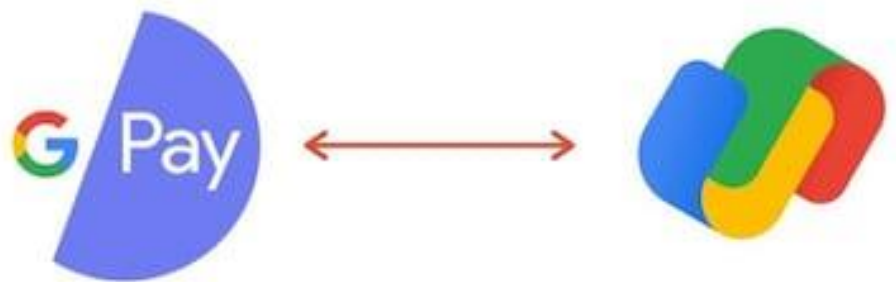
A pie chart is a circular statistical visual in which the slices represent numerical proportions. In a pie chart, the length of each slice reflects the quantity it represents.

❖ RANKING METHOD

A performance evaluation technique is the ranking method. The ranking method is the most traditional and traditional type of method. This approach compares each respondent based on their usage. They are ranked based on satisfaction with google pay service.

CHAPTER II

PROFILE OF THE STUDY



2.1 GOOGLE PAY PROFILE:

Google Pay, often known as G Pay, was established on May 26, 2011. The digital payment system, which was formerly known as Google Wallet, changed its name to Android Pay later on September 11, 2015. The app was subsequently released under the name Tez before settling on Google Pay on August 28, 2018.

A digital wallet and online payment system, Google Pay was created by the company. Users may make contactless payments and online purchases using their Android watches, tablets, and phones thanks to the Google-powered digital payments platform. With some limitations, iOS is another platform that offers G Pay compatibility to consumers in India and the US. Android devices running Lollipop 5.0 and up support Google Pay.

Initially known as Android Pay, Google Pay made its debut in 2015 at Google I/O. The 2011-released Google Wallet was the main inspiration for this software. The technology turned around when Google released the payments app Tez on September 18, 2017. On August 28, 2018, Google Pay replaced the Tez name.

The co-founder of Google Pay, Sujith Narayanan, claims that while working on Google Tez, another product offered by Google, he and his team came to the realisation that a consumer's financial journey goes beyond digital payments. Additionally, it was necessary to focus on India's millennials and provide them with a fresh, quick, and effective method of handling their finances

When it came time to choose a product, the co-founders of Google decided on "Google Pay," which would revolutionise financial services for millennials. The groundwork for Google Pay was laid by Google Tez, a mobile payment service primarily catered to Indian users. Consider Google Pay as a more advanced Google Tez with a wide range of options.

2.2 GOOGLE PAY FOUNDERS AND TEAM:

2.2.1 SUJITH NARAYANAN:



Sujith Narayanan is the co-creator of Google Tez. Together with Sumit, is an accomplished payments executive with exceptional expertise in the financial services industry. As a co-founder of the neo-banking start-up EpiFi, he is very well recognised. Sujith attended both Mahatma Gandhi University and the University of California, Berkeley. Sujith began his career with Standard Chartered Bank and eventually left the company after serving as its National Sales Manager for 7 years. Prior to joining Google, he first worked as the Vice-President of Marketing and Channel Development at Religare Macquarie Private Wealth.

2.2.2 SUMIT GWALANI:



Along with Sujith, Sumit Gwalani was a key player in the founding of EpiFi in addition to co-founding G Pay. He oversaw Google Tez's Indian activities. Sumit worked for Google for more than 12 years, holding several positions. Prior to working as a software architect for Trlok and ultimately joining Google, Sumit was a research assistant at the University of Columbia, Santa Barbara. Gwalani studied computer engineering at the University of Mumbai, where he earned his B.Tech, before going on to the University of Santa Barbara to earn a master's degree in computer science

2.3 REVIEW OF LITERATURE:

Babita Singla, Manish Bansal (2015) in their research found that the shoppers are happy with plastic use, and the non-platinum card clients are fascinated to utilize the card for buys and mean to utilize the card in not-so-distant future. However, the banks and other financial institutions are motivating the use of plastic card.

Dr. Stitch Shewta Rathore (2016) "Appropriation of Cashless transactions By Consumers" her investigations disclose to us computerized wallets are rapidly getting to be standard method of online instalment. Customers are embracing advanced wallets at end unfathomably quick pace, to a great extent because of comfort and convenience.

Singh (2017) concluded that there was significant difference between education of consumers and adoption of digital payment. The perception of consumers for digital payment had positive and significant effect on adoption of digital payment among consumers.

Surabhi Agarwal,(2018), The government feels that incentives through the merchants could drive the usage higher than just peer to peer payments. Incentives offered in the scheme include ₹51 cashback on a minimum transaction value of just ₹1 for the first-time users and ₹25 cashback per transactions for 20 unique transactions in a month, for consumers, while merchants could receive cashback of up to 10% of a transaction and upto ₹1000 per month.

2.4 BENEFITS OF GOOGLE PAY

- ✓ Simple and quick way to send and receive money.
- ✓ Numerous cash back and reward options.
- ✓ Google uses encryption and multiple layers of security to secure transactions.
- ✓ Use this app to pay utility bills, recharge your phone, and shop online.
- ✓ There are no additional usage fees.
- ✓ The service is provided at no extra cost.
- ✓ Utilization is simple.
- ✓ Secure and quick mobile payment.
- ✓ Most importantly, it almost costs nothing.
- ✓ However, there are business-related uses for this app as well. Integration is made simple and free thanks to the API.
- ✓ It takes away the need for some people to carry a wallet around.
- ✓ It is quick and simple to send and receive money.
- ✓ You can recharge your phone, pay your utility bills, and shop online using this app.
- ✓ To secure transactions, Google employs encryption and multiple levels of authentication.
- ✓ benefits from a range of incentive and cashback programmes.

2.5 LIMITATION OF GOOGLE PAY

- Some credit cards are incompatible with it.
- It cannot be used in all stores.
- Insufficient customer service
- The help desk is powerless to help you.
- One will have to pull out their phone more frequently to pay for things.
- People will also be able to spend more money than they have thanks to the virtual currency. People are therefore more likely to steal your pin number if you have a source of virtual currency.

2.6 GOOGLE PAY OFFERS A SET OF BENEFITS FOR BOTH USERS AND MERCHANTS:

- First, increased security—neither the mobile device nor the system of the merchant store a user's credit card information. When customers use Google Pay to make in-store purchases, their transactions are processed using a token, which is a virtual card number that is device-specific. Such measures add an additional layer of security.
- Second, a better checkout experience. Google has billions of active users who use its various products. Once these users have saved their payment methods with Google Pay, merchants can significantly simplify checkout for them in just a few clicks. Due to Google Pay, our partners have already reported increases in conversion rates, customer retention, and client acquisition.

- Third: Loyalty and offers -- There's also an additional benefit for merchants who have loyalty programs and offers/gift cards as Google Pay users can store their loyalty and gift cards. We will remind users to apply those at the checkout when they are in the vicinity of the respective merchants.

2.7 WHAT PAYMENT REQUIREMENTS OF CONSUMERS DOES GOOGLE PAY ADDRESS BOTH ONLINE AND OFFLINE:

Anyone can use Google Pay to pay anywhere using their Google Account, whether they are shopping online, in an app on their Android device, at a physical store, or on any other website or Google product. We want to make the checkout process quick, simple, and secure.

Online shoppers today abandon their carts and abandon the checkout process 69% of the time because it requires more than 120 taps or clicks to complete. We can enable online checkout with Google Pay in just a few easy steps.

In stores all over Europe, contactless is quickly taking over as the preferred method of payment. Furthermore, we are aware that when it comes to payments, both customers and business owners are concerned about fraud and security. The best security features from Google, Visa/Mastercard, and our partner banks are combined in Google Pay to offer a quick and secure contactless payment experience with Android phones.

2.8 GOOGLE PAY NAME AND LOGO:

G Pay is how Google Pay is branded. The Google logo and the word "Pay" are strategically placed on opposite sides of the G Pay logo.

"Money made simple" is Google Pay's slogan. What a profound and intriguing tagline, don't you think? The ability to handle money has never been simpler thanks to Google Pay.



Google Pay

Users of Google Pay are not charged a fee to access Google Wallet. Users of Google Pay can send money directly and without charge to bank accounts. The company had previously planned to charge a 2.9% fee when topping up wallets using debit cards, but that plan has been scrapped.

2.9 BUSINESS AND REVENUE MODEL FOR GOOGLE PAY:

As a digital payments network, Google Pay primarily derives its income from transaction-based fees that it collects from bank and merchant online and in-app payments. Additional sources of income for the business include product offers and advertisements on the Google Pay app. It also makes a sizable profit from the user information it gathers.

Prior to 2017, when there were 67 million monthly active users, Google Pay had shown a rise in usage. As of 2021, the same is currently anticipated to number 150 million. The software has facilitated more than 2.5 billion transactions, with a running average transaction value of more than US \$110 billion. It is also crucial to remember that Google Pay currently allows users to make payments to over 2700+ online merchants as well as over 200,000 retailers located in more than 3500 cities and towns.

CHAPTER - III

DATA ANALYSIS AND INTERPRETATION



3.1 DATA ANALYSIS AND INTERPRETATION:

Data interpretation is the process of reviewing data and arriving at relevant conclusions using various analytical methods. Data Analysis assists researchers in categorizing, manipulating, and summarizing data to answer critical questions.

3.1. DEMOGRAPHIC FACTOR OF RESPONDENTS:

3.1. GENDER: The ensuring table and chart extracts information about gender of the respondents.

Table 3.1

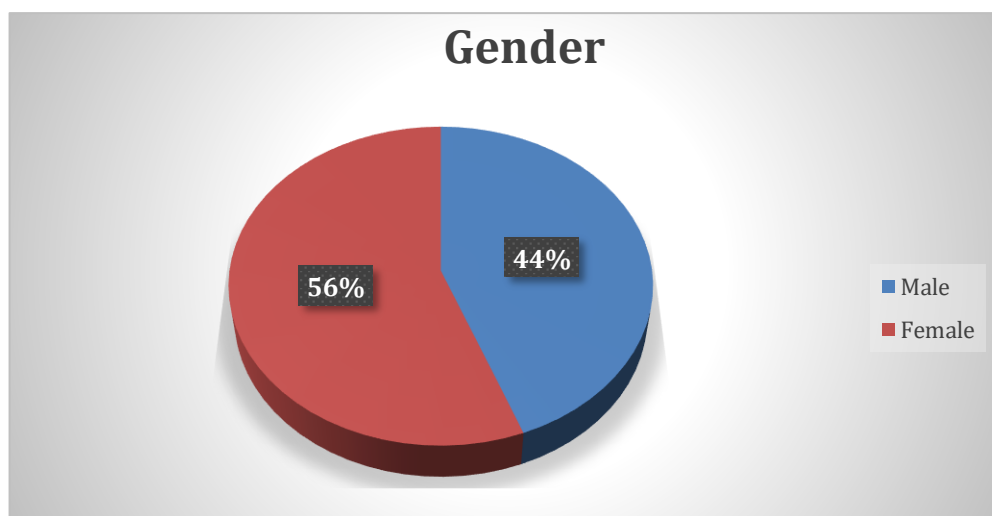
Option	No of Respondents	Percentage
Male	24	44.2
Female	27	55.8
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it can be inferred that 44% of the respondents are belongs to male category,56% of the respondents are belongs to female category.

Chart 3.1



3.2 AREA

The ensuring table and chart extracts information about area of the respondents.

Table 3.2

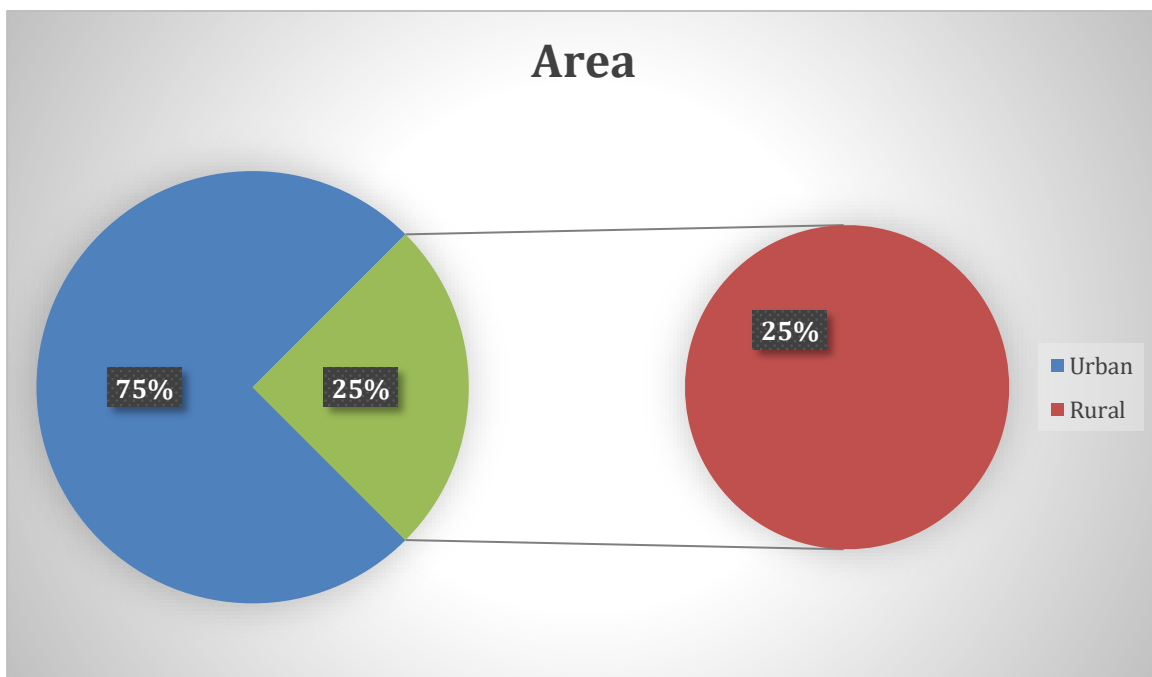
Options	No of respondents	Percentage
Urban	38	75
Rural	13	25
Total	51	100

SOURCES: PRIMARY DATA

INFERENCE:

From the above table it can be inferred that 75% of the respondents belongs to urban category, 25% of the respondents belongs to rural category.

Chart 3.2



3.3. OCCUPATION:

The subsequent table and chart give evidence about are occupation of respondents.

Table No 3.3

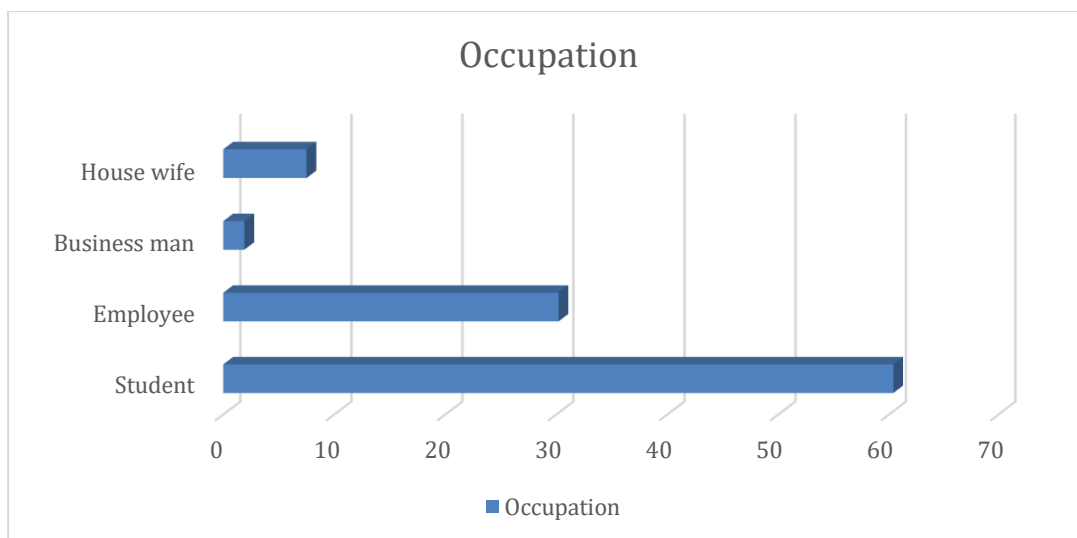
Options	No of respondents	percentage
Student	32	60.4`
Employee	16	30.2
Business man	1	1.9
House wife	4	7.5
Total	51	100

SOURCES: PRIMARY DATA

INFERENCE:

From the above table it can be inferred that 60.4% of respondents belongs to student category,30.2 % of respondents belong to employee's category,1.9 % of respondents belong to business man category,7.5 % of respondents belong to house wife category.

Chart No 3.3



3.4 EDUCATIONAL QUALIFICATION:

This table and figures provide information about education qualification of the respondents.

