

**A STUDY ON SOCIO ECONOMIC STATUS OF HOUSE MAID
WORKERS IN LIONSTOWN AREA OF
THOOTHUKUDI DISTRICT**

**Project Report Submitted to
ST .MARY'S COLLEGE (Autonomous) THOOTHUKUDI**

Affiliated to

Manonmaniam Sundaranar University- Tirunelveli

**In partial fulfillment of the award of the Degree of
MASTER OF ARTS IN ECONOMICS**

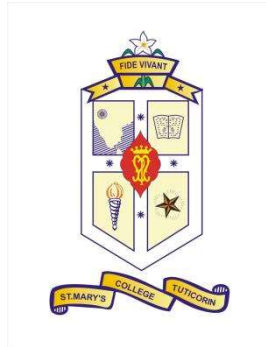
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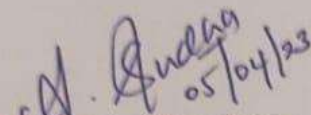
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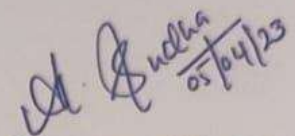
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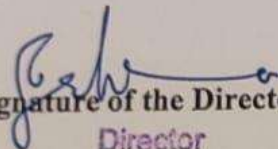
CERTIFICATE

This is to certify that the project Work entitled "A STUDY ON SOCIO ECONOMIC STATUS OF HOUSE MAID WORKERS IN LIONSTOWN AREA OF THOOTHUKUDI DISTRICT" Submitted to St. Mary's College (Autonomous) Thoothukudi in partial fulfilment for the awards of the Degree of Master of Arts in Economics is a record of work done during the year 2022-2023 by G.ABINA (21SPEC01)

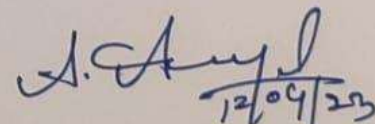

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DECLARATION

I do here by declare that the project entitled "A STUDY ON SOCIO ECONOMIC STATUS OF HOUSE MAID WORKERS IN LIONS TOWN AREA OF THOOTHUKUDI DISTRICT " Submitted for the degree of Master of Arts in Economics is my original work and that not previously formed the basis for award of the Degree.

G. Abina.

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Station: Thoothukudi

Date: 05.04.2023

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A STUDY ON SOCIO ECONOMIC STATUS OF HOUSE MAID WORKERS IN LIONSTOWN AREA OF THOOTHUKUDI DISTRICT

Abstract

Women play a very important role in building a nation, which includes a part of a home maker. Women workers in India constitute one third of the total workforce. In India, majority of the women are engaged in the unorganized sector such as agriculture, construction, domestic service etc., Domestic work is largely considered as a female work and it has been in great demand. The women who are doing the homemaker service in the others house are known as domestic servant, workers and maids. Generally women do these types of works for their own and familial livelihood. The work expected from them may be part time or full time or around the clock. Since domestic work is not a skilled job it is an avenue of employment of poor, largely illiterate and semi illiterate women and they continue to persist in domestic work even without substantial rights and benefits.

Keywords:

Women workers, domestic work, housekeeper, household activities, Servant, illiterate women, cleaning activities.

Introduction

A housekeeper performs regular cleaning activities to maintain a sanitary and organized environment in public and private buildings. These professionals use a variety of supplies to perform these tasks, including chemical cleaning products and disinfectants. They may also use cleaning equipment, such as mops, vacuums, brooms, irons, laundry machines and dishwashers.

These individuals work in various settings, including private homes, residential facilities and commercial buildings. As a result, their cleaning responsibilities can vary based on their environment and employer. For example, housekeepers working in healthcare or hospitality settings may have to adhere to stricter cleaning and sanitation standards than those that work for families in private homes. Some housekeepers who work in private homes may also perform other household activities, such as running errands or taking care of pets and children.

Typical tasks when working as a housekeeper

Housekeepers are primarily responsible for maintaining a clean environment. Some of their general tasks include:

- Using cleaning supplies to clean and disinfect areas
- Vacuuming, sweeping and mopping floors
- Dusting and disinfecting surfaces
- Polishing furniture
- Cleaning lighting fixtures
- Cleaning and changing bed and bath linens
- Cleaning and polishing interior windows
- Disposing of garbage and recycling materials

Servants:

"Servant" is a term that has been used very loosely. In England in the seventeenth and early eighteenth centuries the term covered all servants in husbandry—that is, both farm servants and domestic servants. Although now the distinction between live-in servants and day labourers who lived in their own homes and worked only part-time for an employer is clear, in earlier periods

people did not distinguish between the two (Hill). Apprentices were frequently referred to as "servants," as were under tenants in the seventeenth century.

Servants have been largely invisible to historians of medieval and early modern art. Ignored in most art historical publications, erased from the titles of artworks, they have even been transformed into elite figures by conservators. Still, those who are only interested in the rich and the powerful cannot – or at least should not – ignore servants, as they play a critical role in constructing the ‘elite’.

Primary housekeeper duties

Housekeeping duties lists often include maintaining the cleanliness of places, such as houses, hotels, offices and commercial buildings. Housekeepers are often hired by agencies that are in charge of maintaining properties and assets, or they can be hired directly by individuals or hotels.

Housekeepers may also be called room cleaners, house cleaners or room attendants. They can begin working for companies as experienced cleaners, or their employer can train them in the tasks involved to ensure a high level of cleaning is consistently maintained. Housekeepers are typically responsible for the following tasks:

- Changing bed linen, washing used linen and making beds
- Emptying rubbish and recycling bins
- Vacuuming floors and carpets
- Sweeping and mopping floors
- Dusting, wiping and cleaning surfaces such as kitchen benches, cupboards, desks and sinks
- Cleaning and dusting lighting fixtures in bedrooms, living rooms and other areas
- Changing bath towels and linen, washing towels and neatly arranging towels, washcloths and bath mats
- Washing dishes, cleaning stovetops, fridges, ovens, coffee pots and restocking kitchen supplies.
- Restocking supplies such as toilet paper, body wash, bar fridges, tissues and shampoos.

Where can housekeepers work?

Housekeepers can work in various residential and commercial settings. The residential environments that employ housekeepers include private homes, senior living facilities, rehabilitation facilities and apartment buildings. They can also find employment at hotels, office buildings and hospitals. Housekeepers work directly for residential or commercial facilities or find jobs through cleaning agencies. These professionals may also consider working independently as freelancers or starting their own housekeeping businesses.

Housekeeper responsibilities

Because housekeepers can work in various environments, their job duties may differ depending on their place of employment. For example, some of the specific responsibilities of housekeepers working in private residences include:

- Maintaining general cleanliness of the home
- Changing and making beds
- Washing dishes and cleaning kitchen surfaces and appliances
- Washing, folding and ironing clothes
- Running errands for homeowners
- Caring for and walking pets as needed

Housekeepers who work within hospitality or commercial settings may have similar tasks as well as additional responsibilities, including:

- Restocking toiletries and other amenities in hotel rooms
- Replacing used towels and linens
- Observing the conditions of guests' rooms to ensure lights and electronics are working
- Responding to guests' requests
- Adhering to health and safety standards set by employers
- Reporting any damage left by guests to supervisors

Skills for housekeepers

Housekeepers require numerous skills, including:

Attention to detail

Housekeepers are responsible for cleaning various areas and surfaces. Being detail-oriented ensures that they perform their tasks thoroughly according to employer standards. Their employers expect them to remove noticeable litter and debris, along with taking care of stains, dust and other minor details. It's important for housekeepers to leave their work environment cleaner than when they arrived.

Independence

Housekeepers often perform their duties independently without direct oversight from a supervisor or employer. It's helpful for them to be self-starters who can work without motivation from others. Similarly, housekeepers benefit from the ability to solve problems on their own. When housekeepers can direct themselves to accomplish their necessary tasks, it can demonstrate their reliability and trustworthiness to employers.

Communication

Housekeepers typically perform their tasks according to instructions set by their employers. Having strong communication skills, such as active listening, ensures that they understand their employers' expectations and ask for clarification as needed. When working with a team of housekeepers, they can use their communication skills to update co-workers on their progress and share or delegate responsibilities. Housekeepers may also encounter situations where they have to communicate issues to their employers or respond to guests' questions and requests.

Dependability

Dependability means that employers can trust and rely on housekeepers to perform their jobs effectively. Housekeepers can demonstrate their dependability by arriving to work on time and finishing all their cleaning tasks by the end of their schedule. Dependability helps housekeepers establish trusting relationships with their employers, especially when working in private homes. This trust can provide housekeepers with positive reputations or opportunities to take on more significant responsibilities at work.

Time management

Time management skills ensure that housekeepers complete their necessary cleaning responsibilities by the end of the workday. For example, housekeepers working in private homes may need to visit multiple homes within a day and arrive at each appointment on time. Those that work in hotels or other commercial properties may need to clean a particular number of rooms within a day. Housekeepers may also adjust their schedules depending on guests' or occupants' schedules, often working while they are somewhere else. With these skills, housekeepers can organize their time effectively to make sure they complete their work efficiently and promptly.

Physical stamina

The role of a housekeeper can be physically demanding. These individuals may spend significant time standing and walking as they perform their cleaning tasks, such as vacuuming or mopping floors. They may also need to bend over and squeeze into small or tight spaces. As part of their cleaning responsibilities, housekeepers may need to move or lift heavy objects or furniture. Depending on where they work, these professionals may have to move around large spaces to clean multiple locations within a building.

Education requirements for housekeepers

Housekeeper roles do not have specific educational requirements. However, employers typically seek candidates who have a high school diploma or GED. Depending on their place of employment, housekeepers may receive on-the-job training to learn any necessary information for the role, including how to perform their regular tasks. Housekeepers interested in advancing their careers may consider seeking a bachelor's or associate degree in hospitality management or other relevant fields.

Work environment for housekeepers

Much like their responsibilities, the work environment for housekeepers can differ depending on their place of employment. Housekeepers may find opportunities to work part-time or full-time schedules, with full-time requiring around 40 hours per week. Those that work in

private homes often have regular weekday schedules. On the other hand, housekeepers working in commercial buildings may come in after typical work hours to clean office spaces. Housekeepers in the hospitality industry may work during the day, along with nights, weekends and holidays, to meet the demands of their employers.

Because housekeepers often use chemical cleaners, they follow specific rules to protect the safety of themselves and others. These activities may also require them to wear gloves and other protective clothing. Housekeepers may also spend part of their days travelling from one private residence to another or moving across different areas of a hotel or campus.

Training

Most of the training required for housekeepers is received on the job as each facility has individual objectives and needs to maintain a consistent standard. Hotels usually want to maintain a brand image by dictating precise details about the order and management of each room, so guests have an equal experience. For example, a hotel might have its own way of:

- How to fold and store towels, hand cloths, bath mats and linen
- The number of towels and bathrobes provided
- The number and placement of pillows, sheets and blankets on beds and couches
- The positioning and number of toiletries in the bathroom
- How to fold toilet paper and how much to keep in the rooms
- Arrangements of tea, coffee and other complementary supplies
- Appearance and quantity of stock placed in the mini-fridges
- Placement of bins, chains, phones, stationery and other room utilities
- Procedures for resetting televisions, style entertainment systems and clearing voicemails and alarm clocks

Showing housekeepers where to find cleaning products and the proper use of these supplies is also included during the training process. This can include intricacies such as, which air fresheners to use in various rooms, how much detergent to use and how often to clean items that aren't used heavily, such as curtains. For housekeepers that work in residential homes, training includes compliance standards and policies of the agency.

Servant is an older English word for "domestic worker", though not all servants worked inside the home. Domestic service, or the employment of people for wages in their employer's residence, was sometimes simply called "service" and has often been part of a hierarchical system.

In Britain a highly developed system of domestic service peaked towards the close of the Victorian era, perhaps reaching its most complicated and rigidly structured state during the Edwardian period (a period known in the United States as the Gilded Age and in France as the Belle Époque), which reflected the limited social mobility before World War I. Improving working conditions for domestic workers is a long-standing concern of the International Labour Organization. The topic first gained prominence in 1936, when the International Labour Conference adopted the Holidays with Pay Convention, 1936 (No. 52), which established the right to six days of paid leave for workers in manufacturing and a range of other industries. The Convention excluded domestic workers, a shortcoming that prompted the Conference to request that “the question of holidays with pay for domestic servants [be put] on the Agenda of a future Session of the Conference and to consider at the same time whether other conditions of domestic servants’ employment could form the subject of international regulation”. As a delegate argued at the time, “domestic servants are wage-earners, and therefore entitled to protection in the same way as other wage-earners”.

OBJECTIVES OF THE STUDY

- To study the issues and problems of the sample respondents
- To study the working conditions of the house maid
- To know the socio-Economic of the sample respondents
- To know the monetary benefits of the sample respondents
- To know the responsibilities of the sample respondents
- To study about the cleaning activities
- To know the punctual of the sample respondents

CHAPTER SCHEME

The present research work is consists of five chapters. **A STUDY ON SOCIO ECONOMIC STATUS OF HOUSE MAIDWORKERS IN LIONS TOWN AREA OF THOOTHUKUDI DISTRICT**

Chapter – I

The first chapter deals with the basic introduction, administrative set up, issues, statement of the problem, purpose of the study, objectives, and the chapter scheme.

Chapter – II

The second chapter deals with the review of literature.

Chapter – III

The third chapter deals with the Concepts and methodology.

Chapter – IV

The fourth chapter deals with the profile of the study area.

Chapter – V

The fifth chapter deals with the analysis of data.

Chapter – VI

The Sixth chapter deals with the findings, suggestion, and conclusion.

CHAPTER – II

Review of literature

- **V.T.Naik (1984)** on women domestic workers in South India found that only 20 percent employed women were paid salaries, while 13 percent did not even know the amount they received as salary. The socio economic conditions of these workers indicate their helplessness. Most of the families of the women had incurred heavy debts. Accordingly, alcohol abuse and domestic violence were common practices in many families. Their families looked poor and ill fed
- **Yeoh, Huang and Gonzalaz III 1999** examine the impact of migrated domestic labourers over the economy of Singapore. They discuss that globalization process has resulted into increasing demand for domestic workers in Singapore, which already faces acute labour shortage problem. Migrated domestic help have become indispensable for the smooth functioning of household chores and for maintaining the quality of life. Being an advanced economy, females remarkably become part of human resource. This process of transformation has various serious effects over the economy and an earnest government concern is desired to tackle the issue. Feminisation has been the pivot of this cycle specifically. To control the situation government has imposed different checks but even then, it is flourishing day by day. The researchers ponder over the threat that could result into long term economic and social cost for the country.
- **Sara Dickey 2000** points out that servant' movements into and out of middle and upper class homes in the city Madurai create a mixing of outside and inside spaces. Employers feel that this mixing threatens the security of their homes and class standing. Yet because the presence of servants is a necessary marker of class, employers attempt to contain the threat by buttressing the symbolic boundaries of the household, controlling domestic workers movements through space and manipulating these closeness to and distance from the employers.
- **Sing 2001**, women Domestic Workers is an outcome of an investigation carried out into the dynamics of working life, family adjustment of maidservants and the approaches to be

adopted for their resource development. The book deals with the socioeconomic background of workers being forced to take up domestic work, their present working conditions, family life and the effect of the work on their health.

- **Elias 2010** in her work exhibits the role of migrant female domestic workers in Malaysian economy as a key player due to mercerization of social reproductive relations. Middle-class households in Malaysia fill the care-gap with the help of these vulnerable workers. These are actually veiled workers bound to work in informal sector, deprived of basic human rights and exposed to gender base inequality in workplace.
- **Sindhu Menon 2010** has analyzed that the caste and language plays an important role in the lives of domestic workers. Indian society was still far from being caste free and although some changes had taken place in urban areas. Most of the villages were still plagued by castes and feudalism. As domestic workers, they got only food and shelter. Part-timers were those who work for two to three hours at a time in different houses. They work like machines, running from one house to another. They were paid according to the tasks they undertake, for example, they earn Rs. 300 for sweeping and mopping, washing utensils and washing clothes whereas they earn Rs. 200 for dusting. These rates also were not fixed. The worst part was that in the end, nothing was recognized. The workers were only cursed, blamed and fed with leftovers.
- **Nisha Varia 2011** has made an attempt to study about the millions of women migrate to destinations in Asia and the Middle East to earn for the life as domestic workers. In host countries, the combination of significant gaps in labour laws, restrictive immigration policies and socially accepted discrimination against migrant workers has contributed to alarming human rights violations, including excessively long hours with no days off, non-payment of wages, confinement in the workplace, physical abuse, sexual abuse, forced labour and in some cases, the slavery. While some governments started to improve standards incrementally, most have failed to adopt comprehensive reforms
- **Neetha N. and Rajni Palriwala(2011)** published article on topic “The Absence of State Law: Domestic Workers in India” states that there is no law in India to protect the rights and duties of domestic helpers. The non-regulation of salary structure and exploitation of servants have degraded the livings of domestic helpers. Less wages, unfavourable working conditions, poverty illiteracy, caste, migrants, lack of alternative work and the extremities

of their personal life are all resultant factors of informal domestic workers. The betterment of social policy depends on the extent to which these factors are eliminated and the domestic helpers are placed in the organized system of working atmosphere

- **Neath 2013** has stated in her paper on „Minimum Wages for Domestic Work“ that apart from labour market issues that govern legislative interventions, a critical factor in understanding the responses of the state to the issues domestic workers face was the social understanding of household work. In India, few states are followed the Minimum wages for domestic workers in the informal sector. This reflected the undervaluation of housework even when it entered the market. Better statutory minimum wages for domestic workers would not only help protect their rights, but could also shake the social and political foundations of household work, leading to a new valuation of it.
- **Dr. Meena priya Dharshini 2016** mentioned in her study on topic “A study on socio-economic status of women domestic workers (WDW) In Puduvayal, Sivaganga District” the socio economic condition of female workers coming from small section of various suburban areas to work in niches of Puduvayal. The upper class of the society drains out the domestic workers and yet the workers remain unrecognized. Prolonged service in the same house builds a trustworthy relation between owners and domestic helpers. At times, servants expect financial assistance from the owners in case of emergencies. The female workers are exploited physically as well as socially for them being illiterate and unknown to human their rights. There are an urgent need to understand the problems faced by women domestic workers and take essential steps to recognize their hard-work.
- **Ekta Rani and Rajni Saluja (July 2017)** researched on topic “Study on Domestic Help Workers and Factors Affecting Realization of their Rights in the State of Punjab” and interpreted that the domestic workers face worst condition socially as well as economically. They are less recognized at their work with heavy workload. However they are not able to establish comfortable atmosphere in their own house. They belong to the economically backward section of society and mostly live in slum areas. They are not paid on ay uniform pay structure. They are forced to work more as compared to their wages. Illiteracy and poverty forces them to unwillingly work with whatever salary is paid to them. The female domestic helper is harassed by her own in laws and husband for money.

In order to protect humanity and Woman rights, it is necessary to empower the domestic helpers with correct laws and to awaken them against this exploitation.

Dr. Shinie Poulose 2017 published international journal on topic “Problems faced by the domestic workers at workplace: A study in erode district of Tamil Nadu” which states that the domestic workers don’t have specific working hours directly proportional to their wages. Their job is not secured. They have to work regularly even in diseased conditions. The government should implement some laws to barricade the rights of domestic workers. New laws should be made to give a clear idea of the wages to be paid to the maid with respect to their work done. The domestic workers will be able to live a secure life with a simultaneous effort of government, NGOs and employers.

Anand (2017) mentioned in study on topic “Issues and Challenges faced by Women Domestic workers in Thideer Nagar at Saidapet, Chennai City” states that many countries in the world are taking efforts to secure and enhance the quality of livelihood of domestic helpers. The political representatives are emphasized for the need of uniform pay structure and laws to enforce favourable working conditions for maids and servants. The government should also rectify the policies with respect to Domestic Workers (Registration, Social Security and Welfare) Act, 2008. The first and the foremost step that the Government should take is to bring all the domestic helpers under one roof and draft a uniform pay rights and regulation act for them.

Mahua Venkatesh 2017, on his article on „India Ranks 120th among 131 Nations in Women Workforce“ has stated that according to World Bank, there were some hurdles to enhance women participation in the Indian workforce. They were in need of safe and conducive environment and also incentives. The World Bank opined that India had one of the lowest female participation in the workforce, ranking 120th among 131 countries for which data was available, in its India Development Report released on May 2017. The primary sector in India was the agriculture sector. Thus, the report highlighted that increase in the women work force in India, leaded to its potential GDP growth rate.

Angel D 2017 has analyzed that the workforce in the unaccounted sector in India was classified as four divisions. They were in terms of occupation, nature of employment, particularly distressed categories and service categories. In adding up to these four divisions, there exist a large section of

unorganized labour force such as cobblers, hamals, handicraft artisans, handloom weavers, lady tailors, physically handicapped self employed persons, rickshaw pullers, auto drivers, sericulture workers, carpenters, tannery workers, power loom workers and urban poor. Numerous studies have been made in the last few decades about the role of women in emerging labour market. Haque² has analysed the concentration of women in low paid occupations. He argued that the socio economic conditions of women workers in South Asia are poor because they are concentrated in low paid occupations. This is primarily because the society has discriminated against women by not allowing them to act as major players in economic activities.

Chandramouli, Kodandarama 2018 published journal on topic“ Women Domestic Workers in India” and concluded that the female domestic workers are deprived of becoming a respectable factor of this society due to lack of efficient safeguarding measures and other laws for woman empowerment. They are politically misused, economically exploited and socially unrecognized section which goes through injustice in every aspect. The female helpers are also sometimes, physically assaulted by their male owners.

Geetika Sachdeva and Stuti Arora 2018 Published journal on topic“ Working & living conditions of domestic workers” which states that in the light of above data analysis, interpretation and case studies; over the period of urbanization of society, the domestic helpers still live degraded life. Although lots of efforts are being taken by the government to uplift the domestic workers, yet there is a long way to meet the goals on exact note. It can be clearly seen that despite of huge need of additional help, the domestic workers are ill-treated and exploited

Dr. S. Sudharsan Ms. A. Arul Priya 2019 Published journal on topic “A study situation analysis of women working in unorganized sector with special reference to domestic workers” which states that the illiterate and economically backward females prefer domestic help as a source of livelihood. A huge part of this domestic helpers section is woman; hence it is essential to secure and safeguard their workplace. Government should take strict actions against exploitation of female domestic helpers and imply laws for uniform salary structure

A study was conducted by Alphonse Miranda and WadyaLMahadevan (1988) on the socio economic and health conditions of women in Chennai. The major findings of the study show that more than 50 % of employed women were part-time domestic workers and most of them were

employed in more than two houses. Stomach ailments, menstrual problems, anaemia and general weakness were the common medical problems reported by the women domestic ser

CHAPTER – III

CONCEPT AND METHODOLOGY

Home Maker

Homemaker is someone who spends a lot of time looking after their home and family. You usually use homemaker to refer to someone who does not have a job outside the home.



Women Workers

Person who, for a certain period of time, performs services for, and under the direction of, another person, in return for which she receives remuneration.



Work force

The workforce is the total number of people in a country or region who are physically able to do a job and are available for work. ...a country where half the workforce is unemployed.

Synonyms: employees, staff, personnel, human resources More Synonyms of workforce.



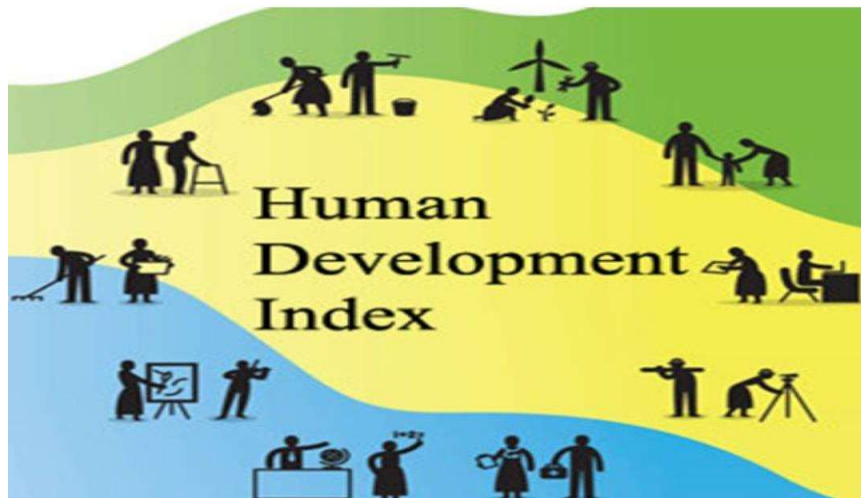
Unorganized Sector

It is a sector where the employment terms are fixed and regular, and the employees get assured work. The unorganized sector is characterized by small and scattered units, which are largely outside the control of the government. The job is regular and has fixed working hours.



Domestic workers

Domestic workers are those workers who perform work in or for a private household or households. They provide direct and indirect care services, and as such are key members of the care economy



Skilled job

Skilled labor refers to work that requires a certain amount of training or skills. This type of work is exemplified in electricians, administrative assistants, doctors, plumbers and more. Skilled labor workers are either blue-collar or white-collar.



Literate women

Literate women imply that they can seek and use information for the betterment of the health, nutrition and education of their household members. Literate women are also empowered to play a meaningful role. Limitations and exceptions. In practice, literacy is difficult to measure.



Low Salary

If you describe someone or their job as low-paid, you mean that their work earns them very little money.

House maid workers

A maid is a household worker who cleans and performs various other tasks. Today, only very wealthy people have maids it's much more common to hire an occasional housekeeper or cleaner instead

Social security

Social security is the protection that a society provides to individuals and households to ensure access to health care and to guarantee income security, particularly in cases of old age, unemployment, sickness, invalidity, work injury, maternity or loss of a breadwinner.

Middle class

The middle class refers to a class of people in the middle of a social hierarchy, often defined by occupation, income, education, or social status.



International labor organization

The International Labor Organization (ILO) is devoted to promoting social justice and internationally recognized human and labour rights, pursuing its founding mission that labour peace is essential to prosperity.

Unproductive work

There is one sort of labour which adds to the value of the subject upon which it is bestowed: there is another which has no such effect. The former, as it produces a value, may be called productive; the latter, unproductive labour.

Domestic servant

A domestic worker or domestic servant is a person who works within the scope of a residence. The term "domestic service" applies to the equivalent occupational category. In traditional English contexts, such a person was said to be "in service"

Human development index

The Human Development Index is a statistic composite index of life expectancy, education, and per capita income indicators, which is used to rank countries into four tiers of human development.

Non agricultural labours

Non-agricultural laborer means a person who is not an agricultural laborers but is primarily residing in the affected area for a period of not less than fifteen years in the Non- Scheduled Areas and thirty years in the Scheduled Areas of the State immediately before the declaration of the affected area as certified by the concerned Gram Subha and who does not hold any land under the affected area but who earns his livelihood principally by manual labour or as a rural artisan immediately before such declaration and who has been deprived of earning his livelihood principally by manual labour or as such artisan in the affected area.

Safe guard

Something that protects and gives safety. A safeguard is a defense or precaution. You could describe a flu shot as a safeguard against getting sick, for example. Safeguards protect against something negative, whether it's an attacking army invading a country or a boy you don't like much asking you to the prom.

Professional maid

A maid is a household worker who cleans and performs various other tasks. Today, only very wealthy people have maids it's much more common to hire an occasional housekeeper or cleaner instead.

Servant

Servant leadership is a leadership philosophy in which the goal of the leader is to serve. This is different from traditional leadership where the leader's main focus is the thriving of their company or organization. A servant leader shares power, puts the needs of the employees first and helps people develop and perform as highly as possible. Instead of the people working to serve the leader, the leader exists to serve the people.

Methodology

This is a survey study that makes use of the descriptive survey design. Respondents in this study were 120, who are working in Lionstone area in Thoothukudi district in order to access their socio – economic status. As the researcher herself desires to go personally to ascertain the problems of maid servants through a questionnaire which is specifically prepared for the study to elicit the intervention.

The data collected in the study were both quantitative and qualitative in nature. The data were analyzed using frequency and percentage distribution. Secondary data was collected from literature related the study, books, journals, websites etc. To explore this issue, computed a set of stable matches that would be predicted to arise from the observed in the set of information collected.

Limitation of the study Area

- ❖ For the study purpose only maid servants of lionstown area of Thoothukudi district.
- ❖ The research survey completely based on the opinion of the household owners.
- ❖ The study majority considers the primary data

Signification of the study

A domestic worker not only provides the service to the needy persons of the society but also uplifts their family in all grounds. Domestic servants are proved to be a necessity for non working house wives. For the illiterate and women of poor educational status the domestic work or the house maid work is among the most convenient and comfortable job for the women society.

In urban areas the people appoint the domestic workers for carrying out their household work. But at the same time the problem faced by these maid servants often remains hidden and gets ignored.

These were some of the underlying concerns that gave birth to the idea for this study. Hence the study mainly focuses to the socio economic status and the problems faced by domestic servants.

CHAPTER: IV

PROFILE OF THE STUDY AREA

History

Traditionally known as “Pearl City” on account of the prevailing Pearl fish in the past in the area, Thoothukudi has a fascinating History. Forming part of the Pandian kingdom between 7th and 9th Century A.D., Thoothukudi remained in the hands of the Cholas during the period between 9th and 12th century. Emergence of Thoothukudi as a maritime port attracted travelers, adventures, and eventually colonizers. The Portuguese were the first to arrive in Thoothukudi in 1532 A.D., followed by the Dutch in 1658 A.D. The English Captured Thoothukudi from the Dutch in 1782 and the East India Company established their control over Thoothukudi in the same year.

On the 20th, October 1986 a new district, carved out of the erstwhile Tirunelveli district was born in Tamil Nadu and named after V.O.Chidambaranar, a great national leader hailing from Ottapidaram who led the Swadeshi Movement in the south. Since 1997 as in the case of other districts of Tamilnadu, this district has also been named after its headquarters town, Thoothukudi.



Thoothukudi became the citadel of freedom struggle in the early of the 20th century. It was in Thoothukudi that the illustrious patriot , V.O.Chidambaram established the first swadesi Stream Navigation Company, sailing the first steamer S.S.Gaelia to Thoothukudi on 1st June 1907.

The minor port of the Thoothukudi anchorage port with lighter age facilities has had flourished traffic for over a century. The first wooden Jetty of this port was commissioned in 1864. This port was being used for export of salt, cotton yarn, senna leaves, palmyrah stalks, palmyrah fibres, dry,

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

The salient features of the district include its lengthy, curvy and scenic sea coast which was an international cynosure in the days of yore for its pearl fishery; beautiful coastal villages with their sacred temples, churches and mosques like Tiruchendur, Manappadu and Kayalpattinam respectively, Adhichanallur, one of the cradles of the ancient civilizations, Korkai, an ancient port of the Sangam Pandyas, Kayal, the confluence of the river Tamiraparani with the Bay of Bengal, one of the five illustrious rivers of Tamilnadu, Panchalamkurichi, the capital of Veerapandiya Kattabomman, an early martyr, for the cause of freedom, Ettayapuram, the birth place of the great poet Subramanya Bharathi, Ottapidaram the home town of V.O. Chidambaram Pillai, who dared to sail ships as a measure to combat British imperialism; Maniyachi, where Vanchinathan assassinated Ashe, the British Collector for his high-handedness against the leaders during Swadeshi Movement; Kulasekarapattinam and Kurumbur where patriots showed their anger against alien rule, temple towns like Srivaikundam, Meignanapuram, one of the cradles of Christianity, Thoothukudi, besides being a major port, the earliest settlement of the Portuguese and the Dutch, the tall and dense palmyra groves and the bushy Odai trees, the Teris and the adjacent coral islands, Idayankudi and Manappadu and the adjacent places which became the headquarters of great missionaries like G.U. Pope, Veeramamunivar, Caldwell and others who, besides their missionary work, contributed a lot for the development of Tamil language and literature and above all the enterprising and hard working people who now constitute a major trading community in the State.

Special features of Thoothukudi

Thoothukudi is traditionally known for pearl fishing and shipping activities, production of salt and other related business. This is a port city in the southern region of Tamilnadu. This is a natural port, from this place freedom fighter V.O. Chidambaram operated the Swadeshi shipping company during the British rule.

The main occupation in Thoothukudi

Agriculture is the main occupation on which 70% of the people depend on it. The main food crop in this district is paddy. Out of the total area of 470724 hectares, 190780 hectares are brought under the cultivation of different crops which is nearly 41% of total area of the district.

Sweet is famous in Thoothukudi

Famous sweet in Thoothukudi macaroons or Macaroons or Tuticorin Macaroons are specially made in the port town of Thoothukudi. Cashew nuts and ground almonds make it delicious. Tuticorin is a port town in Tamil Nadu famous for its Macaroons.

Industry is famous in Tuticorin

Famous industry in thoothukudi Power and Chemical industries are major contributors in the economy of Thoothukudi. The Tuticorin Thermal Power Station is the oldest power station of the city and has five 210 megawatt generators. Coal-based 1000 MW NLC TNEB Power Plant is still under construction phase only.

Rao Bahadur Cruz Fernandez

Rao Bahadur Cruz Fernandez was born on 15 November 1869. He was the longest serving chairman of Thoothukudi (Tuticorin) Municipality and is considered the father and architect of Modern Tuticorin.

Delicacies of Thoothukudi Cuisine

Meen Kulambu is one of the most famous fish curry preparation of Thoothukudi cuisine. The gravy of this dish is prepared from oil, cumin seeds, fenugreek seeds, curry leaves, onion, tomato, chilli powder, coriander powder, turmeric powder, salt, tamarind pulp and water.

Best time to visit Tuticorin

The ideal time to visit the district is during the winter season, ranging from December to February. The tourists can take advantage of the time as the temperature comfortably rests between 20°C and 32°C.

Thoothukudi famous for salt

From March to mid-October, this coastal district is perfectly suited to manufacture salt as it is hot and dry, guaranteeing over six continuous months of production. It is the largest producer in Tamil Nadu, and the state itself accounts for 2.4 million tons or roughly 11 per cent of India's salt.

Hottest month in Tuticorin

Some would describe it as very warm and breezy. For comparison, the hottest month in Tuticorin, April, has days with highs of 95°F (35°C) and lows of 81°F (27°C). The coldest month, January has days with highs of 86°F (30°C) and lows of 72°F (22°C).

Tuticorin metro or urban

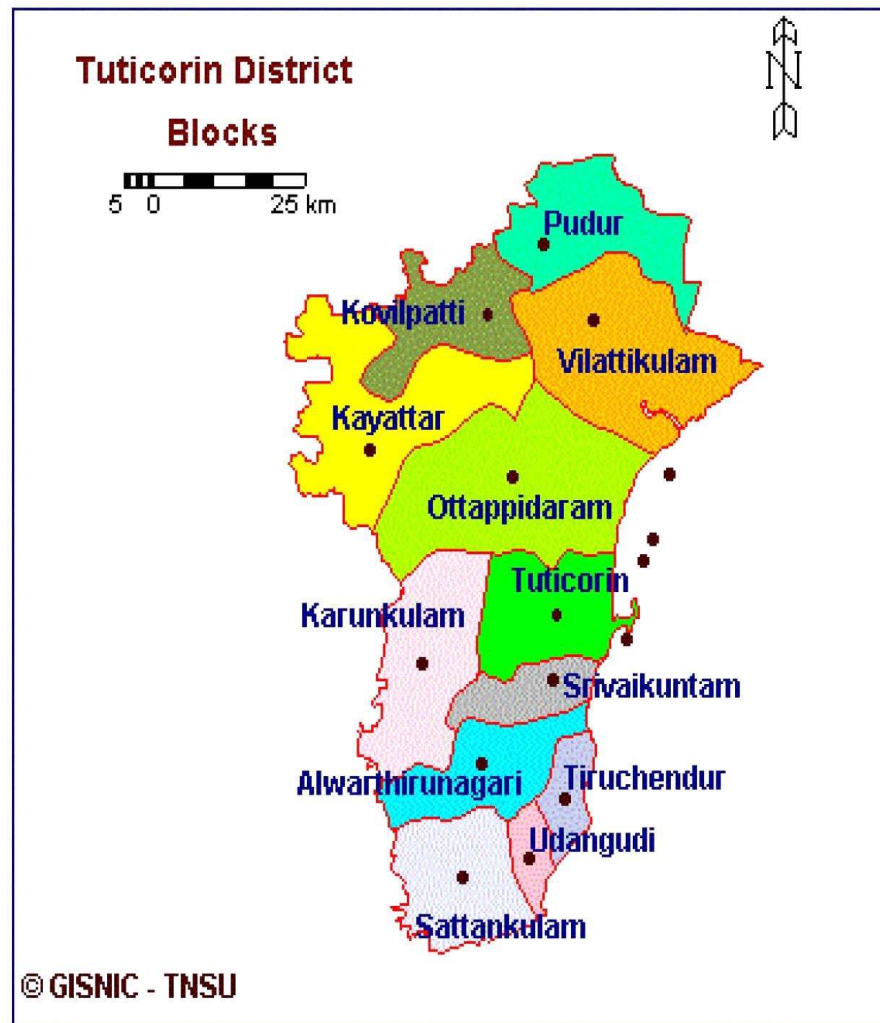
The current metro area population of Tuticorin in 2023 is 611,000, a 2.69% increase from 2022. The metro area population of Tuticorin in 2022 was 595,000, a 2.94% increase from 2021. The metro area population of Tuticorin in 2021 was 578,000, a 3.03% increase from 2020.

Thoothukudi a smart city

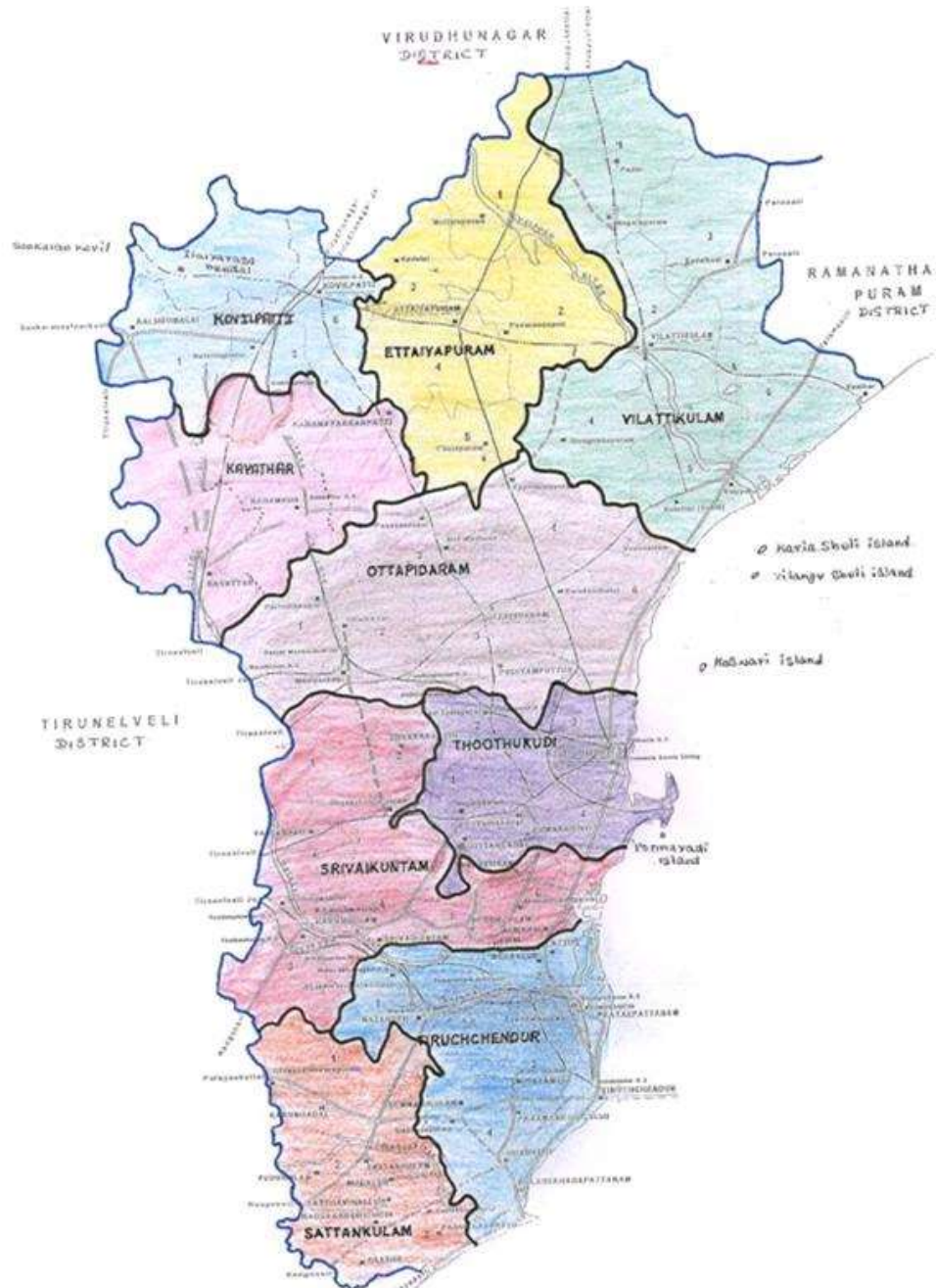
Thoothukudi Smart City is one of the Smart city among all the cities. It has to be enhanced for further development of growth in technology and both in Infrastructure.

Profile of the Study Area

Lions Town is a Locality in Thoothukkudi City in Tamil Nadu State, India. Roach Colony, Roche Colony, Minisagayapuram, Indra Nagar, Matha Koil are the nearby Localities to Lions Town. It is near to bay of Bengal. There is a chance of humidity in the weather. Tamil is the Local Language here. Tuticorin Rail Way Station, Tuti Melur Rail Way Station are the very nearby railway station to Lions Town.



Thoothukudi District - Taluks



CHAPTER V

Table 5.1

Age wise analysis of the respondents

S.No	Age	No. of the Respondents	Percentage
1	20-25	25	21
2	26-30	45	38
3	31-35	22	18
4	40 above	28	23
	Total	120	100

Source: Primary data

This table explains that age wise classification of the respondents. 21% of the respondents are belong to the age group 20- 25, and 38% of the respondents are belong to the age group of 26-30, 18% of the respondents are belong to the age group of 31-35, 23% of the respondents are belong to the age group of above 40 respectively.

Figure 5.1.1

AGE WISE ANALYSIS OF THE RESPONDENTS

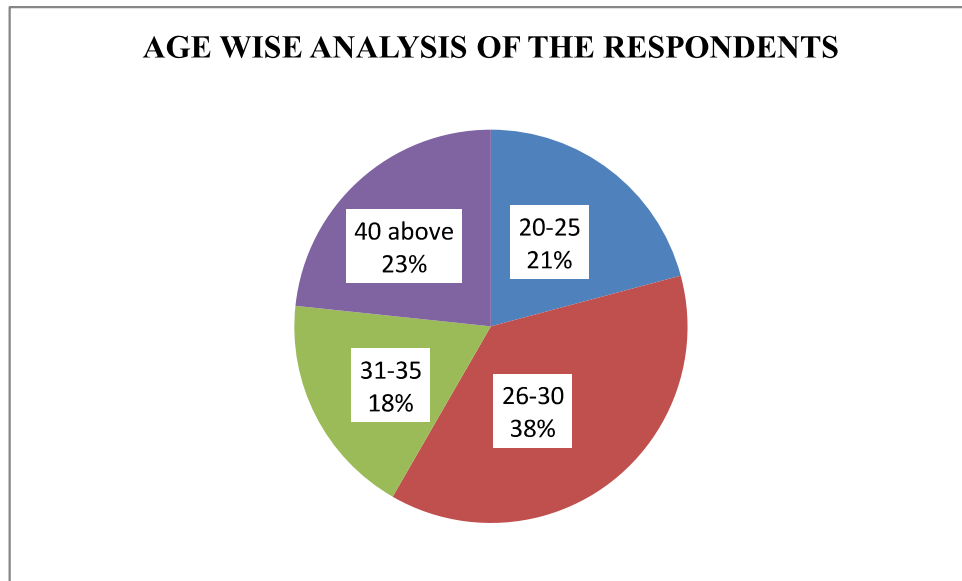


Table 5.2

Sex wise analysis of the Respondents

S.NO	Sex	No. of the Respondents	Percentage
1	Male	25	21
2	Female	95	79
	Total	120	100

Source: Primary data

This table clear that sex wise of the respondents. 21 % of the respondents are Male and 79% of the respondents are female respectively.

FIGURE 5.1.2
SEX WISE ANALYSIS OF THE RESPONDENTS

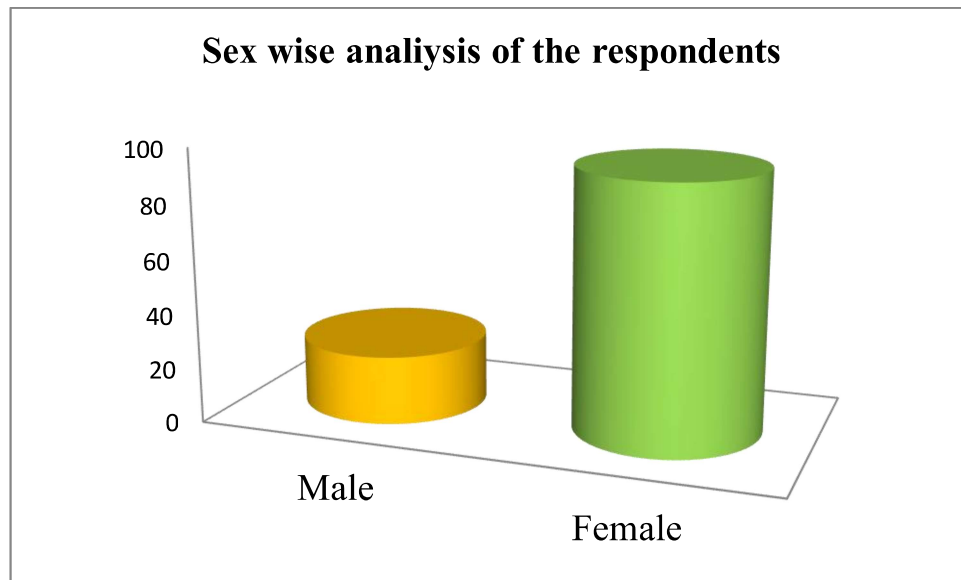


Table 5.3

Marital status of the Respondents

S.NO	Marital status	No of the Respondent	Percentage
1	Married	85	70.83
2	Unmarried	5	4.16
3	Single Parents	30	25
	Total	120	100

Source: Primary data

This table shows that marital status of the respondents. 42% of the respondents are married, 54 % of the respondents are unmarried, and 4% of the respondents are Single Parents respectively.

FIGURE 5.1.3

MARITAL STATUS OF THE RESPONDENTS

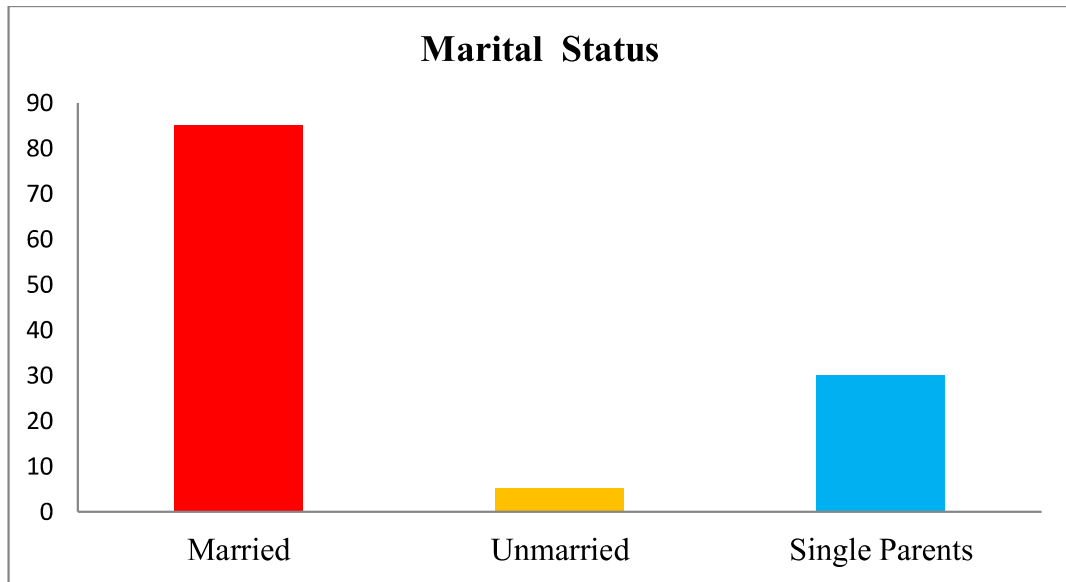


Table 5.4

Education status of the Respondents

S.NO	Education Qualification	No.of.the.Respondents	Percentage
1	Illiterate	50	41.6
2	Primary	44	36.6
3	High school	26	21.6
	Total	120	100

Source: Primary data

According to their educational qualifications 42% of the respondents are illiterate, 36% of the respondents are Primary school level and 21.6% of the respondents complete their educational level is high school level respectively.

FIGURE 5.1.4

EDUCATION STATUS OF THE RESPONDENTS

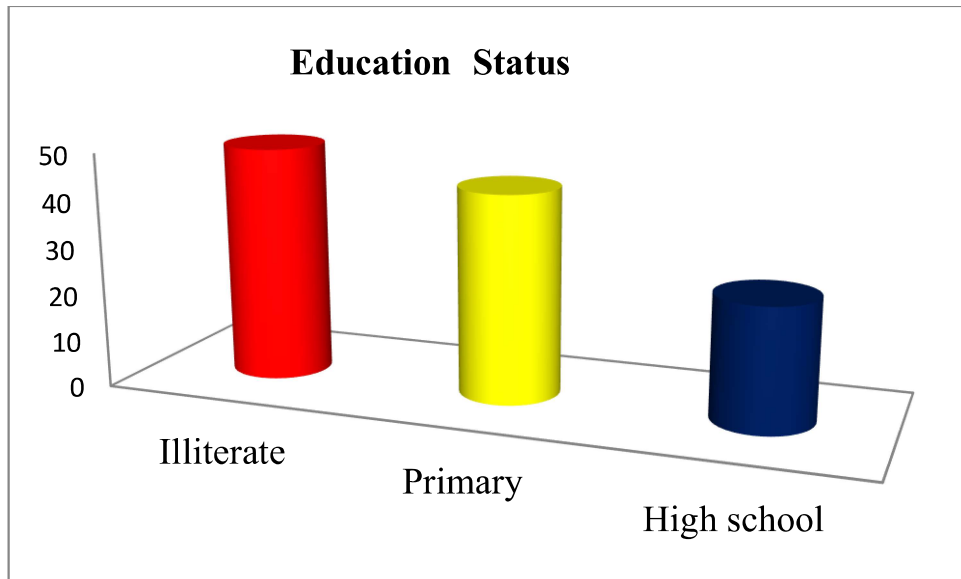


Table 5.5

Caste wise analysis of the Respondents

S.No	Caste	No.of theRespondents	Percentage
1	Christian	45	37.5
2	Hindu	73	60.8
3	Muslim	2	1.6
	Total	120	100

Source: Primary data

This table shows that caste wise of the respondents. 37.5% of the respondents are Christian, 60.8% of the respondents are Hindu and 1.6% of the respondents are Muslim respectively.

FIGURE 5.1.5

CASTE WISE ANALYSIS OF THE RESPONDENTS

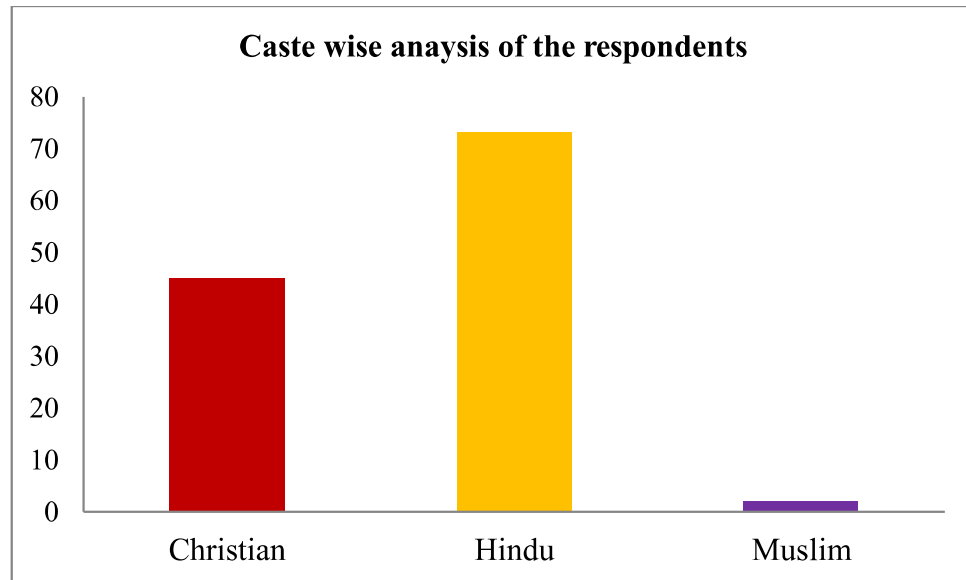


Table 5.6

Working area of the specialization

S.NO	Area of the specialization	No. of the respondents	Percentage
1	Mopping and sweeping	20	17
2	Washing cloths	30	25
3	Cleaning and dusting	20	17
4	Cooking	10	8
5	All	40	33
	Total	120	100

Source: Primary data

According to this table 17% of the respondents working area Mopping and sweeping, and cleaning and dusting, 25% of the respondents working area only Washing clothes, 8% of the respondents working area only cooking and 33% of the respondents working all the catagerious respectively.

FIGURE 5.1.6

AREA OF THE SPECIALIZATION

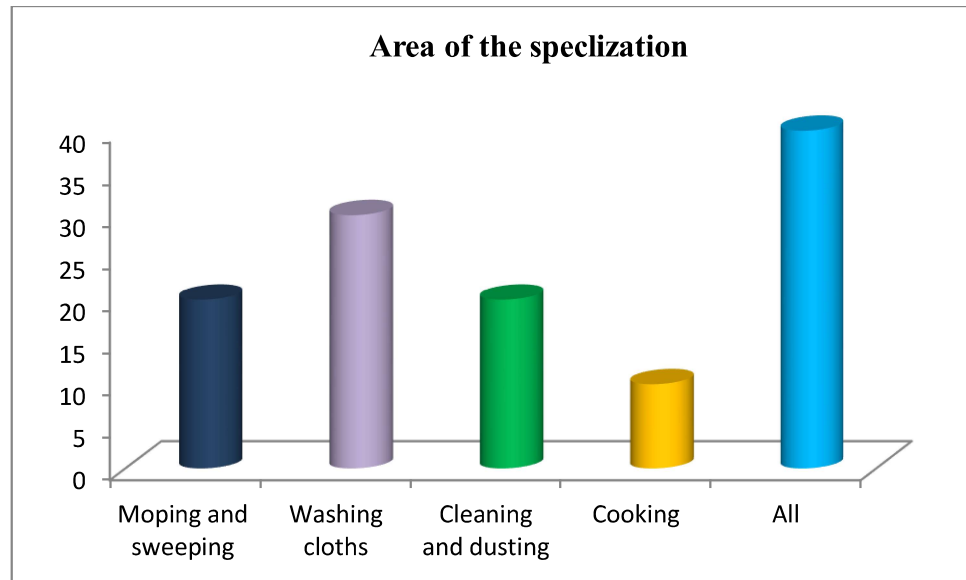


Table 5.7

Working time of the sample respondents

S.NO	Working time	No. of the Respondents	Percentage
1	Full time	20	16.7
2	Part time	40	33.3
3	Neutral	60	50
	Total	120	100

Source: Primary data

This table clear that working time of the respondents 16.7 of the respondents working in full time, 33.3% of the respondents working in part time , and 50% of the respondents working in as their wish respectively.

FIGURE 5.1.7

WORKING TIME OF THE SAMPLE RESPONDENTS

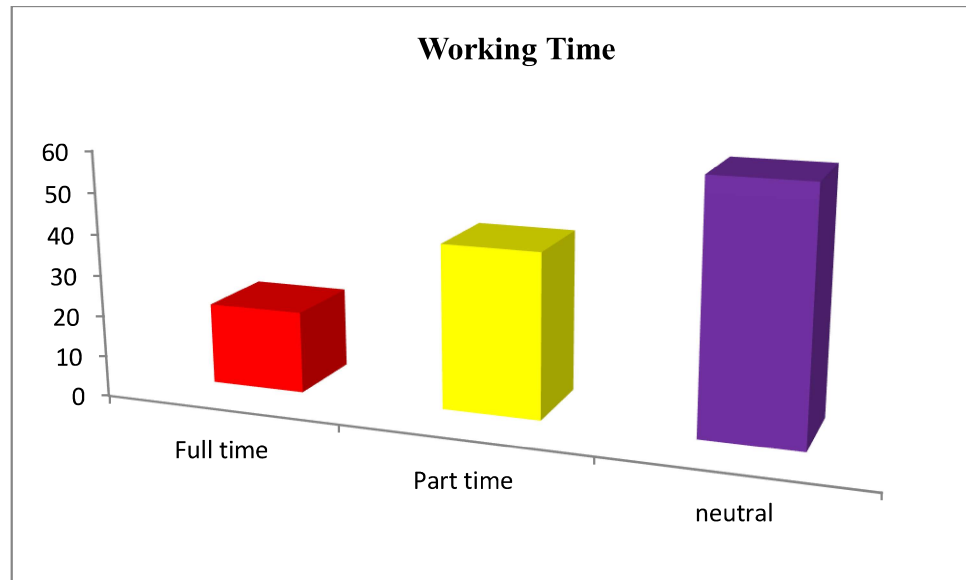


Table 5.8

Number of working house of the respondents

S.NO	Types of the house	No. of the Respondents	Percentage
1	Single house	50	41.7
2	Double house	40	33.3
3	More than two houses	30	25
	Total	120	100

Source: Primary data

According to this table explain the total number of working houses of the respondents. 41.7% of the respondents working in a single house. 33.3% of the respondents working in double houses and 25% of the respondents working in more than two houses respectively.

FIGURE 5.1.8

NUMBER OF WORKING HOUSE OF THE RESPONDENTS

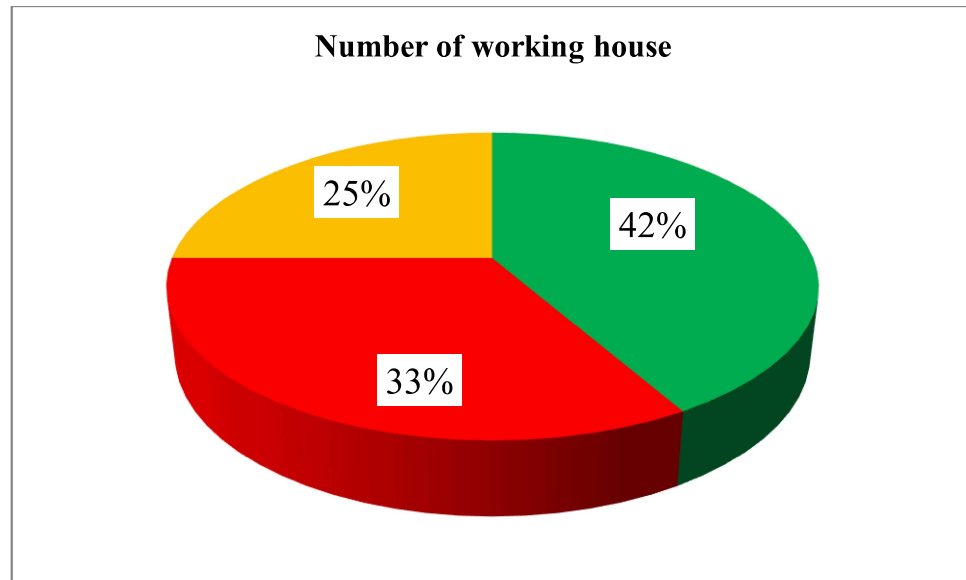


Table 5.9

Per day working hours of the respondents

S.NO	Per day Working hours	No. of the Respondents	Percentage
1	2hrs	37	30.8
2	3hrs	55	45.8
3	4 hrs	28	23.3
	Total	120	100

Source: Primary data

The above table indicates the Per day working hours of the sample respondents 30.8% of the respondents are working in 2hrs per day, 45.8% of the respondents are working in 3hrs per day and 23.3% of the respondents working in 4hrs per day respectively.

FIGURE 5.1.9

PER DAY WORKING HOURS OF THE RESPONDENTS

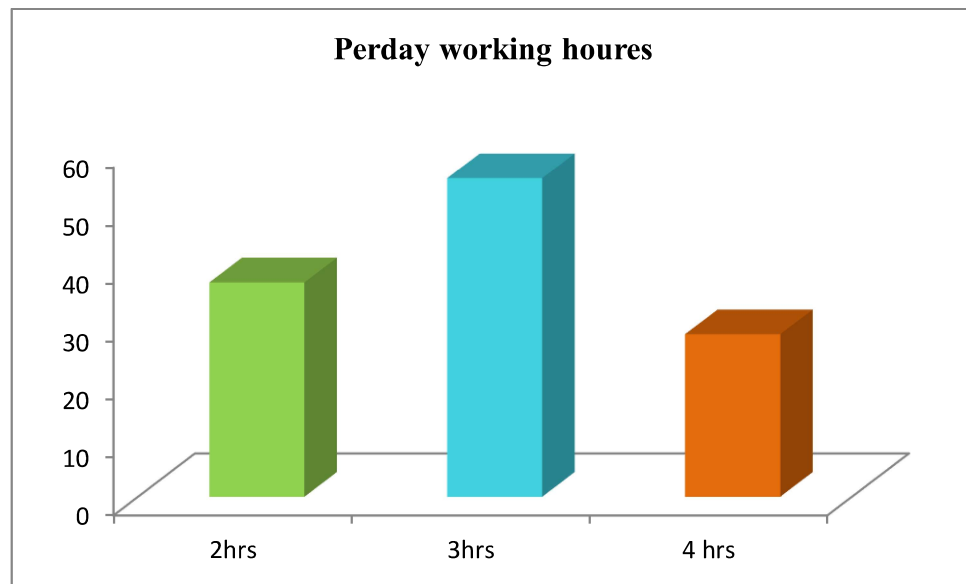


Table 5.10

Income wise analysis of the respondents

S.NO	Income	No. of. the. Respondents	Percentage
1	Below 2000	38	31.6
2	3000	35	29.1
3	5000	27	22.5
4	Above 6000	20	16.6
	Total	120	100

Source; Primary data

Out of total 120 respondents above 31.6% of the respondents getting income below 2000 per month, 29.1% of the respondents getting income 3000 Per month, 22.5% of the respondents getting income 5000 and 16.6% of the respondents getting income above 6000 respectively.

FIGURE 5.1.10

INCOME WISE ANALYSIS OF THE RESPONDENTS

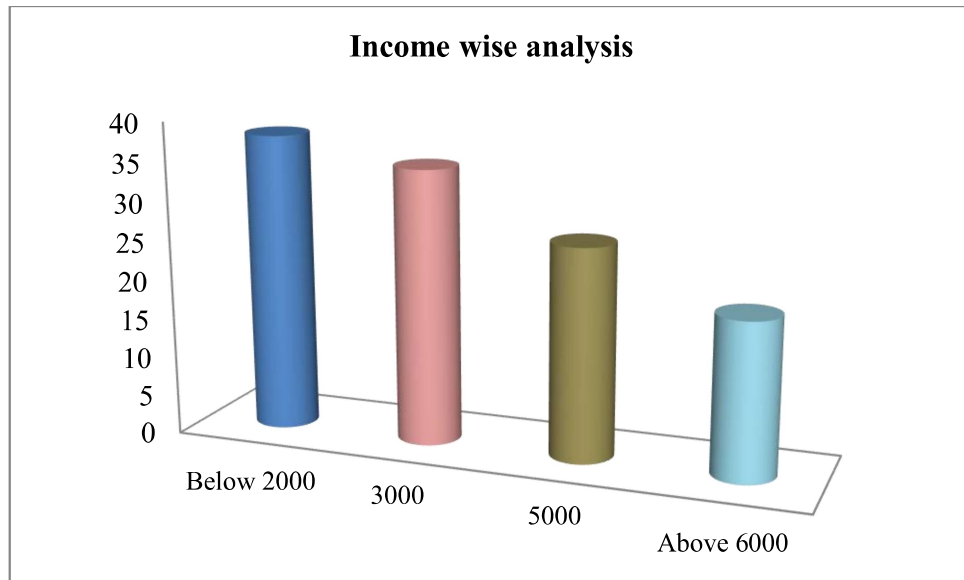


Table 5.11

Holidays (Per Month) wise analysis of the respondents

S.NO	Holidays	No. of the respondents	Percentage
1	1day	58	49
2	2 days	34	28
3	3 days	28	23
	Total	120	100

Source: Primary data

This table reveals according to their holidays.49% of the respondents getting leave one day per month, 28% of the respondents getting leave 2 days per month, and 23% of the respondents getting leave 3 days per month respectively.

FIGURE 5.1.11
HOLIDAYS (PER MONTH)

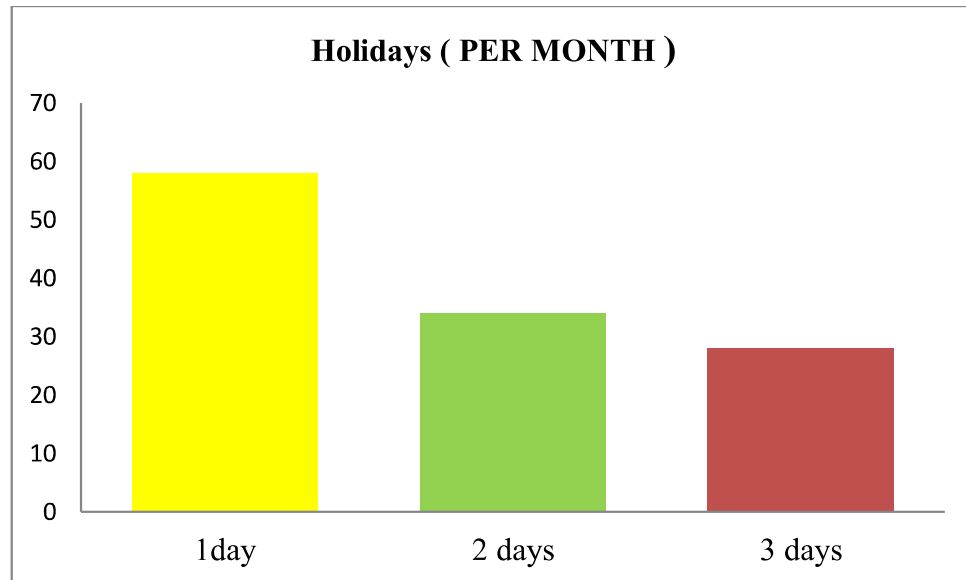


Table 5.12

Festivals Bonus of the respondents

S.NO	Festivals Bonus	No.of.the.Respondents	Percentage
1	Yes	85	66.7
2	No	45	33.3
	Total	120	100

Source: Primary data

According to festivals bonus 66.7% of the respondents getting bonus and 33.3% of the respondents they are not getting bonus according to given information.

FIGURE 5.1.12

FESTIVAL BONUS OF THE RESPONDENTS

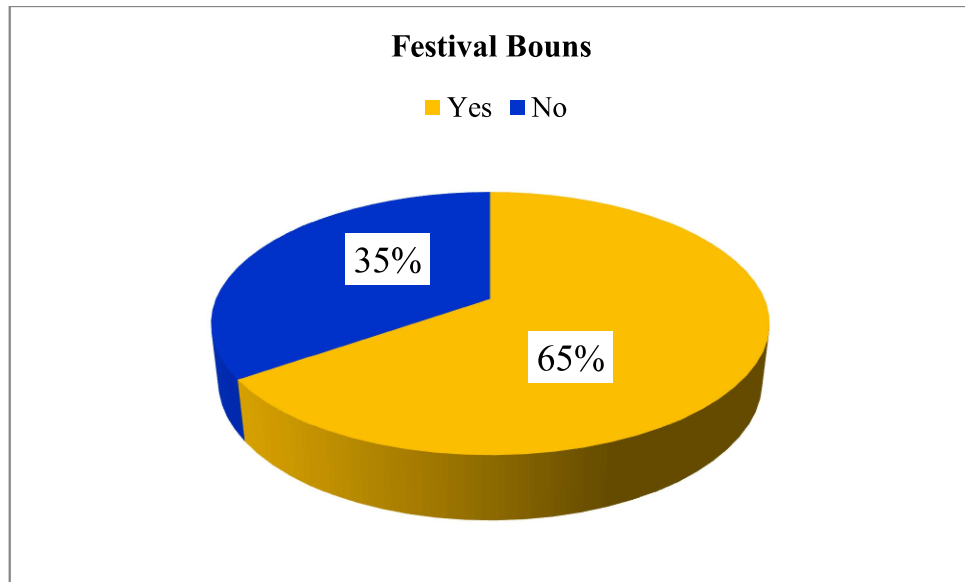


Table 5.13

Income sufficient

S.NO	Sufficient income	No. of the respondents	Percentage
1	Yes	50	42
2	No	70	58
	Total	120	100

Source: Primary data

This table shows that 42% of the respondents getting sufficient income through this work and 58% of the respondents not getting enough money through this work respectively.

FIGURE 5.1.13
INCOME SUFFICIENT

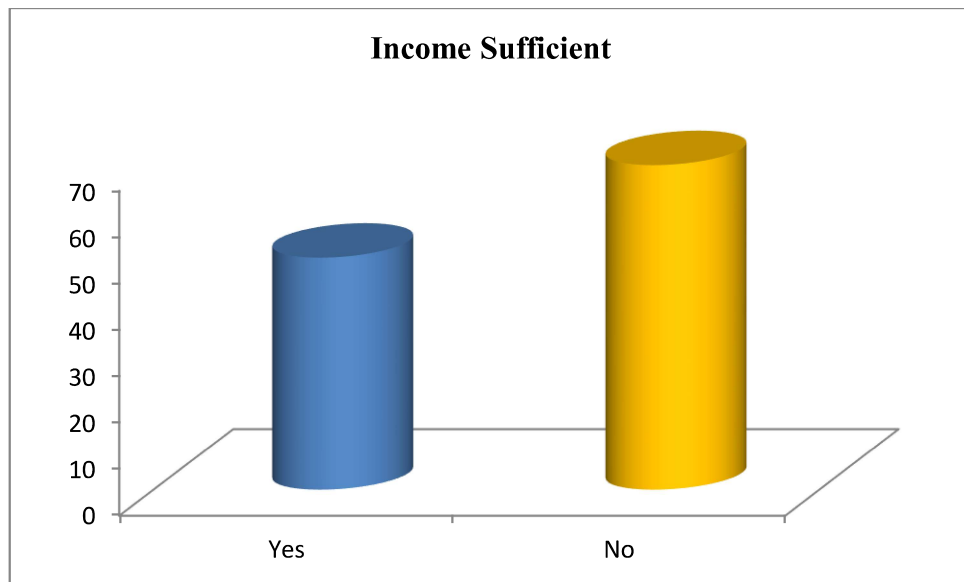


Table 5.14

Frequency payment of the respondents

S.NO	Frequency payment	No. of the respondents	Percentage
1	Daily	65	54
2	Weekly	30	25
3	monthly	15	13
4	As their wish	10	8
	Total	120	100

Source: Primary data

According to their payment method 54% of the respondents getting payment daily, 25% of the respondents receiving payment weekly once, 13% of the respondents receiving their payments monthly in a once and 8% of the respondents receiving their payments according to their wish respectively.

FIGURE 5.1.14

FREQUENCY PAYMENT OF THE RESPONDENTS

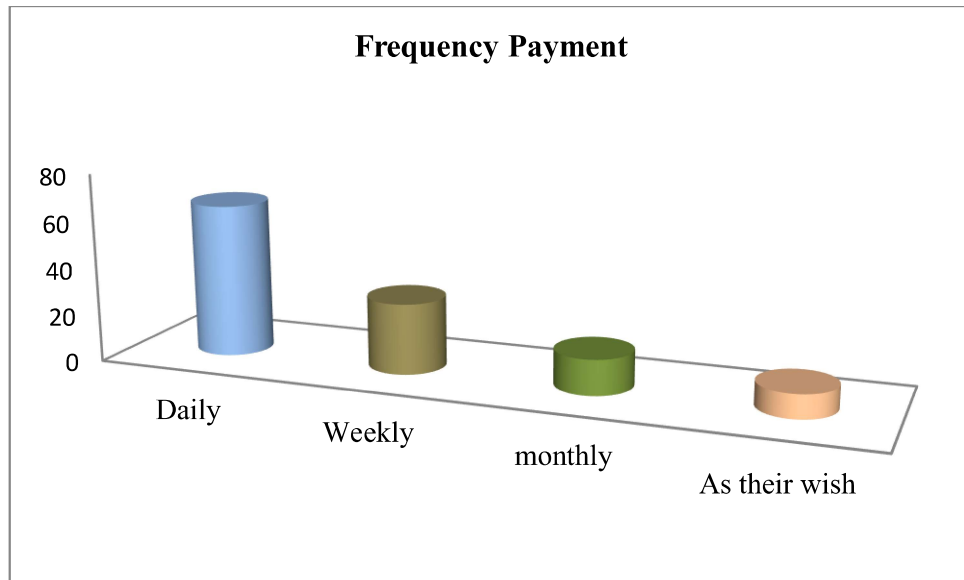


Table 5.15

Monetary benefit of the respondents

S.NO	Monetary benefit	No. of the respondents	Percentage
1	Saree/cloth	65	55
2	Grocery	30	25
3	Old things	15	12
4	Food left over's	10	8
	Total	120	100

Source: Primary data

According to the respondents getting their monetary benefits 55% of the respondents got saree/ cloths, and 25% of the respondents got grocery items, 12% of the respondents got some old things and 8% of the respondents got food items respectively.

FIGURE 5.1.15

MONETARY BENEFIT OF THE RESPONDENTS

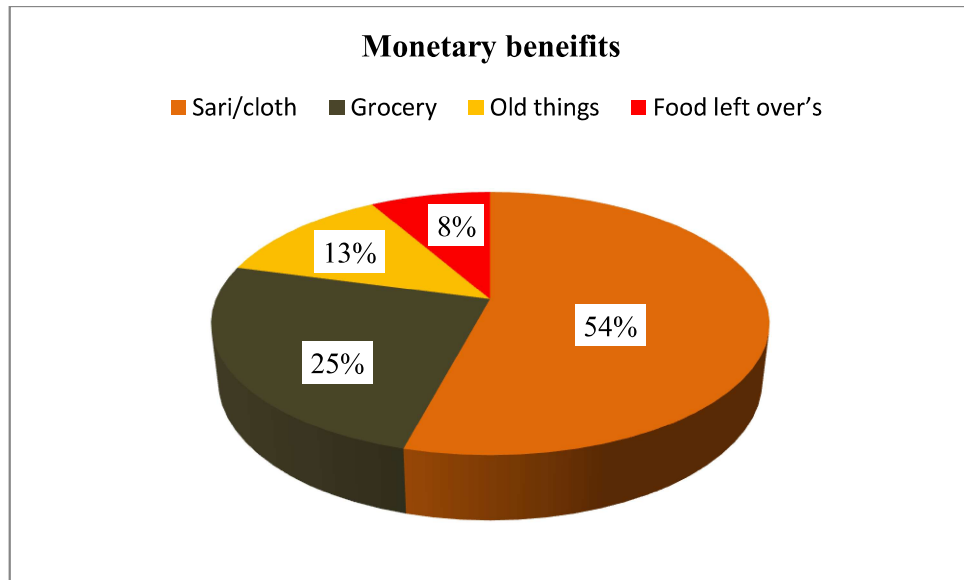


Table 5.16

Working Period (Same house) of the respondents

S.NO	Working Period	No. of the respondents	Percentage
1	Below 2 yrs	20	17
2	2-4 yrs	10	8
3	4-6 yrs	30	25
4	Above 6 yrs	60	50
	Total	120	100

Source : Primary data

According this table 17% of the respondents working period below two years, 8% of the respondents working period is 2-4 years, 25% of the respondents as working period is 4-6 years and 50% of the respondents as working period is above 6 years respectively.

FIGURE 5.1.16

WORKING PERIOD (SAME HOUSE)

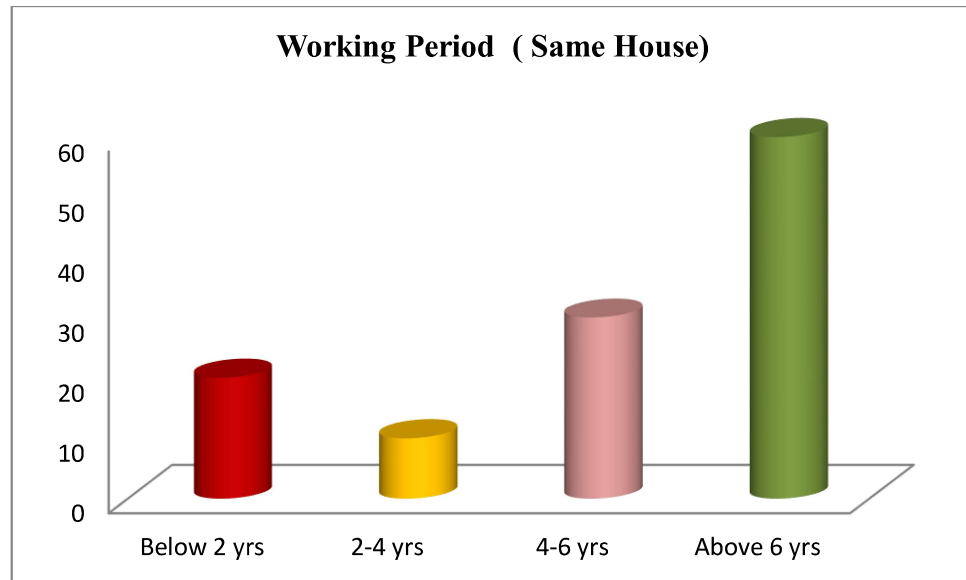


Table 5.17

Irritating work (Work Pressure)

S.NO	Irritating work	No. of the respondents	Percentage
1	Special occasion	60	50
2	Festival time	40	33
3	Guest on the house	20	17
	Total	120	100

Source: Primary data

This table reveals that 50% of the respondents getting irritate on the special occasion time, 33% of the respondents getting working pressure on festival time and 17% of the respondents getting working pressure on the time of guest on the house respectively.

FIGURE 5.1.17

IRRITATING WORK OF THE RESPONDENTS

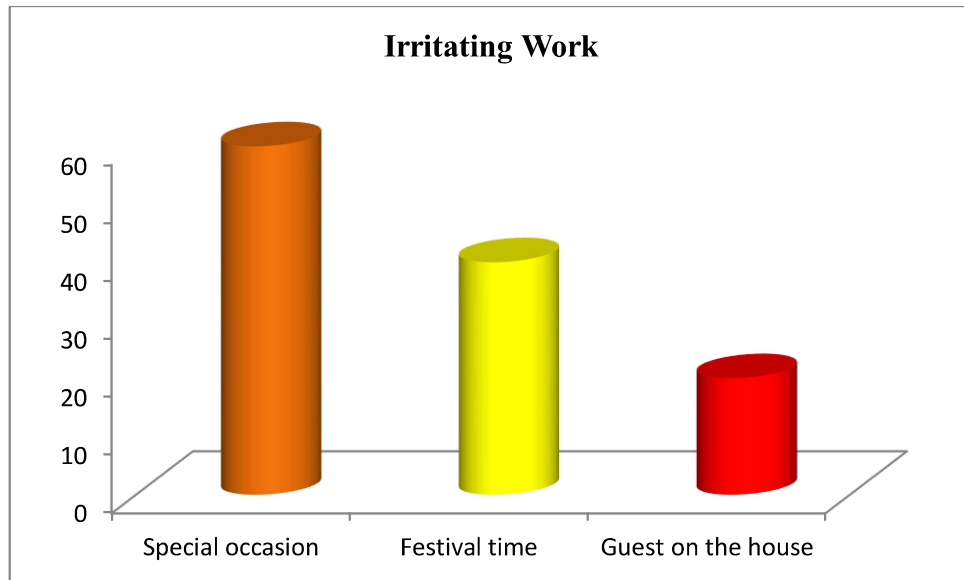


Table 5.18

Living status of the respondents

S.NO	Living status	No. of the respondents	Percentage
1	Own house	60	50
2	Rent house	40	33
3	Least house	20	17
	Total	120	100

Source: Primary data

This table explains that living status of the respondents out of 120 sample respondents 50% of the respondents living in their own house, 33% of the respondents living in rent house and 17% of the respondents living in under least house respectively.

FIGURE 5.1.18

LIVING STATUS OF THE RESPONDENTS

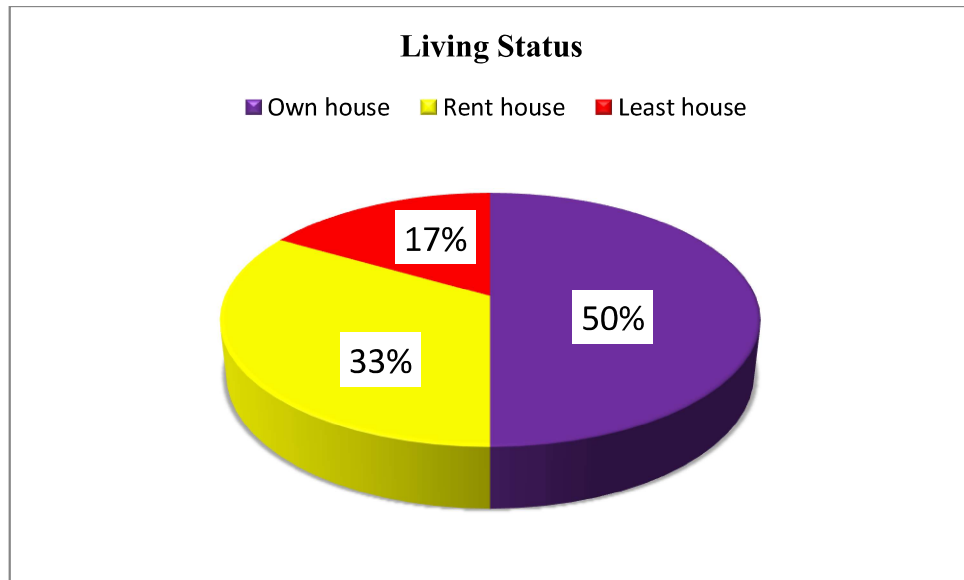


Table 5.19

Primary Reason for the work

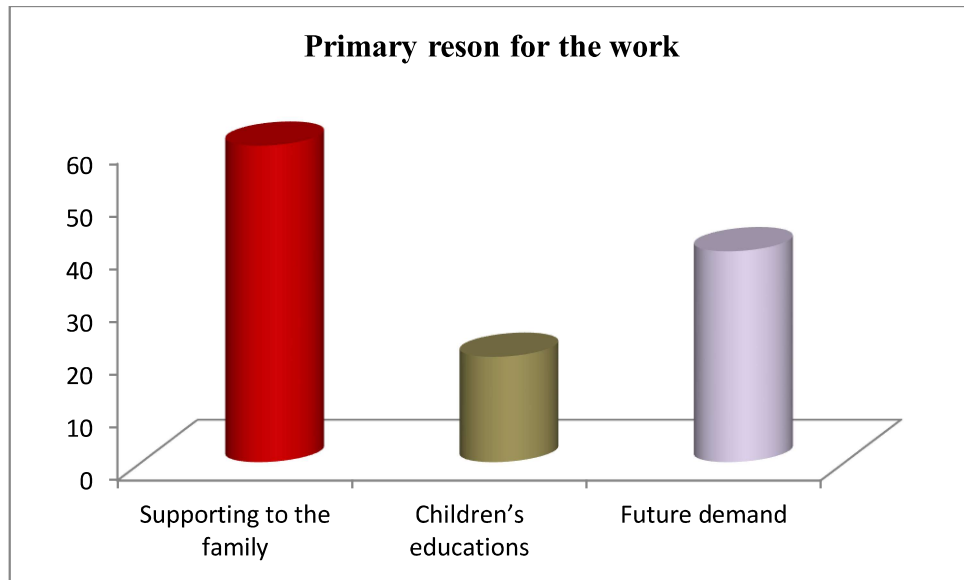
S.NO	Primary Reason	No. of the Respondents	Percentage
1	Supporting to the family	60	50
2	Children's educations	20	17
3	Future demand	40	33
	Total	120	100

Source: Primary data

According this table 50% of the respondents primary reason for this work to more supporting their family, 17% of the respondents given reason for their children's educations and 33% of the respondents given reason for speculative demand for future respectively.

FIGURE 5.1.19

PRIMARY REASON FOR THE WORK



RELATIONSHIP BETWEEN MONTHLY INCOME AND EXPENDITURE OF THE SAMPLE RESPONDENTS

Co-efficient Correlation:

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

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

$$r = 0.97$$

Result:

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

Hypothesis:

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

CHAPTER – VI

Findings, suggestion and conclusion

Findings

- Majority of the sample respondents are belong to the age group of 26 to 30.
- Majority 79% of the respondents are female.
- 70.83% of the respondents are married.
- Majority 41.6% of the respondents are illiterate.
- 60.8% of the respondents are Hindu.
- Majority 33% of the respondents working in all the categories (Mopping and sweeping, washing clothes, cleaning and dusting, cooking).
- 50% of the respondents working in as their wish.
- 41.7% of the respondents working in single house.
- Majority of the respondents are working in 3hrs per day.
- Out of 120 sample respondents majority of 31.6% of the respondents. getting income below Rs. 2000 per month.
- Majority 49% of the respondents maximum getting leave only one per month
- 66.7% of the respondents getting Bonus
- Majority 65% of the respondents getting receiving their payment weekly ones
- 55% of the respondents getting monetary benefits
- Majority 50% of the respondents working period (same house) above 6 years continuously
- 50% of the respondents getting work pressure on the special occasion time
- The maximum number of the respondents living in their own house
- Maximum 50% of the respondents given primary reason for this work for supporting family
- Majority 58% of the respondents not getting enough hours this work

Suggestions:

- To improve the working conditions and quality of life of the workers in the unorganized sector in general and house maid workers in particulars, the minimum wages policy should be implemented strictly in all segments of the unorganized sector including house maid labors so that income security is maintained.
- The majority of the workers in the unorganized sector including domestic workers do not receive social security benefits.
- The government should initiate to provide for social security benefits to these workers.
- Salary for the holidays should be paid to the domestic workers.
- During festivals, the domestic worker should be helped financially and with various gifts that will benefit their family.
- The domestic workers should be treating fairly and given the same respect as we enjoy in the society.
- Domestic help is an important aspect in today's busy life- Central Social Welfare Board should strictly implement some regulations to safeguard their right and resolve their critical problems.
- It is difficult to find and retain good domestic helpers- organize proper skill development programs for domestic workers.
- Apart from the various challenges that a domestic worker faces, uniformed absenteeism, irregular timings, expectation of payment during leaves are also some of the problems faced by domestic workers.
- Domestic workers experience exploitative wages and poor working conditions, and are more vulnerable than employees in conventional workplaces.
- As the domestic workers are an unorganized lot, it is recommended to bring them under one roof and request the Government to pass laws to protect their rights and dignity.

Conclusion

In view of the above and the entire research, it is important to consider domestic workers as an important part and parcel of our everyday lives. Hence they should be treated with a sense of humanity and their dignity should be preserved by all the owners. As they are meted out with an unfair treatment, I strongly recommend a fair law and act will help the society to look at them with solidarity and then only the dream of being one will ever come into reality. The demand of maid labors among middle and upper class people in Thoothukudi district has been drastically increased because of scarcity of time and lack physical fitness among house wives. The most of the migrant women from lower socio economic background work as domestic laborers. Maid servants in lionstone area have very poor educational status. The poor economic status is the main reason for taking the job as maid servants.

The domestic workers generally engage in several of household works such as cleaning utensils, sweeping and cleaning houses, washing clothes and fetching water etc. The wages paid to them are very low when compared to other laborers. The job of domestic workers is not recognized in the society. It is revealed and inferred that the socio economic condition of domestic workers are not good.

The domestic laborers face many problems at the work place such as, low wage, a minimal pay or no pay for extra work, no fixed working hours, absence of leave facility, no respect, physical harassment by the employer etc.

Psychological and emotional problems among domestic workers occur as a result of lack of leisure time and continuous work load. Totally they have been worst exploited. Now days, the domestic workers are most vulnerable unorganized group and lack of social security and social stigma related to domestic work would make the women more vulnerable in this sector.