Table No 3.4

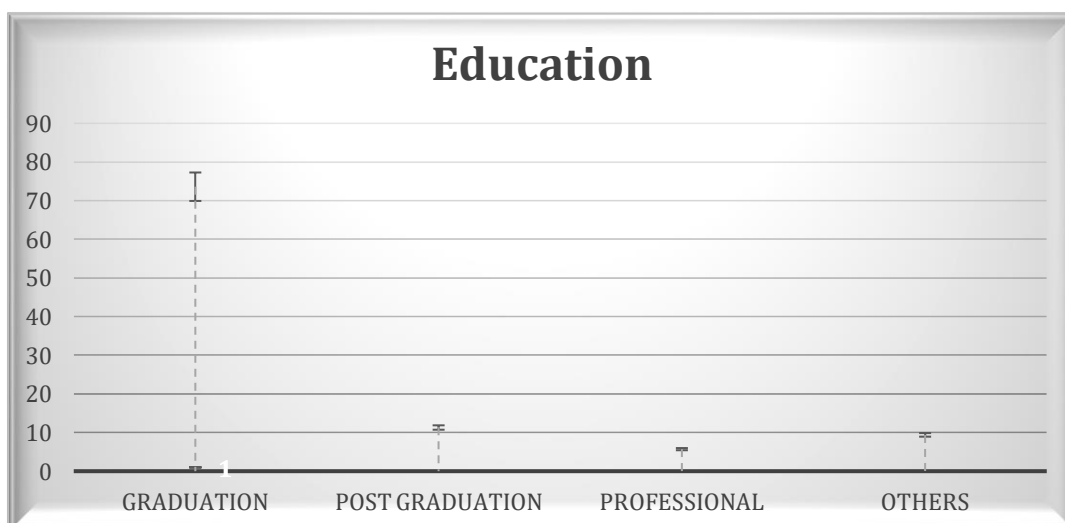
Options	No of respondents	percentage
Graduation	39	73.6
Post graduation	6	11.3
Professional	3	5.7
Others	5	26.6
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it can be inferred that 73.6% of respondents are graduates, 11.3% of respondents are post graduates, 5.7% of respondents are professionals, 26.6 of respondents belong to another category.

Chart No 3.4



3.5 MONTHLY INCOME

This table and chart require information about the monthly income of the respondents.

Table No 3.5

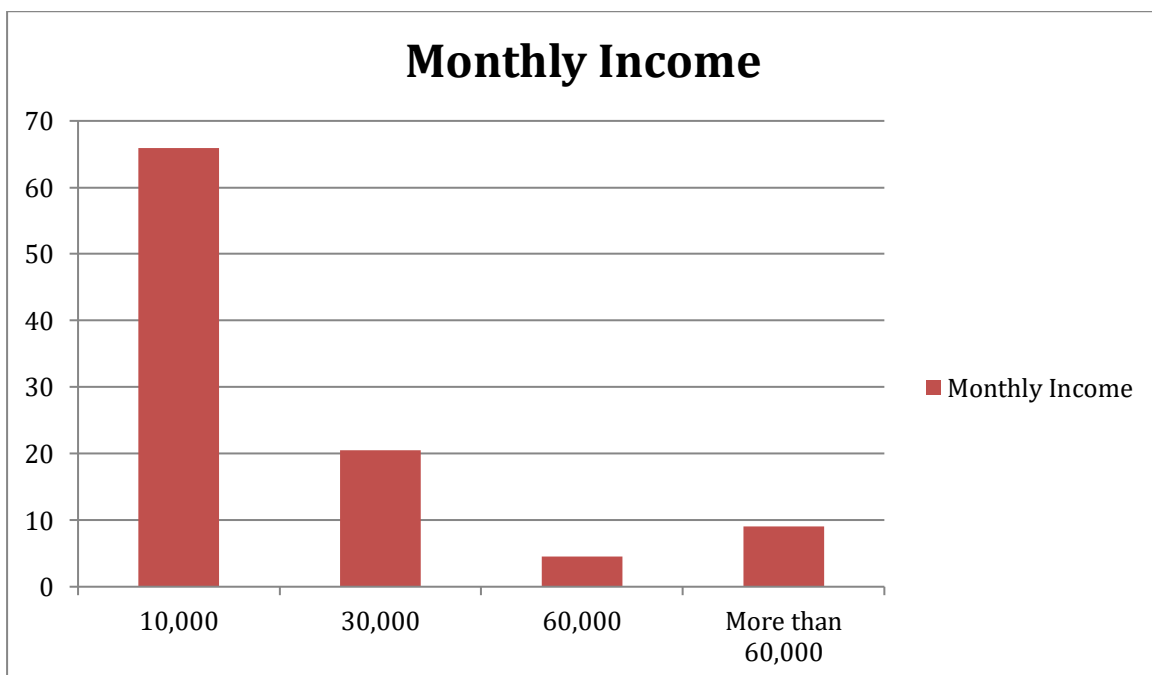
Options	No of respondents	Percentage
10,000	29	65.9
30,000	9	20.5
60,000	2	4.5
More than 60,000	4	9.1
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it can be inferred that,65.9% of respondents earn 10,000 as monthly income,20.5 % of respondents earn 30,000 as monthly income,4.5% of respondents earn 60,000 as monthly income and 9.1% of respondents earn more than 60,000 as monthly income.

Chart 3.5



3.6 USING GOOGLE PAY.

The subsequent table and chart require the information that number of respondents use google pay.

Table 3.6

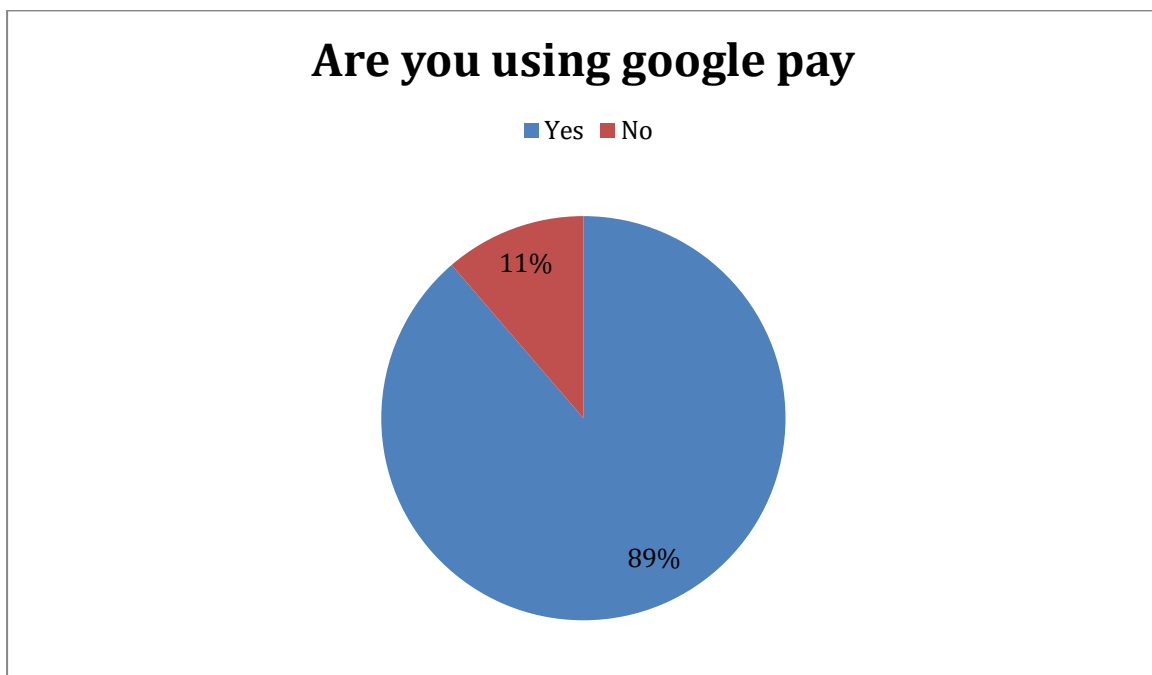
Options	No of respondents	Percentage
Yes	47	88.7
No	6	11.3
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it can be inferred that,88.7% of respondents are using google pay and 11.3% of respondents are not using google pay.

Chart 3.6



3.7 USEFUL MODE FOR PAYMENT.

The subsequent table and chart require the information that number of respondents use google pay.

Table 3.7

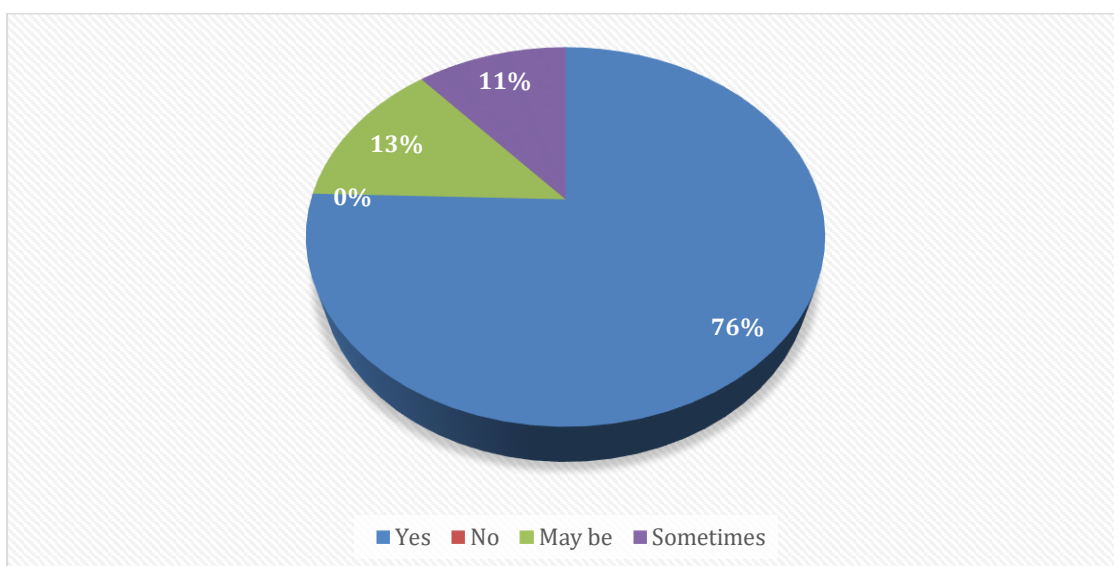
Options	No of respondents	Percentage
Yes	40	75.5
No	-	-
May be	7	13.2
No	6	11.3
Total	53	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it can be inferred that,75.5% of respondents consider google pay as a useful mode for payment,13.2% of respondents consider google pay as may be useful mode for payment,11.3% of respondents consider google pay as sometimes useful mode for payment.

Chart 3.7



3.8. PUEPOSE OF USING GOOGLE PAY.

The ensuring table and chart shows the number of respondents purpose of google pay.

Table 3.8

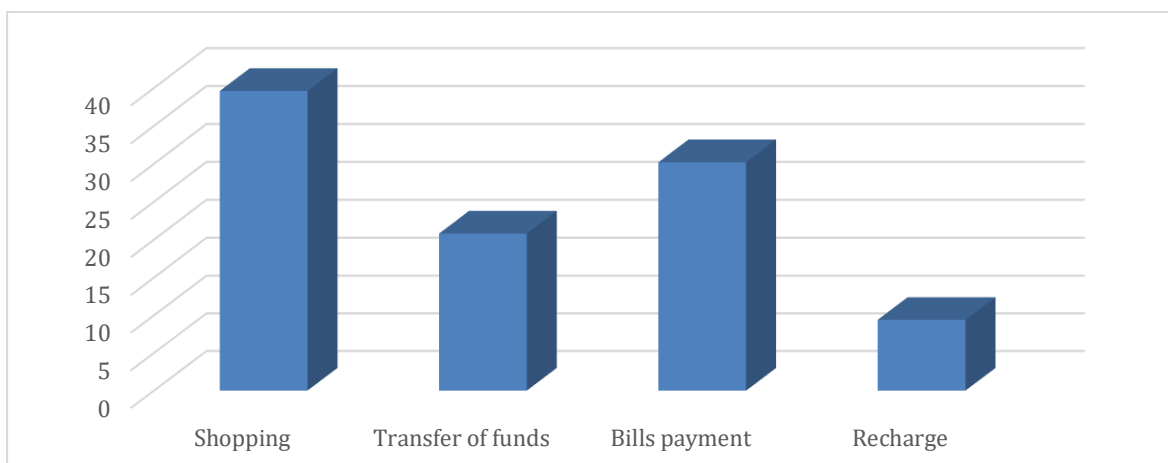
Options	No of respondents	Percentage
Shopping	21	39.6
Transfer of funds	11	20.8
Bills payment	16	30.2
Recharge	5	9.4
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,39.6% of respondents prefer google pay for shopping,20.8 % of respondents prefer google pay for transfer of funds,30.2% of respondents prefer google pay for bills payment,9.4% of respondents prefer google pay for recharge.

Chart 3.8



3.9 RECOMMEND TO USE GOOGLE PAY.

The subsequent table and chart require the number of respondents suggesting google pay for friends and families.

Table 3.9

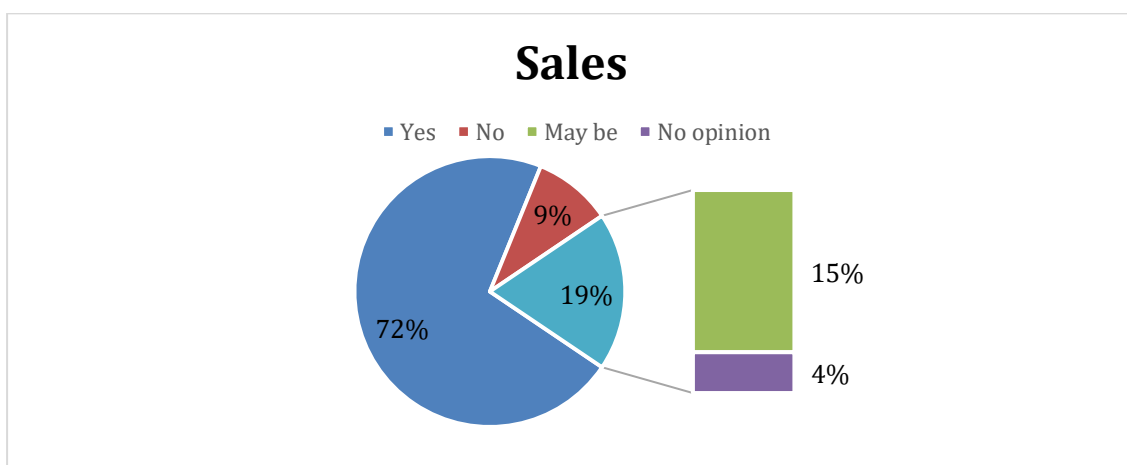
Options	No of respondents	Percentage
Yes	38	71.7
No	5	9.4
May be	8	15.1
No opinion	2	3.8
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,72% of respondents recommend google pay to their friends and families,9.4% of respondents do not recommend google pay to their friends and families,15.1% of respondents may recommend google pay to their friends and families,3.8% of respondents has no opinion about google pay.

Chart 3.9



3.10 FEATURES OF GOOGLE PAY TO IMPROVE USABILITY.

This table and chart require information about improvement on features in google pay.

Table 3.10

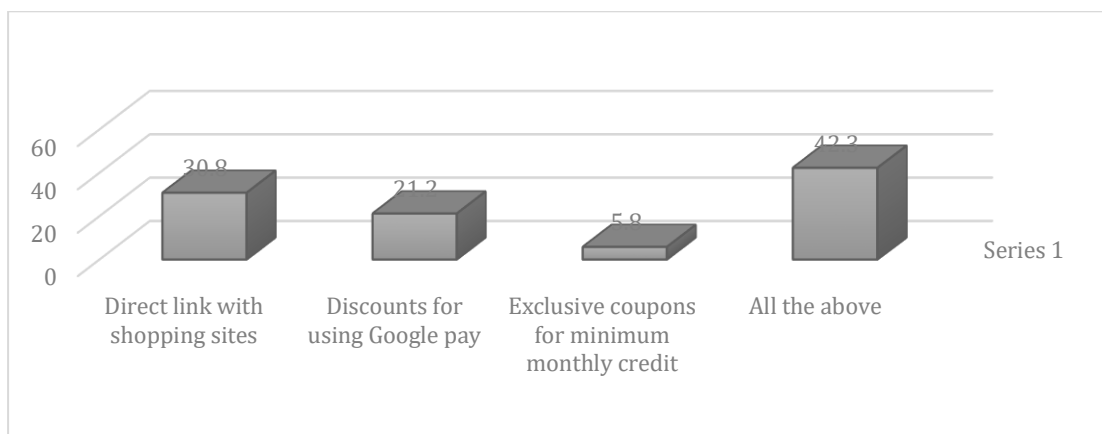
Options	No of respondents	Percentage
Direct link with shopping sites	16	30.8
Discounts for using Google pay	11	21.2
Exclusive coupons for minimum monthly credit	3	5.8
All the above	22	42.3
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,30.8% of respondents need to improve direct link with shopping sites,21.2% of respondents need to improve discounts for using google pay,5.8% of respondents need to improve exclusive coupons for minimum monthly credit,42.3% of respondents need to improve all the above in google pay.

Chart 3.10



3.11 PRIMARY PAYMENT METHOD.

The ensuring table and chart requires information on primary payment method used by the respondents.