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Questionnaires

1. Name :
2. Age :
3. Sex :
4. Marital status :
5. Education and Qualification :
6. Caste :
7. What work do you do? (Area of the specialization)
 - a) Mopping and sweeping
 - b) Washing clothes
 - c) cleaning and dusting
 - d) Cooking
 - e) All
8. Are you working full time/Part time?
 - a) Full time
 - b) part time
 - c) neutral
9. What types of house are you living?
 - a) Single house
 - b) Double house
 - c) more than two house
10. For how many hours do you work in a day?
 - a) 2hrs
 - b) 3hrs
 - c) 4hrs
11. How much money do you get for each work?
 - a) Below 2000
 - b) 3000
 - c) 5000
 - d) above 6000
12. How many holidays can you take within a month?
 - a) 1 days
 - b) 3days
 - c) one week
13. Do you get any festival Bonus?

a) Yes b) No

14. What happens when you fall ill -are you taken do a doctor / given
Medicine / given holiday.

15. Is it sufficient amount for you and your family?

a) Yes b) No

16. What is the frequency of payment?

a) Daily b) weekly c) monthly d) As their wish

17. Do you get non monetary benefit like?

a) Sari/cloth b) Grocery c) old things d) food left over's

18. For how long a working in here?

a) Below 2 yrs b) 2-4yrs c) 4- 6yrs d) above 10yrs

19. Since the time you starred working, has your conditions /standard
of living improved?

20. Which one is most irritating work in a house?

a) Special occasion b) festival time c) guest on the house

21. Living status of the respondents?

a) Own house b) rent house c) least house

22. Reason for doing domestic work.

a) Insufficient income b) unemployed c) illiterate d) family situation

23. What is the primary reason for this work?

a) Supporting to the family b) Children's education c) Future demand

24. Do you feel safe at the work place?

a) Yes b) No

25. Did you face any kind of harassment?

a) Yes b) No

26. Are you allowed to use the toilet?

a) Yes b) No

27. Do the employer support during emergency your crisis?

a) Yes b) No

28. If any working conditions of your work?

a) Yes b) No

29. Do you have any responsibility of your work?

a) Yes b) No

**A STUDY ON CONSUMER SATISFACTION ON SWIGGY WITH SPECIAL
REFERENCE TO PON SUBBAIYA NAGAR OF THOOTHUKUDI DISTRICT**

Project Report Submitted to

ST .MARY”S COLLEGE (Autonomous) Thoothukudi

Affiliated to

ManonmaniamSundaranar University- Tirunelveli

In partial fulfilment of the award of the Degree of

MASTER OF ARTS IN ECONOMICS

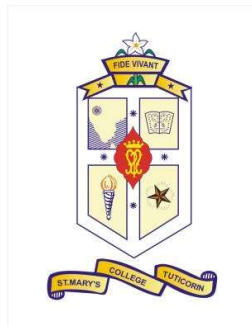
Submitted by

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Dr. A. Sudha M.A., M.Phil., Ph.D.



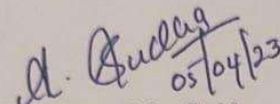
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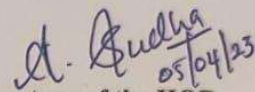
St. Mary's College (Autonomous) Thoothukudi

April 2023

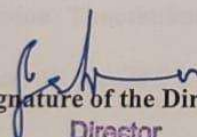
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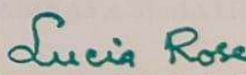
This is to certify that the project Work entitled **A STUDY ON CONSUMER SATISFACTION ON SWIGGY WITH SPECIAL REFERENCE TO PONSUBBAIYA NAGAR OF THOOTHUKUDIDISTRICT** Submitted to St Mary's College (Autonomous) Thoothukudi in partial fulfilment for the awards of the Degree of Master of Arts in Economics is a record of work done during the year 2022-2023 by **S.ABINAYA SUMATHI(21SPEC02)**

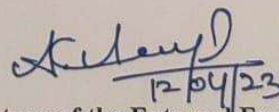

Signature of the Guide


Signature of the HOD

**PG Department of Economics (SSC)
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Signature of the Director
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Declaration

I do hereby declare that the project entitled **A STUDY ON CONSUMER SATISFACTION ON SWIGGY WITH SPECIAL REFERENCE TO PONSUBBAIYA NAGAR OF THOOTHUKUDI DISTRICT** Submitted for the degree of Master of Arts in Economics is my original work and that not previously formed the basis for award of the Degree.

S. Abinaya Sumathi

S.ABINAYA SUMATHI

Station: Thoothukudi

Date: 05.04.2023

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A STUDY ON CONSUMER SATISFACTION ON SWIGGY WITH SPECIAL REFERENCE TO PON SUBBAIYA NAGAR OF THOOTHUKUDI DISTRICT

Abstract

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as 'the number of customers, or percentage of total customers, whose reported experience with a firm, its products, its services exceeds specified satisfaction goals. In researching satisfaction, firms generally ask customer whether their product or service has met or exceeded expectations. Thus expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short they will be disappointed and will likely rate their experience as less than satisfying. The online ordering system can be defined as a simple and convenient way for customers to purchase food online, without having to go to the restaurant. The system is enabled by the internet that connects the restaurants or the food company on one hand, and the customer on other hand. Therefore as per this system the customer visits the restaurant's app or website, browses through the various food items, combos and cuisines available there and those ahead and selects and purchases the items he or she needs. These items will be then be delivered to the customer at his or her doorstep at the time they choose by a delivery person. Payments for such online orders can be made through debit cards, credit cards, cash or card on delivery or even through digital wallets.

Keywords

Customer satisfaction, debit cards, credit cards, digital wallets, Restaurant, mobile, advertising, marketing strategies, application.

Introduction:

Swiggy is one of the India's most valuable and largest online food delivery platforms. Swiggy was founded and established in Bangalore in 2014 and since then it has been growing and expanding its business throughout the nation. In 2019 it has further expanded its business into general products also under the name Swiggy stores. Presently Swiggy is operating in almost 100 cities all over the nation. September 2019, Swiggy further decided to expand and launched the idea of quick pickup and dropout service under the brand name Swiggy Go. Under Swiggy go the company was dealing in picking and dropping variety of items like laundry, parcel or documents to various customers and business clients. Swiggy has started its business with only 25 partner restaurants and 6 delivery executives. Now Swiggy has almost covered all major cities including Mumbai, Delhi, Pune, Hyderabad, Bangalore, Kolkata and Chennai. Today they have 12000 partner restaurants and 13000 delivery executives. India is young developing country and has lot of potential which is yet untapped. Food business is one of them. Covering that gap Swiggy and is growing day by day and expanding business to large scales.

Swiggy is a customer oriented company, and has online platform to improve the experience of food delivery. Swiggy by improving consumer experience and shrinking delivery time is on a path to become the leader of food delivery business. Since its launch, the business has managed to grow at rapid pace and generate a large amount of money for its firm. Starting from online menus to massive delivery, Swiggy has covered majority of the path towards success. It is now the highest preferred online platform for food delivery and has gained the top position in this market. It is regularly working on improvements and launching technical advancements on regular intervals to improve experience and value to their business. Swiggy has introduced many exciting features like Swiggy Access, Swiggy Pop and Swiggy Schedule etc.

Journey lived

Including Mumbai, Delhi, Pune, Hyderabad, Bangalore, Kolkata and Chennai. Today they have 12000 partner restaurants and 13000 delivery executives. Swiggy is one of the India's most valuable and largest online food delivery platforms. Swiggy was founded and established in Bangalore in 2014 and since then it has been growing and expanding its business throughout the nation. In 2019 it has further expanded its business into general products also under the name Swiggy stores. Presently Swiggy is operating in almost 100 cities all over the nation. September 2019, Swiggy further decided to expand and launched the idea of quick pickup and dropout service under the brand name Swiggy Go. Under Swiggy go the company was dealing in picking and dropping variety of items like laundry, parcel or documents to various customers and business clients. Swiggy has started its business with only 25 partner restaurants and 6 delivery executives. Now Swiggy has almost covered all major cities India is young developing country and has lot of potential which is yet untapped. Food business is one of them. Covering that gap Swiggy and is growing day by day and expanding business to large scales. Swiggy is a customer oriented company, and has online platform to improve the experience of food delivery. Swiggy by improving consumer experience and shrinking delivery time is on a path to become the leader of food delivery business. Since its launch, the business has managed to grow at rapid pace and generate a

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Target Customers of Swiggy

The main target customers for Swiggy are those who do not want to move out or visit restaurants and enjoy having delicious food at home without making efforts. They want their food easily readily available at their door step.

Swiggy is a food delivery app in India

Yet another popular and credible food delivery app in India is Swiggy and also offers on-demand delivery of groceries. This initiative of Swiggy is under the name Instamatic and is quite useful for getting fresh supply of household products. They also offer instant package delivery service and is known as Swiggy Genie.

Swiggy was founded in 2014 and has its headquarters in Bangalore. Currently, Swiggy operates only in India and serves in over 300 cities across the nation. Restaurant partners have to pay 18 to 23 percent of their sales revenue to Swiggy for being a part of their system.

Technology has played a key role not only in transforming the food delivery services but also has made its contribution in changing the customer's preference. Dependency on technology has motivated all the customers to carry out online transactions. Be it online shopping, online banking, or even online food ordering with the advancement in technology, food ordering and delivery service online portals are becoming popular day by day. Today food ordering service can be easily carried out with the help of smartphones. In present scenario, the business of food delivery services is considered to be one of the fastest growing segments of E-Commerce.

The communication between seller and the end customer now can be easily made with the help of such apps. The modern technology, convenience, time saving, quick home delivery are some of the features which made today's customer to order even the food online. To match up with the expectations of the consumers, apps from google play store can be installed and used in smartphones. Apps have provided the new facilities and services to the customers. The interest has been a great medium in changing the customers preference.

At present, technology has moved the today's customer to do everything on the internet. Ordering cooked meals to be doorstep of customers is the best example with a few click on the installed app in a mobile phone, customer can make any order from any place. The convenience feature and easy accessibility of app is the biggest determinant to the consumers to order food online. Even the time taken for the food to be delivered serves as a good reason for consumers to order food at their doorsteps.

Fast food restaurants are a popular choice for Indian origin consumer. Unexpected flavours from all around the country could be found on a food truck after personally tasting their meals and evaluating sanitation and hygiene of the restaurants, the app has partner with various eateries. There was also a check on the restaurants to make certain that the food has been of high quality. Concerns about sanitation can be communicated to everyone at any time by customers. Customer care was available around the clock, two weeks a week in the service. The company went above to handle any difficulties and keep customers happy. In the eyes of this company, the customer was king, and it was all about making them happy. The online food delivery services reputations promotion, and service all helped tremendously. Approximately Rs.2-3 crores were put up at the start of the project. As a commercial website the app was accessible to everyone with even the most basic computer skills.

The company only hired delivery workers once they had adequate training from the organization. The delivery guy was fluent in Hindi, English as well as the local language of the area. It was obvious that the delivery know way around them. In return for the restaurants helps in publicizing the app, the apps creators teamed with a well-known brand. When customers have questions they can reach out to customer services by email, chat phone by using the app. If the customer is concerned about the safety of the delivery persons, an urgent alternative is provided. Additionally customers could place orders through text message with all the necessary information included as a result of their charitable efforts the brand had given its all. Their goal is to satisfy customers by offering the best value, quality and timelines of service.

The present food industry has been reaping the benefits of technological development while competing to serve the customer in a better way. Food is the basic need for every human's life and people do not want to go out to eat food due to many reasons like lack of time, stretched working hours, distance, lack of proper transportation, per head cost, etc. Given the option of online food ordering service customers browse the required food items from their preferred restaurants which is time saving as well as cost effective. The order beauty of this services is that it is available throughout the day.

The local restaurants tie up with the food delivery aggregators like swiggy for taking orders from customers. Swiggy deliver the ordered food items in the specified time by hiring the food delivery boys. The convenience and affordable services induce a large number of customers access the online food. Delivery system customers order their preferred dishes online which also allow them more variety in placing food orders and that too from quality restaurants. Moreover the delivery is assured by specific time limit beyond which the customers can refuse the orders stating delay in execution as the cause to impress the customers and to maximize their satisfaction online food aggregators always try to provide top class services as per customer needs. Swiggy one of the giants in the online food services sector has been rendering its services since 2010, In this study mode to extract the perceptions and satisfaction of customers towards the services of swiggy.

Technology has played a key role in revolutionizing the food delivery services. Convenience is the prime factor to consumer as to place an order is consumer to place an order is as simple as few clicks on any mobile devices have app facility. Technological dependency, convince and less time taken for the food to be delivered aids as good reason for

the consumer to choose the services offered by the online food ordering and delivery service portals such as Zomato, Swiggy and Uber Eats.

Mobile application is a combination of marketing acumen and technology uses the Internet as a medium to advertise and sell services and goods. Today, more people are getting connected through mobile application and they are ready to trade through it. It also affects the operation of companies and organizations. Companies have changed their traditional business Strategies into online marketing to suit customer needs and taste at any time. The popularity of online food ordering and delivery services is steadily growing; expectations of the users are also increasing. This research paper is aimed to investigate consumers view about the services they receive from different portals like Zomato, Swiggy and UberEats. This paper will help the service providers to understand the consumer perceptions, needs, and views on the basis of the result of the survey.

Swiggy Revenue Model

Swiggy generates revenue through a number of ways. Let's take a look at each of the methods one-by-one:

1) Commissions

A restaurant has to pay a commission for every order that it receives through the Swiggy app. roughly 20%-25% of the total order value is charged as commission from the restaurants.

2) Delivery Fee

A nominal delivery fee (including distance fee) is also applied on every order. This, too, fetches decent revenue to the food delivery company. Furthermore, these charges are higher during the times of "high demand" and "challenging weather" conditions.

3) Paid Promotions

You must have seen many promoted restaurants while browsing inside the app. These restaurants pay a fee to appear ahead of their competitors. These paid advertisements contribute a lot to Swiggy's revenue.

4) Instamart

Swiggy Instamart is a fast grocery-delivery system. It came into picture in the year 2020, a few months after the outbreak of the COVID-19 pandemic – a great business move at a time when people were hesitant to go out to buy groceries. The company claims to deliver groceries within 15 minutes in 15+ cities where this service is available. Swiggy reportedly makes over a million instamart sales every week.

6) Swiggy One

In March of 2021, Swiggy revamped its Swiggy Super subscription service by breaking it into 3 parts – Binge, Bite and Bit. The benefits vary across the three programs as per the subscription plans. With Swiggy One, however, all the existing Swiggy Super Members will be automatically upgraded to the new program for the remainder of their

subscription. Now, patrons can enjoy unlimited free deliveries, better discounts and other benefits. These subscriptions generate a good amount of revenue for the company.

Swiggy Marketing Strategies

Swiggy makes great use of digital marketing, especially social media marketing, email marketing and paid ads.

A) Social Media Marketing

Swiggy is very active on all social media platforms. Swiggy has come up with many interesting hashtags in the past, for example # Earn Your Cheat Meal # No Order Too Small #Eat Your Veggies. They also share humorous posts in which they spin-off the current trends into something that promotes the company's services and vision.

B) Email Marketing

Customers receive emails from Swiggy on a regular basis. The use amazing graphics, catchy slogans and jaw-dropping deals to garner consumer interest. These emails start getting particularly interesting during major events such as IPL, World Cup, Olympics, etc.

C) PPC Advertisement

The online food ordering and delivery company runs Google text ads and display ads to offer amazing cuisines to people searching for food on Google search. Then, Swiggy also actively promotes mouth-watering dishes and restaurants to try through social media advertising on platforms such as Facebook and Instagram.

Swiggy Acquisitions

Swiggy has acquired many start-ups so far, here's a list of a few notable acquisitions made by Swiggy over the years:

- 1) The first acquisition that Swiggy made came in the year 2017 when it acquired Bengaluru-based Asian foodstartup, 48East.
- 2) Later that year, Swiggy acquired Mumbai-based Scootsy Logistics – a startup in the field of food and fashion delivery that was struggling to make a mark. It was, however, closed soon.
- 3) The company purchased milk delivery startup named SuprDaily in an all cash deal

Honours & Awards Received

- Swiggy became a member of the Unicorn club – Start-ups with a valuation of \$1 billion – in just 4 years since it was founded
- Awarded with the Outlook Social Media Award in the year 2016
- Honoured with “Start-up” Award by Economic Times in 2017

Swiggy Top Competitor

Swiggy faces direct competition from one very strong rival and that is none other than, of course, Zomato. The latter has a very strong market hold in some cities, for instance, Chandigarh. According to a report in DNA, Swiggy receives a daily order volume of 1.5 million, compared to Zomato's 1.2 million. After acquiring Uber Eats, Zomato has expanded its business to 556 cities and towns. So the battle between these two food-delivery giants is getting fierce with each passing day.

How Swiggy Earns Money?

Swiggy's business model understanding is incomplete without this section. There is no doubt that Swiggy's concept of connecting foodies with delicious food at local restaurants was an instant hit. But, they heavily rely on delivery executives to grow their business but having said that, they had to give their delivery executives good incentives and rewards to fuel their business.

However, what are the revenue streams of Swiggy that empowered them to meet all the expenses and support their future ventures? Here's the Swiggy revenue model and its various revenue streams:-

Delivery Charges From Customer

What made Swiggy so popular is there is no minimum order policy. You can even place an order of less than Rs 100. However, you may feel that Swiggy is hurting its revenue doing so. But, no, they apply delivery charges. The delivery charges are nominal between Rs.10 to 20 if the order is less than Rs. 250

Swiggy often increases their delivery charges during the peak hours of the day, special occasions, rains, or midnight delivery. The customers love placing small orders, and Swiggy gets delivery charges, so it's a clear win-win situation for both. So, money through delivery charges is one of the most crucial income streams for Swiggy.

Food Commission from Restaurants

Since Swiggy is giving business to local restaurants, they charge a food commission for the same. For every order through Swiggy, its profit share is approx 22 to 25% of the total bill, including the GST.

The exact commission depends upon a variety of factors, spanning from the number of orders, commission charged by the competitors, restaurant location, etc. the food commission from the listed restaurants is the biggest contributor to their surging revenue numbers.

Advertising Both Offline and Online for Restaurants

Third on the list of revenue streams for Swiggy has been the online and offline advertising for their restaurant partners. Swiggy offers two categories of advertising to their listed restaurant, one is the Priority Restaurant Listing and the other being the Banner Promotions. Swiggy displays banners and promotes restaurants based on location and rates. They charge a premium fee which adds up to their revenue stream.

Swiggy Go

Swiggy has launched the instant pick-up and drop-off service, known as the Swigger Go. This service is completely detached from their usual online food ordering service.

Here the Swiggy delivery executive can pick up and drop off anything like lunch boxes, forgotten keys, and laundry from anywhere to everywhere, in the city. It was a concept that is quite popular amidst the COVID-19 pandemic, and people, especially the elders, those who didn't want to step out of the house used the service quite effectively.

“Swiggy’s vision is to elevate the quality of life of urban consumers by offering unparalleled convenience. After enabling this with food delivery for five years and stores across the city with Swiggy Stores, Go will open the Swiggy delivery superpower to all consumers in the city,” SriharshaMajety.

Subscriptions

Swiggy earns its fair share of revenue via its various subscription packages. These subscriptions offer several benefits to their customers, therefore, they don't hesitate to purchase them. For instance, the Binge Plan of Swiggy offers unlimited deliveries with buy one and get one on food dishes from their partner restaurants at Rs329 per month. The Rs 89 Bite plan provides five free deliveries for one month. Such subscriptions ensure that users don't have to pay extra money for delivery charges during high-demand or rainy days.

Swiggy Access

Swiggy Access is a one-of-its-kind plug-and-play campaign to bring tasty food closer to their customers while allowing food entrepreneurs to expand their business. Swiggy has created kitchens that offer the basic facilities that a restaurant needs to operate in another location. Swiggy does charge can rent or deposit for the same. However, the restaurants have to pay a high average commission. The Swiggy cloud kitchens serve popular restaurants with limited funds to expand their customer reach without taking a bank loan to set up a new restaurant in another location.

Swiggy CEO SriharshaMajety said,” With Swiggy Access, we are diversifying local palettes, bridging geographical gaps in supply and solving for variety, quality, and convenience of food.

Business Affiliate with Multiple Payment and Processing Partners

Swiggy has partnerships with some of the top-rated financial institutions, including Phone Pay, Mobivik, Freecharge, and PayTM. Usually, Swiggy makes a percentage of the transactions, and if you look at Swiggy’s volume of online orders. It can be said that this revenue stream brings in a hefty amount of money too.

What is Swiggy’s Future?

The future of Swiggy isn't just about cheap food deliveries. The company’s revenue is well past the \$1Bn mark, and now they are looking at diversifying their business. Swiggy is planning to expand big time by creating a super delivery App in the e-commerce space that

offers food delivery, movie ticket booking, lifestyle services, payments, travel tickets to ride-sharing.

Swiggy was hit hard by the second wave of coronavirus in India, as they had to let go of approx 1500 employees, across their multiple Access Kitchens. But, they did lose hope, as they invested in non-food deliveries to gain 30% of its recent revenue. As per the CEO of the company, they are going to experiment and invest in new ventures with caution.

Swiggy is hopeful of returning to the pre-COVID-19 situation as their vaccination drive is gaining pace in India. Food entrepreneurs will have the confidence to set up their results, and the order volume will gain soar, till then the company has to show patience. With the couponing country's festive season and people returning to their offices, online food ordering will scale new highs. The company's target of the \$4.4-billion mark would be either in December this year or March year, it mainly depends upon how the outbreak will play out in the next couple of years, till then fingers are crossed.

Swiggy has a recent partnership with ICICI Bank for digital payments wallet is a mode that will give Swiggy the breathing space to survive during the tough times, when the food business revenue is going down.

Cloud Kitchens could help Swiggy reach non-metro cities like Mysuru where they experienced a food volume growth of 120%. In the coming months, we will know where the future of India's first food delivery platform is headed.

Wrap Up

Finally, this case study of Swiggy should suggest that if there is an idea, they must have real determination to be successful in today's neck-throat competitive market. And, this is what two of the founders did to be the undisputed king of the food ordering industry. They are not stopping here, it's just one lap for them, as they are diversifying their logistic business with doorstep delivery of emergency items such as groceries, medicines, etc.

Objective of the study

1. To know the consumer preference towards the usage of food delivery services.
2. To identify the factors which influences the consumer to order food online through mobile app.
3. To analyse the service competitive edge between zomato and swiggy.
4. To find out the most preferred online food delivery app.
5. To understand consumer rating towards the services provided by online food ordering apps.

CHAPTER SCHEME

The present research work A STUDY ON CONSUMER SATISFACTION ON SWIGGY WITH SPECIAL REFERENCE TO PON SUBBAIYA NAGAR OF THOOTHUKUDI DISTRICT is consists of five chapters.

Chapter – I

The first chapter deals with the basic introduction, administrative set up, issues, statement of the problem, purpose of the study, objectives, and the chapter scheme.

Chapter – II

The second chapter deals with the review of literature

Chapter – III

The third chapter deals with the Concepts and methodology.

Chapter – IV

The fourth chapter deals with the profile of the study area.

Chapter – V

The fifth chapter deals with the analysis of data.

Chapter – VI

The Sixth chapter deals with the findings, suggestion, and conclusion.

CHEPTER - II

REVIEW OF LITERATURE

Kassarjian 2000 for consumers, personality is a crucial part of their decision-making process. Personality has a lot to do with consumer purchasing habits, creativeness, media choice, categorization, product choice, risk attitude, and leadership. Scholars having long been drawn to individuals whose lives have been shaped by particular facets of human nature. Marketing & customer perception are both heavily influenced by a brand's personality

Yeung & Morris 2001 Consumers perform a variety of roles, and the elements that influence their decisions differ depending on product category they are purchasing. It's important to keep in mind four distinct types of customers. Consumers are price-conscious, value-conscious, and aware of price fluctuation.

Yang & Jun 2002. In order to keep current customers and attract new ones, the online commerce firm has gone through a series of stages. To keep customers coming back, it needs to deliver high-quality products and outstanding customer service. In order to deliver the best possible service, it is essential to conduct a thorough investigation of customer preferences.

Zhilin 2002 The survey found that environmentally conscious shoppers were much more likely to be women, married, or to have at least young child living at home. Consumers place a high importance on interpersonal connections and frequently take environmental concerns into account when buying purchase.

Park & Kim 2003 A wide range of factors affect how people think about risks, attitudes, and the products they buy. Researching and making judgments on technological risk is the focus of this paper, which may not have been useful or productive if this decision was not made.

Grunert, Bredahl&Brunso 2004 Consumer choice is a major factor in a wide range of marketing strategies. An organization's success depends on its ability to maintain a competitive advantage. It is required to set up a system that is interconnected. The three models that make up the configuration are: customer value in transactions, consumer value building, & value proposition dynamics

Khalifa 2004 Managers' perceptions of risk are influenced by a wide range of circumstances. Managers place a high value on risk-reduction techniques in the workplace.

Khalifa 2004 The success of an e-commerce website is heavily influenced by the quality of its customers, their perceptions of risk, and their overall loyalty. Customer satisfaction and

cost advantages have been influenced by the contact point & perceived quality, that has led to increasing brand loyalty

Jin&Suh 2005 A consumer's expectations about food quality are formed based on their personal experiences, both when the food is purchased and when it is prepared in the home. Consumer insights are built on a foundation of perception and customer-centered product creation.

Iniesta-Bonillo and Sanchez-Fernandez (2006) regarded it as one of the most essential approaches for acquiring a competitive advantage. " Consequences of poor food safety have an effect on consumer attitudes, which in turn influence purchase decisions. The measurement of perceived risk can be used to construct a framework for integrating food safety and risk perception

Singh (2007) youngsters are drawn to fast food for pleasure and to break up their regular pattern of eating at home. At fast food restaurants, young people choose nutritious food, followed by ambiance and hygiene. They believe that nutritional value and hygienic conditions in the kitchen should be reported to them.

Denise Rennie (November 2009) customers can be defined by factors such as age, income, and education. One of the reasons customers are hesitant to purchase organic food is the high price. Domestic production of organic food should be encouraged so that farmers may produce it at a reduced cost and make it available to consumers at a lower cost, lowering prices and raising demand for organic foods

Chang & Chen 2009E-commerce, on the other hand, relies solely on the retailer's website to facilitate transactions between buyers and sellers. It illustrates the relationship between several online purchase criteria and customer purchasing habits

Wu & Lo, 2009It is important to understand that brand awareness has a big impact on core-brand image or even parent brand recognition, and that in turn has had an indirect influence on score-brand attitudes and customer purchase intent. On the other hand, consumer preferences have a tremendous impact on sentiments about parent companies. An enormous number of consumers' shopping decisions are influenced by this.

Serhat Murat Alagoz&HalukHekimoglu (2012) in the article "Customer Perceptions of Electronic Food Ordering" stated that e-commerce is rapidly growing worldwide, the food industry is also showing 32 steady growth. In this research paper, they have used the Technology Acceptance Model (TAM) as a ground to study the acceptance of online food ordering systems. Their data analysis revealed that the attitude towards online food ordering vary according to the ease and usefulness of online food ordering process and also vary according to their innovativeness against information technology

VarshaChavan, et al, (2015) in their study "Implementing Customizable Online Food Ordering System Using Web-Based Application" stated that the use of smart device -based interface for customers to view, order and navigate has helped the restaurants in managing orders from customers immediately. The capability of wireless communication and smart phone technology in fulfilling and improving business management and service delivery has been a boost to this industry. Their analysis states that this system is convenient, effective and easy to use, which is expected to improve the overall restaurant business in coming times.

H.S. Sethu&Bhavya Saini (2016) in “Customer Perception and Satisfaction on Ordering Food via Internet, a Case on Foodzoned.Com in Manipal” stated that they aimed to investigate the student’s perception, behavior and satisfaction of online food ordering and delivery services. Their study revealed that online food purchasing services help the students in managing their time better. It is also found that ease of availability of their desired food at any time and at the same time easy access to the internet are the prime reasons for using the services.

Leong Wai Hong (2016) in the article “Food Ordering System Using Mobile Phone” stated that the technological advancement in many industries has changed the growth trajectory of the business. Efficient systems can help improve the productivity and profitability of a restaurant. It is believed that the use of an online food delivery system can lead the restaurant’s business to grow from time to time and will help the restaurants to facilitate major business online.

Hong Lan, et al, (2016) in “Improvement of Online Food Delivery Service Based on Consumers Negative Comments” stated that the online food delivery market is still immature; there are some obvious problems that can be seen from consumers’ negative comments. In order to solve these problems, one can neither rely merely on the self-discipline of online food delivery restaurants nor the supervision and management of online food delivery platforms.

NehaParashar (2017) the study, services are intangible items in which there is no transfer of custody or ownership, and they cannot be sold but come into being when they are used or purchased. Services are not able to be kept or moved. Accounting, banking, cleaning, consulting, teaching, and so forth. Digital services, on the other hand, are any services that may be supplied over an information infrastructure such as the internet in various forms, such as apps, web pages, social media, and so on.

Ms Harshleen Kaur Sethi (2017) in her article “Product and Brand Strategy of Zomato” stated that with the boom in e-commerce in India, the Indian consumer’s life has been impacted in almost every vertical from online shopping to ticket bookings, healthcare, etc. One of such verticals is the e-food industry, which has very efficiently utilized the e-commerce platform in the online food review and food ordering business. This vertical has shown tremendous growth over the last 5 years signifying the untapped potential. The pioneer and leader of this segment in India has been Zomato. Zomato is a brand which 31 every consumer would associate with when he thinks of an e-food platform.

Tran (2018)It should be emphasised that cell phones play an important role in the development and expansion of on-line features for food ordering and delivery. It also assisted clients in searching restaurants, menu items, and comparing their prices to rivals.

Megha Gera (2018) they sought to learn how operations research may be applied in the food sector. And have examined how the research may benefit both restaurants and food delivery firms at the same time. They also suggested that businesses may utilise operations research to identify how to choose between multiple foods delivery firms in order to reduce costs and increase profit margins.

Jyotishman Das (2018) highlights in his research the numerous aspects that impact consumers' decisions to use online meal delivery services. He conducted research on the most

popular online meal delivery service platform among consumers. He has also demonstrated the variables that discourage consumers from using online meal delivery services. It has been discovered that each meal ordering app has its own expertise, such as Zomato for greater savings and Swiggy for on-time delivery

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Mrs I.Karthika and Miss. A.Manojanaranjani (2018) in their article “A Study on the Various Food Ordering Apps Based on Consumer Preference” stated that the advent of the Internet, accompanied by the growth of related technologies, has created a significant impact on the lives of people around the globe. The goal is to save time of customers by providing facilities like vacancy list at reception, digital food ordering, instant e-billing and fast parking service which will result in consumer satisfaction and ultimately profit the restaurant. This automated system saves time, reduce human errors, and reduce manpower and gives consumer satisfaction, thus beneficial for both restaurant and customer

Jyotishman Das (2018) in his research paper entitle “Consumer perception towards ‘online food ordering and delivery services’: An empirical study” objective of the study to know how online food delivery services are perceived by the consumers. To achieve this objective data has been collected from different areas of pune from the restaurant customer to know their view. Four parameter taken into consideration for analysis using positioning study (perpetual mapping).The findings of the study reveals Rewards & Cash backs influences more. Most preferred online food delivery service provider is Zomato followed by Swiggy. The factors that prevent consumers to use the online food delivery services are Bad Past Experience followed by Influence from friends/family.

Mrs I.Karthika, Miss. A.Manojanaranjani (2018) in their article “A Study on the various food ordering apps based on consumer preference” The objective of the study is rank ordering food apps based on consumer preference. The study was based on primary and secondary data. Primary data through interview schedule 234 samples were selected from purposive buyer and 234 samples from impulsive buyer as sample size. The tools used for the analysis is ranking according to preferences of consumer. The finding of the study shows the first preference is given by the consumer is swiggy.

Suryadev Singh Rathore&Mahik Chaudhary (2018) in their article “Consumer's Perception on Online Food Ordering” The objective of the study is identity factors influencing the consumer to order r food online and consumer preferences on online food ordering services provider. To achieve this objective an online survey was used to collect the data for this study. The survey was done mostly on the students of Indore (M.P).The finding of the study reveals that price of the product, discounts and special offers most influencing factor on online food ordering. Second influencing factor is the convenience the next most

influencing factor is on-time delivery. The most of the respondents has preferred Uber eats as their service provider.

Livening (2020) Swiggy started in 2014, and made a late entry into a vast market, and the only competition was Zomato, which was the leader of the food tech industry. Within 4 years, Swiggy has joined an elite list of start-ups, and their competition with Zomato is so severe and intense at present that the latter is investing in hundreds of crores to catch up with Swiggy

Visakhapatnam News, (2020) The Indian online food industry is expected to grow up to \$12.3 billion by 2023. The global growth is 9.01%, the online food delivery market in India is growing at a rate of 15%. Swiggy has sales of \$1.5 billion, whereas Zomato is at sales of \$800 million. Jointly both the companies have delivered 96 million orders from April 2017 to March 2018.

Inc42 Media (2020) India holds the record for being one of the youngest populations around the world with the average age standing at 27 years. The combination of a young demography and disposable income has increased the demand for new-age platforms like food apps. This has resulted in impulsive purchasing power because the willingness to try new products or services is high, thus leading to the growth of food apps. Overall, the author has stated about the growth of food apps in India, how Swiggy and Zomato has started and changed the consumers perceptions complete.

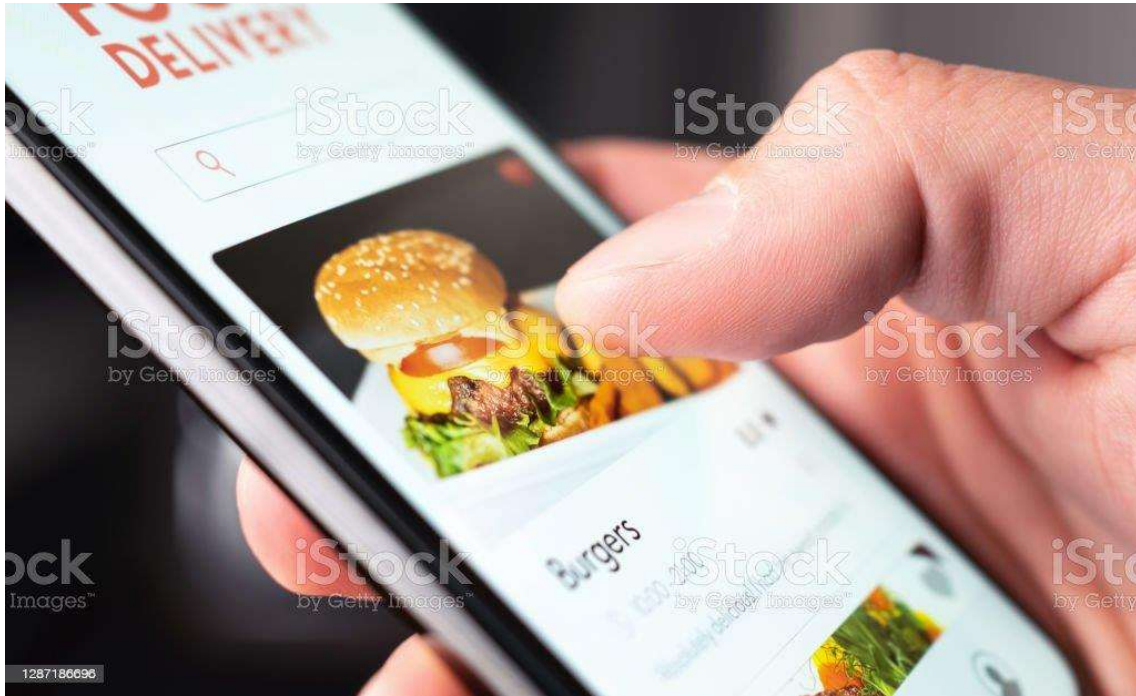
Dirsehan, T., &Cankat, (2021) tested how the usage of mobile food delivery apps affects customer satisfaction and its impact on the brand satisfaction and loyalty of restaurants. Their study focused mainly on the outcomes of the usage of mobile apps and not the scope of antecedents of customer satisfaction. Based on this past research, this study aims to address the gaps by investigating how the website quality, service quality, price, and convenience affect customer satisfaction towards the mobile food delivery apps during the COVID19 pandemic in Malaysia

CHAPTER – III

CONCEPT AND METHODOLOGY

Online food

An online food ordering system is software that lets restaurants, coffee shops, or bars accept orders online. It typically allows customers to choose and pay for food, then alerts the kitchen when an order is made. This happens without contact between staff and customer.



Delivery Service

A delivery service provides fast, often same-day delivery, within a particular area. A service may specialize in a specific type of delivery, such as delivering food, or it might deliver all kinds of packages



E-commerce

E-commerce involves selling products online, building a brand, and online advertising. Businesses find many advantages to e-commerce such as cost reduction and customer data. Consumers enjoy the advantages of 24/7 shopping from their home



Customer satisfaction Food Company

The more satisfied guests are, the more likely they are to spend more, visit repetitively, share their positive experiences, and recommend restaurants to friends, families, and strangers online. It's important not to inconvenience guests at a restaurant's convenience.



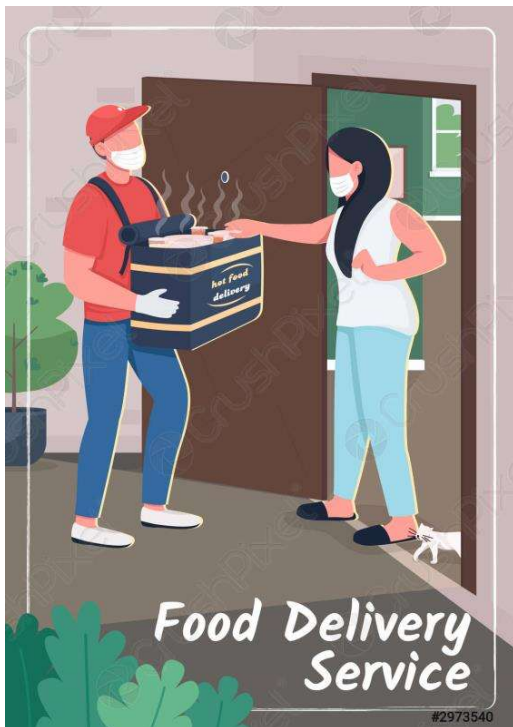
Swiggy

Swiggy is an Indian online food ordering and delivery platform. Founded in 2014, Swiggy is based in Bangalore and operates in 500 Indian cities as of September 2021. Besides food delivery, Swiggy also provides on-demand grocery deliveries under the name Instamart, and a same-day package delivery service called Swiggy Genie.



Food delivery services

A restaurant, prepared food shop, or fast food establishment, in which the principal use is production of prepared food for delivery to customers located off the business premises.



Customer's preference

Customer preference is what type of product an individual customer likes and dislikes. The sweetener blend added to the company's most famous brand is formulated for each country based on customer preference.

Doorstep delivery

Door Step Delivery – This delivery method involves getting the product delivered to your front door step. This means the delivery driver will NOT bring the unit inside of your home.

Inside Delivery – This delivery method involves getting the product delivered to your home and brought inside to the home

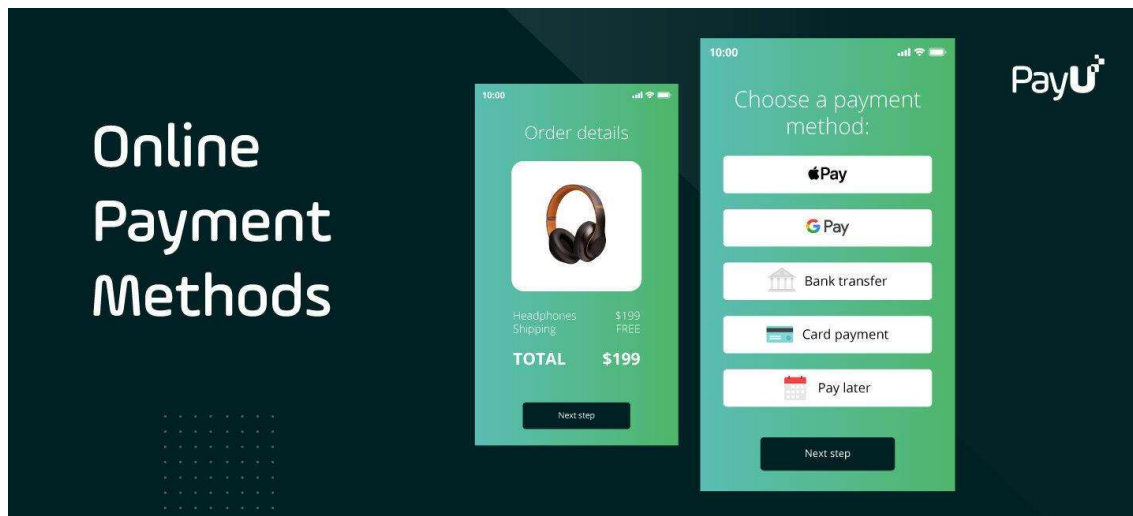
Restaurant partners

A restaurant managing partner is a person who owns a partial stake in a restaurant and operates the restaurant for the restaurant's corporate owner or for the other partners.



Methods of Payments

The most common payment method is through electronic credit and debit cards. Use of Paywave and other tap-and-go accounts has grown quickly. Most in-store credit card transactions are now contactless. Privacy of payments – some payment methods are more private than others.



Delivery service

Delivery Services are billable services that are directly associated with a product in a sales order or a return order, for example, the delivery of a high-definition television. Stand-alone delivery service lines can also be created, and if required, associated with a product at a later time.

A delivery service provides fast, often same-day delivery, within a particular area. A service may specialize in a specific type of delivery, such as delivering food, or it might deliver all kinds of packages.

Fast food

A fast-food restaurant, also known as a quick-service restaurant (QSR). Fast food is food quickly prepared and served, often at chain restaurants and typically associated with less expensive and less nutritious items like hamburgers, French fries, and soft drinks.



Smartphones

A mobile phone that performs many of the functions of a computer, typically having a touchscreen interface, internet access, and an operating system capable of running downloaded apps.

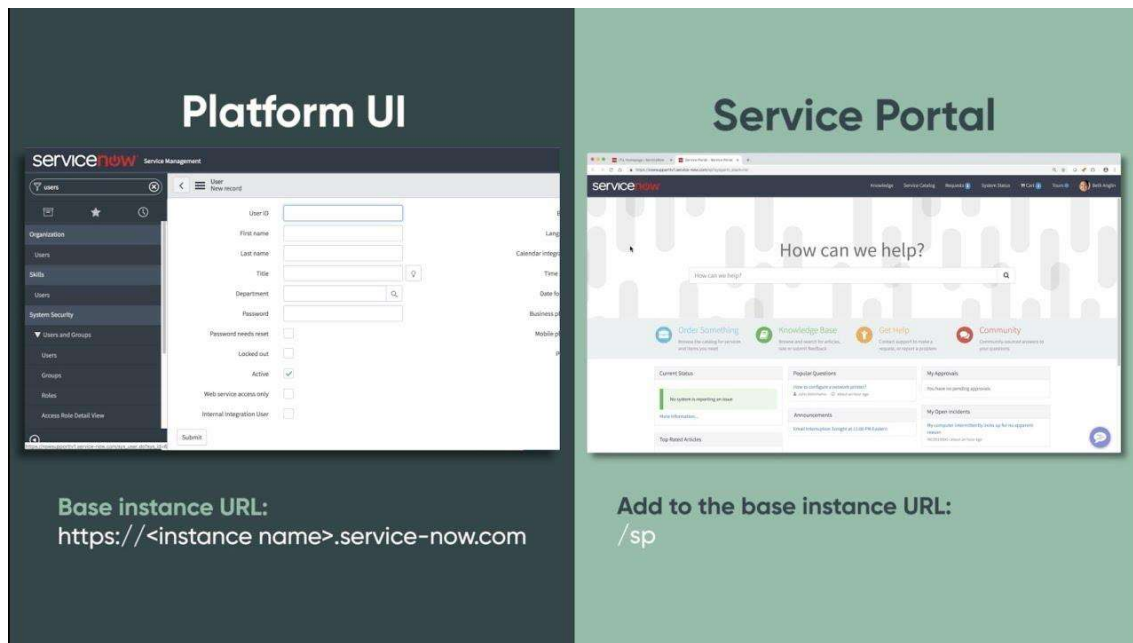


Local restaurants

There are several restaurants located in the surrounding place. Local restaurants aren't run by a big organization that lives far away; they are run by real people who are usually working at the restaurant when you're eating there. The quality of food is substantially higher at local restaurants because the food is made with real ingredients by real people.

Delivery service portals

Delivery Portal means the platform where a Delivery Personnel manages his or her delivery orders.



Social media platforms

Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social

networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.



Online purchasing

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app.

Online Applications

Web applications include online forms, shopping carts, word processors, spreadsheets, video and photo editing, file conversion, file scanning, and email programs such as Gmail, Yahoo and AOL. Popular applications include Google Apps and Microsoft 365.

Methodology

Nature of the study:

The study is descriptive as well as analytical in nature.

Nature of data:

Both primary and secondary data were used for the study.

Source of data:

Primary data are those collected for the first time and thus are original in character. Primary data was collected through well- structured questionnaire already taken from people of ponsubbaiya Nagar at Thoothukudi district.

Secondary data were collected from various websites, journal, books, etc.

Method of sampling:

Sample Random sampling was the method of sampling used.

Size of the samples:

The size of sample used for collecting the data is 125 respondents of the study area.

Tool for Analysis:

1. Sample percentage analysis.
2. Table, Charts and diagrams.

CHAPTER - IV
PROFILE OF THE STUDY AREAs

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

History

Traditionally known as “Pearl City” on account of the prevailing Pearl fish in the past in the area, Thoothukudi has a fascinating History. Forming part of the Pandian kingdom between 7th and 9th Century A.D., Thoothukudi remained in the hands of the Cholas during the period between 9th and 12th century. Emergence of Thoothukudi as a maritime port attracted travelers, adventures, and eventually colonizers. The Portuguese were the first to arrive in Thoothukudi in 1532 A.D., followed by the Dutch in 1658 A.D. The English Captured Thoothukudi from the Dutch in 1782 and the East India Company established their control over Thoothukudi in the same year.