Table 3.11

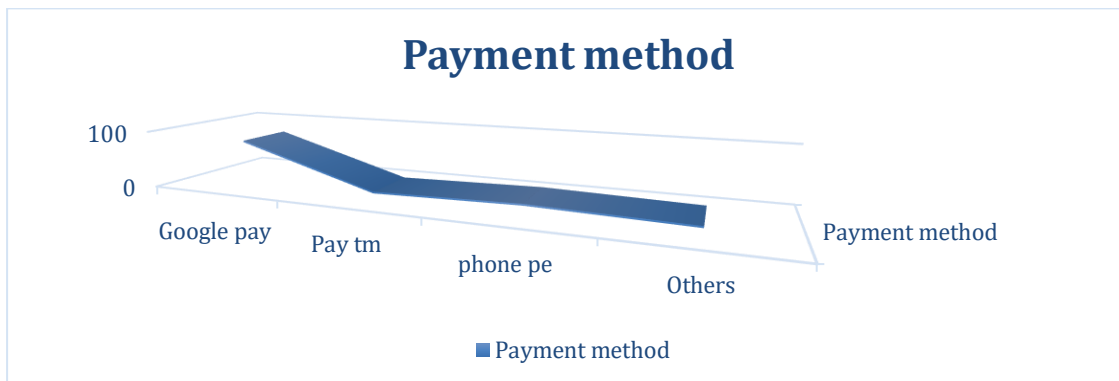
Options	No of respondents	Percentage
Google pay	41	77.4
Pay tm	3	5.7
Phone pe	6	11.3
Other	3	5.7
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table and chart,77.4% of respondents prefer google pay as primary payment method,5.7% of respondents prefer pay tm as primary payment method,11.3% of respondents prefer phone pe as primary payment method,5.7% of respondents prefer other payment methods.

Chart 3.11



3.12 COMFORTABLE IN USING GOOGLE PAY.

The subsequent table requires that the respondents are comfortable in using google pay.

Table 3.12

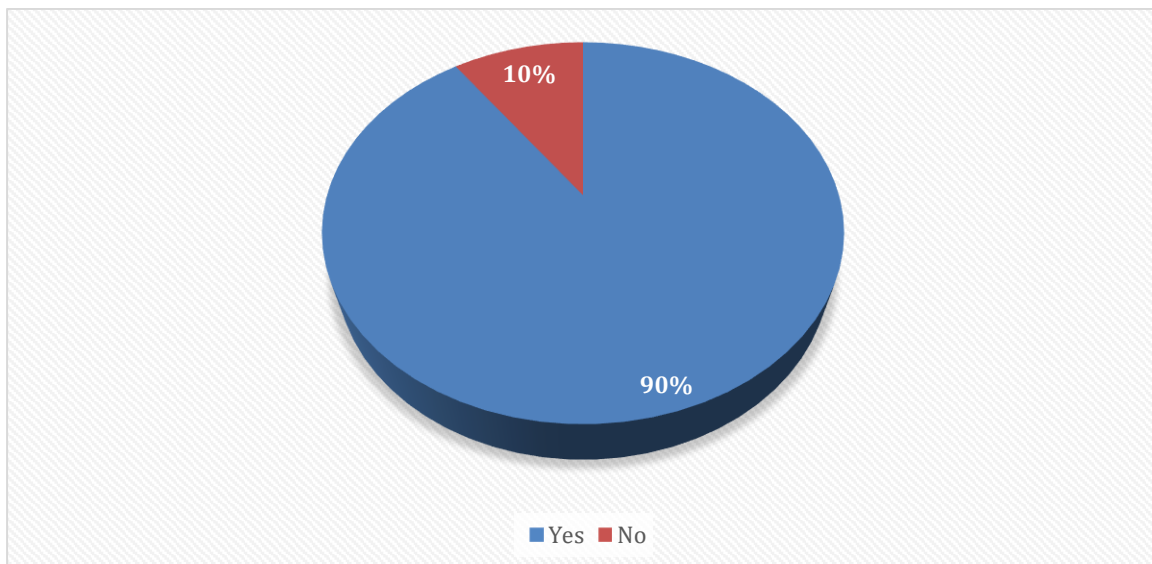
Options	No of respondents	Percentage
Yes	46	90.2
No	5	9.8
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table and chart, it is inferred that 90.2% of respondents feel comfortable in using google pay, 10% of respondents do not feel comfortable in using google pay.

Chart 3.12



3.13 DEVICE USED FOR MAKING PAYMENT.

This table and chart require the device used by the number of respondents make payment via google pay.

Table No 3.13

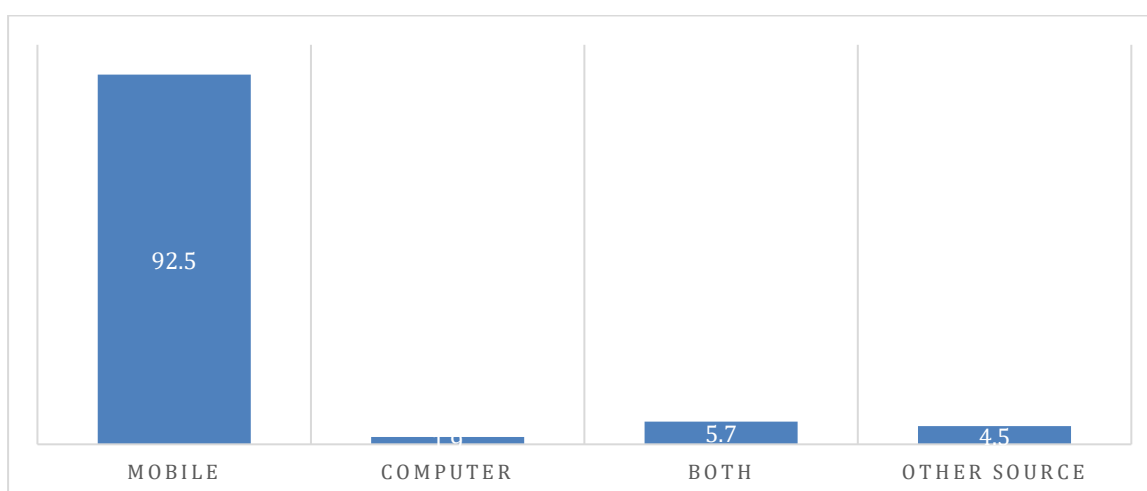
Options	No of respondents	Percentage
Mobile	49	92.5
Computer	1	1.9
Both	3	5.7
Other source	-	-
Total	53	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that 92.5% of respondents use mobile to make payment, 1.9% of respondents use computer to make payment, 5.7% of respondents use both to make payment, 4.5% of respondents use other sources to make payment.

Chart 3.13



3.14 PROCESS OF GOOGLE PAY.

This table and chart require the how the respondents come to know about the process of using google pay.

Table 3.14

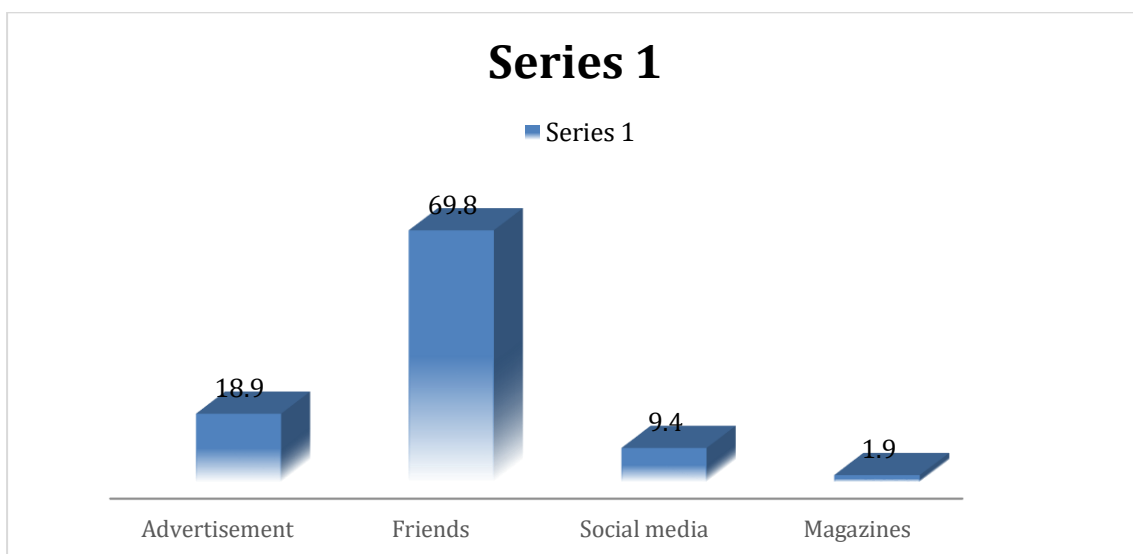
Options	No of respondents	Percentage
Advertisement	10	18.9
Friends	37	69.8
Social media	5	9.4
Magazines	1	1.9
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,18.9% of respondents come to know through advertisements about google pay,69.8% of respondents come to know through friends about google pay,9.4% of respondents come to know through social media about google pay,1.9% of respondents come to know through magazines about google pay.

Chart 3.14



3.15 HINDRANCE FACED IN GOOGLE PAY.

This subsequent table requires information about the hindrance faced by the respondents while using google pay.

Table 3.15

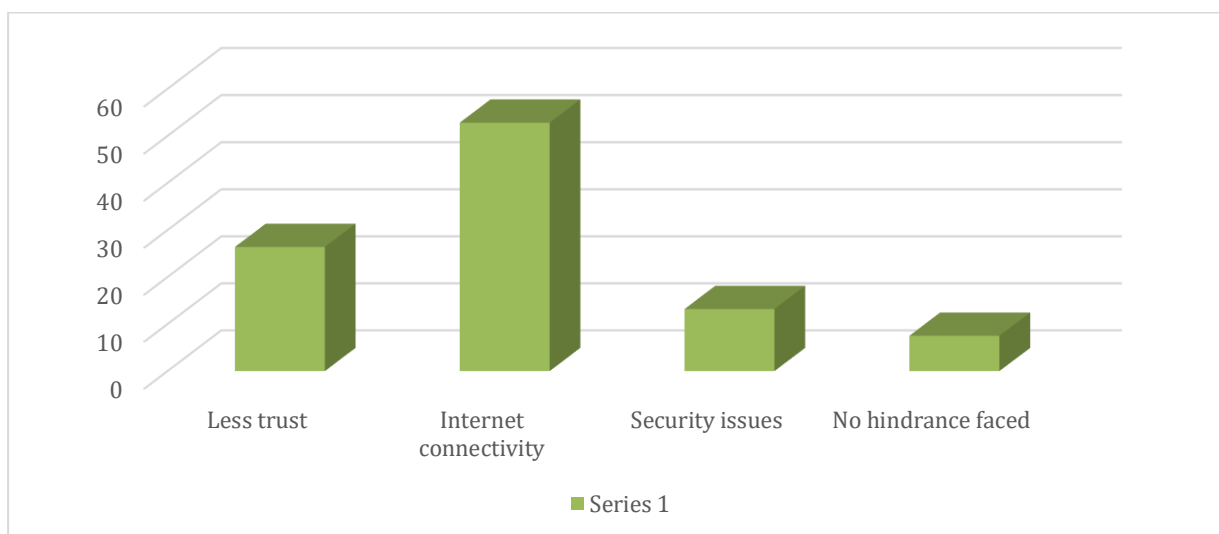
Options	No of respondents	Percentage
Less trust	14	26.4
Internet connectivity	28	52.8
Security issues	7	13.2
No hindrance faced	4	7.5
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,26.4% of respondents face less trust in google pay,52.8% of respondents face internet connectivity in google pay,13.2% of respondents face security issues in google pay,7.5% of respondents do not face any hindrance using google pay.

Chart 3.15



3.16 GOOGLE PAY USED IN SMALL PETTY SHOPS.

This ensuring table requires that number of respondents use google pay in small petty shops.

Table 3.16

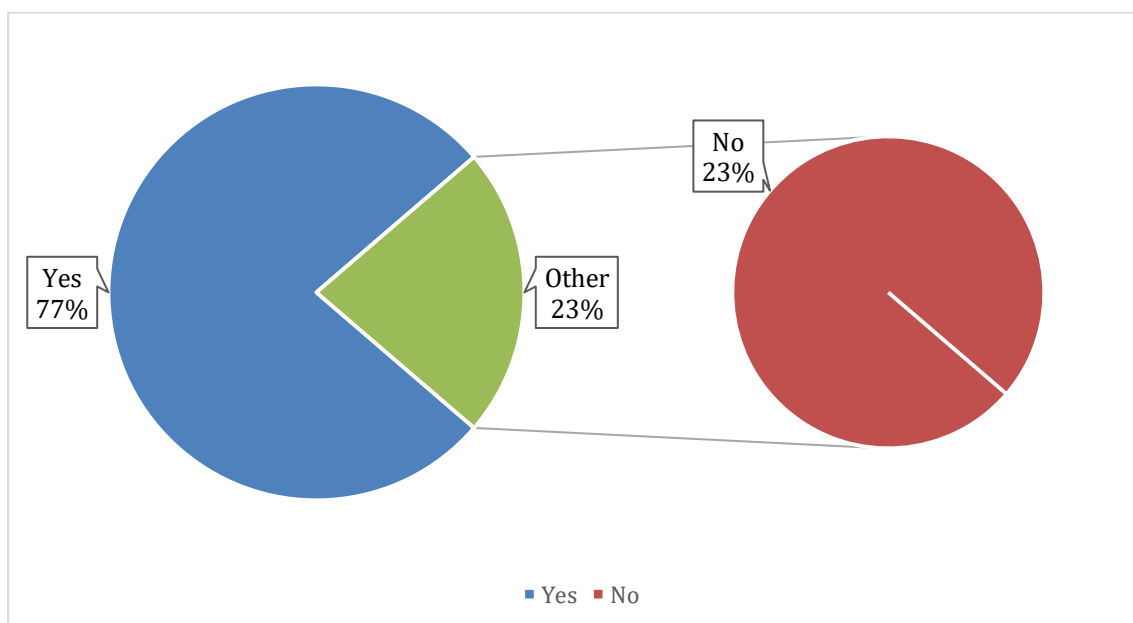
Options	No of respondents	Percentage
Yes	41	77.4
No	12	22.6
Total	53	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,77.4% of respondents use google pay in small petty shops,22.6% of respondents do not use google pay in small petty shops.

Chart 3.16



3.17 UNEDUCATED PEOPLE USE GOOGLE PAY OPTION.

This subsequent table requires information about the uneducated people can use google pay.

Table 3.17

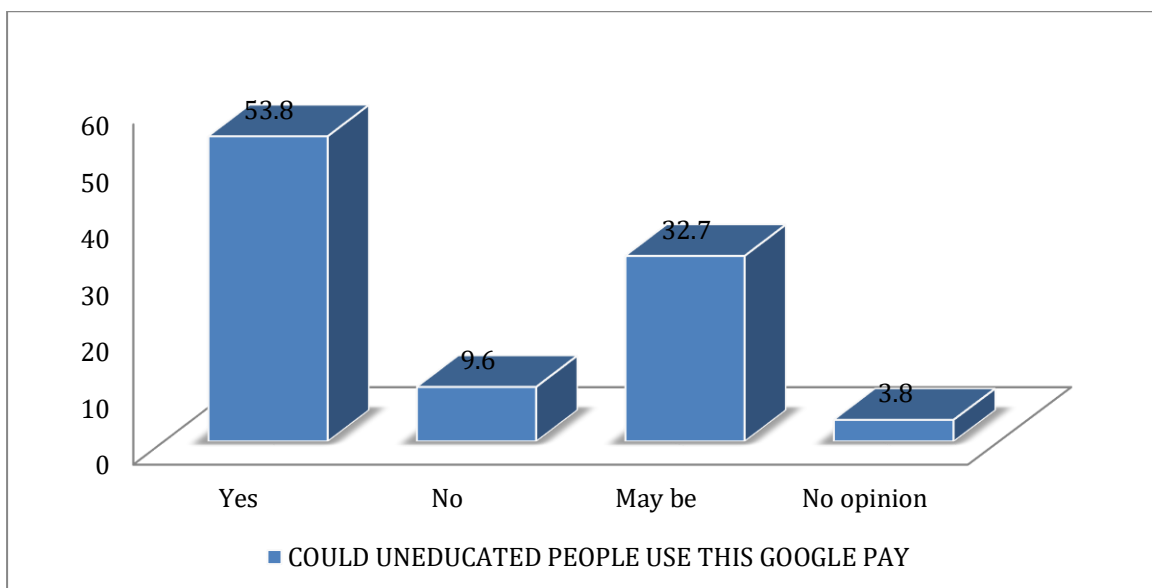
Options	No of respondents	Percentage
Yes	28	53.8
No	5	9.6
May be	17	32.7
No opinion	2	3.8
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,53.8% of respondents feel that uneducated people could use google pay,9.6% of respondents feel that uneducated people could not use google pay,32.7% of respondents feel that uneducated people may use google pay,3.8% of respondents have no opinion about uneducated people using google pay.

Chart 3.17



3.18 USING GOOGLR PAY THROUGH QR CODE OR PHONE NUMBER

This ensuring table requires number of respondents using google pay through QR code scanner or phone number.

Table 3.18

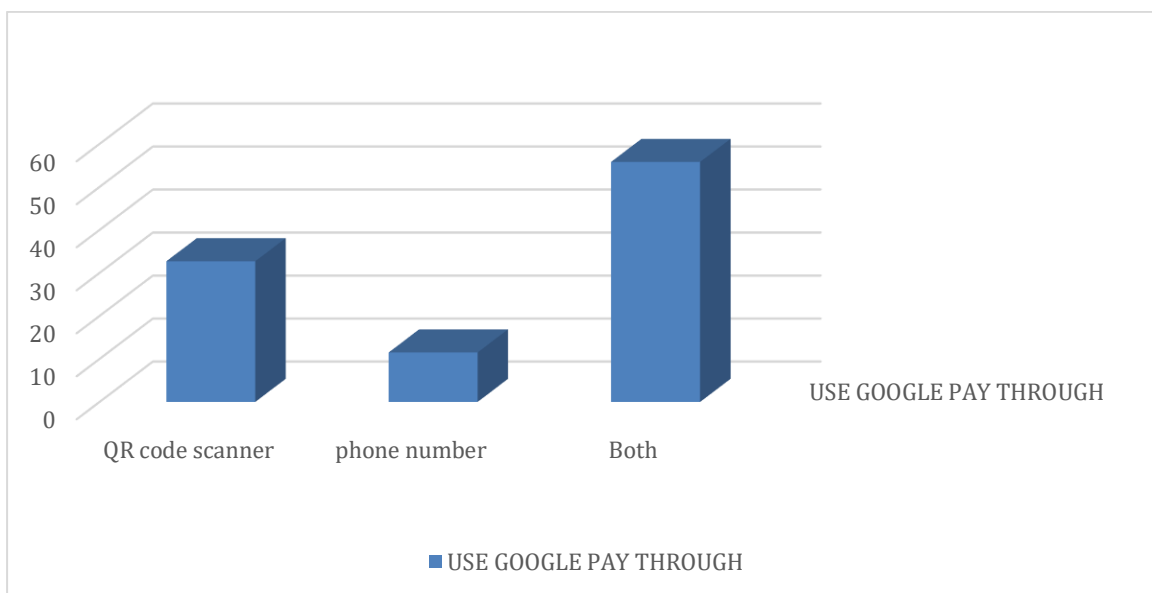
Options	No of respondents	Percentage
QR code scanner	17	32.7
Phone number	6	11.5
Both	29	55.8
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,32.7% of respondents use google pay through QR code scanner,11.5% of respondents use google pay through phone number,55.8% of respondents use both methods to use google pay.

Chart 3.18



3.19 GOOGLE PAY WALLET.

This table requires the information that whether google pay wallet is accepted everywhere.

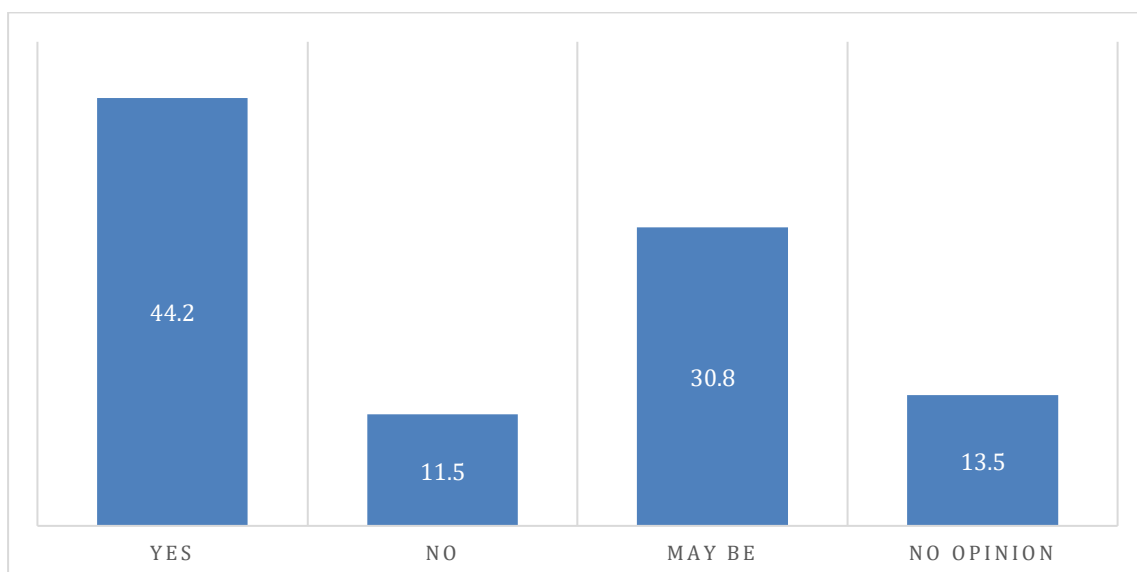
Table 3.19

Options	No of respondents	Percentage
Yes	23	44.2
No	6	11.5
May be	16	30.8
No opinion	7	13.5
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE: From the above table it is inferred that,44.2% of respondents give opinion that google pay wallet is accepted everywhere 11.5% of respondents say that google pay wallet is not accepted everywhere.

Chart 3.19



3.20 HOW MANY TIMES YOU SPEND IN GOOGLE PAY

The subsequent table requires the information that average number of times the respondents use google pay.

Table 3.20

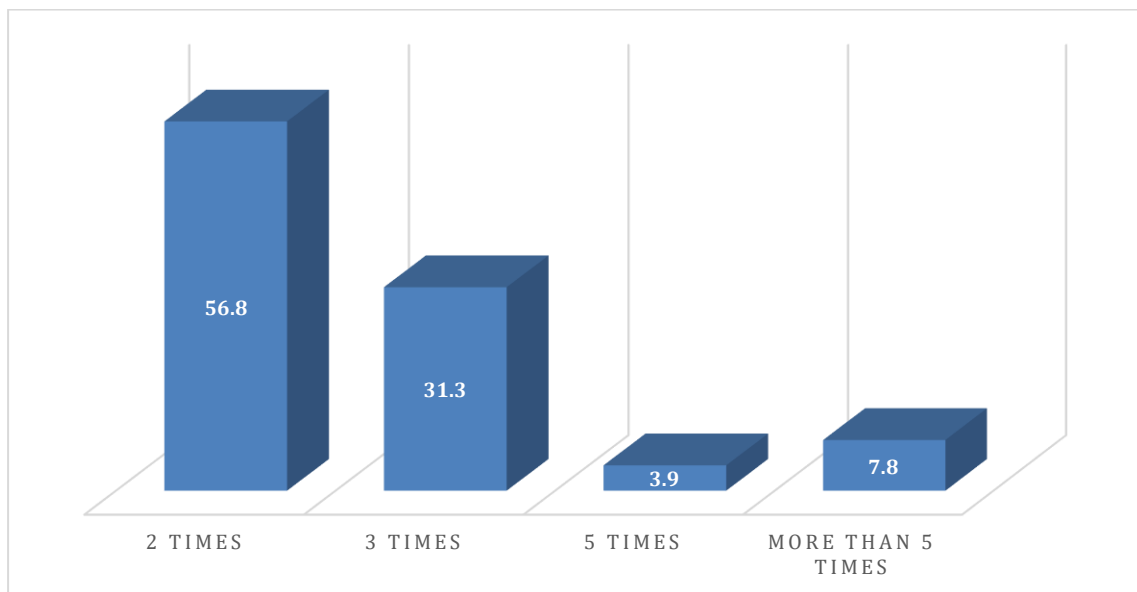
Options	No of respondents	Percentage
2 times	29	56.8
3 times	16	31.3
5 times	2	3.9
More than 5 times	4	7.8
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,56.8% of respondents use google pay for 2 times a day,31.3 % of respondents use 3 times a day,3.9%of respondents use 5 times a day,7.8 % of respondents use more than 5 times a day.

Chart 3.20



3.21 AVERAGE TRANSACTION VALUE.

This table requires information that average transaction value in google pay wallet.

Table 3.21

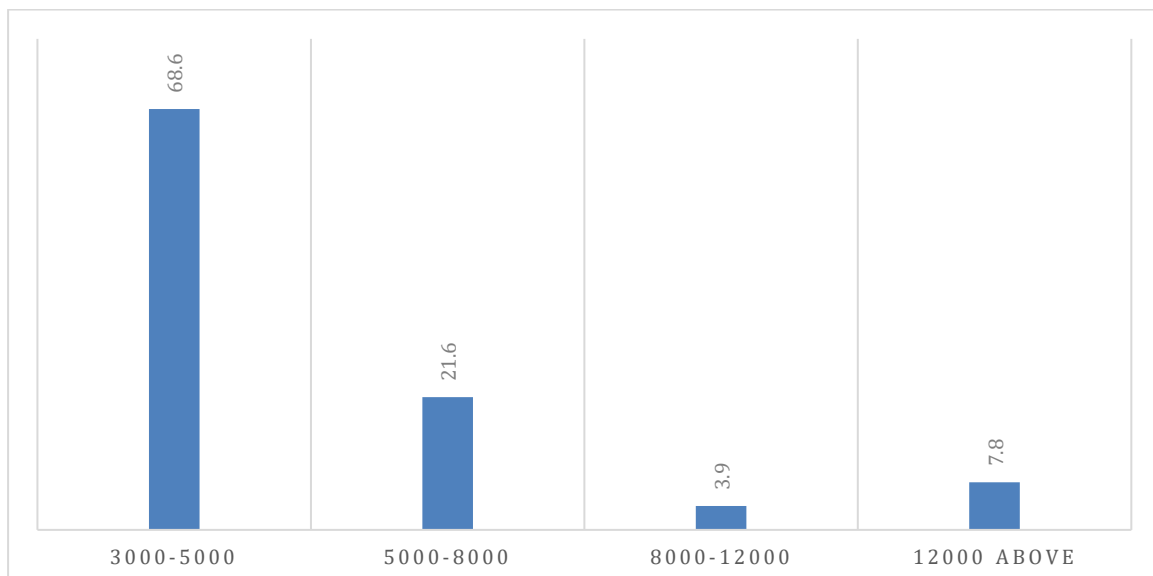
Options	No of respondents	Percentage
3000-5000	35	68.6
5000-8000	11	21.6
8000-12000	2	3.9
12000 above	3	7.8
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,68.5%of respondents use average transaction value 3000-5000, 21.6% of respondents use average transaction value 5000-8000,3.9% of respondents use average transaction value 8000-12000,7.8% of respondents use average transaction value 12,000 above.

Chart 3.21



3.22. ISSUE DURING PROCESS OF GOOGLE PAY.

This subsequent table requires information about the issue faced by respondents during payment.

Table 3.22

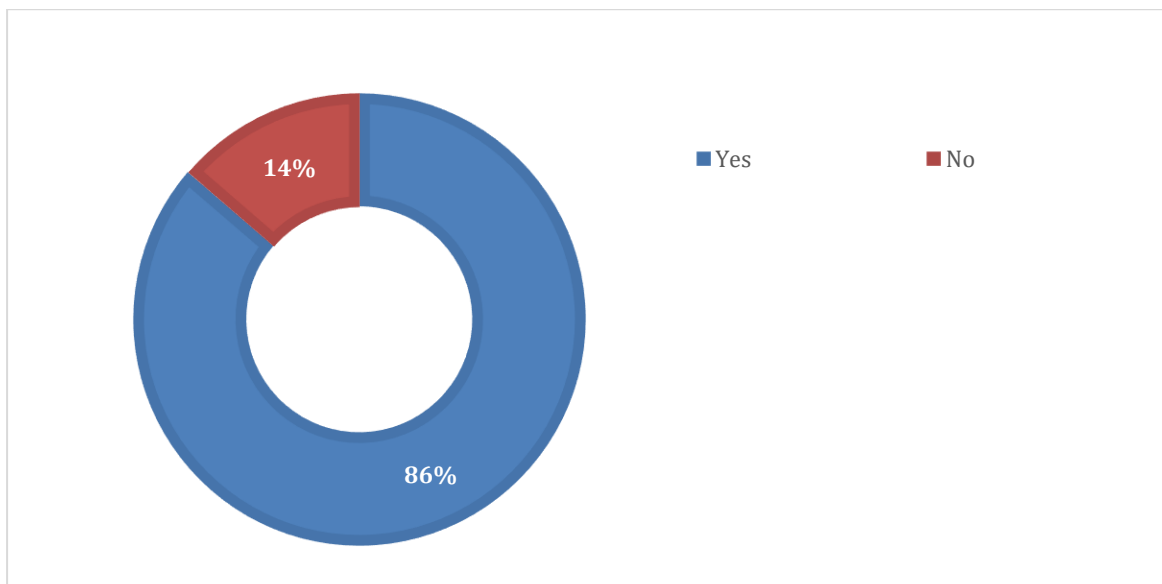
Options	No of respondents	Percentage
Yes	44	86.3
No	7	13.7
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,86% of respondents experience issue during payment,14% of do not experience issue during payment.

Chart 3.22



3.23. GOOGLE PAY OPTION.

This ensuring table requires the number of respondents who adopt google pay option over physical payments.

Table 3.23

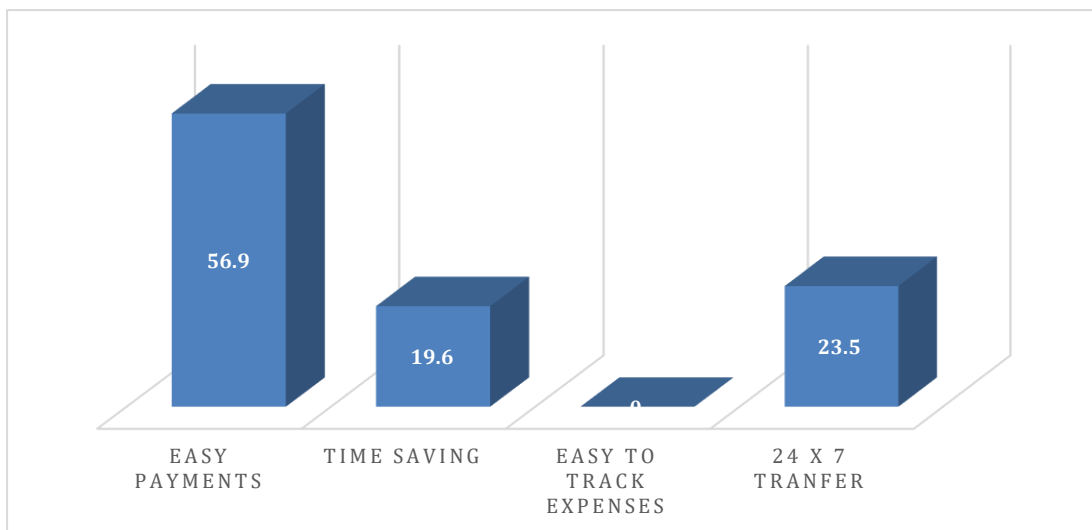
Options	No of respondents	Percentage
Easy payments	29	56.9
Time saving	10	19.6
Easy to track expenses	-	-
24 x 7 transfer	12	23.5
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,56.9% of respondents adopt google pay for easy payments,19.6% of respondents adopt google pay for time saving,23.5% of respondents adopt google pay for 24x7 transfer.

Chart 3.24



3.24. CONTINUE USING GOOGLE PAY.

This table requires information that the number of respondents want to continue using google pay transaction.

Table 3.24

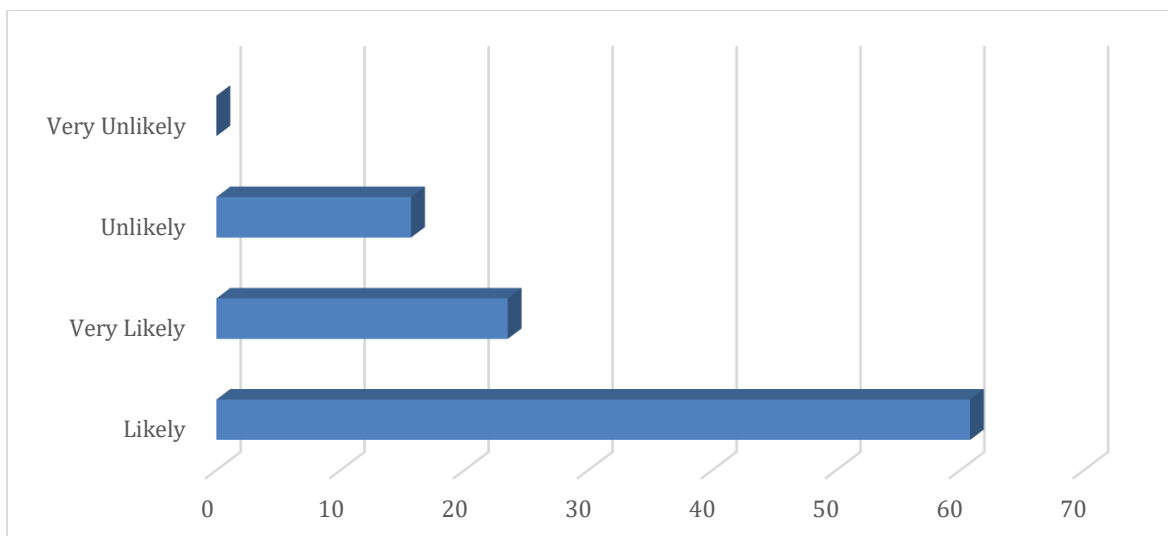
Options	No of respondents	Percentage
Likely	31	60.8
Very Likely	12	23.5
Unlikely	8	15.7
Very unlikely	-	-
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table and chart,60.8% of respondents are likely want to continue using google pay transaction,23.5% of respondents are very likely want to continue using google pay,15.7% of respondents are unlikely to continue using google pay.

Chart 3.24



3.25. RECOMMEND GOOGLE PAYMENT.

The subsequent table requires the information that whether the respondents will recommend google payment system to anyone.