On the 20th, October 1986 a new district, carved out of the erstwhile Tirunelveli district was born in Tamil Nadu and named after V.O.Chidambaranar, a great national leader hailing from Ottapidaram who led the Swadeshi Movement in the south. Since 1997 as in the case of other districts of Tamilnadu, this district has also been named after its headquarters town, Thoothukudi.

Thoothukudi became the citadel of freedom struggle in the early of the 20th century. It was in Thoothukudi that the illustrious patriot ,V.O.Chidambaram established the first swadesi Steam Navigation Company, sailing the first steamer S.S.Gaelia to Thoothukudi on 1st June 1907.

The minor port of the Thoothukudi anchorage port with lighter age facilities has had flourished traffic for over a century. The first wooden Jetty of this port was commissioned in 1864. This port was being used for export of salt, cotton yarn, senna leaves, palmyrah stalks, palmyrah fibres, dry, dry fish, Country drugs etc. to neighboring countries and for import of coal, cotton, copra, pulses and grains. The minor port of the Thoothukudi hand the distinction of being intermediate port handling the highest traffic tonnage of over 1million per annum.

The salient features of the district include its lengthy,curvy and scenic sea coast which was an international cynosure in the days of yore for its pearl fishery; beautiful coastel villages with their sacred temples, churches and mosques like Tiruchendur, Manappadu and Kayalpattinam respectively, Adhichanallur, one of the cradles of the ancient civilizations, Korkai, an ancient port of the SangamPandyas,Kayal, the confluence of the river Tamiraparani with the Bay of Bengal,one of the five illustrious rivers of Tamilnadu, Panchalamkurichi, the capital of VeerapandiyaKattabomman, an early martyr, for the cause of freedom, Ettayapuram, the birth place of the great poet SubramanyaBharathi, Ottapidaram the home town of V.O.ChidambaramPillai,who dared to sail ships as a measure to combat British imperialism;Maniyachi, where Vanchinathan assassinated Ashe, the British Collector for this high –handedness against the leaders during Swadeshi Movement; Kulasekarapattinam and Kurumbur where patriots showed their anger against alien rule ,temple towns like Srivaikundam, Meignanapuram, one of the cradles of Christianity, Thoothukudi, besides being a major port, the earliest settlement of the Portuguese and the Dutch, the tall and dense palmyra groves and the bushy Odai trees, the Teris and the adjacent coral islands, Idayankudi and Manappadu and the adjacent places which became the headquarters of great missionaries like G.U.Pope, Veeramamunivar, Caldwell and others who, besides their missionary work,contributed a lot for the development of Tamil language and literature and above all the enterprising and hard working people who now constitute a major trading community in the State.

Special features of Thoothukudi

Thoothukudi is traditionally known for pearl fishing and shipping activities, production of salt and other related business. This is a port city in the southern region of Tamilnadu. This is a natural port, from this place freedom fighter V.O. Chidambaranar operated the Swadeshi shipping company during the British rule.

The main occupation in Thoothukudi

Agriculture is the main occupation on which 70% of the people depend on it. The main food crop in this district is paddy. Out of the total area of 470724 hectares, 190780 hectares are brought under the cultivation of different crops which is nearly 41% of total area of the district.

Famous sweet in Thoothukudi

Thoothukudi macaroons or Macaroons or Tuticorin Macaroons are specially made in the port town of Thoothukudi. Cashew nuts and ground almonds make it delicious. Tuticorin is a port town in Tamil Nadu famous for its Macaroons.

Famous industry in Thoothukudi

Power and Chemical industries are major contributors in the economy of Thoothukudi. The Tuticorin Thermal Power Station is the oldest power station of the city and has five 210 megawatt generators. Coal-based 1000 MW NLC TNEB Power Plant is still under construction phase only.

Rao Bahadur Cruz Fernandez

Rao Bahadur Cruz Fernandez was born on 15 November 1869. He was the longest serving chairman of Thoothukudi (Tuticorin) Municipality and is considered the father and architect of Modern Tuticorin.

Delicacies of Thoothukudi Cuisine

MeenKulambu is one of the most famous fish curry preparation of Thoothukudi cuisine. The gravy of this dish is prepared from oil, cumin seeds, fenugreek seeds, curry leaves, onion, tomato, chilli powder, coriander powder, turmeric powder, salt, tamarind pulp and water

Best time to visit Tuticorin

The ideal time to visit the district is during the winter season, ranging from December to February. The tourists can take advantage of the time as the temperature comfortably rests between 20°C and 32

Thoothukudi famous for salts

From March to mid-October, this coastal district is perfectly suited to manufacture salt as it is hot and dry, guaranteeing over six continuous months of production. It is the largest producer in Tamil Nadu, and the state itself accounts for 2.4 million tons or roughly 11 per cent of India's salt.

Hottest month in Tuticorin

Some would describe it as very warm and breezy. For comparison, the hottest month in Tuticorin, April, has days with highs of 95°F (35°C) and lows of 81°F (27°C). The coldest month, January has days with highs of 86°F (30°C) and lows of 72°F (22°C).

Tuticorin metro or urban

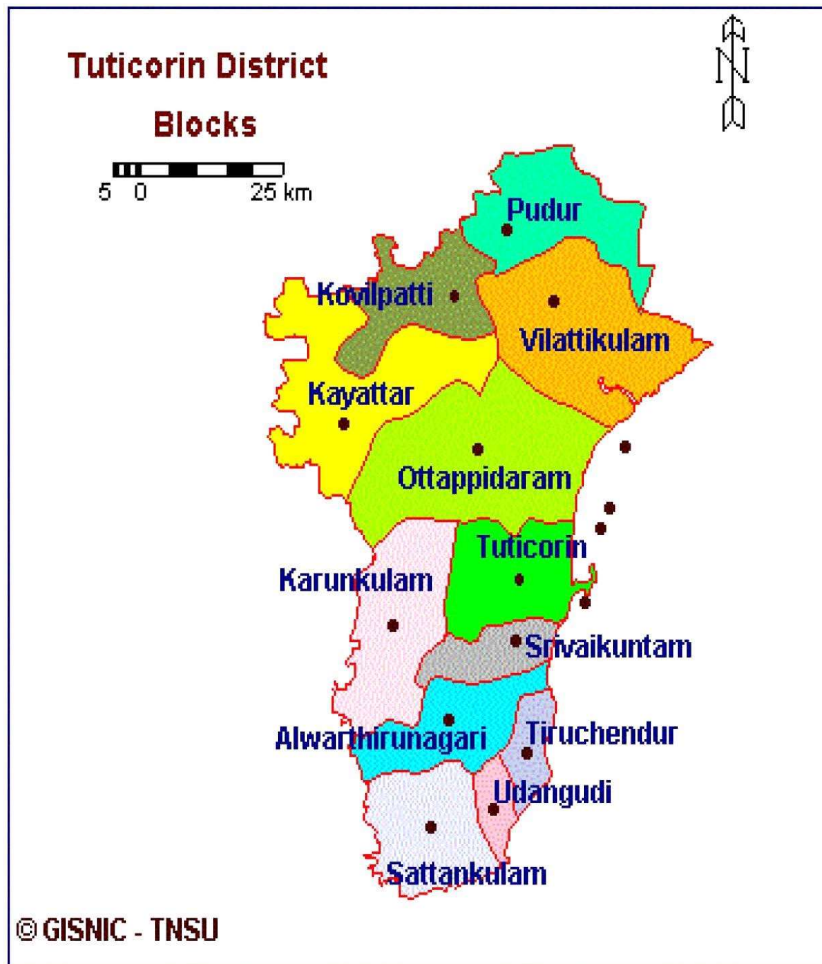
The current metro area population of Tuticorin in 2023 is 611,000, a 2.69% increase from 2022. The metro area population of Tuticorin in 2022 was 595,000, a 2.94% increase from 2021. The metro area population of Tuticorin in 2021 was 578,000, a 3.03% increase from 2020.

Thoothukudi a smart city

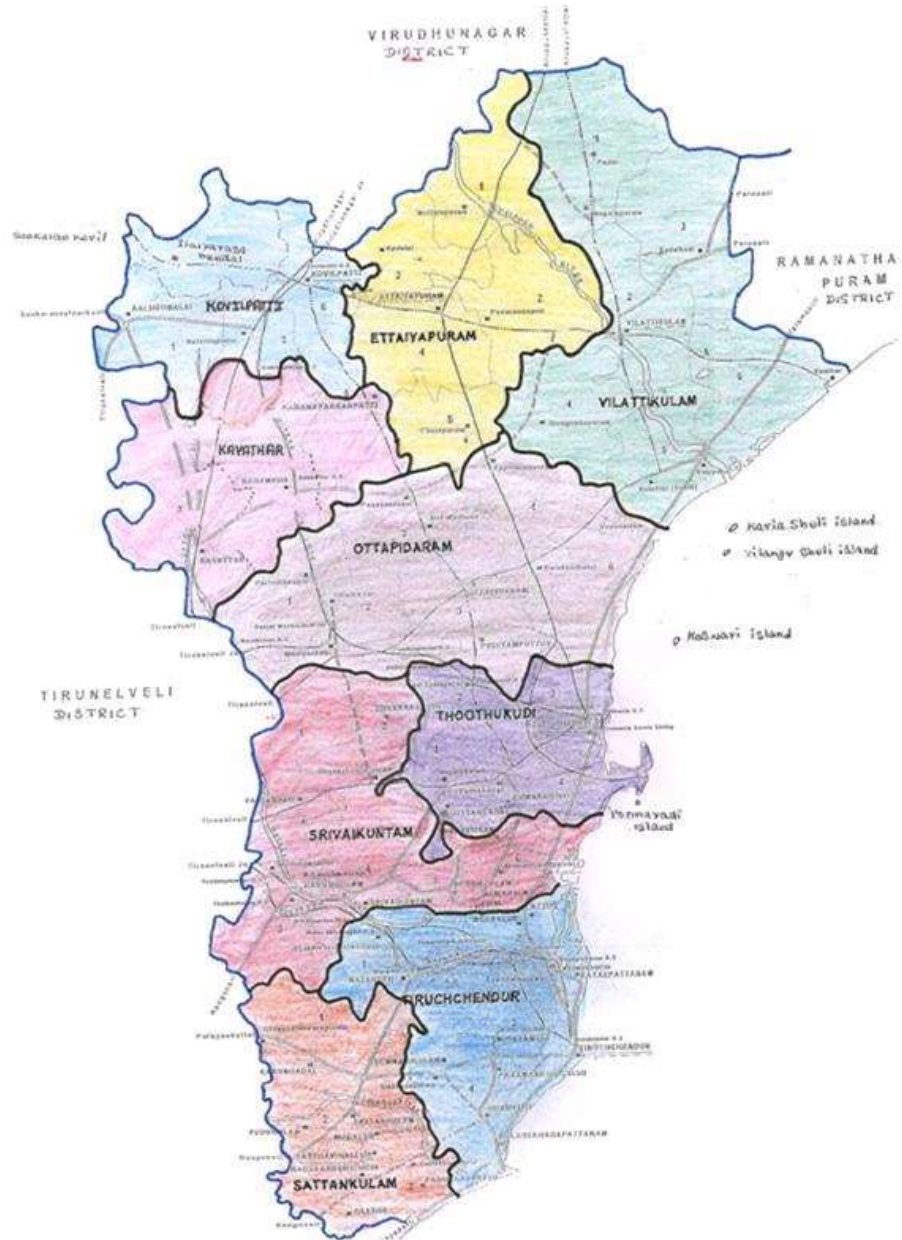
Thoothukudi Smart City is one of the Smart city among all the cities. It has to be enhanced for further development of growth in technology and both in Infrastructure.

Profile of the study area

Ponsubbaiyanagar is a small village/ hamlet in Thoothukudi Block in Tuticorin District of Tamil Nadu State, India. It comes under thoothukudipanchayath. It is located 1 KM towards west from District headquarters Thoothukudi. Tamil is the Local Language here. Tuticoric Rail Way Station are the very nearby railway stations to ponSubbaiya Nagar



Thoothukudi District - Taluks



CHAPTER –V
DATA ANALYSIS

Table 5. 1
Age wise analysis of the Respondents

S .No	Age	No.of Respondents	Percentage (%)
1.	Below-30	50	40
2.	30-40	25	20
3.	40-50	22	17.6
4.	Above-50	28	22.4
	Total	125	100

Source: Primary data

This table shows that age wise classification of the respondents. 40% of the respondents are below the age group of 30, and 20% of the respondents are the age of 30-40, and 17.6% of the respondents are the age group of 40-50% and 22.4% of sample respondents are the age group of above 50 respectively.

Figures5.1.1
Age Wise of the respondents

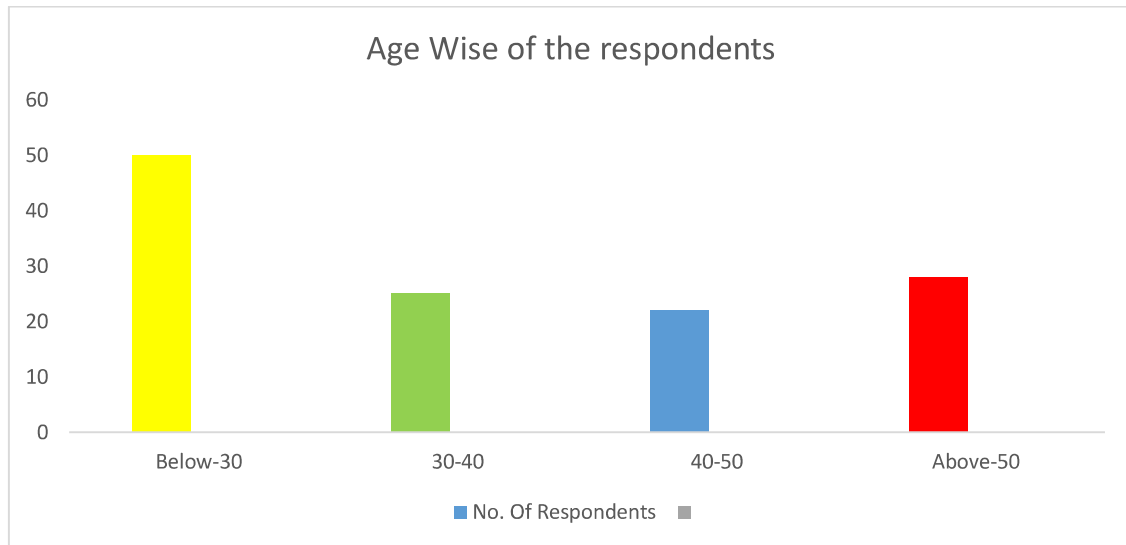


Table 5.2

Sex wise analysis of the respondents

S. No	Sex	No of the respondents	Percentage (%)
1	Female	42	33.6
2	Male	58	46.4
3	Others	25	20
	Total	125	100

Source: Primary data

This table shows that sex wise analysis of the sample respondents. 33.6% of the sample respondents are female and 46.4% of the sample respondents are male and 20% of the sample respondents are others respectively.

Figures 5.1.2
Sex Wise of the respondents

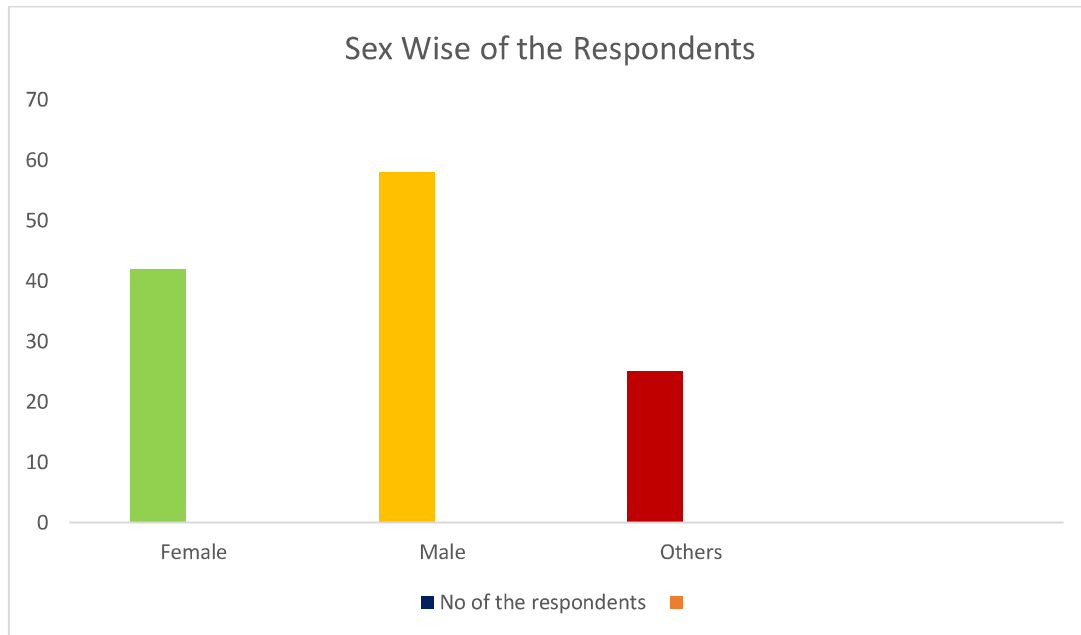


Table 5.3**Monthly Income of the respondents**

S. No	Income	No. of the respondents	Percentage (%)
1	3000 – 6000	61	48.8
2	6000 – 9000	28	22.4
3	9000 – 12000	17	13.6
4	12000 – 15000	10	8
5	Above 15000	9	7.2
	Total	125	100

Source: Primary data

Out of 125 sample respondents 48.8% of the respondents earning their income belongs to the categories of Rs.3000 – 6000, 22.4% of the respondents earning their income belongs to the categories of Rs.6000 - 9000, 13.6% of the respondents earning their income belongs to the categories of Rs.9000 – 12000, 8% of the respondents earning their income belongs to the categories of Rs.12000 – 15000 and 7.2% of the respondents earning their income belongs to the categories of above Rs.15000 respectively.

Figures 5.1.3
Monthly Income of the Respondents

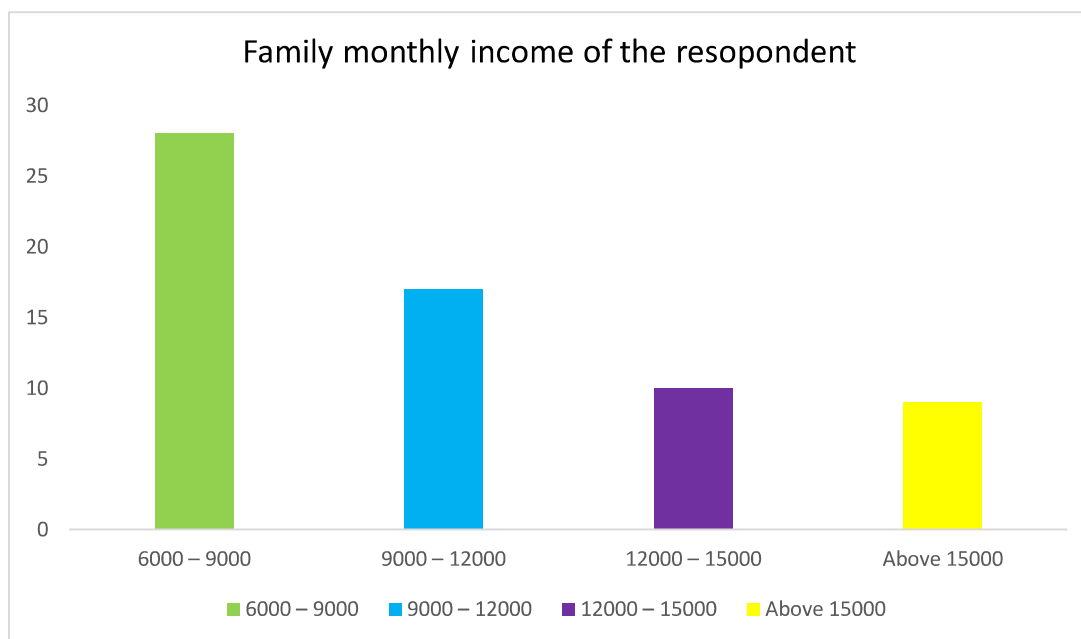


Table 5.4
Monthly Expenditure of the Respondents

S. No	Expenditure	No. of the Respondents	Percentage (%)
1	3000 - 6000	54	43.2
2	6000 – 9000	24	19.2
3	9000- 12000	28	22.4
4	12000 – 15000	13	10.4
5	Above 15000	6	4.8
	Total	125	100

Source: Primary data

The table explains monthly expenditure of the respondents.43.2% of the respondents spent between Rs.3000- 6000, 19.2% of the respondents spent between Rs.6000 - 9000, 22.4% of the respondents spent between Rs.9000 – 12000, 10.4% of the respondents spent between Rs.12000 – 15000 and 4.8% of the respondents above Rs.15000 respectively.

Figures 5.1.4
Monthly Expenditure of the Respondents

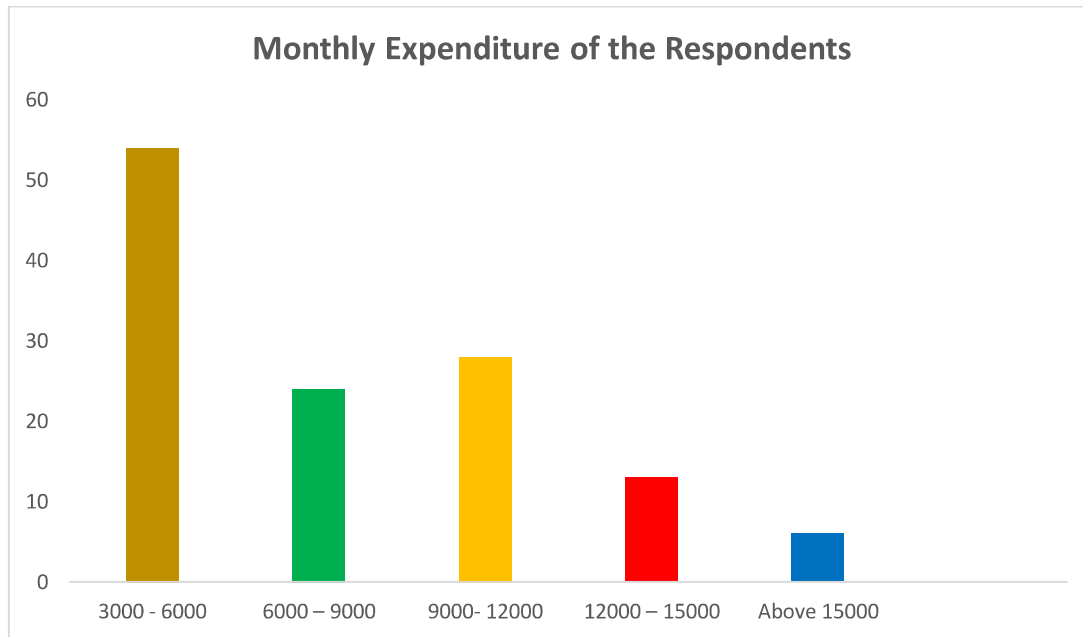


Table 5.5

Educational Qualification of the respondents

Sl.NO	Education Qualification	No. of the respondents	Percentage (%)
1	Primary level	26	20.8
2	Secondary level	54	43.2
3	Graduate	25	20
4	Uneducated	20	16
	Total	125	100

Source: Primary data

This table reveals that 20.8% of the respondent are completed their schooling primary level, 43.2% of the respondent are completed their studies secondary level, 20% of the respondent are completed their studies Graduate, 16% of the respondent are uneducated respectively.

Figures 5.1.5
Educational Qualification of the respondent

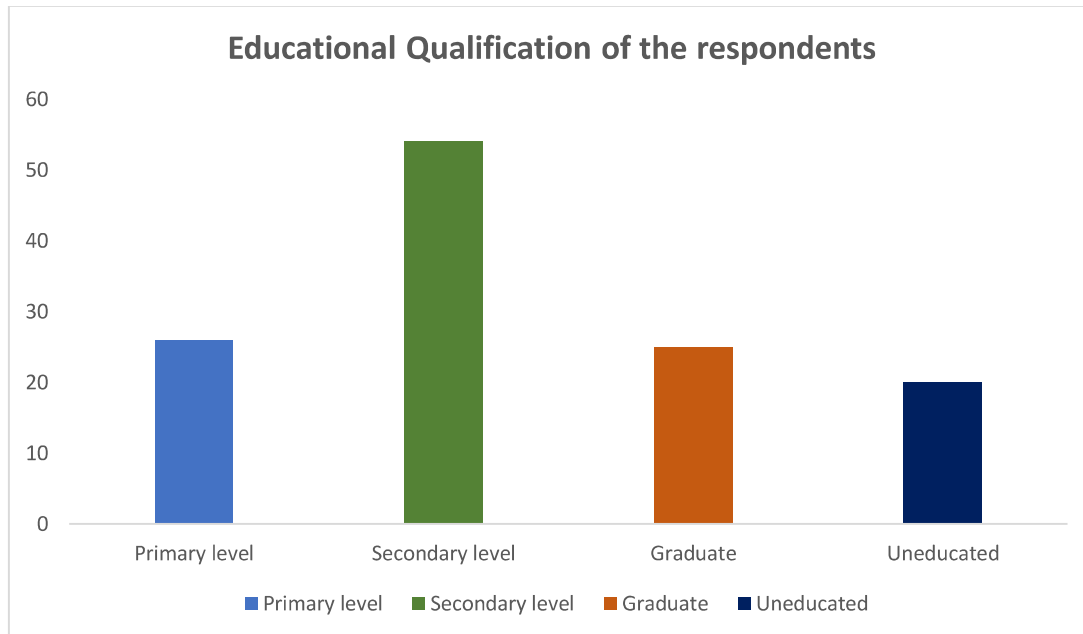


Table 5.6
Using food delivery app of the respondents

S. No	Using food delivery App	No. of the Respondents	Percentage (%)
1	Zomoto	60	48
2	Swiggy	65	52
	Total	125	100

Source: Primary data

This table shows that food delivery app of the respondents.48% of the respondents using zomoto for ordering their food, 52% of the respondents using swiggy for ordering their food respectively.

Figures 5.1.6

Using food delivery app of the respondents

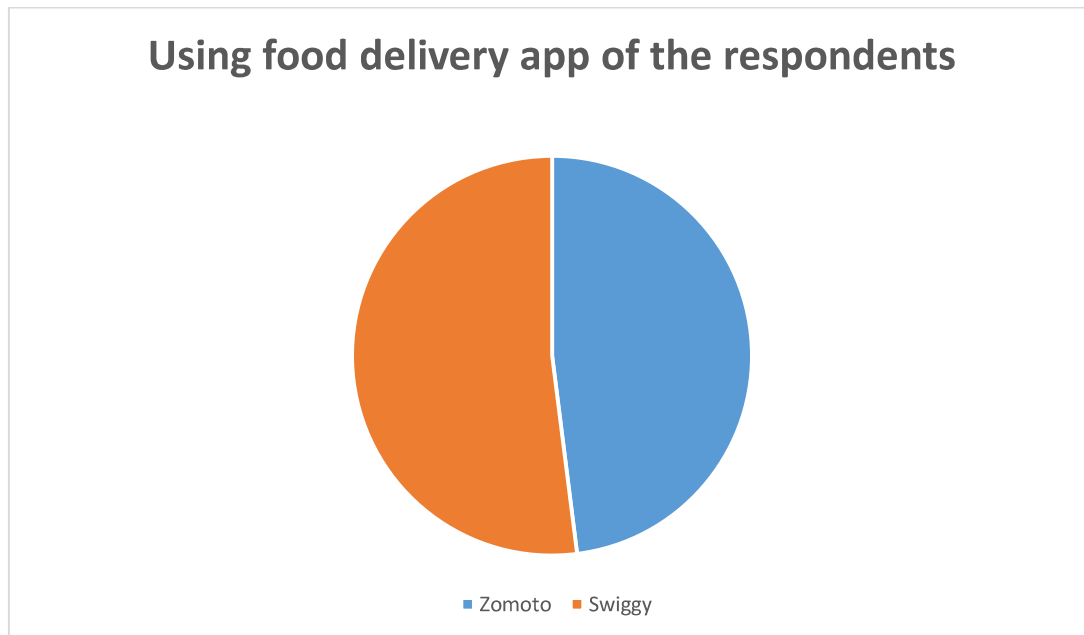


Table 5.7

Experience level and their satisfaction (Feedback)with swiggy of the respondents

S. No	Experience with Swiggy	respondents	Percentage (%)
1	Extremely	60	48
2	Good	35	28
3	Bad	20	16
4	Not at all well	10	8
	Total	125	100

Sources: Primary data

According to their Experience level and their satisfaction level with swiggy 48% of the respondent feel extremely with swiggy ,28% of the respondents levels is Good,16% of the respondent levels is bad ,and 8% of the respondents levels is not at well respectively.

Figures 5.1.7

Experience level and their satisfaction (Feedback) with swiggy of the respondents

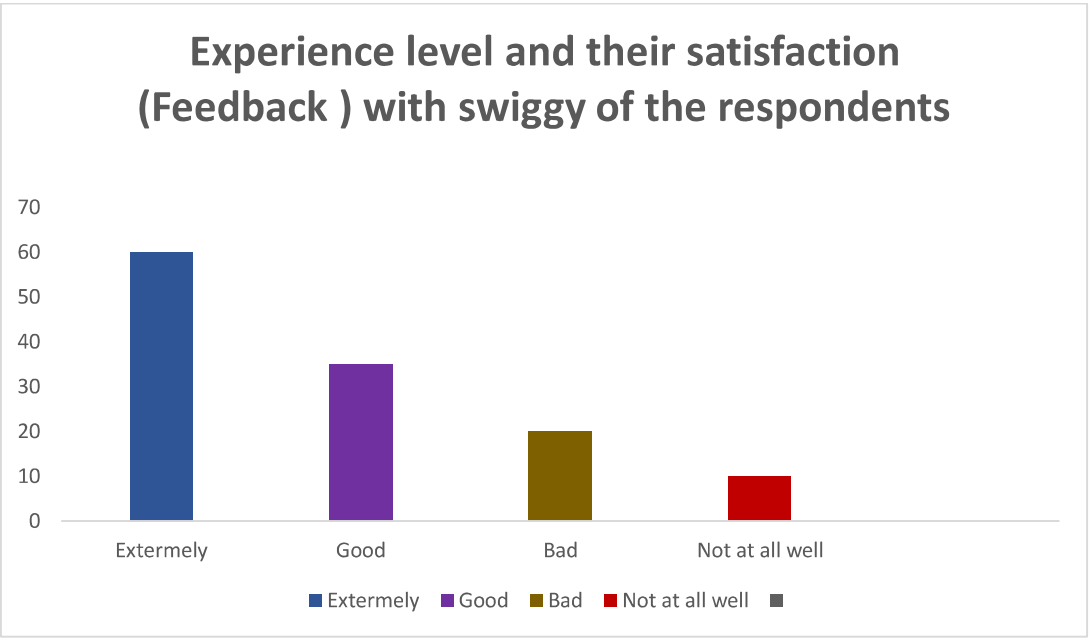


Table 5.8

Order for online food of the respondents

S. No	Order for online Food	No. of Respondents	Percentage (%)
1	Daily	25	20
2	Weekly	75	60
3	Fortnight	10	8
4	Months in a once	15	12
	Total	125	100

Sources: Primary data

According to their ordering for online food 20% of the respondents are using swiggy for their daily food, 60% of the respondents are using swiggy for their food weekly, 8% of the respondents are using swiggy only fortnight, and 12% of the respondents are using swiggy only months in a once respectively.

Figures 5.1.8

Order for online food of the respondents

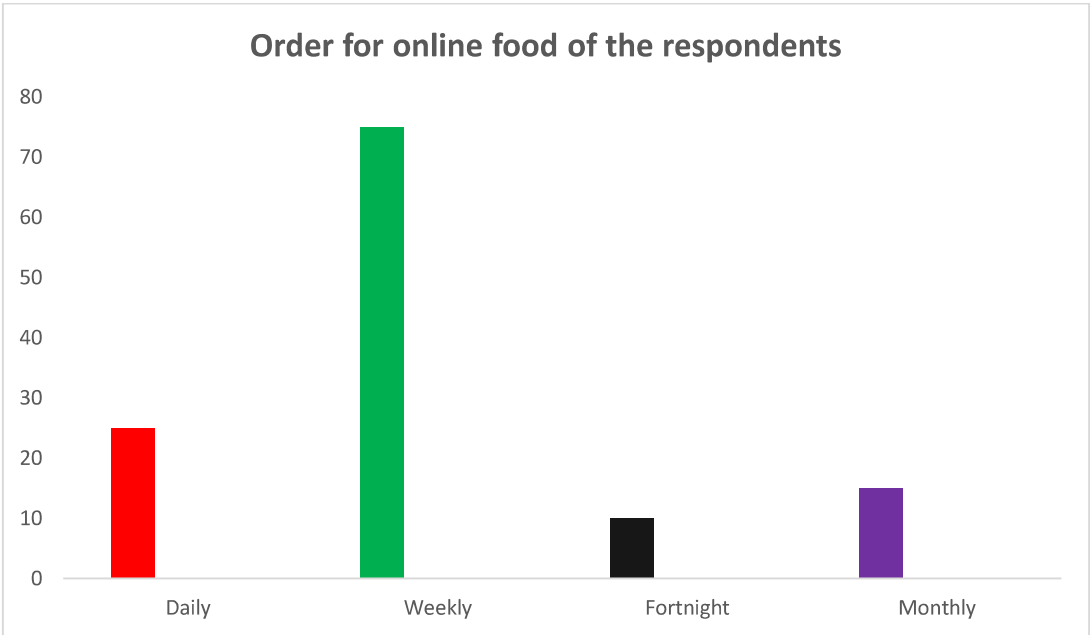


Table 5.9

Type of ordered food of the respondents

S .No	Type of ordered Food	No. of the respondents	Percentage (%)
1	Biryani	40	32
2	Fried Rice	30	24
3	Meals	25	20
4	Idle / Dosa/ Chappathi	10	8
5	Snacks	20	16
	Total	125	100

Source: Primary data

This table reveals that type of ordering food out of 120 respondents, 32% of the respondents mostly ordering Biryani, and 24% of the respondents are liking fried rice, 20% of the respondents are ordering food idle /dosa/chappathi and 16% of the respondents are ordering only snacks respectively.

Figures 5.1.9

Type of ordered food of the respondents

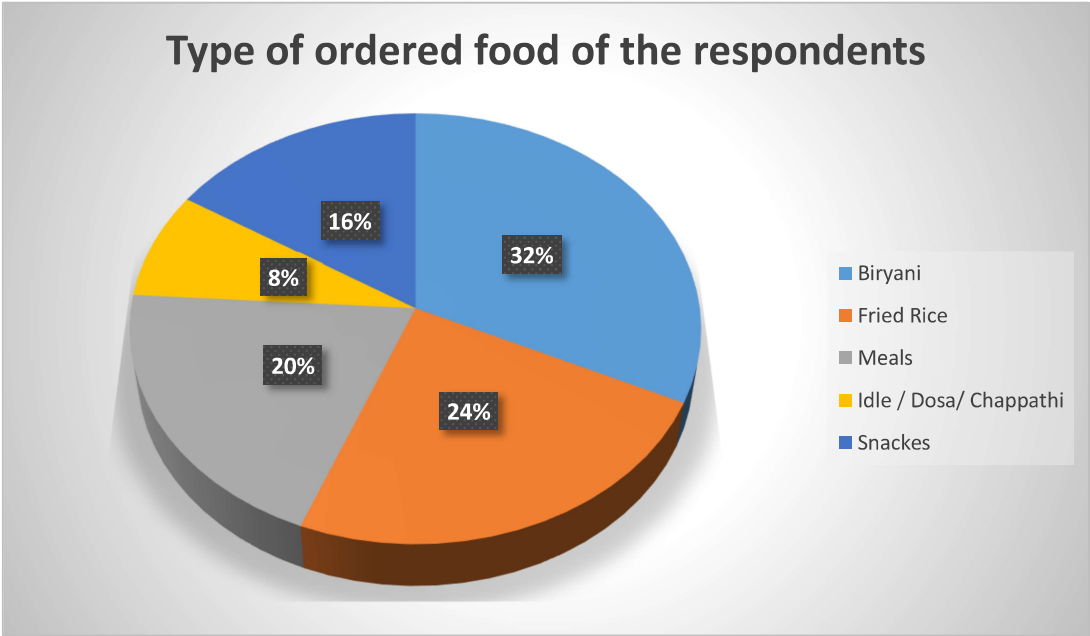


Table 5.10

Spending money per order of the respondents

S. No	Spending money Per order	respondents	Percentage
1	Less than 150	25	20
2	Less than 250	65	52
3	Less than 500	12	9.6
4	More than 500	23	18.4
	Total	125	100

Source: Primary data

This table clear that spending money for per order. Out of 125 respondents 20% of the respondents spending (Per order) less than 150, and 52% of the respondents less than 250, and 9.6% of the respondents less than 500, and 18.4% of the respondents are only more than 500 as their wish respectively.

Figures 5.1.10

Spending money per order of the respondents

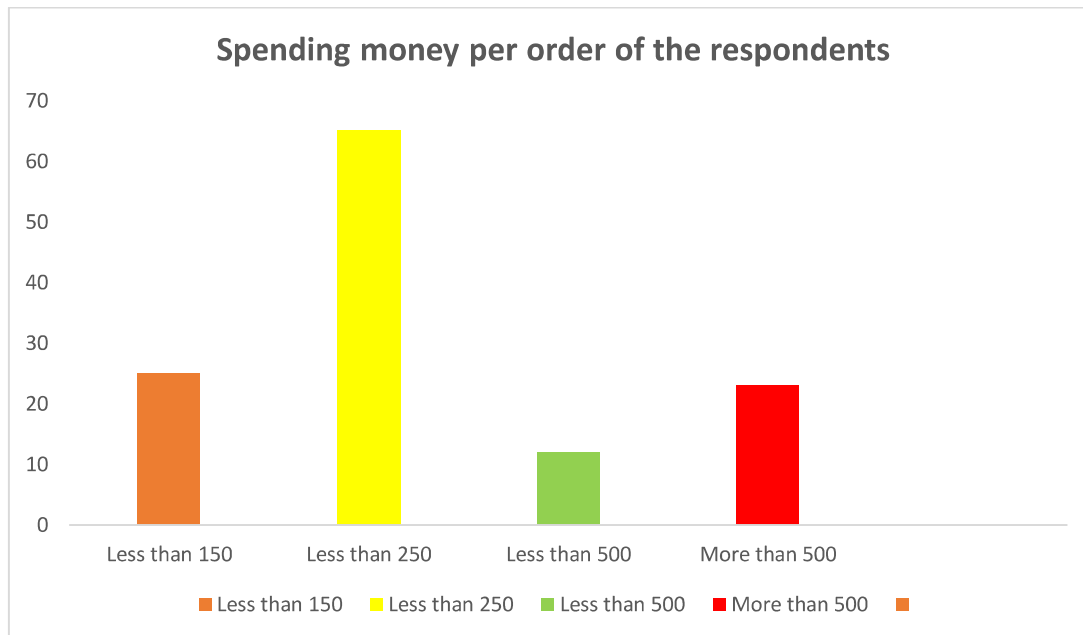


Table 5.11

Rate of online food delivery of the respondents

S. No	Rate of online Food delivery	No of the respondents	Percentage
1	Faster Delivery	55	44
2	Convenient	40	32
3	Be on time	20	16
4	Much better	10	8
	Total	125	100

Source: primary data

According to their rate of online food delivery 44% of the respondents given faster delivery, 32% of the respondents said more convenient, 16% of the respondents told be on time , and 8% of the respondents given much better as their rating respectively.

Figures 5.1.11

Rate of online food delivery of the respondents



Table 5.12

Payment Option of the respondents

S. No	Payment Option	No of the respondents	Percentage(%)
1	Cash on delivery	45	36
2	Online Payment (G- Pay, Phone Pay , Google Pay)	80	64
	Total	125	100

Source: Primary data

This table shows that payment method, out of 125 sample respondents 36% of the respondents choosing cash on delivery method, 80% of the respondents using online payment of respectively

Figures 5.1.12

Payment Option of the respondents

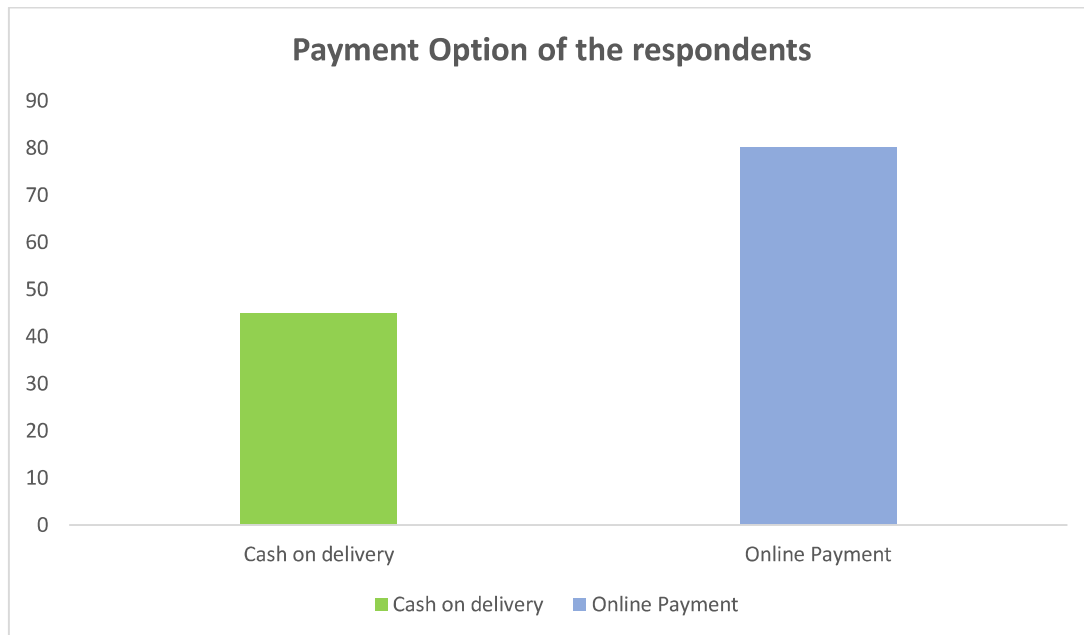


Table 5.13

Facing Problems during ordering food of the respondents

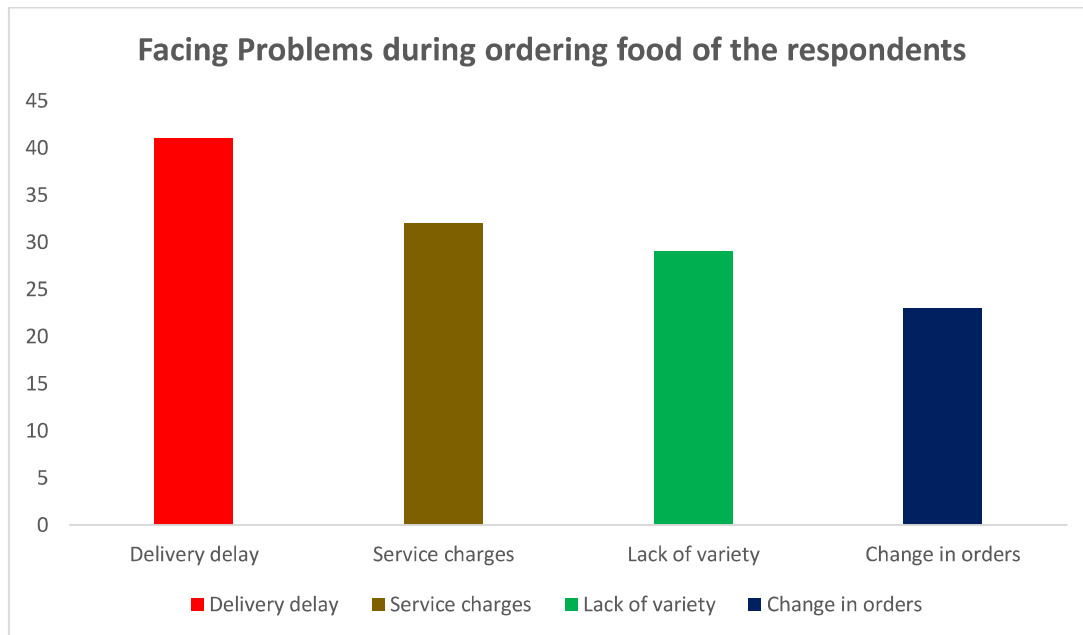
S. No	Facing Problems	No of the Respondents	Percentage(%)
1	Delivery delay	41	32.8
2	Service charges	32	25.6
3	Lack of variety	29	23.2
4	Change in orders	23	18.4
	Total	125	100

Source: Primary data

This table reveals that facing problem during ordering food out of the 125 respondents, 32.8% of the respondents facing delivery delay, 25.6% of the respondents facing problem of service charges, 23.2% of the respondents facing problem lack of variety, 18.4% of the respondents facing problem of change in orders as given their feedback respectively.