Table 3.25

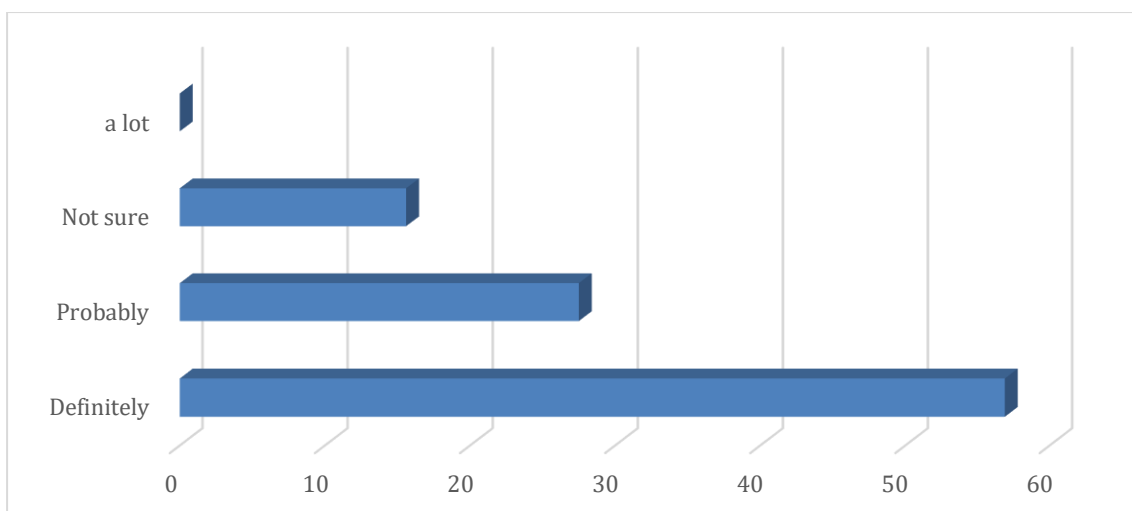
Options	No of respondents	Percentage
Definitely	29	56.9
Probably	14	27.5
Not sure	8	15.6
A lot	-	-
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table and chart require, that 56.9% of respondents will definitely recommend google payment system to anyone, 27.5% of respondents will probably recommend google payment system to anyone, 15.6% of respondents are not sure about recommending google payment system to anyone.

Chart 3.25



3.26. ACCOUNTS LINKED IN GOOGLE PAY.

The ensuring table requires the information that number of bank accounts linked with google pay by the respondents.

Table 3.26

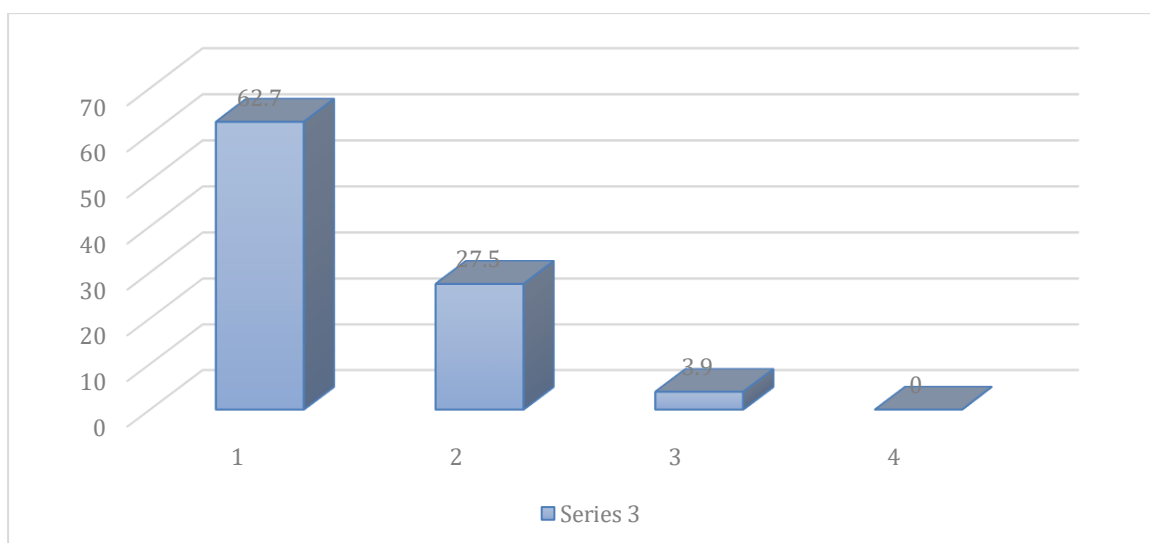
Options	No of respondents	Percentage
1	35	62.7
2	14	27.5
3	2	3.9
4	-	-
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,62.7% of respondents have linked one account with google pay,27.5% of respondents have linked two accounts with google pay,3.9% of respondents have linked three accounts with google pay.

Chart 3.26



3.27. CAUSES OF OFFLINE PAYMENT.

This table requires the information that number of respondents make an offline payment.

Table 3.27

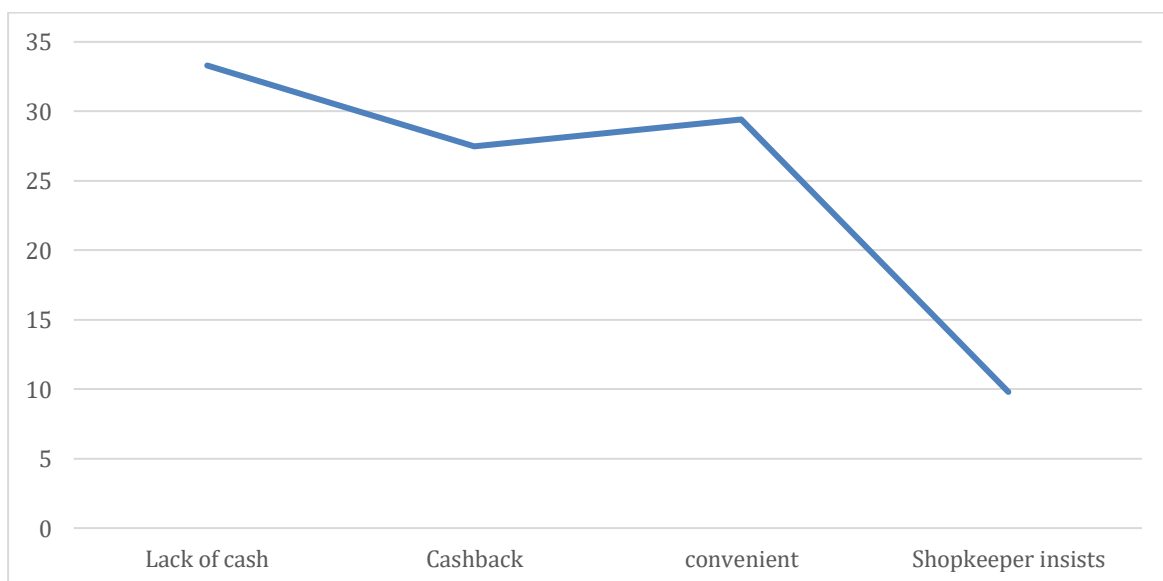
Options	No of respondents	Percentage
Lack of cash	17	33.3
Cashback	14	27.5
Convenient	15	29.4
Shopkeeper insists	5	9.8
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,33.3% of respondents make offline payment due to lack of cash,27.5% of respondents make offline payment due to cash back,29.4% of respondents make offline payment due to convenient,9.8% of respondents make offline payment due to shop keeper insists.

Chart 3.27



3.28. LOSE MONEY IN GOOGLE PAY.

The subsequent table requires information that number of respondents lost money in google pay.

Table 3.28

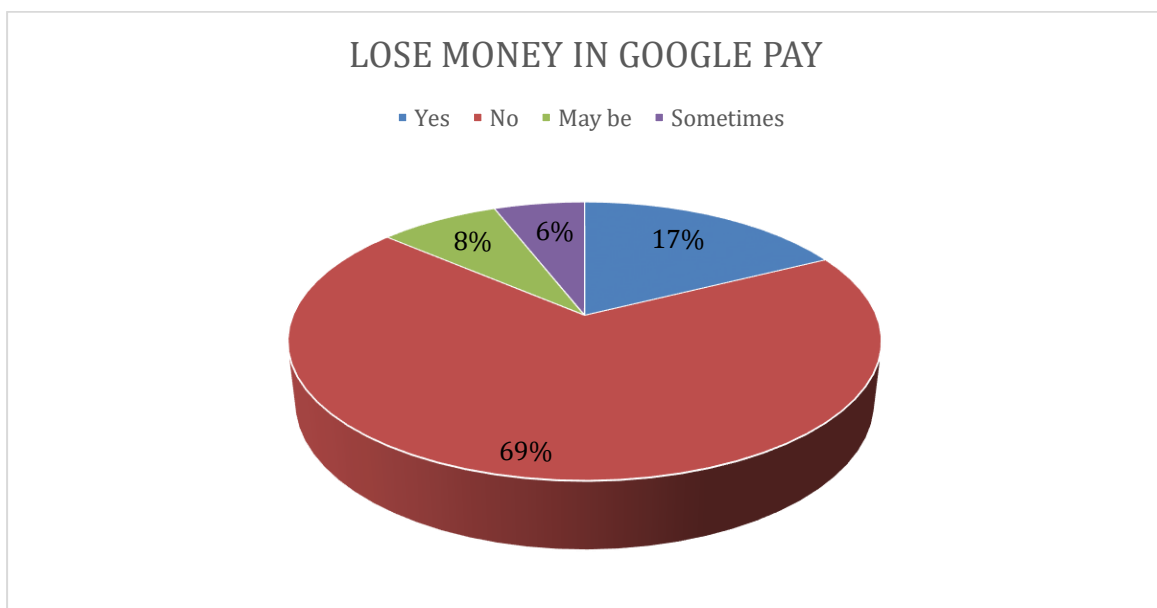
Options	No of respondents	Percentage
Yes	9	17.6
No	35	68.6
May be	4	7.8
Sometimes	3	5.9
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,17.6% of respondents have lost money in google pay,68.6% of respondents have not lost money in google pay,7.8% of respondents may be lost money in google pay,5.9% of respondents sometimes have lost money in google pay.

Chart 3.28



3.29. THE OPPOSITE RECEIVER SHOULD HAVE THE ACCOUNT OF GOOGLE PAY.

The ensuring table requires information that the opposite receiver should have google pay account for receiving the amount.

Table 3.29

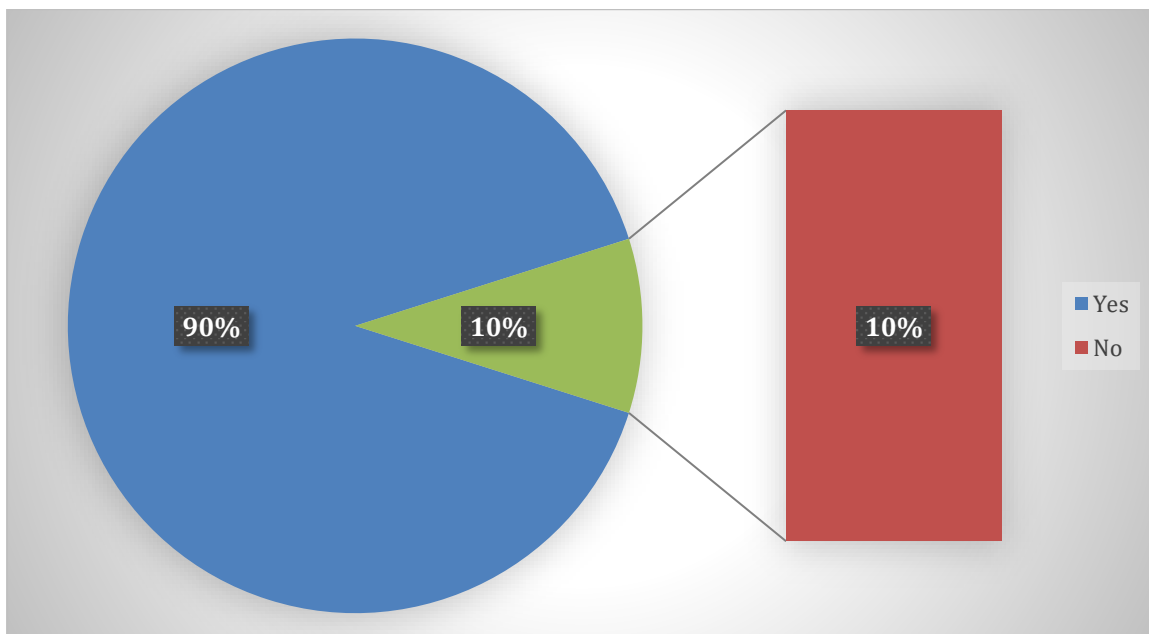
Options	No of respondents	Percentage
Yes	46	90.2
No	5	9.8
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,90.2%of respondents say yes that the opposite receiver must have the account for receiving the amount,9.8% of respondents say no that the opposite receiver need not have the google pay account for receiving the amount.

Chart 3.29



3.30. LIMITATION AMOUNT IN GOOGLE PAY.

This table requires the information that any limitation amount to transfer in google pay.

Table 3.30

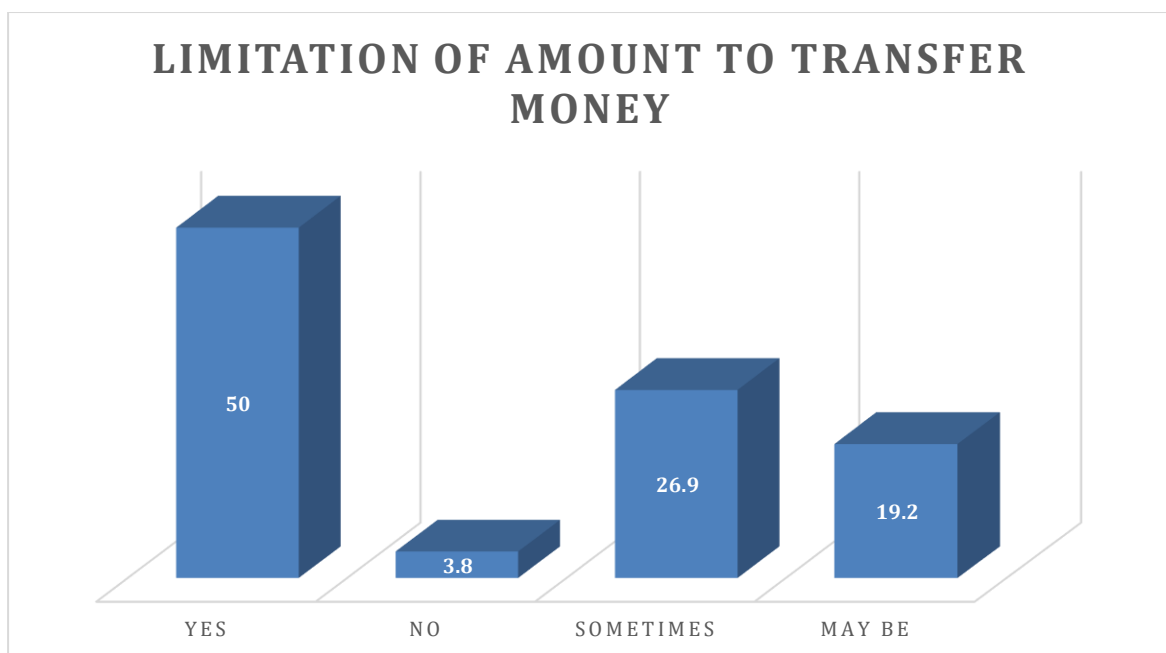
Options	No of respondents	Percentage
Yes	26	50
No	10	3.8
Sometimes	2	26.9
May be	14	19.2
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,50% of respondents say yes that there is limitation amount to transfer in google pay, 3.8% of respondents say that there is no limitation amount to transfer in google pay, 26.9% of respondents say that there is some limitation amount to transfer in google pay and 19.2% of respondents say that there is may be limitation amount to transfer in google pay.

Chart 3.30



3.31. GET BACK THE AMOUNT TRANSACTED IN GOOGLE PAY.

This table requires information about getting back the transacted amount in google pay.

Table 3.31

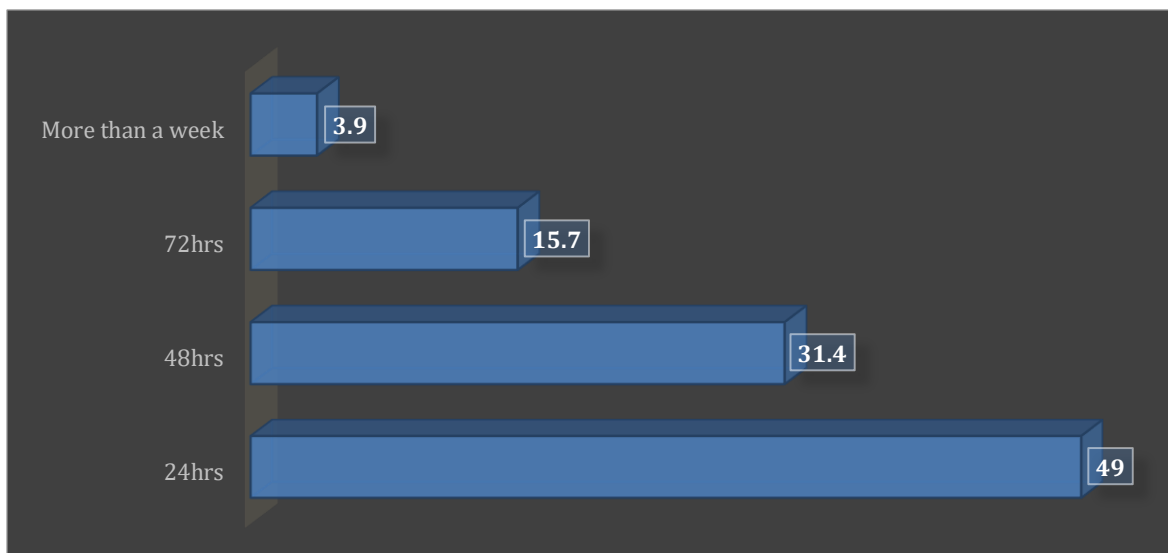
Options	No of respondents	Percentage
24hrs	25	49
48hrs	16	31.4
72hrs	8	15.7
More than a week	2	3.9
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table is inferred that,49% of the respondents get failure while transact the amount through google pay within 24 hrs, 31.4% of the respondents get failure while transact the amount through google pay within 48hrs, 15.7% of the respondents get failure while transact the amount through google pay within 78hrs and 3.9% of the respondents get failure while transact the amount through google pay within more than a month.

Chart 3.31



3.32. FACE GOOGLE PAYMENT PROCESS FAILURE.

The subsequent table requires information about the payment process failure faced by the respondents.

Table 3.32

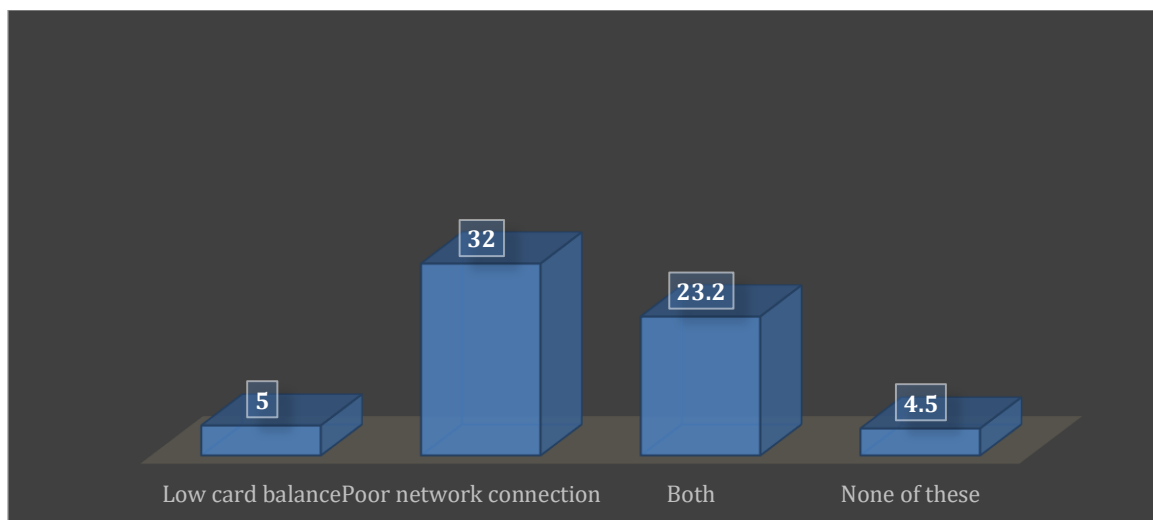
Options	No of respondents	Percentage
Low card balance	5	5
Poor network connection	32	32
Both	12	23.2
None of these	3	5.8
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table this inferred that 5% of the respondents get failure while transaction because of low card balance, 32% of the respondents get failure while transaction because of poor network connection, 23.2 % of the respondents get failure while transaction because of both and 5.8% of the respondents did not get any failure while transaction.

Chart 3.32



3.33. MINIMUM AMOUNT.

The ensuring table requires information about the minimum amount transacted by the respondents.

Table 3.33

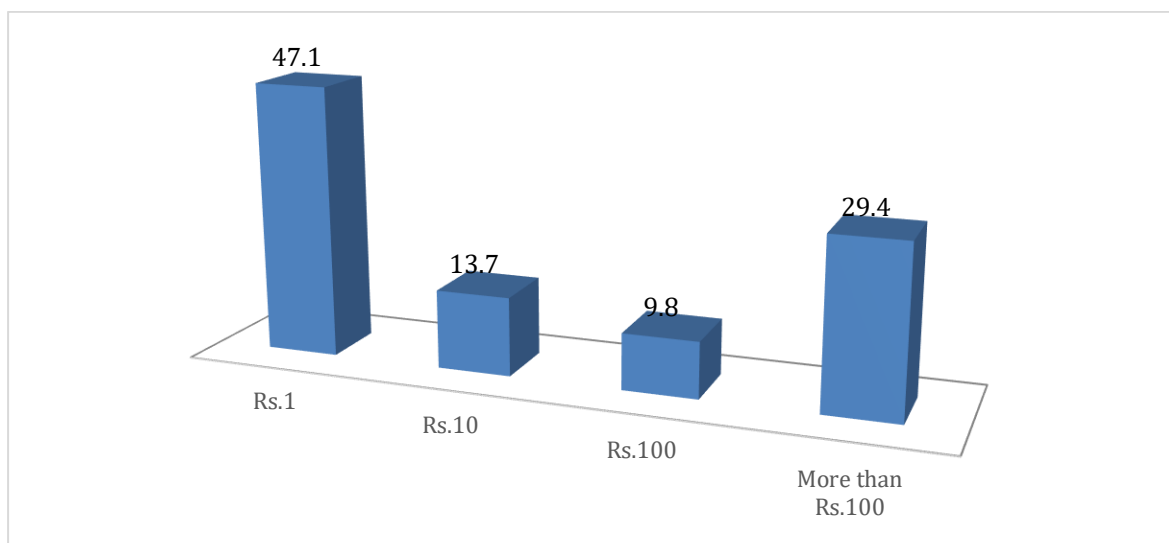
Options	No of respondents	Percentage
Rs.1	24	47.1
Rs.10	7	13.7
Rs.100	5	9.8
More than Rs.100	15	29.4
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,47.1%of respondents transact rs.1 as minimum amount,13.7% of respondents transact rs.10 as minimum amount,9.8%of respondents transact rs.100 as minimum amount,29.4% of respondents transact more than rs.100.

Chart 3.33



3.34. RATE THE GOOGLE PAY.

This ensuring table requires information about rating of google pay.

Table 3.34

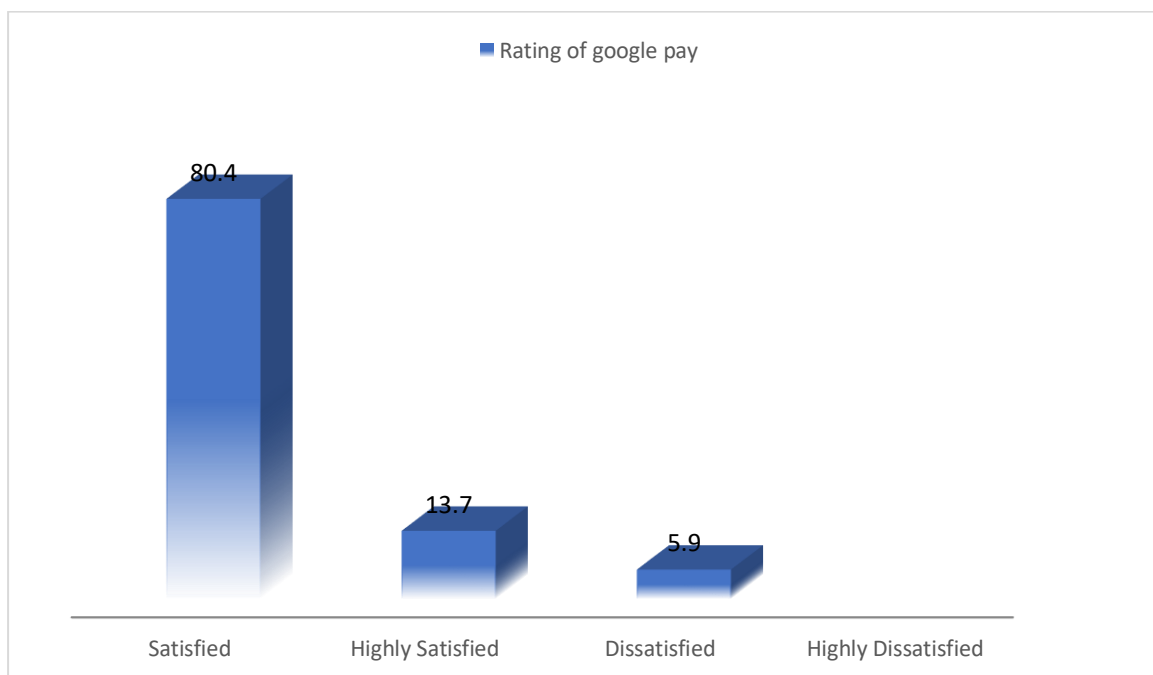
Options	No of respondents	Percentage
Satisfied	41	80.4
Highly Satisfied	7	13.7
Dissatisfied	3	5.9
Highly Dissatisfied	0	0
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,80.4%of respondents are satisfied in rating google pay,13.7%of respondents are highly satisfied in rating google pay,5.9% of respondents are dissatisfied in rating google pay.

Chart 3.34



3.35. IMPORTANT CRITERIA IN GOOGLE PAY.

This table requires information about the important criteria in google pay.

Table 3.35

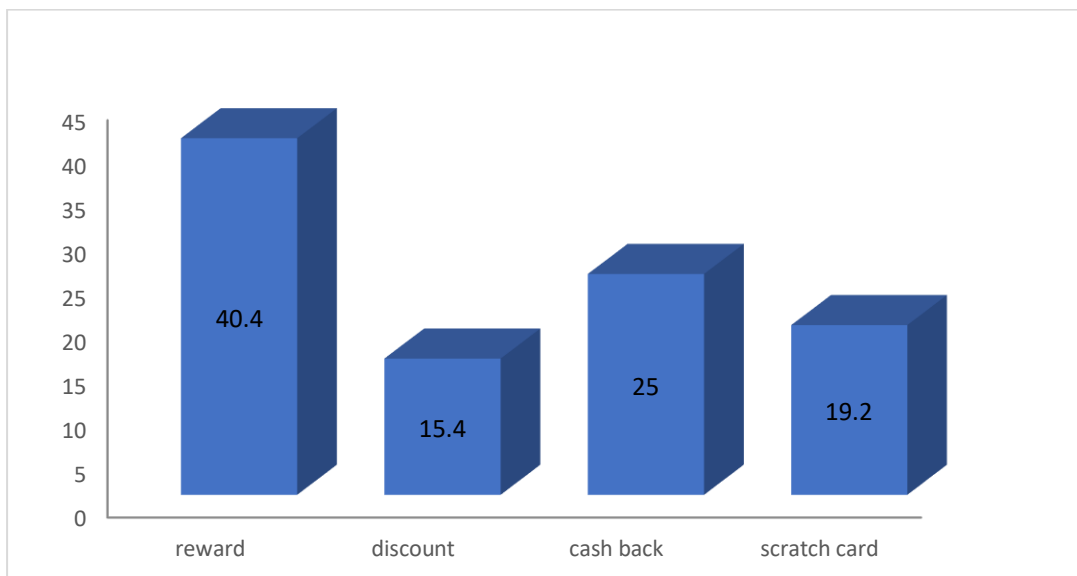
Options	No of respondents	Percentage
Reward	21	40.4
Discount	8	15.4
Cash back	13	25
Scratch card	10	19.2
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,40.4%of respondents use google pay for reward,15.4%of respondents use google pay for discount,25%of respondents use google pay for cash back,19.2% of respondents use google pay for scratch card.

Chart 3.35



3.36 OFFERS RECEIVED IN GOOGLE PAY.

This table requires information that, number of offers received in google pay by the respondents.

Table 3.36

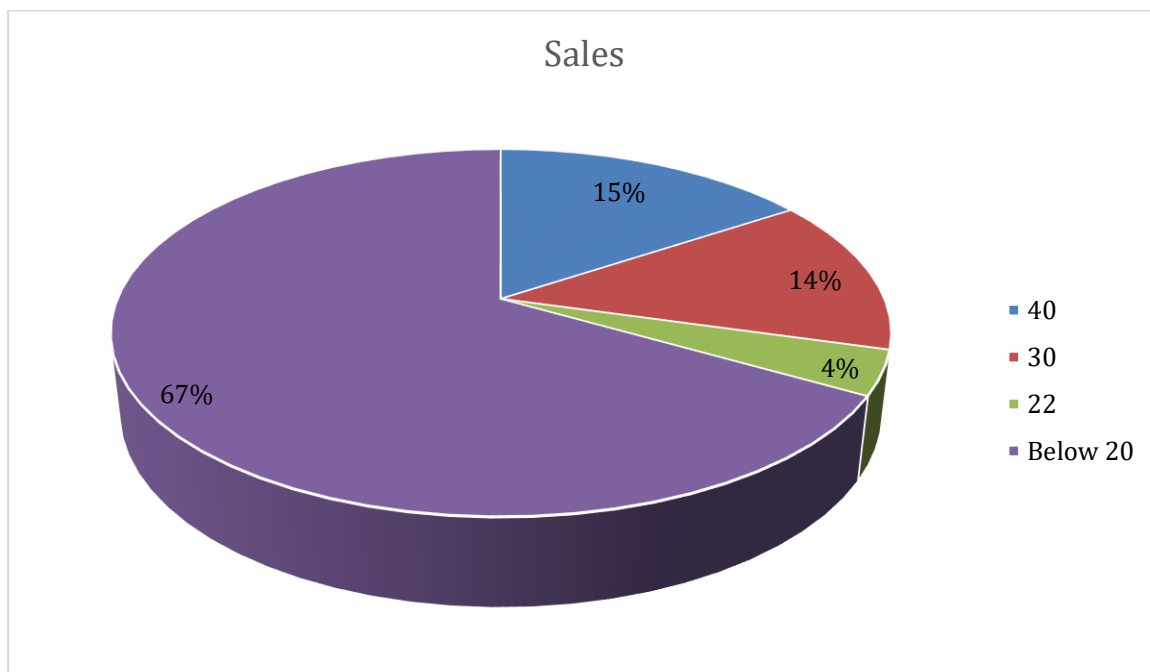
Options	No of respondents	Percentage
40	8	15.7
30	7	13.7
22	2	3.9
Below 20	34	66.7
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,15.7% of respondents receive 40 offers in google pay,13.7% of respondents receive 30 offers in google pay,3.9%of respondents receive 22 offers in google pay,66.7%of respondents receive below 20 offers in google pay.

Chart 3.36



3.37. Reward In Google Pay.

The subsequent table requires information that number of respondents receive reward in google pay.

Table 3.37

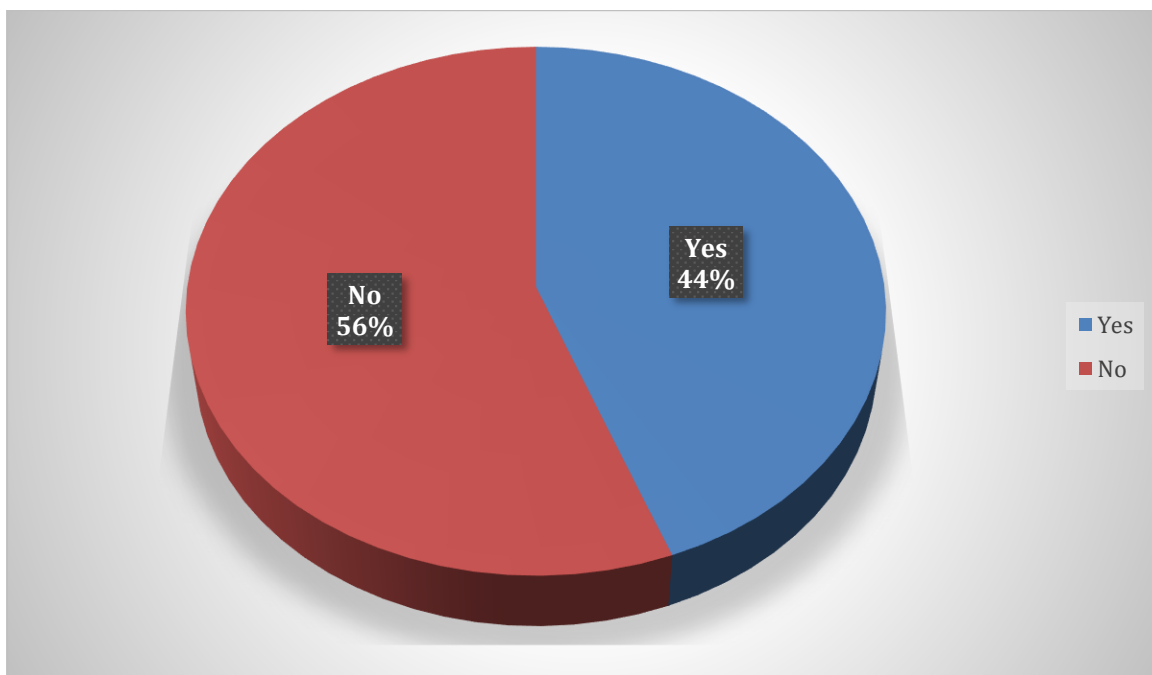
Options	No of respondents	Percentage
Yes	23	44.2
No	29	55.8
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,44.2% of respondents receive reward in google pay,55.8% of respondents do not receive reward in google pay.