Figures 5.1.13

Facing Problems during ordering food of the respondent



FINDINGS SUGGESTIONS AND CONCLUSION

Findings:

1. Majority 40% of the respondents are belong to the age group of below 30.
2. 46% of the respondents are males and 33.6% of the respondents are female and 20% of the respondents are others.
3. The maximum number of the respondent 48.8% monthly income is Rs. 3000-6000
4. Majority 43.2% of the respondents monthly expenditure is Rs. 3000-6000
5. 43.2% of the respondents are completed their secondary level of education.
6. Majority 52% of the respondents are using swiggy app.
7. 48% of the respondents according their feedback level about swiggy very extremely.
8. Majority 60% of the respondents.

Suggestions

- ❖ These food aggregator services are only popular in few cities, they need to expand into other markets and explore the unexplored cities
- ❖ Understand the needs and wants of customers.
- ❖ Understand the choice, taste, and preference of customers.
- ❖ Provide proper quality and efficient training to staff.
- ❖ Takeover or acquire other food delivery aggregators who are not doing well in the market.
- ❖ Attract customers by providing new offers, promotions and schemes.
- ❖ Conduct research and development on regular basis to see which yields benefits.
- ❖ Be aware of the competitors
- ❖ Come up with ways to retain the existing customers.

Conclusion

To better their delivery model Swiggy used technology in a creative way to power its delivery services. They first introduced their app from which customers could have thousands of different choices of food from different restaurants. They also integrate the Google Maps application program interface which lets the customers track their orders. All this user friendly interface and use of modern technology attracts more and more customers for the company and by this, Swiggy also lets the customers know that they keep on updating according to the times. An alternative solution is to expand their business model because of which the company image will also grow and it can be done by following some necessary steps like using a good customer management system, researching the competition etc.

From the case study, we can learn that Swiggy establishes itself in the market through various strategies using technology. Through these strategies they were able to grab the attention of the customers and looking through the customers perspective, it was an ease of access for them, since they got different varieties of food from different hotels. Swiggy managed to find the challenges and opportunities in the market when they just started their business. They understood the business environment and seized whatever opportunity that came their way and gradually started expanding their business. By this way, Swiggy's delivery model was a success in the market.

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Questioners

1. Name :
2. Age :
3. Sex : Female \ Male
4. Educational qualification :
5. Marital status :
6. Which food delivery app do you prefer on a regular basis?
 - a) Zomato b) swiggy
7. Do you think ambience of the food joints influence you choice for a particular food joint?
 - a) Strongly agree b) Neither agree nor disagree
 - c) Disagree e) Strongly disagree
8. How is your experience with swiggy?
 - a) Extremely b) Good c) bad b) Not at all well
9. How often you order food online?
 - a) Daily b) Weekly
 - c) fortnight d) Monthly
10. Which meal you typically order food online?
 - a) Breakfast b) Lunch
 - c) Snacks d) Dinner
11. What is the approximate money you spend on ordering food per time?
 - a) < 150 b) < 250 c) <500
12. How do you prefer online food deliver?
 - a) Faster delivery b) Convenient
 - c) Time saving d) Money saving
 - e) All the above
13. Did you faced any problem in dealing with swiggy?
 - a) Yes b) No
14. What problem you usually face, while ordering food online?
 - a) Delivery delay b) Services charges
 - c) Lack of variety d) Change in orders

e) Ordering process is complex

15. Do you feel the food price are fixed high?

- a) Yes b) No
- c) Sometimes d) can't say

16. Do you feel swiggy offers are effective?

- a) Yes b) No

17. Do you feel that delivery charges makes you order expensive?

- a) Yes b) No

c) Sometimes e) can't say 18. The app provides accurate information?

- a) Yes b) No
- c) Sometimes d) Never

19. Are the food items listed and menu provided easy to understand?

- a) Yes b) Not so easy
- c) Slightly difficult d) difficult

20. From where you get to know about swiggy?

- a) Television b) Friends
- c) Online advertisement
- d) Newspaper advertisements
- e) Family

21. What are the reasons for choosing swiggy?

- a) Price b) Quality and Quantity
- c) Special offers d) Fast delivery
- f) Time management special offers

22. Will is the recommend swiggy services to other?

- a) Yes b) No

23. What you feel about and payment option?

- a) Cash on delivery b) Online payment

A STUDY ON CONSUMER PREFERENCE TOWARDS BATH SOAP IN INDRA NAGAR OF THOOTHUKUDI DISTRICT

Project Report Submitted to

ST .MARY'S COLLEGE (Autonomous) Thoothukudi

Affiliated to

Manonmaniam Sundaranar University- Tirunelveli

In partial fulfilment of the award of the Degree of

MASTER OF ARTS IN ECONOMICS

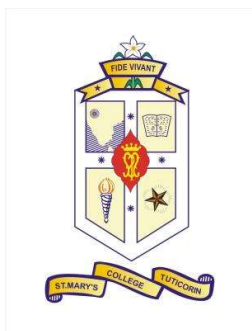
Submitted by

A.SHERLIN

Reg. No.21SPECO3

Under The Supervision and Guidance of

DR. G.SUMATHI, MA.,M.Phil.,Ph.D.



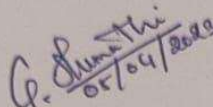
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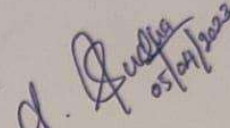
St. Mary's College (Autonomous) Thoothukudi

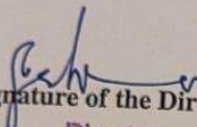
APRIL 2023


CERTIFICATE

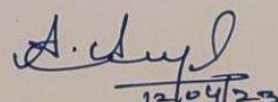
This is to certify that the project Work entitled "A STUDY ON CONSUMER PREFERENCE TOWARDS BATH SOAP IN INDRA NAGAR OF THOOTHUKUDI DISTRICT" Submitted to St. Mary's College (Autonomous) Thoothukudi in partial fulfilment for the awards of the Degree of Master of Arts in Economics is a record of work done during the year 2022 -2023 by A.SHERLIN (21SPEC03)


Signature of the Guide


Signature of the HOD
PG Department of Economics (SSC)
St. Mary's College
Thoothukudi


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


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


Signature of the External Examiner

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

DECLARATION

I do here by declare that the project entitled "**A STUDY ON CONSUMER PREFERENCE TOWARDS BATH SOAP IN INDRA NAGAR OF THOOTHUKUDI DISTRICT**" Submitted for the degree of Master of Arts in Economics is my original work and that not previously formed the basis for award of the Degree.

Station: Thoothukudi

Date: 05.04.2023

A. Sherlin

A.SHERLIN

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

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I thank our department library and college library which help me a lot in the complement of my project by providing needed books and journals.

Finally I thank my family and friends.

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A STUDY ON CONSUMER PREFERENCE TOWARDS BATH SOAP IN INDRA NAGAR AT THOOTHUKUDI DISTRICT

Abstract

The consumers who were not that conscious about discretionary products have started paying lot of attention on the features and the attributes that a particular product is providing. With more and more youth coming into the scene who are more skin conscious than other factors have change the face of the industry. But still a larger population is in the rural area and their attributes of selection are altogether different. So there is wide scope for consumer research. as the consumers taste, consumers likes, consumers preferences etc., change often because of financial, psychological, sociological and some other factors. The present study would help the company to know the satisfaction of the respondents towards bathing soap and various soap brands and how potential target of the market must be matched with marketing mixes and then best attractive strategies to be chosen for implementation. The companies would be in a better position to make and utilize their marketing strategies to gain more and more customers.

Keywords: Consumer's Preference, Discretionary Products, Marketing Mixes and Marketing Strategies, Buying behavior, Brand loyalty.

CHAPTER - I

INTRODUCTION

In our modern world the living style and consumption behavior of people are changing day by day. They are more conscious about their purchasing. Most of the people are prefer branded items than non-branded items. Brand becomes an unavoidable element in the consumer purchasing. Many people see the brand as a part of a product or services. That helps to show its quality and value. Customers are valuable assets of any organization. Customer is an Individual who select, purchase and use the products, services ideas or experience to satisfy needs and desires. Behavior simply refers to doing of anything. According to international dictionary of management “consumer are purchasers of goods and services for immediate use and consumption.” Behavior is a mirror in which everyone display his/her image. Consumers brand preferences represent a fundamental step to the marketers to understand the consumer choices. Based on this, the company can design the better marketing program and build a long term relationship with potential consumers. There has been a long standing interest from marketers to understand how buyers form their preferences toward a particular brand. Brand preference is closely related to brand choice which can assist consume decision making and activate the brand purchase actions.

Knowing the pattern of consumer preferences across the population is a critical input for designing and developing innovative marketing strategies. There are many factors influencing the consumers to buy a particular product. Especially consumers’ preferences are affectedly various factors which were endorsed by existing studies. Consumer purchasing choices lead to efficient market segmentation strategies in the company also. However the forecasting of consumer’s preferences is not an easy task, it may be predicted by the companies for their survival in the present competitive scenario. Brand is the name, term, symbol, mark or design or a combination of them which is intended to identify goods of one seller or a group of sellers and to differentiate them from those of competitors. Some of the most popular brand of consumer products has been popular for decades, providing convincing evidence of the strength of brand loyalty. Brand loyalty simply means the loyalty of a buyer towards a particular brand. Its consistent preference for one brand over all others. Brand loyalty as, “a favorable attitude and consistent purchase of a

particular brand.” Thus, brand loyalty is the customers tendency to buy a particular brand repeatedly.

In short, brand loyalty is the strong attachment of a buyer towards a particular brand. He will not buy other substitutes if the brand is available. There are three levels of brand loyalty. The first levels brand recognition. This means that people are familiar with the product and they are likely to buy it because they recognize it. This is the lowest level of brand loyalty. The next level is brand preference. At this level people adopt the product i.e. they habitually buy it if it is available. The ultimate level is brand insistence. It is the stage at which people will not accept any substitute. Soap is a product that many people might take for granted or consider rather ordinary, but for some, lathering up can be a treasured part of a morning or nightly routine. Scented or unscented, in bars, gels, and liquids, soap is a part of our daily lives. India is a vast country with a population of 1,030 million people. Household penetration of soaps is 98%. People belonging to different income levels use different brands, which fall under different segments but all income levels use soaps, making it the second largest category in India market.

In marketing brand preference and awareness consist of a consumer commitment to repurchase the brand through Repeated buying of a product or a service or other positive behaviour such as word of mouth. This indicates that the Repurchase decision very much depends on trust and quality performance of the product other segments.

Factors affecting buying behavior

- 1) Price is the most important factor which effects the buying behavior of consumer, by which a consumer goes for the various segment of soap like premium, popular, subpopular and carbolic which are basically decided by the cost factor and fat content in the soap.
- 2) The buying frequency is either monthly that is done by the families or in case of bachelors it is more than once in a month. The occasions when premium soaps are purchased are usually when there are festivals and ceremonies. Moti Sandal and rose version Soaps are usually presented during festivals and occasions for presents and gifts.

- 3) The promotional techniques help to boost sales. Various tactics like the price off's, buy one get two free, free gifts and other schemes help boost sales in short run and also help in clearing stocks.
- 4) One of the important points a soap marketer should note is that the soaps are usually purchased by women in urban areas as most of the day to day consumption of personal care products are made by women. A point to note is that women use more personal care product than men do and hence premium soaps are mostly targeted at them. Men normally make purchase decisions in rural areas. Hence the marketer has to adopt different strategy for such a market.

Benefits sought by various customers from various brands are

1. Beauty – Lux
2. Freshness – Liril, Cinthol
3. Family—Santoor, lifebuoy, Mysore sandal.
4. Baby – Johnson & Johnson, Doy
5. Cream – Dove, Doy Care (moisturizing)
6. Medicated – Dettol, Savlon,
7. Glycerin – Pears,
8. Herbal –Medimix,Margo

Major players in the Indian market

1. ITC Ltd.
2. Hindustan uniliver ltd.
3. Wipro ltd.
4. Godrej consumer Products Ltd.
5. Jyothy Labs.
6. Reckitt Benckiser
7. Patanjali India.
8. Karnataka soaps and detergent Ltd.

Attributes of Bath soap

- Quality
- Product design style and color
- Brand name
- Price
- Innovation
- Health aspects
- Promotional offers
- Brand trust
- Influence of advertising
- Durability
- Lather & TFM content.

There is a increase in Income of Rural People, growth in rural demand is expected to increase double fold every Quarter because consumers are moving up towards premium products. However, in the recent past there has not been much change in the volume of premium soaps in proportion to economy soaps, because increase in prices has led some consumers to look for cheaper substitutes. The Maximum Advertisement is Personal Care Category comes from Toiletry Soaps .It will be also good to understand some ground realities about rural marketing before marketers venture into rural markets with their brands. Like in urban areas, People who watch TV in rural areas, also influence the choice of many personal care products.

Beauty Soap segment holds the largest market share, account for more than 50% of the market. Medicated Soap segment is also witnessing growth in India, majorly due to increasing understanding about the benefits that medicated soaps can have for various skin conditions. Based on the Form, market is segmented into Bar Soap and Liquid Soap segments. India Soap market is dominated by Bar Soap. Being a price sensitive market, majority consumers in India gives price preference Bar soaps as they are cheaper than liquid soaps. Based on Distribution Channel, the Indian Soap market split into the various segments.

TYPES OF SOAP

- ❖ Beauty soap
- ❖ Health soap
- ❖ Complexion soap
- ❖ Deodorant soap
- ❖ Freshness soap
- ❖ Baby soap
- ❖ Herbal or medicinal soap

Total Fatty Matter (TFM)

Soaps are graded in terms of total fatty matter or TFM. Bureau of Indian standards (BIS) has categorized bath or toilet soaps. The soaps are as 'normal', baby, transparent, and antibacterial soaps. The last three are called specialty soaps targeted to specific users. Toilet soap is a cosmetic by law and it must fulfill the relevant Indian standard. T.F.M or total fatty matter is a measure for identifying the amount of Fatty matter present in soaps. TFM of a sample of soap can be determined as follows. A known weight of the soap is dissolved in water and solution is treated with dilute sulphuric acid. The soap decomposes to sodium sulphates and fatty acids. The fatty acids so formed can be estimated. From this TFM can be calculated on the basis TFM, bath can be classified into three grades.

- Transparent soap
- Baby soap
- Medicinal soap

Bath Soap for all Skin Types

Owing to our rich industrial experience, we are offering superior quality Bath Soap for All Skin Types such as

- i. Spa Soap
- ii. Herbal Soap and
- iii. Aloe Vera Soap.

These soaps are processed using natural extracts under the supervision of our quality experts who maintain optimum hygienic level. Offered soaps are tested

on several parameters by our quality experts. These soaps are known for purity, high effectiveness, long shelf life and low liquidate property. We offer these soaps in different pack sizes as per the requirements of clients.

Spa Soap With the help of our experienced professionals, we are able to process and supply premium quality Spa Soap. Carefully processed by our experts using natural ingredients, this soap is free from any harsh chemicals or petroleum-based ingredients. The offered soap gently cleanses & moisturizes skin and helps in retaining skin's natural beauty. Our spa soap is extensively demanded in resorts, massage & spa centers, etc.

Herbal Soap We are a remarkable entity, engaged in offering our clients natural Herbal Soaps. These soaps are widely demanded by our customers owing to their natural composition, purity, long lasting fragrance and excellent cleansing ability. Offered soaps are processed in compliance with international quality standards using natural extracts. These soaps effectively remove excess oil and dead cells from the skin and prevent the growth of pimples and acne. Leveraging on our advanced processing unit.

Aloe Vera Soap. This soap is processed under the supervision of our experts using natural extracts in adherence with set industry standards. The offered soap has anti-inflammatory and anti-allergic property, owing to which, it helps in nourishing the skin and makes it soft, supple and

Consumer Behavior

The term consumer behavior refers to the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Consumer behavior can also be defined as those acts of consumers directly involved in obtaining, using and disposing of economic goods and services, including the decision processes that preceded and determine these acts.

To successfully market to different segments the marketing manager needs appropriate marketing strategies which he can design only when he can understand the factors which account for these differences in consumers behaviour and faster. With ever increasing population of the country, the demands of apparel/cloth also increasing proportionately.

Manufacturing process

The mixed oils are taken in a pan and heated to approximately 70 degrees centigrade. Caustic soda solution is added for saponification reaction. Soap is formed; builders like sodium silicate soap stone, talc, etc are added when the saponification is over. Though mixing of the material is made colour all perfumes are added. Finally, the soap is transferred to frames at all levels to settle down. The wet soap is taken out of the frames, cut into bars, stamped and packed.

The Indian Soap Industry

The Indian soap industry includes about 700 companies with combine annual revenue of about \$17 billion. Major companies in this industry include division of P&G, Unilever, and Dial. The Indian soap industry is highly concentrated with the top so companies holding almost 90% of market. Indian soap industry volume is Rs. 4800 cores. For the purpose of gaining a competitive edge, Indian companies are now relaunching their brands with value additions to woo customers across India. In terms of market share for Indian soap industry the data indicate that (HUL) had a market share 64% in the soap market followed by Nirma 16.8%, Godrej at 4.4%.

Soaps are categories in to men's soaps, ladies soaps, baby soaps, and common soaps. There are few specialty soaps like the glycerin soaps, sandal soaps, specially flavored soaps, medicated soaps. Specialty soaps are highly valued which enjoy only small share of market in value terms. The market is growing at 7% a year. This means that the incremental demand generation is 5% over and above the population growth. With increasing awareness of hygienic standards, the market for the soaps could be at a rate higher than 8% annually. Interestingly, 60% of the market is now sourced from the rural sector. This means that the variance between two segments is not very large. Since end market focus is the urban areas, margins come from the urban sector.

India is a country with a population of 1030 million people. With household penetration of soaps is 90%. People belonging different income levels used different brands which fall under different segments. But all income level uses soap making it the second largest category in India. Rural consumers in India constitute of 70% of population. Rural demand is growing with more and more soap brand being launched in the discount segment targeting the lower socio-economic strata of consumer. Soap manufacturers originally targeted their

products to the lowest income strata in urban as well as rural areas positioning their brands as a way to remove dirt and clean the body. For some brands, the positioning persists even today with a focus on removal of body odor and keeping the user healthy. However, soap positioning are move in towards skin care as a value added benefit.

Soap is primarily targeted towards to women. As they are the cheap decision makers in terms of soap purchase and medicated positioning like germs killing, anti-bacterial, and marketed to families about 75% of soap bought through the different type's outlets. This is the most common of sources of buying soap. This usually forms a part of the month grocery list pan bedded soap. Total annual soaps sales by companies marketing their brands at national or state levels is estimated at 14000 tons of a total soap market considered to be about 126000 tones.

Objectives of the study

- To study the consumer perception towards bathing soaps.
- To Study the awareness regarding various bathing soap.
- To identify the factors considered before buying bathing soap.
- To identify the product have best range of prices, attractive packing and easy availability.
- To access the factor influencing the consumer to purchase the soap.

CHAPTER SCHEME

The present research work A STUDY ON CONSUMER PATTERN TOWARDS BATH SOAP IN INDRA NAGAR AT THOOTHUKUDI DISTRICT is consists of five chapters.

Chapter – I

The first chapter deals with the basic introduction, administrative set up, issues, statement of the problem, purpose of the study, objectives, and the chapter scheme.

Chapter – II

The second chapter deals with the review of literature.

Chapter – III

The third chapter deals with the Concepts and methodology.

Chapter – IV

The fourth chapter deals with the profile of the study area.

Chapter – V

The fifth chapter deals with the analysis of data.

Chapter – VI

The Sixth chapter deals with the findings, suggestion, and conclusion.

CHAPTER-II

REVIEW OF LITERATURE

Janice L. Flus, Nancy D. Rodgers, George E. Fischer(1989). Antimicrobial hand soaps provide a greater bacterial reduction than non antimicrobial soaps. However, the link between greater bacterial reduction and a reduction of disease has not been definitively demonstrated. Confounding factors, such as compliance, soap volume, and wash time, may all influence the outcomes of studies. The aim of this work was to examine the effects of wash time and soap volume on the relative activities and the subsequent transfer of bacteria to inanimate objects for antimicrobial And on antimicrobial soaps.

Juliet F. Birda(1990). Many areas of intertidal vegetation in eastern Australia while today are relatively free from human interference were once subject to extensive exploitation as a source of alkaline ash or barilla for use in the manufacture of soap. The production of ash, which involved cutting and burning several different plant species, took place at many sites along the eastern and southern mainland coast, as well as in Tasmania and the Bass Strait Islands. While it is difficult to determine the legacy of this activity in the landscape today, it is nevertheless clear that biographers should consider it as a possible ecological factor in determining patterns of coastal vegetation.

Segue (1990) creative vice president of the RSCG advertising agency, introduced the 'star strategy' as the new mode of brand management for mature markets. In mature markets, non-product-based features of the brand start to have a price for avoid the risk of any greater effect on consumers' buying decisions. Seguela recommended that all brands be described along three facets: the physical one (what does the product do and howand well does it perform?), the character (brand personality facet) and the style (executional elements for advertising communication).

John R. Dillon (1991) Discussed different determinants of customer conduct, for example, Income, age, sex, religion, and other financial foundation and he arrived at a resolution that the customers were clear in their decision. Chosen in their investigation on shopper inclination of beauty care products that the customers 'consideration would be on the cost and utility of the products

Farquhar, Peter H (1994). Understanding the implications of the three strategic elements is essential in preparing for the branding challenges of the next century. Highly credible brands can reduce the perceived risk of buying products or services where features cannot readily be evaluated prior to purchase. There are four basic branding strategies for surviving the next century Differentiate brands along new dimensions.

Russo And France (1994) Studied the idea of the decision procedure for regularly obtained on durables by following eye obsessions in a research centre re-enactment of grocery store racks. The discoveries are completely good with the general view that the decision procedure is built to adjust to the prompt buy condition. While portraying abouts shopping direction. REVIEW OF LITERATURE

Prashant Mishra (1996) To have an inside and out comprehension of Indian customer, and to dissect the components affecting his buy choices, one needs to lead contemplates in connection to his condition, his segment factors, culture, and level of presentation. In this background, some significant investigations led in the zones of shopper conduct and recognition in connection to non strong merchandise and FMCG in India are quickly evaluated. It is seen that uplifting frame of mind of shopper towards promoting of a specific brand is extremely valuable in buying that brand .

Cadogan and Foster (2000), states that price is most important concern for the average consumer preferred brand that why their purchasing intention is not affected by price. Consumer satisfaction can also be built by comparing price with cost and values. If the value of product is greater than cost, then customer will purchase the product.

Yoon & Kim (2000), specifies that loyal customers will pay a premium even if the price has increased because the risk is very high, they prefer to pay higher price for avoid the risk of any chan investigated.

Audrey Azoulay & Kapferer (2003) advertisers and marketing practitioners were the first ones to coin the term ‘brand personality’, well before the academics studied and accepted the concept. Motivation research made swee Hoon Ang & Elision Ai Ching Lim (2006) investigated whether metaphors in advertising have a synergistic or compensatory effect on brand personality perceptions of utilitarian and symbolic products. The effects of metaphors in ads were perceived to be more sophisticated and exciting, but less sincere and competent than those using literal headlines or pictures. Ad attitudes, brand attitudes, and purchase intention were also enhanced with metaphoric advertising.

Kundi J (2008) stated that consumer behavior refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing and post consumption of a product or services. Consumer behavior blends the elements from psychology, sociology, sociopsychology, anthropology and economics.

Khraim (2011), state that produce quality plays a very important role in influencing consumer to be brand loyal customers.

A.Ferrer et al (2012) concluded in their study that the European market of perfumery and cosmetic is the largest in the world. Germany has the largest market in the Europe, followed by France, UK, Italy and Spain. These countries are “the big 5” of the sector, and they are leaders in number of new product launches and in volume of production, export and imports. Contact plate samples from the skin showed an increase in the numbers of bacterial colonies after bathing with soap and either a decrease or less often a smaller increase after bathing with an antiseptic. Although significant differences between soap and antiseptic baths were found in samples from individual sites on staff no overall difference between soap and other preparations was obtained. A reduction occurred more frequently with chlorhexidine, particularly 4 h after bathing, and the low counts from the bath water after three baths with chlorhexidine.

S.Dhanalakshmi and Dr. M. Ganesan (2013) stated that the success of a firm depends largely on its capability to attract consumers towards its brands. In particular, it is critical for the survival of a company to retain its current customers, and to make them loyal to the brand. To a large extent, the success of most businesses depends on their ability to create and maintain customer loyalty. In the first place, selling to brand loyal customers is far less costly than converting new customers. In addition, brand loyalty provides firms with tremendous competitive weapons, in curbing fake local Brands. Sales promotion should not be used in isolation but needs to be integrated with other tools and in line with the overall positioning of the brand. Companies need to create sufficient awareness about sales promotion schemes through mass media in order to create awareness among rural consumers.

Shanmugapriya G, Sethuraman R. (2014) stated that customers are the king of the market, superiors in an organization and Goose laying Eggs. Customers' satisfaction plays a significant role in modern marketing era. Soap is a important product for the day to day consumption of the customers. Nowadays competition is going on with a flame of advertisement war. People need quality of soap for which they are ready to have brand loyalty or switch over from one

brand to another. In order to capture the needs of all the segments of people, the products are introduced in different quantity for perfect quality of users if it so, the soap will definitely bring more market potential for soaps.

S.Dhanalakshmi, Dr. M. Ganesan (2014) stated that the success of a firm depends largely on its capability to attract consumers towards its brands. In particular, it is critical for the survival of a company to retain its current customers, and to make them loyalty the brand.

S. Dhanalakshmi, Dr. M. Ganesan (2015) stated that significant variations were determined among completely different financial gain teams, especially, once the value of the current complete will increase considerably. This could be attributed to lifestyles adopted by different financial gain teams. Astonishingly respondents gave least importance to advertisements of bath soaps. Quality and value of recent completes impelled them to brand shift. This has got to be fastidiously studied by the marketers. Another space of concern is that a lot of rated their gift soaps as simply satisfying though they need been exploitation identical complete for a extended amount. During this perspective, FMCG firms have to be compelled to explicate their ways to please the purchasers. Deeper penetration in urban areas additionally holds the key to unlocking growth potentials particularly within the Premium section. Thus, product innovation, good selling and distribution are going to be of key importance for FMCG product to become leaders within the business.

Concept and Methodology

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses.



Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services. Consumer behaviour consists of how the consumer's emotions, attitudes, and preferences affect buying behaviour



Customer Value

Customer value is the customer's perception of the worth of your product or service. Worth can mean several things: the benefit these products or services provide to your target market, or the value for money they offer.



Complex pattern

It may contain more than one motif and may use a combination of pattern types to create quite complicated designs. It can often be difficult to identify the type of pattern used in a piece because so many different types have been combined together

Purchasing

Purchasing is the process a business or organization uses to acquire goods or services to accomplish its goals. Although there are several organizations that attempt to set standards in the purchasing process, processes can vary greatly between organizations.



Consumer Activities

Consumer activities are involved in a variety of activities, ranging from consuming content to participating in discussions, sharing knowledge with other consumers and contributing to other consumers' activities.

Buyers Behavior

Buyer behavior refers to the decision and acts people undertake to buy products or services for individual or business. Buyer behavior is the driving force behind any marketing process.

Life style

Lifestyle marketing is a marketing approach where a brand connects itself to the ideals, values and aspirations of their identified target audience.

Bathing Soap

Bathing soap is a calcium or potassium salt of a fatty acid that comes with cleansing and moisturizing properties, whereas toilet soap is a soap variant that includes a higher percentage of fatty material than bathing soap.



Soap Market

The global soap market size was USD 36.61 Billion in 2021 and is expected to register a revenue CAGR of 5.8% during the forecast period. Growing awareness of health and wellness concerns among people is expected to drive market revenue growth.



Customer Satisfaction

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities.

Consumer Taste

Consumer tastes refer to the products and services that consumers consciously choose over others. Consumer tastes are so powerful that they can change how businesses conduct their activity.

Marketing Mix

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market.

Marketing strategy

Marketing strategy is an organization's promotional efforts to allocate its resources across a wide range of platforms, channels to increase its sales and achieve sustainable competitive advantage within its corresponding market.

Brand

A brand is a product, service or concept that is publicly distinguished from other products, services or concepts so that it can be easily communicated and usually marketed. Branding is the process of creating and disseminating the brand name, its qualities and personality.



Awareness

Awareness is the state or ability to perceive, to feel, or to be conscious of events, objects, or sensory patterns. In this level of consciousness, sense data can be confirmed by an observer without necessarily implying understanding.

Quality and Value

Quality and value are attributes of a product or a service that ultimately decide its higher or lower sales and also help in creating an image of the company.

Potential consumer

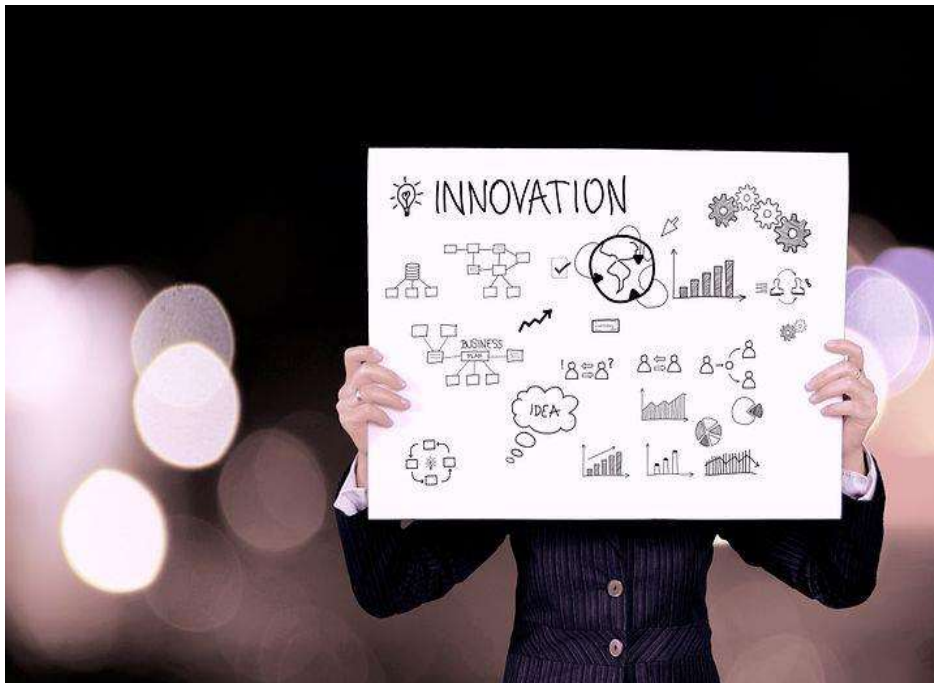
A potential customer is someone who has needs and wants which can be satisfied by products/services of an enterprise, but he/she has never bought those products/services.

Consumer preference

Consumer preference is the subjective taste of individual consumers that is measured by the satisfaction they derive from an item after they buy it. It is often expressed through utility.

Innovation

Innovation can refer to something new, such as an invention, or the practice of developing and introducing new things.



Segmentation strategies

A segmentation strategy is a marketing concept that refers to a company's plan for identifying each section of its target market.

Forecasting

Forecasting is the process of making predictions based on past and present data. Later these can be compared against what happens. For example, a company might estimate their revenue in the next year, then compare it against the actual results. Prediction is a similar but more general term.

Brand Name

A brand name identifies a specific company, product, or service and differentiates it from similar brands within its category.

Symbol

something that stands for, represents, or suggests another thing; esp., an object used to represent something abstract; emblem. the dove is a symbol of peace.

Brand loyalty

Brand loyalty is when customers continue to purchase from the same brand over and over again, despite competitors offering similar products or services. Not only do customers continue engaging and purchasing from the same brand, but they also associate positive feelings toward that brand.

Product

A product is something that is produced and sold in large quantities, often as a result of manufacturing process.

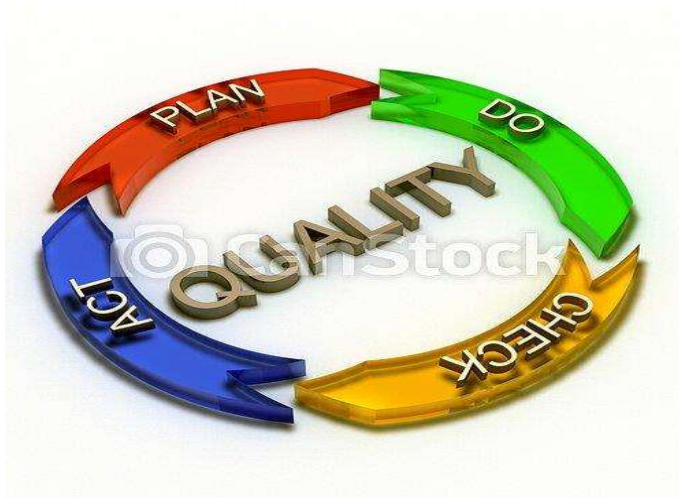
Bar soap

Bar soap is simply soap that comes in a solid bar shape. You get it wet in your hands; then you can use the soap directly on your skin or apply it with a washcloth.



Quality

Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy given needs.



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Price

The meaning of PRICE is the amount of money given or set as consideration for the sale of a specified thing.

Quantity

Quantity is a property that can exist as a multitude or magnitude, which illustrate discontinuity and continuity.

Process

A process is a procedure, something you do in order to achieve a certain result. Some people try to carefully follow all the steps in a process. Awareness is the state or ability to perceive, to feel, or to be conscious of events, objects, or sensory patterns. In this level of consciousness, sense data can be confirmed by an observer without necessarily implying understanding.

METHODOLOGY

Research Design:

Descriptive research design is being adopted in this study.

Area of Study:

Survey is conducted at Thoothukudi district. Primary data is collected through questionnaire containing open ended and close ended questions.

Sample Size:

The sample size of 120 respondents was selected in Thoothukudi district for this study.

Type of Sampling:

Convenience sampling and Random sampling is adopted for this study.

Hypothesis:

- Significant number of respondents perceives that price has no effect on the purchase behaviour.
- Significant number of respondents perceives that quality parameter has no effect on the purchase behaviour.

Primary Data

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

Secondary Data

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

Scope of the Study:

There is wide scope for consumer research. As the consumers, taste, likes, preferences etc., change often because of financial, psychological, sociological and some other factors. The present study would help the company to know the satisfaction of the respondents towards bathing soap and various soap brands. The companies would be in a better position to make utilize of their marketing strategies to gain more and more customers.

Need for the study:

Bath soaps, despite their divergent brands, are not well differentiated by the consumers. It is, therefore, not clear if it is the brand loyalty or experimentation

lured by high volume media campaign, which sustain them. A consequence is that the market is fragmented. It is obvious that this must lead to a highly competitive market.

Statement of the problem

At present there are a lot of brands of bath soaps available in the market. So it is essential to know the brand which is most preferred by the people. Greater loyalty levels lead to less marketing expenditure because the brand loyal consumers promote the brand positively. Also, it acts as a means of launching and introducing more products that are targeted at same customers at less expenditure. It also restrains new competitors in the market. Brand loyalty is a key component of brand equity.

CHAPTER – IV

PROFILE OF THE STUDY AREA

History

Traditionally known as “Pearl City” on account of the prevailing Pearl fish in the past in the area, Thoothukudi has a fascinating History. Forming part of the Pandian kingdom between 7th and 9th Century A.D., Thoothukudi remained in the hands of the Cholas during the period between 9th and 12th century. Emergence of Thoothukudi as a maritime port attracted travelers, adventures, and eventually colonizers. The Portuguese were the first to arrive in Thoothukudi in 1532 A.D., followed by the Dutch in 1658 A.D. The English Captured Thoothukudi from the Dutch in 1782 and the East India Company established their control over Thoothukudi in the same year.



On the 20th, October 1986 a new district, carved out of the erstwhile Tirunelveli district was born in Tamil Nadu and named after V.O.Chidambaranar, a great national leader hailing from Ottapidaram who led the Swadeshi Movement in the south. Since 1997 as in the case of other districts of Tamilnadu, this district has also been named after its headquarters town, Thoothukudi.

Thoothukudi became the citadel of freedom struggle in the early of the 20th century. It was in Thoothukudi that the illustrious patriot , V.O.Chidambaram established the first swadesi Stream Navigation Company, sailing the first steamer S.S.Gaelia to Thoothukudi on 1st June 1907.

The minor port of the Thoothukudi anchorage port with lighter age facilities has had flourished traffic for over a century. The first wooden Jetty of this port was commissioned in 1864. This port was being used for export of salt, cotton yarn, senna leaves, palmyrah stalks, palmyrahfibres, dry, dry fish, Country drugs etc.

to neighboring countries and for import of coal, cotton, copra, pulses and grains. The minor port of the Thoothukudi had the distinction of being intermediate port handling the highest traffic tonnage of over 1 million per annum.

The salient features of the district include its lengthy, curvy and scenic sea coast which was an international cynosure in the days of yore for its pearl fishery; beautiful coastal villages with their sacred temples, churches and mosques like Tiruchendur, Manappadu and Kayalpattinam respectively, Adhichanallur, one of the cradles of the ancient civilizations, Korkai, an ancient port of the Sangam Pandyas, Kayal, the confluence of the river Tamiraparani with the Bay of Bengal, one of the five illustrious rivers of Tamilnadu, Panchalamkurichi, the capital of Veerapandiya Kattabomman, an early martyr, for the cause of freedom, Ettayapuram, the birth place of the great poet Subramanya Bharathi, Ottapidaram the home town of V.O. Chidambaram Pillai, who dared to sail ships as a measure to combat British imperialism; Maniyachi, where Vanchinathan assassinated Ashe, the British Collector for his high-handedness against the leaders during Swadeshi Movement; Kulasekarapattinam and Kurumbur where patriots showed their anger against alien rule, temple towns like Srivaikundam, Meignanapuram, one of the cradles of Christianity, Thoothukudi, besides being a major port, the earliest settlement of the Portuguese and the Dutch, the tall and dense palmyra groves and the bushy Odai trees, the Teris and the adjacent coral islands, Idayankudi and Manappadu and the adjacent places which became the headquarters of great missionaries like G.U. Pope, Veeramamunivar, Caldwell and others who, besides their missionary work, contributed a lot for the development of Tamil language and literature and above all the enterprising and hard working people who now constitute a major trading community in the State.

Special features of Thoothukudi

Thoothukudi is traditionally known for pearl fishing and shipping activities, production of salt and other related business. This is a port city in the southern region of Tamilnadu. This is a natural port, from this place freedom fighter V.O. Chidambaranar operated the Swadeshi shipping company during the British rule.

The main occupation in Thoothukudi

Agriculture is the main occupation on which 70% of the people depend on it. The main food crop in this district is paddy. Out of the total area of 470724 hectares, 190780 hectares are brought under the cultivation of different crops which is nearly 41% of total area of the district.

Famous sweet in Thoothukudi

Thoothukudi macaroons or Macaroons or Tuticorin Macaroons are specially made in the port town of thoothukudi. Cashew nuts and ground almonds make it delicious. Tuticorin is a port town in Tamil Nadu famous for its Macaroons.

Famous Industry in Tuticorin

Power and Chemical industries are major contributors in the economy of Thoothukudi. The Tuticorin Thermal Power Station is the oldest power station of the city and has five 210 megawatt generators. Coal-based 1000 MW NLC TNEB Power Plant is still under construction phase only.

Rao Bahadur Cruz Fernandez

Rao Bahadur Cruz Fernandez was born on 15 November 1869. He was the longest serving chairman of Thoothukudi (Tuticorin) Municipality and is considered the father and architect of Modern Tuticorin.

Delicacies of Thoothukudi Cuisine

MeenKulambu is one of the most famous fish curry preparation of Thoothukudi cuisine. The gravy of this dish is prepared from oil, cumin seeds, fenugreek seeds, curry leaves, onion, tomato, chilli powder, coriander powder, turmeric powder, salt, tamarind pulp and water.

Best time to visit Tuticorin

The ideal time to visit the district is during the winter season, ranging from December to February. The tourists can take advantage of the time as the temperature comfortably rests between 20°C and 32°C

Thoothukudi famous for salt

From March to mid-October, this coastal district is perfectly suited to manufacture salt as it is hot and dry, guaranteeing over six continuous months of production. It is the largest producer in Tamil Nadu, and the state itself accounts for 2.4 million tons or roughly 11 per cent of India's salt.

Hottest month in Tuticorin

Some would describe it as very warm and breezy. For comparison, the hottest month in Tuticorin, April, has days with highs of 95°F (35°C) and lows of 81°F

(27°C). The coldest month, January has days with highs of 86°F (30°C) and lows of 72°F (22°C).

Tuticorin metro or urban

The current metro area population of Tuticorin in 2023 is 611,000, a 2.69% increase from 2022. The metro area population of Tuticorin in 2022 was 595,000, a 2.94% increase from 2021. The metro area population of Tuticorin in 2021 was 578,000, a 3.03% increase from 2020.

Thoothukudi a smart city

Thoothukudi Smart City is one of the Smart city among all the cities. It has to be enhanced for further development of growth in technology and both in Infrastructure.

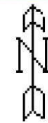
Profile of the Study Area

Indra Nagar is a semi urban area of thoothukudi district. It is located 50 Meter towards from Kamaraj College. Surrounding Matriculation schools and Head post office, and industries are available. Fishing is a one of the main occupation of in this study area.

Tuticorin District

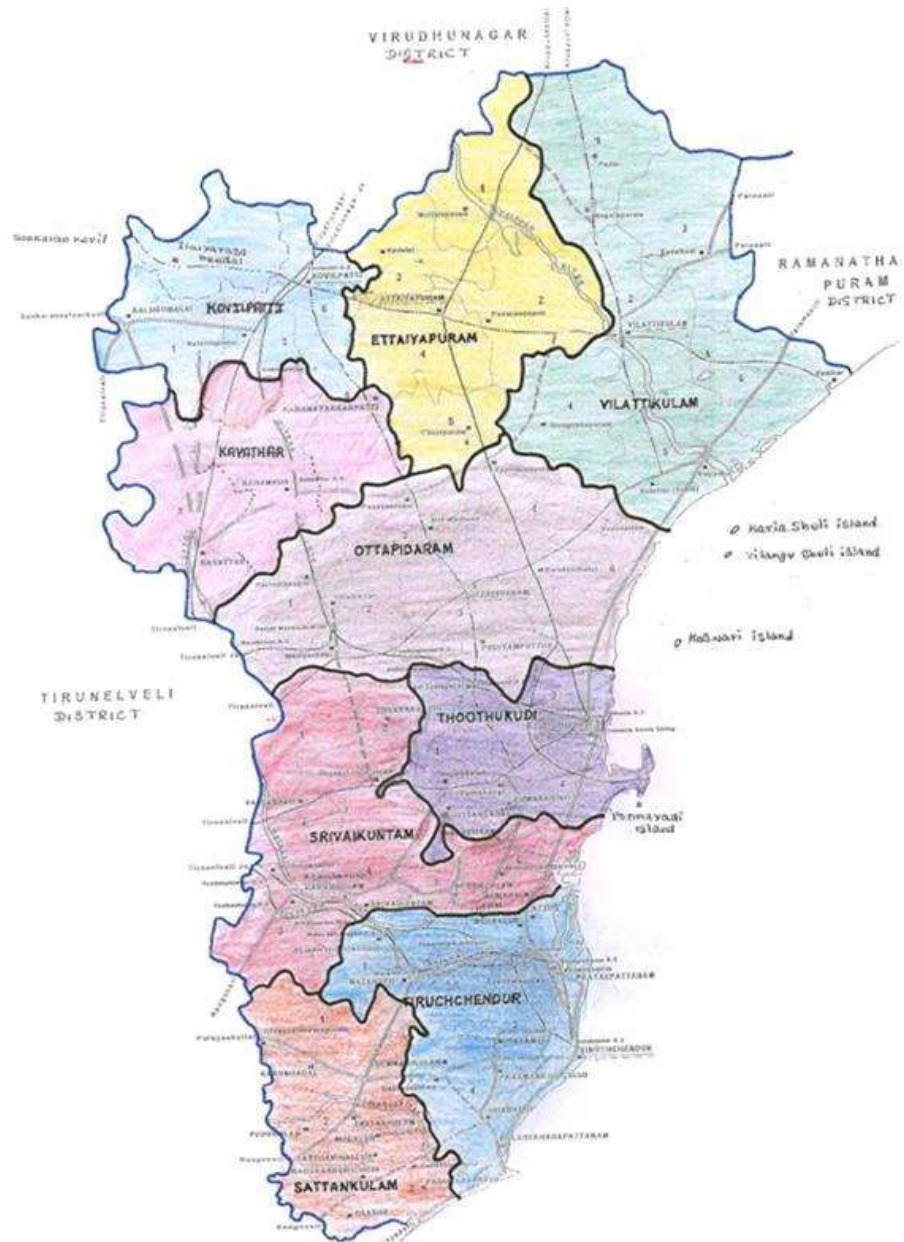
Blocks

5 0 25 km



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Thoothukudi District - Taluks



Chapter – V

Data Analysis

Table 5.1

Age wise Analysis

S.No	Age	No of respondents	Percentage
1	Below 30	26	22
2	30-40	38	32
3	40-50	23	19
4	50 Above	33	27
	Total	120	100

Source: Primary data

This table clear that age wise of the respondents. 22% of the respondents belong to the age group of below 30, 32% of respondents are belong to the age group of 30-40, 19% of the respondents are belong to the age group of 40-50 and 27% of the respondents are of above 50 respectively.