Chart 3.37



3.38. BONUS OPTION IN GOOGLE PAY.

The ensuring table requires information about the bonus option in google pay.

Table 3.38

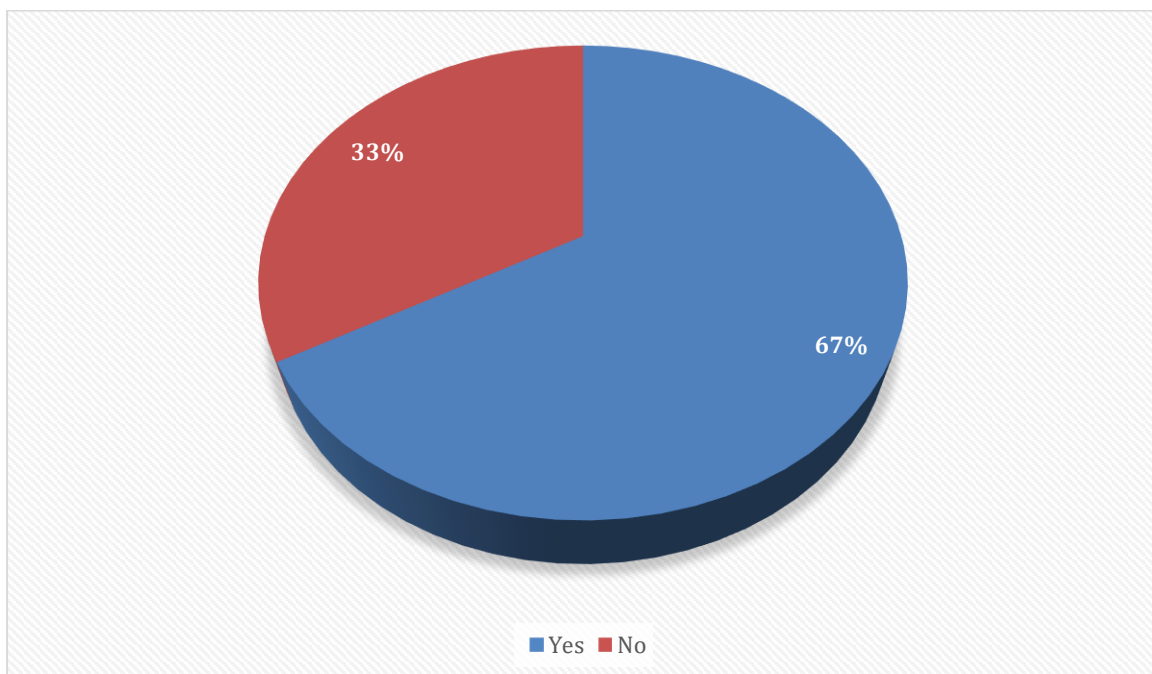
Options	No of respondents	Percentage
Yes	34	66.7
No	17	33.3
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,66.7% of respondents receive bonus in google pay,33.3 % of respondents do not receive bonus in google pay.

Chart 3.38



3.39. SATISFIED WITH THE TRANSACTION LIMIT IN WALLET.

This table requires information about the satisfaction of respondents about the transaction limit in the wallet.

Table 3.39

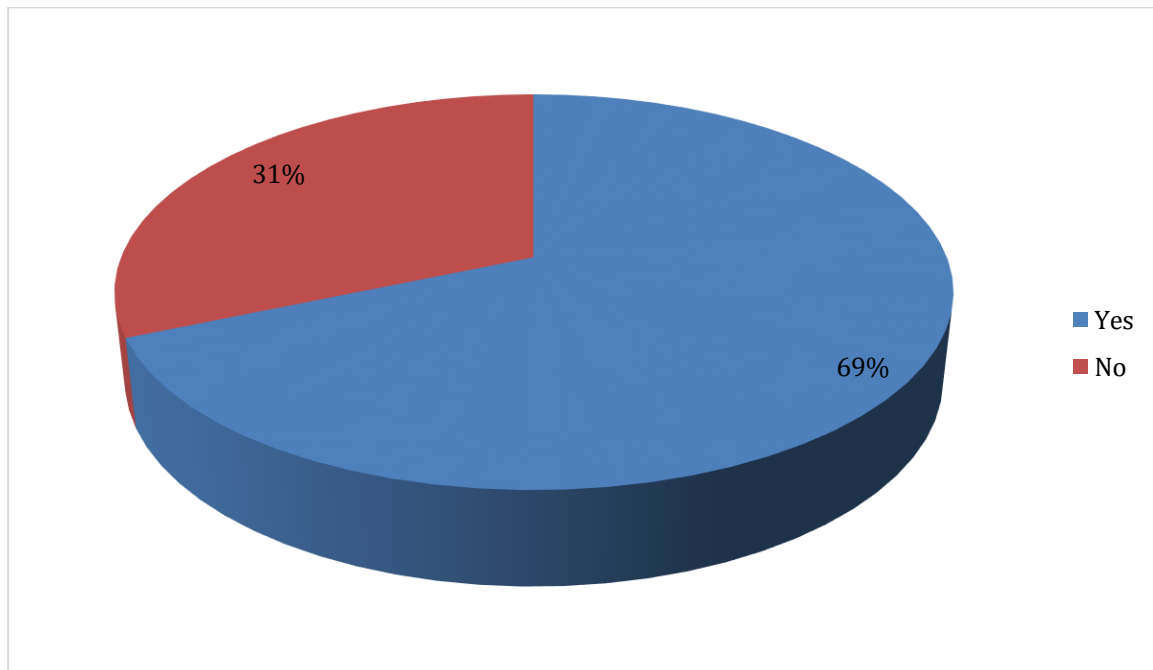
Options	No of respondents	Percentage
Yes	35	68.6
No	16	31.4
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,68.6%of respondents are satisfied with the transaction limit of the wallet,31.4% of respondents are not satisfied with the transaction limit of the wallet.

Chart 3.39



3.40. AWARE THE FUNCTION OF GOOGLE PAY.

The subsequent table requires information that the respondents are aware about the function of google pay.

Table 3.40

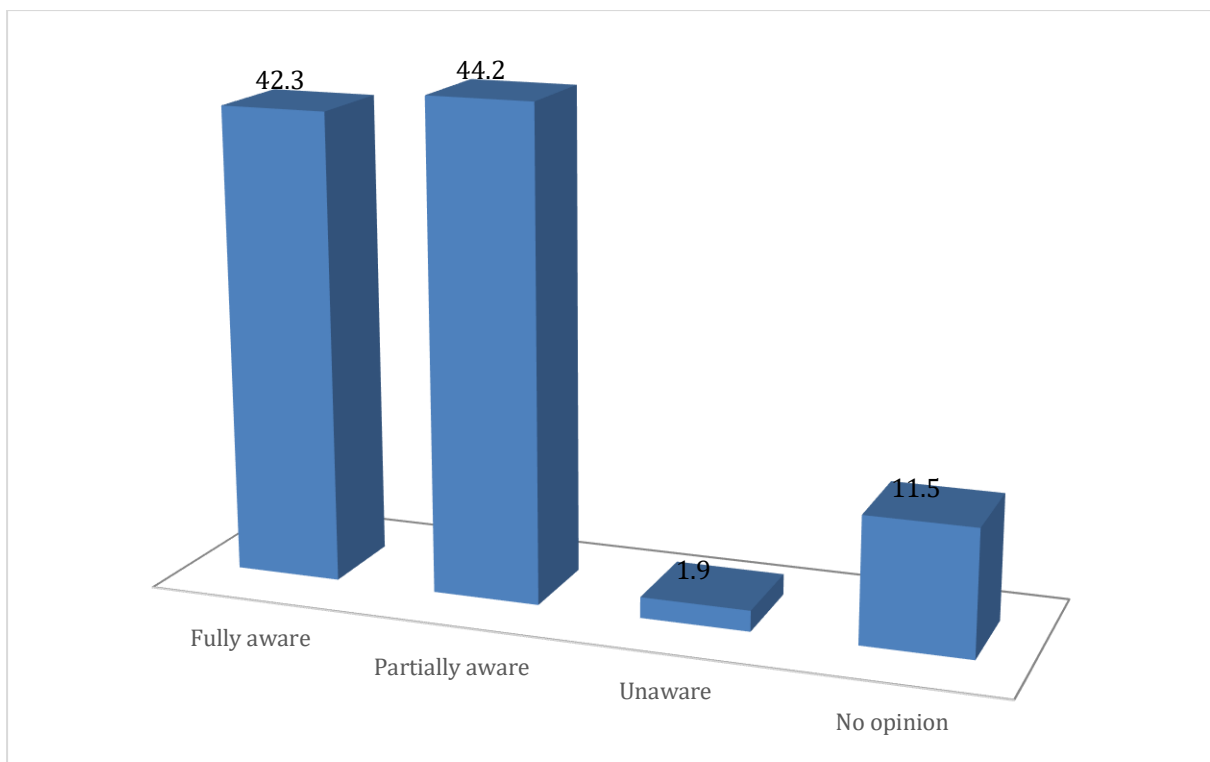
Options	No of respondents	Percentage
Fully aware	22	42.3
Partially aware	23	44.2
Unaware	1	1.9
No opinion	6	11.5
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,42.3%of respondents are fully aware about the function of google pay,44.2%of respondents are partially aware about the function of google pay,1.9%of respondents are unaware about the function of google pay,11.5% of respondents have no opinion about the function of google pay.

Chart 3.40



3.41. BENEFIT FOR THE ECONOMIC GROWTH.

The ensuring table requires information that cashless is beneficial for economic growth.

Table 3.41

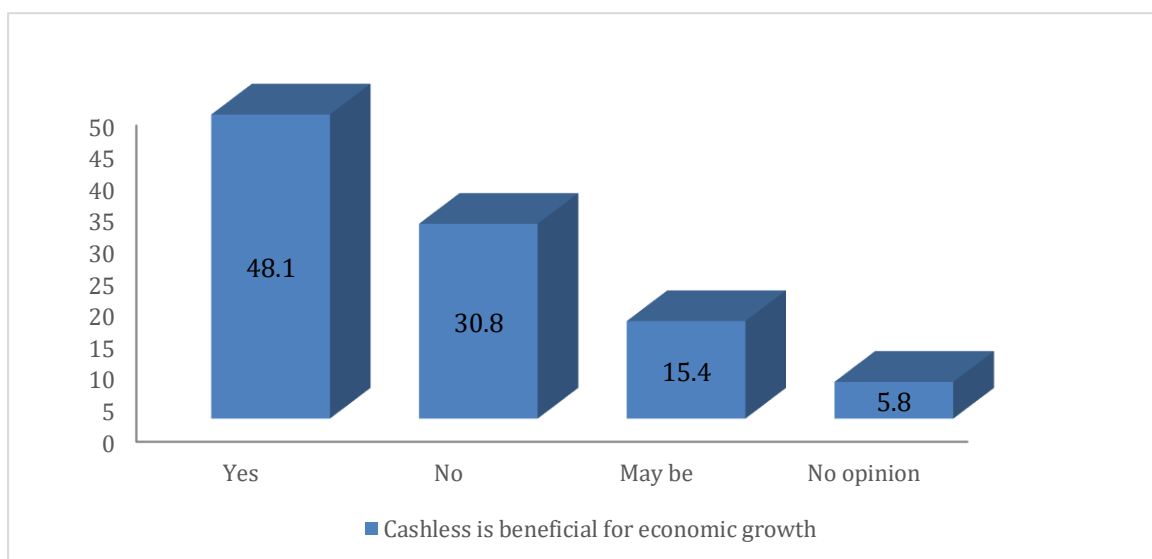
Options	No of respondents	Percentage
Yes	25	48.1
No	8	15.4
May be	16	30.8
No opinion	3	5.8
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,48.1%of respondents say that cashless is beneficial for economic growth,30.8% of respondents say that cashless is not beneficial for economic growth,15.4% of respondents say that may be cashless is beneficial for economic growth,5.9% of respondents have no opinion about economic growth.

Chart 3.42



3.42. AWARE FROM INDI-HOME.

The subsequent table requires the information that the number of respondents are aware from Indi-home.

Table 3.42

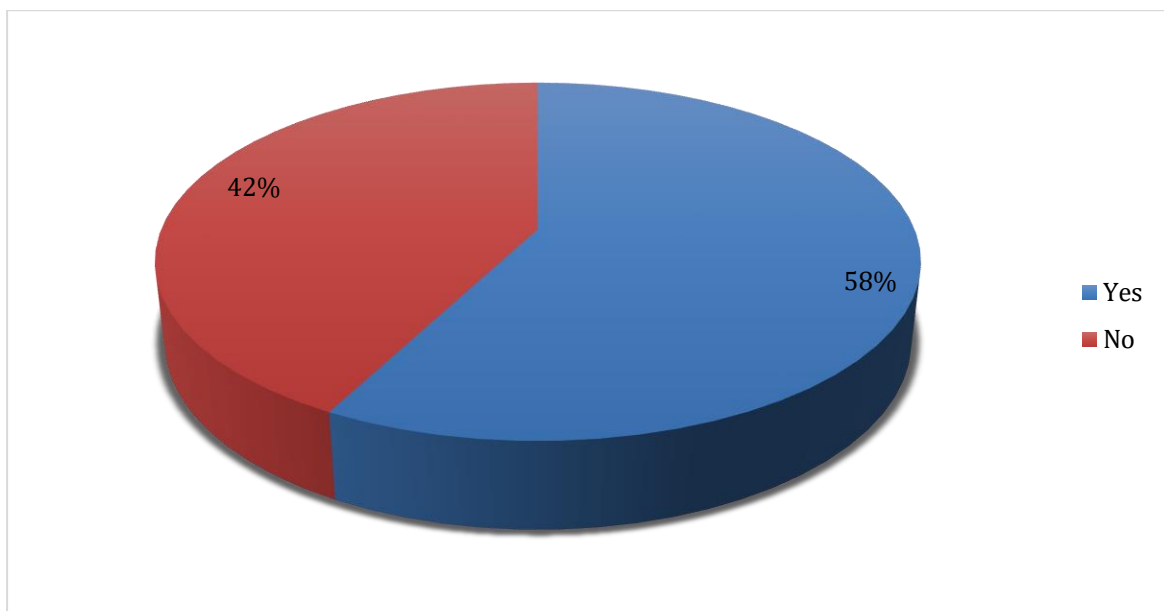
Options	No of respondents	Percentage
Yes	30	57.7
No	22	42.3
Total	52	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that, 57.7% of respondents are aware from indi-home, 42.3% of respondents are not aware from Indi-home.

Chart 3.43



3.43. NOT SATISFIED IN GOOGLE PAY.

The ensuring table requires information that number of respondents are not satisfied using google pay.

Table 3.43

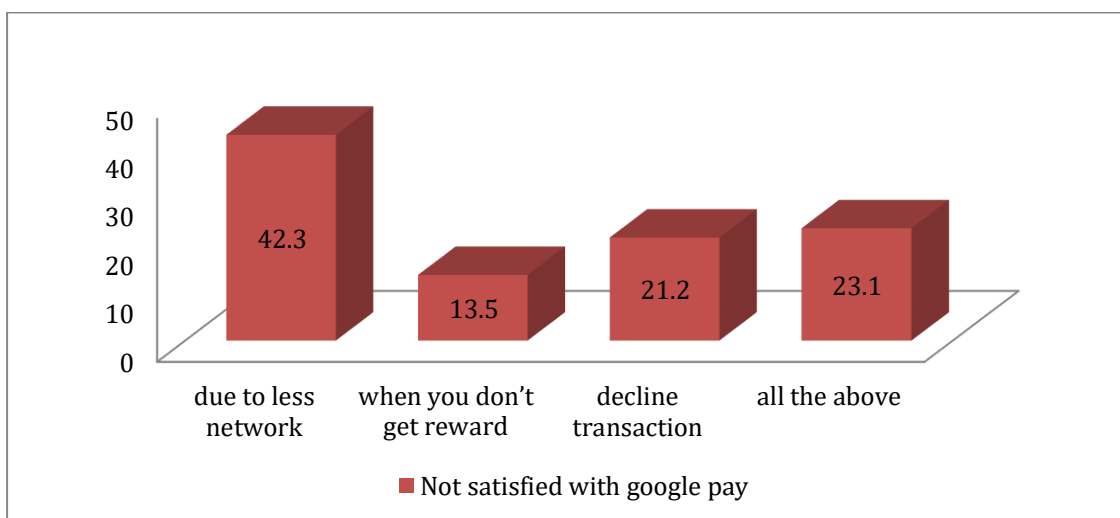
Options	No of respondents	Percentage
Due to Less Network	22	42.3
When you don't get reward	7	13.5
Decline Transaction	11	21.2
All the above	12	23.1
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From the above table it is inferred that,42.3%of respondents are not satisfied due to less network,13.5% of respondents are not satisfied when they don't get reward,21.2% of respondents are not satisfied due to decline of transaction,23.1%of respondents are not satisfied due to all the above issues.

Chart 3.43



3.44. CHECK ACCOUNT BALANCE.

The subsequent table requires information that number of respondents check their account balance.