Figure 5.1.1

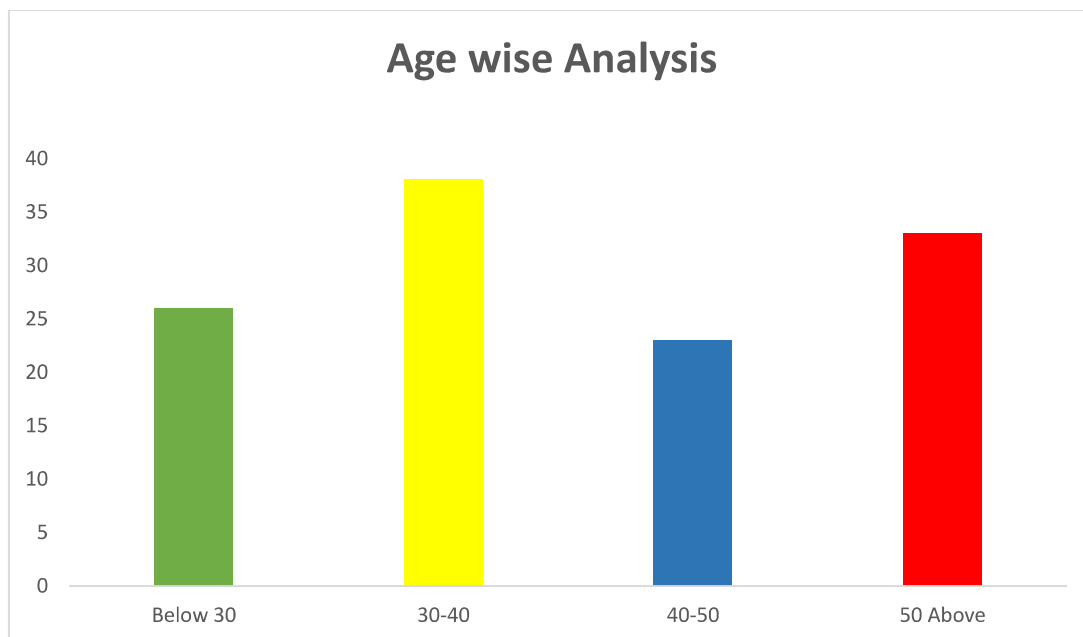


Table 5.2
Gender wise Analysis

S. No	Gender	No. of Respondents	Percentage
1	Male	48	40
2	Female	72	60
	Total	120	100

Source: Primary data

This table clear that gender wise of the respondents. 40% of the respondents are male and 60% of the respondents are female respectively.

Figure 5.1.2

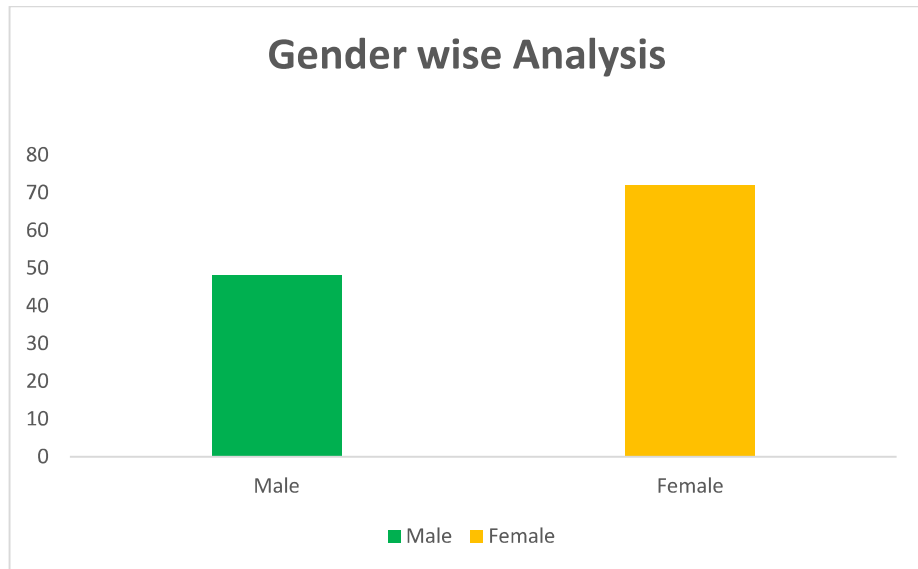


Table 5.3

Income wise Analysis

S. No	Income	No. of Respondents	Percentage
1	Less than 10000	34	28
2	10000 – 15000	28	23
3	15000- 20000	31	26
4	Above 20000	27	23
	Total	120	100

Source: Primary data

According to this table shows that income wise of the respondents. 28% of the respondents are getting income less than 10000, 23% of the respondents are getting income 10000-15000, 26% of the respondents are getting income 15000- 20000 and 23% of the respondents under the categories of above 20000 respectively.

Figure 5.1.3

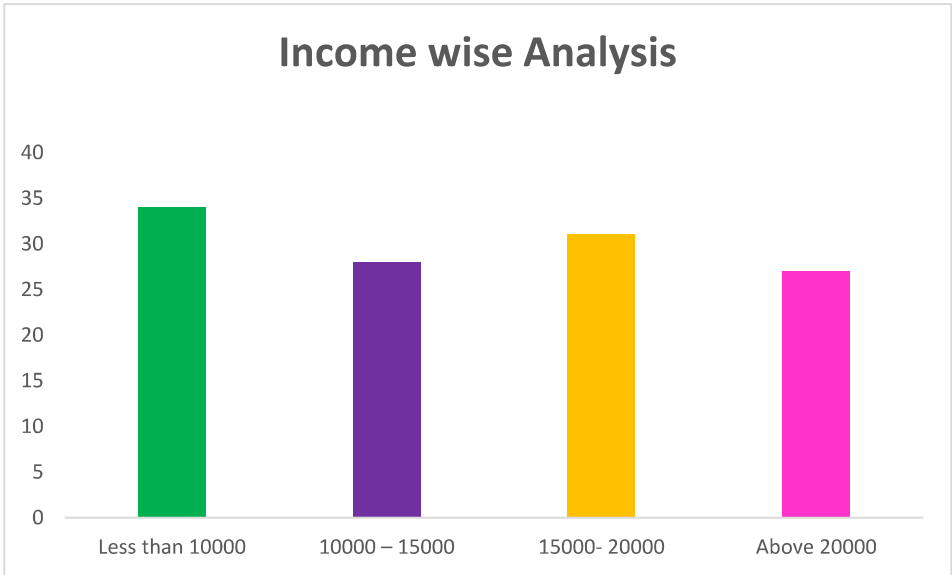


Table: 5.4
Monthly Expenditure of the respondents

S. No	Income	No. of Respondents	Percentage
1	Less than 10000	45	37
2	10000 – 15000	31	26
3	15000- 20000	25	21
4	Above 20000	19	16
	Total	120	100

Source: Primary data

This table clear that expenditure of the respondents. 37% of the respondent's monthly expenditure is less than Rs.10000, 26% of the respondents monthly expenditure is Rs.10000- 15000, 21% of the respondents monthly expenditure is Rs.15000-20000 and 16% of the respondents monthly expenditure is above 20000 respectively.

Figure 5.1.4

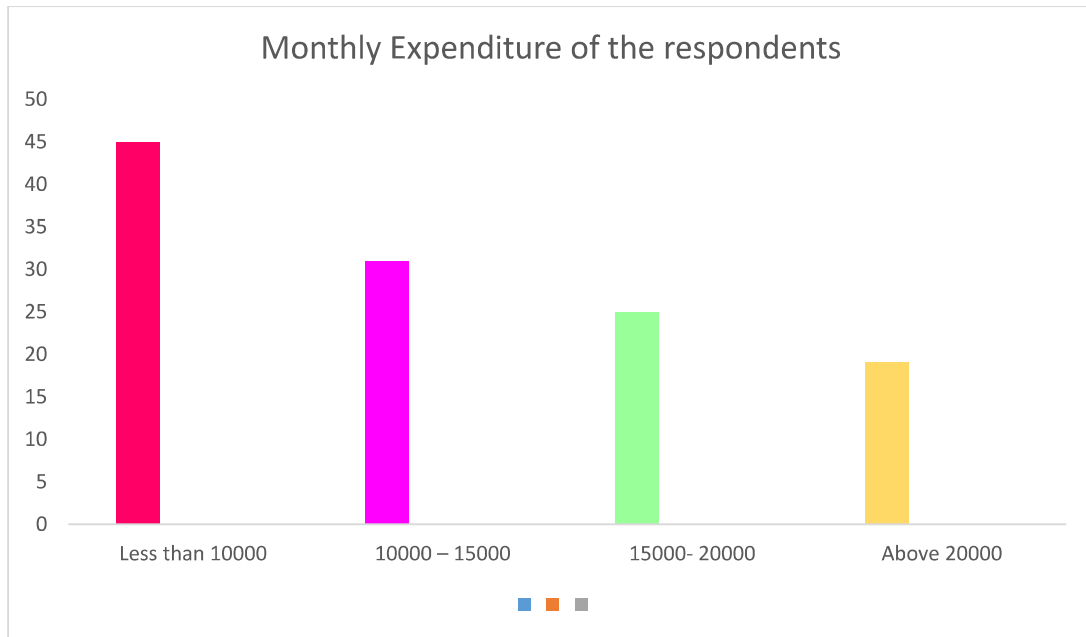


Table 5.5

Purchase of Bath soap Regularly

S.No	Buy Regularly	No of respondents	Percentage
1	Yes	88	73
2	No	32	27
	Total	120	100

Source: Primary data

This table clear that the purchase of bath soap buying regularly of the respondents. 73% of the respondents buying regularly and 27% of 73%the respondents not buying according to given data respectively.

Figure 5.1.5



Table 5.6
Different Type of Bath soap

S. No	Soap Verities
1	Cinthol
2	Mysore sandal
3	Santoor
4	Life boy
5	Lux
6	Dove
7	Dettol
8	Pears
9	Margo
10	Medimix
11	Nature shop
12	J Jo Herbal soap
13	liril
14	Rani
15	Papaya beauty soap
16	Hamam
17	V2 Fung soap
18	Chantrika

Source: Primary data

This table clear that different varieties of bath soap in the marketing place according to the consumer preference.

Table 5.7

Qualities required in the bath soap

S.No	Qualities	No.of Respondents	Percentage
1	Fragrance	48	40
2	Good Brand	36	30
3	Colorful	21	17
4	Low Price	15	13
	Total	120	100

Source: Primary data

This table clear that consumers expect qualities according to their bath soap. 40% of the respondents required fragrance, 30% of the respondents required good brand, 17% of the respondents required colorful bath soap and 13% of the respondents required low price respectively.

Figure 5.1.6

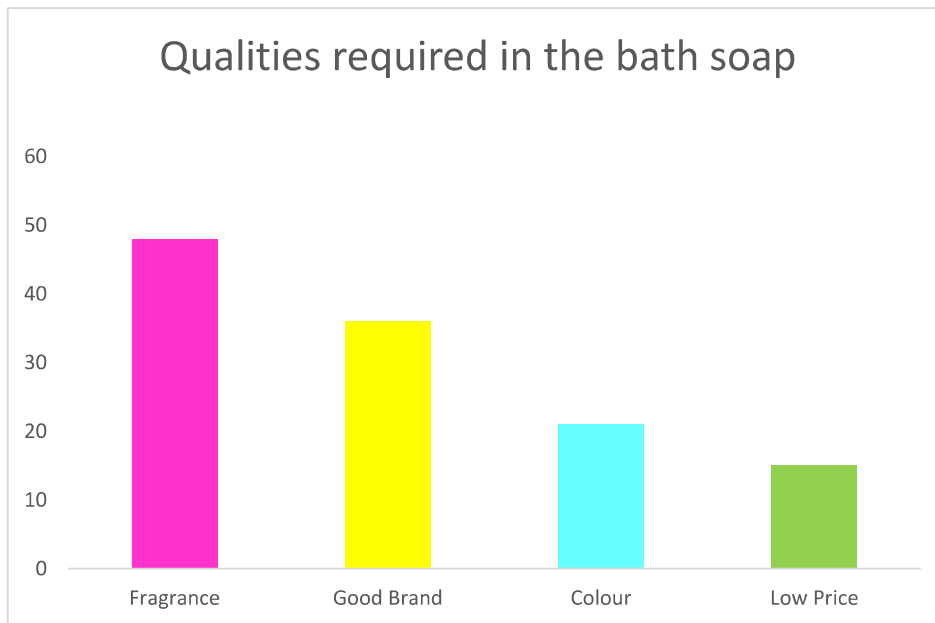


Table 5.8

Sources of Information about bath soap

S.No	Sources	No.of respondents	Percentage
1	Family	26	22
2	Friends	48	40
3	Newspaper	15	12
4	TV	11	9
5	Internet	20	17
	Total	120	100

Source: Primary data

This table shows that sources of information according to their bath soap. 22% of the respondents get the sources from family members, 40% of the respondents get the sources from their friends, 12% of the respondents get the sources from newspaper, 9% of the respondents get the sources of TV channels and 17% of the respondents get the sources from internet according to their given details respectively.

Figure : 5.1.7

Sources of Information about bath soap

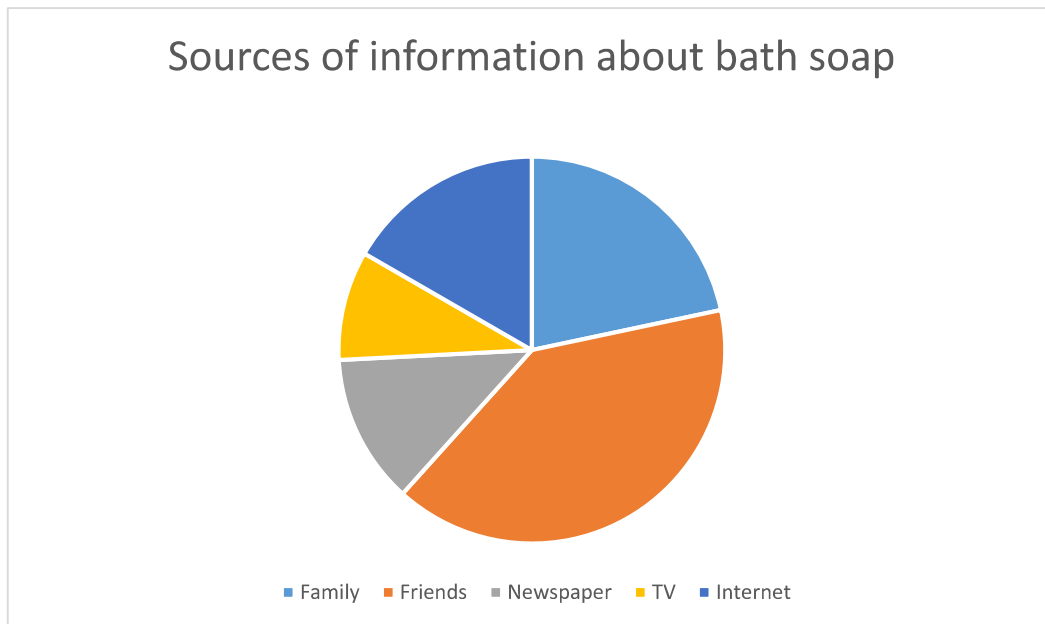


Table : 5.9
Promotional scheme

S. No	Promotional scheme	No of respondents	Percentage
1	Price discount	56	47
2	Free Offer	16	13
3	Quality deal	30	25
4	Distribution of samples	18	15
	Total	120	100

Source: Primary data

This table shows that consumer prefer the same promotional scheme. 47% of the respondents to prefer the price discount, 13% of the respondents to prefer free offer, 25% of the respondents to prefer good quality and 15% of the respondents to prefer same sample about the particular bath soap respectively.

Figure 5.1.8

Prefer the promotional scheme



Table 5.10

Importance to the soap fragrance

S.No	Importance of soap fragrance	No. of respondents	Percentage
1	Yes	78	65
2	No	42	35
	Total	120	100

Source: Primary data

This table shows that importance of the soap fragrance. 65% of the respondents to give more importance to the fragrance and 35% of the respondents not interested to the fragrance respectively.

Figure 5.1.9

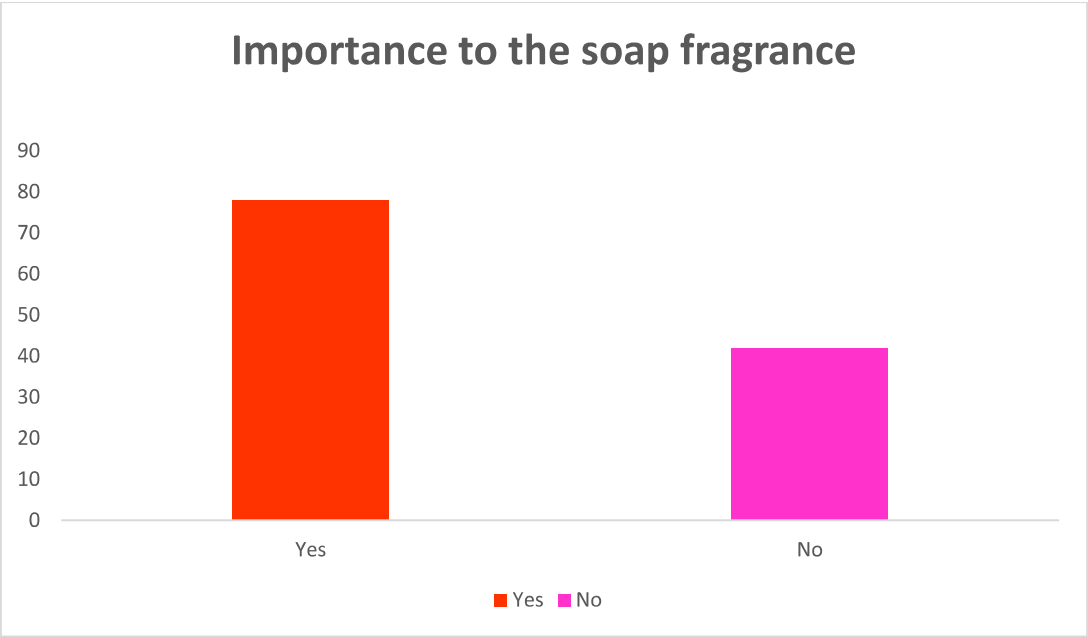


Table 5.11

Fragrance liked of the respondents

S.No	Fragrance	No.of respondents	Percentage
1	Rose	25	21
2	Sandal	36	30
3	Lemon	18	15
4	Neem	14	12
5	Turmeric	27	22
	Total	120	100

Source: Primary data

According to the consumer psychological factors that influence consumer behavior. There are several benefits of using fragrance. 21% of the sample respondents to give more importance to the rose flavor, 30% of the respondents to give more importance to the sandal fragrance, 15% of the respondents choosing lemon flavor, 12% of the sample respondents choosing neem flavor and 22% of the respondents choosing turmeric flavor according to their given details respectively.

Figure 5.1.10

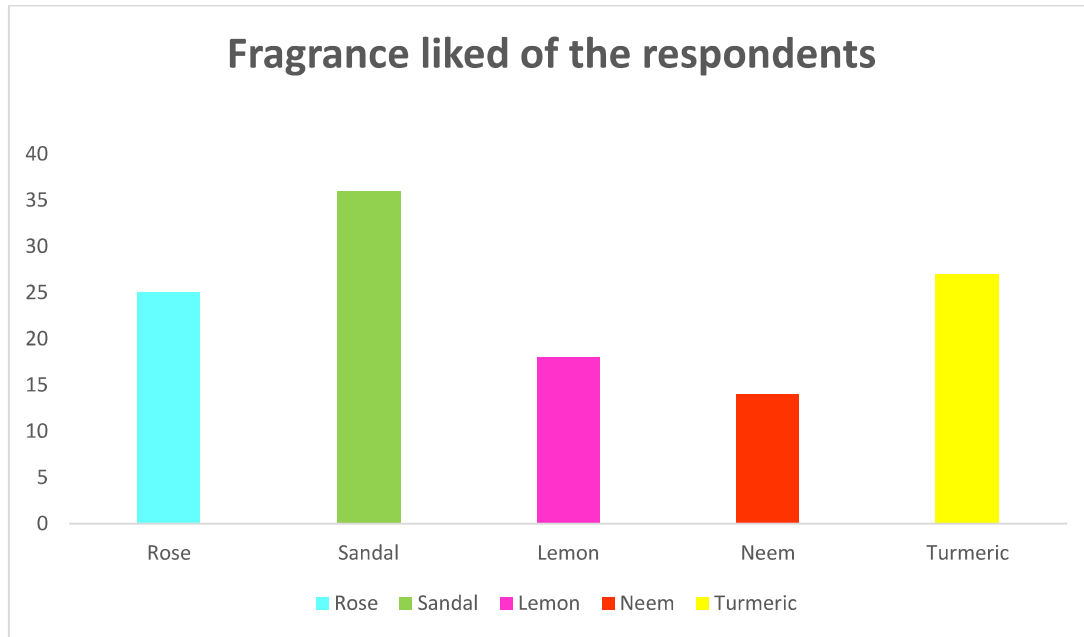


Table 5.12

Reason to switch over the brand

S. No	Reason	No of respondents	Percentage
1	Low quality	34	28
2	High price	45	37
3	Fragrance	41	35
	Total	120	100

Source: Primary data

Reasons for choosing the bath soap according to given details 28% of the respondents to choosing their bath soap at low quality, 37% of the respondents to choosing their bath soap at high price and 35% of the respondents to choosing their bath soap same fragrance respectively.

Figure 5.1.11

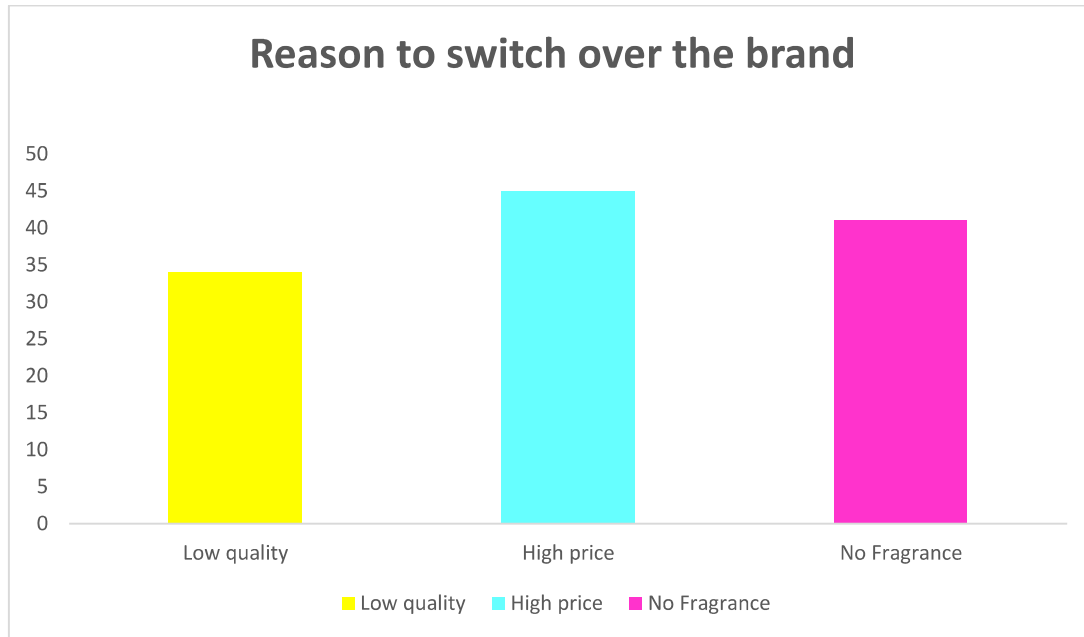


Table 5.13

Satisfaction of the bath soap

S.No	Satisfaction of soap	No.ofRespondents	Percentage
1	Yes	88	73
2	No	32	27
	Total	120	100

Source: Primary data

This table clear that consumer satisfaction towards the bath soap. 73% of the sample respondents according to their given details the bath soap gives full satisfaction and 27% of the respondents regarding their satisfaction level is low respectively.

Figure 5.1.12

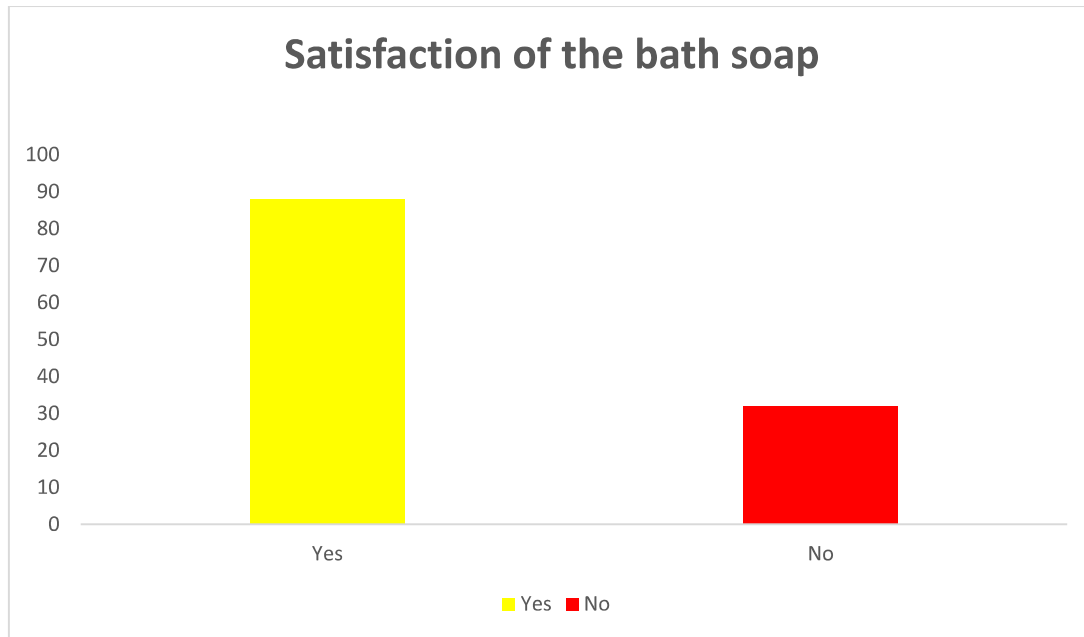


Table 5.14
Reason for bathing

S.No	Use of soap	No of respondents	Percentage
1	Cleaning	76	63
2	Body fresh	21	17
3	Dryness/oiliness	23	20
	Total	120	100

Source: Primary data

According to this table clear that reasoning of choosing bath soap. 63% of the respondent's bath soap gives cleaning their body, 17% of the respondents bath soap gives body freshness and 20% of the respondents bath soap gives moisture, dryness and oil freeness respectively.

Figure 5.1.13

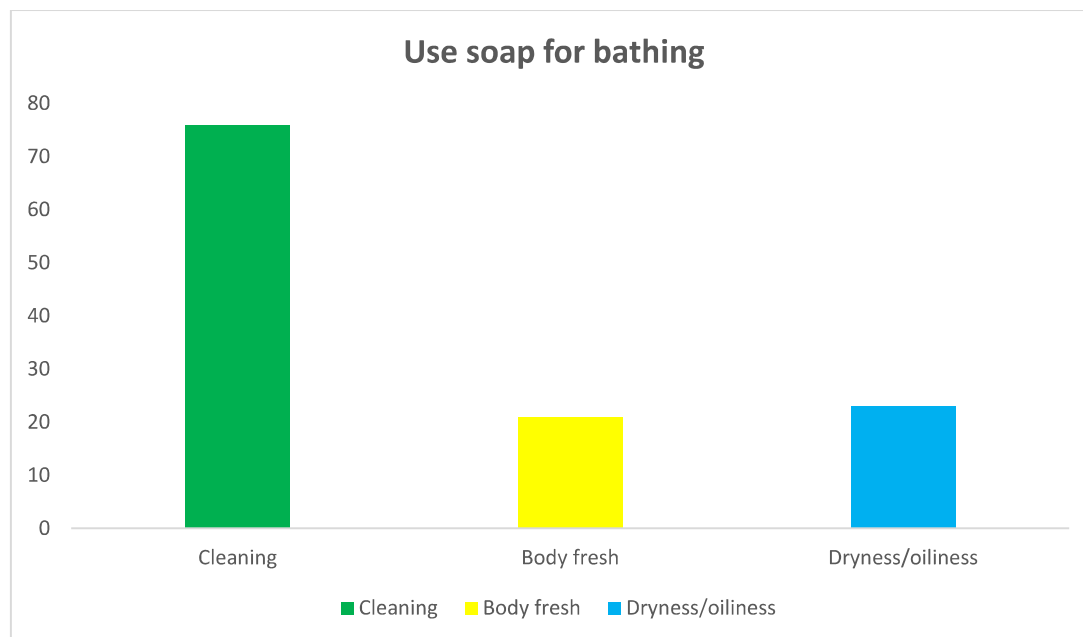


Table 5.15

Use of antibiotic soap

S.No	Antibiotic soap	No of respondents	Percentage
1	Yes	56	47
2	No	64	53
	Total	120	100

Source: Primary data

This table shows that regarding usage of antibiotic bath soap. 47% of the respondents using the antibiotic bath soap and 53% of the respondents not interested in antibiotic soap according to given details respectively.

Figure 5.1.14

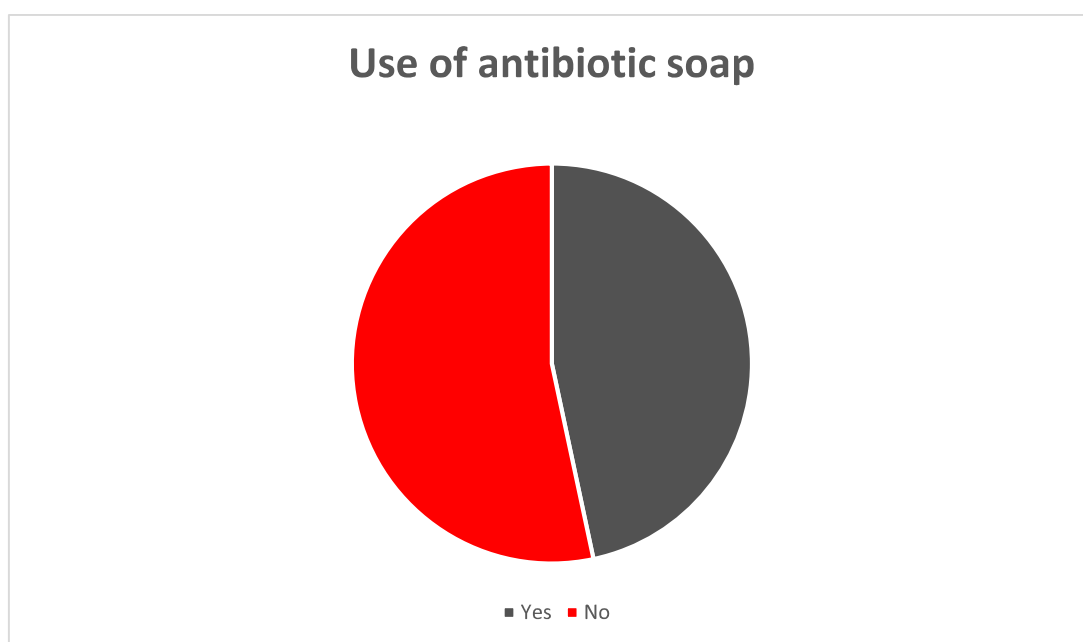


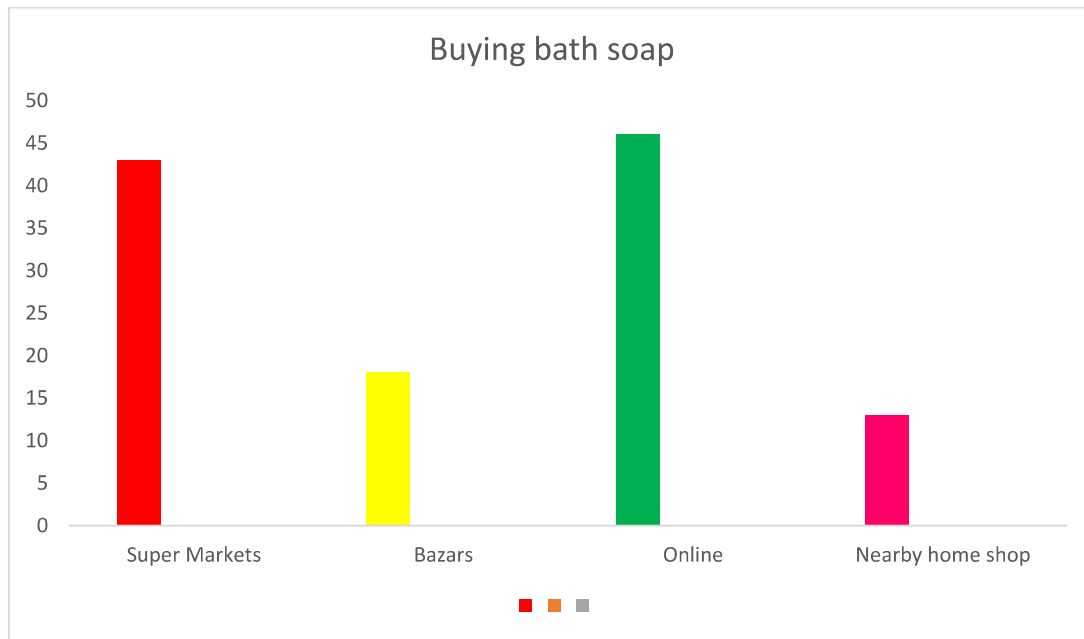
Table 5.16
Buying Bath soaps

S. No	Buy soaps	No. of respondents	Percentage
1	Super Markets	43	35
2	Bazars	18	15
3	Online	46	38
4	Nearby home shop	13	11
	Total	120	100

Source: Primary data

This table shows that buying their bath soap in a marketing places. 35% of the respondents buying their bath soap in super markets, 15% of the respondents buying their bath soap in bazars, 38% of the respondents buying their bath soap in online and 11% of the respondents buying their bath soap in nearby home shop (Street) respectively.

Figure 5.1.15



HYPOTHESIS

RELATIONSHIP BETWEEN MONTHLY INCOME AND EXPENDITURE OF THE SAMPLE RESPONDENTS

Co-efficient Correlation:

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

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

$$R = 0.96$$

Result:

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

Hypothesis:

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

CHAPTER – VI

FINDINGS, SUGGESTIONS AND CONCLUSTIONS

FINDINGS

1. Majority of the respondents belong to the age group of 30-40 (32%)
2. 60% of the respondents are female.
3. Majority of respondents 28% monthly income less than Rs.10000
4. Maximum of the respondents 37% monthly expenditure is Rs. 10000
5. 73% of the respondents purchase their bath soap regularly.
6. 40% of the respondents they needs some qualities ex: Fragrance
7. Maximum number of the respondents to know the information about bath soap to their friends. (40%)
8. Majority of the respondents 47% to prefer the price discount of their bath soap..
9. Maximum of the respondents liked sandal fragrance.
- 10.37% of the respondents choosing their bath soap at high price.
- 11.Majority of the respondents 73% of their bath soap gives full satisfaction.
- 12.63% of the respondents believe their bath soap cleaning their body.
- 13.53% of the respondents use antibiotic bath soap.
- 14.Maximum of the respondents 38% buying their bath soap in online.

SUGGESTIONS

- Dealer should fulfil the consumers' needs speedily in an effective manner, the Dealer should be consumers friendly. So that the seller can improve the sales volume to all type of consumers.
- The dealer should be made more effective in providing instructions to the Consumers to meet the competitors.
- Most of the respondents are under the age gathering of 30 -40 years so organisation should take Efforts to attract other age group people in order to increase their sales.
- Most of the respondents are under the salary gathering of less than 10000 every month. So the organisation should take efforts to position their products in this group in order to increase their sales. As a quality is the first influencing factor of the company has to focus on quality and improve it for better sales.
- The company may give more and more offer and discount to improve the sales.
- While preferring baby skin care brands, must consider quality instead of their popularity.
- Price is still sensitive issue to them. So the producers must justify its price.
- Issues related to the side effects of the products to be corrected effectively.
- Fair advertisement to be required for baby skin care products.
- Quantity of baby skin care products to be increased with the prevailing price rate.
- The baby skin care products should be easily available to consumers at their nearest shop.
- Packaging of the products should be made more attractable.

CONCLUSIONS

Customers are the king of the market, superiors in an organization and Goose laying Eggs. Customers' satisfaction plays a significant role in modern marketing era. Bath Soap is an important product for the day to day consumption of the Consumers. Nowadays competition is going on with a flame of advertisement war. Lot of Varieties of soap are being introduced by several producers. In these competition situations, some soap because evil effects due to a mixture of chemical compounds. People need quality of soap for which they are ready to have brand loyalty or switch over from one brand to another. In order to capture the needs of all the segments of people, the products are introduced in different quantity for perfect quality of users. So, the soap will definitely bring more market potential for Bath soap. This investigation has concentrated its attention the consumer's preference and satisfactions towards the bath soap products in Madurai city and also it has focused on the buying habits of the consumers. The findings system direct outcomes of study as the study portray the consumer's preference towards product of the consumer .the findings system direct outcome of study. As the study portray the consumer's preference towards product of the consumer.I have gained abroad knowledge during this survey . trust this study experience will be a will be a step to build up my carrier in future.

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Questionnaire

1. Name :
2. Age :
3. Gender : Male/Female
4. Income :
5. Expenditure :
6. Purchase of bath soap regularly : Yes / No
7. Different type of the bath soap
 - a) Chinthol
 - b) Axe
 - c) Santo or
 - d) Life boy
 - e) Lux
 - f) Dove
 - g) Dettol
 - h) Pears
8. If you advertisement influence your bath soap
 - a) yes
 - b)No
10. Effect of the price factor on the purchase decision
 - a) yes
 - b)No
- 11.What are qualities required in the bath soap
 - a. Fragrances
 - b. Good Brand
 - c. Colour
 - d. Low Price

12.What are the source of information about bath soap

- a. Family.
- b. Friends
- c. Newspaper
- d. Tv.
- e. Internet

13.Did you affect your purchase Behaviour towards the sales promotion Programme

- a)Yes
- b) No

14.Do you prefer any promotional scheme

- a. price discount
- b. Free offer
- c. Quality deal
- d. Distribution of samples

15.Do you give any importance to the soap fragrance

- a. Yes
- b. No

16.Which fragrance do you like

- a. Rose
- b. Sandal
- c. Lemon
- d. Neem
- e. Turmeric

17.Which reasons do switch over the brand

- a. low Quality
- b. High Price
- c. No Fragrance

18. Satisfaction regarding the soap in current use

- a. Yes
- b. No

19. Why you use soap for bathing?

- a) For cleaning
- b) To keep your body fresh and fragranced
- c) To prevent dryness/ oiliness

20. Would you like to prefer different bathing soaps for face and body?

- a) Yes b) no c) sometimes

21. Do you like to use anti biotic soaps?

- a) Yes b) no c) sometimes

22. Are you satisfied with your bathing soap?

- a) Yes b) no

23. Which is the best soap according to you?

- a) Chinthol
- b) Axe
- c) Santoor
- d) Life boy
- e) Lux
- f) Dove
- g) Dettol
- h) Pears

24. How many times a day you bath with bathing soap?

- a) Once b) twice c) trice d) more than 3 times

25. How you will feel after bathing with your bath soap?

- a) Clean
- b) Fresh
- c) Active

26. Do you bathing soap contain any fragrances?
a) Yes b) no
27. Does your overall family use same bathing soap?
a) Yes b) no c) some times
28. Where you will buy your bathing soaps?
a) Super Markets b) bazars c) online
29. How many times a month you buy your bathing soaps?
a) Once b) twice c) thrice d) more than 3 times
30. How many bathing soaps you buy per month?
a) 1-3 b) 3-6 c) 6-8 d) 8 and more
31. How many days you use your one bathing soap?
a) 1-4 days b) 4-8 days c) 8-16 days d) 16- 30 days

**A STUDY ON WOMEN'S SPORTS AND FITNESS IN THARUVAI
STADIUM IN THOOTHUKUDI DISTRICT**

Project Report Submitted to

ST .MARY' S COLLEGE (Autonomous) Thoothukudi

Affiliated to

Manonmaniam Sundaranar University- Tirunelveli

In partial fulfillment of the award of the Degree of

MASTER OF ARTS IN ECONOMICS

Submitted by

L.SIVASUNDARI

Reg. No.21SPECO4

Under The Supervision and Guidance of

Dr. G.SUMATHI M.A., M.Phil., Ph.D.



PG DEPARTMENT OF ECONOMICS (SSC)


St.Mary's College (Autonomous) Thoothukudi

APRIL 2023

CERTIFICATE

This is to certify that the project Work entitled “ A STUDY ON WOMEN’S SPORTS AND FITNESS IN THARUVAI STADIAUM IN THOOTHUKUDI DISTRICT” Submitted to St.Mary’s College (Autonomous) Thoothukudi in partial fulfillment for the awards of the Degree of Master of Arts in Economics is a record of work done during the year 2022-2023 by L.SIVASUNDARI (21SPEC04)


Signature of the Guide


Signature of the HOD
PG Department of Economics (SSC)
St. Mary's College
Thoothukudi


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


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


Signature of the External Examiner

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

DECLARATION

I do here by declare that the project entitled “ **A STUDY ON WOMEN’S SPORTS AND FITNESS IN THARUVAI STADIAUM IN THOOTHUKUDI DISTRICT**” Submitted for the degree of Master of Arts in Economics is my original work and that not previously formed the basis for award of the Degree.

Station: Thoothukudi

Date: 06.04.2023

L. Sivasundari
L.SIVASUNDARI

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

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I thank our department library and college library which help me a lot in the complement of my project by providing needed books and journals.

Finally I thank my family and friends.

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A STUDY ON WOMEN'S SPORTS AND FITNESS IN THARUVAI STADIAUM IN THOOTHUKUDI DISTRICT

Abstract

First of all, playing sport is good for health. By playing sport, we feel more relaxed. Sport exercises allow us to meet people, for example, at the gym. In my opinion, relationships with others are a very useful method to fight stress. Physical activity of any type stimulates our body to produce endorphins, known as a "feel-good" hormone, which decrease pain and help release symptoms of stress, depression and anxiety. Sports training include physical, skill, tactics, psychology and intelligence ability training. The physical training is an important part of sport training among them. Physical condition has direct influence on the athletes' performance level. We should carry on the analysis on the physical training of the athletes, and point out the role of physical training in the course of the game, at the same time, point out the existing problems of the development of physical training and some related measures and suggestions.

Keywords

Physical activity, Physical fitness, Self-esteem, Self-confidence, Gym, Stress Relief, Physical development, Sports, age, physical training.

Introduction

In sports training, physical training plays a key and leading position. If a great athlete wants to achieve excellent results and climb up to the peak of world sports fitness, the first is to lay a good foundation on physical fitness. Physical fitness is a key factor which affects the improvement of the level of the movement, so we should grasp the athlete's physical training. The traditional athletics powers have attached great importance to the physical training, not only the development of systematic theory; practice experience is also very rich. In China, both in theory and in practice, there is not paying enough attention to physical training, which needs leading to many physical educators' reflection on the prospects for the development of sports.

Physical fitness includes physical ability of actively adapting to life, the ability of working and excising, and the ability of keeping resistance to disease, adapting to the environment of the survival. Moreover, it also includes tissue and organ system function, the basic sport ability in sports activities. Classified from the training point of view, it includes the general physical training, special physical training and comprehensive physical fitness training. It is determined by the human congenital and acquired exercise body shape, physiological function, physical quality and other factors.

Sports Activities

Sport has been one of the most important sociolect-cultural learning experiences for boys and men for many years. Those same benefits should be afforded our daughters. It is important for all of us to know that: High school girls who play sports are less likely to be involved in an unintended pregnancy; more likely to get better grades in school and more likely to graduate than girls who do not play sports. Girls and women who play sports have higher levels of confidence and self-esteem and lower levels of depression. Girls and women who play sports have a more positive body image and experience higher states of psychological well-being than girls and women who do not play sports.