Table 3.44

Options	No of respondents	Percentage
Fully aware	28	53.8
Aware	20	38.5
Unaware	-	-
No opinion	4	7.7
Total	51	100

SOURCE: PRIMARY DATA

INFERENCE:

From this above table it is inferred that,53.8%of respondents are fully aware about their account balance,38.5%of respondents are aware about their account balance,7.7%of respondents have no opinion about their account balance.

Chart 3.44

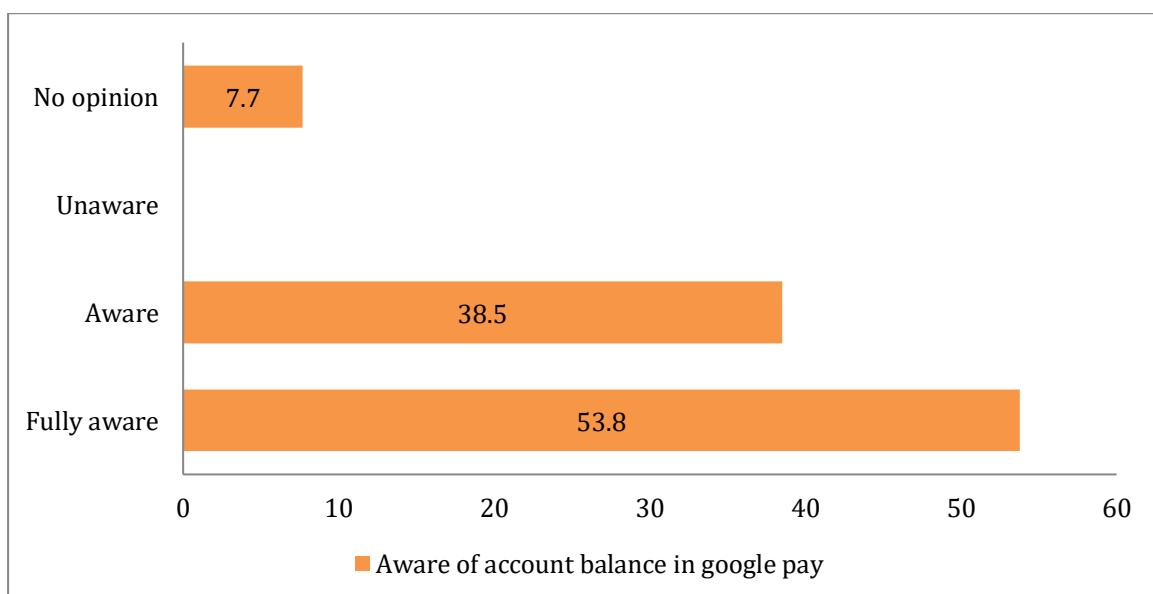


Table 3.45

SATISFACTION TOWARDS GOOGLE PAY SERVICE

S.NO	OPTION	TRANSACTION SPEED			SAFETY AND SECURITY			CHARGES OF USING GOOGLE PAY		
		X	W	WX	X	W	WX	X	W	WX
1.	Satisfied	29	4	116	33	4	132	25	4	100
2.	Highly satisfied	14	3	42	13	3	39	7	3	21
3.	Dissatisfied	8	2	16	5	2	10	19	2	38
4.	Highly Dissatisfied	-	1	1	-	1	1	-	1	1
	TOTAL	51	10	175	51	10	182	51	10	160
	Weighted Average			17.5%			18.2%			16%

FORMULAE:

$$\text{Weight Average} = \frac{\sum WX}{\sum W}$$

INFERENCE:

It is clear that, 17.5% of weightage is given that transaction speed is satisfied for the respondents, 150.2 % of weightage is given that safety and security is highly satisfied for the respondents, 16% of weightage is given that charges of google pay is not much satisfied for the respondents.

Table 3.46

RANKING METHOD
USE OF GOOGLE PAY APP

S.N O	RANK	I		II		III		IV		V		VI		VII		T O T A L	RANK
	REASON	X=7		X=6		X=5		X=4		X=3		X=2		X=1			
	SCORE	F	FX	F	F X	F	FX	F	FX	F	FX	F	FX	F	FX		
1.	Electricity bill	18	126	11	66	10	50	8	32	2	6	0	0	2	2	5.53	V
2.	Phone bill	16	112	16	96	12	60	4	16	2	6	1	2	0	0	5.72	II
3.	Vehicle loan	12	84	12	72	8	40	1 1	44	3	9	0	0	5	5	4.95	VII
4.	Ticket booking	20	140	12	72	8	40	4	16	3	9	2	4	2	2	5.54	IV
5.	Bank to bank transfer	22	154	11	66	9	45	5	20	1	3	1	2	2	2	5.7	III
6.	Hotel bill	16	112	14	22 4	11	55	4	16	3	9	1	2	2	2	9.09	I
7.	Petrol bunk	15	105	11	66	10	50	6	24	5	15	1	2	3	3	5.19	VI

INTERPRETATION:

It is clear from the above table, the respondents have chosen First rank for hotel bill, Second rank for phone bill, Third rank for bank to bank transfer, Fourth rank for ticket booking, Fifth rank for Electricity bill, Sixth rank for Petrol bunk.

CHAPTER IV

Findings & Suggestions



FINDING:

- Majority of 55.8% of female respondents are using google pay.
- Majority of 75% of respondents belong to urban category are using google pay
- Majority of 6.4% of respondents belongs to student's category are using google pay
- Majority of 73.6% respondents are graduates using google pay.
- Majority 65.9% of respondents earn 10000 as monthly income use google pay.
- Majority 88.7% of respondents are using google pay
- Majority 75.5% of respondents consider google pay as the useful mode for payment.
- Majority 39.6% of respondents prefer google pay for shopping.
- Majority 72% of respondents recommend google pay to their friends and family.
- Majority 30.8% of respondents need to improve direct link with shopping sites through the google pay.
- Majority 77.4% of respondents prefer google pay as primary payment method
- Majority 90.2% of respondents feel comfortable to use google pay.
- Majority 92.5% of respondents use mobile to make payment through google pay.
- Majority 69.8% of respondents came to know through friends about google pay.
- Majority 52.8% of respondents face Internet connectivity problem in google pay
- Majority 77.4% of respondents use google pay in small petty shops
- Majority 53.8% of respondents feel that uneducated people could use google pay.
- Majority 55.8% of respondents use QR code and phone number method to use google pay.
- Majority 44.2% of respondents give opinion that google pay wallet is accepted everywhere.
- Majority 56.8% of respondents use google pay for 2 times a day.
- Majority 68.6% of respondents use average transaction value as 3000-5000 in google pay.
- Majority 86.3% of respondents experience issue during payment in google pay.
- Majority 56.9% of respondents adopt google pay for easy payment
- Majority 60.8% of respondents are likely wanted to continue to use google pay transaction.
- Majority 56.9% of respondents definitely recommend google payment system to any one
- Majority 62.7% of respondents have linked one account with google pay.
- Majority 33.3% of respondents make offline payment due to lack of cash.
- Majority 68.6% of respondents have not lost money in google pay.
- Majority 90.2% of respondents say that the opposite receiver must have the account for receiving the amount.
- Majority 50% of respondents say that there is limitation of amount to transfer money in google pay.

- Majority 49% of respondents get payment process as failure while transacting the amount through google pay within 24 hours.
- Majority 32% of respondents get payment process as failure during the transaction because of poor network connection.
- Majority 47.1% of respondents transact rs.1 as minimum amount in google pay.
- Majority 80.4% of respondents are satisfied in rating google pay.
- Majority 45.4% of respondents use google pay for reward.
- Majority 66.7% of respondents receive below 20 offers in google pay.
- Majority 55.8% of respondents do not receive reward in google pay.
- Majority 66.7% of respondents receive bonus in google pay.
- Majority 68.6% of respondents are satisfied with the transaction limit of the wallet.
- Majority 44.2% of respondents are partially aware about the function of google pay.
- Majority 48.1% of respondents say that cash less is beneficial for economic growth.
- Majority 57.7% of respondents are aware from Indi-home in google pay.
- Majority 42.3% of respondents are not satisfied due to less network in google pay.
- Majority 53.8% of respondents are fully aware about their account balance.

SUGGESTIONS:

Google Pay has the power to transform online payments and advance cashless transactions, but first:

- The customers need to be convinced about the safety of mobile wallets and their advantages.
- They need to be induced to use mobile wallets for all kinds of payments by making attractive offers such as cashback offer etc.
- All doubts and ignorance in that regard need to be addressed effectively to pump the use of mobile wallets.

CHAPTER V

CONCLUSION



CONCLUSION:

Consumers' knowledge about new mobile technology innovation is increasing rapidly, and consumer's perception is most important in the usage of mobile wallet application in India. Consumers' need has increased with advanced technology. Consequently mobile wallets service providers are innovating new technology from consumer's point of view. Therefore, people can adopt and use their mobile wallets for the payment transaction, fund transfer, purchasing groceries and paying bills etc. The study has discussed the trust is the main factor affecting users' satisfaction directly and it impacts on many users' intention to adopt mobile wallets. The results show that the trust has significantly positive impact on actual usage of mobile wallets.

ANNEXURE - I

QUESTIONNAIRE



A STUDY OF ONLINE PAYMENT APPLICATION IN INDIA WITH REFERENCE TO GOOGLE PAY

1.Name

2.Age

3.Gender

a) Male b) Female c) Transgender d) Others

4.Area

a) Urban b) Rural

5.Occupation

a) Student b) Employee c) Business man d) House wife

6.Educational qualification

a) Graduation b) post-Graduation c) Professional d) Others

7.Monthly Income

a) 10000 b) 30000 c) 60000 d) more than 60000

8.Are you using Google pay?

a) Yes b) No

9.Do you think Google pay is a useful mode for payment?

a) Yes b) No c) May be d) Sometimes

10.For which purpose you use Google pay most?

a) Shopping b) Transfer of funds c) Bills payment d) Recharge

11.Would you recommend your friends and family to use G-pay?

a) Yes b) No c) May be d) No

12.Which features should google pay focus more on to improve their usability?

a) Direct link with shopping sites b) Discounts for using Google pay
c) Exclusive coupons for minimum monthly credit d) All the above

13.Which payment app do you use as your primary payment method?

a) Google pay b) Pay tm c) phone pe d) others

14. Are you comfortable in using Google pay payment method?
- a) Yes b) No
15. Which device do you use for making the payment via Google pay?
- a) Mobile b) Computer c) Both d) Other source
16. How did you come to know the process of using Google pay?
- a) Advertisement b) Friends c) Social media d) Magazines
17. What is the hindrance faced while using Google pay?
- a) Less trust b) Internet connectivity c) Security issues
d) No hindrance faced
18. Have you used Google pay in small petty shops?
- a) Yes b) No
19. Could Uneducated people use this Google pay option?
- a) Yes b) No c) May be d) No opinion
20. How do you use Google pay through QR code Scanner or Phone number?
- a) QR code scanner b) Phone number c) Both
21. Is Google pay wallet accepted everywhere?
- a) Yes b) No c) May be d) No opinion
22. On an average how many times a day you spend in using Google pay.
- a) 2 times b) 3 times c) 5 times d) more than 5 times
23. What is your average transaction value using Google pay wallet?
- a) 3000-5000 b) 5000-8000 c) 8000-12000 d) 12000 above
24. Did you ever experience an issue during processing of payment?
- a) Yes b) No
25. Why would you adopt Google pay option over physical payments?
- a) Easy payments b) Time saving c) Easy to track expenses
d) 24x7 transfer
26. Do you want to continue using Google pay transaction?

- a) Likely b) Very Likely c) Unlikely d) Very unlikely
27. Whether you will recommend Google pay payment system to anyone.
- a) Definitely b) Probably c) Not sure d) a lot
28. How many bank accounts have you linked with Google pay?
- a) 1 b) 2 c) 3 d) 4
29. What causes you to make an offline payment?
- a) Lack of cash b) cashback c) convenient d) shopkeeper insists
30. Did you lose money in Google pay?
- a) Yes b) No c) May be d) sometimes
31. The opposite receiver should have the account of Google pay for receiving the amount?
- a) Yes b) No
32. Is there any limitation amount to transfer in Google pay
- a) Yes b) No c) Sometimes d) May be
33. How many days to get back the transacted failure amount through Google pay?
- a) 24hrs b) 48hrs c) 72hrs d) More than a week
34. When did you face Google pay payment process failure?
- a) Low card balance b) Poor network connection c) Both
- d) None of these
35. How much minimum amount you have transacted in Google pay?
- a) ₹1 b) ₹10 c) ₹100 d) More than ₹100
36. How do you rate the Google pay transaction that you have used?
- a) Satisfied b) Highly Satisfied c) Dissatisfied
- d) Highly Dissatisfied
37. What is the important criteria to choose Google pay?
- a) Reward b) Discount c) Cash back d) Scratch card
38. How many offers have you received in Google pay?

- a) 40 c) 30 c) 22 d) Below 20

39. Do you get reward regularly in Google pay?

- a) Yes b) No

40. Any bonus option in Google pay while you invite your friends to use Google pay?

- a) Yes b) No

41. Are you satisfied with the transaction limit of the wallet.

- a) Yes b) No

42. Are you aware regarding the functionality of Google pay?

- a) Fully aware b) Partially aware c) Unaware d) No opinion

43. Do you think going cashless is beneficial for the economic growth of India?

- a) Yes b) No c) May be d) No opinion

44. Are you aware from Indi-Home?

- a) Yes b) No

45. When do you feel not satisfied with Google pay?

- a) Due to Less Network b) When you don't get reward
c) Decline Transaction d) all the above.

46. Are you aware you can check the account balance in Google pay?

- a) Fully aware b) Aware c) Unaware d) No opinion

47. Level of Satisfaction towards Google pay service:

	Satisfied	Highly Satisfied	Dissatisfied	Highly Dissatisfied
Transaction speed				
Safety & Security				
Charges of using Google pay				

48.Do you agree or disagree with following statements:

Sources	Highly Satisfied	Satisfied	Neutral	Dissatisfied
Ease of use of payment system				
Speed of the process				
Speed of the money transfer				

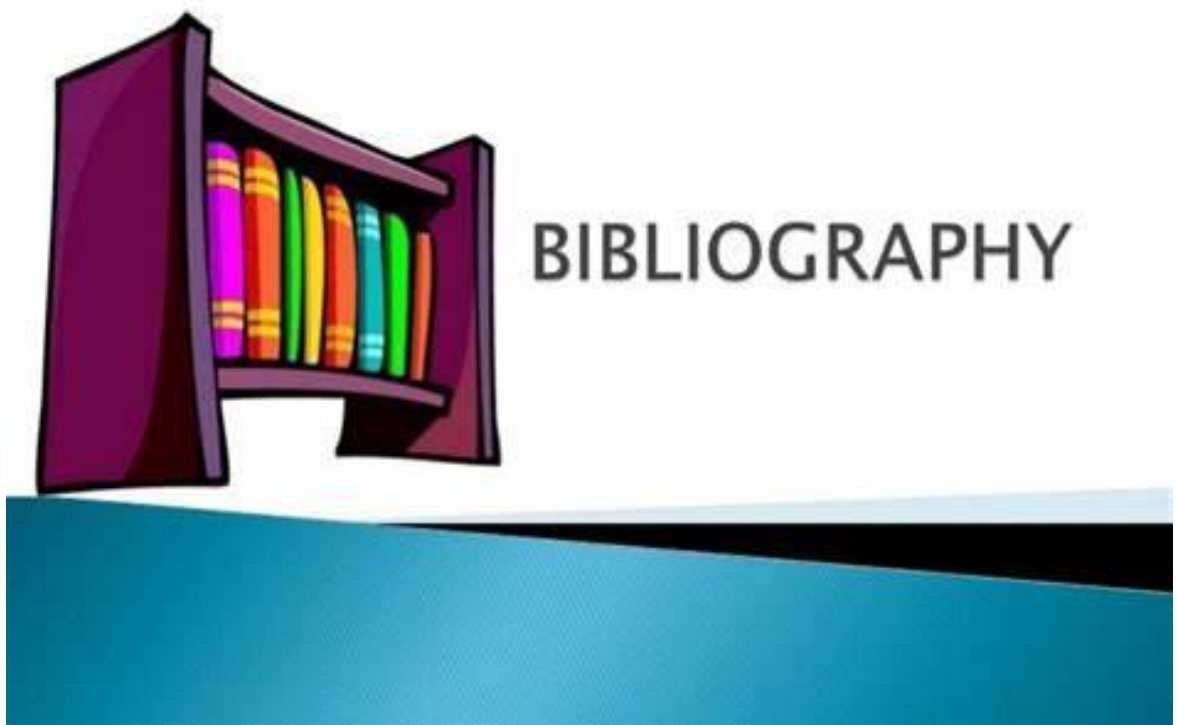
49.Ranking of use of Google pay App:

Uses of Google pay App	
Electricity Bill	
Phone Bill	
Vehicle Loan	
Ticket Booking	
Bank to Bank Transfer	
Hotel Bill	
Petrol Bunk	

50.Overall suggestion

ANNEXURE – II

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3. <https://thestrategystory.com/blog/how-does-google-pay-gpay-work/#::~text=Users%20can%20link%20their%20credit,the%20merchant%20when%20you%20purchase>
4. <http://way2benefits.com/advantages-disadvantages-of-google-pay/>