Girls And Women Need Encouragement And Aspirational Role Models

Many people think that girls are not as interested in sport as boys. Women's Sports Foundation research shows that boys and girls between the ages of 6 and 9 and their parents are equally interested in sports participation. However, by the age of 14, girls drop out of sport at a rate that is six times greater than boys. Girls and women simply do not receive the same positive reinforcement about their sports participation. Boys receive balls, gloves and sports equipment by the age of 2. They see their images on television as sportsmen, they see their photos in the sports section and know from their parents and friends that they are expected to play sports.

Even though our daughters are not as likely to be discouraged from playing sports as they were 10 years ago, they simply aren't encouraged to the same extent as little boys. As a result, they enter organized sport two years later than little boys and are, therefore, less likely to have the skills necessary for early success experiences. If a child is unskilled, he or she is unlikely to have fun. It's no fun to strike three times in row. The no. 1 reason why boys and girls play sports is because it's "fun."

We must do a better job of supporting our daughters' sports participation. For Christmas and birthdays, we must find books about girls in sports; give gifts of sports equipment and sports lessons. We need to take our sons and daughters to see women playing sports so they grow up appreciating and respecting the sports skills of women and so our daughters see images of themselves excelling in sports because she is not

Going to see those images on television or in the newspapers. It's no accident that girls' sports participation in Olympic sports increases significantly following the Olympic Games, one of the few times that coverage of women's sports is equal to that of men's sports. Inspirational role models drive youth demand for sports. This top to bottom synergy has not yet become commonplace in women's sports because of limited college and professional sports opportunities and television coverage.

However, the trend is clear: the increased participation and success of female athletes at the Olympic Games, increased television coverage of women's college sports, new women's professional sports leagues and the participation increases of females in all sports and all age levels.

Stress Relief

Nowadays people have to work and study more than in the past. Most of the time we sit in the office or at school. A lot of people feel stressed because their bodies do not get enough motion. Different people have different ways to reduce stress, but for me the most effective is playing sport.

Moreover, sports and regular exercises improve not only physical, but also mental abilities, because stress is a mental factor. Engaging in a sport can help increase feelings of self-esteem and self-confidence, which can be a powerful mechanism for stress relief. Playing sports helps to take our mind off of whatever is troubling us. We can try to forget it by doing something active: dancing, jogging or bicycling. Also we can take our anger out in the game like hitting a ball or playing with more energy and aggressiveness.

Secondly, exercises increase physiological control. By following a regular exercise program, we can gain control over the body. Fit individuals who exercise regularly appear more relaxed and less anxious and depressed. Exercising on a regular basis increases emotional well-being. Active individuals report less stress in their lives.

Physical activity improves your body's ability to use oxygen and also improves blood flow. Both of these changes have a direct effect on your brain. Exercise also increases your brain's production of endorphins. Endorphins are the "feel-good" neurotransmitters that are responsible for the coveted "runner's high." This is the sense of well-being and euphoria that many people experience after exercise.

Physical activity can also help take your mind off your worries. The repetitive motions involved in exercise promote a focus on your body, rather than your mind. By concentrating on the rhythm of your movements, you experience many of the same benefits of meditation while working out. Focusing on a single physical task can produce a sense of energy and optimism. This focus can help provide calmness and clarity.

Some people notice an improvement in their mood immediately after a workout. Those feelings don't end there, but generally become cumulative over time. Chances are, you will notice increased feelings of well-being as you stay committed to a consistent exercise routine.

In addition to having a direct effect on your stress levels, regular exercise also promotes optimum health in other ways. Improvements to your overall health may help indirectly moderate your stress levels. By improving your physical wellness and heart health, you'll have less to feel stressed about. Among some of its additional benefits, exercise can help:

- strengthen your muscles and bones
- strengthen your immunity, which can decrease your
- risk of illness and infection
- lower your blood pressure, sometimes as much as
- some anti hypertensive medications
- boost levels of good cholesterol in your blood
- improve your blood circulation
- improve your ability to control weight
- help you sleep better at night
- boost your energy
- improve your self-image

Many people tend to live stressed lives. We spend a lot of time in our offices, and indoors; and we are continuously becoming disconnected to many places, and how to live a healthy lifestyle. One can go to gym anywhere but it is difficult to experience the privilege of a group/personal training in a striking atmosphere. Training programs offers freshness, beauty and fun with fitness alongside it . Many a times, some people are bogged down with the thought that fitness is rigid sort of exercise where one is locked up in gym. However, notably, people should realize that health and fitness can be done outdoors where people enjoy the serenity while training. It is important to note that health and fitness is not difficult to achieve, and that they do not need to feel to be disconnected with the natural environment while exercising .The training course one pursues will ensure that they get fit, eat well and become empowered. Whether you are

looking to improve your health, lose weight, and gain fitness, or rather just get fit, then group personal training course is perfect for you.

There is need for people to embrace healthy living. With personal/group training, one is exposed to the equipment and a professional personal trainer to their places of choice; your home or parks, and demonstrates to you how to use such equipment. The group training goals is motivating, and ne is inspired to regain their physical fitness or just maintain their fitness. Overall, group training goals are the ideal manner to raise your strength, endurance as well as overall fitness. Indeed, working out in a team setting is not only encouraging but also a stimulating element while excising. The variety and intensity remains to be key in taking your whole performance to the next level. It is for this reason the training aims to offer a wide range of programs to suit different lifestyles as well as varying levels of fitness. Also, one may get a more personalized method of training sessions with a specific goal setting, target, and access to ultimate performance instruction as well as tailored session program from the expert trainers.

Sports should be used to motivate and encourage a team or an athlete to believe in them and achieve their dreams. Sports help maximize athletic potential. The implication is that it is essential to have a belief in one's abilities and competencies. Indeed, the stakes in sports increases, the completion gets harder and the level of ply gets tougher then self believe begins to play a more critical role in performance. Moreover, beginner athletes may achieve success by accomplishing the task assigned to them by their couches. Through their belief, they will witness their improvements by a step in dedication, training as well as frequency of competitions. It should be noted that as the talent stage increases at the professional level, self-belief becomes critical. Additionally, an effective coach, supportive team's mates and parents can fill the void in self-belief, which an athlete may have. For instance, through regular, a coach may inject confidence by encouraging and expressing their belief, and the positive steps the player has made. Nonetheless, it is important that the athlete realize what he/she wants ta chive and make effort towards realizing their goals.

Also, training t may help in increasing athlete's persistence and efforts in accomplishing their tasks. Through self-efficacy, athletes will believe in their own abilities to achieve their goals. Overall, mascot will help athletic in enhancing their

mastery of their skills, enhance their vicarious learning and experience mental stability to perform better. Self-belief is influenced by our past experiences as well as the performance. These exercises are important tools for forming beliefs. Someone's belief affects the belief of other people in the sense that it will inspire athletes to continue working hard and pursue their dreams to achieve their goals.

For most people, taking part in sport will improve your general health and well being. There are plenty of reasons why you should become involved in sport with reduced body fat, bone strengthening, improved stamina and flexibility being some of the reasons why you should take up a sport.

The following are just some of the many health and fitness benefits of starting out in a new sport which we hope will apply to whatever sport you opt for:

- ❖ Playing sports helps reduce body fat or controls your body weight.
- ❖ Sports allow you will gain the satisfaction of developing your fitness and skills.
- ❖ Sports can help you fight depression and anxiety.
- ❖ Sports allow you to challenge yourself and set goals.
- ❖ Playing sports helps strengthen bones.
- ❖ Sports help aid coordination, balance and flexibility.
- ❖ Many sports can help improves stamina and concentration.
- ❖ Sports allow you to experience the highs and lows of both winning and losing!
- ❖ Through sports you will meet people with a similar interest to yourself and are likely to gain many new friends.
- ❖ Sports are a great way for families to get exercise together.

Physical Fitness

Physical fitness leads to better athletic performance, and persistent training will usually develop physical fitness. Detailed analyses of the anatomic and physiological characteristics of famous athletes show that it is possible to make fairly reliable predictions of athletic performance. Scores obtained by various static and dynamic tests

exhibit various degrees of correlation with the scores made in competition, and it has been easy to pick out the tests that give the highest coefficients of correlation. Dynamic tests thus are shown to have higher predictive value than static tests. Type of physique, strength and power, respiratory efficiency, and cardiovascular components are among the factors that determine performance, but no two, or three, or four factors, even when combined in an optimum manner, measure all aspects of fitness. Fitness tests applied to former champions gave the best results in those athletes who were in continued training. Endurance training makes marked improvements in cardiovascular function. Ability of the endurance athlete to use oxygen is related to circulatory and respiratory capacity, but in sprints, weight lifting, and swimming there are many other important specifics.

The Importance Of Sports To Health And Fitness

Playing sport is generally an excellent way to improve your health and fitness. Sometimes you don't feel the motivation to pound away on a treadmill or in the gym, but an invitation to play some sport would get you moving. While playing sports is not a substitute for your workout, you can embrace many benefits that would help you stay on top of your health and fitness. The following are some of the health and fitness benefits of embracing a new sport.

It Can Make You Happier

Exercise helps to improve your mood and decreases feelings of anxiety, depression, and stress. Playing sports stimulates changes in some parts of your brain that regulate anxiety and stress. It increases brain sensitivity for nor epinephrine and serotonin, which relieve depression.

Also, playing sports stimulates the production of endorphins, known to trigger positive feelings and reduce your perception of pain. In people suffering from anxiety, sunny health and fitness workout and sports reduces symptoms of anxiety. It also helps people be more aware of their mental state. Generally, playing sports, especially for fun, will leave you happier.

Sports Can Help With Weight Loss



You can also boost your core health and fitness with improved weight loss when you play sports. Studies have shown being active is a vital factor in the weight loss journey. To know the relationship between weight reduction and exercise, you need to first review the relationship between sport and energy expenditure.

The body spends energy through digesting food, maintaining body functions such as breathing and heartbeat, and exercising. While a reduced calorie intake lowers the metabolic rate, regular exercise through sports increases your metabolic rate, thereby burning more calories to help you lose weight.

Sports Is Good for Your Bones and Muscles

Like joining an innovative health and fitness club, playing sports is vital in building and maintaining healthy bones and muscles. Paired with protein intake, sports can help you build muscle and improve your physical frame and stability. As you age, you naturally lose muscle mass, but you can reduce this through physical exercise by embracing a safe sport. Besides, odd-impact sports, such as basketball and soccer, have been shown to improve bone density, which helps to prevent osteoporosis.

Improve Your Memory and Brain Health



One reason you might want to join a club such as health and fitness for sports is to boost your memory and brain health. Playing sports increases your heart rate, improving blood flow to your brain. This stimulates the production of hormones that activate the growth of brain cells. Paired with yoga, sport can prevent chronic diseases, and these benefits can be seen in more efficient brain function. Find a yoga DVD for beginners and join your local sporting club for overall health and fitness benefits.

Sports Can Improve Skin Health

Another thing you can learn about sports from positive health and fitness advertisements is that it can improve your skin health. Your skin's health is affected by oxidative stress, which occurs when antioxidant defenses fail to repair damage caused by free radicals to cells. Moderate sport increases the production of antioxidants, which actively protect cells. Similarly, sports stimulate blood flow, which induces skin cell adaptations that delay the appearance of aging.

Sport Helps With Relaxation and Improved Sleep Quality

You can also improve your sleep quality by playing sports regularly. Physical activity depletes energy, which stimulates a recuperative process that happens during sleep. Sport also increases body temperature, and this helps to improve sleep quality by dropping the temperature during sleep. One study showed that playing moderate sports for 150 minutes a week can induce up to a 65% boost in sleep quality.

Other Benefits of Sport

There are more dynamic health and fitness benefits of sports:

- Sport is an excellent way for families to exercise
- Sports pushes you to challenge yourself
- Sports exposes you to the highs and lows of losing and winning
- Sports can improve your balance and reduce the risk of falls

Physical development

Physical development is the foundation of the development of sport training so as to improve the competitive ability. Sports training include physical, skill, tactics, psychology and intelligence ability training. Physical training is an important part of sports training. It is the process of combining several special needs, and improving the athletes' body shape, improving the organ system function of each athlete body, making the full development of sports quality, promoting and enhancing the sports performance through the reasonable load action. Through physical training, athlete can change the body structure of the external shape, shape the sound, special needed body, almost all the body shape training of the track events is basically realized through special training methods and means.

Statement Of The Problem

It is known that physical activities refreshes body and good logical problem solved refreshes the brain and increases self-esteem this research study wholly attempts to find whether there is link between the both i.e. physical activities and mental happenings and also leadership skills, team building/coordinating skills tied up with active involvement in sports and games.

Objective Of The Study

The main objective is to maintain the physical health of people by encouraging them to take part in various physical exercises. The improvement in physical state brings changes to our mental and social well being. A sport also makes the growing young population of the world, a healthier personality.

- To find out the fitness can help reduce the stress
- To know the fitness can help the creative idea for any task
- To know the fitness to attain achieve the goal.
- To study about fitness to maintain the good health.
- To study about the fitness to make a fresh in everyday.
- To find out the fitness to feel young among the people.

CHAPTER II

REVIEW OF LITERATURE

Hamidreza Mirsafian (2014) in his study “Attitudes of Iranian Male University Students toward Sport and Exercise with Reference to Age, Educational Level, and Field of Study” stated that this article aimed to discover the attitudes of Iranian male university students toward sport and exercise. This study is based on the same research as another published paper regarding the attitudes of Iranian female students toward sport and exercise. Participants were selected from different educational levels and fields of study from among 12 public universities. Data were collected by a modified and developed version of Kenyon’s scale (1968), which measures the attitudes of people toward physical activity

Dhirendra Tiwari et al (2014) in their study “Comparative Study of Attitudes of Secondary School Indian Students and Thailand Students towards Physical Education” stated that the effort is made to make a comparison of attitude of secondary school students of India and Thailand towards physical education. It was decided to find out their opinion through a WEAR ATTITUDE INVENTORY EQUIVALENT FORM-A QUESTIONNAIRE for the study of physical education attitude scales. It was hypothesized that the participants (secondary school students) of India and Thailand have a positive attitude towards Physical education. The study was restricted to the participants of secondary school Students of India and Thailand. The investigator administered the questionnaire which consists of 30 questions on the attitude towards Physical education. The questionnaire consists of both negative and positive questions

Talel Maddened (2015) In their study “Study of Students’ Disruptive Behavior in High School Education in Physical Education Classes” stated that This article aims at describing and analyzing students’ disruptive behaviors and comparing them in terms of their degree of intensity in the course of physical education lessons performed by student teachers. The delayed video-scope analysis was performed using the “Disciplinary Incidents Analysis System”. A total of 1900 disruptive behaviors (DB) were recorded including 1379 seen by student teachers and 521 other behaviors not seen. Results testify that the observed physical education lessons show a very high degree of disruptions with a mean reaching 67.8 DB per session, i.e. 1.2 DB per minute.

Besides, a high proportion of DB with a low density (43.7%) and a moderate density (46.7%) was recorded in the classes under investigation

Nuveen Kumar (2015) in his article “Changing Attitude towards Physical Education and Modern Lifestyles” stated that today the technology has changed life style of man largely and it will continue to do so. Physical work of person living in very fast lifestyle and push button technology has become negligible. Things that were produced by labors system have been replaced by machines. Due to this reason man of today losing health and happiness. People become idle and dependent on technology. Obesity is the biggest issue now a day. Many inventions have been made by the medical science. They invent to cure the person after they become ill. Not all the persons attached to respective field should be inactive. On the contrary, they should be active to ensure that they may not be ill.

Rather Hill Ahmad (2015) in his article titled “Management model for study physical education and sports at school, college and university level” stated that in most of the schools, physical education is part of the curriculum. Apart from maintaining physical fitness, it includes training & development and care of the human body. It helps a person sharpen overall cognitive abilities and motor skills through athletics, exercise and various other physical activities. Seeing its benefits for the body and its effect on life, the importance of physical education can’t be ignored. I think physical Education is a part of the entire system of Education and also school education.

Seiko Nakayama et.al (2016) in their study “Research on the Prolonged Effect of Physical Education Class on University Students: Effect Verification of the Intervention Program” stated that the purpose of this study was to verify the prolonged effect of the intervention program on university students in physical education class. Subjects were 211 university students who participated in physical education class. The intervention group is comprised of 81 students (40 males, 41 females), and the control group is comprised of 128 students (80 males, 48 females).

Kenneth H. Cooperate (2016) In their study “Implementing Policies to Enhance Physical Education and Physical Activity in Schools” stated that The purpose of this commentary is to provide an overview of national physical activity recommendations and policies (e.g., from the Institute of Medicine, National Physical Activity Plan, and Centers for Disease Control and Prevention) and to discuss how these important

initiatives can be implemented in local schools. Successful policies are illustrated.

Mohammed Hamden Hashed Mohammed (2016) in his article titled “Attitudes of Male University Students towards a Physical Education Curriculum that Includes Health Education” stated that to investigate the attitudes of King Fahd University of Petroleum and Minerals (KFUPM) students toward a physical education (PE) curriculum that includes health education. A self-designed questionnaire titled “Attitudes of Male University students towards their Physical Education Curriculum Questionnaire” was administered to orientation and college level students. It consisted of six aspects with ten items per aspect. All the students were male and non-PE majors. The internal consistency of the questionnaire was determined from the answer. The PE curriculum received positive attitudes from KFUPM university students

Leonora Sislovaets.et al. (2017) In their study “comparison of attitude towards compulsory physical activity at the university among students from Latvia and Belarus in the context of experience in physical education” stated that Students’ attitude towards compulsory physical activity at the university has not been extensively studied in the context of their experience in physical education and existing multiple interpretations of criteria for assessing the experience in physical education. The goal of the research is – to determine the attitude towards compulsory physical activity at the University of University Students from Latvia and Belarus by assessing their experience in physical education, determining the indicator “Students’ experience in physical education” based on the attitude criteria of the Theory of Planed Behavior (TPB).

Astra Berkeley (2017) in his article “Challenges and experiences on inclusive physical education: The case of Bahia Dar elementary schools” stated that the main purpose of the study was to investigate challenges and experiences of elementary school students with disabilities in inclusive Physical Education. Through different data gathering tools, the researcher tried to identify the current experiences and challenges of implementing inclusive physical education from selected seven elementary schools which are located in Bahia DAR Administrative Zone. As the results of the findings indicate, across these seven elementary schools there is no uniformity in achieving the objectives of Physical education and making the subject inclusive in line with that of

the philosophy of inclusion.

Michael Xavier (2017) in his article titled “Comparative study of per-service and in-service physical education teacher’s attitudes toward inclusive physical education” stated that the purpose of this descriptive comparative study was to describe the attitudes of Pre-service and in service physical education (PE) teachers toward inclusive physical education. Non – probability based convenience sampling technique was used to select 40 Pre-service and 40 In-service physical education teachers who participated in the study. The “Teachers’ Attitudes toward Inclusion Scale” developed by Faith Risk El- Ashy (2009) was administered to assess their attitudes toward inclusive physical education. From this study it was concluded that In-Service PE teachers’ have a better attitude toward Inclusive PE compared to Pre – Service PE teachers’.Berhanie

Saudi Malan Abdul Remake. al. (2018) In his study “Physical education teachers readiness towards upgrading the teaching and learning process”says that This study aims to determine if there exists significant differences in terms of preparedness of health based physical fitness levels and the preparedness of the mastery of the subject content majoring in physical education among teachers in Kuala Muda Yan District based on gender. The sample size is 200 teachers from Secondary School which teach Physical Education subject. The respondents are 200 male teachers and 50 female teachers. The methodology is by using the ex- post facto' static group comparison using a "Prudential Fitness gram" battery tests. The descriptive analysis shows the readiness in terms of health based physical fitness and the mastery of the subject content is satisfactory and increased at every level

Jota Mange.et al. (2018) in their article “Curriculum Assessment of Teacher Education Program in Physical Education: A Meta-analysis “stated that the present paper was undertaken with an objective to find the existing process of curricular delivery of physical education program. A systematic search of the review of literature was undertaken from 1985 to 2016. Studies were included if they were having a component of physical education with special reference to teacher education. Findings from reviews, papers and abstract from 1985 to 2016 were analyzed. The qualitative met analysis revealed that physical education curriculum differs from country to country and within the institutions in the country (India).

Anna K. Leaflet et al. (2019) in their study “A Required College Wellness Course Changes Beliefs, Attitudes, and Behaviors Related to Physical Activity” stated that we examined effects of a required college health and wellness course on students’ physical activity (PA) attitudes and behaviors. A survey based on models of behavior change was emailed (September 2016 – May 2017) to all students at a liberal arts college. Of 408 students who responded, 217 had completed the course and 191 had not. Students who had taken the course reported more confidence in their ability to improve their physical fitness; found more encouragement from cues to action; and met recommended guidelines for weekly PA more than students who had not taken the course

Tabor algae et al. (2019) in their study “The paper presents the results of research focused on the attitudes of 8 to 13-year elementary school pupils to physical and sport education.” Stated that the research group consisted of 438 elementary school pupils from Bratislava. As a basic research tool, a standardized attitudinal questionnaire for primary school pupils was used. We determined that in primary school pupils there predominate positive attitudes towards physical and sport education over indifferent attitudes. It has been shown that attitudes of pupils to physical and sport education are differentiated in terms of age, in terms of level of sport, but are not differentiated from the point of view of gender.

Dr. Shashikant Pradesh et al. (2019) In their study “Correlation study of attitude towards and physical fitness knowledge of physical education teachers of elementary school Pugnacity” stated that The purpose of this study was to determine whether a relationship exists between attitudes toward and Physical fitness knowledge of health related fitness among elementary physical education teachers. Teaching fitness at elementary levels is an important step toward the prevention of lifestyle-related diseases, which are more difficult to prevent as we age. It is very important to teach physical fitness at elementary levels, and to instill positive attitudes in our younger students (Sander & Burton, 1989).

CHAPTER-III

CONCEPT AND METHODOLOGY

Sports

A human activity involving physical exertion and skill as the primary focus of the activity, with elements of competition or social participation Where rules and patterns of behavior governing the activity exist formally through organizations and is generally recognized as a sport.



Women's Participation

Women's participation it has been observed that women that do sports and participate in athletic events are, besides improving their physical health, more likely to overcome biases, feel empowered and develop leadership skills.



Athletic Potential

Your athletic potential can be defined as your capacity to perform at the uppermost range of your ability. Athletic potential is your highest level of success possible in the future. Potential generally refers to the ability you have yet to realize.



Health Life Style

A way of living that lowers the risk of being seriously ill or dying early. Not all illness and disease is preventable; however a large proportion of deaths, particularly those from coronary heart disease and lung cancer, can be avoided.



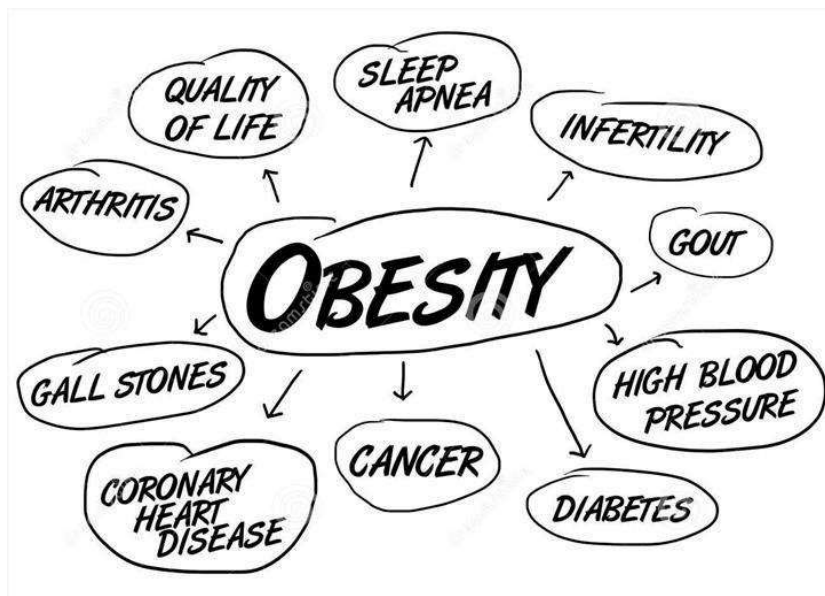
Depression

Depression is a mood disorder that causes a persistent feeling of sadness and loss of interest. Also called major depressive disorder or clinical depression, it affects how you feel, think and behave and can lead to a variety of emotional and physical problems.



Obesity

A disorder involving excessive body fat that increases the risk of health problems. Obesity often results from taking in more calories than are burned by exercise and normal daily activities.



Self Efficacy

Self efficacy refers to an individual's belief in his or her capacity to execute behaviors necessary to produce specific performance attainments (Bandera, 1977, 1986, 1997). Self-efficacy reflects confidence in the ability to exert control over one's own motivation, behavior, and social environment.

Muscles

Muscles are soft tissues. Many stretchy fibers make up your muscles. You have more than 600 muscles in your body. Different types of muscles have different jobs.

Muscle Pump

A muscle pump happens when your muscles seemingly grow before your eyes. Mallet Mueller / Getty Images. "Muscle pump" is really just fitness slang for a phenomenon called transient hypertrophy.

Physical Fitness

Physical fitness is a state of health and well-being and, more specifically, the ability to perform aspects of sports, occupations and daily activities. Physical fitness is generally achieved through proper nutrition, moderate-vigorous physical exercise, and sufficient rest along with a formal recovery plan.



Vascular

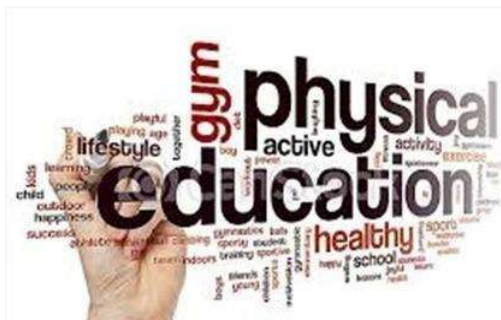
The vascular system, also called the circulatory system, is made up of the vessels that carry blood and lymph through the body. The arteries and veins carry blood throughout the body, delivering oxygen and nutrients to the body tissues and taking away tissue waste matter.

Body Building

Bodybuilding is the use of progressive resistance exercise to control and develop one's muscles (muscle building) by muscle hypertrophy for aesthetic purposes. It is distinct from similar activities such as power lifting because it focuses on physical appearance instead of strength. An individual who engages in this activity is referred to as a bodybuilder.

Physical Education

Lack of physical education is the inadequacy of the provision and effectiveness of exercise and physical activity within modern education.



Physical Activity

Physical activity is defined as any voluntary bodily movement produced by skeletal a muscle that requires energy expenditure. Physical activity encompasses all activities, at any intensity, performed during any time of day or night.

Effects On Mental Health

Mental illness is a global problem affecting millions of people worldwide.

Headache, stress, insomnia, fatigue, and anxiety are all measures of mental ill health.

The term “ill health” constitutes a collection of several mental health problems and symptoms with various levels of seriousness.

Methodology

The methodology adopted for the present investigation including selection of the women sport& their fitness. Consistent with the objectives of the study, different techniques have used for the analysis of the data. The data pertaining to the study has been analyzed and presented in tabular forms to make the findings meaningful and easily understandable with simple statistical tools of analysis like ratios, percentages etc. The research work depends upon the primary data and secondary data. The primary data collected through survey, personal interviews & questionnaire. The secondary data were collected from Books, Journals, Google, and etc... Totally 120 sample respondents were selected from the tharuvai stadium at thoothukudi district.

Collection Of Data

The study has made use of primary and secondary data. The required data has collected from the thoothukudi tharuvai stadium by making use of the random sampling method. This study follows questionnaire to have the actual information regarding women participations in sport. The collected information have complied, tabulated, and tested with the statistical tools. Secondary data collected from magazines, journals, library book, article, and websites.

Sample Size

For the present study from tharuvai stadium ground 120 sample respondents totally selected by using simple random sampling method. The data was collected by personal interview using structured questionnaire.

Tools For Analysis

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

Period Of The Study

This study takes active period from December 2022 to April 2023

Limitations Of The Study

The research primarily focuses on the among the different age group of students, and women's. The research primarily focuses on the among the different age group of students, and sports is given more focus and not much on fitness activities, the other general limitations while conducting the study. Firstly, the research instrument used to collect the data was a questionnaire which was circulated among students mainly teenagers and gender. The results obtained from this entirely depend upon the perception of the student and how well he understands it. So, the quality of data relies on the students. Thus, the honesty with which the students responded definitely affects the results and the interpretation of the data. Besides, there is also a chance of misconception in the way researchers have concluded the data. It may be possible that the researcher's interpretation might differ from what the student actually wanted to convey. Secondly, due to limited resources and time, this research was conducted randomly on different students of the required demographic characteristics. So, it cannot be concluded that the results interpreted in this research paper represent the situation of the whole student community.

Significations Of The Study

Sports can help you reach your fitness goals and maintain a healthy weight. However, they also encourage healthy decision-making such as not smoking and not drinking. Sports also have hidden health benefits such as lowering the chance of Osteoporosis or breast cancer later in life. Sports are a crucial part of a student's growth and development. They help in the development of mental health and physical fitness of the body. Through participation in sports and games, a student gains various skills, experience and confidence that are helpful for developing their personality. Physical fitness leads to better athletic performance, and persistent training will usually develop physical fitness. Detailed analyses of the anatomic and physiological characteristics of famous athletes show that it is possible to make fairly reliable predictions of athletic performance.

CHAPTER-IV

PROFILE OF THE STUDY AREA

This section provides a glimpse of the physical features, agro-climatic conditions. Demographic features and infrastructural set up of the Thoothukudi district

History

Traditionally known as "Pearl City" on account of the prevailing Pearl fish in the past in the area. Thoothukudi has a fascinating History. Forming part of the Pandian kingdom between 7 and 9 Century A.D., Thoothukudi remained in the hands of the Cholas during the period between 9 12 century, Emergence of Thoothukudi as a maritime port attracted travelers, adventures, and eventually colonizers. The Portuguese were the first to arrive in Thoothukudi in 1532 A.D... And followed by the Dutch in 1658 A.D. The English Captured Thoothukudi from the Dutch in 1782 and the East India Company established their control over Thoothukudi in the same year.



On the 20th, October 1986 a new district, carved out of the erstwhile Tirunelveli district was born in Tamil Nadu and named after V.O.Chidambaranar, a great national leader hailing from Ottapidaram who led the Swadeshi Movement in the south. Since

1997 as in the case of other districts of Tamilnadu, this district has also been named after its headquarters town, Thoothukudi.

Thoothukudi became the citadel of freedom struggle in the early of the 20th century. It was in Thoothukudi that the illustrious patriot, V.O.Chidambaram established the first swadesi Stream Navigation Company, sailing the first steamer S.S.Gaelia to Thoothukudi on 1st June 1907.

The minor port of the Thoothukudi anchorage port with lighter age facilities has had flourished traffic for over a century. The first wooden Jetty of this port was commissioned in 1864. This port was being used for export of salt, cotton yarn, senna leaves, palmyrah stalks, and palmyrah fibres, dry. dry fish, Country drugs etc. to neighboring countries and for import of coal, cotton, copra, pulses and grains. The minor port of the Thoothukudi hand the distinction of being intermediate port handling the highest traffic tonnage of over 1 million per annual.

The salient features of the district include its lengthy, curvy and scenic sea coast which was an international cynosure in the days of yore for its pearl fishery: beautiful coastel villages with their sacred temples, churches and mosques like Tiruchendur, Manappadu and Kayalpattinam respectively, Adhichanallur, one of the cradles of the ancient civilizations, Korkai, an ancient port of the Sangam Pandyas, Kayal, the confluence of the river Tamiraparani with the Bay of Bengal one of the five illustrious rivers of Tamilnadu, Panchalantnrichi, the capital of Veerrapandiya Kattabominan, an early martyrs, for the cause of freedom, Ettaiyapuram, the birth place of the great poet Subramanian Bharathi, Ouapidaram the home town of V.O.Chidambaram Pillai, who dared to sail ships as a measure to combat British imperialism: Mariachi, where Vanchinathan assassinated Ashe, the British Collector for this high handedness against the leaders during Swadeshi Movement: Kulasekarapattinam and Kurumbur where patroness showed their anger against alien rule temple towns Like Srivaikundam, Meignamapuram, one of the cradies of Christianity. Thoothukudi, besides being a major port, the earliest settlement of the Portuguese and the Dutch, the tall and dense Palmyra groves and the bushy Odai trees, the Teris and the adjacent coral islands, Idayankudi and Manappadu and the adjacent places which became the headquarters of great missionaries like G.U.Pope. Veeramamunivar, Caldwell and others who besides their missionary work.

Contributed a lot for the development of Tamil language and literature and above all the enterprising and hard working people who now constitute a major trading community in the State.

Special features of Thoothukudi

Thoothukudi is traditionally known for pearl fishing and shipping activities, production of salt and other related business. This is a port city in the southern region of Tamilnadu. This is a natural port; from this place freedom fighter V.O. Chidambaranar operated the Swadeshi shipping company during the British rule,

The main occupation in Thoothukudi

Agriculture is the main occupation on which 70% of the people depend on it. The main food crop in this district is paddy, Out of the total area of 470724 hectares, 190780 hectares are brought under the cultivation of different crops which is nearly 41% of total area of the district

Famous Sweet in Thoothukudi

Thoothukudi macaroons or Macaroons or Tuticorin Macaroons are specially made in the port town of thoothukudi. Cashew nuts and ground almonds make it delicious. Tuticorin is a port town in Tamil Nadu famous for its Macaroons.

Famous industry in Thoothukudi

Power and Chemical industries are major contributors in the economy of Thoothukudi, The Tuticorin Thermal Power Station is the oldest power station of the city and has five 210 megawatt generators. Coal-based 1000 MW NLC TNEB Power Plant is still under construction phase only.

Rao Bahadur Cruz Fernandez

Rao Bahadur Cruz Fernandez was born on 15 November 1869. He was the longest serving chairman of Thoothukudi Tuticorin) Municipality and is considered the father and architect of Modern Tuticorin

Delicacies of Thoothukudi Cuisine

Meen Kulambu is one of the most famous fish curry preparation of Thoothukudi cuisine. The gravy of this dish is prepared from oil, cumin seeds,

fenugreek seeds, curry leaves, onion, tomato chili powder, coriander powder, turmeric powder, salt, tamarind pulp and water.

Best time to visit Thoothukudi

The ideal time to visit the district is during the winter season, ranging from December to February. The tourists can take advantage of the time as the temperature comfortably rests between 20°C and 32°C.

Thoothukudi famous for salt

From March to mid-October, this coastal district is perfectly suited to manufacture salt as it is hot and dry, guaranteeing over six continuous months of production. It is the largest producer in Tamil Nadu, and the state itself accounts for 2.4 million tons or roughly 11 per cent of India's salt.

Hottest month in Thoothukudi

Some would describe it as very warm and breezy. For comparison, the hottest month in Tuticorin, April, has days with highs of 95°F (35°C) and lows of 81°F (27°C). The coldest month, January has days with highs of 86°F (30°C) and lows of 72°F (22°C).

Thoothukudi metro or urban

The current metro area population of Tuticorin in 2023 is 611,000, a 2.69% increase from 2022. The metro area population of Tuticorin in 2022 was 595,000, a 2.94% increase from 2021. The metro area population of Tuticorin in 2021 was 578,000, a 3.03% increase from 2020.

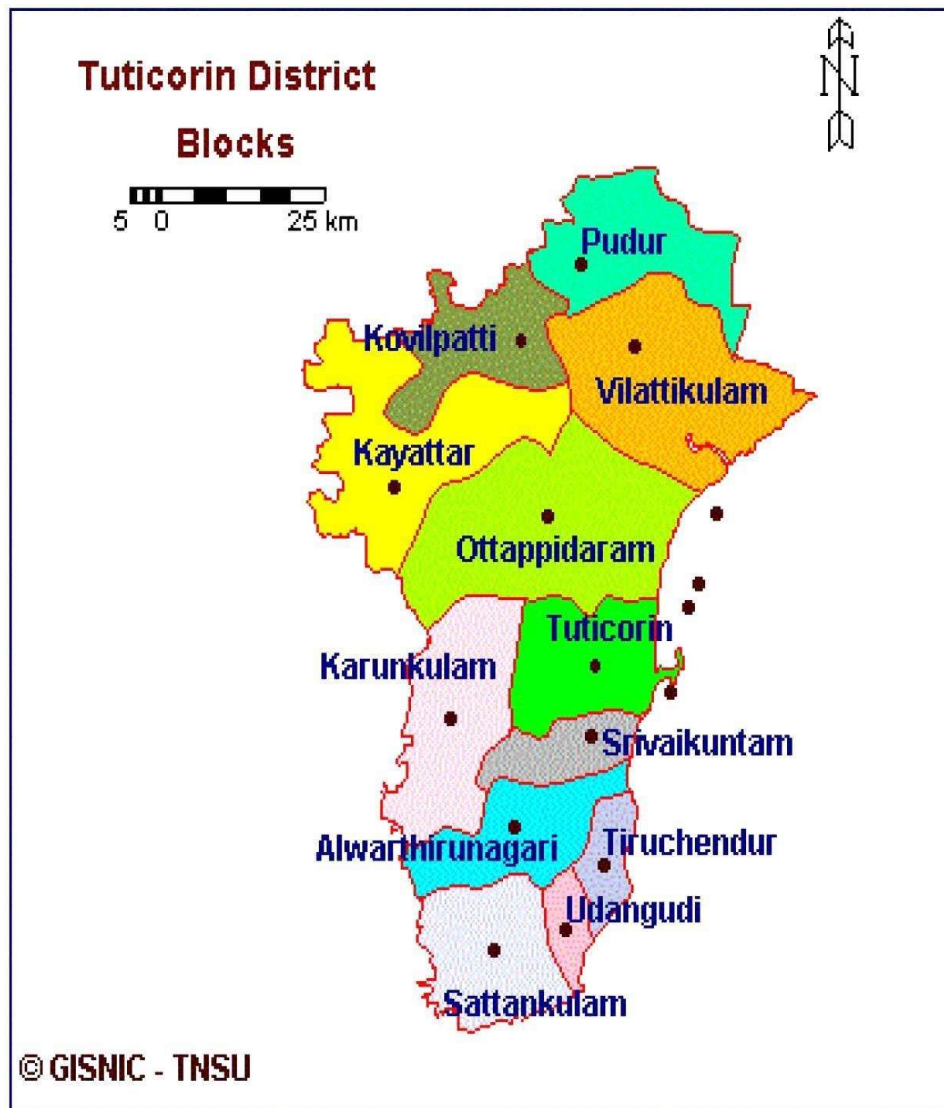
Thoothukudi a smart city

Thoothukudi Smart City is one of the Smart city among all the cities. It has to be enhanced for further development of growth in technology and both in Infrastructure.

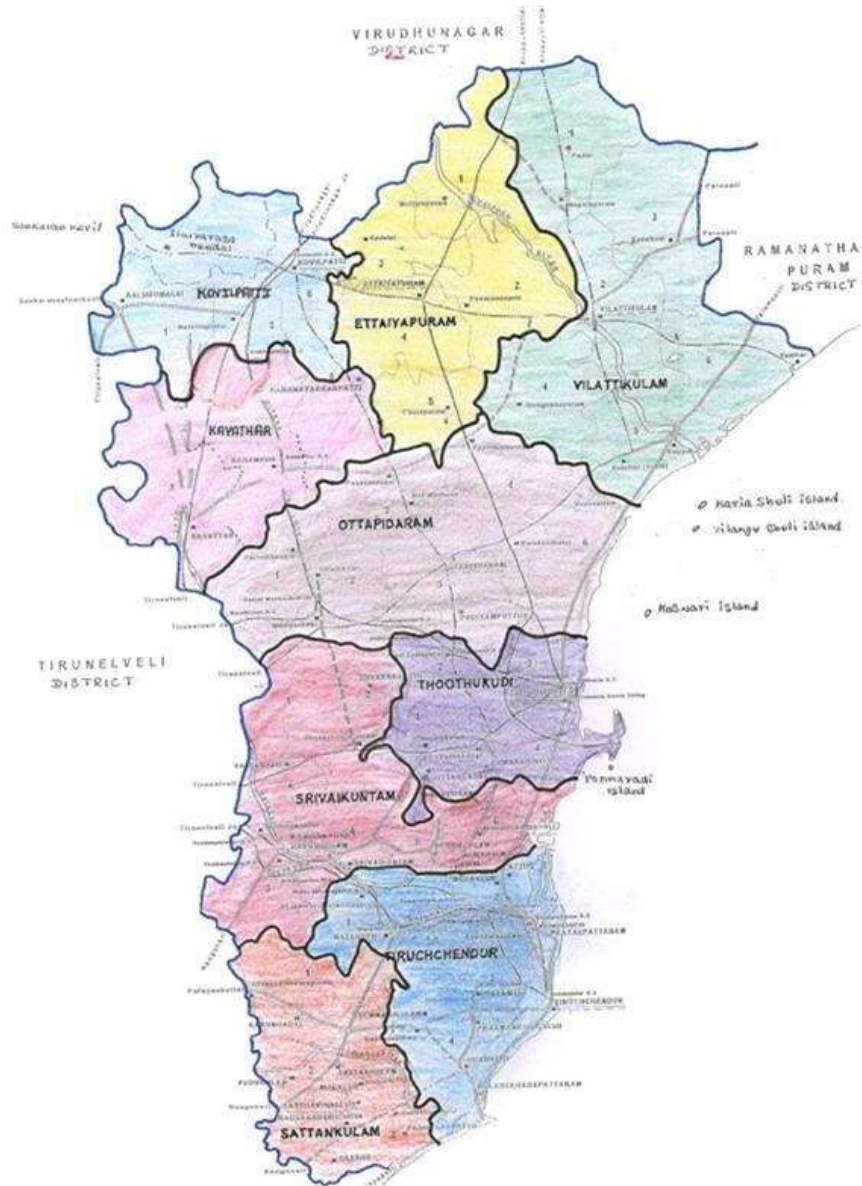
Profile Of The Study Area

Tharuvai Sports Complex in George rode, Thoothukudi is known to satisfactorily cater to the demanders of its customer base. The business strives to make for a positive experience through its offerings. Customer centricity is at the core of Tharuvai Sports Complex in George, Thoothukudi and it is this belief that has led the

business to build long-term relationship. Ensuring positive customer experience, making available goods and / or services that are of top-notch quality is given prime importance. India's leading B2B market place, Jd Mart ensures engaging in business activities is a seamless process for small and medium enterprises as well as large business. In a wake to enable this business to reach their audience, this portal lets them showcase their offerings in terms of the products and/ or services through a digital catalogue.



Thoothukudi District - Taluks



CHAPTER-V

ANAYLSIS OF THE DATA AND INTERPRETION

TABLE 5.1

AGE WISE OFTHE REPONDENT

S.NO	AGE	NO.OF THE RESPONDENTS	PERCENTAGE (%)
1	Below 10	33	27.5
2	10-20	31	25.8
3	20-30	48	40
4	30-40	8	6.66
	Total	120	100

Source: Primary data

This table shows that the age analysis of the respondent. Out of 120 respondents 27.5% of them belong to the age group of below 10 years , 25.8 % of them belong to the age group 10 -20years, 40 % of them belong to the age group of 20-30 years ,6.66% of the respondents belong to the age group of above 40 years respectively.

FIGURE 5.1.1

AGE WISE OF THE RRESPONDENTS

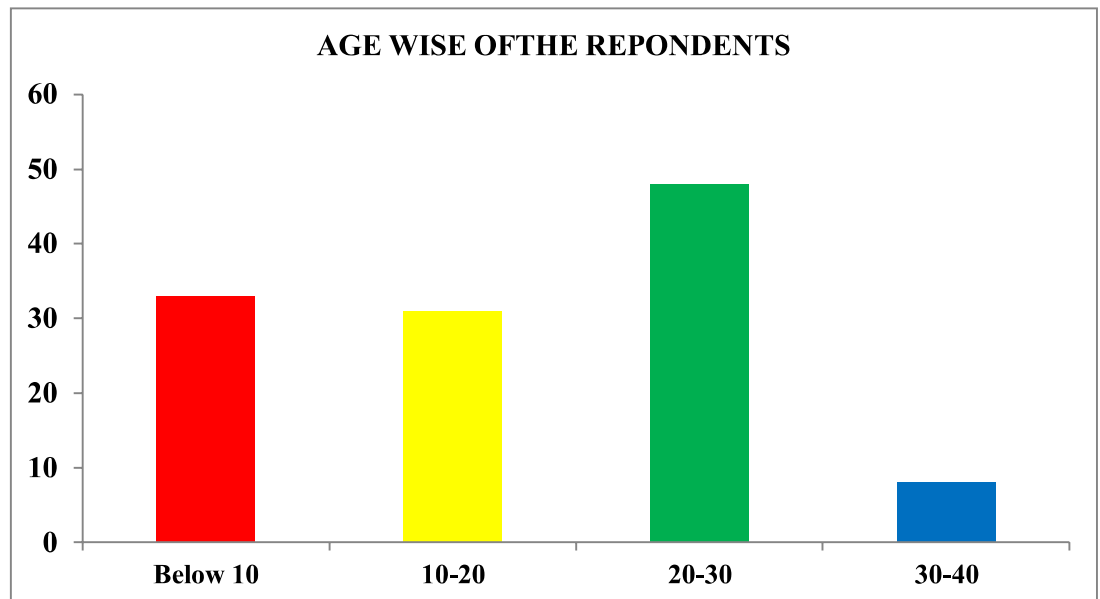


TABLE: 5.2

SEX WISE ANALYSIS OF THE RESPONDENTS

SI.NO	SEX	NO.OF THE RESPONDENTS	PERCENTAGE (%)
1	Female	55	46
2	Male	65	54
	Total	120	100

Sources: Primary Data

This table shows that sex wise analysis of the respondents. Out of 120 respondents 46% of the respondents are Female, 54% of the respondents are Male, respectively.

FIGURE 5.1.2

SEX WISE ANALYSIS OF THE RESPONDENTS

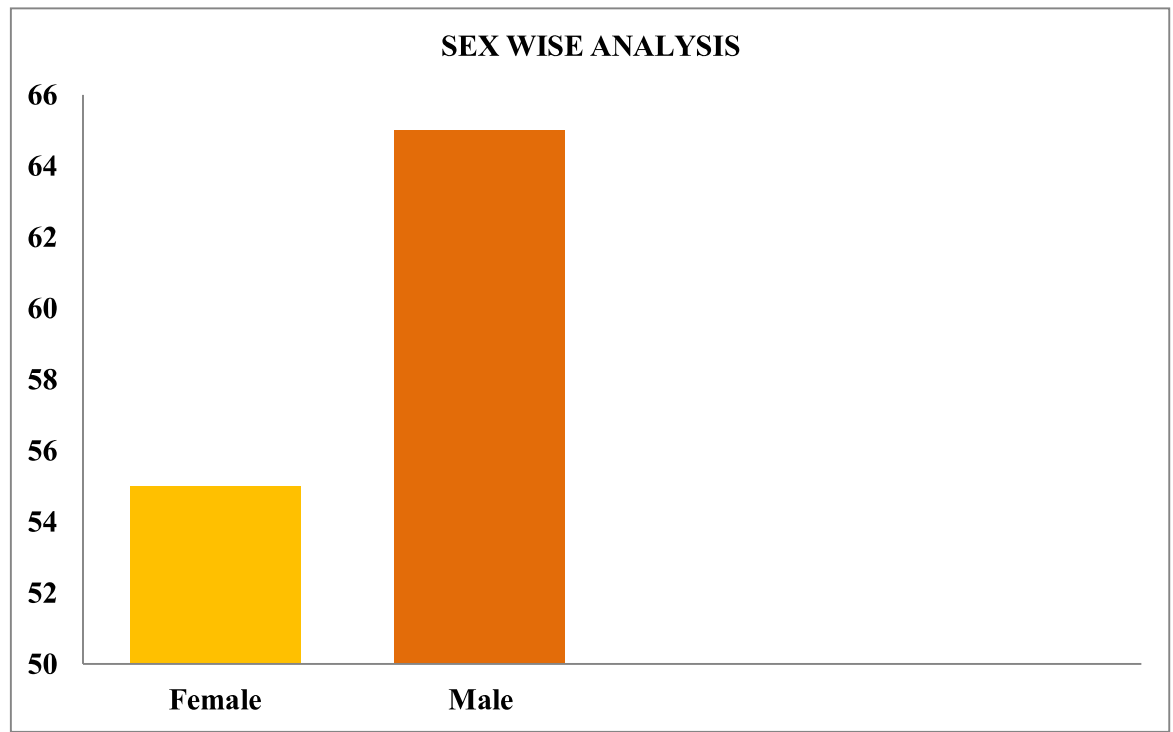


TABLE: 5.3**MARITAL STATUS OF THE RESPONDENTS**

SI.NO	MARITAL STATUS	NO.OF THE RESPONDENTS	PERCENTAGE (%)
1	Married	45	37.5
2	Unmarried	60	50
3	Widow/widower	15	12.5
	Total	120	100

Sources: Primary data

These tables explain that 37% of the respondents are married and 50% of the respondents are unmarried and 12.5% of the respondents are widow/ widower respectively.

FIGURE 5.1.3

MARITAL STATUS OF THE RESPONDENTS

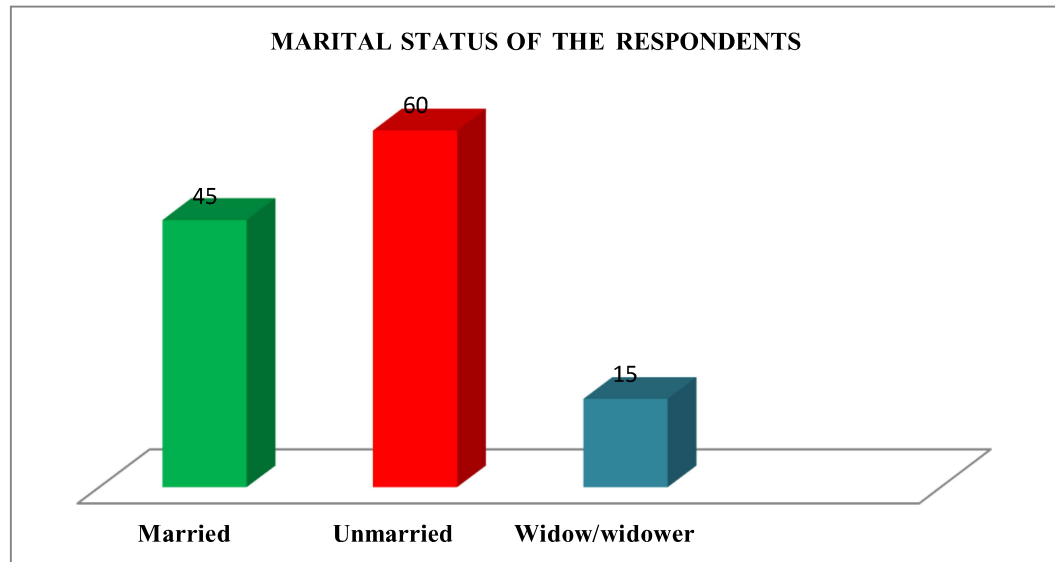


TABLE: 5.4**EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

SI.NO	EDUCATIONAL LEVEL	NO.OF THE RESPONDENTS	PERCENTAGE (%)
1	Primary Level	25	20.84
2	Secondary Level	30	25
3	Graduate	45	37.5
4	Uneducated	20	16.66
	TOTAL	120	100

Sources: Primary data

This table clears that education qualification of the respondents. 20.84% of the respondents are complete their primary level, 25% of the respondents are secondary level, 37.5% of the respondents are graduate, and 16.66% of the respondents are uneducated respectively.

FIGURE 5.1.4

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

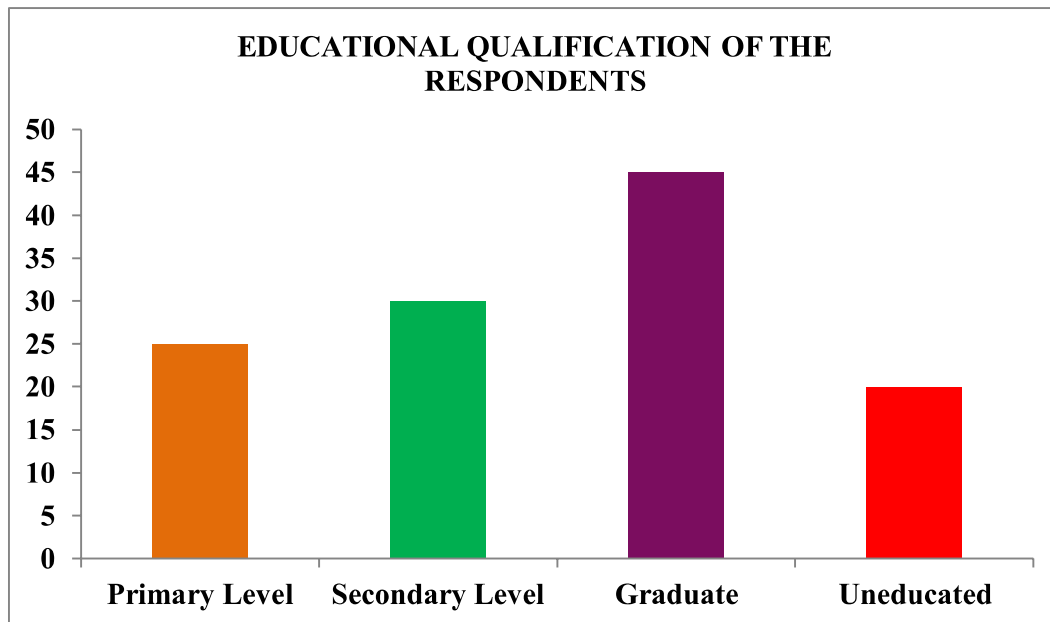


TABLE 5.5**PARICIPATION OF PHYSICAL ACTIVITY**

SI.NO	PATICIPATION PHYSICAL ACTIVITY	NO.OF THE RESPONDENTS	PERCENTAGE (%)
1	Once daily	40	33.33
2	Twice daily	25	20.84
3	When I'm free	36	30
4	Weekly once	19	15.83
	TOTAL	120	100

Sources: Primary data

This table shows that participate of psychical activities of the respondents. Out of 120 respondents 33.33 % of the respondents are daily, 20.84% of the respondents are, 30 % of the respondent are and, 15.83% of the respondents are weekly others respectively.

FIGURE 5.1.5

PARICIPATION OF PHYSICAL ACTIVITY

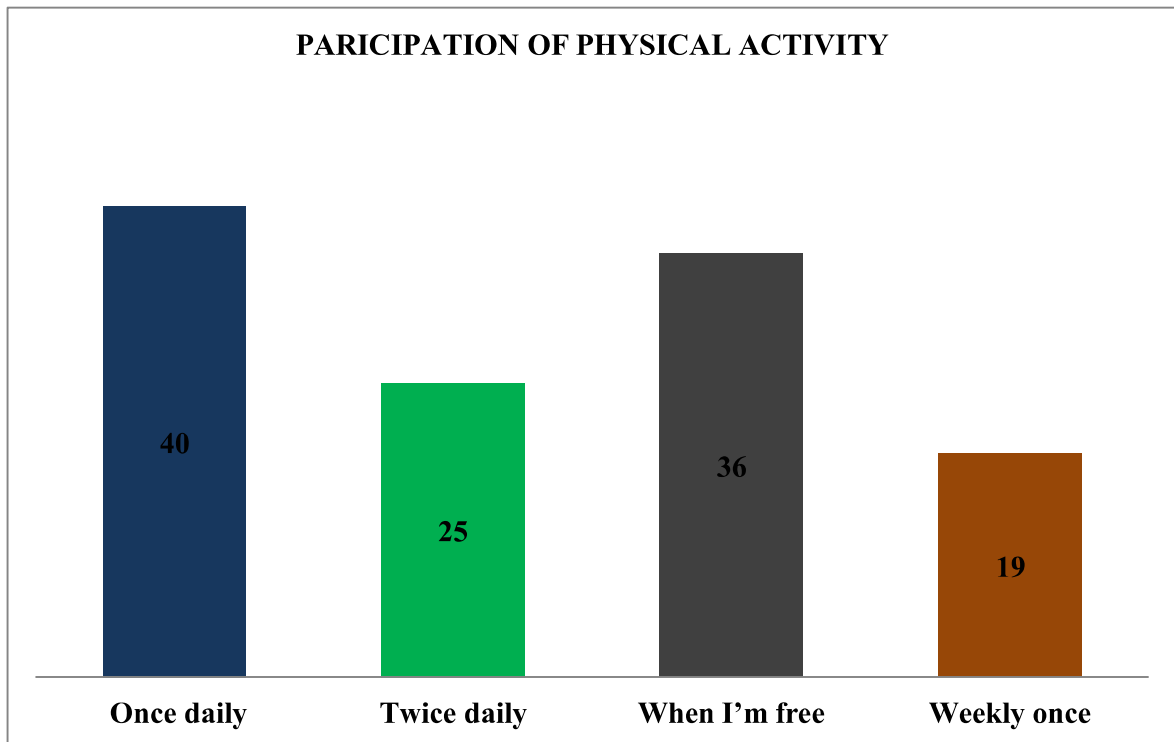


TABLE 5.6**PER DAY WORKING HOURS OF THE RESPONDENTS**

SI.NO	PER DAY WORKING	NO.OF THE RESPONDENTS	PERCENTAGE (%)
1	20 Minutes	35	29.16
2	1/2 Hours	48	40
3	45 Minutes	20	16.66
4	1 Hours	17	14.18
	TOTAL	120	100

Sources: Primary data:

This table shows that participate of spending hours day in their physical activities. Out of 120 respondents 40 % of the respondents are 1-2 Hours, 29.16% of the respondents are 2-3 Hours, 16.66 % of the respondents are 3-4 Hours and, 14.18% of the respondents are 4 Hours above others respectively.

FIGURE 5.1.6

PER DAY WORKING HOURS OF THE RESPONDENTS

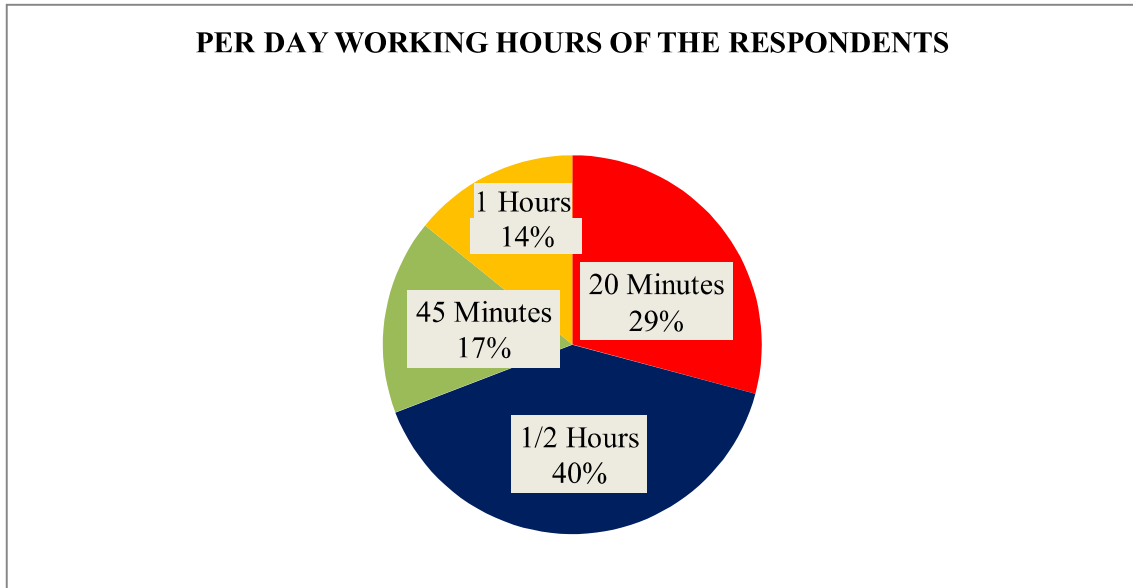


TABLE 5.7**CURRENT LEVEL OF FITNESS OF THE RESPONDENTS**

SI.NO	CURRENT LEVEL OF FITNESS	NO.OF.THE.RESPONDENTS	PERCENTAGE (%)
1	Perfect	59	49
2	Very Good	30	25
3	Good	21	17
4	Average	10	9
	TOTAL	120	100

Sources: Primary data

This table shows that participate of current level of sports and fitness of the respondents. Out of 120 respondents 49 % of the respondents are perfect, 25 % of the respondents are very good, 17 % of the respondents are goods, 9 % of the respondents are average and, 14.18% of the respondents are below average others respectively.

FIGURE 5.1.7

CURRENT LEVEL OF FITNESS OF THE RESPONDENTS

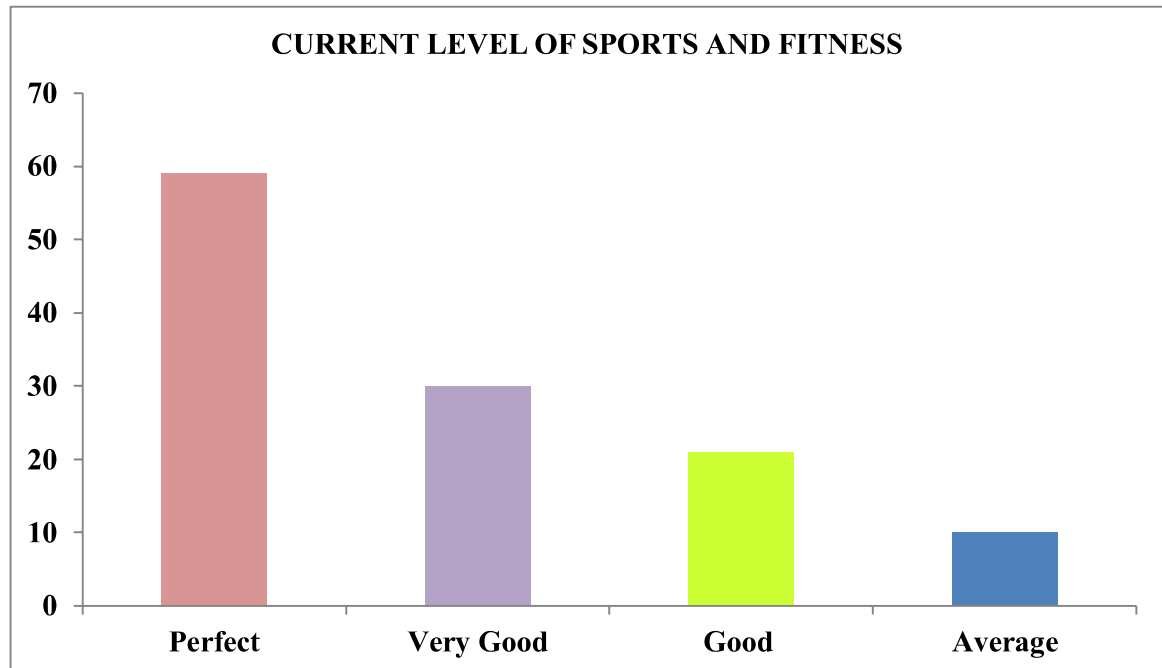


TABLE: 5.8**PHYSICAL FITNESS RELATED TO THE ISSUE& LEAN TISSUE**

SI.NO	FATTISSUE/LEAN TISSUE	NO.OF THE RESPONDENTS	PERCENTAGE (%)
1	Flexibility	39	32.5
2	BMI	22	18.5
3	Body Composition	38	31.5
4	Full fitness	21	17.5
	TOTAL	120	100

Sources: Primary data

This table shows that participate of fat tissue and lean tissue in the body of the respondents. Out of 120 respondents 32.5 % of the respondents are flexibility, 18.5 % of the respondents are BMI, 31.5 % of the respondents are body composition and, 17.5% of the respondents are full fitness others respectively.

FIGURE 5.1.8

PHYSICAL FITNESS RELATED TO THE ISSUE& LEAN TISSUE

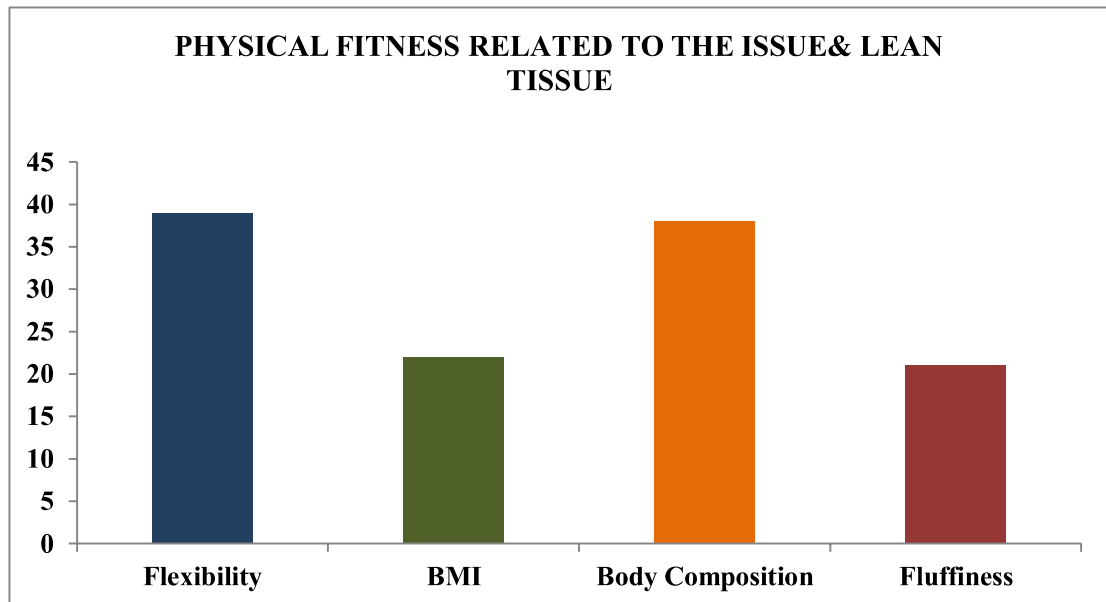


TABLE: 5.9**ACTIVITIES TO THE PHYSICAL FITNESS OF THE RESPONDENTS**

SI.NO	PHYSICAL FITNESS	NO.OF.THE.RESPONDENTS	PERCENTAGE (%)
1	Gymnastics	26	21.66
2	Sprinting	20	16.66
3	Swimming	34	28.33
4	Running	40	33.35
	TOTAL	120	100

Sources: Primary data

This table shows that participate of development of balance of the respondents. Out of 120 respondents 21.66% of the respondents are gymnastics, 16.66 % of the respondents are sprinting, 28.33% of the respondents are swimming and, 33.35% of the respondents are running others respectively.

FIGURE 5.1.9

ACTIVITIES TO THE PHYSICAL FITNESS OF THE RESPONDENTS

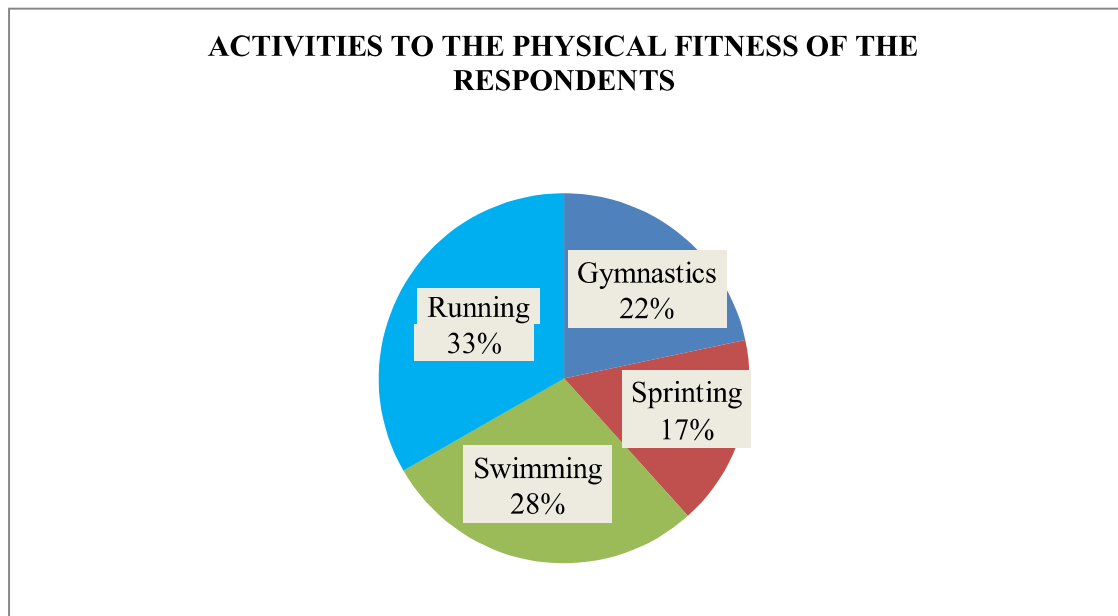


Table: 5.10

FITNESS CAN HELP TO REDUCE THE STRESS

Sl.NO	REDUCE THE STRESS	NO. OF. THE. RESPONDENTS	PERCENTAGE (%)
1	Yes	70	60
2	No	50	40
	TOTAL	120	100

Sources: Primary data

This table shows that participate of fitness can help to reduce stress of the respondents. Out of 120 respondents 60 % of the respondents are, Yes 40% of the respondents are No others respectively.

FIGURE 5.1.10

FITNESSS CAN HELP TO REDUSE THE STRESS

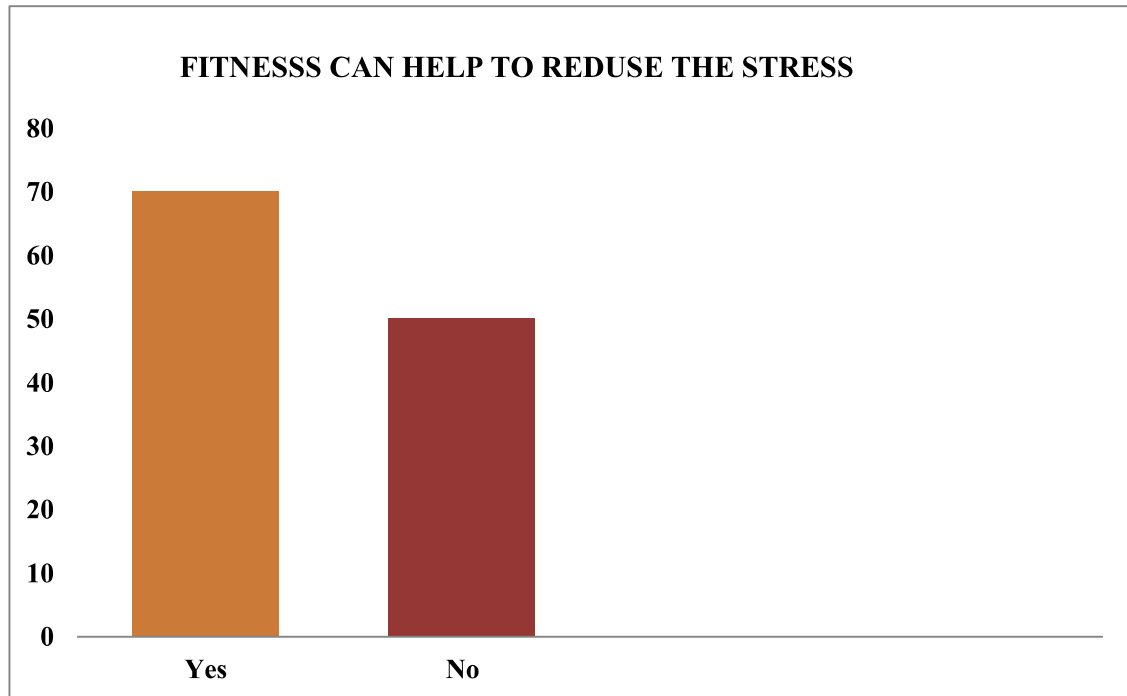


TABLE: 5.11**CREATIVE IDEAS OF ANY TASK**

SI.NO	CREATIVE IDEAS	NO.OF.THE.RESPONDENTS	PERCENTAGE (%)
1	Agree	48	40
2	Strongly agree	22	18.31
3	Disagree	34	28.34
4	Neutral	16	13.35
	TOTAL	120	100

Sources: Primary data

This table shows that participate of creative ideas of any task of the respondents. Out of 120 respondents 40 % of the respondents are Agree, 18.31% of the respondents are strongly agree, 28.34% of the respondents are disagree and, 13.35% of the respondents are neutral others respectively.

FIGURE 5.1.11

CREATIVE IDEAS OF ANY TASK

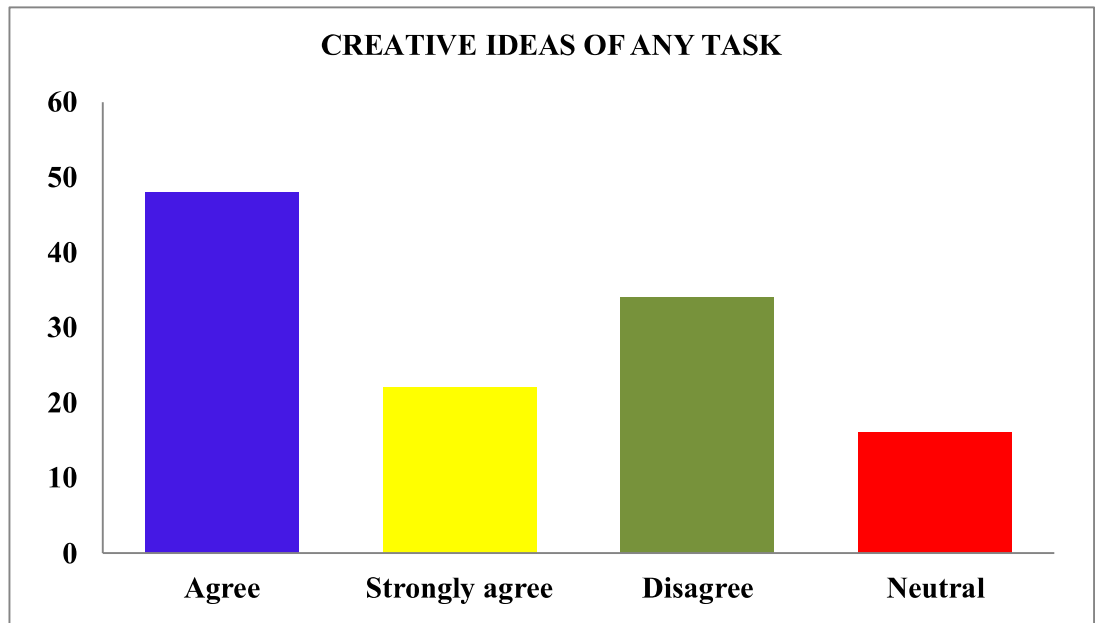


TABLE: 5.12**SPORTS CAN HELP ATTAIN THE GOAL**

SL.NO	ATTAIN ACHIEVE THE GOAL	NO.OF.THE.RESPONTENTS	PERCENTAGE (%)
1	Agree	35	29.16
2	Strongly agree	28	23.34
3	Disagree	27	22.5
4	Neutral	30	25
	TOTAL	120	100

Sources: Primary data

This table shows that participate of attain achieve the goal of the respondents. Out of 120 respondents 29.16 % of the respondents are agree, 23.34% of the respondents are strongly agree, 22.5% of the respondents are disagree and, 25% of the respondents are neutral others respectively.

FIGURE 5.1.12
SPORTS CAN HELP ATTAIN THE GOAL

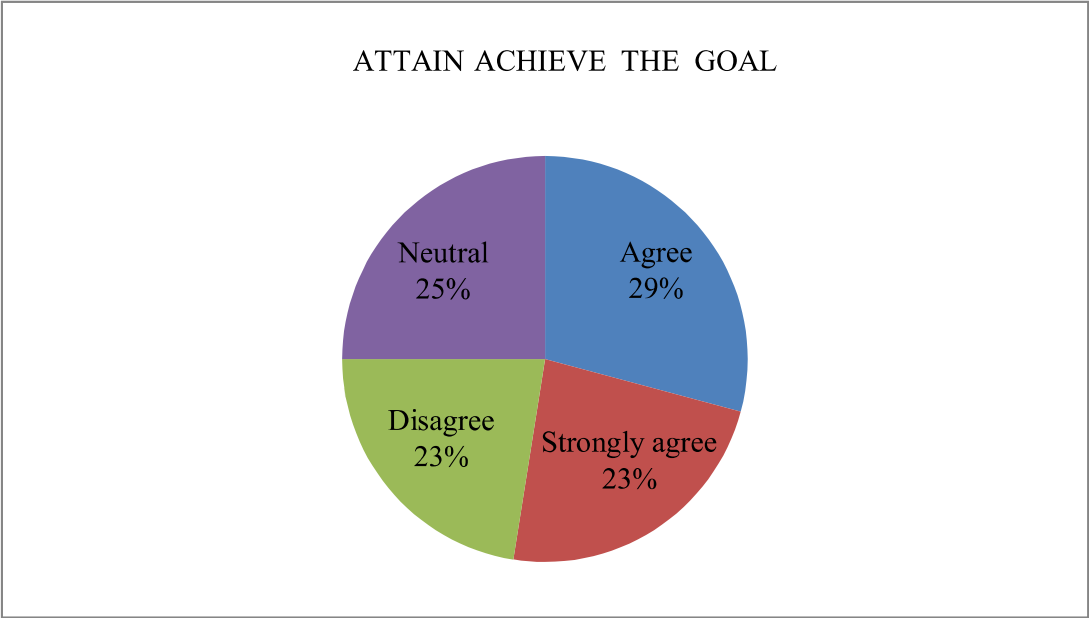


TABLE: 5.13**MAINTAIN THE GOOD HEALTH**

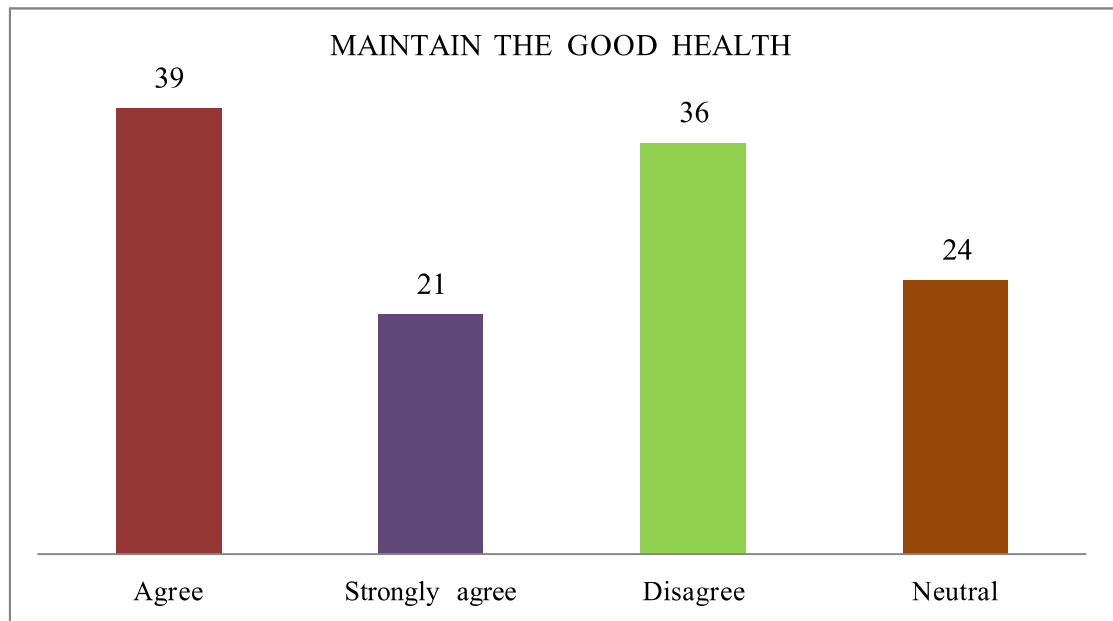
SL.NO	MAINTAIN THE GOOD HEALTH	NO.OF.THE.RESPONTENDS	PERCENTAGE (%)
1	Agree	39	32.5
2	Strongly agree	21	17.5
3	Disagree	36	30
4	Neutral	24	30
	TOTAL	120	100

Sources: Primary data

This table shows that participate of continent wise world soccer players of the respondents. Out of 120 respondents 30% of the respondents are Africa, 22.5% of the respondents are South America, 22.5% of the respondents are Australia and 20% of the respondents are Europe others respectively.

FIGURE 5.1.13

MAINTAIN THE GOOD HEALTH



TABLR: 5.14**FITNESS MAKE FRESH IN EVERY DAY**

SI.NO	FITNESS MAKE FRESH IN EVERY DAY	NO.OF.THE RESPONTENDS	PERCENTAGE (%)
1	Agree	44	36.66
2	Strongly Agree	37	30.83
3	Disagree	13	10.84
4	Neutral	26	21.67
	TOTAL	120	100

Sources: Primary data

This table shows that participate of fitness make fresh in every day of the respondents. Out of 120 respondents 36.66% of the respondents are agree, 30.83% of the respondents are strongly agree, 10.83% of the respondents are disagree and 21.67% of the respondents are neutral others respectively.

FIGURE 5.1.14

FITNESS MAKE FRESH IN EVERY DAY

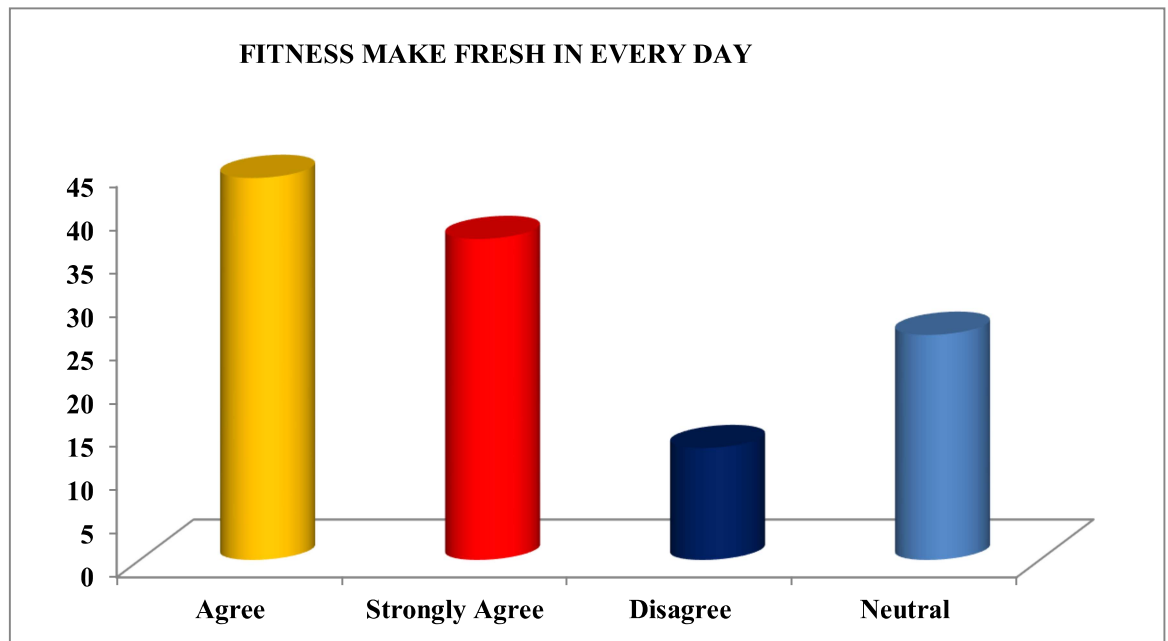


TABLE: 5.15

SPORTS AND FITNESS CAN HELP TO MAINTAIN YOUNG BODY

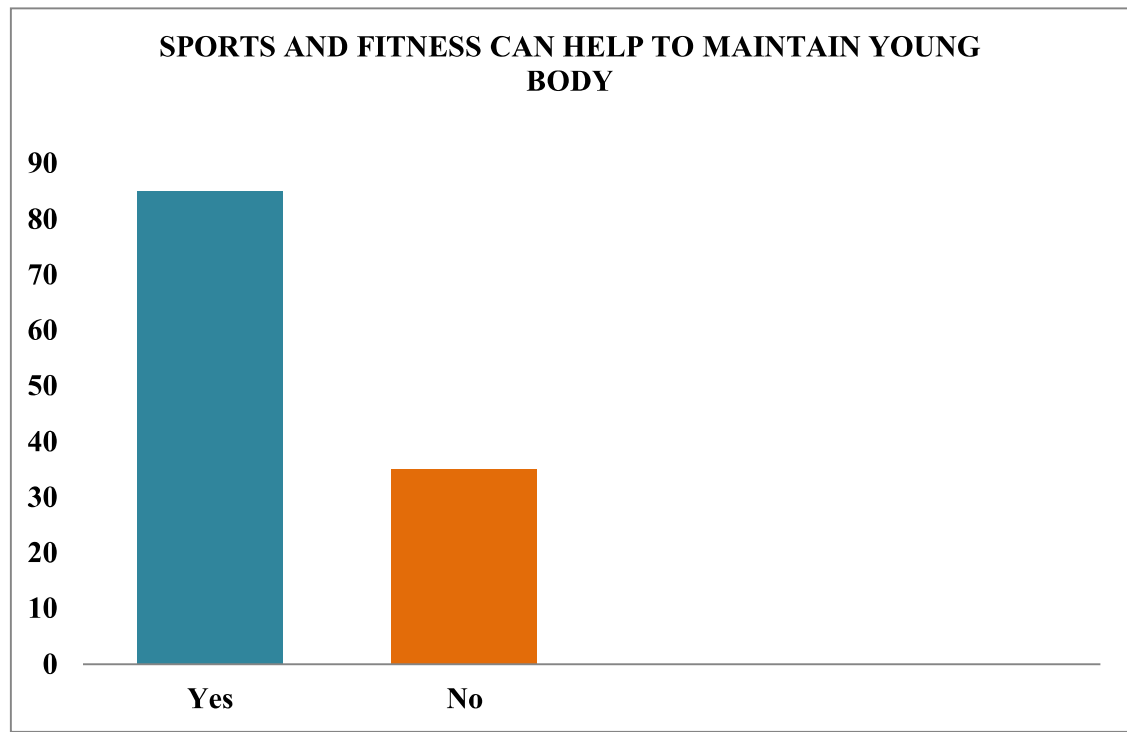
SL.NO	SPORTS AND FITNESS CAN HELP TO MAINTAIN YOUNG BODY	NO.OF.THE. RESPONTENDS	PERCENTAGE (%)
1	Yes	85	70.8
2	No	35	29.2
	TOTAL	120	100

Sources: Primary data

This table shows that participate of fitness can help to reduce stress of the respondents. Out of 120 respondents 51.66 % of the respondents are yes, 48.34% of the respondents are No others respectively.

FIGURE 5.1.15

SPORTS AND FITNESS CAN HELP TO MAINTAIN YOUNG BODY



CHAPTER – VI

FINDINGS, SUGGESTIONS AND CONCLUSTIONS

FINDINGS

1. Majority of the sample respondents belong to the age group of 20-30.
2. 54% of the sample respondents are Male.
3. Majority 50% of the respondents are unmarried.
4. Out of 120 sample respondents 37.5% are graduates.
5. 40 % of the sample respondents are daily working their physical activities.
6. Majority 49% of the respondent's current level fitness is perfectly.
7. 33.5% of the respondents their getting fitness from doing running.
8. 60% of the respondents agree the sports help their fitness
9. 40% of the respondents to agree the sports & fitness to help creative ideas of any task.
10. Majority of the sample respondents 29.16% to agree sports & fitness can help the achieve their goal.
11. 32.5% of the sample respondents to agree sports & fitness to maintain the good health
12. 36.66% of the sample respondents to feel the sports and fitness to make a fresh in every day.

SUGGESTIONS

- Engaging in a sport can help increase feelings of self-esteem and self-confidence, which can be a powerful mechanism for stress relief.
- Playing sports helps to take our mind off of whatever is troubling us.
- Exercising on a regular basis increases emotional well-being. Active individuals report less stress in their lives.
- Exercising or being active boost the endorphins that make you feel emotionally and physically good.
- Physical activity helps increase the brains neurotransmitters that make a person feel good.
- Regular exercise increases self-confidence and lowers the chances of getting mild depression and anxiety. Also regular exercise improves a person's sleep where anxiety, stress, and depression can occur from. A physical activity improves the attention span during the day, helps the ability to focus on one thing at a time without feeling overwhelmed or anxious.
- Also helps people lose weight and lower the risk of getting a disease and exercising can help a person age well.
- Exercising is important as it can benefit the entire human body. Getting the right amount of exercise can increase energy levels and improve your mood. Experts have found that teens need about an hour of physical activity each day because of many reasons. It can help people with their self-esteem, mood, sleep pattern, etc.

CONCLUTION

Playing sports help us in building and improving confidence level. If we practice sports on regular basis, we can be more active and healthy. Being involved in the sports activities help us in getting protected with numerous diseases such as arthritis, obesity, obese, heart problems, diabetes, etc. Sports in a way are a great source of knowledge of what life is. We develop skills like Leadership, Teamwork, Patience, Competitiveness and Determination of Success. These are some of the good and must qualities that a person must have in his/her own life. Sports are generally played for fitness, passion and success. A sport is a mode with the help of which a kid is introduced into a different dimension completely. He is exposed to a new outlook to develop his interest and optimistically channelize his efforts to a way. Thus, whenever you search for your child's right education, don't forget to think about including the importance of sports activities too. It will assuredly help in the holistic growth of your kid. All in all, sports are the best way to help your body regulate itself in the urban setting where we do not use our bodies as much as we should. Like with many other things in life you have to maintain the right attitude, stay disciplined and finds the right balance and all will be good.